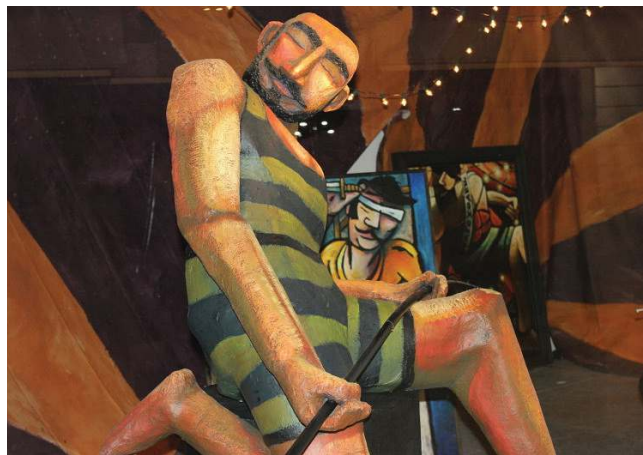




Hennepin Theatre Trust

2015-2016 Year In Review

Highlights encompassing activities from July 1, 2015 to June 30, 2016



HENNEPIN THEATRE TRUST
ORPHEUM ★ STATE ★ PANTAGES ★ NEW CENTURY

Located in the WeDo™ MPLS Cultural District

Dear Friends,

This past year was filled with remarkable moments in our community. We enlivened the WeDo™ MPLS Cultural District with transformative arts and cultural experiences for everyone to enjoy.

We brought top-notch local, Broadway and international entertainment to four theatres on Hennepin Avenue — the Orpheum, Pantages, State and New Century. Through our *Spotlight Education* program, we engaged a record-breaking number of schools and students across our state. In partnership with local and international artists, we created extraordinary arts experiences that energized the urban landscape. And we launched WeDo — the new name of our vibrant Cultural District in downtown Minneapolis.

Looking to the future, we're excited to build on this momentum and broaden our reach and impact in the community in our new home at 900 Hennepin Avenue. This incredible space gives us the opportunity to think broadly and enhance our audience's experiences. We envision further driving vitality in downtown by using our direct access to Hennepin Avenue – the social and cultural heart of the city.

We thank everyone who makes our work possible. And we look forward to another exciting year together as we continue to dream big, create positive change through the arts and realize the full potential of WeDo.



Thomas L. Hoch
President/CEO



Scott Benson
Chair, Board of Directors



500,000

people come downtown annually to enjoy some of the best in live theatrical entertainment.

Our Vision

We enhance people's lives and drive vitality in downtown Minneapolis.

Our Mission

We create positive change through the arts by bringing together people, businesses and organizations in WeDo to create and enjoy cultural experiences.



900 Hennepin Avenue

Inspiring audiences with world-class entertainment on our four stages...

Broadway Touring Productions

As part of our 2015-2016 *Bank of America Broadway on Hennepin* Season, we brought a spectacular lineup of some of the hottest Tony®-award winning shows to WeDo.

Filled with memorable music, incredible dancing and compelling storylines, the season included the Minnesota premieres of *Disney's Newsies*, *Beautiful - The Carole King Musical*, *A Gentleman's Guide to Love & Murder* and *Rodgers + Hammerstein's Cinderella*.

Returning favorites *The Book of Mormon* and *Blue Man Group* continued to wow audiences and make new fans.



We presented **57** shows for a total of **295** performances at our four theatres this past year.

Concerts and Live Entertainment

At the Orpheum, Pantages and State theatres, we presented a diverse array of live performances: musical concerts, comedy acts, dance events and lectures. The lineup included multiple sold-out performances of comedian Jim Gaffigan, the Minneapolis premiere of *AC2: An Intimate Evening with Anderson Cooper & Andy Cohen*, and internationally celebrated musician Zakir Hussain.



