



## HENNEPIN THEATRE TRUST

ORPHEUM ★ STATE ★ PANTAGES ★ NEW CENTURY

# 2013 Year in Review



We invite you to share in the highlights of Hennepin Theatre Trust's past fiscal year, encompassing activities between July 1, 2012 and June 30, 2013.

# Year in Review 2013

## Hennepin Theatre Trust – Lead, Create, Present

### Letter from the President/CEO

Dear Friends:

2013 was an exceptional year for Hennepin Theatre Trust. In addition to bringing a range of local and national engagements to our stages, we received funding from the National Endowment for the Arts and worked with a variety of partners to plan and launch a Cultural District centered on Hennepin Avenue that stretches from the Walker Art Center to the Mississippi River and from Nicollet Mall to First Avenue! We drew from ideas generated by more than 1500 artists, businesses, churches, city officials, educational institutions, non-profit organizations, philanthropists, residents and youth who came together during the planning process to develop a collective vision of our downtown. We worked with the Walker Art Center, Artspace and the City of Minneapolis and gained the City of Minneapolis' endorsement for our Cultural District. We have now begun implementing our plan's initiatives to make Minneapolis the best place to live, work and play.



What does this mean for the Trust? We will continue delivering great musical theatre and other events in our historic venues. But, in addition, we're setting the stage for the entire Cultural District, literally extending our stages into the streets! We've started weaving together our events and educational programs with new and exciting Cultural District projects. *Made Here*, for example, is filling empty storefronts as we collaborate with Minnesota artisans, encouraging residents and visitors alike to take a fresh look at Hennepin Avenue as a street level, local art gallery. By strengthening partnerships and acting on our plan, we are enlivening our streets while celebrating Minnesota's rich cultural community.

We are all deeply appreciative of your patronage, your financial support and for being the heart of all that we do. Thank you for making our work possible.

A handwritten signature in black ink, appearing to read 'Thomas L. Hoch'.

Thomas L. Hoch  
President/CEO



Students celebrate at the *SpotLight Showcase*. Credit: Brianna Royle Kopka.



## Letter from the Chair, Board of Trustees

Dear Hennepin Theatre Trust Community:

I have the privilege as Hennepin Theatre Trust's Board Chair to look back on 2013 and proclaim it successful by every measure! From presenting award-winning Broadway tours to embarking on innovative local theatre collaborations, to expanding educational initiatives and launching the Cultural District, there is cause for celebration.

Our programs contributed to the Trust's healthy financial outlook by attracting nearly 500,000 people to downtown Minneapolis. We once again delivered a superlative Broadway season drawing patrons from the first time through a lifetime. This past year not only contained five Minnesota debuts, but showcased two of the hottest new blockbuster productions—*The Book of Mormon* and *War Horse*, each arriving with multiple Tony Awards. Twin Cities' talent more than held its own as we continued unique and rewarding partnerships with Minneapolis Musical Theatre, Cantus and Theater Latté Da, including the inception of our *Broadway Re-Imagined* series with a multi-week engagement of *Aida*.

The *SpotLight Musical Theatre Program*, in its eighth year of honoring and supporting Minnesota high school musical theatre students and programs, served a record 56 schools (61 productions) and nearly 5,000 students representing 46 metro schools and 10 greater Minnesota schools.

Last June 3, more than 1,100 students participated in the sold-out *SpotLight Showcase* at the Orpheum Theatre in a display of young talent rarely experienced. The Trust also distributed more than 6,125 tickets to organizations including Tix for Tots, Project Success, HopeKids, MN Assistance Council for Veterans, Aliveness Project and Family Connect Association. For many children, this is their first exposure to live performances and a welcome break for families facing challenges.

Hennepin Theatre Trust is a non-profit organization that relies on your contributions, energy and ideas to do all this and so much more. Our strength is built on the foundation provided by donors, patrons and sponsors. You are a vital part of this adventure and we thank you for your generosity.



Dan Cramer  
Chair, Board of Trustees



A *War Horse*-inspired workshop led by the Heart of the Beast Puppet and Mask Theatre taught children and parents how to make and animate animal puppets. Credit: Brianna Royle Kopka.



