



BUILDING THE FUTURE

Ogunquit Playhouse has stood as a beacon of artistic excellence, cultural significance, and community engagement since 1933. As one of the last remaining summer theatres from the golden age of Broadway, it represents more than just a stage—it is a living testament to American theatre history. **To ensure that this cherished institution continues to thrive for future generations, we are launching a \$66M Capital Campaign to honor and update the historic Playhouse, build vital artist housing, create an Arts and Education Center, and improve our campus plan.**

PROJECT DESCRIPTION

Our Building the Future Campaign will affect the transformation of Ogunquit Playhouse as a world-class institution and preserve our legacy for generations to come.

The Campaign will address three critical areas:

1. Reimagine of the Playhouse
2. Artist Housing
3. Arts and Education Center

1. A THEATRE WORTH PRESERVING

For almost one hundred years, the Ogunquit Playhouse has captivated audiences with world-class productions, premiering Broadway-quality shows that bring joy and inspiration to the thousands of patrons who walk through its doors each season. Artistically, we are executing work that rivals what is seen on the most prestigious stages in the country. Bradford T. Kenney's creative vision and unwavering commitment to theatrical excellence form the very heart of what makes Ogunquit Playhouse extraordinary. Through his leadership we have become the largest non-profit performing arts organization in the state of Maine.

Modernizing the Playhouse is about much more than bricks and mortar. It is about ensuring the future vitality of our entire community. Ogunquit Playhouse is a major economic driver for the region, generating \$17.1 million in direct, indirect, and induced economic impact for York County and \$20.4 million for the State of Maine.* Investing in the preservation and enhancement of this cultural landmark is a strategic investment in Maine's economy, tourism, and local jobs. Ogunquit Playhouse has enriched the lives, whether directly or indirectly, of everyone living here. It is the hidden gem that welcomes you as you enter town and wishes you well as you depart.



But our future is threatened. A colonial revival structure built in 1937, the nearly century-old building is deteriorating and in need of comprehensive rehabilitation which will preserve the theatre's historic facade, modernize its outdated infrastructure and seating, and ensure safety, accessibility, and sustainability. **Quite simply, if we do not bring the building's infrastructure into the 21st century, Ogunquit Playhouse will not survive.** There are areas of the building that are genuine concerns during the winter season and during unexpected events like hurricanes or earthquakes.

In order to attract world-class artists our audiences have come to expect, we must be able to provide them with better resources. As our productions have leveled up and become more sophisticated and complex, we are increasingly challenged to fulfill the needs of our directors and designers.

Critical updates include stabilizing the building, restoring historic features, and upgrading aging mechanical, electrical, and plumbing systems. The redesign will also focus on improving accessibility throughout the venue, ensuring ADA compliance by creating barrier-free entrances, restrooms, seating, and backstage areas. Additionally, **the historic fly loft, destroyed by a storm in 1950, will be rebuilt to improve technical capabilities of the stage, enabling the production of larger, more ambitious shows.**

Our goal is to not only return the Playhouse to its original splendor but to enhance the experience for all who visit, from the performers and technicians who bring stories to life on stage, to the audience members who come to be entertained and moved. A re-envisioned Playhouse will include technical upgrades that will allow us to bring more productions to Ogunquit from London and elsewhere. It will also allow us to export more plays to other venues, thus bringing more prestige to the institution and to the seacoast as well as enticing even higher caliber artists.

Walter and Maude Hartwig, John Lane, Henry Weller, Bradford Kenney and so many others made Ogunquit Playhouse what it is today. We owe it to all of them to pay it forward to the next generation of theatre artists and appreciators.

By transforming Ogunquit Playhouse, you will not only be repairing a local treasure, but also a national cultural landmark. **In 1995, Ogunquit Playhouse was listed in the National Register of Historic Places**, in recognition of its local historic significance within the context of performing arts and community planning and development, and was later elevated to the "National Level of Significance" in recognition of its importance and contributions within the context of American theatre.

Together, we can ensure that the Ogunquit Playhouse continues to be a vibrant hub of artistic expression, community engagement, and historical significance for generations to come.



