BEHIND
the
CURTAIN
SEASON PREVIEW
FISCAL YEAR
2019
ANNUAL
REPORT
A PUBLIC fit
THEATRE COMPANY

A Note From Joe and Ann-Marie

Let's talk about the last five years.

A Public Fit Theatre Company started when a group of like-minded friends gathered in the library of our Las Vegas home in order to read aloud a particularly wordy, dense and difficult-to-wrap-our-heads-around play. There was wine; we opened a bag of chips. We read the play twice. We had our first Buzzz that night – talked about the work, the writing, the subtext, the staging – and made plans to do it again the following month. Soon, it was standing-room only as we attracted more and more friends and local theatre professionals to our library, then our patio, then a series of downtown spaces as we took these readings (and these conversations!) public. Our first production, Dawn King's *Foxfinder,* opened in November of 2014. Frankly, we were surprised and emboldened by its success.

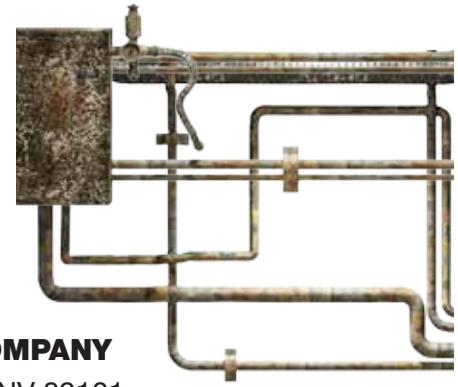
Since then, APF has produced 12 highly acclaimed shows, presented 27 free staged readings, 13 of which (since June, 2016) were in partnership with the Las Vegas-Clark County Library District, created an in-service outreach production to Clark County Schools and the Del Sol Academy and created an on-going monthly playwright's workshop for emerging local artists. And all the while we've kept the conversation going, inviting the most engaged audience in town to join us following each and every performance to Buzzz about the experience; it's still the most important thing we do!

Our 2018-19 season featured 6 different directors, 25 individual performers (including 3 Actor's Equity contracts) who played a total of 48 characters and a staff of 15 supported by 32 essential volunteers. We imported Kurt Hellerich from the Equity stages of NYC to help us create our vision of *The Elephant Man;* we welcomed Gabriella Giocomo as our new Development Associate; we brought on Andrew Calvert to manage our ever-growing team of volunteers. We watched as David Charron re-introduced our audience to The Usual Place, remodeled just in time for the opening of *Small Mouth Sounds.* Our 3 mainstage shows garnered 22 Las Vegas Valley Theatre Award nominations, at least one in each and every category for which we were eligible. It was an exciting 5th season, and we could not possibly be more proud of the work we've done and all the things we've been able to share with our audience.

But we would have accomplished none of this without your dedicated support. Your financial contribution and personal faith in our shared goal of bringing the highest level of quality theatre to Las Vegas has insured that our successes are yours as well. It is no exaggeration to say that APF would not, could not exist without your enthusiastic commitment to our continued success.

And now we are 6. We pledge to continue to be worthy of your assistance, knowing that you share our high hopes for the growing cultural renaissance of Las Vegas. We did not start without you, you've been with us every step of the way, and we offer our sincere thanks for your on-going help.

Ann-Marie Pereth, Artistic Director and
Joe Kucan, Producing Director
September, 2019



A PUBLIC FIT THEATRE COMPANY
1312 Canosa Ave., Las Vegas, NV 89101
Tel. 702.735.2114
www.apublicfit.org

Cast photos by Richard Brusky

APF Mission

In an age where the notion of “neighborhood” is fast evolving into a series of intangible on-line social media webpages, A Public Fit aims to reinvigorate the tangible community by working with emerging Las Vegas artists to create exciting, innovative and provocative professional theater. APF believes strongly in the communal power of great stories, dramatic ideas and the sincere engagement that audiences find in challenging theatrical events. A Public Fit genuinely hopes to unite professional artists and audiences through the most effective form of human connection, treating each production as the beginning of an unending conversation.

Our Year in Numbers…

We love that you want to be part of the conversation! Approximately **43%** of our audience contributed to THE BUZZZ! Many of our patrons travel outside of Vegas for theatre, so we are flattered that you choose APF for Las Vegas theatre! We hit a record for our fifth season with **2,459** attendees total! Along with **22** nominations, APF took home another **4** Las Vegas Valley Theatre awards this year! We received awards for Best Costumes for *The Elephant Man,* Best Supporting Actor, Best Ensemble and Best Sound Design for *Small Mouth Sounds*! APF’s Arts Education Outreach saw an exciting change with our partnership with the Las Vegas High School Jesters Improv. The resulting *SlapDashery* provided hands-on arts learning to **110** students. This includes *SlapDashery* performances and workshops.