A future vision of Hennepin Avenue.  
Credit: AECOM





*Plan-It Hennepin*



*Made Here*

# Lead

*Arts-inspired community cultural development*

## Hennepin Cultural District Created

The Trust is leading the effort to create a walkable center of arts and diverse culture to transform downtown Minneapolis, with Hennepin Avenue and our theatres at its heart, into a world-class destination. Working with project partners the Walker Art Center, Artspace and the City of Minneapolis, the Trust successfully completed a National Endowment for the Arts-funded creative placemaking project. Activities included a series of *Plan-It Hennepin* public workshops and forums that gathered information from more than 1500 participants and guided the development of the Hennepin Cultural District Plan. The Plan was adopted in February 2013 by the Minneapolis City Council, and the Trust, in partnership with others, began implementing it.

In conjunction with the “Our Town” initiative, the Trust completed a City of Minneapolis \$50,000 Great Streets project.



General Mills supported the “Our Town” project through their “Good Works” program which developed numerous Cultural District brand identities and event suggestions.



To activate the Cultural District and accomplish one of the Plan’s short term goals, the Trust launched *Made Here*, an initiative to fill vacant storefronts with local artwork, with a prototype installation in the Witt Mitchell Building on Hennepin Avenue, inspiring the later expansion into Block E’s street-level windows.



*Made Here* artisan window



Block E on Hennepin Avenue





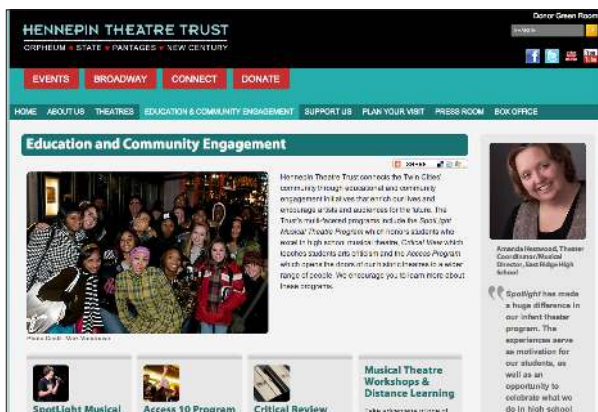
The Cultural District model on display inside City Center.

## Trust Donors “Give to the Max”

In November 2012, the Trust participated in the annual statewide *Give to the Max* Day and garnered a \$15,000 match challenge from our Board of Directors and a \$45,000 gift from Steve and Barbara Cossack, Priority Courier Experts and the Cossack Foundation. In 24 hours, the Trust received 330 donations, 143 of which came from new donors. In total, \$126,789 was raised, ranking the Trust in the top 30 for funds raised.

## Millions of Online Views!

The public looks to Hennepin Theatre Trust for valuable information. In FY2013, [HennepinTheatreTrust.org](http://HennepinTheatreTrust.org) had more than **1.2 million visits** and nearly **3 million page views**, demonstrating the reach and utility of Trust-related news. In addition to the website, our *Weekly* informational email reached more than 250,000 people each week with hot-off-the-press event announcements; and our monthly online *Insider* newsletter touched more than 11,000 active readers with in-depth stories about key people, upcoming opportunities and programs.



[HennepinTheatreTrust.org](http://HennepinTheatreTrust.org)

Hennepin Theatre Trust President/CEO Tom Hoch was named among Star Tribune's 2012 Taste Top 50 “inspiring, trendsetting, tastemakers.”

More than 300 dedicated volunteers made it possible for us to serve our community throughout the year with an active program that attracts a diverse set of people.

Pollstar ranked the Orpheum Theatre sixth *globally* in ticket sales for theatres under 5,000 seats and Hennepin Theatre Trust was 41 in their Top 100 Promoters 2012 Midyear Review of Worldwide Ticket Sales.





# Create

Inspiring arts education opportunities



## SpotLight Reach is Growing!



Our **SpotLight Musical Theatre Program** celebrates high school musical theatre teachers, students and programs across the state of Minnesota. In its eighth year, **56 schools** (61 productions) and nearly 5,000 students representing 46 metro schools and 10 greater Minnesota schools participated.



Musical Theatre Program

On June 3, 2013, more than 1,100 students took part in the sold-out **SpotLight Showcase** at the Orpheum Theatre. Fifteen schools received honors for Overall Outstanding Production and seven schools received honors in Overall Outstanding Performance. This year, a record 64 Technical Achievement honors was awarded.

