

2025



**ANNUAL
REPORT**

@southshoresummertheatre.com

WELCOME

Jerri Southcott, President

As we reflect on this past year at South Shore Summer Theatre, I am filled with immense pride and gratitude for the continued growth of our organization. Our production of All Shook Up marked an exciting milestone — our largest cast to date and the highest ticket sales in SSST's history. For the first time, we also brought our production to Halifax, expanding our reach and showcasing South Shore talent to an even broader audience. The energy, commitment, and camaraderie among our youth performers reaffirmed the power of theatre as a place of creativity, confidence-building, and belonging.

All Shook Up proved to be a joyful, high-energy production that appealed to a wide range of theatre-goers — from longtime patrons to first-time audience members. Its familiar music, humour, and heart brought families together and created an atmosphere of celebration in every performance. Watching our young performers rise to the occasion — embracing choreography, harmonies, and character work with dedication and enthusiasm — was a powerful reminder of what happens when young people are given opportunity, mentorship, and trust.

At South Shore Summer Theatre, accessibility remains at the core of our mission. Every young person deserves the opportunity to participate in the performing arts, regardless of financial circumstances. Thanks to the generosity of our donors, community partners, sponsors, and dedicated volunteers, we continue to remove economic barriers and keep participation free of charge. This collective investment in youth is what allows our program to grow and thrive.

Shane Southcott, Director

When we launched South Shore Summer Theatre just a few years ago, we never imagined how quickly it would grow. This season's All Shook Up featured our largest cast to date and gave every performer a chance to shine in a joyful, high-energy production filled with unforgettable Elvis Presley music and big-hearted comedy. After several heavier seasons, it was a pleasure to bring something light, fun, and widely appealing to both our cast and our audiences — even expanding our reach beyond the South Shore to Halifax. I am incredibly proud of what our young performers accomplished together.

OUR OBJECTIVES

South Shore Summer Theatre is committed to fostering inclusivity, accessibility, and artistic excellence in musical theatre. Our primary objectives include:

- Providing free, high-quality training and performance opportunities for youth aged 13-35, ensuring financial barriers do not limit participation.
 - Creating a welcoming and inclusive environment that embraces diversity, equity, and inclusion, including support for LGBTQ2+ individuals and performers with disabilities.
 - Employing local artists as instructors and mentors, contributing to the professional arts community in Nova Scotia.
 - Expanding access to the arts in rural areas where opportunities are limited.
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OUR GOALS

To achieve these objectives, we focus on:

- Producing high-caliber musical theatre productions that showcase young talent and attract audiences.
 - Engaging the community through outreach initiatives such as pop-up performances, promotional events, and partnerships with local organizations.
 - Building a sustainable future for the program through fundraising, sponsorships, and strategic partnerships.
 - Contributing to the economic and cultural vitality of the South Shore and beyond by increasing arts participation and tourism.
 - Continuing to grow and refine our training programs, ensuring young performers have the skills and confidence to pursue their artistic passions.
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LAND ACKNOWLEDGEMENT

In the spirit of reconciliation, South Shore Summer Theatre Association acknowledges that we live, work and create on the traditional territory of Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People, and we acknowledge them as the past, present, and future caretakers of this land. South Shore Summer Theatre Association is grateful to have the opportunity to present in this territory. This territory, covered by the "Treaties of Peace and Friendship" which Mi'kmaq Wəlastəkwiyyik (Maliseet), and Passamaquoddy Peoples first signed with the British Crown in 1725. The treaties did not deal with surrender of lands and resources but in fact recognized Mi'kmaq and Wəlastəkwiyyik (Maliseet) title and established the rules for what was to be an ongoing relationship between nations. We are all Treaty people.

2025 PRODUCTION



All Shook Up marked a year of significant growth and momentum for South Shore Summer Theatre. We welcomed our largest cast to date, sold more tickets than in any previous season, and expanded our reach by presenting the production in Halifax — showcasing South Shore talent to an even broader audience.

