

# 14-15

[ annual report ]

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**HENNEPIN THEATRE TRUST**

ORPHEUM ★ STATE ★ PANTAGES ★ NEW CENTURY

The financial statements included within this document have not been audited as of December 2015.

# Dear Friends,

This past year marked another season of first-class performances on our stages, strong engagement of students from across the state in our education program and continued success with our efforts to bring more people more often to the downtown Minneapolis Cultural District, now known as WeDo™ – the West Downtown MPLS Cultural District.

Our *Broadway on Hennepin* series consistently brings opening night-worthy shows to a packed Orpheum Theatre. Show highlights included *Jersey Boys*, *Annie*, *Beauty and the Beast* and *Kinky Boots*, to name just a few.

We also teamed up with Theater Latté Da for our *Broadway Re-Imagined* production of *Oliver!*. This unique collaboration began in 2013 and offers audiences a fresh look at Broadway musicals with smart stagings of well recognized musical theater shows.

More than 40 performances filled the State and Pantages theatres this year, ranging from comedy to music to the beloved annual *Ivey Awards*. We also brought some fun and funky vibes to our intimate 300-seat New Century Theatre with *Happy Days—A New Musical*, *Girls Only: The Secret Comedy of Women* and local musical favorites, Matt Wilson, John Munson and Tim Mahoney.

In June 2015, we celebrated 10 years of advancing and growing musical theatre talent among high school students through our *SpotLight Musical Theatre Program*. Through carefully designed Broadway master classes, workshops and school program recognition, *SpotLight* provides a unique education experience for students to build an array of musical theatre – and life – skills.

The year-long program culminates with an invitation to our *SpotLight Showcase*, where the students help create a professional production and perform on one of our stages. It's the high school version of a Broadway opening night – lots of roof-raising energy!

In November 2014, we lit up the Cultural District with *Brilliance! Made Here*. We worked with more than 60 local artists to fill 40 window Showcase displays with art inspired by the creative interpretation of light. The project spanned 15 city blocks and is part of our growing portfolio of distinct projects that add art to unexpected – and often unadorned – spaces in the Cultural District.

In June 2015, we launched the *Intersections: Made Here* Showcases with more than 60 artists filling over 30 public spaces, including six artist featured in a new Mayo Clinic Square indoor pedestrian gallery.

The *Made Here* initiative launched in 2013 with visual displays in vacant storefronts and commercial spaces. Today, it infuses a variety of underutilized public spaces with art and art-inspired experiences from pop-up parks to live performances to rotating exhibits and artist markets. The window Showcases are presented biannually with varying themes that inspire the creations that go up in the windows.

*Made Here* is a great example of community-based work that puts arts and artists at the center to transform and elevate public spaces for everyone to enjoy.

We thank our board, partners and patrons for their support of our varied and expanding work that is rooted in creating a vibrant place for anyone to connect with our city's great arts and cultural offerings.



Thomas L. Hoch  
President / CEO



# 500 000

People came downtown for  
Broadway, music, comedian, and  
cultural performances

