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
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

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
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*.

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

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