## Triple Threat Honors

Karl Amundson of Minnetonka High School and Emilee Hassanzadeh of Bloomington Jefferson were named **Triple Threat Best Actor and Actress** which came with a fully-funded, four-day trip to New York City to see four Broadway shows, work with theatre professionals, hone audition, vocal, acting and dancing skills, and the chance to meet **SpotLight** Spokesperson and Broadway actress **Laura Osnes**, along with backstage tours.



Karl Amundson, Laura Osnes, Emilee Hassanzadeh

## SpotLight Distance Learning

**SpotLight Distance Learning**, in its third year, utilized interactive videoconferencing to deliver musical theatre workshops to schools throughout Minnesota, eliminating the barriers of distance and cost. The program expanded to 17 workshops conducted in Canada, New Jersey, Ohio, Minnesota, New York, Texas and New Mexico.



*"SpotLight has made a huge difference in our theater program. The experience serves as a motivation for our students, as well as an opportunity to celebrate what we do in high school musical theater."*

— Amanda Hestwood, Theater Coordinator/Musical Director,  
East Ridge High School



## Critical Review Teaches Life Skills



*Critical Review* is our annual, year-long program that fosters the next generation of critical writers and thinkers by giving metro-area high school students the opportunity to review touring Broadway and other productions.

Students receive study guides and press kits and work with our program director, local critics and theatre professionals to develop analytical, critical thinking and language arts skills.



*"I LOVE Critical Review so much! Going to see all of those plays was so amazing. I really appreciate what the program has done for me."*

— Diamond Billinger, *Critical Review* student

## Access Opens Doors

Imagine an excited child's face when the lights go down in the theatres and a show begins. Hennepin Theatre Trust's *Access* program turned your generosity into a magical experience for young theatregoers and families facing challenges by working with ten local educational, cultural and social service organizations to give tickets at no cost to those in need.



In 2013, the Trust distributed 6,125 tickets to Cookie Cart, Asian Media Access, Tix for Tots, Project Success, HopeKids, Passage Community, MN Assistance Council for Veterans, Ucare Skyway Senior Center, Aliveness Project and Family Connect Association and others. For many children and their families, this was their first exposure to live performances.

In an extension of *Access*, *Catch Me If You Can* cast members performed live at the Children's Hospitals and Clinics of Minnesota with a *Star Studio* broadcast that reached children who couldn't leave their hospital rooms.



*"Access 10 offers hope to HopeKids families through theatre and music experiences that would otherwise be out of reach. The impact on HopeKids is monumental and inspirational."* — Brian Anderson, Executive Director, HopeKids

## Historic Theatre Tours Reveal the Past



The Trust provided regularly scheduled and 'on demand' *theatre walking tours* to patrons, community members and Twin Cities' visitors. The tours are also part of the Minneapolis Preservation Commission's activities. Seventy-five historic theatre tours were hosted this year.



*"Your wonderful tour guides made our visit to the Orpheum so special! They were at our bus to greet us and their enthusiasm made it seem like we were the first people they'd ever shown the theatre to."*

— Joyce Myers

## Master Classes & Broadway Confidential Share Info.

Musical theatre workshops led by professional theatre artists were conducted for participating *SpotLight* schools. Highlights of our Broadway Master Classes included audition training with *Catch Me If You Can* cast, fight choreography with *Beauty and the Beast* and tap class with the cast of *Mary Poppins*.

We sponsored *Broadway Confidential*, an adult educational initiative held on Mondays prior to a show's opening, to give attendees a deeper cultural or historical perspective on particular Broadway shows. Speakers included local actor Greta Grosch, radio personality Bradley Traynor, and the casts from *The Book of Mormon* and *War Horse*.

## Family Day Engages Children

*Family Day* brought the magic of theatre to our young patrons with educational experiences inspired by family oriented shows. Among those activities were:

- An inaugural **Teen Day**, co-sponsored with the Cowles Center, providing teens and adults with free dance classes taught by *Flashdance* cast members.
- A **Pop-up Park** on Hennepin Avenue celebrating the opening of *Mary Poppins* with a kite building workshop, hula hoops, jump roping, soap bubbles and chalk drawing...a first for Hennepin Avenue!
- A **Little Royalty Tea** for kids in partnership with the IDS Center at the Crystal Court celebrating *Beauty and the Beast* with actors who portrayed Disney Princesses and Princes, and dancing to music by Wayzata High School's Orchestra.



