



HENNEPIN THEATRE TRUST

ORPHEUM ★ STATE ★ PANTAGES ★ NEW CENTURY

2014 Year in Review



We invite you to share in the highlights of Hennepin Theatre Trust's past fiscal year, encompassing activities between July 1, 2013 and June 30, 2014.

Welcome!

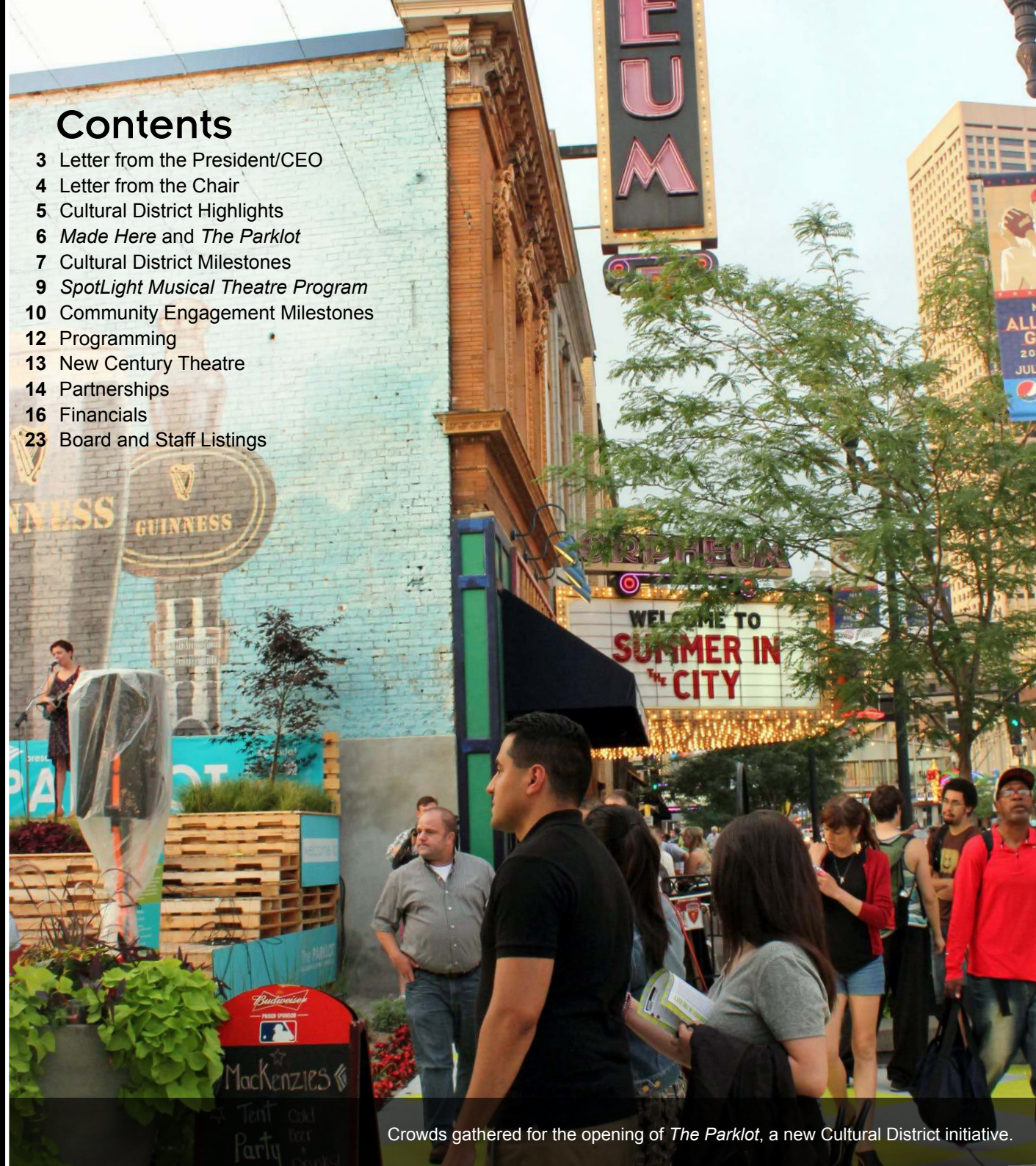
Simply put—2014 was a great year for Hennepin Theatre Trust. We advanced our Cultural District and brought 513,000 people to downtown Minneapolis. Our historic Orpheum, State and Pantages Theatres hosted 450 events, and our intimate New Century Theatre held 162 performances. We delivered nearly 18 million emails and 1.25 million people visited our website. The Trust earned our first Ivey Award for excellence with Theater Latté Da for our production of *Cabaret*. We launched 67 *Made Here* storefront showcases over 16 blocks, and created our City's first *Parklot*. We served a record number of 11,000 people with free *Access* tickets and an all-time high of 67 schools in our *SpotLight Musical Theatre Program* with TWO *Showcase* events for the first time ever. We have more volunteers than ever before, a talented and engaged staff and a resurgence in our capacity to be leaders! All in all, a great year.



Elmo and Ernie stop by *The Parklot* to congratulate Joan Vorderbruggen and Tom Hoch.

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Crowds gathered for the opening of *The Parklot*, a new Cultural District initiative.

Year in Review 2014

Letter from the President/CEO

Dear Friends:

In 2010, the Knight Foundation in conjunction with Gallup, completed a longitudinal study that underscored what causes people to be attracted to their communities...what creates that emotional bond that enables them to love where they live. Three features of successful communities were identified as fostering attachment to a community: plentiful opportunities to socialize, the aesthetics of an area and true openness to all members of a community.

We've taken these findings to heart as we've continued our on-stage programming while also fostering the creation of a downtown Cultural District. This past year, more than 513,000 people visited our theatres in downtown Minneapolis, sharing in the excitement of stellar live performances including concerts by Diana Ross and Alice Cooper and coveted debuts of Broadway's latest hits with the local premieres of two new Tony Award-winners—*Once*, named Best Musical, and *Peter and the Starcatcher*, which won five Tonys. We continued collaborating with Theater Latté Da in a striking *Broadway Re-Imagined* production of *Cabaret* which earned an Ivey Award for Overall Excellence.

Our *SpotLight Musical Theatre Program* celebrated its ninth year with a record 67 schools and 75 separate productions, with both the metro area and greater Minnesota schools taking part in this year-long endeavor. Nearly 5,400 students participated. For the first time, we brought TWO *SpotLight Showcase* events to capacity crowds at the Orpheum Theatre. Broadway star and Minnesota native Laura Osnes conducted master classes and hosted students in New York while she served as our very able Spokesperson for this incredible program.

