

APOLLO ANNUAL REPORT 2016-17

125th Street, Harlem, NY





TABLE OF CONTENTS

LEADERSHIP
Page 4

**ELLA FITZGERALD
CENTENNIAL CELEBRATION**
Page 6

**WOMEN OF
THE WORLD**
Page 8

APOLLO MUSIC
Page 10

APOLLO DANCE
Page 12

APOLLO THEATER
Page 13

APOLLO SIGNATURE
Page 14

APOLLO COMMUNITY
Page 16

APOLLO EDUCATION
Page 18

APOLLO IN THE MEDIA
Page 20

APOLLO CELEBRATIONS
Page 22

**STATEMENT OF
OPERATING ACTIVITY**
Page 24

**STATEMENT OF
FINANCIAL POSITION**
Page 26

APOLLO PEOPLE
Page 27

APOLLO SUPPORTERS
Page 28

JOIN THE APOLLO
Page 30

FROM OUR LEADERSHIP



“Since its inception, the Apollo Theater has been home to legendary and up-and-coming artists alike, serving as an ever-changing, driving force in popular music and culture, not only in Harlem but across the world.”

Jonelle Procope,
President and CEO of the Apollo Theater

We are delighted to share this Annual Report highlighting the incredible accomplishments of the Apollo's season. Key milestones from the 2016-2017 season include welcoming **Kamilah Forbes** as the new Executive Producer; presenting *The First Noel*, the first multi-week run of an Apollo-Presents show on the iconic Mainstage; and welcoming popular Brooklyn-based festival, Afropunk, for their first appearance at the Apollo.

The Apollo has truly become a center for multi-disciplinary performing arts. This season featured compelling music, dance, theater, comedy, and spoken word, ranging from a season-long celebration of Apollo Legend **Ella Fitzgerald's** 100th birthday, to the four-day Women of the World Festival, to the world premiere of *Línea Recta*—a new work by **Ballet Hispánico**. Apollo welcomed a record high 208,000 people through 142 performances and programs and featured more than 1,000 professional and amateur artists.

We are especially proud of our education and community programs, which engage new audiences and foster dialogue around important issues. From the provocative event *The Case of the N Word*, to the Uptown Hall series, to an expansion of our popular School Day Live series and the return of the Teen Takeover event, which is conceived, curated, and produced by our High School Interns and Young Producers Club, we deepened the Apollo Theater's commitment to the community and continued to grow these meaningful programs.

Accomplishments outlined in this report would not be possible without the exceptional leadership of the Board of Directors, tireless endeavors of the staff, artistry and imagination of the artists, and sustained generosity of many donors. Thank you all for helping to make the 2016-2017 season a tremendous success!

Dick Parsons, *Chairman of the Board*
Jonelle Procope, *President & CEO*

It is an incredible honor to bring my voice to the Apollo's storied legacy and exciting future. My first season at the Apollo has been a whirlwind of inspiring and innovative performances and programs. I especially want to mention the four-day Women of the World Festival, which was anchored by a special tribute concert to the incomparable artist/activist **Abbey Lincoln**. Produced in partnership with The John F. Kennedy Center for the Performing Arts in Washington D.C. and The Kimmel Center for the Performing Arts in Philadelphia, this concert featured the all-star line-up of **Dee Dee Bridgewater**, **Esperanza Spalding**, **Dianne Reeves**, and **Teri Lyne Carrington**. The Salon Series welcomed noted choreographer **Maurice Chestnut** for a residency developing his new work, *Beats + Rhymes + Tap Shoes* and I directed a new musical in development, *Lady Killer Love Songs*, based on music from **CeeLo Green's** *The Lady Killer* album. Furthermore, through our partnership with **Ballet Hispánico**, we co-commissioned *Línea Recta* by **Annabelle Lopez Ochoa**; and, through our partnership with Opera Philadelphia we co-commissioned *We Shall Not Be Moved*, a groundbreaking new opera from the creative team of **Marc Bamuthi Joseph**, **Daniel Bernard Roumain**, and **Bill T. Jones**, which will premiere next season.

Another major highlight of the season was an exciting new broadcast media initiative including **Conan** at the Apollo and the much-anticipated **Showtime at the Apollo** specials on Fox. Through these and other broadcast and digital media initiatives, the Apollo reached 9 million views, broadening the audience and expanding its impact. The Apollo is truly advancing its legacy as a place of opportunity and a touchstone for African American creativity. We offer a year-round season of vibrant programming and I hope you will join us at the Apollo soon!

Kamilah Forbes, *Executive Producer*

ELLA FITZGERALD CENTENNIAL CELEBRATION



“Ella’s intonation was impeccable and her command of lyrics truly masterful. Within the force of all that talent she was joyful, vulnerable and ultimately accessible. She was great and yet she made the people feel as though she belonged to them. Her example is a gift to any singer.”

Lizz Wright

Apollo Live Wire: ELLA! A Centennial Celebration

Apollo Live Wire: ELLA! A Centennial Celebration

October 22, 2016; Apollo Mainstage

The Apollo Live Wire series continued the birthday celebration with a discussion exploring Ella’s music, musicianship, and unique position as a woman revered in an art form predominated by men.

Moderated by Farah Jasmine Griffin, the panel included Judith Tick, Loren Schoenberg, Robert G. O’Meally. The program also featured a musical reflection by Andrea Frierson and her trio.