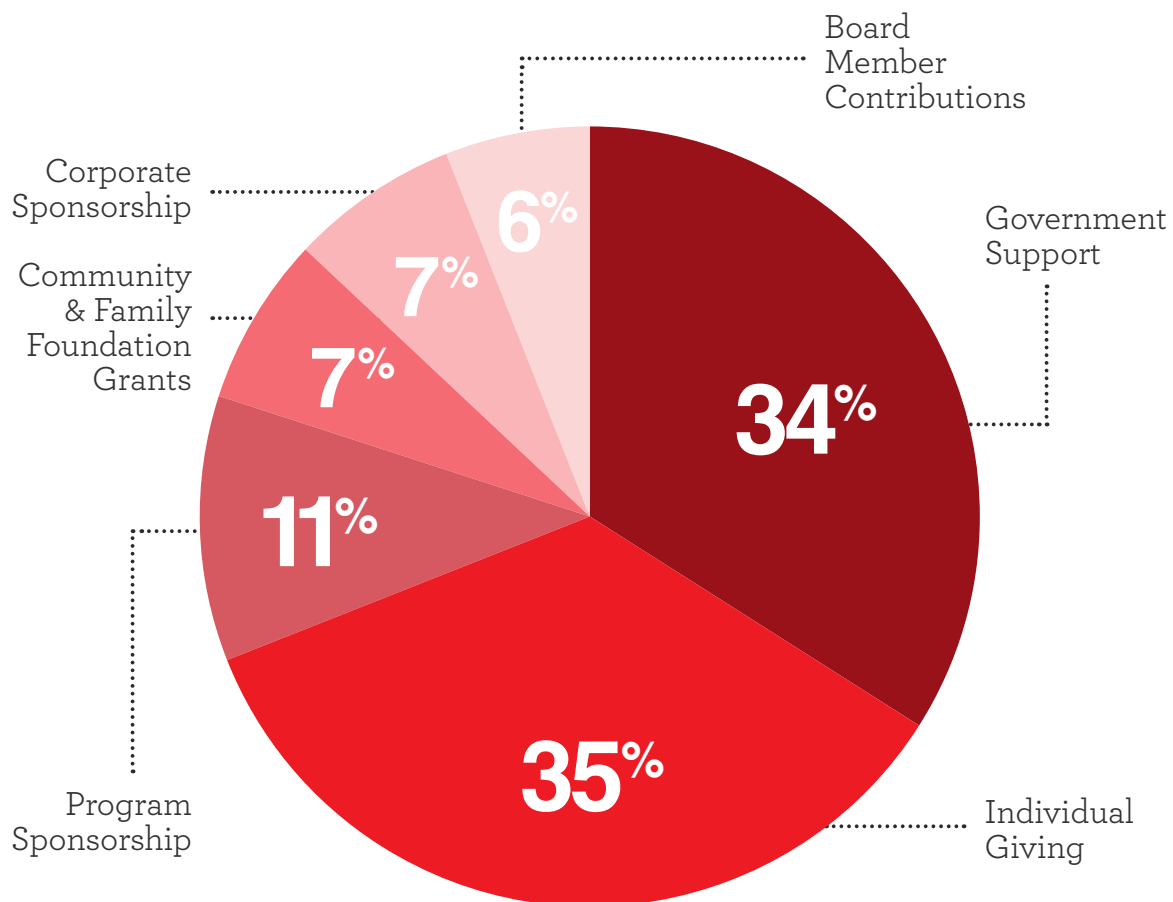
# 407

Performances in FY15

# 77

High School programs served by  
*Spotlight Musical Theatre Program*

# Contributed Support



Contributed support accounts for 14.9% of our total revenues.

Individual Giving	\$766,145
Government Support	\$737,364
Program Sponsorship	\$239,333
Corporate Sponsorship	\$157,146
Community/Family Foundation Grants	\$140,588
Board Member Contributions	\$123,795



# Individual Giving

1,205 gifts from

893 donors totaling

\$889,940

Total individual giving up by

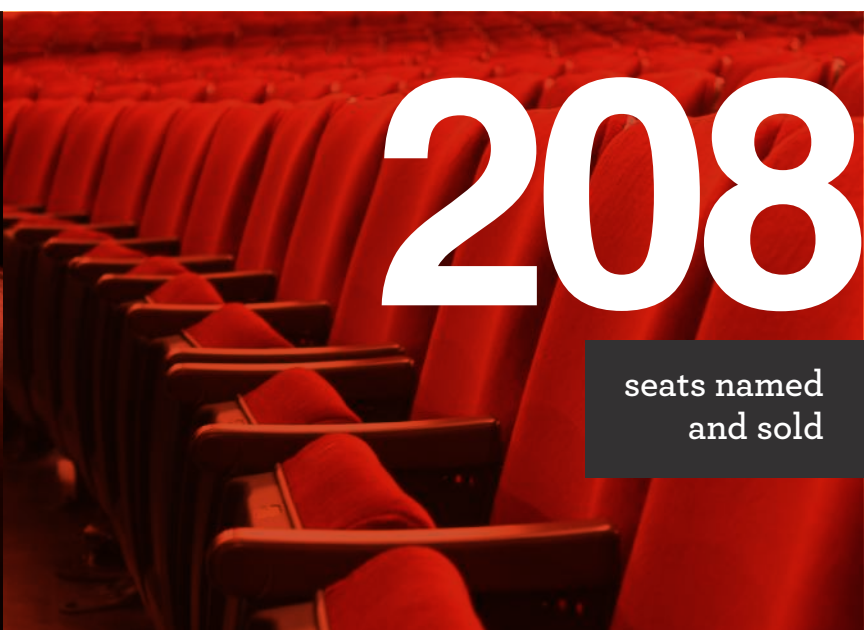
20%

## Give to the Max Day

In November 2014, the Trust participated in the seventh annual Give to the Max Day, a statewide day of fundraising. The Trust placed 20th overall in total dollars raised, grossing more than **\$70,000**.