*"I cannot express enough gratitude for the Little Royalty Tea. I entertained princesses ranging in ages from 2 to 8 and each of them was in awe the whole time."*

— Andrea King





*The Book of Mormon*



*Disney and Cameron Mackintosh's Mary Poppins*

# Present

*The best live performances*

## Broadway Shows and So Much More...

Hennepin Theatre Trust offered premiers of touring Broadway productions, classic rock, jazz, comedy and an expanding range of musical theatre that highlighted the incredible talents of our local community. Our spectacular 2012-13 Broadway season at the Orpheum and State Theatres featured five Minnesota debuts including the runaway hit ***The Book of Mormon***, the hottest ticket on Broadway and winner of nine 2011 Tony Awards including Best Musical!

## Broadway Touring Productions

Running from October 2012 to June 2013, the season also included the stunning ***War Horse*** (winner of five 2011 Tony Awards including Best Play), the hot new titles ***Catch Me If You Can***, the national tour launch of ***Priscilla Queen of the Desert*** and ***Flashdance*** along with ***Disney's Beauty and the Beast***, and ***Disney and Cameron Mackintosh's Mary Poppins*** as season additions.



*Catch Me If You Can*



*Priscilla Queen of the Desert*



*Flashdance*



## Concerts & the Best Variety Entertainment

The Trust offered live events for every age and taste: the biting hilarity of multiple sold-out shows with comedy queen **Kathy Griffin**, the off-the-wall **Trailer Park Boys**, the musical prowess of **The Mavericks** and lead singer **Raul Malo** (called one of the best concerts of 2013 by the Star Tribune), **Brian Setzer's** rollicking Christmas show, the classic rock of **Chicago**, legends **Tony Bennett**, **Merle Haggard** and **Kris Kristofferson**, and food stars **Anthony Bourdain** and **Andrew Zimmern**.



Kathy Griffin



Anthony Bourdain

## Local Partnerships & Broadway Re-Imagined

In January 2013, Hennepin Theatre Trust and **Theater Latté Da** launched **Broadway Re-Imagined**, a new multi-year, collaborative series taking a fresh look at Broadway shows. The Series builds on the success of Theater Latté Da and Hennepin Theatre Trust's work together since 2008 on **All Is Calm: The Christmas Truce of 1914**, presented with Cantus, in the Pantages for its fifth year. Our inaugural season kicked off with a critically acclaimed production of **Elton John and Tim Rice's Aida** at the Pantages Theatre.

**The Scene** is our young professionals group which gathered throughout the year for camaraderie, reduced ticket prices and pre-show and post-show gatherings. It helped foster the progression from a student rush patron to a Trust supporter.



Austene Van as "Aida"

## New Century Theatre

Now in its second year of operation, Hennepin Theatre Trust's 275+ seat New Century Theatre, supported through the generous sponsorship of Berger Transfer, converted long-vacant City Center retail space and this year has attracted more than 21,000 patrons.

It is the ideal venue that enables the Trust to collaborate with local arts organizations to present our own live performances including the New Century Sessions Series featuring local established musicians while providing a flexible home for our educational programs including **Broadway Confidential**. An exclusive, sold out Cities 97 Radio Studio C performance by Of Monsters and Men was a highlight of the year.



Gabriel Douglas

## Minneapolis Musical Theatre

Minneapolis Musical Theatre and the Trust's partnership brought an inaugural 2012-13 season to the New Century Theatre, with locally produced, rarely seen musical works that included the raucous **Reefer Madness** and a magnificent re-make of **Sunset Boulevard** that broadened audiences for both organizations.