100: The Apollo Celebrates Ella

October 22, 2016; Apollo Mainstage

The season-long celebration of Apollo Legend Ella Fitzgerald’s centennial birthday was launched with a blockbuster concert featuring performances by some of the greatest vocalists in Jazz and R&B including Patti Austin, Andra Day, and Lizz Wright. The concert was produced in collaboration with seven-time Grammy winning producer Gregg Field and included musical backing by the legendary Count Basie Orchestra, led by Scotty Barnhart, and a special performance by Afro Blue and subsequently traveled to Hollywood, CA and Miami, FL.

Apollo Music Cafe: Charenee Wade—Ella Fitzgerald Tribute

April 7, 2017; Apollo Soundstage

First Runner-Up in the 2010 Thelonious Monk International Vocal Competition, Charenee Wade, took over the Apollo Music Café in a tribute evening celebrating Ella Fitzgerald through some of her most famous songs.

Amateur Night at the Apollo Celebrates Ella

April 19, 2017; Apollo Mainstage

WOMEN OF THE WORLD



May 4-7, 2017
Entire Apollo Theater

The Apollo brought back the popular Women of the World (WOW) Festival in partnership with Southbank Centre London for what has become a much-anticipated biannual Apollo event. From May 4-7, 2017 more than 7,300 people gathered at the Apollo Theater to explore issues facing women globally and locally. The Apollo's WOW Festival included 36 unique events including 21 expert-led interactive dialogues, 9 performances, 5 panel discussions, and 1 film screening, and involved 117 artists and speakers. There was also a marketplace of different women's organizations with opportunities for civic engagement. The Festival featured many luminaries, including Lupita Nyong'o, Gabourey Sidibe, Carmen Perez, Tamika Mallory, and Gabby Douglas among many others. The artistic highlight of the festival was a Mainstage concert honoring the 40-year legacy of Abbey Lincoln, the extraordinary singer, songwriter, activist, actress, and storyteller. Four incredible contemporary female jazz artists, Dee Dee Bridgewater, Dianne Reeves, Esperanza Spalding, and Terri Lyne Carrington, came together to honor Abbey Lincoln's career, influence, and activism in this unique concert. The concert also traveled to the two partner organizations, The John F. Kennedy Center for the Performing Arts and The Kimmel Center for the Performing Arts.

APOLLO



Hendrix in Harlem

November 26, 2016; Apollo Mainstage (2 shows)

With two electrifying performances in one evening, this celebration of Amateur Night at the Apollo winner and legendary guitarist Jimi Hendrix marked the 50th anniversary of the formation of The Jimi Hendrix Experience. The concerts featured Funk/Ska-Punk/Rock originators Fishbone with special guests the legendary **Ernie Isley**, ground-breaking music icon **Nona Hendryx** and R&B/Soul artist **Liv Warfield**.



Afropunk

February 25, 2017; Apollo Mainstage (2 shows)

As part of the popular Brooklyn-based global festival AFROPUNK's Uptown Takeover, the Apollo Theater presented AFROPUNK'S Unapologetically Black: The African-American Songbook Remixed concert, which showcased decades of protest music. The concert featured creative and musical direction by **Robert Glasper** with **Igmar Thomas & The Revive Big Band**, and featured **Bilal**, **Toshi Reagon**, **Jill Scott**, **Tunde Adebimpe** (TV on the Radio), and **Staceyann Chin**.

MUSIC

"This season honors the Apollo legacy while moving us towards the future."

Kamilah Forbes



Africa Now!

March 11, 2017; Apollo Mainstage

The Apollo presented its 5th annual Africa Now! concert in partnership with World Music Institute, celebrating the best of today's African music scene. Highlighting the sounds of West Africa, Africa Now! artists included: **Mbongwana Star** (Kinshasa, Democratic Republic of Congo), **Songhoy Blues** (Timbuktu, Mali), **Lura** (Cape Verde), and **DJ Nenim** (Lagos, Nigeria).

DANCE



Ballet Hispánico

November 18-19, 2016; Apollo Mainstage

In what has become an annual tradition, the nation's premier Latino dance company, **Ballet Hispánico**, returned to the Apollo for one evening Mainstage performance as well as two School Day Live performances and a Family Workshop. The Mainstage program included the world premiere of *Línea Recta* a new work co-commissioned by the Apollo and choreographed by Belgian-Colombian choreographer **Annabelle Lopez Ochoa** as well as Artistic Director **Eduardo Vilario's Danzón** and **Pedro Ruiz's Club Havana**.

Apollo Salon Series: Maurice Chestnut

April 17-22, 2017; Apollo Soundstage

The Apollo Salon Series nurtures innovative new work across disciplines. Noted dancer/choreographer **Maurice Chestnut**, and his band, The Above Ground Project, came to the Apollo for a week-long artist residency to work on a new piece entitled: *Beats + Rhymes + Tap Shoes*. The residency included support for the development of the work as well as a workshop performance on the Apollo Soundstage.

THEATER



The First Noel

December 10-18, 2016; Apollo Mainstage

The First Noel marked an important milestone as the first multi-week run of an Apollo Presents show on the iconic Apollo Mainstage. Following a successful run on the 150-seat Soundstage in December 2015, Classical Theatre of Harlem and the Apollo Theater again collaborated to bring this festive Harlem-based holiday musical to the 1500-seat Mainstage. With book, music, and lyrics by **Lelund Durond Thompson** and **Jason Michael Webb**, direction by **Steve H. Broadnax III**, and choreography by **Brian Harlan Brooks**, this tale of loss, love, healing, and belonging offered a unique holiday tradition in Harlem.

