

2014 - 2016



**ANNUAL
REPORT**

PRINCETON GARDEN THEATRE

A MESSAGE FROM THE GARDEN



In 2014, Princeton University reached out to us to run the Princeton Garden Theatre. We jumped at the opportunity to operate this classic theater as a community-based nonprofit organization. After extensive renovations, we reopened the doors on July 4, 2014.

This report highlights our first two years of operations as a community-based nonprofit theater.

The Garden Theatre is a perfect venue to screen great movies and to engage the Princeton community – both town and university. As we look back at our screenings and special events, we are very happy with the broad variety of programs and the great number of community partners. We are excited about offering even more diverse programs in the future.

We hope that your visits to the theater are enlightening, educational, and entertaining. We will work hard to make the Garden Theatre even better as we move forward. Thank you for all of your support.



John Toner
Executive Director



Chris Collier
Co-Director

Michael Kamison
Associate Programmer

Adam Parker
Assistant Manager

Kyle Stenger
Lead Manager

Betsy Kowal
Assistant Manager



QUICK FACTS

122,514 tickets sold

2,996 active members

322 films projected

53 plays, operas & ballets screened

2,250 lbs. of popcorn served

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from the Garden

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Programming

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Main Films

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OUR PROGRAMMING

30
ACADEMY
AWARDS

21
INDIE
SPIRITS

21
GOLDEN
GLOBES



43 COUNTRIES REPRESENTED

104 MAIN FILMS



SCREENED JULY 2014 - JUNE 2016

We have shown over 100 main films in our first two years, which are listed below alphabetically. Highlighted are the Top 10 films of each fiscal year.

45 Years / Amy / Anomalisa / Begin Again / Best of Enemies / **The Big Short** / **Birdman** / Born to Be Blue / Boychoir / **Boyhood** / Calvary / **Carol** / Chef / Clouds of Sils Maria / The Danish Girl / **Dear White People** / Dough / Effie Gray / Embrace of the Serpent / The End of the Tour / Everybody Wants Some!! / Ex Machina / Eye in the Sky / Far From The Madding Crowd / The First Monday in May / Force Majeure / Gemma Bovery / **Gone Girl** / Grandma / The Green Prince / **Hail, Caesar!** / A Hard Day's Night / He Named Me Malala / Heart of a Dog / Hello, My Name is Doris / A Hologram for the King / I'll See You In My Dreams / Ida / **The Imitation Game** / The Immigrant / Infinitely Polar Bear / Iris / Irrational Man / Jafar Panahi's Taxi / **Joy** / The Lady in the Van / Leviathan / The Lobster / **Love & Friendship** / **Love & Mercy** / Love is Strange / Madame Bovary / Magic in the Moonlight / **The Man Who Knew Infinity** / Me and Earl and the Dying Girl / Meet the Patels / Meru / Miles Ahead / Mistress America / A Most Violent Year / **A Most Wanted Man** / **Mr. Holmes** / Mr. Turner / Mustang / My Old Lady / Nightcrawler / The Notebook (Le Grand Cahier) / Only Lovers Left Alive / Pawn Sacrifice / Phoenix / **The Revenant** / Room / The Salt of the Earth / The Second Best Exotic Marigold Hotel / **Selma** / Seymour: An Introduction / Sing Street / The Skeleton Twins / Son of Saul / **Spotlight** / Steve Jobs / Still Alice / Suffragette / Testament of Youth / **The Theory of Everything** / Timbuktu / Tracks / The Trip to Italy / Trumbo / Two Days, One Night / The Two Faces of January / A Walk in the Woods / Weiner / What We Do in the Shadows / While We're Young / **Whiplash** / White God / **Wild** / Wild Tales / The Witch / The Wolfpack / Woman in Gold / Words and Pictures / Youth



National Theatre Live: Hamlet (2015)

271 SPECIAL PROGRAMS & EVENTS



SCREENED JULY 2014 - JUNE 2016

In addition to our main films, we also have featured a wide variety of special events.

Hollywood Summer Nights

Each summer, we present Hollywood's Golden Age on the silver screen. Classic films such as *Casablanca*, *Rear Window*, *Jaws*, *The Godfather*, and *Roman Holiday* are shown. These frequently sold-out screenings of iconic movies keep the magic and charm of our historical theater alive. Reduced admission for younger patrons encourages families as well as cineastes to attend.