2. CREATING A HOME FOR ARTISTS

While the Playhouse does currently have housing for artists throughout Ogunquit and York, it is quite old, in need of many repairs, quite costly to maintain, and we do not have housing for the star talent we hire. **To retain artists of national and international stature, we must address this pressing need—artist housing.** The Playhouse's location in coastal Maine offers breathtaking beauty, but a scarcity of secure affordable housing. Without this housing, it becomes increasingly challenging to attract top-tier talent. By building dedicated artist and staff housing, we will be able to provide comfortable, convenient, and cost-effective living quarters for the performers, directors, designers, and crew, supporting the Playhouse's ability to continue producing high-quality shows year-round. By addressing this critical need, the Playhouse can retain and attract world-class talent, ensuring its continued artistic success.

Artist housing will also create a sense of community, offering a nurturing environment where creativity can flourish, and artists can fully commit to ensuring the high production values that their work merits and our audiences expect.

3. UNIFYING OUR ADMINISTRATIVE FOOTPRINT

Currently our year-round administrative staff works in different buildings on our campus. For better collaboration and purposes of de-siloing, we strive to have our Marketing, Advancement, Finance, Education and Management offices in ONE building, which could also house a proper multi-purpose conference room for all-staff meetings, Board meetings, and other large group meetings.

Even more importantly, because the Playhouse is not open in the winter, many of our staff do not have offices 6 months of the year- including our Artistic Director.

4. A TOWN SQUARE FOR THE COMMUNITY

It is our intention that the Ogunquit Playhouse will be our community's "public square" fostering community engagement in a year-round renovated facility. We believe in the power of theatre to connect people, and we are committed to creating an inclusive space where students and community members of all ages can engage with the arts. Ogunquit Playhouse will enhance its role as a cultural and educational anchor for the region, helping to foster creativity, learning, and community connection.

THE ARTS AND EDUCATION CENTER

A Legacy Etched in the Walls of the Manhattan Colony

In the summer of 1959, a young Jane Fonda—fresh from her training at the legendary Actors Studio—left her mark on a wall in the Manhattan Colony here in Ogunquit, Maine. Just months before her Broadway debut, Fonda was part of a vibrant tradition: artists gathering in Ogunquit to study, create, and share their craft.

The Manhattan Colony was once a cornerstone of American theater, a retreat where legends came to teach, collaborate, and dream. It was here that actors honed their voices, directors found new visions, and young talent—like Jane Fonda—stepped into their own.

As we restore and reimagine the Colony, we honor that legacy and commit to its future. Our vision includes:

- A new Arts Academy where the next generation of performers will train and shine.
- A state-of-the-art rehearsal space worthy of the artists it serves.
- A small performance venue, intimate and alive with possibility.
- Deeper community partnerships and educational programming to ensure this work is accessible to all.

Let this signature from 1959 be a beacon - a reminder that greatness often begins quietly, in places filled with hope and ambition. With your support, the Manhattan Colony will once again become a place where the future of American theater is written.

A Historic Cornerstone

The original Manhattan Colony was the cornerstone of our founding. Long before Ogunquit became a nationally renowned cultural destination, it was a summer sanctuary for New York's theatre elite—an artists' retreat in the Maine woods where creativity bloomed. Here, the next generation of actors, playwrights, and designers came to learn from masters of the American stage. That energy and intimacy shaped the ethos of Ogunquit Playhouse and ignited our enduring commitment to education.

A Vision Renewed

As part of our long-range Strategic Plan for Education and Community Partnerships, we envision transforming the current Colony area into a new cultural campus—a reimagined Manhattan Colony designed to educate, inspire, and uplift our community.

This revitalized space will include:

- **A New Arts Academy Facility:** A permanent home for the Ogunquit Playhouse Arts Academy, where young people can train year-round in acting, musical theatre, design, and technical theatre. Led by a full-time director and professional faculty, the Academy will reflect the excellence and ambition of our mainstage.
- **Dedicated Rehearsal Space:** A flexible, professional rehearsal studio that supports both our educational programs and the development of new works. This space will also serve as a resource for artists-in-residence and community partners.
- **A Small Performance Venue:** A small performance space ideal for student productions, new play development, and community collaborations—intimate, innovative, and accessible to all.
- **Outdoor Learning and Gathering Spaces:** Honoring the spirit of the original Colony, we will create places for artists to gather, reflect, and collaborate in nature—an open-air extension of our educational mission.
- **Administrative Offices:** New Office space for Arts Academy and Playhouse Administration in an area that will inspire them for generations.