Apollo Salon Series: Lady Killer Love Songs

May 16-22, 2017; Apollo Soundstage

Directed by Apollo Executive Producer **Kamilah Forbes**, this reading/workshop of a new musical entitled *Lady Killer Love Songs* with music from **CeeLo Green's The Lady Killer** album featured Equity Actors, including **Frenchie Davis** and **Condola Rashad**, among others.

SIGNATURE



Apollo Comedy Club

October 6, 2016–June 1, 2017; 9 shows

Returning for its second season, the Apollo Comedy Club brought the Theater back to its comedic roots as it further expanded its robust programming offerings. Presented in partnership with the legendary **Bob Sumner** (producer of Def Comedy Jam, creator of LaffMobb on Aspire), the Apollo Comedy Club featured a monthly evening of comedy on the Apollo's intimate Soundstage starring the best up-and-coming talent in comedy today. Apollo Comedy Club extended the Theater's late night offerings and further established the Apollo as a late night destination and vibrant neighborhood lounge. Each show featured a diverse line up of three comics with music by **DJ Qool Marv**.



Apollo Music Café

October 7, 2016–June 3, 2017; 18 performances

The Music Café series brought NYC's best underground artists to Harlem engaging audiences with a unique mix of artists and powerful live performances by R&B/Soul, Folk, Rock, World, Jazz, Blues, and Broadway vocalists, spoken word artists, and masterful DJs. Many Music Café performances were tied to Mainstage programs such as the **Ella Fitzgerald** Centennial and Africa Now!. Artists included **Earl St. Clair** and **JAHKOY** in partnership with Def Jam Records, **Vox Sambou**, **Kwame Binea Shakedown**, and **Marcus Machado and Friends** as well as emerging Jazz artists from The John F. Kennedy Center's Betty Carter Jazz Ahead program.



Amateur Night at the Apollo

Wednesdays 40 weeks a year

Amateur Night is the Apollo's signature talent competition. Since introducing the first Amateur Night contests in 1934, the Apollo and its notoriously "tough" audience has played a major role in cultivating artists and in the emergence of innovative musical genres. **Ella Fitzgerald**, **Billie Holiday**, **Sammy Davis, Jr.**, **James Brown**, **Gladys Knight**, **D'Angelo**, **Andra Day** and countless others began their road to stardom on the Apollo's stage. This season, Amateur Night at the Apollo included themed nights as well as Top Dog and Super Top Dog rounds leading up to the \$10,000 season grand prize Super Top Dog Winner.



Amateur Night at the Apollo: Making a Star

September 21, 2016

In partnership with Coca-Cola, the Apollo Theater hosted a special edition of Amateur Night at the Apollo, which included auditions at the Essence Festival in New Orleans as well as online auditions, and gave four up-and-coming vocalists from across the country the chance to work with celebrity vocal coaches and stylists, a recording session, and an all-expense paid trip to perform on the iconic Apollo stage for the September 21, 2016 Making a Star Special Edition of Amateur Night at the Apollo. The Making a Star competition winner was Arrianne Keelen and the competition was also released as the Apollo's first webisode series.

APOLLO COMMUNITY

Uptown Hall: Presidential Debate Viewing Party

September, 26, 2016; Apollo Mainstage

The Apollo Uptown Hall Series creatively and uniquely weaves panel discussions, video, texting, and live performance to create an interactive forum for the community to discover and/or address key issues. This season kicked off with a viewing party of the highly anticipated first presidential debate between nominees **Hillary Clinton** and **Donald Trump**. Before the debate screening, **Keli Goff** of The Greene Space at WNYC & WQXR's Political Party with Keli Goff hosted an interactive, bipartisan panel discussion with **Derek Dingle**, editor-in-chief of Black Enterprise; **Amy Holmes**, renowned political analyst; **Scott McConnell** founding editor of The American Conservative; and **Mariela Salgado**, award-winning journalist for Univision 41 News. Channel 7 Eyewitness News anchor **Rob Nelson** facilitated audience Q&A. #UptownHall trended nationally on Twitter during this event.

Uptown Hall: Where Do We Go From Here? MLK and the Future of Inclusion

January 27, 2017; Apollo Mainstage

The second Uptown Hall of the season was the 11th Annual WNYC **Dr. Martin Luther King Jr.** celebration. Co-Hosted by WNYC Hosts **Brian Lehrer** and **Jami Floyd**, guests included New York Daily News Senior Justice Writer **Shaun King**, Black Lives Matter Co-Founder **Opal Tometi**, President of Brooklyn NAACP **L. Joy Williams**, and Senior Minister Emeritus of the Riverside Church **Rev. James Forbes**, as well as performances by Hip-Hop Recording Artist **Talib Kweli** and spoken word poet **StaceyAnn Chin**.

Trial by Jury: The Case of the N-Word

February 26, 2017; Apollo Mainstage

The Apollo collaborated with creator **Kyle Bowser** to present Apollo Uptown Hall — *Trial by Jury: The Case of the N-Word*, an interactive community conversation to investigate one of the most provocative, polarizing, and debated words in America. Special guests included radio personality **EMEZ**, psychologist **Dr. Jeff Gardere**, comedienne **Stephanie McRae**, CCNY Black Studies Director **Dr. Cheryl Sterling**, filmmaker **Darryl Stith** and writer, TV host and podcaster **Touré**.