Youth Employment & Professional Development:

We hired two Canada Summer Jobs students, reinforcing our commitment to mentorship and hands-on learning. Our stage manager returned to the position marking her fourth consecutive summer working with us, demonstrating the strength of our training and leadership development model. We also employed emerging arts professionals as choreographer and music/vocal director, providing meaningful professional opportunities for early-career artists.

Community Engagement & Organizational Strength:

Audience enthusiasm led to increased interest from new performers for 2025. We welcomed new board members and secured additional donors and sponsors, strengthening our governance and financial sustainability.

All Shook Up was a milestone season that reflected our continued commitment to accessibility, inclusivity, youth development, and artistic excellence as we move confidently into our fifth season.





Bites & Broadway Mahone Bay Centre

Bites & Broadway

The Mahone Bay Centre
May 4, 2025

We raised more than \$5,000 at our first sold out Bites & Broadway Brunch. Professional actor and music theatre performer, Bruce Dow hosted and performed along with a cast of talented young performers. The business community donated to the silent auction helping to raise money for our 2025 production.



CTV Morning Live and News at 5

MEDIA INTERVIEWS

CTV Morning Live, News at 5
CBC Radio - Tara Taylor, Mainstreet
QCCR FM - Norm Amirault
South Shore Bulletin Newspaper

All Shook Up generated the strongest media coverage in SSST's history, significantly expanding our profile across the region. The production was featured on CTV Morning Live and News at 5, highlighted by arts reporter Tara Taylor on the CBC Radio Morning Show, and covered on Mainstreet. We also received local support from QCCR and the South Shore Bulletin digital newspaper.



Halifax Bridgeway 2025

FLASH MOBS

Halifax Harbour Bridges, Bridgeway
Saltbox Brewery Lightship Lunenburg
and Shining Waters Marina, Tantallon

SSST was invited to be part of the Halifax Harbour Bridges Bridgeway 2025. We had a booth and the cast performed on the mainstage. All Shook Up cast members also performed for two big audiences at Lightship Brewery in Lunenburg and Saltbox Brewery at Shining Waters Marina in Tantallon, introducing new audiences to the show and helping to sell tickets.

BUILDING ON OUR SUCCESS - OUR FIFTH SEASON

As South Shore Summer Theatre enters its fifth season, we are proud to welcome Mark Ferraro-Hauck as our new Director. Mark brings decades of artistic leadership experience across Canada and the United States, most recently serving as Executive Director of Theatre Nova Scotia. His career includes leading regional theatre companies, directing mainstage and youth productions, expanding education programs, and strengthening organizations through thoughtful, collaborative leadership rooted in equity and inclusion.

Mark's background in Theatre for Young Audiences, arts education, and large-scale production management aligns beautifully with SSST's mission of accessibility and youth empowerment. He has overseen seasons serving tens of thousands of audience members, mentored emerging artists, secured significant grant funding, and built sustainable artistic programs designed to foster both excellence and belonging.

As we build on the record-breaking success of All Shook Up, our fifth season marks an exciting return home to the South Shore and the historic Astor Theatre for our production of Into the Woods. With new artistic leadership and a renewed connection to our home community, SSST is poised for a season that honours our growth while deepening our roots where it all began.

A HUGE THANK YOU!

South Shore Summer Theatre extends our heartfelt gratitude to our sponsors, donors, and government funding partners for their generous support, which makes our productions possible. A special thank you to our incredible volunteers, dedicated parent carpoolers, and the hardworking youth who bring passion and energy to every rehearsal and performance. Your commitment ensures that theatre remains accessible, inclusive and a life-changing experience for all involved. We couldn't do it without you!