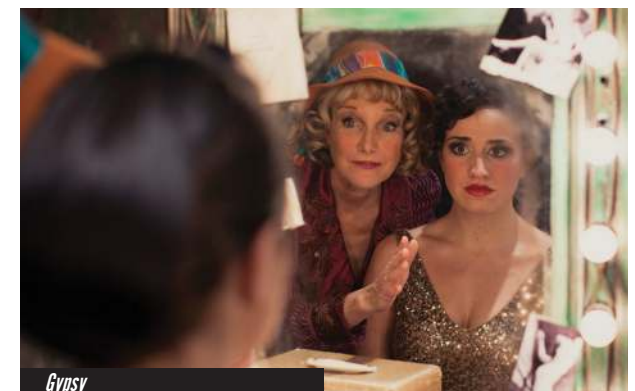
Local Partnerships

We teamed up with Theater Latté Da to present a re-imagined production of the musical *Gypsy*. The show explored the grittier side of the American dream against the backdrop of the Depression and the death of Vaudeville.

With a fresh take on a Broadway musical, the partnership tapped both organizations' strengths to create innovative musical theatre with some of the hottest local talent.

Presented at New Century Theatre

At New Century Theatre — our intimate 300-seat venue — we presented a wide range of theatrical performances. They included the locally produced premieres of *Buyer and Cellar*, Minneapolis Musical Theatre's *Leap of Faith*, *The How and the Why*, as well as the record-breaking box-office hit *The Realish Housewives of Edina*.



Connecting more people to unique and unexpected art experiences in downtown Minneapolis...

Murals

In partnership with celebrated artists, we inspired conversations, connections and a lasting beautiful backdrop with the addition of two new large-scale murals in downtown.

Minnesota's Greg Gossel created the pop art mural — influenced by old comic book art, magazines and coloring books — displayed on the building that was the former home of the National Camera Exchange.

And internationally acclaimed Brazilian artist Eduardo Kobra created the five-story mural of Bob Dylan — turning a 60-foot by 150-foot brick wall into one of the most colorful and iconic destinations in downtown Minneapolis.

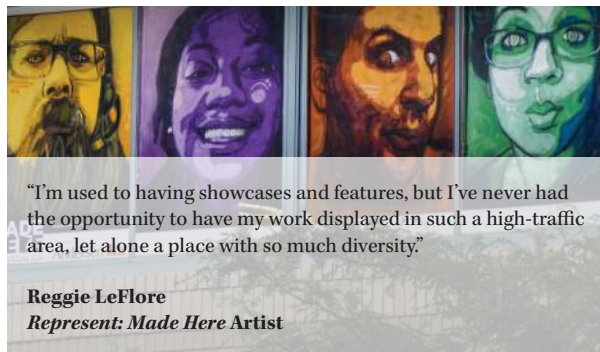


Made Here

With presenting sponsor Andersen Windows, we transformed underused spaces in downtown Minneapolis into a vibrant and walkable urban art gallery for everyone to enjoy with *Made Here*.

We launched *Reflection: Made Here* in December 2015, which featured the work of more than 60 Minnesota artists and 20 students who creatively explored the “reflection” theme through photographs, paintings, graphic art, textiles, drawings and multi-media installations.

And in June 2016, we launched *Represent: Made Here* — which explored the themes of community, nature and social justice — with 45 window displays featuring the works of more than 60 Minnesota artists and students.



Guerilla Girls Twin Cities Takeover

We joined with more than 20 regional arts and cultural organizations in support of the Guerrilla Girls Twin Cities Takeover — a series of arts events across the metro area, wrapping up with a final performance at the State Theatre. It marked the feminist activists’ largest collaboration to date with a community (and the largest intra-organizational arts collaboration in the Twin Cities).



Parklots

With presenting sponsor Bank of America, we transformed an open space in 811 La Salle — and moved it to Gaviidae Common after the original location was successfully leased — into a fun and charming retro-movie lounge for the public. The Parklot included sofas, chairs, tables and a large-screen TV showing a variety of films.

10 properties leased since 2013 within 18 months of participating in *Made Here*.

45% of *Made Here* artists from communities of color.

120+ artists featured in *Made Here* Showcases.

\$65k in stipends paid to *Made Here* artists.

Engaging our community through education and access programs that bring arts and culture to more people...

Spotlight Education

We continued to engage students in the performing arts through *Spotlight Education*, our flagship education program.

Since 2005, this statewide program has provided professional training and guidance to enhance the artistic, technical and performing skills of more than 45,000 students in 100 high schools across the state.

These activities help foster life skills for students — including collaboration, critical thinking and self-expression — and empower the next generation of leaders.



Access

In partnership with Twin Cities' educational, cultural and social service providers, *Access* made the magic of live performance accessible to more members of our community.

