

ANNUAL REPORT



AMERICAN
STAGE

2024 | 2025



FISCAL YEAR SEPTEMBER 1, 2024 - AUGUST 31, 2025

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OUR MISSION

We seek to reinforce the power of live theatre with high-quality productions of compelling plays that excite and challenge a diverse audience. We are passionate about the telling of meaningful stories that inspire audiences to lean forward and engage.

OUR VALUES

We seek to present **POWERFUL** plays.

We strive to achieve **EXCEPTIONAL** quality.

We endeavor to be **ACCESSIBLE** to all.

We celebrate **DIVERSITY** in our stories & characters.

We **RESPECT** our artists, our staff and our community.

We believe that great art thrives under fiscal and operational **RESPONSIBILITY**.

OUR VISION

American Stage's vision is to be a vital arts leader, connecting our community to world-class productions that celebrate the most powerful stories of the moment and the most defining stories from our past.



FROM THE PRODUCING ARTISTIC DIRECTOR

As we leave our 47th season behind, I invite you to celebrate the wonderful work that was made. I am regularly buoyed by the incredible community that supports American Stage. Faced with the kind of year we've just had, there is no doubt why we keep going.

We faced the loss of over \$200,000 in state and federal funding—a devastating blow by any measure, and one that has affected arts organizations across the state. We have felt that loss acutely. We were hit by not one, but two hurricanes during what would have been our sold-out run of *Ring of Fire*. Yet even in the storm—literal and financial—something remarkable happened.

You showed up. And you reminded us why we do this.

Our “Save Park” campaign became more than just a fundraiser—it became a rallying cry. Our community responded with an incredible \$450,000 in support. That number doesn't just reflect generosity; it reflects belief. Belief in our programming, our purpose, and our people.

This season was a testament to your spirit. We gathered in comfort for the music of Johnny Cash with *Ring of Fire*, and brought *The Mountaintop* to life with searing beauty and urgency. We closed with *Fat Ham*—a show so joyfully unfiltered, it shook the house and stirred the soul. And through it all, we kept going, not because it was easy—but because it was necessary.

Our Beyond series brings our work directly into the community, offering audiences a way to engage with theatre that is both intimate and electric. These performances aren't bound by a traditional stage—they happen in parks, in public spaces, in unexpected corners of our city—and they meet people where they are. Each event sparks a different kind of connection: raw, immediate, and deeply personal. It's theatre as a living, breathing part of civic life—and it's changing how our community experiences art.

At the same time, our educational and community engagement programs continue to empower the next generation of artists, thinkers, and citizens. We've seen students find their confidence, ensembles form lasting bonds, and audiences step into meaningful dialogue. These programs create space for curiosity and growth, reminding us that learning through art is profound.

Every curtain call, every standing ovation, every shared moment reminded us:

We don't make theatre *in spite* of the world.

We make theatre *because* of it.

When we gather to hear a story, we fight apathy with empathy. We counter despair with possibility. We remind one another that change is possible—especially when we face it together.

To our beloved supporters: Thank you. You are not just helping us make art—you are part of it. Your belief fuels our work and ensures that stories continue to be heard and celebrated.

With deep gratitude and renewed purpose, your partner in art,

Helen R. Murray



FROM THE BOARD CHAIR

This year we close out our 47th season at American Stage. Just like fine wine, our theater has reached a level of maturity unlike any other in the Tampa Bay area. Truly, it is a remarkable accomplishment that we have been able to provide our community, year in and year out, with high quality performances that keep audiences coming back for more. We owe a tremendous debt of gratitude to our patrons, sponsors, donors, and volunteers who have continued to support us all these many years.

Our community has changed dramatically during this time. We have evolved from a small and sleepy town, to a vibrant and expanding cosmopolitan city that has grown faster and stronger than anyone could have imagined. Of course, there are pluses and minuses to this, but the advantages that growth and innovation have provided far outweigh the negatives. Hip town? Check. Great beaches? Check. Beautiful waterfront preserved by parks? Check. Fabulous restaurant and bar scene? Check. Professional sports? Check. Museums? Check. Theater? Check. And on it goes.

