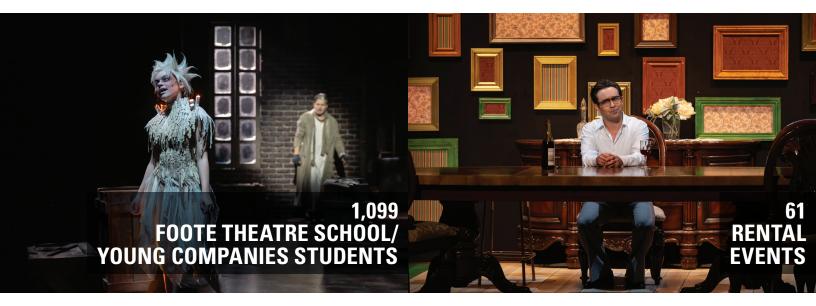
THE CITADEL THEATRE

ANNUAL REPORT 2023/24 SEASON



LAND ACKNOWLEDGEMENT

We wish to acknowledge that the land on which we gather is Treaty No. 6 territory and a traditional meeting ground and home of the First Nations, including both the treaty signatories Cree, Saulteaux, Nakota Sioux, Stony and Cree-Iroquois as well as other Indigenous peoples, such as the Blackfoot and Métis, who occupy this land. We extend our appreciation for the opportunity to live, create and perform on this territory.



PHOTOGRAPHY CREDITS FOR COVER PHOTOS (Left to right, top to bottom)

Photo by Joan Marcus for Mirvish's production of SIX at The Citadel Theatre. Canadian Cast of SIX. L-R Maggie Lacasse, Elysia Cruz, Jaz Robinson, Julia Pulo, Krystal Hernández, Lauren Mariasoosay.

Photo by Nanc Price for The Citadel Theatre, featuring the cast and creative team of The Importance of Being Earnest (2023).

Photo by Nanc Price for The Citadel Theatre's production of Little Shop of Horrors (2023), a co-production with Arts Club Theatre Company, featuring Braydon Dowler-Coltman (Audrey II Puppeteer), Madeleine Suddaby (Voice of Audrey II) and Tenaj Williams.

Photo by Nanc Price for The Citadel Theatre's production of *Made in Italy* (2024), featuring Farren Timoteo.

Photo by Nanc Price for The Citadel Theatre's production of Rubaboo (2024), featuring Robert Walsh, Andrea Menard, Karen Shepherd, and Nathen Aswell.

Photo by Nanc Price for The Citadel Theatre, featuring the cast of *The Sound of Music* (2024), a co-production with Royal Manitoba Theatre Centre.

Photo by Nanc Price for The Citadel Theatre's production of *The Mountaintop* (2024), featuring Ray Strachan and Patricia Cerra.

Photo by Nanc Price for The Citadel Theatre's production of The Three Musketeers (2024), a co-production with Arts Club Theatre Company, featuring Daniel Fong, Alexander Ariate, Darren Martens, and Braydon Dowler-Coltman.

For full production credits, please visit citadeltheatre.com



MESSAGE FROM THE BOARD CHAIR

Jennifer Addison • Chair, Board of Directors

The last few years have been difficult for theatres across Canada, but this season marked a major positive shift for the Citadel. Starting off with *SIX*, we saw our community attend in increasing numbers throughout the season. Each show built momentum and excitement in our community, and we saw this through robust ticket sales and attendance at each Citadel show.

The Board thanks the team at the Citadel for their vision, careful planning, and hard work. The Citadel Theatre is a cornerstone in the Edmonton arts ecosystem, and serves a critical role by bringing new works to the stage, advancing creative artistic visions, and welcoming people into the arts, whether through classes, performances or events. The team at the Citadel is what makes all of this possible, and the Board extends its sincere gratitude to each member of the Citadel team for all they do to make the Citadel a special place.

