Creating A Scene Worth Watching Since 1920

Celebrating 100 Years
A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends of The Cabot,

So much can change in a year. Last year we were on our way to our biggest and best year ever. We had produced 105 live events ranging from ballet to reggae and everything in between, hosted over 300 film screenings, and raised $1,000,000 for capital improvements at our Cabot 99 event. In addition, The Cabot presented its first Broadway show, unveiled public murals, kicked off our 100th anniversary year with a special fundraiser with Patti Austin, and hosted a wide range of community events.

And then on Friday, March 13, COVID-19 hit. Along with the entire performing arts and film industries, The Cabot was forced to shut down. We immediately went on the offensive. Thanks to our generous donors and some well-timed grant funding, we raised over $900,000 to sustain us through a prolonged shutdown. We’ve also reduced expenses by over 50% while maintaining a core group of staff and partners who will be the architects of our future.

Despite the shutdown, we continue to find ways to deliver our mission. We have offered a diverse selection of virtual movies and helped the Salem Film Fest pivot to an all-virtual film festival. We partnered with the City of Salem, Creative Collective and Root to bring drive-in movies to hundreds of happy patrons. We sold over 200 tickets to a virtual comedy show featuring some of Boston’s best comics. The popular Hale Farm and Barns embraced drive-in movies in its original setting, and we have invested in live streaming outdoor concerts continued through the fall, and we have invested in live streaming equipment to bring our programs to our patrons’ living rooms this fall and winter.

The renovation of our historic lobby is underway thanks to the generous support of our donors and a large grant from the City of Beverly Community Preservation Act. The lobby, renovated to its original grandeur, will help ensure The Cabot remains a beloved resource for generations to come.

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I’m deeply grateful to the Cabot team — patrons, members, donors, friends, staff, and board. Community is invaluable, and because of you, the Cabot community is extraordinary.

We will get through this, together.

Wishing you and yours good health,

J. Casey Soward
Executive Director
The Cabot

THE CABOT BY THE NUMBERS – FY20

59,920 PATRONS AT LIVE AND FILM EVENTS
285 NEW MEMBERS
$3,104,208 OPERATING REVENUE
301 MOVIE SHOWINGS
105 LIVE EVENTS Includes 17 in Streetside, 85 in theater and 3 offsite
37,159 FACEBOOK FOLLOWERS Increase of 3,308 since last year
6,581 BAGS of popcorn sold
18,200 TOTAL FACEBOOK SHARES, REACTIONS, COMMENTS
5,663,992 TOTAL ESTIMATED ECONOMIC IMPACT
OVER $1MIL RAISED FOR CABOT 99

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AN EXPERIENCE LIKE NO OTHER

The Cabot Theater, a North Shore treasure, is a legacy of the visionary showmanship and architectural passion of North Shore residents, the Ware Brothers. The Theater opened on December 8, 1920 as a dream palace for vaudeville and silent movies and it was hailed as “the most impressive auditorium of its size east of New York.”

Today, The Cabot is a rare survivor. When the Cabot Performing Arts Center reopened its doors in 2014 after being closed for nearly a year, it was no less than a rescue mission. Out of the 20,000 grand movie palaces that once existed across the country, fewer than 250 remain.

SHARE THE PASSION

Our founders, a small group of forward-thinking business leaders and community visionaries came together to honor a piece of Beverly’s prized history and this 1920 historic gem was saved!

MISSION

As stewards of the historic Cabot Street Cinema Theater, the mission of the Cabot Performing Arts Center is to educate and engage the community through the presentation of high-quality performing arts and to enrich the cultural and economic life north of Boston.
AN UNPRECEDENTED YEAR

This year has been unlike any other. We saw the devastating effects of the COVID-19 pandemic, but we also saw our community unite and support each other like never before. Community members came together to sew masks, patronize local businesses, and check in on their neighbors. This summer, we joined activists from across the country to speak out against racism. During these difficult times, The Cabot has been a community resource. Messages on our marquee have celebrated graduating seniors and health workers, and offered encouraging words from music icons. The past year has seen serious discussions about the devastating effects of racism in our country. The Cabot affirms that Black lives matter, in our local community, in the arts, and in our society. This conversation cannot end now; we aim to be a catalyst for real change.