Individuals participating in our program had the opportunity to experience the best of our Broadway season, music concerts, dance performances and lectures, as well as events and workshops taught by local artists.



"Thank you for tickets to see the Lori Line concert with my family through HopeKids — we enjoyed a fun evening together. Due to our son's cancer treatments, that has been hard to do. Thank you for the support."

The Puzzo Family
Access Patrons

Broadway Confidential

A series of free public events, *Broadway Confidential* engaged our theatre goers in conversations with local and Broadway musical theatre artists. These intimate sessions provided audiences a deeper understanding of the artistry that goes into creating live musical theatre.



5,000

students participated in *Spotlight Education* statewide this past year.

1,400

students performed at one of two *Spotlight Showcases* at the historic State Theatre.

63

students participated in *Spotlight Education's* Critical Review, which helps hone their analytical skills by writing professional theatre reviews.

3,115

tickets were donated to the community as part of *Access*.

19

Twin Cities organizations received tickets as part of *Access*.

Strengthening partnerships with businesses, organizations and local leaders to bring more “wow” to downtown...

Launch of WeDo

We launched WeDo in November 2015 — introducing a new brand and destination for arts, culture and everything that makes downtown Minneapolis vibrant and unique.

As part of our launch, we showcased the wide range of great things WeDo has to offer — theatre, music, public art, restaurants, sporting events and historical landmarks.

A strong digital presence and public signage highlight year-round activities in the Cultural District.

WeDo spans Hennepin Avenue, from the Walker Art Center to the Mississippi River, and between First Avenue and Nicollet Mall — 1.7 miles end-to-end across 47 blocks.

We’re leading efforts to realize the long-term vision for WeDo in close partnership with the Walker Art Center, Artspace (developer of The Cowles Center for Dance & the Performing Arts) and the City of Minneapolis.

Together, we envision expanding our thinking, partnerships and programming beyond the walls of our organizations to make WeDo a destination that offers something for everyone.



BMW i3 wrapped in the WeDo logo



Trust staff, volunteers and community members on WeDo launch day



Trust staffer Robie Hayek and former Mayor of Minneapolis R.T. Rybak

“When Hennepin directly connects our vital riverfront to our cultural heart, downtown Minneapolis will become an even stronger economic engine and cultural destination for our entire region and state.”

R.T. Rybak
Former Mayor, City of Minneapolis

Volunteers

Our volunteers — a group of highly dedicated and engaged members of our community — played an integral role in supporting the wide range of arts and cultural experiences we brought to life in WeDo.

This included our *Made Here* launches, *Spotlight Showcase*, performances at our four theatres and other special events.



"Volunteering for Hennepin Theatre Trust has opened me up to a whole new group of people, experiences and ideas that I had not previously been exposed to. I was always someone who admired the arts but never had a way to get involved or feel a part of the arts community. Volunteering for the Trust has allowed me to become a part of that community."

Caitlin Gill
Volunteer

5,618

volunteer hours

67

volunteer-assisted
events

312

registered volunteers

Exposure

We shared our stories and engaged with our audience through a variety of mediums — and received recognition for our positive impact on the community.

Print Media

875

placements

218,693,697

impressions

\$15,708,598

value of earned media

Digital Communications

Our weekly e-mails reached over **250,000** people each week.

2,727,365 pages viewed by **782,287** users this past year; **61.6%** were new to our website.

Recognition and Rankings

Tom Hoch, president and CEO of the Trust, was featured in the Star Tribune about his work and how it has helped revitalize downtown Minneapolis.

The Trust ranked #64 in Pollstar's Top 100 Promoters.*

The Orpheum Theatre ranked #28 and the State Theatre ranked #57 in Pollstar's Top 200 theatre venues.*

*January 1 – December 31, 2015

Social Media



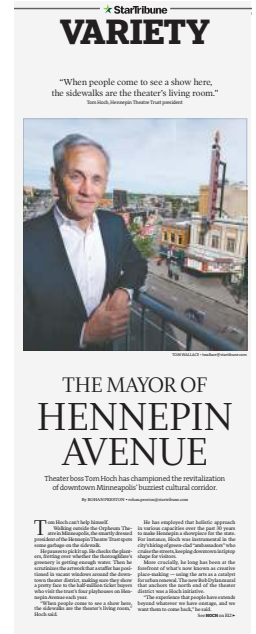
30,008 followers on Facebook, a 29.8% increase from FY 2015.