Demographics

- Age: 18-24: 19% | 25-34: 2.15% | 35-44: 9.14% | 45-54: 16.3% | 55-64: 22.58% | 65+: 46.24%
- Ethnicity: Asian: 2.15% | Black: 0.54% | Caucasian: 71.51% | Latino: 3.23% | Native American: 0.00% | Pacific Island: 0.00% | Prefer not to Say: 2.15% | Other: 0.54%

Cast photo by Richard Brusky

Fifth Anniversary Season Financial Reports

Here's how your support has made throwing our public fit possible!

The Costs of Mischief

In the fifth season, we were proud to see our audience grow as we once again made our home at The Usual Place. Our sales revenue came in at: **$45,974.30!**

But sales provide only about a third of our bottom line. That is why we are immensely grateful to YOU, our Mischief Makers, for your generous support.

"Where did my donation go last year?"
Take a look at this! Here's a glimpse into just a few of the operating costs of our nonprofit theatre company.

EQUITY TALENT: $11,808.76
to continue our tenure as the valley's foremost PROFESSIONAL regional theatre company.

SUBCONTRACTORS: $60,629.85
to populate our stages with characters, our backstage crews with technicians, our offices with worker bees, and our helm with our captains.

LICENSING: $5,599.00
for sharing compelling stories.

PRINTING: $6,151.90
for programs, posters, and/or propaganda.

ADVERTISING: $2,289.51
to spread the word!

RENT/LEASE: $12,060.00
to make The Usual Place OUR usual place!

TAXES & LICENSES: $650.00
because two things can be said to be certain…

AND MORE: Our operating expenses for our fifth anniversary season totaled $120,629.55.

The nonprofit arts community truly could not exist without you.

A Public Fit Corporation
Statement of Activity

July 2018 - June 2019

	TOTAL
REVENUE	
Non-Profit Revenue	123,022.51
Sales	45,974.30
Uncategorized Revenue	300.00
Total Revenue	**$ 169,296.81**
Gross Profit	**$ 169,296.81**
EXPENDITURES	
Advertising	2,289.51
Bank Charges	165.00
Catering	978.22
Commissions & fees	2,042.69
Dues & Subscriptions	678.14
Equity Talent	11,808.76
Insurance	1,114.00
Interest Expense	95.59
Job Materials	9,558.12
Licensing	5,599.00

	TOTAL
EXPENDITURES CONT.	
Meals and Entertainment	213.80
Office Expenses	29.15
Other General and Admin Expenses	962.40
Rent or Lease	12,060.00
Shipping and delivery expense	565.42
Stationery & Printing	6,151.90
Subcontractors	60,629.85
Supplies	1,752.49
Taxes & Licenses	650.00
Travel	1,092.83
Uncategorized Expenditure	2,192.68
Total Expenditures	**$ 120,629.55**
Net Operating Revenue	**$ 48,667.26**
Net Revenue	**$ 48,667.26**

Cast photos by Richard Brusky

2018-2019 Season's Audiences and Productions, Itemized

Ticket Sales Per Show vs. Production Costs

INCOGNITO:	$12,692 ticket sales $26,095.25 production costs
SMALL MOUTH SOUNDS:	$17,595 ticket sales $32,336.22 production costs
THE ELEPHANT MAN:	$17,815 ticket sales $36,275.37 production costs

Objectives

Our fifth anniversary season was our best season yet, and in our sixth season we plan to continue to grow!

2019/2020 Season Key Objectives

- Increase our audience base to reach a broader group of patrons
- Spur thoughtful dialogue with our productions and events
- Continue to set the standard for quality theatre in the valley!

Special Thanks

David Adler, Dakota Baker, Valerie Bernstein, Chris Brown, Jamie Carvelli, Dave Charron, Adriana Chavez, CMJJGourmet – Maddy & Clement Muney, Shawn Fletcher, Gigi Guizado, Hailey Eakle, Jami Jones, Liz Kline, Karla Lagunas, Magareeshi Productions – Maggie Verderame, Makers & Finders, Scott McAdam, Kathleeen Nojima, Tina Rice, Heidi Rider, Coco Rigbye, UNLV Theatre Department, Anastasia Weiss, Devon Williams, Zeeta Body... **And YOU, our Mischief Makers!**