COMMUNITY SUPPORT

Throughout The Cabot’s shutdown, we have been beyond honored to receive so much support from our community. Kind notes, comments on social media, and donations of all sizes mean the world to us. This is a difficult time, but we are confident our community can weather any storm together.

Photo Credit: Courtesy of The Cabot

Total fundraising during the shutdown:
$340,000

Total Cabot Club members joined during shutdown:
180

Membership funds raised:
$30,175

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Just ran across your site on my Facebook feed. I know this has nothing to do with The Cabot’s new present mission, but my wife & I went on our first date to the Cabot Cinema in March of 1970. We don’t remember the name of the movie, but we’re still together & will celebrate our 50th wedding anniversary next December. We lived in Wenham from 1971–2007 & have now retired to Maine. Glenn & Ruth Herrick

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The Cabot’s doors may be shut to the public, but inside, a whirlwind of activity has been taking place. We have taken advantage of the shutdown to work on the final phases of the Cabot 100 Capital Campaign. **What can you expect to see when you return?**

A fully rehabilitated historic rose window, grand arched ceiling and chandelier. Step inside and be transported to the magical grandeur of a 1920s movie palace. During the course of renovation, we discovered antique movie poster cases and other preserved theater ephemera, and uncovered the ornate moulding and original marble that had been covered up by prior renovations. Thanks to a grant from the Citizens of Beverly through the Community Preservation Act, all of these amazing details will be lovingly restored for future generations.

The Cabot is one of many movie palaces built in the 1920s, directly after the end of the Spanish Flu pandemic. Once the pandemic was finally over, one newspaper reported, “rest assured that ... the motion picture palaces have made active preparations for a rousing welcome for us. Their managers have chosen the liveliest, the snappiest, the brightest and the best pictures for our delectation!” The opulence of our theater represents that 1920s optimism, and confidence in a better future.
COMING SOON IN 2021! THE NEWLY RENOVATED DODGE FAMILY LOBBY AT THE CABOT. MANY THANKS TO THE STEVEN AND ANNE DODGE FAMILY FOR THEIR REMARKABLE SUPPORT.
COMING SOON…

We are planning many other exciting upgrades to the theater. Stay tuned!

Installation of an elevator
The Cabot was not designed with universal accessibility in mind, but we are committed to making this a performing arts center for our entire community. Installing a Limited Use/Limited Application elevator will allow us to increase programming on the second floor and make The Cabot a space for everyone.

Updates to our stage rigging
In order to host larger scale productions, we plan to upgrade the grid structure and modernize our stage rigging system.

Main arch repair and restoration
In late 2017, when we stabilized the ceiling, the arch was covered with a protective tarp to avoid any possibility of cracked plaster falling into the seating area. This project will remove the tarp and make plasterwork repairs to restore the beautiful arch above the stage.

BRINGING CHILDREN AND FAMILIES INTO THE CABOT

Kids at The Cabot The Kids at The Cabot series brings children’s performers into the theater for a morning of family-focused entertainment. From magicians to puppeteers to singer-songwriters, it has been a joy to host these exuberant matinees for young audiences.

Yogapalooza At the end of 2019 we hosted Yogapalooza, an interactive family event focused on mindfulness, music, and movement, which also included a partnership with the environmental education group Change is Simple.

Polar Express Always the highlight of our family programming, the sold out Polar Express delighted families in our community with a showing of the classic holiday film, as well as games, hot chocolate, and of course, author of “The Polar Express” Chris Van Allsburg signing copies of his book. The Cabot, decorated in wintery splendor, welcomed the young (and young at heart) to visit with Santa and enjoy an enhanced film experience complete with “snow” falling from the sky. This event supports the Isabella “Bella” Marino Charitable Fund, remembering Bella’s joyful spirit.

