



exciting destination!

2011-2012 Report to the Community ★



PlayhouseSquare®



exciting destination!

Dear Friends,

"Performing arts center," "historic landmark," "entertainment district," "educational innovator," "economic engine." PlayhouseSquare has transformed and reinvigorated our community in multiple ways. Collectively it translates to the bright lights of PlayhouseSquare as an exciting entertainment destination and a vibrant urban neighborhood, adding to the economic vitality of a rejuvenated Cleveland.

This year – both figuratively and literally – that description has notably expanded to include... "campus!" Imagine our excitement as we welcomed the move to PlayhouseSquare by 500+ Cleveland State University students and faculty and their 70 CSU majors in art, theater and dance. Adding to the prestige of this new "campus" status is Case Western Reserve's graduate acting program via their affiliation with Cleveland Play House, plus the creativity and visual impact of Cleveland State University's new art gallery which debuted at PlayhouseSquare.

And, one of the most important and far-reaching events of the year was the welcome addition of the veteran Cleveland Play House to our family of resident companies. The "power of three"... PlayhouseSquare, Cleveland Play House, Cleveland State University... transforms our energies to another level.

Even more positive transformations are forthcoming. We are poised to welcome yet another exciting description: "residential neighborhood." The plans that germinated this year to convert the Hanna Building Annex into 102 living spaces are in full swing. With the project's completion, the district will experience the added 24/7 foot traffic while simultaneously attracting the retail businesses needed to serve this new "neighborhood."

PlayhouseSquare has transformed into an exceptional model partnership incorporating the arts, business, education, retail and residential living through the ongoing and concerted efforts of our Board of Trustees, staff and volunteers, not to mention the generosity of donors and sponsors. While "entertainment" remains our mission statement's core focus, it is the symbiotic aspect of all these partnership components that nurtures our district and adds to its dynamic vibrancy.

As we chronicle the events of our last fiscal year – and with the 90th anniversary of the completion of PlayhouseSquare's historic theaters at hand – we prepare to celebrate one of Cleveland's biggest success stories... the world's largest theater renovation project which evolved to become the largest performing arts center outside New York... PlayhouseSquare. Our goal is for the entertainment of PlayhouseSquare to become the foundational pillar for one of the most vital neighborhoods across the country.