Apollo Open House

February 4, 2017; Apollo Mainstage and Soundstage

In celebration of Black History Month, the Apollo opened its doors for its annual Open House, providing a unique and free glimpse into the Apollo's rich history and current programs. Hosted by “**Mr. Apollo**” **Billy Mitchell**, and co-hosted by **Devon Arnold** and **Beverly Danquah**, members of the Apollo Theater Academy, the day included performances by youth from Urban Word NYC, **Tre Trax**, and Amateur Night winners **Tiffany Obi** and **De’von Williams**. There was also an intergenerational Family Workshop by The Harlem Swing Dance Society and screenings of excerpts from **Stanley Nelson’s** *Tell Them We Are Rising: The Story of Black Colleges and Universities* and **Raoul Peck’s** *I Am Not Your Negro* followed by a panel discussion moderated by entrepreneur **April R. Silver** featuring **Aisha Karefa-Smart** and **Katrina Jefferson** (National Action Network).

Winter Wonderland

December 3, 2016; Under the Apollo Marquee

In what has become an annual tradition, the Apollo Theater and Coca-Cola again partnered to bring the magic of the holiday season to Harlem. Under the Apollo's iconic marquee, a variety of holiday-themed activities and performances were free and open to the public including photos with **Santa Claus** and performances by **ARC Choir**, **Backtrack**, and the **St. Luke A.M.E. Church Praise Team**. In the spirit of giving, the Coca-Cola Winter Wonderland also marked the final day of the Apollo's toy and book drive for children serviced by **Our Children's Foundation**, a Harlem-based cultural, social and educational organization.

Kwanzaa Celebration: Regeneration Night

Celebrating the 35th Anniversary of Forces of Nature Dance Theatre. A Special New Year's Eve Edition, December 31, 2016 (2 shows)

Featuring **Abdel R. Salaam's Forces of Nature Dance Theatre**, **Imhotep Gary Byrd** & more, the Apollo Theater offered its 10th annual Kwanzaa Celebration with the renowned New York-based dance company **Abdel R. Salaam's Forces of Nature Dance Theatre**. The Apollo's annual show celebrating this festive tradition on one day within the week of Kwanzaa honors family, community, and culture through a joyful evening of dance and music. Hosted by radio personality **Imhotep Gary Byrd**, this year's celebration was especially memorable as it coincided with New Year's Eve.

APOLLO EDUCATION



The Apollo's year-long Education Programs provide insight into the importance of the Theater's place in American history and culture, support classroom learning standards, foster youth development, provide career guidance, celebrate African American creativity, and create awareness of opportunities on the stage and behind-the-scenes in the arts. 20,257 youth participated in the Apollo's Education Programs in FY17.

School Day Live

The Apollo expanded the School Day Live series from 4 to 5 performances to accommodate a record high of 5,270 K-12th grade students. School Day Live are interactive performances on the Apollo Mainstage that take place during the school day and are attended by students throughout New York City and the surrounding areas. This season's shows included: Ballet Hispánico (2 performances); Stories and Songs of Freedom with **April Armstrong and Her Trio**; **Harlem Symphony Orchestra**; and A Journey Through Rhythm & Blues with the **Michael-David Band**.

Career Development

Career and leadership skills seminars for both performance and non-performance related arts careers were held throughout the year for information-sharing and discussion. 1,007 people attended the FY17 events, which included a cluster of events in October 2016: Live Wire: Legendary: A Conversation with **Melba Moore & Dionne Warwick** on 10/11/2016; Career Day on 10/15/2016; Stand Up Comedy With **LeighAnn Lord** on 10/18/2016; and BMI Latin: How I Wrote That Song on 10/25/2016.

Historic & School Tours

During the 2016-2017 season, 10,820 people and schoolchildren visited the Apollo for a tour of its world-famous Theater. School tours have several different topics that explore specific aspects of the Apollo's 80+ year history, including: Apollo Highlights Tour, Music of the Apollo, and The Apollo and the Harlem Renaissance while the Historic Tours are led by **"Mr. Apollo" Billy Mitchell** and focus on the Theater's history and place in American culture.

In-School Workshops and Residencies

Apollo Teaching Artists reached 3,255 students in NYC schools through the Workshops and Residencies program. Customized to meet each school's needs, workshops and residencies ranged from one-time visits to semester-long residencies and included programming focused on dance, theater, and music. The Oral History Project, the Apollo's sequential, curriculum-based partnerships with P.S. 154 and Wadleigh Secondary School for the Performing & Visual Arts were extended residencies where students captured oral histories of community leaders and retold them in original theater or film projects. The high school documentary film was entitled *Community: A Look Into Harlem* and was screened at the Apollo on May 26, 2017.

Teen Programs

The Apollo Internship Program provided hands-on experiences in arts management and technical theater for 20 high school students in this paid high school internship program. The Young Producers Club engaged its 40 members through 12 monthly meetings offering continuing education for Internship alumni. The Teen Takeover, a capstone project of the Internship Program and Young Producers Club, offered a one-night only event curated and produced by the teens on July 29, 2016. The free event on the Apollo Soundstage was neon-themed and featured performers **Alykat, Doziac, Miqaa, Reyna, and Tapper**, and was attended by 182 teens.