Discoveries & Delights

2019 – 2020 Season

Staged Productions

August: Osage County
by Tracy Letts
Oct. 25 – Nov. 17, 2019

A Steady Rain
by Keith Huff
Feb. 7 – Feb. 23, 2020

Sense and Sensibility
by Kate Hamill
May 1 – May 24, 2020

Staged Readings

The Ghosts of Lote Bravo
by Hilary Bettis
Friday, Sept. 20, 2019

Cry It Out
by Molly Smith Metzler
Friday, Jan. 31, 2020

The Children
by Lucy Kirkwood
Friday, March 27, 2020

Last Night and the Night Before
by Donnetta Lavinia Grays
Friday, June 26, 2020

TICKETS AVAILABLE AT
Apublicfit.org

APUBLIC fit
THEATRE COMPANY
COMPELLING STORIES & CONTINUING CONVERSATIONS

Cast photos by Richard Brusky

2019 – 2020 Season

MAINSTAGE PRODUCTIONS

August: Osage County
by Tracy Letts
Directed by Ann-Marie Pereth
Oct. 25 – Nov. 17, 2019

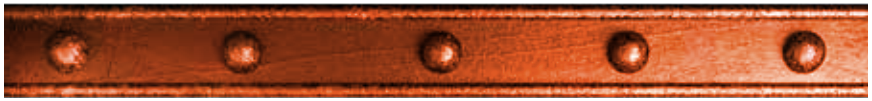
Beverly Weston's children descend upon the family home to support their acerbic, pill-popping mother while they search for the missing poet. Tempers are sharp as the family does everything it can to avoid healing in Lett's hysterically touching portrait of life in the Midwest.

A Steady Rain
by Keith Huff
Directed by Erik Amblad
Feb. 7 – Feb. 23, 2020

Childhood friends, Joey and Denny have become Chicago policemen. Together they face the dangers of inner-city crime, and tough decisions made on the urban streets. Their loyalty and friendship are tested when a domestic disturbance call takes a turn for the worse.

Sense and Sensibility
by Kate Hamill, based on the novel by Jane Austen
Directed by Ann-Marie Pereth and Joseph D. Kucan
May 1 – May 24, 2020

This hilariously updated adaptation of Jane Austen's classic follows Elinor and Marianne Dashwood, forced to relocate from their family home to a small cottage in the English countryside. When a handsome stranger rescues Marianne, the sisters are swept up in romance, disappointment and the not-always-proper machinations of love.



2019 – 2020 Season

STAGED READINGS

The Ghosts of Lote Bravo
by Hillary Bettis
Directed by Adriana Chavez
Sept. 20, 2019

When the body of her daughter, Raquel, is discovered in Lote Bravo, Juanda's prayers to La Santa Muerte bring other-wordly visions of life and death, challenging her deeply-held Catholic beliefs.

Cry It Out
by Molly Smith Metzler
Directed by Jasmine Kojouri
Jan. 31, 2020

Despite their vastly different backgrounds, neighbors (and new mothers!) Jessie and Lina become fast friends during their daily backyard coffee breaks. Their discussions change dramatically when a wealthy man inserts himself and his wife into their on-going dialogue.

The Children
by Lucy Kirkwood
Directed by Barbara Brennan
Mar. 27, 2020
Mar. 29, 2020
The world is dealing with a nuclear disaster. Physicists, Robin and Hazel, are living just outside the exclusion zone. Their future consists of solitude, yoga and yogurt until an old "friend" shows up and makes a frightening request.

Last Night and the Night Before
by Donnetta Lavinia Grays
Directed by Jason Nious
June 26, 2020

Rachel's life is turned upside down when her sister shows up unannounced. This poetic, dark and sharply funny drama explores the devastation of heroin and lack of opportunity in many small American towns.

APF Staff

Artistic Director	Ann-Marie Pereth
Producing Director	Joseph Kucan
Associate Artistic Director	Daniel Kucan
Associate Producing Director	Lisa Lynn Chapman
Production Manager	Brandi Blackman
Director of Advertising	David Adler
Director of Education	Kopy Kopatich
Chief Financial Officer	Tina Rice
Resident Costume Designer	Mariya Radeva-Nedyalkova
Resident Lighting Designer	Joshua Wroblewski
Resident Scenic Designer	Eric A. Koger
Social Media Director	Michelle Tinker
Volunteer Manager	Andrew Calvert
Production Assistants	Thaisa Monteiro
	Brieanna Ramthun
Promotions	Jamie Carvelli Pikrone
Multimedia Producer	Patrick Stocking

Board of Directors

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Kenneth Kucan	Treasurer
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