## Orpheum Seat Naming Campaign

As of July 1, the Trust has sold **208** seats and raised \$233,250. In FY15, the Trust raised \$127,236 surpassing the \$100,000 goal.



# Spotlight

# 5,400

students participated,  
statewide

2015 Spotlight Showcase

## 1,400

students performed at one of the two  
*Spotlight Showcases*

.....

## 517

students across the state participated in distance  
learning using videoconferencing technology to  
participate in musical theatre workshops

.....

## 50

students participated in *Critical Review*, which  
helps students hone their writing and analytical  
skills by writing professional theatre reviews

# Made Here



## 2 Installations

*Brilliance! Winter 2014*

*Intersections Summer 2015*

# 120+

artists in nearly **75**  
Showcase windows,  
spanning **16** city blocks

# 44%

of artists from  
communities of color

# 50

teens participating  
through the Young  
Artist Mentoring  
Program, sponsored  
by Best Buy

# \$150K

total in stipends paid to  
artists with assistance from  
the McKnight Foundation

“Brick by Brick” by Keith Holmes



# New Century Theatre

**92** performances held in the New Century Theatre, including **5** New Century Sessions and **36** performances of *Girls Only: The Secret Comedy of Women*.

**10** organizations rented the New Century Theatre to produce their performances, including *A Don't Hug Me Christmas Carol* and the *Fringe Festival*.

# 92

performances held  
in the New Century Theatre



John Munson and Dan Wilson, November 7 | Mayda performance, October 29

# Media / Volunteer Highlights

## facebook

20,777 followers on Facebook, a 37% increase from 2014

## StarTribune

#6 in the Star Tribune's annual list of Arts and Culture organizations by revenue

## twitter

8,651 followers on Twitter, a 19% increase from 2014

## billboard

Orpheum Theatre ranked #7 in Billboard Magazine's 2014 rankings for North American venues with 5,000 or fewer seats



Special events with volunteers: *Intersections: Made Here* launch | historic Orpheum Theatre tour | Bank of America Parklot program

Volunteers assisted with **106** events for a total of **5,515** volunteer hours during this fiscal year. The majority of those hours were from events at the Orpheum Theatre (2,650 hours) and the New Century Theatre (1,670 hours).

**430** registered volunteers **5,515** total of volunteer hours



# Sponsors & Funders

## Government, Community and Family Foundations

Arts Midwest

Bank of America Foundation

Bentson Family Foundation

Best Buy Foundation

Broadway League

Carolyn Foundation

City of Minneapolis -  
Great Streets Program

Cossack Foundation

Dorsey Whitney Foundation

McKnight Foundation

Minneapolis Foundation

Minnesota State Arts Board

Valspar Foundation

## Corporate and Business Funders

Alphagraphics

Andersen Windows

Bank of America

Berger Transfer

BMW of Minnetonka

Capella University

Dunn Bros. Coffee

Dunwoody College of Technology

Kinky Liqueur

Mayo Clinic Square

Priority Courier Experts

Re/MAX

Thomson Reuters

Trinchero Family Estates

UBS

## Hospitality Partners

Candyland

The Capital Grille

CRAVE

Firelake Grill House

Fogo de Chao

The Grand Hotel

Hampton Inn & Suites

Hell's Kitchen

The Hotel Ivy

Ling & Louie's

Marin

Mason's

The Marquette Hotel

McCormick & Schmick's

Mel-O-Glaze

The Melting Pot

Mission American  
Kitchen

Murray's Restaurant

Radisson Blu

Rock Bottom Brewery

Rosa Mexicano

Seven Steakhouse

Tommy Carver's Garden  
of Flowers

Union Rooftop

Zelo





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