APOLLO IN THE MEDIA

Showtime at the Apollo

The Apollo's legendary talent competition returned to television with a two-part special on FOX hosted by Emmy Award-winning personality **Steve Harvey**, which aired December 5, 2016 and February 1, 2017. Filmed before a live audience at the Apollo Theater, the television specials included elements of the famed Amateur Night at the Apollo competition as well as interviews, highlights, and special performances by **Flo Rida**, **Naughty by Nature**, and **Charlie Wilson**. Showtime at the Apollo will return as a series on FOX in 2018.

Conan at the Apollo

Conan O'Brien and his TBS late-night show were in residence at the Apollo from October 31-November 3 filming episodes of the hit show and coinciding with the official start of his season. This marked his first time back to New York City in six years and special guests included **The Sugar Hill Gang**, **Ryan Reynolds**, and **Tracy Morgan**.

“My roots are on that stage, and I can’t wait to be there every week, looking for great talent. Who said you can’t go back home again?”

Steve Harvey



APOLLO CELEBRATIONS



Apollo in the Hamptons

August 22, 2016

Apollo Theater Vice Chairman **Ronald Perelman** hosted the 7th Annual Apollo in the Hamptons Gala at his home in East Hampton. The private dinner and concert raised more than \$5 million in support of the Apollo's education, artistic, and outreach programming and included memorable performances by **Lionel Richie**, **Jon Bon Jovi**, **Pharrell Williams**, **Gwen Stefani**, **Ciara**, and **The Roots** among others. The event was co-chaired by **Ronald Perelman**; **Dick Parsons**; **Robert Kraft**; and **Jon Bon Jovi**, and was underwritten by **Mr. Perelman**. Other notable guests included **Usher Raymond IV**, **Jack Nicholson**, **Chris Rock**, Governor **Andrew Cuomo**, Mayor **Bill de Blasio** and **Chirlane McCray**, Attorney General **Eric Schneiderman** and General **Colin Powell**, as well as **Elaine Irwin**, **Jay Penske**, **Don Johnson**, **Howard and Beth Stern**, **Dexter Goei**, **Tamron Hall**, **John McEnroe** and **Patty Smyth**.



Dining with the Divas

February 9, 2017

The Apollo's 7th annual Dining with the Divas luncheon celebrating the accomplishments of extraordinary women was the most successful to date. This year's event raised a record-breaking \$400,000 for the Apollo Theater's performing arts, education and community initiatives. As is customary for this luncheon, guests enjoyed an afternoon of networking and fellowship with some of the country's most influential and dynamic women. Dining with the Divas Co-Chairs were **Betsy H. Cohen**, **Joan Haffentreffer**, **Lauren Maillian**, **Carolyn Minick Mason**, and **Jennifer Scully-Lerner**.

“Prince protégée **Sheila E.** brought the crowd to its feet at the Apollo Theater's 12th Annual Spring Gala. She culminated the performance by tossing her sticks in the air and then kicked her drum stand over.”

Page Six New York Post



Apollo Spring Gala

June 12, 2017

The 12th annual Apollo Spring Gala was a star-studded and spectacular evening raising \$2.1 million in support of the Theater's year-round programs. The evening featured a special concert hosted by **Cedric The Entertainer** with performances by **Sheila E.**, **Charlie Wilson**, **Wé McDonald** and **CeeLo Green**. During the concert, **Rose Kirk**, Chief Corporate Social Responsibility Officer and President of the Verizon Foundation, accepted the Corporate Award on behalf of Verizon. The Apollo also honored Peabody Award-winning producer **Stan Lathan** with the Apollo Trailblazer Award. Gala Chairs were **Robert K. Kraft**, **Laura** and **Richard D. Parsons**, **Ronald O. Perelman** and **Anna Chapman**, and **Karen** and **Charles Phillips**.

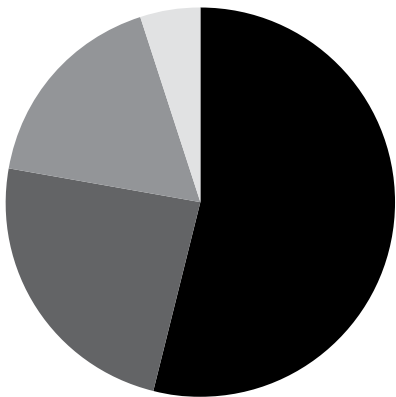
STATEMENT OF OPERATING ACTIVITY

Support and Revenue	2017	2016
Admissions	\$2,655,855	\$2,281,556
Facility Rental income	\$3,669,264	\$1,896,900
Other Income	\$862,242	\$544,246
	\$7,187,361	\$4,722,702
Contributions and Grants	\$8,365,688	\$8,716,669
Total Support and Revenue	\$15,553,049	\$13,439,371
Expenses		
Program Services	\$8,909,236	\$7,658,327
Arts and Entertainment	\$2,853,043	\$2,578,637
Educational and Outreach		
Total Program Services	\$11,762,279	\$10,236,964
Supporting Services:		
Management & General	\$1,410,147	\$1,277,152
Fundraising	\$2,161,186	\$1,850,399
Total Supporting Services	\$3,571,333	\$3,127,551
Total Expenses	\$15,333,612	\$13,364,515
Increase (decrease) in Net Assets before items below	\$219,437	\$74,856
Transfers for property and equipment purchases	(\$170,729)	(\$82,297)
Increase (decrease) in Net Assets	\$48,708	\$7,441