9,852 followers on Twitter, a 13.9% increase from FY 2015.



1,630 followers on Instagram.



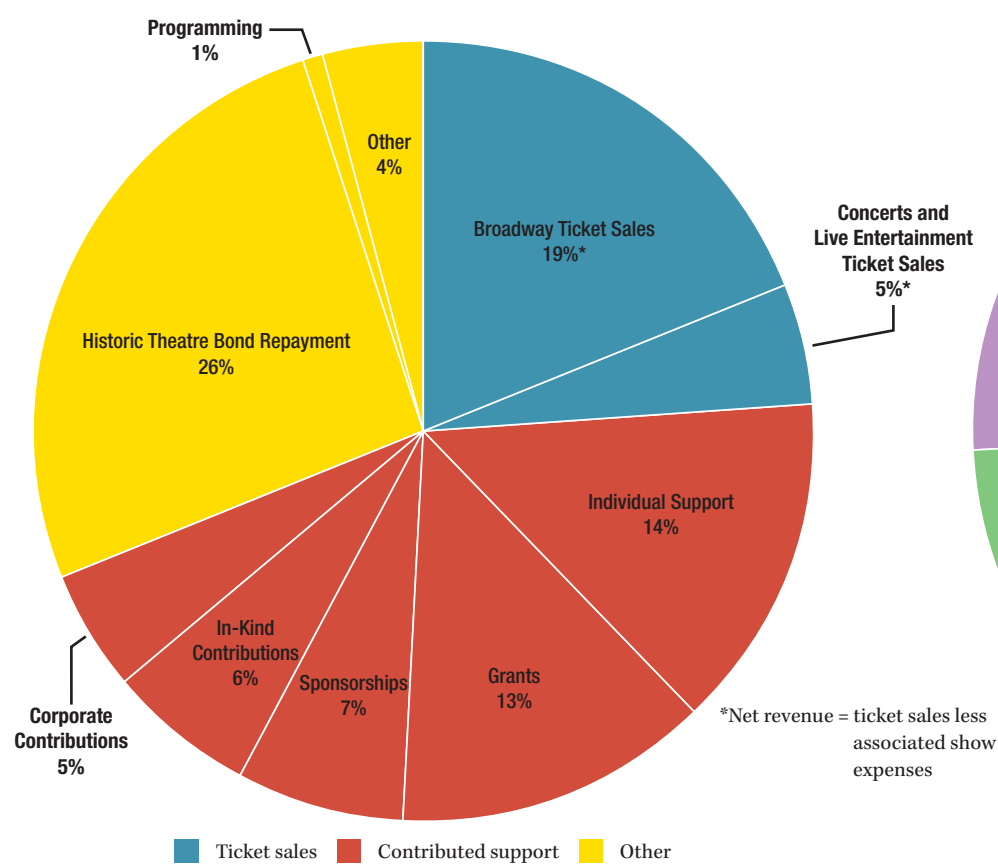
Financials

We're grateful for the support we receive from our patrons, which helps sustain our theatre operations.