Anchored in Community

This vision is deeply rooted in our Education and Community Partnerships Strategic Plan, which commits to:

- **Expanding access** to high-quality arts education for all ages, particularly for young people in Southern Maine who may not otherwise have access to training.
- **Fostering lifelong learning** through master classes, workshops, and partnerships with schools and local organizations.
- **Building bridges** between professional artists and the community through mentorship, public events, and collaborative programming.
- **Developing new voices** by supporting original work and emerging artists.



Why Now?

The Colony area houses our oldest structures, older than the Playhouse itself. These structures were built in a summer camp style and have reached their last useful age. Returning the Colony to its roots is not simply about preserving history. It is about using our past to shape the future. We are experiencing unprecedented growth—welcoming thousands of audience members and students each year—and our infrastructure must evolve to meet that demand.

By investing in this project, we honor the visionary artists who helped found Ogunquit Playhouse while boldly creating space for the next generation of creators and leaders.

A CALL TO ACTION

We invite you to join us in this once-in-a-lifetime opportunity of **Building the Future** while preserving the past. Your support will enable us to:

- Renovate and restore the historic Ogunquit Playhouse, ensuring its legacy endures.
- Build essential artist housing, allowing us to attract top talent and ensure the continued production of high-quality performances.
- Strengthen the cultural and economic fabric of the Ogunquit community.

CONCLUSION

Local community members and tourists alike understand Ogunquit Playhouse's unique importance in history, its jaw-dropping beauty, scale, and extraordinary grounds. One cannot imagine our children, grandchildren, and great grandchildren not experiencing the magic of Ogunquit Playhouse.

As we look forward to our 93rd anniversary season in 2025, now is the moment to ensure Ogunquit Playhouse is here for future generations.

While Ogunquit Playhouse's 100th birthday arrives in 2033, **there is only one celebration that really matters- - the moment in 2026 when construction crews start to bring Ogunquit's most glorious building back to life** with an economic roadmap that will benefit our town and the seacoast, while ensuring the viability and survival of America's foremost summer theatre for all the seasons to come. **We hope you will be a part of the fulfillment of this promise.**



A WATERSHED MOMENT FOR OGUNQUIT PLAYHOUSE

While still true to its mission, Ogunquit Playhouse is a different theatre than it was just five years ago. Two years post COVID, and under the combined leadership of Managing Director Deborah R. Warren and Executive Artistic Director Bradford T. Kenney, the Ogunquit Playhouse has emerged stronger than it has been in a decade. Now, in the 93rd season, we are not only surviving but thriving and producing at the top of our game.

In 2017, the Playhouse began to raise money for many different Capital initiatives. Our generous community raised \$480,000 at our 85th Anniversary Gala. Since then, the Playhouse has raised \$12M to support and grow its vision.

Anticipating a much-needed Capital upgrade of the Playhouse, 2023-2024 had us critically arming ourselves with data and analyses.

STEPS COMPLETED TOWARD PROGRESS

- **Economic Impact Study**

Through ConsultEcon, Inc, we embarked on an **ECONOMIC IMPACT STUDY** which showed our crucial role in extending the tourist season well past Labor Day, reaching into the bustling pre-Christmas period, and providing a substantial economic boost to the community.

The annual impact of The Playhouse on the State of Maine's economy is \$21.5 Million.

The annual impact of The Playhouse on the York County economy is \$17.1 Million.

- Net offsite spending in York County by Playhouse visitors is estimated at \$9.1 million annually for accommodations, restaurants, retail, fuel, and other relevant categories.
- Ogunquit Playhouse has monetary impacts and is also an important component of local and state brands.
- The Playhouse not only nurtures cultural enrichment but also represents a strategic investment in the prosperity of Maine itself.



- **Strategic Planning**

The Ogunquit Playhouse completed a five-year Strategic Plan approved by the Board. The seven core strategies coming out of our plan are:

1. Develop a financial model that includes sustainable and diversified revenue streams, future endowment revenue, and rigorous expense management.
2. Grow Annual Fund as a priority towards future sustainability.
3. Establish a clear programmatic model that will foster artistic development to keep the American theatrical canon thriving.
4. Conduct the initial phases of redesign of Ogunquit Playhouse campus by 2028.
5. Strengthen Ogunquit Playhouse's position in the national theater landscape.
6. Establish a sustainable model for Education and expand our community programs so that we are reaching deeper into our region.
7. Invest in our people, seasonal, full time, and volunteer, to ensure that Ogunquit Playhouse is a workplace of choice.