Reefer Madness



Sunset Boulevard

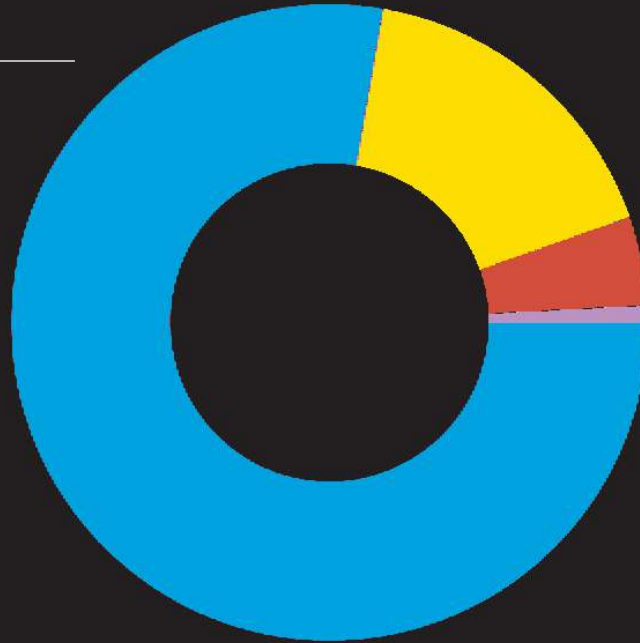
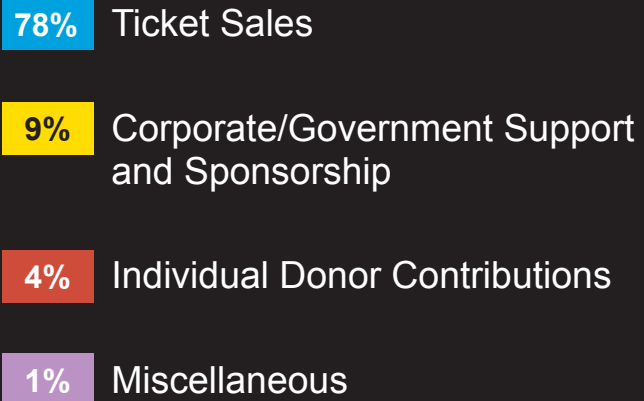


# Financial Overview

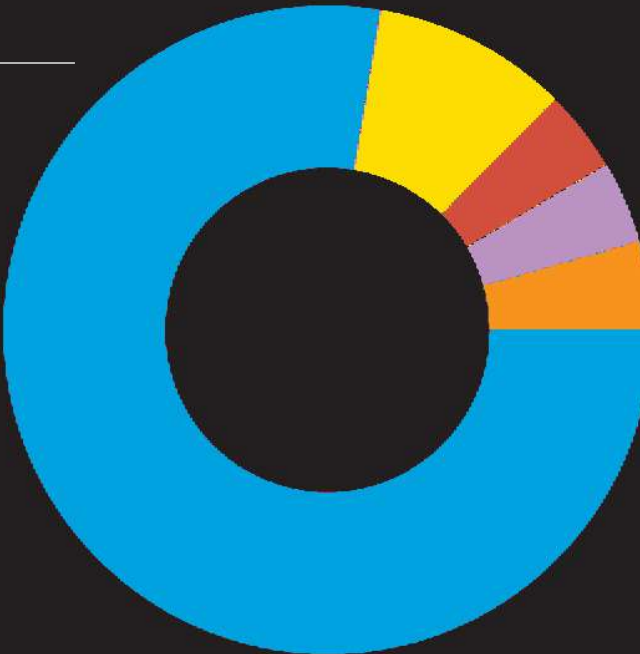
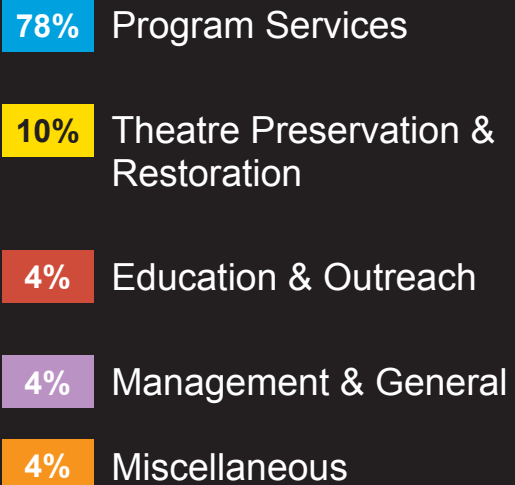
	Fiscal Year 2013	Fiscal Year 2012
<b>REVENUE</b>		
Ticket Sales	\$14,535,315	\$18,056,383
Corporate/Government Support and Sponsorship	3,160,603	4,282,585
Individual Donor Contributions	849,931	813,633
Miscellaneous	158,248	123,440
	<b>\$18,704,097</b>	<b>\$23,276,041</b>
<b>EXPENSES</b>		
Program Services	\$14,280,551	\$18,928,891
Theatre Preservation & Restoration	1,794,883	1,815,673
Education & Outreach	756,083	848,959
Management & General	750,689	733,602
Fundraising	813,505	575,475
	<b>\$18,395,711</b>	<b>\$22,902,600</b>
<b>NET</b>	<b>\$308,386</b>	<b>\$373,441</b>