Near the end of our 2023/24 season, we were also excited to announce the new Executive Director. After a thorough and international search, the Board was delighted to find a candidate here at home in Jessie van Rijn, Citadel Theatre's Producer. Jessie is a creative, inclusive, collaborative leader, with an indisputable track record as a cultural administrator, and we look forward to seeing the impact that Jessie and Daryl have as the co-leadership team at the Citadel.

We would be remiss without recognizing the genuinely incredible contributions of Alan Nursall. Alan played a pivotal role in setting the organization up for sustained success by empowering and encouraging the Citadel team, and the Board thanks Alan for his thoughtful leadership through much of the 2023/24 season as the Interim Executive Director.

The Board would also like to thank the Citadel Theatre's funders, donors and sponsors. The Citadel Theatre is a special place, and is made so by those who generously contribute their resources to help it grow. To each of our sponsors, donors, and funders, the Board of Directors offers its deep gratitude for your support, and the impact that each of you makes at the Citadel. We look forward to welcoming you to the Citadel for the 2024/25 season.





MESSAGE FROM THE ARTISTIC DIRECTOR

Daryl Cloran • Artistic Director

Our 2023/24 Season was a huge hit with audiences. We focused our programming on our main stages, with nine productions spread between the Shoctor and Maclab Theatres, as well as four cabarets in the Rice Theatre. Audiences flocked back into our theatres for

both familiar titles and newer work. The artistry of the season was celebrated with an incredible twenty-seven Sterling Award nominations.

The season kicked off with the much-anticipated return of *SIX*. Edmonton audiences had a second opportunity to see this incredible Broadway musical before this new Canadian cast travelled to Toronto's Mirvish Theatre for a long, successful run.

Audiences loved all of our musicals this season. *Little Shop of Horrors* (a co-production with the Arts Club in Vancouver) and *The Sound of Music* (a co-pro with Winnipeg's Royal Manitoba Theatre Centre) both surpassed their box office targets, and Andrea Menard's beautiful Métis cabaret, *Rubaboo*, won three Sterling Awards.

Our season also included the return of *Made in Italy* by Edmonton's own Farren Timoteo. This production is an incredible Edmonton success story, having toured across Canada since it premiered in 2016. And the success of *Made in Italy* continues! The Citadel production will be presented at a number of theatres across Canada next season.

Our production of *The Mountaintop* was another opportunity for us to showcase the work of great Edmonton artists, in this case, director Pat Darbasie and actor Patricia Cerra. *The Three Musketeers* was an audience favourite and will travel to the Arts Club in Vancouver in January 2025. Our season also included a very funny production of *The Importance of Being Earnest* and our 24th annual production of *A Christmas Carol*.

Outside of Edmonton, the Citadel's production of *Prison Dancer* was presented at the National Arts Centre in Ottawa. And *Hadestown* and *SIX* both continue their incredibly successful Broadway runs.

Our very popular House Series in the Rice Theatre included four cabarets: Almost a Full Moon with Hawksley Workman and Friends; She Loves You: An All-Women Tribute to the Beatles, featuring Patricia Zentilli and Ruth Alexander; Motown Get Down with Krystle Dos Santos and Terrell Edwards; and Hits of Broadway: Celebrating Motherhood with Kate Ryan and Sue Goberdhan.

We continued our focus on the health and well-being of our staff, technicians and artists. We proactively cast understudies for the majority of our productions, as well as providing back-up crew and stage management support as required. This season we moved to a five-day performance week, to allow for a two-day weekend for crew, artists and front of house

staff. It was a resounding success. Life threw us many challenges but with our understudy plans in place and inventive thinking from our teams, we made it through the season without any show cancellations.

The 2023/24 Season was also very busy with New Play Development activities. Our Playwrights Lab hosted four playwrights working on new large-scale adaptations. Citadel commissions *The Vinyl Café* and *Truthfully, Jackie* continued their development, joined by two new commissions: *And Then There Was One* by Farren Timoteo and *Cyrano* adapted by Jessy Ardern. The Collider Festival of New Work (June 2-4, 2024) drew the largest houses to date for in-person programming which included two nights of readings and two sold out workshops.