“The Polar Express is a magical event in memory of a very special girl, Miss Bella Marino, who in her short life, taken way too soon, made an incredible impact on anyone who met her. Every child who enters The Cabot on this day is excited and mesmerized by the magic of the Polar Express. The happiness and the charity of the event touch children throughout the community. My family will volunteer for this wonderful event as long as we can.”

—Natasha Ouellette, Polar Express Volunteer

Photo Credit: Craig Uggerholt
In an effort to bring more youth into The Cabot and give back to the community, the Shine a Light After-School program was started this past winter. The program engages students at Northshore Recovery High School (NRHS) through music, as they learn elements of live performance and the music industry. The program was formed in memory of The Cabot’s former Director of Lighting, Josh Robinson, who passed away in July of 2019 and was a graduate of NRHS.

In January of 2020, Grammy-winning jazz, pop, and R&B vocalist Patti Austin joined us for the kickoff event of our Cabot 100 year. Patti, who was also featured in the documentary “Twenty Feet from Stardom,” is passionate about mentoring younger artists. Her generous spirit showed itself when she invited a Beverly High School student to join her on stage. Donations made on the night of the event went toward the Shine a Light program.
REINVENTING THE CINEMATIC EXPERIENCE

The Cabot is no ordinary movie theater. We reimagine the cinematic experience, acting as a community gathering place, a place for beloved traditions and celebrations. During the past fiscal year, live shadowcasts breathed new life into old favorites. In these film showings, actors performed alongside the screen for special showings of crowd-pleasers like Hocus Pocus and Rocky Horror Picture Show. The Cabot’s $1 Summer Movie program was another success, attracting over 2,000 attendees for family-friendly evenings at the movies. From classics like Mary Poppins to new hits like How to Train Your Dragon, this program has been a great way for us to offer affordable entertainment that children and parents can enjoy together.

The Cabot is a community resource, a gathering space and a friendly neighbor. And as a nonprofit, we understand that it’s important to support other organizations in the area. The Cabot frequently hosts nonprofit fundraisers, donates tickets to our neighbors at Pathways for Children and others, and offers free movie and concert tickets to a wide variety of charities and organizations that strengthen our community.

We are also proud to partner with Root, a Salem nonprofit that provides youth ages 16 to 24 with a pathway to employment and financial independence. Our theater snacks, as well as catering at large events, are provided by Root.

The Cabot is proud to support the many organizations in our community that are doing great things.
## FINANCIALS

### Cabot Performing Arts Center, Inc.
#### Statements of Financial Position

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>June 30, 2020</th>
<th>June 30, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$1,395,896</td>
<td>$183,387</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>5,852</td>
<td>141,466</td>
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<tr>
<td>Contributions Receivable, Current</td>
<td>68,821</td>
<td>47,760</td>
</tr>
<tr>
<td>Inventory</td>
<td>14,290</td>
<td>18,599</td>
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<tr>
<td>Prepaid and deferred program expenses</td>
<td>105,962</td>
<td>177,349</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td>$1,590,821</td>
<td>$568,561</td>
</tr>
<tr>
<td><strong>Property and Equipment, Net</strong></td>
<td>$4,274,949</td>
<td>$4,520,834</td>
</tr>
<tr>
<td><strong>Other Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions Receivable, Less current portion and discount</td>
<td>97,762</td>
<td>129,110</td>
</tr>
<tr>
<td>Website, net</td>
<td>-</td>
<td>751</td>
</tr>
<tr>
<td><strong>Total other assets</strong></td>
<td>$97,762</td>
<td>$129,861</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$5,963,532</td>
<td>$5,219,256</td>
</tr>
</tbody>
</table>