We engaged nearly 11,000 individuals throughout our community with our *Access* program, providing free tickets to children, adults and families for what was frequently their first exposure to live, professional performances. And, 45 students who participated in our intensive, language arts-focused *Critical Review* program learned critical thinking and writing by attending and reviewing all of our Broadway shows.

Activation of the new Cultural District through a range of projects such as *Made Here*, transforming empty storefronts with local art, and *Parklots*, which engage pedestrians in new ways, has us looking beyond the stages of our State, Orpheum, Pantages and New Century Theatres to the larger public realm. Along with the Walker Art Center, Artspace, the City of Minneapolis and so many more partners, we're laying the groundwork to transform the core of downtown into this walkable, attractive, engaging Cultural District which will better connect each city block to the next and each of us to each other. In these ways, we're continuing to foster that attachment which the Knight Foundation's study pinpointed as essential to the engagement that will continue to make our city successful.

Thank you to our Board, arts partners and patrons for your faith in our mission, your presence at our events, your financial contributions and for making what we do possible. We truly can have the vibrant, arts and culture-filled City that so many of us want. And, with your ongoing support, we'll achieve it.



Thomas L. Hoch
President/CEO



Wicked returned to Minneapolis for six weeks of capacity crowds.

Letter from the Chair, Board of Trustees

Dear Hennepin Theatre Trust Community:

Our work this past year laid the foundation for the transformation of our city and of Hennepin Theatre Trust. I was especially privileged to work with our dynamic Board in developing and approving a business plan to support the new downtown Cultural District and our vision for a walkable center of arts, cultural and economic activity. This business plan clarifies the role that the Trust will play as we move forward and now undertake implementation of the National Endowment for the Arts-funded, city-approved Cultural District Plan.

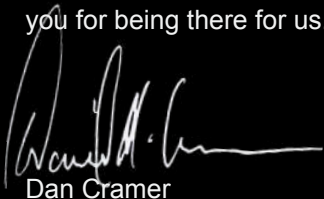
With the groundwork we have laid, we're leading our downtown to become a more engaging, inclusive, arts and culture-filled place for all to live, work and play. Activation of the Cultural District, which reaches from the Minneapolis Sculpture Garden to the Mississippi Riverfront and from First Avenue to Nicollet Mall, will require deep partnerships with numerous stakeholders and the broader community. Already, we've collaborated closely with the City of Minneapolis and our cultural partners at the Walker Art Center and Artspace to both formulate and bring to life the Cultural District plan. We look forward to a continued close partnership with these and other allies who are deeply invested in downtown.

This past year, we experienced the thrill of early success in seeing the Cultural District begin to come alive with world-class initiatives. Two projects in particular have laid the cornerstones for the Cultural District. *Made Here* has turned downtown's empty storefront windows into an urban walking gallery showcasing the work of an array of Minnesota artists. In fact, we displayed 67 showcase windows this year alone, making this the largest initiative of its kind in the country. Our Artist Advisory Panel worked with us to curate these showcases and helped us ensure that *Made Here* reflected the breadth and depth of artistic expression our community has to offer. Our plans for the future see *Made Here* as a permanent part the Cultural District experience, filling vacant storefronts, connecting artists to pedestrians and enlivening our downtown.

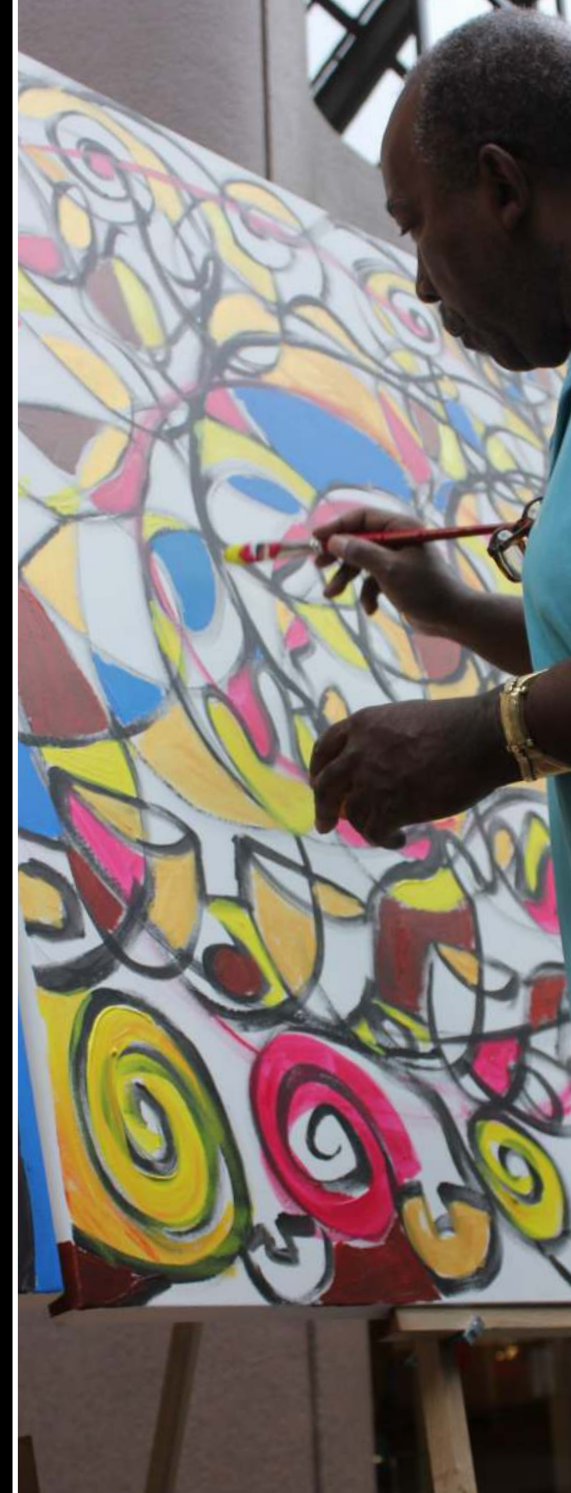
Our desire to transform often dreary spots in the Cultural District into engaging ones sparked the creation of our debut *Parklot*, the first of its kind in the state. This effort temporarily transformed a section of the utilitarian Orpheum Theatre parking lot into an inviting space with colorfully painted walls and greenery and created a gathering area where we hosted our hugely successful 2014 Summer in the City celebration and *Made Here* launch. We have plans for four more installations this coming year.

Reviewing what we've accomplished makes us excited to achieve more. The activation of our...your... Cultural District builds on the strength of our city as an artistic and cultural hub. It will bring our community closer together and generate the economic activity that will propel us to even greater success.