Yet despite the booming growth of our community, American Stage is at a crossroads. We have yet to return to pre-COVID levels of subscribers. Add to that the impact of hurricanes last year which devastated the lives of so many, and we find ourselves in the position of back-to-back years in which expenses far outpace revenues, despite a reorganization of operations and significant cost reductions.

So, we need to do more.

Looking forward, we are finding new ways to reach the thousands of citizens moving into our area who have little



or no idea we exist. We are committed to further structural changes that will balance our budget. As our community evolves, we are thoughtfully assessing our programming to better reflect and resonate with its changing needs. While education through the arts remains a cornerstone of our company, we also recognize the profound importance of offering meaningful entertainment—especially in difficult times, when joy, connection, and shared experience are more essential than ever. Laugh? Check. Cry? Check. Sing? Check. And laugh some more? Check!

On behalf of the Board of Trustees and staff at American Stage, we thank you for your unwavering support, and we are committed to do all we can to earn your continued patronage as we work to ensure a bright future for American Stage in the Sunshine City.

Warmly,

Anastasia C. Hiotis, Board Chair

“POWERFUL STORIES, BOLDLY TOLD.”



AMERICAN
STAGE

Our 2024-2025 season at American Stage was one to remember. We celebrated cherished traditions, such as our annual musical in Demens Landing Park, as well as building on new traditions that brought powerful stories to our community.



Produced five
Mainstage
productions

Our season opener, *Ring of Fire*, brought audiences together in a celebration of the life and music of Johnny Cash. In the face of two historic hurricanes, the community feel of this show was a perfect way to kick off the season - including a hootenanny jam session with the cast, crew, and our audience members!

47TH SEASON HIGHLIGHTS



In partnership with our Education Department and our local schools, we returned to hosting Student Matinee performances for two of our productions: *The Mountaintop* by Katori Hall, which imagines the last night of Dr. Martin Luther King Jr.'s life; and *This Girl Laughs, This Girl Cries, This Girl Does Nothing*, a modern fairy tale that explored new ways of storytelling through music and movement. Accompanied by talkbacks with the cast members, both of these productions were unique opportunities for students to engage with professional theatre in a historical and educational context.

Invested in
Arts Education
and Outreach
through
our Student
Matinee
performances

Building on new traditions in our Beyond the Stage series, the wackiest and weirdest of real St. Petersburg history was highlighted in *Weird in St. Pete*, a new play that was performed inside the FloridaRAMA experience. Tales by Twilight returned for its second year at Boyd Hill Nature Preserve with *Don't Feed the Animals*, a family friendly show that delighted audiences of all ages for four weeks. Both of these immersive productions highlighted our local talent of actors, designers, and craftspeople.



Continued to support new play development through our Fresh Ink series

Our season came to a close with the regional premier of *Fat Ham*, a groundbreaking, Pulitzer Prize winning work. Bringing this modern adaptation of a classic Shakespearean tale to our audiences was the perfect ending to an exciting season. Throughout this season, we employed nearly 300 actors, designers, and craftspeople in our mission to provide the community with familiar tales as well as bold new ones.

Employed over 250 actors, designers, artisans, and craftspeople

American Stage's annual Park show was attended by over 10,000 people

Developed new community partnerships with organizations such as FloridaRAMA and The Dalí Museum

The longest standing tradition for American Stage continued with our Annual Park show - *Hair!* Over 10,000 people donned their best tie-dye or enjoyed a picnic under the stars while actors performed on our biggest stage ever. Thanks to the support of our community, this tradition was able to continue for another year, in a beautiful celebration of life and of St. Petersburg.



WHY DOES ARTS EDUCATION MATTER?

