HENNEPIN THEATRE TRUST

2016-2017 YEAR IN REVIEW

Highlights encompassing activities from July 1, 2016 to June 30, 2017

Located in the WeDo™ MPLS Cultural District
Dear Friends,

This past year was quite an exciting one, marked by inspirational and unprecedented moments that brought transformational change to our community through the arts.

We enlivened the urban landscape and brought vitality to the WeDo™ MPLS Cultural District by bringing the best live entertainment to our theatres on Hennepin Avenue — the Orpheum, State, Pantages and New Century. We also made downtown a more positive, beautiful and welcoming place by revitalizing underused, unexpected spaces with Made Here. And we continued making positive impact in communities across the state through Spotlight Education — engaging the largest number of schools and students in the performing arts since the program’s inception.

We engaged new and broader audiences in truly unique ways with several Minnesota firsts: our 5 to 10 on Hennepin project, The 24 Hour Plays® and a sensory-friendly performance of a Broadway touring production — Disney’s The Lion King.

We also bid some farewells and welcomed a new space. Our founding president and CEO, Tom Hoch, stepped down after 22 years to pursue new and exciting opportunities. We moved out of City Center, closed our intimate theatre space, New Century Theatre, and opened a brand new chapter at 900 Hennepin — our new home and community event space located in the heart of downtown.

Our progress was made possible by so many people, businesses and organizations in our community. We’re grateful for our supporters’ passion and dedication — and we look forward to yet another year of inspiring positive change together.

Sincerely,

Our Mission

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

We brought 600,000+ people downtown this past year to experience the best in live entertainment.

Mark Nerenhausen
President/CEO

Ann Simonds
Chair, Board of Directors
Driving economic impact in downtown by enlivening the city with top-tier entertainment in our theatres
Broadway Touring Productions

We energized WeDo by bringing hundreds of thousands of people downtown to experience our incredible 2016-2017 Bank of America Broadway on Hennepin Season. The line-up included some of the hottest Tony Award®-winning productions, as well as returning classics.

Based on celebrated, award-winning novels, the season included the Minnesota premieres of *The Curious Incident of the Dog in the Night-Time* and *Fun Home* — the 2015 Tony Award winners for Best Play and Musical, respectively. We also launched the U.S. national tour of *The Bodyguard*, starring Deborah Cox.

Audiences cheered at performances for returning favorites *Wicked*, *Mamma Mia!* and the 20th anniversary tour of *Rent*. 
Concerts and Live Entertainment

Audiences were abuzz as the stages of our three historic theatres — the Orpheum, State and Pantages — were brought to life with a wide variety of live performances.

Laughter lit up the playhouses with comedians Weird Al Yankovic and Jerry Seinfeld, as well as the hilarious duo Steve Martin and Martin Short. And music filled the theatres with a diverse lineup of concerts, including The Moody Blues, Ladysmith Black Mambazo and Il Volo.

Presented at New Century Theatre

We brought local talent to our 300-seat New Century Theatre, located in City Center. The line-up included the crowd-pleasing Triple Espresso and the Minnesota premiere of The Realish Housewives of Edina Part 2.

On May 31, 2017, we moved to our new space at 900 Hennepin and closed New Century Theatre.

The 24 Hour Plays®

In collaboration with the University of Minnesota Duluth (UMD), we brought to life a new theatrical experience for our audiences — a Minneapolis performance of The 24 Hour Plays®. The show featured some of the hottest theatrical talent in the Twin Cities, as well as nationally recognizable artists from both the stage and screen.

Six playwrights, six directors, 28 actors and a musical guest created six new short plays in the course of 24 hours — and performed them live onstage at our historic Pantages Theatre.

Proceeds from the Minneapolis performance went to support Spotlight Education and UMD Theatre Scholarships.

134 events with a total of 415 performances and 549,101 audience members filled our four theatres this past year.
Providing a safe, positive and welcoming experience in WeDo with unexpected activities and art
Made Here

Our city’s canvas was invigorated for visitors with Made Here. With presenting sponsor Andersen Windows, this project of the Trust transforms underused downtown spaces with art created by local artists.

We launched Spirit: Made Here in December 2016, featuring the work of over 60 Minnesota artists and 15 students. The Showcases explored the theme "spirit" through mediums such as painting, large-scale puppets and interactive light displays.

And in May 2017, we launched Future: Made Here, which explored the theme "future," providing a commentary on time and changes to our planet, society and community. More than 50 local artists and 120 students’ works were featured in the installation.

Vertical Mosaic Garden

We added a touch of creative greening right next door to our historic Orpheum Theatre with a one-of-a-kind work of art by local artists and community volunteers.

The 25-foot mosaic mural, made possible by Bank of America, includes a living garden of plants framed in LED lights above a colorful community-made mosaic.