Our strength lies in you and the broader community. As a 501(c)(3) non-profit, the Trust relies on your ongoing support. Thank you for being there for us.



Dan Cramer
Chair, Board of Trustees



Made Here artist Ta-Coumba Aiken
painted a mural at City Center.

Lead

Cultural District Plan Creates a Center of Activity

Cultural District Highlights

The Cultural District has made our plan for a **walkable center of arts, culture and economic activity** a reality. We have begun to transform downtown Minneapolis into the engaging and inclusive community space that was envisioned by more than 1500 individuals who took part in our National Endowment for the Arts-funded planning process. Working with our project partners, the Walker Art Center, Artspace and the City of Minneapolis, Hennepin Theatre Trust expanded our responsibility to the community and laid the groundwork for a strong and vibrant urban center. Target began working with us to develop a brand identity for the District which will be rolled out in early 2015.



Made Here



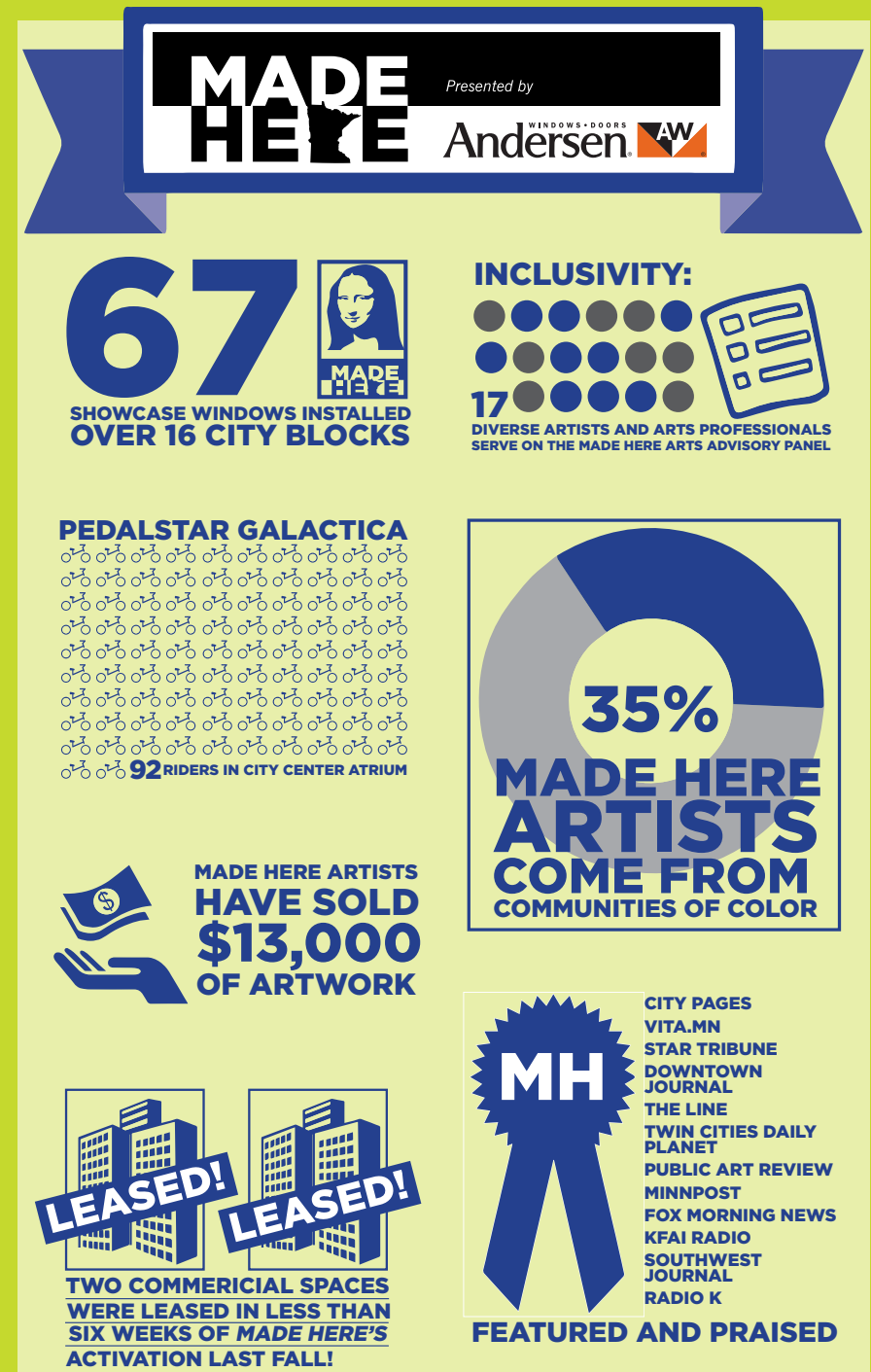
The Parklot

The Cultural District

The Cultural District got off to an exciting start with **two new initiatives: Made Here and The Parklot**. *Made Here* is a Cultural District cornerstone, supported by presenting sponsor Andersen Windows, which showcased the work of Minnesota artists and artisan companies through eclectic, temporary visual art displays in vacant or underused downtown storefronts.



Made Here artisan window



Made Here

Made Here started as a single prototype window to energize the Cultural District and promote leasable space in a new light and launched into a full-fledged community arts initiative. It first transformed the problematic Block E with 27 storefront window spaces and then expanded to nearly 40 art displays covering 16 city blocks, including the Pedalstar Galactica bike-powered sculpture and a Somali Pop-Up Art Gallery with traditional huts. A diverse Advisory Panel of 17 artists and arts professionals curated the selection process resulting in works created by an eclectic range of 50 individual local artists, 11 artist collaborations and a variety of artisan companies.