SCHOOL TOUR

For over a generation, many Pinellas County children have experienced theatre for the first time through the American Stage School Tour, a program free to the schools but purchased by the district. Each year, professional theatre artists visit elementary schools to perform culturally connected stories and provide teachers with a study guide aligned with Florida State Standards.

**Serves over
10,000 K-5
students
annually**

**About 170
youth served
annually**

DRAMA SCHOOL

At American Stage, we provide a high-quality performing arts education in a positive, empowering environment, giving both adults and young people the tools to be fearless, focused, and adaptable on stage and in life. Our year-round classes for adults and youth help students build confidence as performers and communicators while nurturing their creative, intellectual, and emotional growth, all within a supportive, community-centered space.

**350 youth
attend
annually**



SUMMER CAMP

With 20 sessions for grades K-12, American Stage's annual Summer Camp is designed to ignite students' creative voices through theatre education ranging from musical theatre intensives to puppetry to playwriting.

**Serves
400 youth
annually**

WRITE-ON! PINELLAS PLAYWRITING RESIDENCIES

Write On! Pinellas Playwriting Residencies feature educational modules in collaborative storytelling, offered at no-cost for Pinellas County secondary schools. In developing their own plays over the course of an academic semester, Write On! students gain confidence by exploring their creative voices, working together, and building awareness and empathy.

WRITE-ON! SI SE PUEDE

Write On! Si Se Puede offers no-cost educational modules in collaborative storytelling for Pinellas County ESOL classrooms. Over the course of an academic semester, students develop their own plays through kinesthetic learning, engaging with our culturally responsive school tour. This process helps them adapt and interpret stories, while activating their creative voices, enhancing collaboration skills, and fostering awareness and empathy.

**100 youth
served
annually**

STUDENT MATINEES

American Stage partners with local educators and the Pinellas County school district to offer students access to high-quality, live professional theatre. Each year, at least two Mainstage productions that align with educators' curricula are selected, featuring a performance, a post-show chatback, and an in-class workshop led by an American Stage teaching artist.

**Serves around 750
students annually**

ACTING AND EDUCATION - APPRENTICE PROGRAM

Each year, American Stage employs between 1-3 apprentices who support our educational programs and gain knowledge in nonprofit regional theatre, focusing on arts education, and teaching artistry. Apprentices also assist in operations such as front of house, box office, marketing, development, events, artistic, company management, finance, and community engagement.

**About 1-3
apprentices
every year**

TEACHING ARTISTS

Around 30 professional teaching artists are employed annually to facilitate our educational programs, receiving year-round professional development to enhance their artistry and classroom skills. From 2014 to 2019, American Stage was recognized three times by the WEDU Be More Awards—once for outreach programs like Write On! and School Tour, and twice for our teaching artists, whose contributions are essential to their success.

**30 TAs
employed to
facilitate all
programs**

60

Scholarships Awarded
Throughout the Year

170

Students Participated
in Drama School

400

Children Participated in
Summer Camp

400

Students Received Guidance
on Building a Career
in Theatre

400

Students Wrote Their
First Play

750

Attendees at Student
Matinees at American Stage

1,850

Family Members Experienced
Summer Camp Performances

10,000

Students Experienced
School Tour

ENGAGING WITH COMMUNITY IS AN ACT OF ARTISTRY



COMMUNITY

American Stage is committed to supporting our local economy. Below is a list of local vendors that we patronize with repeat business and who partner with American Stage.

- | | |
|---|--|
| Batton Plumbing | Mickey's Organics |
| BayPrint | Mobile Modular Portable |
| Book + Bottle | On Pointe Dancewear |
| Boyd Hill Nature Preserve | Rent All City |
| Chaz D Photography | Rollin Oats |
| Clean Restroom Rentals | Sacino's Formalwear |
| Construction Equipment Inc. | Smart Move Moving and Storage |
| Cordova Inn | Staybridge Suites |
| Dalí Museum | Sunbelt Rentals |
| FloridaRAMA | <i>Tampa Bay Magazine</i> Times Publishing |
| Freeman's Fresh Ice | Truck Refrigeration Services |
| Gordo's Environmental Landscape Solutions | Turner Pest Control |
| iPromo | Vitale Brothers |
| Island Flavors and Tings | Watermark Media |
| Leverone Wellness | Webb's City Cellar |
| Lunar Speedboat Productions | Yutzy Tree Service |
| Memphis Style BBQ Co | |