5 to 10 on Hennepin

We enlivened the heart of downtown with our 5 to 10 on Hennepin project, energizing a five-block stretch of Hennepin Avenue between 5th and 10th streets as a vibrant destination for all to enjoy.

Each week, one block experienced a creative makeover, including live musical performances, games, family-friendly activities, food and public art.

The project was made possible with Southwest Airlines’ Heart of the Community program grant and technical support from Project for Public Spaces.
Building strong communities across Minnesota through arts education and accessible programs
Spotlight Education

Since 2005, Spotlight Education, our flagship education program, has sought to instill the core values of lifelong learning, leadership and community in the talented students who participate in the year-long program.

Students enrolled in their high school musical theatre programs receive professional training and guidance to enhance their artistic, technical and performing skills through four key components: masterclasses, production assessments, Critical Review and Spotlight Showcase.

6,300 students from 86 Minnesota high schools participated in Spotlight Education.

1,500 students performed at one of the two Spotlight Showcases at our historic State Theatre.

54 students participated in Spotlight Education’s Critical Review, expanding their analytical skills and professional writing chops.
Access Program

In partnership with Twin Cities nonprofit educational, cultural and social service providers, we provided tickets and engagement opportunities for individuals and families to experience the best of Broadway, music concerts, lectures and dance productions.

36 partnering organizations received donated tickets as part of Access.

Historic Theatre Tours

We offered the public a fascinating, backstage peek of our historic playhouses with our bimonthly theatre tours. Each professionally guided tour provided a look at the theatre’s architectural beauty, as well as historical insights and fun facts about the venues.

770 people were engaged in our city’s history through our historic theatre tours.

Sensory-Friendly Performance

In collaboration with Disney Theatrical Productions, we provided members of our community an exclusive opportunity to enjoy live theatre in a welcoming and supportive environment with a sensory-friendly performance of Disney’s The Lion King.

Made possible through a Minnesota State Arts Board grant, this one-time performance was specifically designed for individuals with sensory, social and learning disabilities, and their families.

An audience of more than 2,400 attended this magical and memorable matinee performance at our historic Orpheum Theatre.
Volunteers and Recognition
Volunteers

Our dedicated volunteers played a vital role in creating positive change in our community through the arts.

They supported a wide variety of arts and cultural experiences, including 5 to 10 on Hennepin, Made Here launches, Spotlight Showcase and performances at our four theatres.

313 registered volunteers

5,137 volunteer hours

59 volunteer-assisted events
Recognition

The stories and information we shared sparked new conversations and connections across our community. And we received recognition for our leadership in bringing the hottest new arts and cultural experiences to Minnesota.

In December 2016, we announced that Hamilton, the hit Broadway musical, would be coming to downtown Minneapolis as part of our 2018-2019 Bank of America Broadway on Hennepin Season. The news drew immediate attention and drove significant traffic to our website and interest in season subscriptions.

Print Media

919 placements
231,815,319 impressions
$16,494,028 in earned media

Social Media and Digital Communications

Our weekly emails reached over 313,000 people each week.

3,631,125 pages viewed by 1,056,315 users this past year;

64% were new users to our website.

34,264 followers on Facebook, a 14.2% increase from FY 2016.

10,604 followers on Twitter, a 7.6% increase from FY 2016.

1,951 followers on Instagram, a 19.7% increase from FY 2016.

#18
Orpheum Theatre's rank in Pollstar's Top 200 theatre venues.*

#79
State Theatre's rank in Pollstar's Top 200 theatre venues.*

#58
Hennepin Theatre Trust's rank in Pollstar's Top 100 Promoters.*

*January 1 – December 31, 2016
Financials
Financials

We are able to reinvest in our community and create transformative change with the revenue we generate – from ticket sales to the generous support from our donors and sponsors.

Revenue

- **84%** Ticket Sales $30,696,824
- **10%** Donor Contributions $3,552,008
- **3%** Grants $1,117,014
- **2%** In-Kind Contributions $608,286
- **1%** Sponsorships $322,275
- **1%** Miscellaneous $303,626

Expenses

- **83%** Theatre Programming* $29,837,766
- **5%** Theatre Preservation and Restoration $1,700,546
- **4%** Management and General $1,393,379
- **3%** Fundraising $1,164,679
- **2%** Education $858,153
- **2%** New Century Theatre $562,637
- **1%** Public Art and Placemaking $509,911

*Includes artistic company payments, direct marketing costs for all shows, venue costs, as well as marketing and communications operations.

To access the full Financial Statements from the fiscal year, visit: [https://hennepintheatretrust.org/year-in-review/](https://hennepintheatretrust.org/year-in-review/)
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Jeremy Wells

Contributors as of June 30, 2017.
Please inform us of any errors or omissions so we can make corrections in subsequent listings.
2016 – 2017 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

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