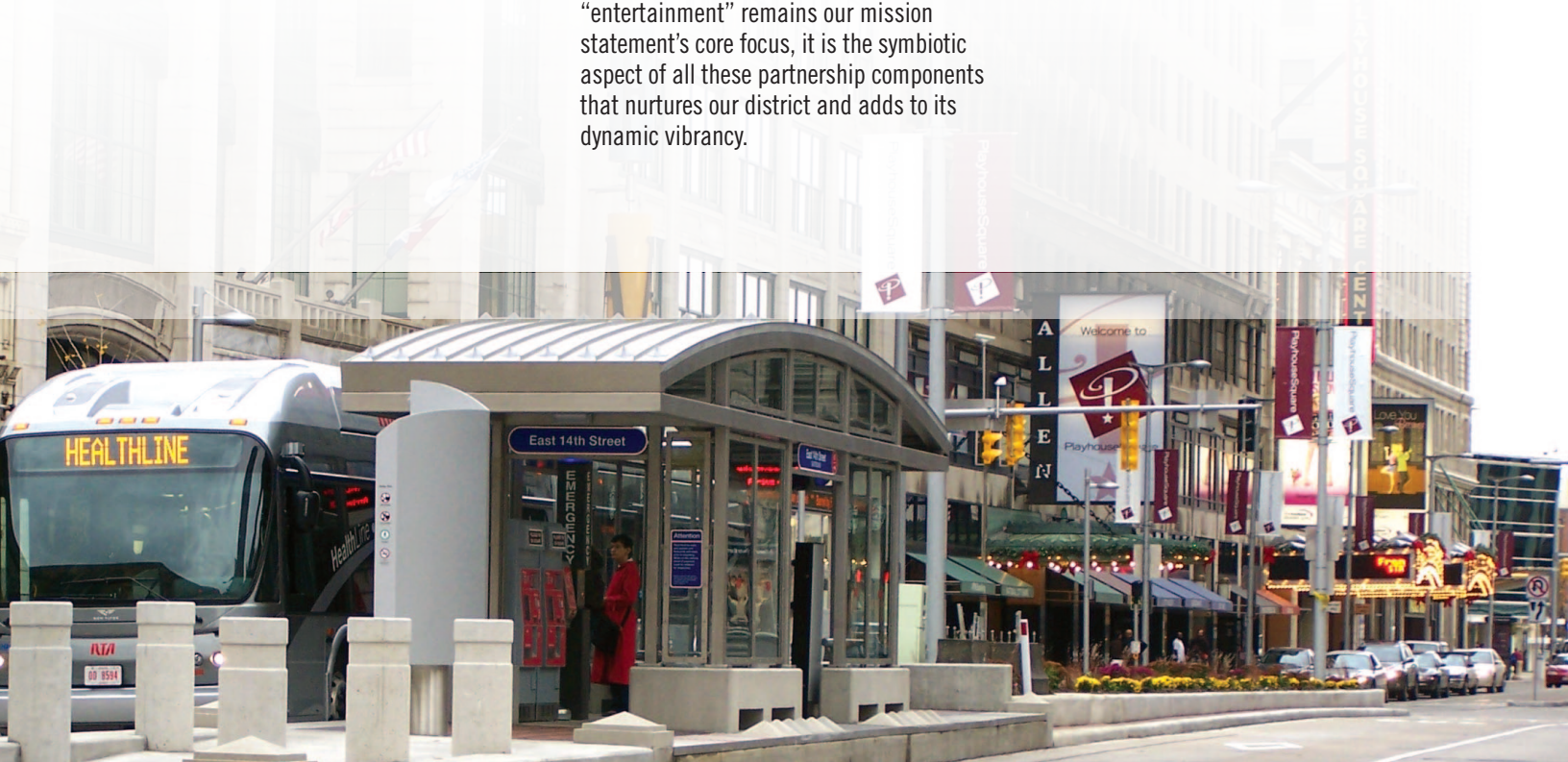
Our best wishes,



Tom Stevens
Chairman



Art J. Falco
President & CEO



highlights 2011-2012!



- ◆ Balanced our budget for a 24th consecutive year.
- ◆ Entertained close to 1 million guests as we hosted 951 performances, 869 events and 89 free tours.
- ◆ Opened two new venues, Second Stage plus the Helen Rosenfeld Lewis Bialosky Lab Theatre, and debuted an updated, reconfigured Allen Theatre.
- ◆ Welcomed Cleveland Play House and Cleveland State University's Dramatic Arts Program as resident companies and the CSU Visual Arts Program to its new home.
- ◆ Established a partnership with K&D Group to convert the Hanna Building Annex into apartments.
- ◆ Aided the producers of *Fat Camp The Musical* to further develop their production. (For four weeks the show rehearsed, teched and performed in front of audiences encouraged to give their feedback of the product. The show has since had a successful Off-Broadway run.)
- ◆ Opened the national tour of *Million Dollar Quartet*.
- ◆ Partnered with the Rock & Roll Hall of Fame to present Kirk Franklin in a free concert.
- ◆ Co-produced the regional premiere of *Sondheim on Sondheim* at the Hanna Theatre in celebration of Great Lakes Theater's 50th year.
- ◆ Sold out season tickets for the Children's Theater Series and Children's Theater Series workshops for the 3rd consecutive year.
- ◆ Totaled 32 Northeast Ohio school districts now participating in our Partners in Performance program.
- ◆ Premiered director/choreographer Dianne McIntyre's new work *Why I Had to Dance*, written by Ntozake Shange, produced through our Launch performance creation residency program in partnership with Oberlin College.
- ◆ Welcomed Dwellworks, Cowell & Hubbard Restaurant and Alex's Bistro & Bar to PlayhouseSquare.
- ◆ Presented more than 300 Community Engagement & Education Department programs and performances, reaching more than 250,000 students, educators, families, artists and life-long learners.
- ◆ Held our 3rd annual PNC International Children's Festival presented by Cleveland Clinic's Children's Hospital, attracting more than 20,000 guests.
- ◆ Celebrated the opening of our new enclosed walkway connecting PlayhouseSquare's garage with the theater complex.
- ◆ Named one of Northeast Ohio's 76 top area workplaces for the third consecutive year, via an independent *Plain Dealer* survey based on anonymous employee ratings.
- ◆ Raised more than \$4 million of annual support from individuals, corporations and foundations.
- ◆ Raised \$1 million in partnership with Cleveland Play House and Cleveland State University from CELEBRATION!, the opening night benefit for the Power of Three and the new Allen Theatre Complex.
- ◆ Sold out the 21st Annual Jump Back Ball, hosted by PlayhouseSquare Partners, more than one month in advance, raising more than \$125,000.