- **Completed Analysis of OP Campus real estate holdings and priorities**
- **Conducted a new Feasibility Study and evaluation of fundraising capacity**
- **Created a Campaign Working Group**
- **Embarked on years-long work with political consultants (KED Strategies) for Federal Appropriation Application**
- **Created a scope of work for an Owner's Project Manager (OPM) and hired Joshua Butkus from Alpine (<https://www.alpineor.com/joshua>)**
 - OPM is a professional hired by a building owner to oversee the entire construction project on their behalf, whose primary role is to act as the owner's advocate, making decisions and managing the project with the owner's best interests in mind.
- **With OPM, we have prepared an RFP for Architects**



- RFP went out to 11 architects December 18, 2024 (all have notable Theatre/Arts projects and/or Residential/Campus Projects)
- Hired JCJ Architecture (JCJ) and Mangel DeStefano Architects (MDA) Theater Consultant, Theatre Projects
- **Began quiet phase of Fundraising, beginning with Board**
- **Confirmed 100% Board participation**
- **Currently raised approximately \$12 million (17%)**
- **Created gift acceptance, bequest, and pledge policies**
- **Met with consultants for 'behind the scenes' continual feasibility and qualifying work**
- **Constructed an Education and Community Engagement Task Force which has redefined this department's mission and strategic plan over the next three years, with three key objectives:**
 - **Establish** the Arts Academy as a premier educational institution, offering year-round programs for young people in our renovated Playhouse while showcasing their talents through summer performances on the main stage.
 - **Expand** Educational Programming: Increase participation in educational programming for all age groups and skill levels, offering diverse opportunities that extend beyond the traditional summer season.
 - **Strengthen** Community Engagement: Deepen relationships with the local community and expand outreach initiatives, making theater accessible to all.

OUTSTANDING PRESS IN 2024

CBS News This Morning

o Part of the 'most anticipated theatre of the season'

The New York Times

o 15 Shows to See on Stages This Fall

Playbill

o 11 Shows to See Around the Country This Summer

The 100-Word Review

o "What a thrill it is to see a Sondheim show in a powerfully realized and brilliantly cast revival. No, I'm not referring to the recent Broadway 'Merrily,' but to the Ogunquit Playhouse's current 'A Little Night Music.' The Maine venue has always had a reputation for quality – and this production shows why."

KEY DATES for 2025

Completed Tasks

01/01/2025	Quiet Phase of Fundraising Kicks-Off
01/31/2025	Proposal submission deadline for architects
01/31/2025	Campaign Pacing Sheet finalized

Communications Plan for Quiet Phase

2/15/2025	Campaign Consultant team finalized
2/28/2025	Architect Shortlist finalized, and interviews take place
03/2025	Architect selection
	JCJ Architecture (JCJ) and Mangel DeStefano Architects (MDA)
	Theater Consultant, Theatre Projects
03/11/2025	Architectural Phase 1 Kick-Off
	Conceptual design
	Budget finalized
4/30/2025	Finalize Naming & Recognition Opportunities
8/04/2025	Bradford Kenney's 20th Anniversary Gala
	Design unveiled
	Fundraising goal 50% (\$33,000,000)

Phase 2 Construction timeline TBA.



WHO WE ARE

MISSION AND ARTISTIC VISION

As America's foremost summer theatre, Ogunquit Playhouse produces world-class entertainment that creates unforgettable experiences for our audiences. We are dedicated stewards of an iconic and historic theatre, collaborating with extraordinary artists and creatives to shape the future of American theatre. Our commitment extends to being a driving force of economic impact for our region and serving as a premier cultural destination.

The Ogunquit Playhouse's commitment to artistic leadership and world class theatre as well as its position as a nurturing home for artists, fosters creativity in American theatre and creates a dynamic pipeline for its programming. We ensure that artistic projects at all stages can thrive, from early development to classics in need of reinterpretation. By providing a space for shows to reach their fullest artistic potential, the Playhouse will preserve its iconic and historic legacy and expand the theatrical canon for generations to come.

OUR VALUES

Ogunquit Playhouse strives to value and respect every individual regardless of age, ability, race, ethnicity, gender, sexuality, or spirituality. The Playhouse is dedicated to creating a safe, open, honest, and equitable workplace of choice for current and future creative artists, performers, and staff. By reflecting these values, we hope to foster a deep sense of belonging and provide an uplifting, welcoming space for everyone on stage, behind the scenes, among our volunteer corps, and our audience.