Assets	2017	2016
Cash and Cash Equivalents	\$1,192,132	\$740,855
Accounts Receivable	\$298,651	\$211,861
Unconditional Promises to Give	\$5,068,019	\$2,503,286
Other Current Assets	\$319,403	\$294,973
Property and Equipment	\$38,616,901	\$39,192,821
Portraits	\$577,538	\$577,538
Total Assets	\$46,072,644	\$43,521,334
Liabilities and Net Assets		
Liabilities		
Accounts Payable and accrued expenses	\$1,550,857	\$798,201
Deferred Revenue	\$457,719	\$549,867
Loans Payable	\$599,967	\$832,201
Total Liabilities	\$2,608,543	\$2,180,269
Net Assets		
Unrestricted		
Operating	\$298,206	\$249,498
Designated reserves	\$400,216	\$482,417
Property and equipment	\$38,763,179	\$39,702,900
Controlling interest in equity of subsidiaries		
Total Unrestricted	\$39,461,601	\$40,434,815
Temporarily restricted operating	\$3,952,500	\$856,250
Permanently restricted	\$50,000	\$50,000
Total Net Assets	\$43,464,101	\$41,341,065
Total Liabilities and Net Assets	\$46,072,644	\$43,521,334

STATEMENT OF FINANCIAL POSITION

OPERATING INCOME



54% Contributed and Grants
\$8,365,688

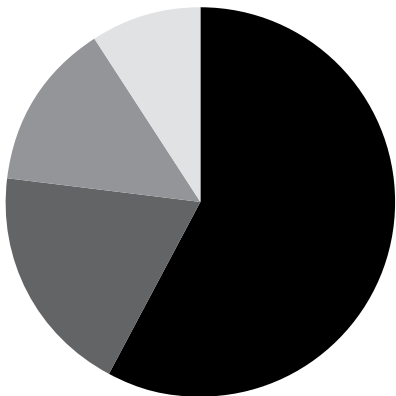
24% Facility Rental Income
\$3,669,264

17% Admission Income
\$2,655,855

6% Other Income
\$862,242

Total
\$15,553,049

OPERATING EXPENSE



58% Performing Arts and Entertainment
\$8,909,236

19% Education and Community
\$2,853,043

14% Fundraising
\$2,161,186

9% Management and General
\$1,410,147

TOTAL
\$15,333,612

APOLLO PEOPLE

BOARD OFFICERS

Richard D. Parsons
Chairman

Ronald O. Perelman
Vice Chairman

Charles Phillips
Vice Chairman

Willie E. Woods
Treasurer

Daisey M. Holmes
Secretary

DIRECTORS

John D. Demsey

T. Troy Dixon

Yolanda Ferrell-Brown

Maya L. Harris

Marcella A. Jones

Paul Tudor Jones II

Quincy Jones

Robert K. Kraft

Loida Nicolas Lewis

Alfred C. Liggins III

William E. Lighten

Carolyn Minick Mason

Mark A. Moore

Racquel Oden

JoAnn Price

Jonelle Procope *(ex officio)*

Lisa Garcia Quiroz

Marcus Samuelsson

Earl W. Stafford

Leslie M. Uggams

Bronson Van Wyck

Pharrell Williams

Patricia Miller Zollar

(list as of August 1, 2017)