## REVENUE



## EXPENSES





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**"Hennepin Theatre Trust is the bridge that unites downtown restaurants and other local businesses with theatre enthusiasts. Partnering with the Trust has a positive impact on the community and helps us enhance the visitor experience by exposing people to the rich culinary options that Minneapolis is famous for!"**

– Don Shier, Solera



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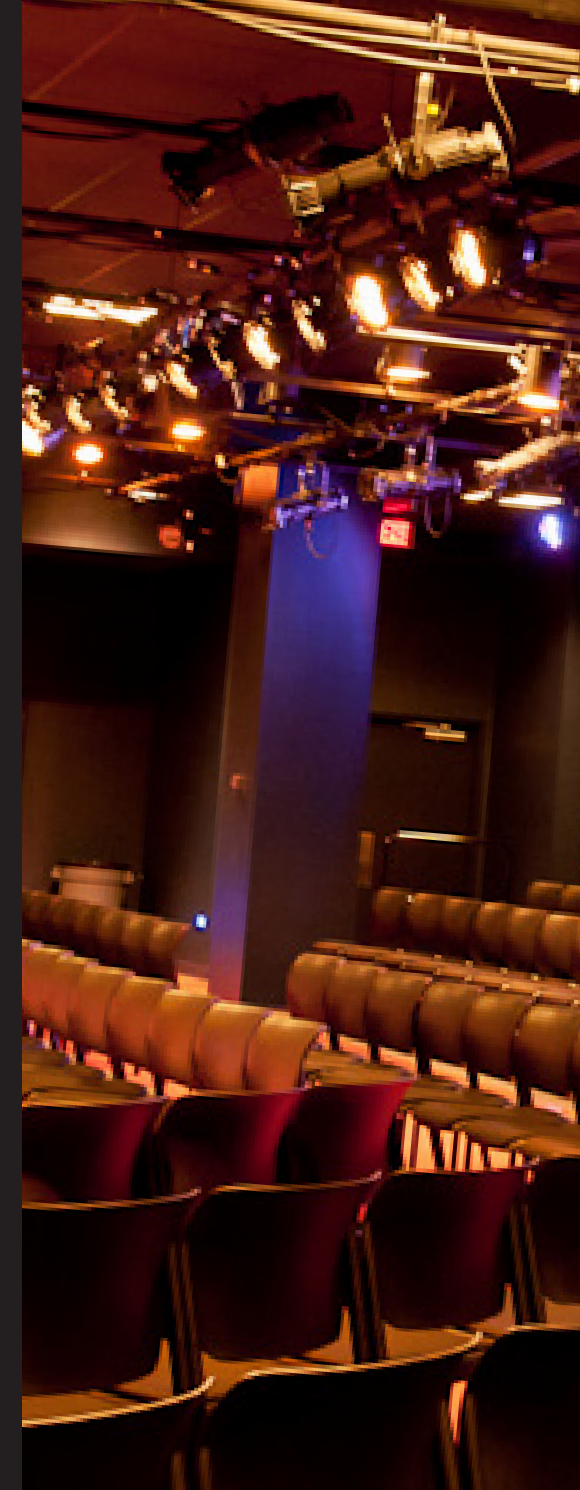
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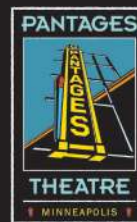
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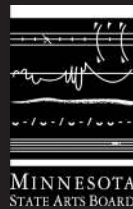


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