ARTISTIC PROGRAMMING

Re-interpreted Classics, Broadway of Today, New Works

Our core strategies include:

- Artistic development which fosters the vibrant revitalization of musical theatre classics and keeps the American theatrical canon thriving
- Strengthening Ogunquit Playhouse's position in the national theatre landscape
- Establishing a new model for Education Programs
- Deepening our community engagement by being a generous and engaged contributor to the local community and economy
- Investing in our people

THE FORMATIVE YEARS

Ogunquit Playhouse was founded in 1933 by **Walter and Maude** Hartwig who dedicated their lives to bringing first-quality theatre to venues outside of New York City as part of the "Little Theatre Movement" of the 1920s and early 30s. The arrival of the Hartwig's would lead to the flowering of a successful repertory company and eventually to Ogunquit Playhouse becoming a driving force and leader in summer stock theater.

Theatre legends including Bette Davis, Claudette Colbert, Lloyd Bridges, Douglas Fairbanks, Jr, Hume Cronyn and Jessica Tandy performed here. After four years of enormous success in the converted garage, the Hartwig's bought a parcel of land, part of the old Weare Farm on Route 1, to build the **present-day Ogunquit Playhouse, which opened its doors on July 17, 1937.**

Walter Hartwig was a strong proponent of community theatre, and he was passionate about teaching theatre craft to aspiring professionals. He started the **Manhattan Theatre Colony in 1927**, first in Connecticut and New Hampshire, and continued running it alongside his theatre when he settled in Ogunquit.

With Walter's death in 1941, his widow Maude stepped in to carry on his legacy and ran the theatre until her retirement in 1950.

THE RISE OF SUMMER STOCK

In 1946, Maude Hartwig invited a young actor and U.S. army veteran, **John Lane**, to join the resident company of the Manhattan Theatre Colony, and, **by 1950, Maude had sold the theater to him.** John Lane immediately became a leader among Summer Stock professionals.

By the 1990s, John Lane understood the need to ensure that the Playhouse - one of the few remaining professional summer theatres - would survive into the twenty-first century. Before his retirement **in 1994**, John Lane and business partner Henry Weller sought to perpetuate his legacy, and spearheaded the **formation of Ogunquit Playhouse Foundation, a not-for-profit 501(c)3 arts organization.**

Rob Townsend, A long-time colleague of John Lane, led the transition of the new non-profit organization as its interim Artistic Director. In **September 1999**, the Ogunquit Playhouse Foundation selected Roy M. Rogosin as Producing Artistic Director for the Playhouse to build a bridge between the legendary history of the Playhouse and the exciting yet challenging future ahead. **The Manhattan Theatre Colony building was restored as a rehearsal space and the Children's Theatre program began and prospered.**



A NEW ERA

A new era was ushered in when Ogunquit Playhouse appointed **Artistic Director Bradford Kenney** to assume the role in 2005. Under his leadership, the Playhouse season extended further into the fall year after year, making it a true regional theater. By 2014, the Playhouse season had grown from the traditional 10-week model to 26 weeks beginning in mid-May and running to the end of October, with an additional holiday show produced for The Music Hall stage in Portsmouth, NH in December.

In 2023, the Ogunquit Playhouse welcomed Deborah Warren as Managing Director.

Deborah Warren has 20 years of experience in the performing arts industry. As the Director of Marketing at Center Theatre Group (CTG) in Los Angeles since 2016, she oversaw revenue and marketing for LA's largest theatre company. Before joining CTG, Deborah held senior-level positions at Disney Theatrical, where she managed productions of *THE LION KING* and *AIDA*. She also was responsible for marketing the sit-down productions of *WICKED* in Los Angeles and the North American productions of *JERSEY BOYS*.

The Ogunquit Playhouse is now the largest nonprofit performing arts organization in Maine. It has grown from a summer stock company into a nationally recognized and industry renowned theatre known for its presentation of new musicals, reinterpreted classics, and Broadway plays of today. The Playhouse has become a critical artistic destination in Maine and is America's foremost summer theatre and continues to deliver the power and joy of live theatre. **In 2014, the Ogunquit Playhouse's listing in the National Register of Historic Places was raised to the "National Level of Significance"** in consideration of the significant contributions made by its founder, Walter Hartwig, and the Playhouse to performing arts education throughout the nation. Ogunquit Playhouse was deemed and recognized for consistently living up to its reputation as "America's Foremost Summer Theatre," in large part because of its influence on American theatre and all those who participate in it.