2024-2025 IDEA COUNCIL

The true work of creating welcoming spaces requires intention and conscious effort to acknowledge and embolden narratives and experiences that are different from our own. Our commitment to diversity and inclusion must be proactive and mindful. We must also acknowledge that it will be imperfect but that we will keep trying. American Stage will be an ally and advocate for marginalized communities.

American Stage has reimagined the former DEI Committee and established the IDEA Council. This collective of community stakeholders and organizational & business leaders engages with IDEA work - Inclusion, Diversity, Equity and Accessibility. Members of the Council help ensure collective accountability for building, maintaining and actualizing connections between our stages, their organizations and our diverse communities. The council works towards actionable goals in hopes of seeing an immediate return on our in-depth conversations and subsequent actions.

Ajori Spencer

Performing Arts Specialist - Pinellas County Schools

Andrida Hosey

Community Activist & Retired Educator

Anthony Verdeja

Executive Director - Family Center on Deafness

Margaret Murry

Executive Director - Creative Pinellas

Caryn Nesmith

Director of Community Relations - University of South Florida

Clayton Sizemore

Executive Director - Mindful Movement Florida

Dr. Doral Pulley

Spiritual Leader - Today's Church Tampa Bay

Jana Prewitt

Indigenous Advisor - George Washington University

Joyce Carpenter

OLLI Instructor - University of South Florida

Judith Scully

Lawyer & Educator - Stetson University

Kimberly Jackson

Attorney

Kimberly Malhoit

Producer, Digital Designer

Patrick Arthur Jackson

The Woodson African American Museum of Florida (Former)

Nashid Madyun

Executive Director - Florida Humanities

Nathan Bruemmer

LGBTQ Consumer Advocate - Florida Department of Agriculture and Consumer Services

Dr. Byron Green-Calish

St. Pete Pride

Paula Lacey

RSV-Media & Hispanic Chamber of Commerce

Stephanie Adamo

Director of Marketing & Communication, The James Museum of Western & Wildlife

Dr. Susan Gore

Former Executive Director - LGBTQ Resource Center

Suzanne Pomerantzeff

Executive Director - Academy of Ballet Arts

Terry Marks

CEO - St Petersburg Arts Alliance (Former)

Rebecca Blackwell

Social Services Researcher - U.S.F.

Steven Walker

Entrepreneur

Dexter Fabian

Creative Director, Co-Creator, and Publisher - RKC & I Love the Burg & That's So Tampa

2025 GALA DECADES REWIND



PRESENTED BY **RAYMOND JAMES**

FEBRUARY 15, 2025

Hosted at the James Museum of Western & Wildlife Art

From the lava lamps of the 60's to the glittering disco balls of the 70's and the neon light of the 80's, American Stage sponsors and guests grooved in celebration supporting theatre and art education programs.

HAIR IN THE PARK



PRESENTED BY



MARCH 28, 2025

Hosted at Demens Landing Park

The beloved Park tradition continued bringing the hippest sponsors and guests an evening of theatre under the stars while enjoying dinner and a show.

THANK YOU TO OUR SUPPORTERS

RAYMOND JAMES



"When we first arrived in St. Petersburg in 1983 we started attending live theater at American Stage. The quality of productions, the community involvement of the company, the accessibility of the staff and actors to the theatergoers all combined to inspire our great affection for this gem of a theater.

Through the years, serving on the Board, Gala committees and as donors we continue to be amazed at the impact that American Stage has in the Tampa Bay community. Powerful stories, boldly told is in the DNA of American Stage. Whether we laugh or cry at any given play we never fail to be entertained and intellectually challenged in the intimate setting that we love.