FINANCIAL REPORT

2025

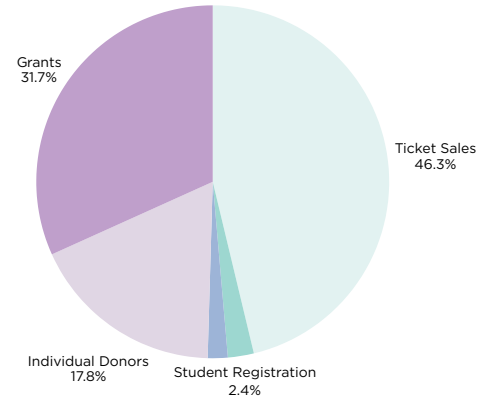
Total Income
\$58,843

Total Expenses
\$66,970

Deficit
\$8,126

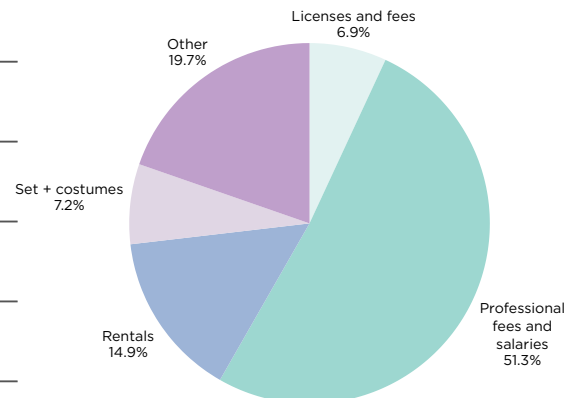
Income Report

Source	2025
Ticket Sales	\$25,301
Student Registration	\$1,300
Sponsorship	\$1,000
Individual donors	\$9,735
Grants	\$17,365
Total Income	\$58,843



Expenses Report

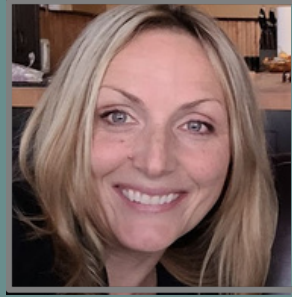
Source	2025
Advertising and promotion	\$1,153
Insurance	\$1,290
Interest and bank charges	\$2,210
Licenses and fees	\$4,637
Miscellaneous	\$5,071
Office	\$2,452
Professional Fees and Salaries	\$34,388
Rentals	\$9,963
Set Construction, Props, and Costumes	\$4,806
Travel	\$1,000
Total Expenses	\$66,970



BOARD OF DIRECTORS 2025



Jerri Southcott,
President and Chair



Samantha Nault,
Treasurer



Stuart Martin
Director



Kelly Bent,
Secretary



Marianne Weeks,
Vice President



Dan Rafuse,
Director



Sofia Andreu,
Youth Representative



Cynthia Black,
Director

SOUTH SHORE SUMMER THEATRE ASSOCIATION



South Shore Summer Theatre is dedicated to providing an inclusive, accessible, and professional musical theatre experience for youth, breaking financial barriers and fostering creativity, confidence, and community through high-quality productions and education

2025 DONORS AND SPONSORS

SPONSORS



Government of Canada / Gouvernement du Canada



Ditto's



SILENT AUCTION DONORS

- South Shore Homestyle Nosh
- Mateus Bistro
- Cynthia Black and daughter
- Jerri Southcott
- Samantha Nault
- Marianne Weeks
- Kaite Felmate
- Walter Flower
- Ceilidh Smith Shoppers Drug Mart
- Jaime Ellis

PRIVATE DONORS

- Jim Brown
- Mary & Jerry Deveau
- Leigh Stoddard
- Sonya Eddy
- Lee and Frank Kools
- Darlene Gaskell-Chandler
- Nicole Frampton
- Jerri Southcott and Dave Stephens
- Kathleen Woodard and Doug Stewart
- Leif Helmer
- Wendy Allen
- William Whynacht
- Nancy & Jeff Frampton
- Arthur Southcott
- Stefanee Brown

SPECIAL THANKS

- Mark Ferraro-Hauck
- Easton Goodwin
- Jane McLoughlin
- Bacalao Photography
- Dave Stephens
- Cody Bussian
- Tiffany & Sherman Freeman
- Tony Gressel
- Brigitte Bedard
- Martina Puch Pasos
- Allan MacAskill
- Dan Rafuse
- Bruce Dow
- Jill Amery
- The Mahone Bay Centre
- Jocelyn Bell
- The Hat Junkie
- Amie Moore