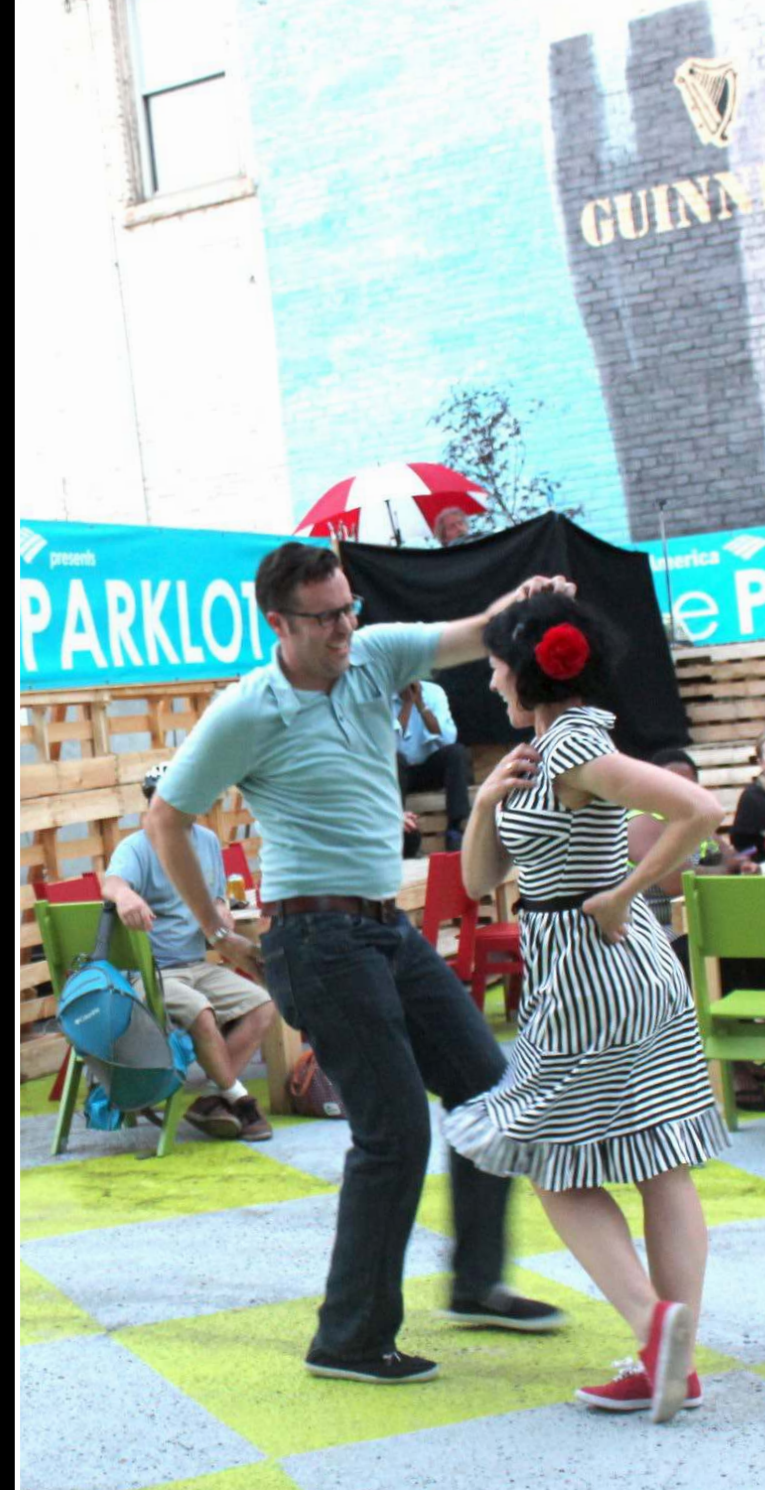
Made Here's Pedalstar Galactica

The Parklot

The Parklot uniquely transformed a section of the normally utilitarian Orpheum Theatre parking lot into an inviting, friendly space with colorfully painted building walls and street surfaces, landscaping, greenery and a performance area where we hosted parties, intimate music concerts and community panels. *The Parklot*, with presenting sponsor Bank of America, and additional support from The Center for Prevention at Blue Cross Blue Shield of Minnesota, Damon Farber Associates, Tangletown Gardens and LOLL Designs, was a collaboration among businesses, educational organizations and downtown stakeholders that provided a template for future *Parklots* and Pop-Up Parks.



Lunchtime speaker series at The Parklot



Dancing in The Parklot

Milestones and Highlights

★ Top Non-Profits in the Twin Cities

Hennepin Theatre Trust, an influential leader in the Twin Cities, was **number ten** in the Star Tribune's 2013 annual list of Top Ten Arts and Culture Non-Profits ranked by revenue.

★ Your City. Your Theatre. Your Seat

Replacing the seating on the main floor of the Orpheum Theatre created an opportunity for a new seat naming campaign that **raised \$191,000** in the first phase alone; 99 Donors kicked off this ongoing campaign by putting the name of their choice on a brass plaque in the seat arm.

★ Donors Make It Possible!

2014 saw almost a **\$150 increase in the average Donor gift** with more than 1050 individual Donors together giving more than \$725,000, a 14% year-to-year increase. During Give MN's sixth annual, statewide Give to the Max Day in November 2013, the Trust generated a 53% increase in giving and raised almost \$90,000.

New Sponsorships were invaluable in our ability to advance Cultural District projects, providing nearly \$613,000, a 162% increase from last year. The Art Institutes International Minnesota, Andersen Windows, Bank of America, Blue Cross and Blue Shield of Minnesota Center for Prevention, Dunwoody College of Technology, RE/MAX Collection,

Svedka Vodka, Thrivent and the University of Minnesota-Duluth joined us as new sponsors. **Downtown partnerships** with restaurants and hotels reached an all-time high of 28. New partners included Firelake Restaurant, Hotel Ivy, Marin, Masons Restaurant and Radisson Blu.

★ Top of the Charts

Pollstar's 2014 Mid Year Review ranked the Orpheum Theatre **Number 15 among the Top 100 Theatres** in Worldwide Ticket Sales; Hennepin Theatre Trust was Number 66 among the Top 100 Promoters in Worldwide Ticket Sales; and the State Theatre was Number 97 among Top 100 Theatres in Worldwide Ticket Sales.



2014 MIDYEAR Worldwide Ticket Sales TOP 100		
1	710,035	Auditorio Nacional Mexico City, MEXICO
2	317,031	The Colosseum At Caesars Palace Las Vegas, NV
3	278,308	Fox Theatre Atlanta, GA
4	195,058	Durham Performing Arts Center Durham, NC
5	188,047	Dreyfuss Hall West Palm Beach, FL
6	182,617	Royal Albert Hall London, UNITED KINGDOM
7	159,111	Auditorio Telmex Guadalajara, MEXICO
8	151,814	The Smith Center / Reynolds Hall Las Vegas, NV
9	143,866	Eventim Apollo London, UNITED KINGDOM
10	138,242	Nokia Theatre L.A. Live Los Angeles, CA
11	137,650	Citibank Hall Sao Paulo, BRAZIL
12	125,513	Fox Theater Oakland, CA
13	117,385	Carol Morsani Hall Tampa, FL
14	116,839	Orpheum Theatre Minneapolis, MN
15	116,040	State Theatre New York, NY
16	114,292	Beacon Theatre New York, NY



The Orpheum Theatre's seats were replaced on the main floor.