We appreciate all consideration that you can give in contributing to the financial foundation of American Stage Theater.

Thank you."

- BETH A. HOUGHTON & SCOTT K. WAGMAN
Proud Sponsor of American Stage



THE LEGACY SOCIETY OF AMERICAN STAGE

Thank you to our visionaries who believe in the future of American Stage.

Anonymous
Michael Alford
Mary Lou Ambrose* &
Joseph A. Barkley III
Sandi & Richard G. Averitt III
Anne Barrins & Ken Slaby
Valerie & Jack Beatty
Janet Bibber
Russell Buchan
Sherri Richey Burke* & George Burke*
Guna Carr
Marsha Carson*
Joel Cohen & Barry Dingman
Debbie & Matt Conigliaro
JT Crowder
Marcia Dobbin
Jeannine Clark Dunlap
John Dunne
Diana Norris Eldred*
Aila Erman
Tiffany & Preston Faykus
Patricia J. Felton
Gregory H. Fisher
Claudette Fornuto
Jenna Franklin & John Downes IV

Jennifer & R.J. Garbowicz
Maggi Bevacqua-Geddes
Patrick Green*
Enez Hart & Bud Hart
Edward Hayes
Anastasia C. Hiotis
Hazel* & William R. Hough*
Susan Howard
Mary & Thomas James
Judith Jourdan Trust
Martin Karan
Robert A. Kelzer
Camilla Kilgroe
Charles A. Leslie
Gretchen Letterman & Bill Shelton
Edward Lieberman
Harriett Lieberman
Robert Mall
Jill Marie
Timothy McCormick & Jeff Brizzi
Taylor McKee
Tinker McKee
Natalie McMasters
Liza Miller
Sonya Miller

Lois M. Naylor
Frank R. Notarianni &
Ronald W. Menezes
Natalie & Dick Oliver
Peggy & Gene Ponessa
Rob Pressrich
Joseph M. Pugliano
Gini Rollins
Willi Rudowsky & Hal Freedman
Heather & Stephen Rush
George Donald Sheets
Marjorie Sherwin & Rose Walton*
Stephanie Snyder
James Studdiford
William Studdiford
Cathy Swanson
Cheryl VanMessel & Charles Bross
Scott K. Wagman
Bill Ward
Carolyn Warner
Mary Lou Warner & Burrage Warner
Tim Watson
The Whittle Family
Phyllis Stover Williams
Donna A. Woolums

**Denotes an Angel Donor*

**To learn more and become a part of American Stage,
contact Pamela Arbisi, Director of Advancement,
727-685-4014, parbisi@americanstage.org**

OUR SUPPORTERS

PRESENTING \$100,000+

Connie & Garner Koons
Raymond James Financial

PRESENTING \$25,000+

Bank of America
City of St. Petersburg
Willi Rudowsky & Hal Freedman
Hough Family Foundation
Susan & Robb Hough
Janet A. Huntley Art Enrichment Grant
Jim Long & Deborah DeBerry
Long Charitable Fund
Alfred T. May
Mary & Mark Myers
Neptune Flood Insurance
Pinellas Community Foundation
Brian Reale
The Shubert Foundation
Tampa Bay Rays
Beth A. Houghton & Scott K. Wagman

PRODUCING \$10,000+

Anonymous
Susan Robertson & Stephen Andon
Sandi & Dick Averitt
Cornelia T. Bailey Foundation
Trevor Burgess & Gary Hess
Ebrahim Busheri
Duke Energy
Sally & John Fodor
Neil Franckle
Lisa & Don Gardner
Liz & Larry Heinkel
Thomas A. & Mary S. James Foundation
Gwendolyn & Gordon Johnson
John Kaneklides & Regan McLellan
Life's Requite, Inc.
Marianne & Mark Mahaffey
The Margaret E. Dickins Family Foundation
Jeanne & Kevin Milkey
Visit St. Pete Clearwater
Charis & Rich Warshof