Lively Arts

Our Lively Arts series showcases the finest productions from international venues such as London's National Theatre, The Globe Theatre, and the Royal Opera House. Season highlights have included Benedict Cumberbatch in *Hamlet*, Helen Mirren in *The Audience*, James Corden in *One Man, Two Guvnors*, and Bill Nighy and Carey Mulligan in *Skylight*.

Prof Picks

The Prof Picks series invites both Princeton University and other local faculty (Rutgers, Westminister) to select a film and provide an introduction and Q&A based on their expertise. Our inaugural run has included: Michael Cadden, Lewis Center for the Arts (*Some Like It Hot*), Maria DiBattista, English (*The Lady Eve*), Ken Norman, Neuroscience (*Eternal Sunshine of the Spotless Mind*), Brian Herrera, Theater (*West Side Story*), Joe Stephens, Journalism (*Spotlight*), Anthony Tobia, Psychiatry (*Psycho*), and many others.

Filmmaker Conversations

Both new and established filmmakers have taken part in Q&As at the theater. Participants have included: Ethan Hawke (*Born to Be Blue*), Pierre Niney (*Yves Saint Laurent*), Abderrahmane Sissako (*Timbuktu*), Rob Underhill (*DAR HE: The Lynching of Emmett Till*), Whit Stillman (*Love & Friendship*), Pacho Velez (*Manakamana*), Michael Showalter (*Hello, My Name is Doris*), Damien Chazelle (*Whiplash*), as well as many other well-known filmmakers.

Saturday Family Matinees

Each Saturday morning in the late fall and winter, we provide a reduced-price screening of a movie suited for the whole family. These events have provided many young patrons with their first big-screen experience.

Other Special Events:

- Commissioned scores from Not-So-Silent Cinema for two newly restored silent Hitchcock films *Blackmail* and *The Lodger* and screened with live music.
- Mounted an Orson Welles Centenary retrospective.
- Curated a Shakespeare 400 celebration including films, lectures, and simulcasts of international stage performances.
- Presented a screening of the silent *The Passion of Joan of Arc* in the Princeton University Chapel with the Princeton Festival and Princeton Symphony Orchestra.



SPECIAL GUESTS



Here are some of the exciting guests we've had at our filmmaker conversations and Prof Picks special events.

1. Ethan Hawke answers questions after a screening of *Born to Be Blue* with Co-Director Chris Collier
2. Discussion of *Spotlight* with journalists James B. Steele of *Vanity Fair* and Laura Seco of *The Boston Globe*
3. Princeton Professor Ed Belbruno and astrophysicist Neil deGrasse Tyson discussing orbital dynamics after a screening of *Painting The Way To The Moon*
4. French actor and star of *Yves Saint Laurent*, Pierre Niney, answering questions with Professor Florent Masse
5. Discussion with *Timbuktu* writer/director Abderrahmane Sissako (photo by Frank Wojciechowski)
6. *Love & Friendship* writer/director Whit Stillman with Executive Director John Toner
7. Q&A with *Hello, My Name is Doris* writer/director Michael Showalter (right) with Associate Programmer Michael Kamison





The Passion of Joan of Arc (1928)
Tech Rehearsal at the Princeton University Chapel

COMMUNITY PARTNERSHIPS



The Garden is more than a movie theater. We are a partner and resource for fellow nonprofit, cultural, and educational institutions. Here are some of the local organizations that we have collaborated with in presenting joint programs at the theater and beyond.