The Citadel proudly offered educational opportunities throughout the year. Over 1,000 students of all ages were enrolled in the Foote Theatre School's camps and classes, and 650 students participated in workshops through our Students Club program. The Young Company, comprised of emerging actors and technicians between the ages of 16 and 21, presented a stunning production of *Is My Microphone On?* by Canadian playwright, Jordan Tannahill.

It was an exhilarating season for the Citadel team. For the first time in a long time it felt like audiences were back and hungry for theatrical experiences. We were firing on all cylinders again and producing fantastic productions. There continues to be work ahead, but we move towards our 60th Anniversary season with great optimism and great thanks for all of the incredible staff and artists who made this season such a success.



MESSAGE FROM THE EXECUTIVE DIRECTOR

Jessie van Rijn • Executive Director

As we reflect on the 2023/24 Season, it's clear this was a year of significant transformation and energy, focused on building a sustainable foundation and paving the way for a bright, bold future. In the last 12 months we have seen an increase in audience

attendance, rentals, theatre school activities, and building use (including the return of a restaurant in our main lobby – The PlayWright!). Our home is bustling in every corner with art, joy and excitement.

The Citadel Theatre welcomed new leadership across several key departments in our 2023/24 Season, bringing fresh ideas and perspectives that have quickly become integral to our operations. This period of change has presented exciting opportunities for growth, with our teams working diligently to improve processes in finance, fund development, human resources, hospitality, and information technology. The staff at Citadel Theatre with their collective efforts have strengthened the efficiency, engagement, and overall health of our organization, positioning us for continued success in seasons to come.

Our building has also undergone an important change: after years of collaboration between our Board of Directors, Citadel staff, and the City of Edmonton, we are proud to share the finalization of a new lease agreement. This agreement, which transfers ownership of the Citadel Theatre building to the City of Edmonton in October 2024, marks the successful conclusion of our original 1974 lease. This partnership ensures the Citadel will remain a healthy and active cornerstone of the arts community for years to come. We are deeply grateful to everyone involved in making this transition smooth and successful.

As we envision a vibrant future for our theatre spaces — each brimming with remarkable stories, innovative designs, and artists who reflect the diversity of our dynamic city — we are deeply grateful for the invaluable support from the Government of Alberta. We are continuing to utilize our 2023 Capital Plan investment to enhance the safety and accessibility of our facility for audiences, artists, and the community. These initiatives will create a more enriching experience for everyone who visits our home, empowering us to focus on producing exceptional live theatre.

This season marked a significant leap forward in enhancing accessibility at the Citadel Theatre, highlighted by a comprehensive overhaul of our accessibility materials and the introduction of our inaugural Relaxed Performance. We launched a new Accessibility section on our website, offering detailed resources for visitors, including maps, visual guides, video walkthroughs, a 3D tour, and essential information on transportation, parking, venues, seating, and washrooms. The Relaxed Performance of *The Sound of Music* was thoughtfully designed to create a welcoming and inclusive environment for individuals with sensory sensitivities, neurodiverse patrons, and families with young children. By adjusting sound and lighting, fostering a judgment-free atmosphere, and providing quiet spaces, the Citadel is dedicated to ensuring that everyone in our community can experience the magic of live theatre. This milestone reflects our ongoing commitment to making the arts accessible to all, and we are excited to announce a full season of Accessible Performances at the Citadel Theatre for 2024/25.

As I settle into my role as Executive Director, I want to extend my heartfelt gratitude to the Board of Directors, Daryl, and the entire Citadel Theatre staff for their unwavering support during this period of transition. The guidance and trust from the Board, Daryl's steadfast partnership, and the dedication of each team member have made my first few months as Executive Director immensely rewarding. I am continuously inspired by the passion and commitment of everyone at the Citadel, which enables us to craft unforgettable experiences for Edmonton audiences together.