Milestones and Highlights

★ Preserving History

The League of Historic American Theatres' national conference was hosted by Hennepin Theatre Trust in Minneapolis during July 2013. **It attracted some 500 key theatre leaders,** foundation heads and international service suppliers and gave the Trust a prominent platform to showcase its creative placemaking community work and its longstanding commitment to our historic theatres.



Rip Rapson delivered the keynote address at the LHAT conference.

★ Volunteers at the Core

With **77 new volunteers** welcomed this year, the Trust had 377 active participants in the program who donated 6,151 valuable hours, an increase of 2,653 hours! New volunteers learned about the Trust and the theatres during orientation sessions and Ambassadors and Captains received training for increased responsibilities during events that included *Wicked* and *The Phantom of the Opera*.



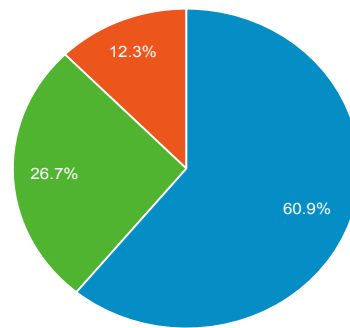
Volunteers Martin Pemberton and Erin Nagle

★ Reaching Beyond the Cloud

Website and Email marketing and communications were an essential part of the Trust's engagement with the community. In 2014, the Trust's website, *HennepinTheatreTrust.org*, had **1,249,894 total visits** and page views increased to 2,711,899. The website received visitors from all over the world. Visitors from Minnesota and Wisconsin accounted for 80% of web traffic.

The Trust's weekly email reached more than 250,000 people each week and the Hennepin Theatre Trust *Insider* newsletter was sent monthly to 11,000 active recipients. The Trust delivered nearly **18 million emails** raising awareness about our activities and engaging with supporters across our state.

ACCESS BY DEVICE:



61% Desktop 27% Mobile 12% Tablet



Create

Stimulating Arts Education & Community Engagement Experiences

SpotLight Shines Brighter!

Our **SpotLight Musical Theatre Program**, which honors and supports Minnesota high school musical theatre students and programs, celebrated its ninth year of growth serving a record 67 schools—54 from the metro area and 13 from greater Minnesota.



The **SpotLight Program** became so successful—nearly 5,400 students were involved in 75 musical productions statewide—that for the first time the Trust presented TWO *SpotLight Showcase* events over two nights with an attendance of more than 5,000!

Triple Threat winners hit New York.

Davis Brinker of Washburn High School and Angela Steele of St. Paul Conservatory for Performing Artists, were named **Triple Threat Best Actor and Actress**. They received a fully-funded, intensive five-day trip to New York City where they worked with theatre professionals, auditioned with Telsey + Company, performed in the NYMF Preview Broadway Sessions at the Laurie Beechman Theatre and attended three Broadway shows where they took backstage tours and met cast members.



Triple Threat winners Angela Steele and Davis Brinker with Tom Hoch

Laura Osnes is a Star for SpotLight.

As a Broadway musical theatre actor, Minnesota native and previous *SpotLight* participant, Osnes served as the 2014 *SpotLight* Spokesperson. She conducted student master classes, spoke to the press, was the featured guest for a house party fundraiser, recorded online video answers



Laura Osnes advised students in a master class.

to *Ask Laura a Question* and called on her New York connections to help give our Triple Threat winners an unforgettable visit.



SpotLight students shone during two *SpotLight Showcase* events held in June at the Orpheum Theatre.

Milestones and Highlights

★ Access Sets a New Record

Our *Access Program* set an exciting new record this year by distributing **11,215 complimentary tickets** valued at nearly \$430,000 to more than 61 Twin Cities' educational, cultural, performing arts and social service providers. *Access* gave underserved members of the community, including families with children facing life challenges, a rare chance to experience a live performance.



The Trust distributed a record-breaking 11,215 free tickets to Twin Cities social service providers through the *Access Program*.

★ Theatre Tours Bring History to Life

More than **600 people visited the historic Orpheum, State or Pantages Theatres during tours** offered on the last Monday and the second Saturday of each month. The Trust also participated in the City's Heritage Preservation Commission walking tours. Trust staff worked with the tour guides and theatre staff to update information and to verify and acquire new facts and photos to continually improve the tour program.



Orpheum Operations Coordinator Dave Marietta leads a tour in the historic Orpheum Theatre.

★ Broadway Confidential Goes Public

Offered free this year to increase access, ***Broadway Confidential* gave theatregoers a deeper cultural or historical perspective** regarding the shows on our Broadway season. Speakers included actor PJ Griffin from *We Will Rock You*, *Wicked* actress and soap opera star Kim Zimmer, *The Phantom of the Opera* director Laurence Connor, *Cabaret*'s Michael Matthew Ferrell and Kate Sutton-Johnson and *Peter and the Starcatcher* actor Joey deBettencourt.



PJ Griffin from *We Will Rock You* talked about the creating the show from Queen's music at *Broadway Confidential*.

Milestones and Highlights

★ Critical Review and the Teen Usher Programs Develop Skills for Life

Critical Review helped Metro area high school youth **develop analytic thinking and writing skills by reviewing touring Broadway productions**, attending writing and music direction classes and hearing from the pros at an arts critics workshop with Graydon Royce and Rohan Preston from the Star Tribune, Ed Huyck of City Pages and freelancer Sheila Regan. Reviews were published on the Trust's website and in the Twin Cities Daily Planet. As part the *Teen Usher Program*, students work alongside professional staff to gain valuable work skills and learn about theatre career options.



Star Tribune theater writers Graydon Royce and Rohan Preston offer advice to *Critical Review* students at a round table discussion.

★ Family Day on Hennepin: Adventures in Neverland

Family Day on Hennepin was a **Cultural District collaboration with fun activities for families** related to *Peter and the Starcatcher*. Kids dressed up in pirate hats and eye patches; Whole Foods provided snacks; the Minneapolis Central Library hosted *Childish Films: Dreams in Cartoonland* and the Cowles Center for Dance sponsored *Dance Neverland: Imagine. Explore. Create*, where kids used movement to explore characters. The Trust hosted *Acting the Story* using Bunraku, a Japanese form of puppetry, to animate a story. Walker Art Center at the FAIR Downtown School led a Recycled Objects Workshop where kids created pirate ships with buttons, egg cartons and sticks. Families got ticket discounts so they could attend a performance and a post-show discussion.



Families participated in a day of activities for *Family Day on Hennepin* with *Peter and the Starcatcher*.