APOLLO THEATER EXECUTIVE STAFF

Jonelle Procope
President & Chief Executive Officer

Jacques Brunswick
Chief Operating Officer

Kamilah Forbes
Executive Producer

Jing He
Chief of Staff

Dwight Jordan
Project Manager to the Executive Producer

Victoria Ellerbe
Assistant to the COO and HR Coordinator

Jaysa Alvarez
Administrative Assistant, Office of the President

PERFORMING ARTS PROGRAMS

Laura Greer
Associate Producer

Jamilla Deria
Program Director

Charisse Williams
Program Manager

Fernanda Cintra de Campos
Program Associate

Marion J. Caffey
Amateur Night Producer

Kathy Jordan Sharpton
Amateur Night Coordinator & Hospitality

Norman Small
Company Manager

EDUCATION & COMMUNITY PROGRAMS

Shirley Taylor
Director of Education

Debbie Ardemento
Associate Director of Education

Jason Steer
Education Manager, Apollo Theater Academy

Chinai Hardy
Education Associate

Princess Belton
Education Coordinator

Billy Mitchell
Tour Director and Apollo Ambassador

L. Adé Williams
Associate Director of Community Programs

MARKETING & COMMUNICATIONS

Melissa Skinner
Senior Director of Marketing

Nina Flowers
Director of Public Relations & Communications

Courtenay Moore
Associate Director of CRM & Digital Systems

Robert Minell
Graphic Designer

Angilique Coleman
Marketing Associate

Erin Washington
Marketing Assistant

Missy Aja
Public Relations Assistant

Keshave Sattaur
Box Office Treasurer

Kevin Dozier
Box Office Assistant Treasurer

Toni Isreal
Walker Communications International/Group Sales Agent

Kersten Stevens
ThinkSuite Media/Social Media Lead

DEVELOPMENT

Donna Lieberman
Senior Director of Development

Wendy Neikirk Rhodes
Director of Institutional Relations & Campaign

Travis Fraser
Director of Major Gifts & Individual Giving

Kathleen Hyppolite
Director of Special Events

Sarah Rodriguez
Associate Director, Institutional Giving

Zulayka Adamson
Special Events Manager

Germono Toussaint
Individual Giving Manager

Emily Snedeker
Development Assistant

FINANCE

Michele Pagnotta
Senior Director of Finance

Carlos Rivera
Accounting Manager

Subira Taylor
Accounting Associate

Shakeen Johnson
Accounting Assistant

INFORMATION TECHNOLOGY

Lewis Bent
Director of Information Technology

Elijah Timmons
Help Desk Technician

GENERAL MANAGEMENT

Joe Levy
General Manager

Lloyd Vaughan
Associate General Manager

Kendra Holloway
Theater Operations Administrator

Diane Dispo
Facility Sales Manager

Shenequa Brown
Office & Gift Shop Manager

PRODUCTION

Lou Albruzzese
Technical Director

Joe Gray
Head Carpenter

Kevin Dessisso
Head Electrician

Ollie Cotton
Head Audio

Kevin Nesbitt
Head Props

THEATER OPERATIONS

Dennis Walls
Director of Building Operations

Walter Steele
Security Manager

Kim Smith and Edward White
Security Supervisors

Jorge Mejia
Building Superintendent

Fanny Aucacama and Carmen Encarnacion
Housekeepers

APOLLO SUPPORTERS

THANK YOU TO OUR SUPPORTERS

Anonymous (2)
Booth Ferris Foundation
The Coca-Cola Company
Ford Foundation
Robert K. Kraft
The New York Community Trust — LuEsther T. Mertz Advised Fund
Richard D. Parsons Family Foundation*
Ronald O. Perelman and Anna Chapman
Karen and Charles Phillips*
Upper Manhattan Empowerment Zone
21st Century Fox
American Airlines
BNY Mellon
Citi
The City of New York
Coca-Cola Foundation
Empire State Development
Katherine Farley and Jerry I. Speyer
Howard Gilman Foundation
Jerome L. Greene Foundation
Thomas J. Henry Injury Attorneys
Sonia M. and Paul T. Jones II
The Ronald and Jo Carole Lauder Foundation
Moelis & Company
New York State Council on the Arts
Racquel Oden–Merrill Lynch
JoAnn Price
Rockefeller Brothers Fund
Eric and Wendy Schmidt
Universal Music Group
Verizon Foundation
Anonymous
Appaloosa LP
Belvedere Vodka
Bloomberg Philanthropies
John Demsey, The Estee Lauder Companies Inc.*
General Mills Foundation
HBO
JPMorgan Chase
Elaine and Ken Langone
Leonard and Judy Lauder Fund

LionTree LLC
The Madison Square Garden Company
Jonathan M. Nelson
Paul, Weiss, Rifkind, Wharton & Garrison LLP
Time Warner Inc.
Wachtell, Lipton, Rosen & Katz
The Williff Foundation
Gwen and Gerald Adolph
American Express
Barneys New York Foundation
Base Entertainment
Beal Family Foundation
Jacqueline Bradley and Clarence Otis, Jr.
Ursula M. Burns and Lloyd F. Bean
CBS Corporation
Con Edison
Credit Suisse
Discovery Communications
Disney
Yolanda Ferrell-Brown
Fan Fox and Leslie R. Samuels Foundation
Thomas Freston
Glenn and Amanda Fuhrman*
Dexter Goei
Brad Grey
Maya Harris and Tony West
Daisey Holmes
Kramer Levin Naftalis & Frankel LLP
The Marie-Josée and Henry R. Kravis Foundation
Carol Sutton Lewis and William M. Lewis, Jr.
Loida Nicolas Lewis
Alfred C. Liggins III
William E. Lighten
LWPartners
Macy’s and Bloomingdale’s
Carolyn and Mark Mason
Mark A. Moore
Marilyn Booker, Morgan Stanley Urban Markets Group
National Endowment for the Arts
NBCUniversal

Neuberger Berman
New York Life
Nielsen
OTG Management
Paramount Pictures
Lisa Garcia Quiroz
Barry F. Schwartz
Nancy and Alan Schwartz
Shutterstock
Siris Capital Group, LLC
Skadden, Arps, Slate, Meagher & Flom LLP
Earl W. and Amanda Stafford
Targoff Family Foundation
Lu-Shawn Thompson
Bronson Van Wyck
Viacom/BET Networks
Watermill Institutional Trading
The H. Weinstein Family Foundation
Janice Savin Williams and Christopher J. Williams*
Willie and Lana Woods
Josh Zipkowitz
Patricia Miller Zollar
Activision Blizzard
Lily Auchincloss Foundation
Dorria Ball
Francesca Beale
Debra and Leon Black
Jane Buffett
CCS Fundraising
Citigroup Global Markets Inc.
Betsy H. Cohen
Robyn and Tony Coles*
Condé Nast
Conscious Kids
Cowen Group, Inc.
Credit Suisse Americas Foundation
Alberto Cribiore
Donny Deutsch
Debra and Scott Edelman Family Fund
Diana Elghanayan
Fairmont Construction Management
Andréa and Ken Frazier