MAINSTAGE SERIES



Sep 23 - Oct 15, 2023

By Oscar Wilde MACLAB THEATRE

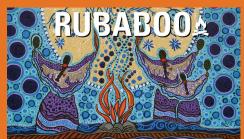


Oct 21 - Nov 19, 2023

Book and Lyrics by Howard Ashman Music by Alan Menkin

SHOCTOR THEATRE

Produced in Association with the Arts Club Theatre Company



Feb 10 - Mar 3, 2024

By Andrea Menard Music by Andrea Menard & Robert Walsh MACLAB THEATRE



Mar 2 - 31, 2024

Music By Richard Rodgers Lyrics by Oscar Hammerstein II Book by Howard Lindsay and Russel Crouse SHOCTOR THEATRE

Produced in Association with the Royal Manitoba Theatre Centre



Mar 30 - Apr 21, 2024

By Katori Hall MACLAB THEATRE



Apr 20 - May 12, 2024

Adapted by Catherine Bush From the novel by Alexandre Dumas

Produced in Association with the Arts Club Theatre Company

SPECIAL PRESENTATIONS



Aug 12 - Sep 10, 2023

By Toby Marlow & Lucy Moss SHOCTOR THEATRE



Nov 25 - Dec 23, 2023

By David van Belle Based on the novella by Charles Dickens MACLAB THEATRE



Jan 6 - 28, 2024

By Farren Timoteo SHOCTOR THEATRE





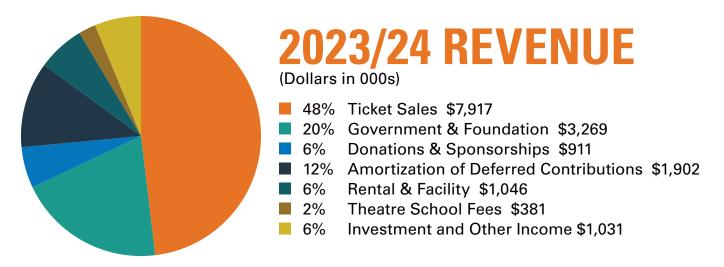
HEART & HUB PROGRAM

The Citadel Theatre's Heart & Hub Program represents an evolving effort to enhance collaboration within Edmonton's arts community through resource sharing. By working closely with other arts organizations, the program seeks to offer essential support through resources such as accessibility materials (sensory kits, teleprompters, mannequins, hearing assists) and reduced-cost access to Citadel spaces. This initiative aims to build stronger connections with our arts community, and provide meaningful opportunities for creative exchange, with hopes of growing and expanding its impact as it continues to develop.

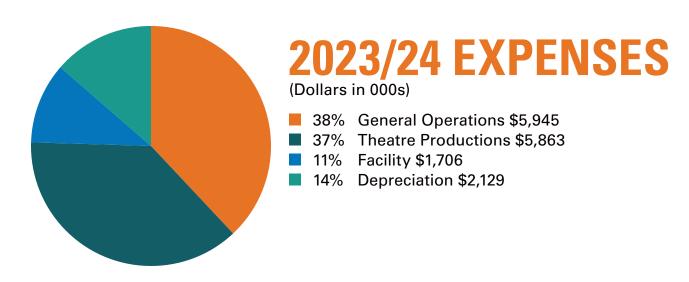
2023/24 HEART & HUB ACTIVITIES

- Edmonton Opera accessed a reduced-cost rental for their production of Das Rheingold, including rehearsal space in the Bentley Salon and performances in the Maclab Theatre. This arrangement provided approximately 260 hours of access to our spaces and technical crew at a reduced rate, and we were thrilled to support their creative work and be a part of their artistic journey.
- The Invisible Practice is an Indigenous-informed Deaf Arts Collective the Citadel was able to partner with to provide in-kind rehearsal space and ASL interpretation for their Creative Captions Workshop for Connor's Road.
- Other 2023/24 Heart & Hub partners included Edmonton International Street Performers Festival, SkirtsAfire Festival, Edmonton Symphony Orchestra, Métis Nation of Alberta, Victoria School of the Arts, Rozsa Foundation, Edmonton Arts Council, Catalyst Theatre, Grant MacEwan University, Freewill Shakespeare Festival, Fringe Theatre Adventures, Teatro Live!



