



**WALNUT STREET
THEATRE**

THE FUTURE LIVES HERE

THE WALNUT STREET THEATRE

EXPANSION

CASE FOR SUPPORT



YOU'RE INVITED to play a
LEADING ROLE in one of
the GREATEST SHOWS
Philadelphia WILL EVER SEE.



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THE VISION:

A Message From President and Producing Artistic Director Bernard Havard

Dear Friend of the Walnut Street Theatre:

As one of our most loyal patrons, you undoubtedly have a lifetime's worth of memories shaped right here through the stories you've watched unfold on our stages. Today, I have the distinct pleasure of inviting you behind the curtain to play a leading role in one of the most exciting, historic and meaningful productions Philadelphia will ever witness – the expansion of our beloved theatre to more abundantly fulfill its mission as a “theatre for the people” long into the future.

You have contributed to our position as the world's most subscribed theatre company with more than 365,000 people sitting in our audiences every year. This incredible success bears incredible responsibility – to serve our community, contribute to our local economy and sustain America's oldest theatre, one of Philadelphia's most precious cultural gems.

Our arts education programs serve more than 150,000 local students annually – the largest education program of any regional theatre in the nation. Our work yields meaningful results in increased academic scores, parental participation and school attendance. Regretfully, our opportunity to fully serve every interested young person is not possible due to space limitations – resulting in thousands of young people turned away from our programs. We must seize an opportunity to expand these life-altering educational opportunities to some of our most at-risk, vulnerable local youth.

The Walnut Street Theatre also makes an unparalleled contribution to our region's economy. We create nearly \$70 million in annual economic impact in the Greater Philadelphia region and employ more than 740 people each season. An opportunity to grow our footprint presents an unprecedented potential to grow jobs and prosperity in our communities.

Finally, the constraints that we work within now prevent us from fully harnessing our power as a world-renowned theatre company, which exists to support the vision of the artists, the desires of the audience, and our role as storytellers and educators. With our expansion, we open the door to the discovery of new playwrights and the development of new and rarely seen works, as well as the commissioning of new works by established writers.

For these reasons and so many more, we have launched our first major capital fundraising effort in more than 50 years. As one of our most devoted audience members, you now have the opportunity to stand center stage at this critical moment in our history and propel our potential with a gift of your choosing. I humbly ask for your help to ensure that The Future Lives Here for generations of audience members as special as you are to us. I thank you in advance for your consideration.

Fondly,



THE *expansion*

Your support will give you a leading role in one of the most exciting stories in the history of the arts in Philadelphia.

In May 2020 we will break ground on a 56,000 square-foot addition that includes the Matt Garfield Stage, stunning new spaces for audiences and artists, and more room to execute award-winning education programs.

The expansion will also include an expansive lobby looking over Walnut Street to better serve our patrons, as well as an on-site restaurant and more accessible restrooms for the historic Mainstage.





400-Seat Theatre-In-The-Round

This 400-seat permanent theatre-in-the-round, the Matt Garfield Stage, will enable the Walnut to explore more imaginative offerings not possible before – from the classics to new musicals, to exciting and innovative works, to additional children’s and family programming.

The unique design, which will allow patrons to sit on all sides of the action, provides an intimate, unmatched experience that will allow audience members’ imaginations to soar, feeling as though they are a part of the production.



Diversified Programming

Our Mainstage theatre has been entertaining audiences for two centuries with resounding success, but this expansion will enhance the repertoire of plays and musicals with exciting productions that bring a magic to the stage that only theatre-in-the-round can.

Additionally, the Walnut’s new stage will broaden our children’s theatre programming and honor our mission of educating young people through theatre with productions designed for students from elementary to high school.





Our current programs include:

The Theatre School

The school is an exciting entry point for students who aspire to work in the theatre. It's the most successful theatre school in the Delaware Valley, serving students ages 8 to 80. At our summer camp, students take part in fully produced shows, including programs that address issues such as self-esteem, bullying, bigotry, racism and literacy. We are also committed to those students with special needs.

- Adults and children participate in acting, voice and dance classes as well as costume design, makeup workshops and more.
- Over the course of four weeks, our summer campers write and perform musicals and have classes in writing, musical theatre, voice, stage combat, audition technique and makeup.

EDUCATION LIVES HERE

Our education programs are driven by the belief that theatre is a profound tool for students to not only exercise their imagination but also instill crucial attributes for success, such as confidence, self-esteem, teamwork and social skills.

The Walnut Street Theatre runs the largest theatre education program in the nation, and yet we are not able to fully and adequately serve our community. The expansion will include the creation of five brand-new dedicated classrooms that will enable the Walnut to provide designated education spaces for the first time in its history and enable us to meet the ever-increasing demand for arts education programs in the Philadelphia area. We will also use the new rehearsal halls for education when shows are not rehearsing.



Adopt-A-School

With the support of local foundations and corporations, we provide 2,000 students with in-class instruction each week at three Philadelphia public schools, including one charter school. We integrate our work into the entire curriculum.

Outreach

Every year, our touring company stages 500 performances in 165 schools, reaching 100,000 students and 3,400 teachers, bringing titles such as "Bob the Bully Buster" and "No Easy Road to Freedom."

Residencies

We bring the theatre arts back into schools where budget cuts have removed these programs. Currently we serve over 40 schools and design custom programming to fit each school's needs.

WST BY THE *Numbers*

the EXPANSION

56,000
SQUARE-FOOT EXPANSION

5
NEW CLASSROOMS

220,000
STUDENTS SERVED ANNUALLY
THROUGH EXPANSION

400
SEAT THEATRE-IN
-THE-ROUND

210+
YEAR HISTORY — AMERICA'S
OLDEST THEATRE & NATIONAL
HISTORIC LANDMARK

2,390
PERFORMANCES, EDUCATION
PROGRAMS, AND OTHER
FUNCTIONS ANNUALLY

45,000
ANNUAL SEASON
TICKET HOLDERS

500+
IN-SCHOOL PERFORMANCES
EACH YEAR

740
FULL TIME EQUIVALENT
JOBS EACH YEAR

\$70 million
OF ECONOMIC IMPACT
EACH YEAR

the LEGACY



The Walnut Street Theatre has long had a thrilling vision for the future, and we are delighted to finally bring it to fruition — *but we need your help.*

We ask that you consider making a gift to the new, improved and expanded Walnut Street Theatre this year. You can make an impact on high-quality theatre and help us reach more children to improve their lives and give them a greater chance at success. Your donation will further our mission to produce even more premiere productions for our audiences and to continue providing top-tier educational programs for our community.

To learn more about the Walnut Street Theatre and the capital campaign, contact Richard Van Fossen, Jr., Director of Development at **215-574-3550, ext. 507** or at **rvf@walnutstreettheatre.org**.

Thank you again for your consideration.

Our Mission

The mission of Walnut Street Theatre Company is to sustain the tradition of professional theatre and contribute to its future viability and vitality. It does so through the production and presentation of professional theatre; the encouragement, training and development of artists; the cultivation of diverse audiences; and the preservation and chronicling of its theatre building, a national historic landmark.

Walnut Street Theatre is a non-profit organization.