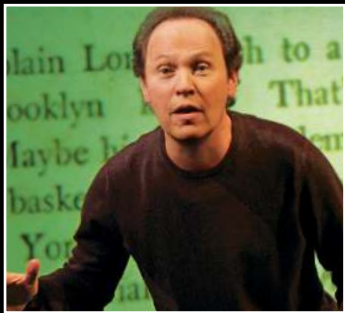
Present

The Best Live Performances and So Much More!

From Touring Broadway to Concerts and Comedy...

Hennepin Theatre Trust presented some of the best programming in the Midwest in 2013-2014. We delivered an eclectic and compelling range of live performances ranging from premieres of the newest, award-winning Broadway touring productions like *Once* and *Peter and the Starcatcher*, to classic rock shows like *Chicago*, and celebrity appearances from Emmy-winning comedian *Bob Newhart* to the acerbically funny political commentator *Bill Maher*. We were unabashedly thrilled to continue our ongoing collaboration with some of the most renowned local theatre talent in the Twin Cities including Theater Latté Da and our co-production of *Cabaret*, which resulted in an Ivey Award for Overall Theatre Excellence.

Broadway Highlights:



Billy Crystal – 700 Sundays



Once



Peter and the Starcatcher

Billy Crystal – 700 Sundays This tremendous one-man autobiographical show which ran at the State Theatre was the only pre-Broadway engagement of this Tony-Award-winning play. The Star Tribune named it one of the best productions of the year.

Once The winner of eight 2012 Tony Awards including Best Musical sold more tickets in Minneapolis during 2013-14 than any other market in the nation.

Peter and the Starcatcher The five-time Tony Award-winning Broadway production made its Twin Cities premiere at the Orpheum Theatre and delighted patrons.



Legendary producer Cameron Mackintosh conjured up a brand new production of *The Phantom of the Opera*.

New Century Theatre Highlights

- ★ Our **New Century Theatre**, a 250-seat flexible venue in its third year of operation, enabled us to host an array of live theatre and music performances, education and community based engagements and meetings that attracted nearly 20,000 patrons. Our “Free Rent Program” allowed more local theatre organizations to find a home on Hennepin Avenue.
- ★ Our **New Century Sessions series**, which launched in 2012, successfully completed its first full season with support from Park Nicollet and was named *Best New Music Series* by Minnesota Monthly. The impressive line-up featured some of Minnesota’s best musicians such as Jeremy Messersmith, Rogue Valley, Dessa, Adam Levy, Bethany Larson, Communist Daughter and Chastity Brown.

Minneapolis Musical Theatre and the Trust continued their partnership to present locally produced new, or rarely seen, musical works: *Carrie: The Musical*, *Five Course Love* and *Bloody Bloody Andrew Jackson*.



Carrie: The Musical



Five Course Love



Bloody Bloody Andrew Jackson



Dessa performed to a capacity crowd during the New Century Sessions concert series.

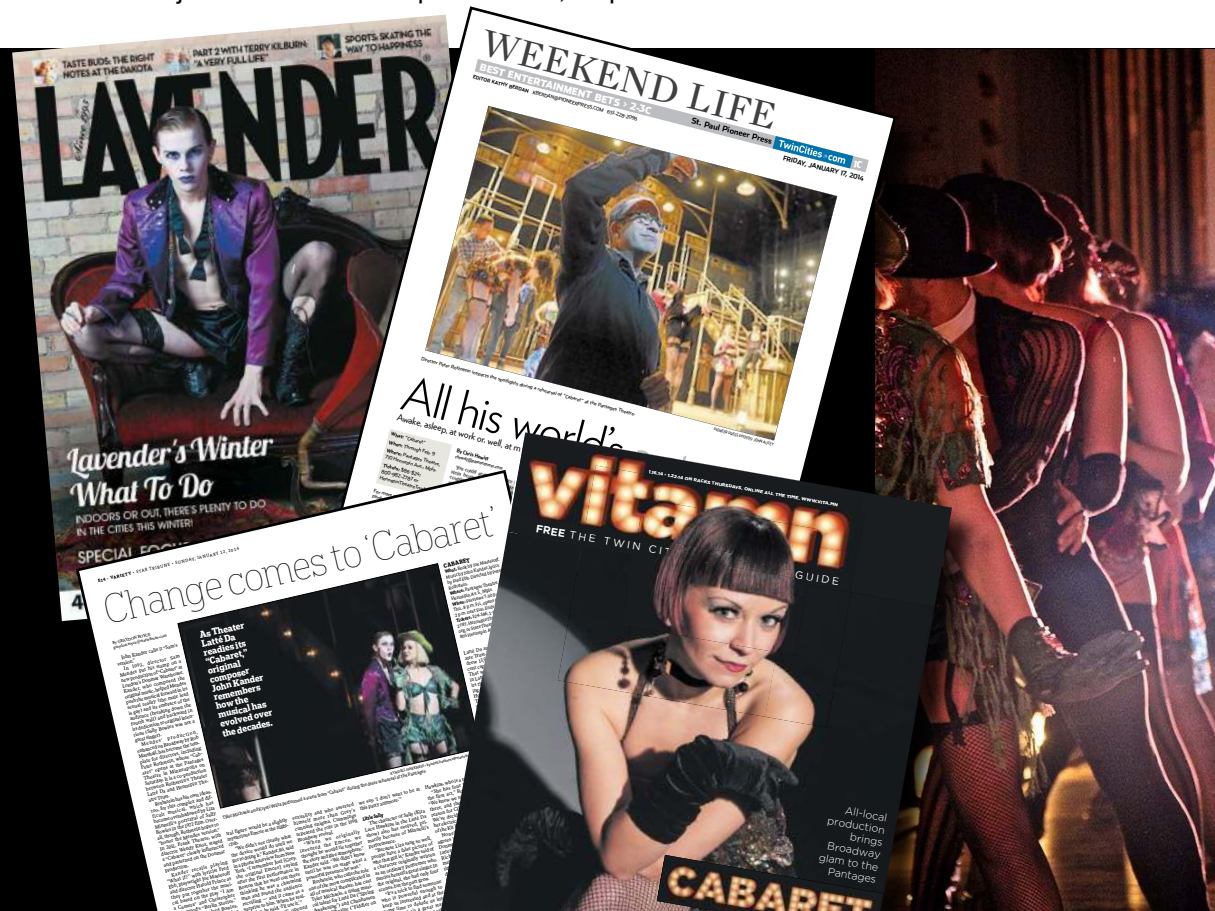
Local Partnerships Spark Creative Burst

Hennepin Theatre Trust successfully collaborated with Theater Latté Da and Cantus to continue *All Is Calm: The Christmas Truce of 1914* at the Pantages Theatre, a production launched in 2008 which has been proclaimed a new holiday tradition.