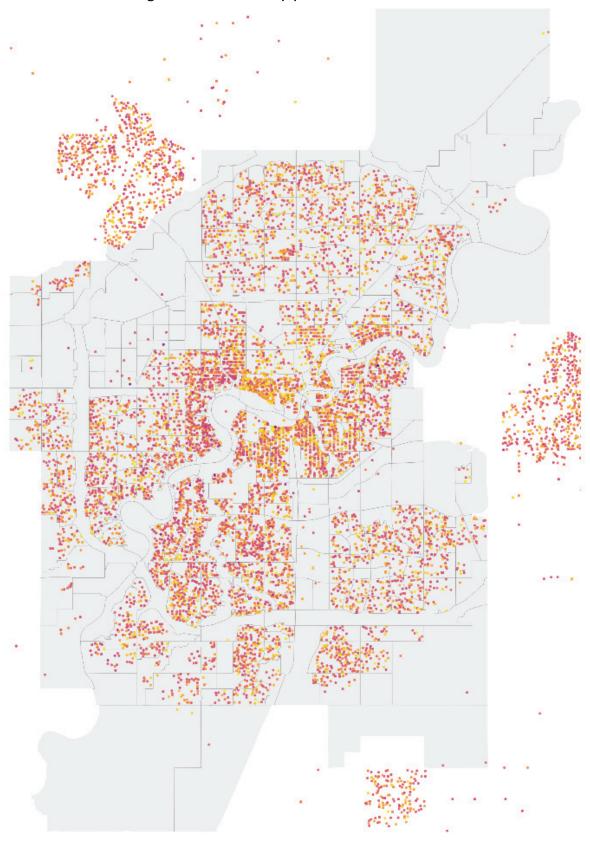


Revenue (in thousands)	23/24		22/23		21/22		20/21		19/20		18/19	
Ticket Sales \$7,917	7,917	48%	5,168	36%	3,527	25%	314	4%	4,599	36%	4,958	36%
Government & Foundation \$3,269	3,269	20%	3,555	25%	4,629	33%	3,388	38%	3,309	25%	3,058	23%
Donations & Sponsorships \$911	911	6%	1,201	8%	1,326	10%	766	9%	1,318	10%	1,699	13%
Amortization of Deferred Contributions \$1,902	1,902	12%	1,968	14%	2,035	15%	1,910	22%	1,499	11%	1,508	11%
Rental & Facility \$1,046	1,046	6%	870	6%	568	4%	108	1%	754	6%	1,100	8%
Theatre School Fees \$381	381	2%	325	2%	247	2%	258	3%	410	3%	381	3%
Investment and Other Income \$1,031	1,031	6%	1,411	10%	1,569	11%	2,072	24%	1,247	9%	831	6%
	16,457	100%	14,497	100%	13,900	100%	8,816	100%	13,136	100%	13,535	100%



Expenses (in thousands)	23/24		22/23		21/22		20/21		19/20		18/19	
General Operations \$5,945	5,945	38%	5,897	39%	5,139	38%	3,133	46%	4,940	40%	5,923	43%
Theatre Productions \$5,863	5,863	37%	5,449	36%	4,472	33%	590	9%	4,315	35%	4,411	32%
Facility \$1,706	1,706	11%	1,646	11%	1,590	12%	1,001	15%	1,456	12%	1,708	12%
Depreciation \$2,129	2,129	14%	2,190	14%	2,251	17%	2,073	30%	1,674	13%	1,664	13%
	15,644	100%	15,182	100%	13,453	100%	6,797	100%	12,384	100%	13,707	100%

NEIGHBOURHOODS SERVICED A map of Edmonton showing ticket revenue by postal code for the 2023/24 Season



ANNUAL DONORS

The Citadel Theatre received gifts from over 500 annual donors in the 2023/24 season, generously providing \$280,000. We sincerely thank them for enabling us to achieve many great things.