And tears...

PlayhouseSquare mourned the year's low point, the unexpected passing of Colleen Porter, our Vice President of Community Engagement & Education, responsible for elevating PlayhouseSquare's education efforts to national benchmark status.



The
HANNA
BUILDING

looking ahead!

Here's a quick look at some of the exciting things coming up at PlayhouseSquare:

- February 23: 22nd annual Jump Back Ball (already sold out!)
- March 18-19: Annual Broadway Launch Party announcing the 2013-14 KeyBank Broadway Series
- May: The Residences at Hanna open
- May 6-11: 4th annual International Children's Festival
- May 18: *illuminate!*, the benefit celebrating the 90th anniversary of the completion of our historic theaters, featuring a performance by Broadway star Sutton Foster
- May 28: Summer Excitement begins with outdoor entertainment, fitness classes and other events on Star Plaza
- June 18: The highly-anticipated Broadway hit *The Book of Mormon* opens



Photos clockwise from above: Karen White and Dave Lowery of KeyBank at *War Horse* Reception. Richard & Lisa J. Oliver with son John Oliver at the 2012-13 KeyBank Broadway Series Launch Party. Randy & Gail McShephard with Charita Crockrom at the *Hair* Cast Party. Jump Back Ball Co-Chairs Amanda Hicken and Meredith Seeley at Jump Back Ball 21.



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Photos top to bottom: Pals Meet and Greet with Sesame Street characters. Art Falco and Tom Stevens with PlayhouseSquare Star Award recipient, Broadway producer Margo Lion. Friends Annual Meeting in the newly reconfigured Allen Theatre.

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Clayton & Jen Smith at the
Partners Mini Golf Par-Tee.
Annual Donor Circle trip to
New York City.



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Photos clockwise from top left: Dan & Molly Walsh at Celebration! Glenn & Jenny Brown at Celebration! Linda Jackson and Jane & Jon Outcalt with Lucas van Merwijk and Roosje den Hertog of Drums United at the International Children's Festival Opening Reception. Celebration! Co-Chairs Ellen Stirn Mavec, Char Fowler and K.K. Sullivan with Broadway star Raul Esparza.



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Photos clockwise from top: Barbara Hawley & David Goodman at the International Children's Festival Opening Reception. Partners George Reider, Meredith Seeley, Julie Hill and John McAndrews. Steve & Dolly Minter at Celebration! Jean & Walter Kalberer at Celebration! Sheri & Rick Terens at Jump Back Ball.

sponsors!

Current Partners

Absolut Vodka

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Cleveland Clinic Children's Hospital

Cleveland Coca-Cola Bottling Company

Duke Printing & Mailing

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Great Lakes Brewing Company

Hard Rock Cleveland

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KeyBank

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Distributing Company

Lake Business Products

Lake Ridge Academy

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PlayhouseSquare is supported in part by the residents of Cuyahoga County through a public grant from Cuyahoga Arts & Culture.



The Ohio Arts Council helped fund PlayhouseSquare with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans.

Photos clockwise from top left: Walter & Haverfield at the PlayhouseSquare Golf Outing presented by Lexus at Westfield Country Club. Leo Oblak, Al Schura, Andrew Welling of Lake Business Products and Greg Cingle. Jack Moore, Frank Caspio, Brian Chavalla and JR West of West Roofing Systems. Front row – Sarika Govind of Lexus, Drew Liphold of Lexus of Akron/Canton, Sandy Nicolazzi of Team One; Back row – Tom Gartland, Rob Iglinski and Chris Hall of Lexus; Michael Armour of Team One; Tim Birch of PlayhouseSquare; Roger Cohen of Classic Lexus; and John Spearry of Metro Lexus at the Lexus ES Launch Event at PlayhouseSquare.



financial highlights!