Community

American Boychoir School
American Repertory Ballet & Princeton Ballet School
Arts Council of Princeton
Eden Autism
Not in Our Town Princeton
Princeton Adult School
Princeton in Asia
Princeton Environmental Film Festival
The Princeton Festival
Princeton High School Studio Band
Princeton Public Library
Princeton Regional Chamber of Commerce
Princeton School District
The Princeton Symphony Orchestra
Princeton Theological Seminary
Swat Relief Initiative
WWFM

Princeton University

African American Studies
Alumni Association of Princeton
Association of Black Princeton Alumni

Carl A. Fields Center for Equality + Cultural Understanding
Committee for Film Studies
Computer Science Department
Cotsen Children's Library
Council of the Humanities
Department of English
Department of French & Italian
Department of History
Human Values Film Forum
International Employees Group
Journalism School
Lewis Center for the Arts
LGBT Center
Princeton Buffer
Princeton Film Productions
Princeton Film Society
Princeton Neuroscience Institute
Princeton University Art Museum
Princeton University Library
Princeton University Press
Office of the Dean of Undergraduate Students
Student Government Association
Summer Journalism School

FINANCES



Reopening Capital Expenditures \$111,531

We raised over \$100K in 2014 to renovate the Garden for its reopening on July 4, 2014. These funds helped pay for upgrades to the lobby, bathrooms, marquee, and projection booth. We also fixed the theater seats and added new aisle lights.

Cash Reserves \$83,814 (June 30, 2016)

Our cash on hand represents a little over one month of operating reserves, and no capital reserves. We must increase these amounts in order to be sustainable.

University Involvement

Princeton University owns the Garden Theatre building. We rent it from them under a long term lease. The University is responsible for major exterior/structural expenses only. We are responsible for everything else, including: rent, real estate taxes, insurance, interior improvements, and, of course, all operations.

1ST YEAR July 2014 - June 2015

Operations

INCOME

Admission & Concession	\$ 602,592
Membership	117,302
Donations/Sponsors	30,951
Rentals	50,602

\$ 801,447

EXPENSES \$ 784,282

Net Income \$ 17,165

Unpaid Admin Personnel (\$ 100,000)

Adjusted Net Income (\$ 82,835)

2ND YEAR July 2015 - June 2016

Operations

INCOME

Admission & Concession	\$ 638,918
Membership	97,168
Donations/Sponsors	68,722
Rentals	63,673

\$ 868,481

EXPENSES \$ 833,105

Net Income \$ 35,376

Unpaid Admin Personnel (\$ 100,000)

Adjusted Net Income (\$ 64,624)

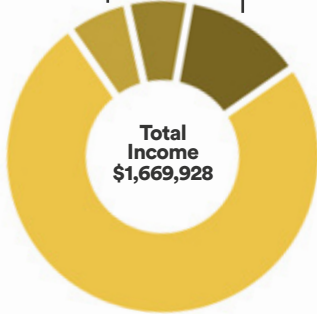
INCOME

2 Yrs (July 2014 - June 2016)

Sponsors & Donations
6%

Rentals
7%

Membership
13%



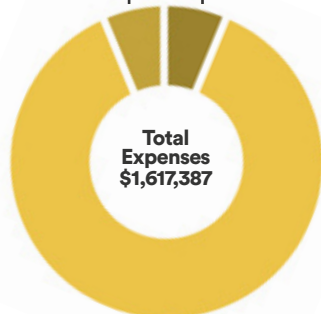
Admission & Concession
74%

EXPENSES

2 Yrs (July 2014 - June 2016)

Administrative Services
5%

Membership Services
5%



Program Services
90%

GOOD NEWS AND A CHALLENGE

The Good News

We have successfully renovated, reopened, and operated the Garden. Over the course of two years, we have met our goals: showing great films with special events; creating a welcoming environment; and engaging the community.

The Challenge

Although we have operated “in the black” so far, our Renew management team has mostly donated its services for these first two years (by at least \$100k per year). Put another way, Renew is currently subsidizing the Garden. That is not sustainable over the long term.

What We Need to Do

We need to raise additional income to pay for these management services. This will help sustain and grow our special events and community outreach. We will be appealing for your help to make this happen. Let us know if you wish to make an additional contribution or want to be involved in our fundraising efforts.