NOTABLE ARTISTIC ACCOMPLISHMENTS

Together with the staff, the Board of Directors, and the volunteers, the Playhouse has expanded the boundaries of what it means to be a summer theatre. **Annual attendance has grown from approximately 40,000 to over 100,000.**

Through Bradford Kenney's stewardship, many accomplishments and milestones have been reached for the Ogunquit Playhouse. World-renowned Producer Cameron Mackintosh selected the Playhouse to produce the first fully staged production in the Northeast of the musical *The Witches of Eastwick*. Ogunquit Playhouse was also the first regional theater in the country to



produce *Billy Elliot the Musical* which went on to win four IRNE (Independent Reviewers of New England) Awards marking the first IRNE wins for the Playhouse. Ogunquit Playhouse received the prestigious Moss Hart Trophy for its 2013 production of *West Side Story*. This kind of success led to the development of the New Works program.

NEW WORKS PROGRAM

In 2016, Ogunquit Playhouse launched a New Works Program. Fostering new works and pre-Broadway productions has continued the Playhouse stage with the 2017 *World Premiere of Heartbreak Hotel*, *Mystic Pizza* (2021), *The Nutty Professor* (2022), *The Da Vinci Code* (2023), and *My Best Friend's Wedding* (2024). Our world premiere production of *Mystic Pizza* has moved on to a secondary development production at La Mirada Theater in Los Angeles, California, and is slated for a pre-Broadway production at the Papermill Playhouse in Millburn, New Jersey. And our American premiere of *The Da Vinci Code* is slated for a second production in Chicago in 2025. This summer, Ogunquit Playhouse will present the World Premiere of *When Elvis Met the Beatles* about one of the most infamous meetings in rock and roll history, featuring the Greatest Hits of Elvis and the Beatles.

Through our New Works Program, we enhance the American theatrical canon, bring new stories to our audience and, with them, share a sense of pride in being the first to experience a brand-new piece of theatre.

REINTERPRETED CLASSICS AND BROADWAY OF TODAY

The Playhouse plays a critical role in sustaining and growing live theatre in general, and musical theatre in particular. We bring Broadway to Ogunquit through fully self-produced shows, featuring Broadway actors, directors, and designers. Ogunquit's mainstage season is designed to balance being responsive to our audience while challenging their expectations.

Every production is carefully crafted to give creators opportunities to revitalize a modern show or reimagine the past with an updated script, new set design, or new approaches dramaturgically to help create a unique theatrical experience. This is the result of the Ogunquit approach – we make all productions feel brand new.

The Playhouse owns and operates several design shops that produce Broadway-level sets, props, and costumes in addition to restoring and upgrading theatrical elements that may be rented or purchased for the season.



INSTITUTIONAL ACCOMPLISHMENTS

The past two years have been transformative as the theatre navigated changes in senior leadership positions and our successful return from COVID. With time and support from our loyal audience, we saw the return to pre-pandemic numbers with three out of our five shows in our 2024 season being among our **top selling shows by both paid capacity and gross revenue.**

In February 2025, Theatre Communication Group, a national organization for theatre, released a study saying that while income earned through ticket sales, encompassing both subscription and single-ticket purchases, has risen steadily since the pandemic (up 31% since the year prior) it is still 29% lower than pre-pandemic figures. In terms of attendance, admissions are up 70.4% from 2022 but remain 22% below the 2019 benchmark.

Ogunquit Playhouse is bucking the national post-pandemic trends in terms of subscriptions and revenue. In 2024, we had the highest grossing season of all time, and we are on track to repeat this in 2025.

We have not only rebuilt our audience, but we have developed a financial model that includes sustainable and diversified revenue streams, future endowment revenue, and rigorous expense management. **We have grown the Annual Fund by \$1M in 2023; by \$1.8M in 2019 and by \$2.3M in 2014.**

Board development has been a priority. Since 2023, we have added 5 women and 3 men. Our board is diverse in their skill sets, gender, age, ideology, geography, and socioeconomics.

