# REED RIDGLEY

#### **S**UMMARY

I am a Theatre General Manager with a proven track record of providing comprehensive general management, financial management, and company management services to organizations developing and producing plays and musicals. Drawing on my extensive network of designers, agents, legal, press & marketing representatives, I am committed to cultivating a respectful, nurturing ,and collaborative environment for artists and institutions creating innovative works.

- Production and Institutional Budgeting
- Quickbooks Full Accounting
- Cash Flow Management
- Union Contracts & Negotiations
- Venue & Vendor Management
- Company & Front of House Management
- Box Office Services and Inventory Management
- Ovationtix/Audience View
- Tax Exempt 501(c)(3) set up, Audit & 990 Prep
- Nonprofit Grant Research and Writing

#### **PRODUCTION HIGHLIGHTS**

- [title of show] Vineyard Theatre
- Scottsboro Boys Vineyard Theatre
- Avenue Q Vineyard Theatre
- Book of Mormon Vineyard Theatre
- Wig Out! Vineyard Theatre
- God's Ear Vineyard Theatre

- Carrie MCC at the Lucille Lortel Theater
- 39 Steps Union Square Theatre
- Volpone Red Bull Theater at the Lucille Lortel
- Crumbs from the Table of Joy Keen Company
- Prey for Rock and Roll CBGB
- Golden Motors Princeton University

# **E**XPERIENCE

# GENERAL MANAGER Keen Company

2019 - Present

- Full accounting and board reporting of payroll, production and institutional budgets, cash
  flow management, account reconciliation, annual audit as well as maintaining up-to-date
  GL, balance sheet, trial balance, and transaction detail reports
- Contracting and management of all creatives, actors, stage managers, crew, etc.
- Union, talent, and vendor negotiations
- General Manager for all productions

#### **GENERAL MANAGER**

# Vineyard Theatre Classic Stage Company

2004 - 2011

2003 - 2004

- CFO responsibilities included account reconciliation, maintenance of GL, balance sheet, trial balance, and transaction detail.
- Union, talent, and vendor negotiations
- Institutional IT and HR responsibilities including benefits and payroll
- Contracted and managed production teams including creative team, actors, stage managers, crew, etc.
- Oversaw and managed of front of house, box office, and company management

#### **CO-PRODUCER/GENERAL MANAGER**

2019- Present

#### **Form Theatricals**

- Happy Birthday Doug Soho Playhouse
- I Love My Family, But Soho Playhouse
- A Hanakku Carol Workshop
- Grief, A One-Man Shit Show Theatre Row
- Gas Theatre Row

PRODUCING DIRECTOR 2019- Present

#### **Mason Holdings**

• Manage all aspects of production, marketing, fundraising, and finance

- Established 501(c)(3) nonprofit status
- Produced Found, (2019) at The Cell and Hart Island, (2021) at The Gym at Judon

### **DIRECTOR OF FINANCE/GENERAL MANAGER**

2017 - Present

# CityKids Foundation/East Village Playhouse

- Accounts payable and receivable, cash flow, bank and box office reconciliations
- Manage tenants, production calendar, and front of house at Off-Off Broadway theatre

# **DEVELOPMENT MANAGER**

2016 - 2019

#### **Cherry Lane Theatre**

- Executed all grant applications and final reports including NEA, NYSCA, DCA, Shubert, Gillman, and ART/NY
- Managed grant calendar
- Identified potential new sources of contributed income
- Managed database, donor acknowledgements, and tracked fundraising goals

YOGA TEACHER 2016-Present

Modo Yoga NYC, Sui Yoga, Equinox

#### **EDUCATION**

- BFA in Theatre; New York University, Tisch School of the Arts
- Yoga Teacher Training 1200 Hours

www.reedridgley.com