Cabaret (January 15-February 9, 2014), the second in the Trust and Theater Latté Da's *Broadway Re-Imagined* series, was a critically acclaimed and artistic success at the Pantages. It generated Latté Da's highest attendance to date for a single production, topping numbers from our 2013 production of *Aida*. Stellar press coverage including cover stories in *Vita.mn* and *Lavender Magazine*, three features in the *Star Tribune*, a Minnesota Public Radio live interview and universally favorable reviews in the major dailies and other publications, helped attract the crowds.



All Is Calm: The Christmas Truce of 1914



Tyler Michaels starred as the Emcee in the *Broadway Re-Imagined* series presentation of *Cabaret* at the Pantages Theatre.

Hennepin Theatre Trust Brings the Best Live Performances to Hennepin Avenue

★ Thrivent Financial *Broadway on Hennepin* Season

Les Misérables (July 30-August 4)
Wicked (September 18-October 2)
700 Sundays (October 22-26)
We Will Rock You (November 19-24)
The Phantom of the Opera (December 13-January 5)
Evita (January 28-February 2)
Mamma Mia! (February 18-23)
Peter and the Starcatcher (March 11-16)
Once (April 1-6)
Sister Act (May 27-June 1)
Ghost The Musical (June 18-23)



Les Misérables

★ Concerts and Live Entertainment Highlights

Alice Cooper

The original King of Shock played two sold-out shows at the State Theatre on his "Raise the Dead" tour.

Diana Ross

The legendary vocalist gave a rare and outstanding performance to a full and adoring house at the Orpheum Theatre.

The Mavericks

The Grammy Award-winning quintet featuring Raul Malo played another sold-out show at the Pantages.

Bob Newhart

The Emmy Award-winning comedian and television icon entertained a full house at the State Theatre with his dry and droll sense of humor.



Alice Cooper



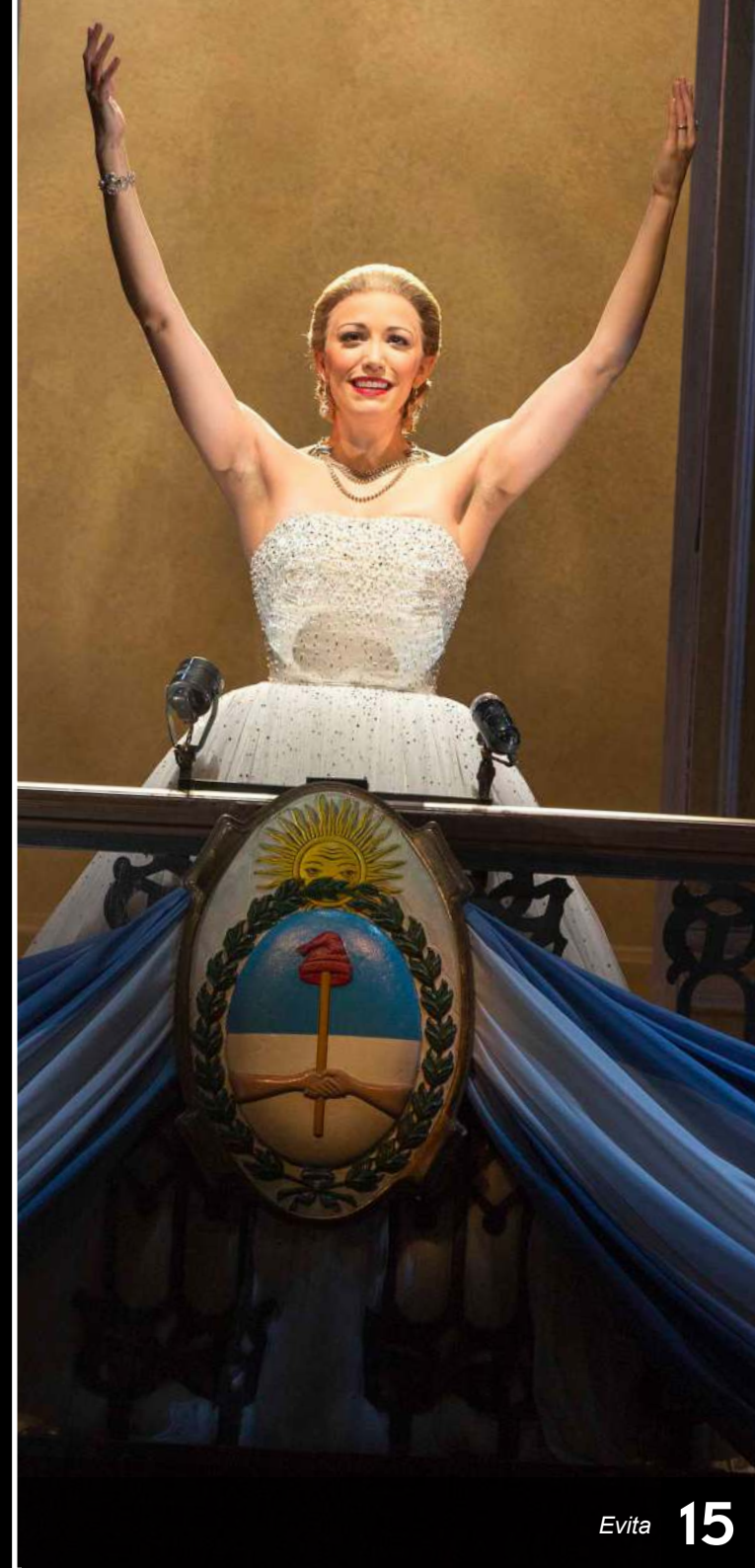
The Mavericks



Bob Newhart



Diana Ross



Financials

HENNEPIN THEATRE TRUST

Fiscal Year 2014

Fiscal Year 2013

REVENUE

Ticket Sales	\$26,197,840	\$14,535,315
Corporate/Government Support & Sponsorship	3,798,778	3,160,603
Individual Donor Contributions	1,055,617	849,931
Miscellaneous	144,809	158,248
	\$31,197,044	\$18,704,097

EXPENSES

Program Services	\$25,657,767	\$14,280,551
Theatre Preservation & Restoration	1,772,959	1,794,883
Education & Outreach	1,180,027	756,083
Management & General	960,144	750,689
Fundraising	887,247	813,505
	\$30,458,144	\$18,395,711