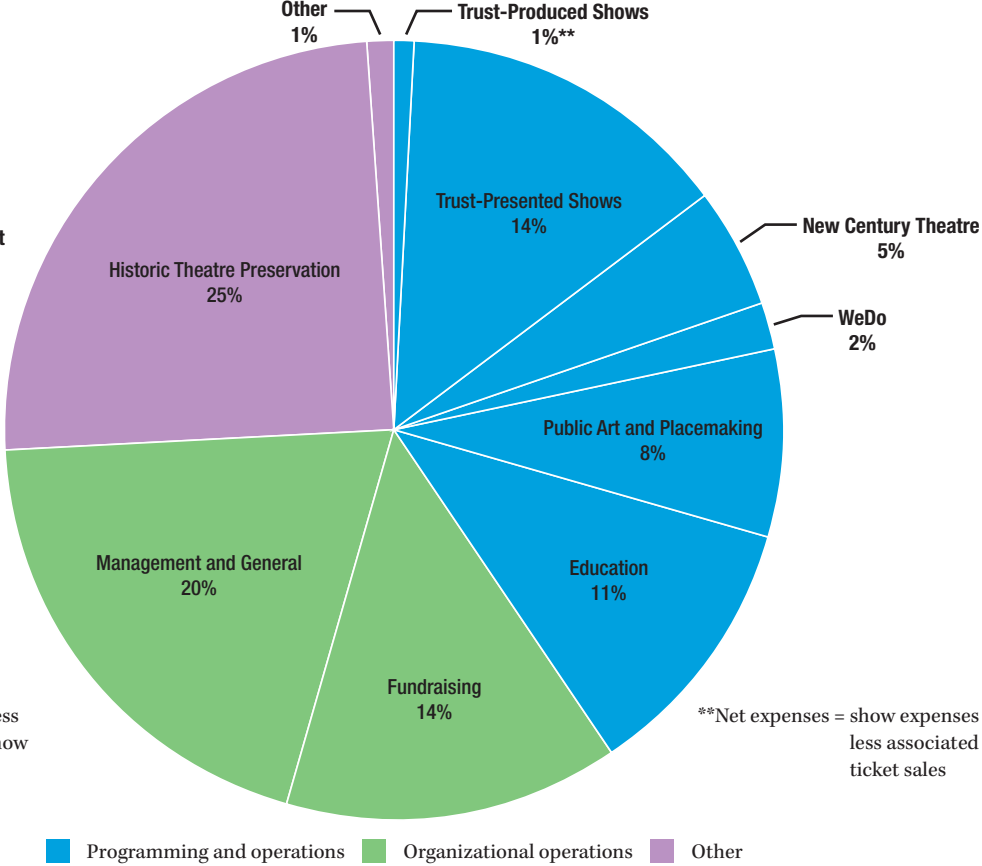
We're also thankful for the strong contributed support we receive from our donor and sponsor community, as well as the in-kind contributions from our partners.

With our education, public art and placemaking, and community engagement work, we're focusing increasingly on contributed support to grow and further our mission.

Revenue



Expenses



Our staff

This list reflects Trust staff members for the fiscal period, July 1, 2015 to June 30, 2016

Administration

Tom Hoch
President/CEO

Naomi Pesky
Vice President of External Relations

Jim Langemo
Chief Administrative Officer

Kjirsten Johnson
Chief Financial Officer

Brittany Denuszek
Accounting Manager

Katie Driscoll
Accounting Assistant

Jamin O'Malley
IT Manager

Julie Stevens
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Development

Nathan Soland
Director of Development

Nicole Arne
Sponsorship Coordinator

Dan Fernelius
Individual Giving Manager

Julie Gotlieb
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Robie Hayek
Development Coordinator

Sarah Johnson
Development Research Coordinator

Kandice Peterson
Development Assistant

Karen Quiroz
Institutional Giving Manager

Programming

Lisa Krohn
Director of Theatre Programming

Joan Vorderbruggen
Director of Public Art & Placemaking

Kelli Foster Warder
Director of Education

Jason Capra
New Century Theatre Manager

Matt Greseth
Interim Manager of Theatre
Programming

Tim Hausmann
Community Engagement Coordinator

Ari Koehnen
Education Coordinator

Mary Jane Mansfield
Public Art & Placemaking
Coordinator

Marketing and Communications

Kari Ruth
Director of Marketing and
Communications

Laura Murphy
Associate Director of Marketing

Bailey Cahlander
Communications Coordinator

Jesse Daniels
Marketing Manager

Chad Davis
Communications Manager

Laura Fagen
Communications Coordinator

Megan Kunz
Marketing Manager

Shanna O'Leary
Digital Communications Manager

Dale Stark
Media Relations Manager

Nailah Taman
Marketing Coordinator

Board of Directors

This list reflects our Board of Directors for the fiscal period, July 1, 2015 to June 30, 2016

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This list reflects our sponsors and funders for the fiscal period, July 1, 2015 to June 30, 2016

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The Hotel Minneapolis
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Ling & Louie's
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The Marquette Hotel
Marriott Minneapolis City Center
Mason's Restaurant
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Mel-O-Glaze
The Melting Pot
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Murray's Restaurant
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Our donors – thank you!