Allen and Deborah Grubman
The Hyde & Watson Foundation
Iger Bay Foundation
Insperity
Matt Lauer
Lazard
Edward T. Lewis*
Major League Soccer, Commissioner Don Garber
The John and Patty McEnroe Foundation
Ron Meyer
Nederlander Foundation
New York City Council Manhattan Delegation
E. Stanley O’Neal*
Councilmember Bill Perkins
Ellis L. Phillips Foundation
Philip R. Pitruzzello
Craig and Modupe Robinson*
Marcus Samuelsson
Mara and Ricky Sandler*
Lorraine E. Schwartz
Stephen A. Schwarzman
Jennifer Scully-Lerner and Rick Lerner
Seth Sprague Educational and Charitable Foundation
The Shubert Foundation
Kathleen Tait
Teneo Holdings
Tawana Tibbs and Bruce Gordon
Unity Construction Group
George Wein*
Pharrell Williams
Gregg Wolpert*
Amazing Works, Inc.
Amsale Aberra and Neil Brown
Michelle and Rodney Adkins
Jody and John Arnhold
Avenue Capital Group
Patricia Blanchet
Columbia University, Office of Government & Community Affairs
Elizabeth Davis
Keisha and T. Troy Dixon
Janine Dorsett

Guita Dovas and Christian Mortinger
Melissa Downing, M.D.
ESPN
Steven Feldman
Ella Fitzgerald Charitable Foundation
Emily & Harold Ford, Jr. Charitable Fund
Sandy Gallin
Edward and Arlyn Gardner
Edith Ginsberg
Lesley Goldwasser
Great Performances
Gayle King
Councilmember Mark Levine
Jeanine Liburd
Erika Liles
LaJwanne Louis
Deirdre Guice Minor
Wendy Fisher, Linda Mirels and The Kirsch Foundation
Aela Morgan
Jacqueline and Kevin Nickelberry
Verdun Perry
Pinkerton Foundation
Mitchell Rudin
May and Samuel Rudin Foundation
Rachel A. Schluter
Debra Shriver
Charles E. Simpson and Charles J. Hamilton, Jr.
Jessica and John Skipper
Donna and Richard Soloway
Ticketmaster
Carra Wallace
Nina and Ted Wells
Paula Williams
Abigail Kirsch, Catering Relationships
Anonymous
Judia Black
Lisa Bloom
Charlane Brown-Wyands, Esq.
Sarah Bryan
Jeannette Chang
Citi Private Bank
Aaron Copland Fund for Music

Faith C. Corbett
Saundra and Don Cornwell
The Cowles Charitable Trust
Camille Edwards
Patricia Farman-Farmaian
Tiffany Gardner
Tiffany M. Hall
Suzanne M. Handal
Harkness Foundation for Dance
Tamara Harris Robinson
Winifred Hervey
Patricia Hill
Jennifer Holiday Hudson
Jessica Johnson-Cope
Jones Lang LaSalle
Anjelica Kelly
Lorrie King
Elisa Leary
Magnolia Bakery
Lydia G. Mallett
Shirley McAlpine
Robin McKinney
Roberta Meacham
Sheereen Miller-Russell
Iva Mills
Tracey R. Mina
David Monn
LouAnn Moore and Joyce Jackson
Peryton
Rochelle Powell
Monique Pryor
Syrine Reese
Resnicow & Associates
Deborah Roberts and Al Roker
The Shubert Organization, Inc.
Tanya Taylor
Josie Thomas
Rossie E. Turman III
Angela Vallot and Jim Basker
George Van Amson
Wendy Washington
Samantha Wolpert

*Apollo Legends Circle

JOIN THE APOLLO

A woman in a red dress is seated at a Baldwin piano on a stage. Several spotlights are shining down on her and the piano, creating a dramatic effect. The piano is a dark color, and the woman's dress is a vibrant red. The background is dark, and the overall atmosphere is one of elegance and performance.

Apollo EmpowHer

Apollo EmpowHer is a group of dynamic and diverse women who are making a difference for teens in the Apollo Theater's career development programs, introducing over 2,500 students to behind-the-scenes careers in the performing arts and entertainment industries over the past year. Members contribute \$2,500 or more annually and come together for networking opportunities, fundraising events, and other activities to connect with the Apollo, the education programs they are supporting, and each other. The committee is entirely volunteer-driven.

Legends Circle

Gifts of \$10,000 and above are recognized through the Apollo's Legends Circle. As recognition for their leadership support, members receive invitations to exclusive receptions with Apollo artists, members of the Apollo's artistic team and leadership, as well as a customizable suite of benefits that can include presenting sponsor listing for Apollo Music Café and Apollo Presents Mainstage performances and more.

Young Patrons

An eclectic mix of sophistication and swag, the Apollo Young Patrons are the next generation of Apollo leaders committed to the arts, networking, and professional development. This diverse group of young professionals (ages 21-40) meet for performances, mixers, and fundraisers that are quite frankly off the charts. Apollo Young Patrons membership is \$250 to \$500 annually. Payments can be made annually, quarterly, or monthly.

Apollo Insiders

Apollo Insiders provide crucial financial support for the Apollo's world-class live performance, community, and education programs. With multiple benefit levels to choose from, members can experience all the Apollo offers in a variety of ways. These exclusive Insider benefits include VIP seating, invitations to behind-the-scenes events, special receptions with artists, and so much more, and are the Apollo's way of saying thanks for investing in our ongoing legacy.

apollotheater.org
development@apollotheater.org
212.531.5377