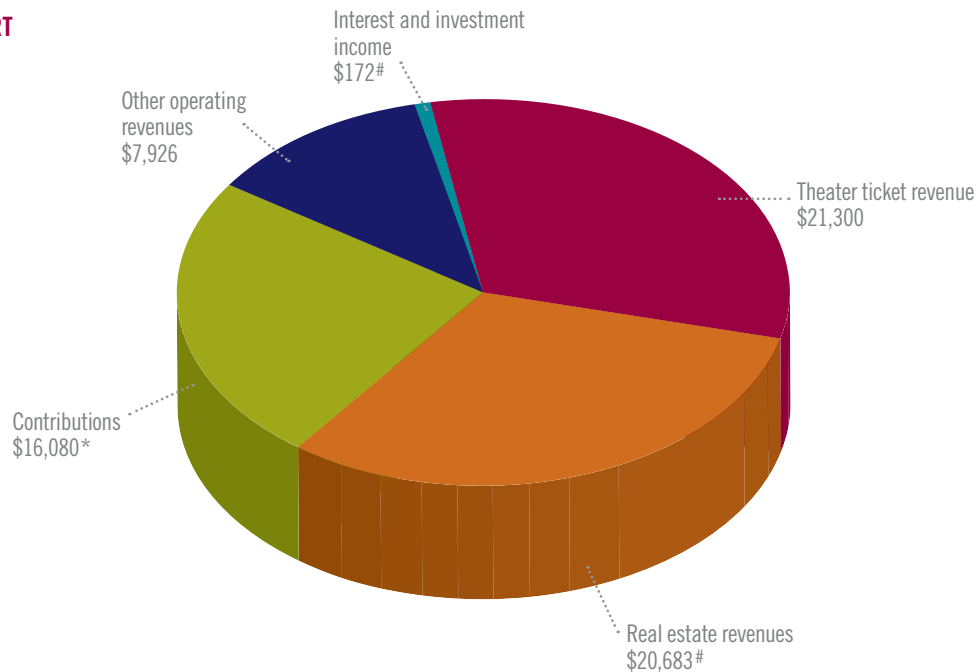
PlayhouseSquare Foundation and Subsidiaries

Revenue and Expenses

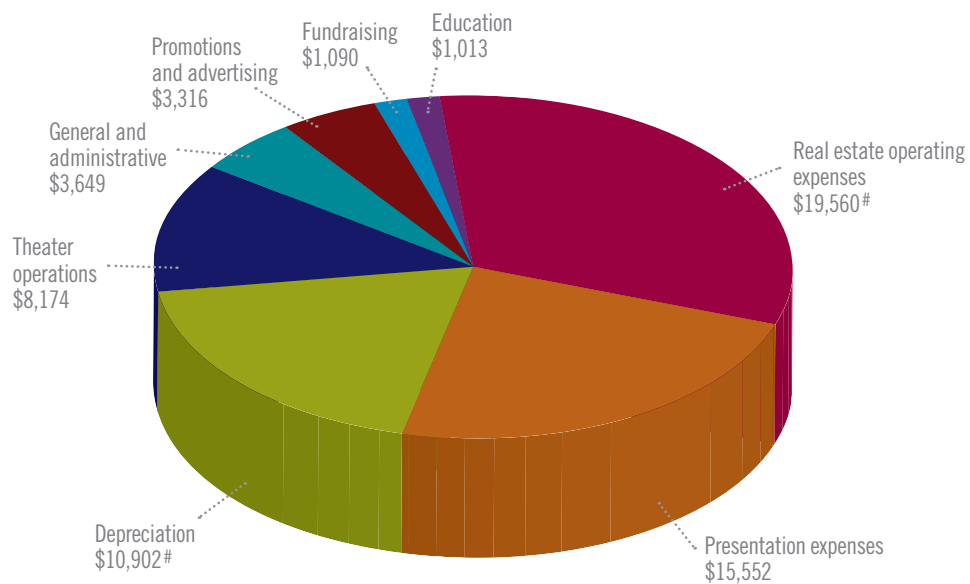
For the year ending June 30, 2012

(Dollars in Thousands)

2012 REVENUE AND SUPPORT



2012 EXPENSES



*Includes contributions for the Hanna and Allen Theatre capital campaigns

[#] Excludes Middough entities



PlayhouseSquare®

A not-for-profit performing arts center that presents and produces a wide variety of performing arts, advances arts education and creates a destination that is a superior location for entertainment, business and residential living, thereby strengthening the economic vitality of the region.