SUSTAINING \$5,000+

Anonymous
Aegon Transamerica Foundation
Rebecca & Mike Alford
Aveda Institute Tampa Bay
Jennifer & Robert Banks
Taylor & Steve Barney
Lauren & Doug Brigman
Robert Briscoe
Cogent Bank
Community Foundation of Tampa Bay
Sherri Smith-Dodgson & Joe Dodgson
Sharon & Victor Gardner
David & Mary Harbeitner
Edward Jones Charitable Gift Fund
Kelly Ornell
Publix Super Markets Charities, Inc.
Sonia Raymund
Robyn Rusignuolo
Vickie & Don Smith

Steven W. Walker
Joseph Weldon
Grace & Trevor Wells

SUPPORTING \$3,500+

Anonymous
Beacon Emergency Veterinary Hospital
Carlton Fields
Gina & Matthew Clement
Anne & Joel Giles
Anastasia C. Hiotis
Sabal Trust Company
Cathy Swanson

CONTRIBUTING \$2,000+

Anonymous
Cindy & Richard Atkin
Sue Ann Carey
Thalia Dorwick
Aleta Fisher
Annemarie Fank & Ofer Benyona
C. Joseph Gillespie
Hyla Griesdorn
Alais Griffin
Phyllis & Norman Hatter
Hennessy Construction Services
The Hickey Family Foundation
Robert Hudson
Vivian & Robert Keenan
Natalie & Richard Oliver
The Princess Martha
J. Crayton Pruitt Foundation
Deena & Larry Silver
Guy Van Middlesworth on
behalf of Anonymous
Lisa & Peter Wells

LEADING PLAYER \$1,000+

Anonymous
Chris Aisenbrey
Andre Beaudry
Suzanne Carney
Creative Pinellas Inc.
Linda Davis
Susan Dee
Helen & Walt Driggers
Ellen Engels
Janet & John Ferguson
Tara & Lucas Fleming in honor of
Beth Houghton & Scott Wagman
Karen & Jose Fourquet
Judy Gallizzi
Joy & Merritt Gardner
Heather Gileta
Susan & Barry Haas
Leigh & Michael Harting
Helle & Todd Hartley
Charles Holden
Kristen Johnson in honor of
Emma Rose Johnson
Vickey & Mark Kleinsmith
Richard Lander
Anita & Edward Marks
Gail McClure

Paul Metevia
Adeline O'Connell
The Palladium at SPC
Dr. & Mrs. Tomas Peredy
Power Design
Sylvia Rusche
Nancy & Robert Shannon
James Shatz
Smith & Associates Real Estate
Jean Spencer-Carnes
Laurence Roberts & Scott Strader
Drs. Dorothy & Edwin Sved
The Waechter Family
David Wang
William Ward
Kate Steinway & Paul Zolan

ENSEMBLE \$500+

Anonymous
Mary Abend
Brian Bailey
Dr. Frank Beninger & Jeff Baker
Bowen Brown
Gregory Carlin
Janese & Wes Davis
Daryl DeBerry
Elizabeth Dimling
Erin & Adam Erickson
Kristen & Michael Esposito
Carol Fry
Carol Gardiner
Donna & Larry Genskow
Dr. & Mrs. Gordon Gilbert
John Hannay
Beth & David Hill
Alma Hirsch
Dianne & Lew Hodgett
Jim Irvin
Richard Katzeff
Shelly Kress
Vanessa & Tim Lahaie
Carol & Tom Miller
Amy Newman
Judith Overcash
Nancy & David Parrish
Lisa & John Posey
Dr. & Mrs. Mohan Rao
Denny Robertson
Sherry & Ron Sacino
Debbie & Brent Sembler
Ann & Jim Shaler
Teresa Short
Abbey Smith
Wendy Snyder
St. Petersburg Arts Alliance
Linda & David Tanner
Gary Thomas
Jon Vichich
Ronald Webster
Dr. & Mrs. Allan Weiss
100 Good Guys St Petersburg

2024-2025 ANNUAL REPORT

This past season at American Stage demonstrated once again the strength of our programming and the passion of our audiences. While we continue to face challenges in attendance and fundraising, the unwavering support from our community—including generous legacy gifts—helped us navigate the year and sustain our operations.