| **LIABILITIES AND NET ASSETS** |               |               |
| **Liabilities**             |               |               |
| Current portion of notes payable | $40,000      | $97,070       |
| Accounts payable and accrued expenses | 121,939      | 243,832       |
| Deferred revenue            | 95,677        | 93,576        |
| Total current liabilities   | 257,616       | 434,478       |
| **Net Assets**              | $1,370,131    | $900,846      |
| Debt Issuance Costs         |               |               |
| Total liabilities           | $1,627,747    | $1,335,324    |
| **Net Assets**              | $3,336,316    | $3,677,293    |
| **Net Assets without Donor Restrictions** | 3,336,316    | 3,677,293     |
| **Net Assets with Donor Restrictions** | 999,469      | 206,639       |
| **Total net assets**        | $4,335,785    | $3,883,932    |
| **Total Liabilities and Net Assets** | $5,963,532    | $5,219,256    |

### Cabot Performing Arts Center, Inc.
#### Statement of Activities

<table>
<thead>
<tr>
<th>Year Ended June 30, 2020</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admissions, events and concessions</td>
<td>$2,908,205</td>
<td>$ -</td>
<td>$2,908,205</td>
</tr>
<tr>
<td>Contributions, gifts and grants</td>
<td>366,722</td>
<td>941,498</td>
<td>1,308,220</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>43,706</td>
<td>-</td>
<td>43,706</td>
</tr>
<tr>
<td>In-kind donations</td>
<td>29,872</td>
<td>-</td>
<td>29,872</td>
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<tr>
<td>Memberships</td>
<td>93,642</td>
<td>-</td>
<td>93,642</td>
</tr>
<tr>
<td>Special event</td>
<td>245,396</td>
<td>47,971</td>
<td>293,367</td>
</tr>
<tr>
<td>Rental income</td>
<td>60,313</td>
<td>-</td>
<td>60,313</td>
</tr>
<tr>
<td>Interest income</td>
<td>1,163</td>
<td>-</td>
<td>1,163</td>
</tr>
<tr>
<td>Net investment income</td>
<td>2,114</td>
<td>-</td>
<td>2,114</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>196,639</td>
<td>(196,639)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>$3,947,772</td>
<td>792,830</td>
<td>$4,740,602</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Performing arts</td>
<td>$3,582,904</td>
<td>-</td>
<td>$3,582,904</td>
</tr>
<tr>
<td>Supporting services -</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>306,956</td>
<td>-</td>
<td>306,956</td>
</tr>
<tr>
<td>Fundraising</td>
<td>253,690</td>
<td>-</td>
<td>253,690</td>
</tr>
<tr>
<td>Direct benefit to donors</td>
<td>145,199</td>
<td>-</td>
<td>145,199</td>
</tr>
<tr>
<td>Total supporting services</td>
<td>705,845</td>
<td>-</td>
<td>705,845</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>$4,288,749</td>
<td>-</td>
<td>$4,288,749</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(340,977)</td>
<td>792,830</td>
<td>451,853</td>
<td></td>
</tr>
<tr>
<td><strong>Net Assets - Beginning of Year</strong></td>
<td>$3,677,293</td>
<td>206,639</td>
<td>$3,883,932</td>
</tr>
<tr>
<td><strong>Net Assets - End of Year</strong></td>
<td>$3,336,316</td>
<td>$999,469</td>
<td>$4,335,785</td>
</tr>
</tbody>
</table>