MEMBERS & SPONSORS



2,996
Members

\$488,256
Total Gifts

1,621
Gifts under \$200

***Full list of members and donors available
at PrincetonGardenTheatre.org/donor.***

Angels & Moguls

Micaela De Lignerolles
Betty Wold Johnson
Mimi Omiecinski
Steve & Marty Schlosstein
N. & J. Snyderman
John Toner & Rebecca Bushnell
Martin Tuchman

Sustaining Members

Stephen L. Adler & Sarah C. Brett-Smith
Joseph & Harriet Anzek
Murali Balaraman & Anu Paul
Christopher Barr & Patricia Shanley
Monica Bean
Toni Besselaar
Sheila Bodine
Amy Borovoy & Jonathan Morduch
Donna Briggs & Donald Deieso
Garrett & Carolyn Brown
Lee & Greg Burnham

Sustaining Members (cont'd)

Michael Cadden & Drake Baer
Melanie & John Clarke
Susan & David Colby
David & Dora DeGeorge
Jill Dolan & Stacy Wolf
Gordon Douglas & Sheila Mahoney
Lynne Fagles
Amanda & Brian Gomba
Edward Greene & Jacqueline Jones
Huberto & Mary Gutierrez
John & Debora R. Haines
Susanne Hand & David Kinsey
Mary Hardesty
Robert & Cynthia Hendrickson
Jen & Rupert Hinton
Elizabeth & Zaki Hosny
Kathleen Hutchins
Andrea Immel & John Bidwell
David P. & Claire R. Jacobus
Suzanne Johnstone & Alan B. Frey
Joan Knapp
Peter & Seva Kramer
Leslie & Chris Kuenne
Martha Land & Laurence Greenberg
Liz Lempert & Ken Norman
Marlaine Lockheed & Steve Frakt
Jim & Judi Marks
Tamera & Joe Matteo
Donald Mills
Kurt & Jacqueline Mislow
Walter Miziuk
Robin Mockenhaupt & Ralph Popp

George & Fran Neville
Alyson & Michael O'Donnell
Maureen O'Neill
Nelson Obus & Eve Coulson
Mark Olinsky & Jane Grecsek
Tracy & Jeff Orleans
Joel Pacheco & Laszlo Varga
Tari Pantaleo & Douglas Miller
PJ & Jean A. Peebles
Betty Jo & Shelley Pennington
Mike Petro & Farley Kern
Barry Qualls
Geraldine Regan
Neil & Angelica Rudenstine
Roy Selig & Stephanie Sella
Scott Sillars & Margaret Griffin
Judy Singleton
Jeff Snyder & Anica Rissi
Susan & Robert Solomon
Fred & Marijean Stevens
William Stowe & Karin Trainer
Peter & Annabel Tierney
Francine Valentino & Karen Lemon
Lee C. & Melinda W. Varian
Martha & George Vaughn
Henry & Meredith Von Kohorn
Neil & Vicki Weisfeld
John Whipple & Pasquale Cutrone
Jean Kim Wilson
Jerry Zeldis & Shary Stamm
John Ziegler & Patricia Rogers
Judy Zimmerman & Marylu Simon

Business Sponsors

Arts Council of Princeton / Bucks County
Designer House / Bucks County Symphony
Orchestra / Callaway Henderson Sotheby's
International Realty / Candle Light Concerts /
Claudia Stepien, Weichert Realtors / Concordia
Chamber Players / CoolVines Princeton /
Covered Bridge Artisan Tour / Dear Garden
Assoc. / Dr. Barrer "Exercise Will Hurt You" /
Giggleberry Fair / Gloria Nilson & Com. Real
Estate / Hamilton Jewelers / Historical Society
of Princeton / James McPhillips / Jim Briggs
- BHHS / K. Hovnanian Homes / La Fiocco /
Lenape Chamber Ensemble / Mancuso Show
Management / Mercer Museum / Mistral /
Nassau Inn / New Hope Auto Show / New Hope
Garden Tour / Palmer Square Management /
Pamela Barton, Palliative Care Physician /
Philadelphia Museum of Art / Philadelphia
Museum of Art Craft Show (PMA) / Phillips
Mill Art Exhibit / Princeton Ballet Society;
American Repertory Ballet / Princeton Senior
Resource Center / Princeton Theological
Seminary / Princeton University Art Museum /
Princeton University Concerts / Princeton YMCA
/ Silverman Gallery / Snyder Design Studio /
The Dryden Ensemble / Tyler Park Center for
the Arts / Virgin Casino / WHYY / WPRB-FM

PrincetonGardenTheatre.org