However, like many arts organizations nationwide, we remain in a period of financial strain. American Stage has operated with a large deficit for several years, and we are at a point where our current budget model is no longer sustainable without significant increases in revenue. Reductions in federal and state grant funding have further impacted us, cutting an additional \$240,000 from our annual donated income.

Despite making meaningful budget cuts last season, including strategic scaling of programming and staffing, we still ended the year with a large deficit. More change is needed to ensure our long-term stability. Rising industry costs—from materials to labor to union fees—have made it more difficult to maintain previous levels of production quality without substantial funding increases. These pressures have most acutely affected the cost of our cherished annual Park show, a community favorite and cornerstone of our season.

In response, we've taken decisive and forward-thinking steps to reshape our financial future:

- Restructured staff roles and reduced overhead
- Instituted a hiring freeze for non-essential positions
- Reduced production sizes and simplified production designs
- Reimagined fundraising events, replacing our Gala with the more accessible Broadway by Candlelight
- Expanded revenue streams through broader programming and prospecting a wider grant landscape
- Built new partnerships and deepened donor outreach, including our Save Park campaign
- Engaged an external marketing firm to enhance our visibility and grow our audience efficiently

While we closed the fiscal year with a sizable deficit of over a million dollars, with these new changes, we are beginning to see powerful signs of momentum. Our Save Park campaign raised almost \$400,000—including \$12,000 given in cash by enthusiastic audiences at the Park itself. These contributions reflect something we've always known: **our community deeply values what American Stage brings to St. Petersburg.**

We remain firmly committed to our mission and to you. For nearly 50 years, American Stage has been a vital part of this city's cultural heartbeat. With your continued belief in our work, we are confident that we can meet these challenges head-on and emerge stronger.

Together, we will continue creating bold, relevant, and inspiring theatre—and ensure that American Stage remains a home for the arts for generations to come.

AMERICAN STAGE COMPANY, INC.

PROFIT AND LOSS REPORT

2024-2025 SEASON

INCOME		EXPENSES	
Donations	\$372,327	Mainstage & Beyond	\$471,583
Endowment Contributions	\$20,000	Park Production	\$556,991
Fundraising Events and Gala	\$361,150	Production Overhead	\$220,947
Foundations & Grants	\$228,000	General Operating	\$468,788
Save Park	\$398,666	Marketing	\$231,819
TOTAL CONTRIBUTED INCOME	\$1,380,143	Development and Gala	\$91,403
Tickets and Subscriptions	\$378,289	Education	\$107,336
Park Production	\$359,246	Payroll	\$1,347,060
Education	\$148,173	Administration and Ancillary	\$264,231
Concessions & Processing Fees	\$101,114		
TOTAL EARNED INCOME	\$986,822		
TOTAL INCOME	\$2,366,965	TOTAL EXPENSES	\$3,760,158
		NET OPERATING INCOME	-\$1,393,193
*In-Kind	\$70,000		
*Asset Transfer from Endowment	\$255,782		

**Not included in total income*

AMERICAN STAGE BOARD & STAFF

BOARD OF DIRECTORS FY 24-25

CHAIR

Anastasia C. Hiotis
Chief Operating Officer (Retired)
Carlton Fields

VICE CHAIR

Gina Clement
Director Websites & Commerce
Monin

TREASURER

Trevor Wells, CPA
Manager, Consolidations and
Special Projects
Pfizer

ADMINISTRATIVE OFFICER

Joseph Weldon
Head of Organization &
Talent Development
Raymond James

TRUSTEES

The Reverend Michael Alford
Canon for Congregational Care
*The Cathedral Church of St.
Petersburg*