With the final payment on January 1st, 2025, on the **South Field Cottages, the Ogunquit Playhouse campus features several buildings we own outright: Playhouse, Lodge, Business Office, Country View Farmhouse, Scene Shop House, Scene Shop and Colony.** We currently have mortgages out on the Cottage and Country View Motel.

The Ogunquit Playhouse is on the National Historic Register and has been housed in its present twenty-seven-acre location since 1937. The Playhouse itself is a 654-seat theatre with all seats on a single level. The stage is approximately 58 feet wide and 40 feet deep. The Playhouse has made continuous upgrades and improvements to the theatre over the years. In 2019, a catwalk was added above the seating area. In 2022 we replaced the exterior stairway to the 2nd floor leading to our production offices. Most recently, during the 2023/2024 offseason, we replaced carpeting in our lobby, theatre and executive office and upgraded our concession area with new refrigeration.



ENGAGING OUR COMMUNITY

The Ogunquit Playhouse connects with the local community in a variety of ways, through arts education of young people, programs to increase access and interest among our population, and a volunteer program that has evolved into a way to make participation in theatre a central part of residents' lives.

THE ARTS ACADEMY

The Ogunquit Summer Arts Academy runs for 6 weeks from June to August and features a range of programs for young people between the ages of eight and eighteen. All programs are driven by the understanding that participating in theatre provides young people with a wide range of skills and offers significant social-emotional benefits. In our Arts Academy, students gain confidence, learn to work within an artistic community, and push themselves outside of their comfort zones. Arts Academy programs include **Academy Players**, a three-week summer program for performers aged 13-18. Students not only focus on show-specific tasks, but also on theatrical fundamentals such as the creation of a character and the habits and practices of show-making. **Jr. Players** for students between the ages of 8-12, a three-week program that follows the same basic format as the Academy Players program. Both Academy Players and Jr. Players culminate in three public performances on the Ogunquit Playhouse main stage.

Audition Workshops provide 12-hour workshops for young people hoping to join an Ogunquit Playhouse production. The 2023 holiday production of *The Sound of Music* found every child actor and understudy in our Arts Academy. In 2024, the part of Fredrika Armfeldt in *A Little Night Music*, and young Anna and Elsa in *Disney's Frozen The Broadway Musical*, all came from the Arts Academy and worked alongside Broadway and Regional Theater professionals.

STAGE DOOR TO THE COMMUNITY

Starting in 2025, the Ogunquit Playhouse will launch its Stage Door to the Community program. This initiative aims to expand access to live theatre for residents of Maine by providing affordable and free ticket options, particularly targeting young audiences and families. The program will include three key components: Rush Tickets for Maine residents, Free Tickets for individuals under 25, and a Family Subscription Pass. The goal is to foster a deeper connection between the Playhouse and the community, ensuring that the magic of live theatre is accessible to all.



In our 2025 season, we plan to introduce our first ever student matinee for our production of *Titanic*. Free tickets will be offered to under-resourced schools in the area, and the production will include study guides and a post-show discussion.

VOLUNTEER PROGRAM

A critical way in which the Ogunquit Playhouse connects with the community is through its volunteer program. The program moves beyond the traditional model of patrons donating their time and builds a cohesive community that exists year-round. The volunteer program demonstrates the ways in which a regional theatre can help the residents of a rural community live artful lives.

Last year, 273 volunteers donated their time to the Playhouse, with a total of 15,449 hours donated. Some volunteers come from right next door, and others come from more than an hour away, travelling from places like Brunswick and Boston. Forty-two of our volunteers were awarded the Presidential Volunteer Service Award for donating 100 hours or more of their time.

The bulk of our volunteers are senior citizens, and COVID-19 helped us see that the Playhouse has a role to play in supporting this potentially vulnerable population. Multiple community-building events are organized throughout the summer season, allowing volunteers to come together and form new relationships.

WORKPLACE OF CHOICE

Starting in 2024, all employees who worked at least 120 consecutive days were offered employer sponsored health insurance with OP covering 75% of their premium, anyone who worked at least 500 hours were eligible to participate in our 403(b)-retirement plan, and we were able to offer paid time off to 70% of our staff members – which is a 513% increase compared to 2023.

ACCESSIBILITY

Recognizing the importance of accessibility features regardless of content, in 2019, the Playhouse invested in integrating open captioning and ASL interpretation. Today, all Playhouse productions feature two performances featuring ASL interpretation and one full week of performances featuring open captioning.