NET

\$738,900

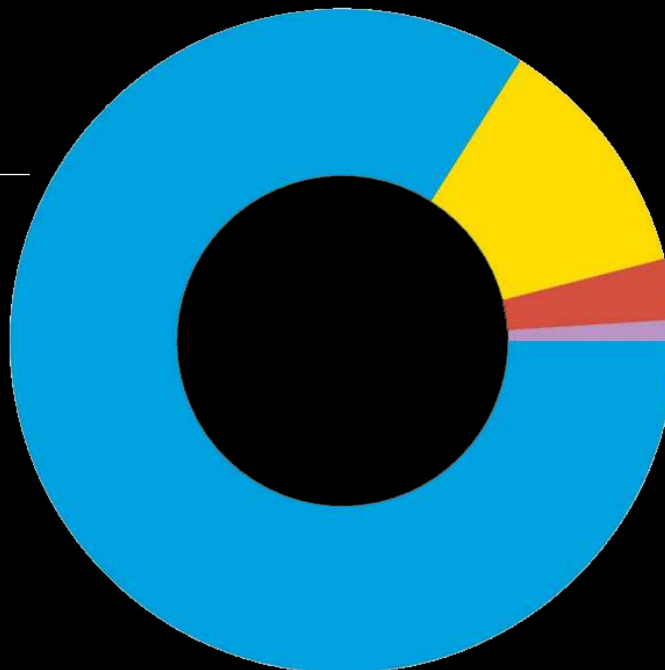
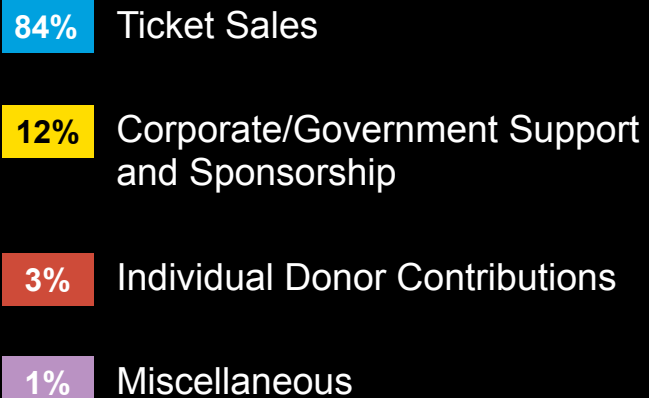
\$308,386



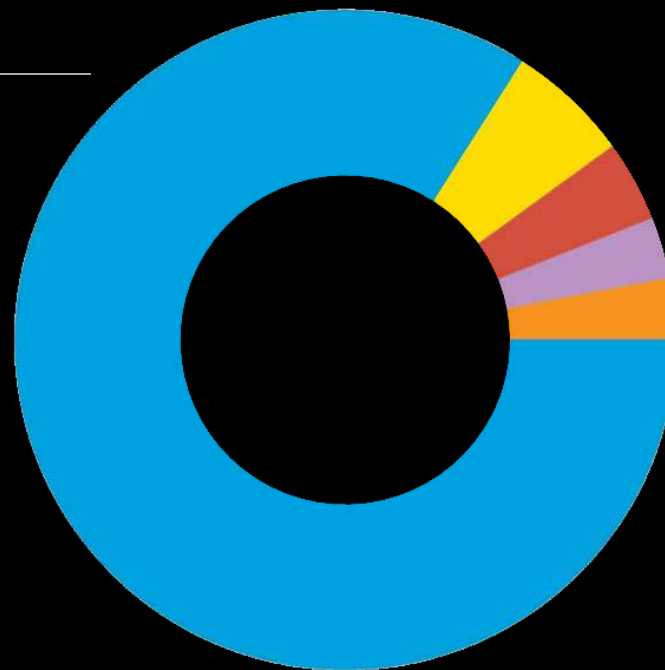
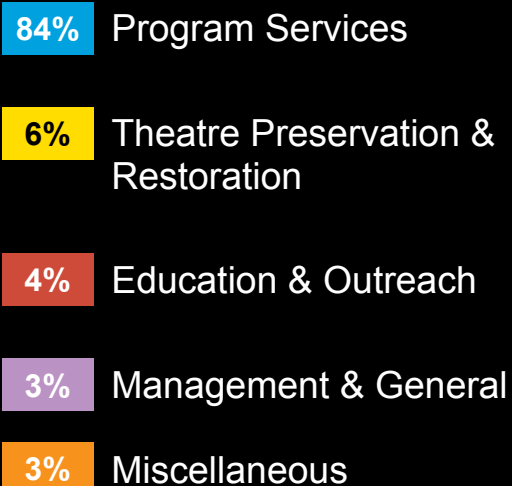
Financials

HENNEPIN THEATRE TRUST

REVENUE



EXPENSES



Thank You to our Donors – Fiscal Year 2014

Corporate Contributors:

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Cosmos/Bradstreet Craftware
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Le Méridien Chambers Minneapolis
Marin Bar & Restaurant
The Marquette Hotel
Mason's
McCormick and Schmick's
Mel-O-Glaze
Metro Dogs
Mission American Kitchen
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Individual Contributors:

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Ann Simonds & Ken Rosenblum

Financiers (\$5,000-\$9,999)

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Greg & Sally Booth
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David & Jennifer Miller
Linda & Jim Milow
Jennifer & Jay Novak
Thomas & Gwynn Rosen
Mary & Sherm Wood

Benefactors (\$2,500-\$4,999)

Ranjit & Sarah Ahluwalia

Scott Benson
David & Janet Berry
Friends of the State, Orpheum & Pantages Theatres
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Lundstrum Center For The Performing Arts
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Julie Beth Viperman

Investors (\$1,000-\$2,499)

Joan Abbott & Karen Roehl
Mark Addicks
Bob & Nancy Family Fund of the Mpls. Foundation
David & Stephanie Anderson
Alison & Michael Armstrong

J Scott & Sue Arrell
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– Valerie and Gerald Walsh,
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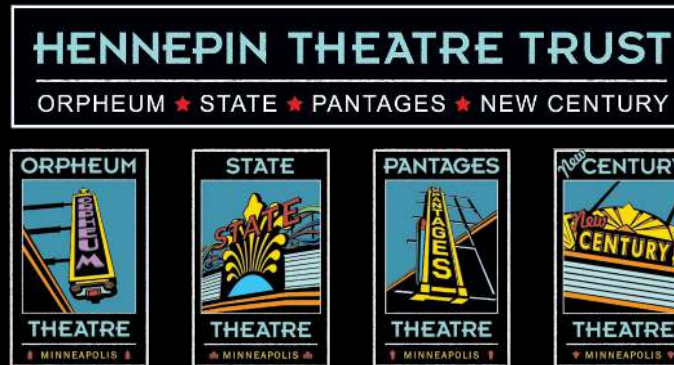
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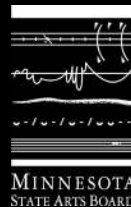
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