Ebrahim Busheri
Formerly Director of Investments
Manning & Napier

Sherri Smith-Dodgso
Educational Consultant
Miss Science®

Dexter Fabian
Creative Director, Co-Creator
& Publisher
*RKC & I Love the Burg
& That's So Tampa*

Alistair Flynn
Vice President
*Carlson Group at Merrill Lynch
Wealth Management*

Joel B. Giles
Attorney at Law
Carlton Fields

Alais L. M. Griffin
General Counsel
Neptune Flood

John Kaneklides
Owner & Co-Founder
The Audit Library, Operatic Tenor

Kyle Park
Principal
Parks PR

Steven W. Walker
Entrepreneur

STRATEGIC ADVISORY BOARD FY 24-25

Sandy and Dick Averitt

Susan R. Hough

Alfred T. May

Mary & Mark Myers

Brian Reale

Willi Rudowsky & Hal Freedman

Laura Shaw

Scott Wagman

AMERICAN STAGE STAFF FY 24-25

LEADERSHIP

Helen R. Murray
Producing Artistic Director

Allison Sapiega
Managing Director

ADVANCEMENT

Pamela Arbisi
Director of Advancement

Cheyenne De Barros
Donor Services Manager

ARTISTIC

Alexandria Hawkes
Company Manager

Anthony Gervais
Associate Artistic Director

Jemier Jenkins
Community Engagement Associate

EDUCATION

José Avilés
Director of Education

Jessy Julianna
Education and Outreach Associate

AUDIENCE SERVICES

Annie Curasi
Front of House & Guest Services Manager

Natalia Cruz
Front of House Coordinator

Meyah Fortier
Front of House Coordinator

Ethan Guear
Front of House Coordinator

Lars Murphy
Front of House Coordinator

Kristy Pike
Front of House Coordinator

Christopher Strong
Bar Manager

PRODUCTION

Timon Brown
Director of Production

Thad Engle
Technical Director

John Millsap
Assistant Technical Director

Megan Szloboda
Costume Shop Manager

Chloe Dipaola
Resident Stage Manager

ADMINISTRATION

Valerie Gilmore
Office Manager

MARKETING

Randi Norman
*Director of Marketing
& Communications*

Siara Dohmen
Graphic Designer

Travis Hawkes
Video Producer

Jana Henson
Communications Coordinator

FELLOWS

Jenna Jamison
Costume and Wardrobe Fellow

Leah Hatherly
Stage Management Fellow

William San Giacomo
Stagecraft Fellow



SAVE PARK

THE HEART OF AMERICAN STAGE

It began in 1986, with Shakespeare's *The Taming of the Shrew*. American Stage would hold ten performances—all free—at Demens Landing Park for just two weeks in April. Materials and time were donated, sets built, picnics packed. 8,000 people attended, and a tradition was born.

In 2006, due to dwindling audiences, the choice was made to switch to producing musicals in the park, which proved massively more popular like *Beauty and the Beast*, however, it was massively more expensive. The annual production cost of a park show has been approximately \$600,000 and the most that has ever been earned was \$445,000.

A Save Park campaign was launched to raise awareness for the most popular and beloved program that is produced by American Stage. The level of community support was immense, including two leadership gifts of \$100,000 from Connie & Garner Koons and Raymond James, along with over 400 supporters collectively raising \$450,000 ensuring magic will continue under the stars for generations to come!



SCAN TO LEARN MORE AND **DONATE NOW.**





SAVE PARK

THE HEART OF AMERICAN STAGE

We are passionate about keeping this experience going as it all adds up to...

more **CORE MEMORIES** being made.

more **ART** with our **COMMUNITY**.

more **POWERFUL STORIES. BOLDLY TOLD.**

Join fellow Park Supporters in keeping the magic alive—your gift helps create more memories, more art, and more powerful stories under the stars for years to come.



FISCAL YEAR SEPTEMBER 1, 2024 - AUGUST 31, 2025