Photo Credit: Mark Minelli
**MEMBERS**

**ONYX LEVEL**
Barbara Alex  
Neil Ayer  
J. Fredric Begien  
Chuck Belisle  
John R. Cabot  
Robert Clark  
Christa Coricelli  
Chris Crowley and Diana Vo  
Philo Cushing  
Paul Danehy  
Paul Danehy Sr.  
Gary and Jill Davidson-Moffie  
James and Marie Dawson  
Andy Devereaux  
Tom Dodge  
Anne Dodge  
Rosemary Fournier  
Richard and Diana Grandoni  
James Henderson  
Stephen Immerman  
Wayne Krupsky  
Gregory and Lisa L'heureux Ahmed  
Paul Lindquist  
Andrew and Jan Lindsay  
Benjamin Loizides  
Allan MacCurcha  
Laur Landa  
Dan and Jennifer Mayer  
Frank McClelland  
Theresa and Kurt Melden  
Toni Musante  
Kevin O'Connor  
Jonathan and Beth Payson  
Adam and Ellen Popok  
Charlie Provencano  
Paula Reynolds  
Richard Roberts  
Stuart Scantlebury and Lecia Turcotte  
Richard Spenceley  
John Thomson  
Charles Wear  
Mark Weld  
Matthew Whitlock  
Jane and Lincoln Williams  

**RUBY LEVEL**
Josh and Rachael Abell  
Julie Albanese Meagher  
Cleo Alexander  
Bob Allen  
Dave and Margaret Altman  
William Beckman  
Stephen Belleau  
Patty Benes  
Donna and Henry Bertolino  
Dan Berghesi  
Mark and Pamela Brislain  
David Brown and Ann Deering  
Robin Brown  
Robert Buchsbaum  
Maureen Burr  
Dawn Carlsson  
Valerie Carnevale  
Patty Charette  
Diana Clark  
Thomas Clarke  
Sandra Cooke  
Julie Costa  
Michele Cusack  
June Davidson  
Jonathan Davis  
Julie DeSilva  
Mark Dixon  
Denault Donovan  
George Dow  
Jennifer and Thomas Eddy  
Mark Evans and Deborah Logan  
Donald Femino  
Alfred Ficchera  
Valerie Forrest  
Derek Gallant  
G. John Garrett  
Lorinda and James Goodwin  
Paul Guanci  
Jean and Wayne Guyer  
Christopher and Delanne Haight  
John Hall  
Joyce and William Howard  
Barbara Hubley  
Julie Joyce  
David Kayser  
Bill Knopp  
Carolyn Lackey  
Jane Lannan  
Peter Locke  
Maureen McCarthy  
Lisa McFadden  
John McGlynn  
Lisa Middleton  
John Morency  
Jeff Morrison  
Kevin O’Connor  
Noelle Palmer  
Sean Parker  
Barbara Poremba  
Ruth Reilly  
Paul Rideout  
Cathy Rumery  
Joseph Runkle  
Barbara and Stanley Schantz  
Ralph Sevinor  
Keith Shaughnessy  
Donald and Wendy Sheppard  
Daniel Shuman  
Mark Stanaford  
Jean and Randall Sword  
Cheryl Tivey and Ailen Yen  
Diane and Weber Torres  
Donald and Tina Tucker  
Pam Vartigian-Tremblay  
James Watras  
Jean Wilson  
Jennifer Woodin  

Due to space, Turquoise and Silver members are not included here, but are very much appreciated.

---

"I’ve lived on the North Shore my whole life and the renovation of The Cabot is one of the best things that has happened. I love the concerts, seeing friends there—everything about it is so much fun! I can’t wait to get back and see you guys!"

- Jules Means, Cabot Club Member since 2018

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THE CABOT CLUB - BE A PART OF THE BEST PERFORMING ARTS COMMUNITY ON THE NORTH SHORE!

Support our nonprofit mission to educate and engage the community through the presentation of high quality arts.

Our members are more important than ever as we weather the current shutdown. The Cabot Club directly benefits the health and growth of the theater and brings you closer to other like-minded individuals. Members receive presale access to available Cabot programming, as well as invitations to community building events like trivia nights, festive gatherings, and online content.

Who are the members of The Cabot Club?
Our members are both new and long-time residents of Beverly and nearby communities. They are young professionals, retirees, working families, single, married, and arts enthusiasts committed to supporting organizations that enrich lives and communities.

Sign up today to join the best club in town.

BENEFITS INCLUDE:
- Free and discounted tickets to movies and concerts
- Invitations to special events like our annual Academy Awards party
- Pre-sale access so you get the best seats
- And more!

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