We thank our annual donors...

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2023/24

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Dave Wolkowski

Carmelle Cooper

Jack Diacon

^{*}We have proudly listed the names of the staff who worked with us throughout the year. Every effort has been made to recognize and acknowledge the contributions of our entire team. If, however, we have inadvertently missed anyone, please know that your hard work and commitment have not gone unnoticed, and we sincerely thank you for your invaluable contributions.

The Citadel Theatre extends its deepest gratitude to all those who contributed to the success of our 2023/24 season. The dedication, passion, and creativity of our staff continue to shape the heart of our organization, bringing life to every performance and positively impacting our theatre's ongoing growth and success.

We are also immensely appreciative of the remarkable work done by our partners at Bee Clean Services and Alberta Crowd Management. Their unwavering commitment to ensuring our facility remains a safe and welcoming environment has been instrumental in creating a space where both artists and audiences can thrive.

Thank you to everyone who has played a role in making The Citadel Theatre not just a place to work, but a community where creativity, collaboration, and innovation flourish.

PHOTOGRAPHY CREDITS (Left to right, top to bottom)

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Photo by Nanc Price for The Citadel Theatre's production of *A Christmas Carol* (2023), featuring Ivy DeGagné and John Ullyatt.

Photo by Nanc Price for The Citadel Theatre's production of Made in Italy (2024), featuring Farren Timoteo.

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Photo by Nanc Price for The Citadel Theatre's production of *The Three Musketeers* (2024), a co-production with Arts Club Theatre Company, featuring Anita Wittenberg, Chris. W. Cook, Nadien Chu, Farren Timoteo, Alexandra Lainfiesta, Garett Ross, Bahareh Yaragi, and Paul-Ford Manguelle.

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Photo by Joan Marcus for Mirvish's production of *SIX* at The Citadel Theatre. Canadian Cast of *SIX*. (L-R) Lauren Mariasoosay, Maggie Lacasse, Krystal Hernández (centre), Elysia Cruz, Julia Pulo and Jaz Robinson. Photo credit: Joan Marcus.

Photo by Nanc Price for The Citadel Theatre's production of *The Mountaintop* (2024), featuring Patricia Cerra.

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Photo by Nanc Price for The Citadel Theatre, featuring the cast of *A Christmas Carol* (2023). For full credits visit Citadel Theatre.com.

Photo by Nanc Price for The Citadel Theatre's production of *The Sound of Music* (2024), a co-production with Royal Manitoba Theatre Centre, featuring Priya Narine and Lara Ciekiewicz.

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Photo by Nanc Price for The Citadel Theatre's production of *Rubaboo* (2024), featuring Robert Walsh and Nathen Aswell.

Photo by Nanc Price for The Citadel Theatre's production of *Little Shop of Horrors* (2023), a co-production with Arts Club Theatre Company, featuring Tenaj Williams and John Ullyatt.

Photo by Nanc Price for The Citadel Theatre's production of *Little Shop of Horrors* (2023), a co-production with Arts Club Theatre Company, featuring Rochelle Laplante, Ivy Charles, Ali Watson, and Tenaj Williams.

Photo by Nanc Price for The Citadel Theatre's production of *The Importance of Being Earnest* (2023), featuring Doug Mertz, Jeff Lillico, Alexander Ariate, Amelia Sargisson and Nadien Chu.

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