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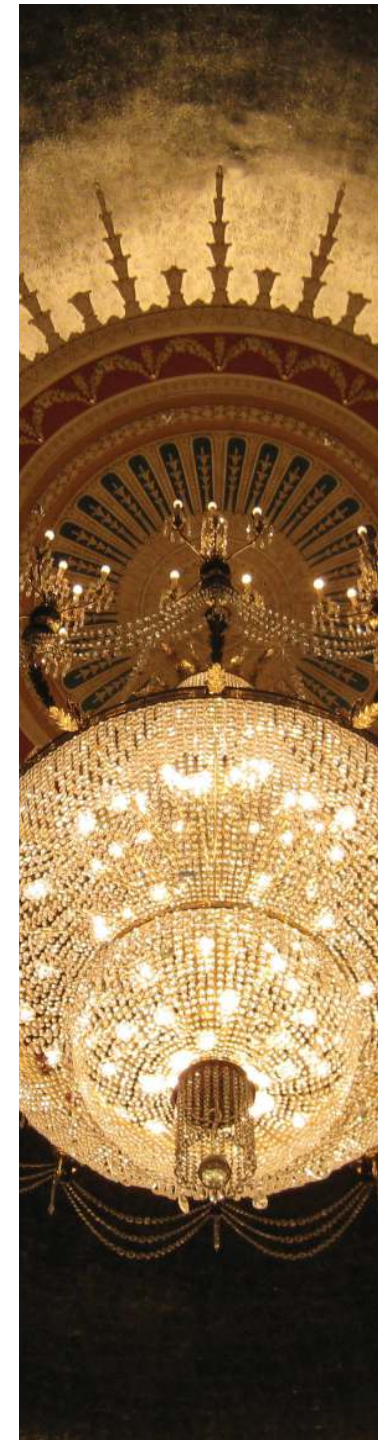
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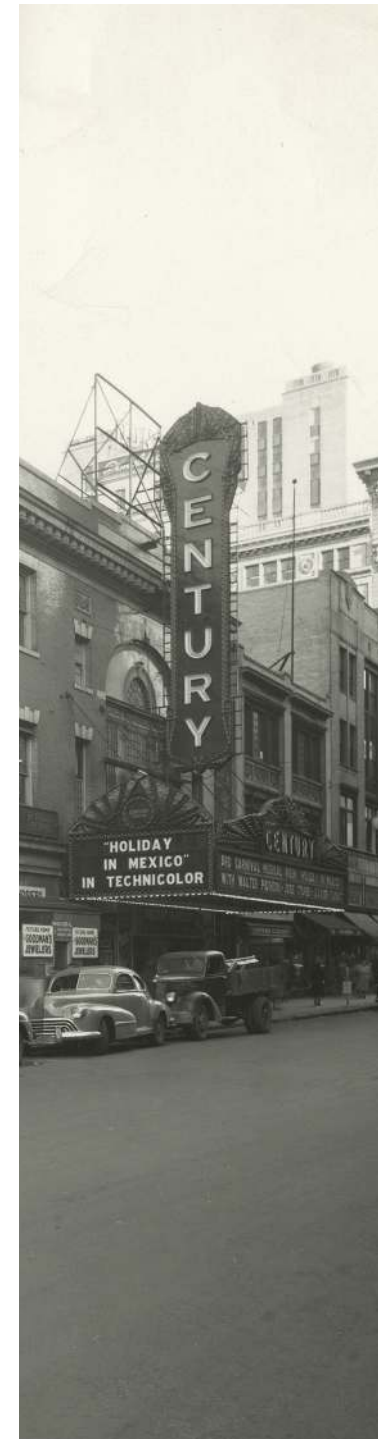
Alan Wagner

Tiller Family Foundation

Jeremy Wells

Contributors as of June 30, 2016.

*Please inform us of any errors
or omissions so we can make
corrections in subsequent listings.*



2015-2016 Year in Review

Hennepin Theatre Trust is a nonprofit organization that creates positive change through the arts by bringing together people, businesses and organizations in WeDo™, the West Downtown MPLS Cultural District. We serve the community through our four theatres — the Orpheum, State, Pantages and New Century — and our unique arts, culture and education programs.

Learn more at HennepinTheatreTrust.org and wedompls.org.



This activity is made possible by the voters of Minnesota through a Minnesota State Arts Board Operating Support grant, thanks to a legislative appropriation from the arts and cultural heritage fund.