

September 2025 - Transforming Ogunquit Playhouse Together



Dear Playhouse Family,

It's hard to believe a month has passed since our spectacular Gala. Once again, I want to extend my deepest gratitude for your incredible support, and I'm excited to update you on our progress.

We are inches away from reaching the \$30 million mark in our fundraising efforts thanks to several generous gifts. **What's more, with a dollar-for-dollar match in place, every gift between \$250K and \$5 million made by November 21, 2025, will count twice toward our goal.** We'll also be sharing ongoing updates and milestones on our [Campaign Website](#).

Our architects are busy bringing the vision you saw in the gala video to life. They are currently in the Design Development phase for the Playhouse, which should be completed by the end of this year.

I look forward to connecting with you soon, but in the meantime, [here is a link](#) to some Gala photos to commemorate and relive that beautiful evening.

This is our moment to make history for the Playhouse, and I'd be honored to have you by our side as we bring this bold vision to life.

Together, we have the chance to transform the Playhouse for generations to come—your support right now will ensure it!

A handwritten signature in black ink, appearing to read "Erica Daniels-Strater".

Erica Daniels-Strater

Director of Advancement and Campaign Fundraising

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October 2025 - Transforming Ogunquit Playhouse Together

THE NEXT CENTURY

OGUNQUIT PLAYHOUSE

Dear friends,

As of today, we've raised just over **\$32 million**, bringing us closer to our goal of **\$35-\$40 million by December 31st**. Thanks to the incredible generosity of our supporters, the vision for THE NEXT CENTURY of Ogunquit Playhouse is taking shape.

Tonight, we're proud to host the **Ogunquit Chamber's Business After Hours** in our lobby—an exciting opportunity to engage our local business community early in this effort. The success of this campaign will strengthen not only the Playhouse, but the entire region's economy and cultural vitality.

This fall, we'll submit our **theatre site plan** to the Town Planning Board, and by December, our **Design Development phase** will be complete. We're moving full steam ahead with design review and remain on track to **break ground at the end of the 2026 season**—but we can only do it with your help.

The Ogunquit Playhouse has always been more than a stage. It's where **Broadway Theatre comes to life in our backyard**—where artists and audiences, neighbors and visitors, come together and make

the stars will shine brighter than ever. We'll elevate our reputation as a destination theatre while creating more opportunities for **year-round engagement, education, and community connection**.

All of this is in service of you—our loyal community—and the world-class artists who call Ogunquit home summer after summer.

It's our shared responsibility to ensure the Playhouse not only endures, but thrives for generations to come.

And now, there's **extra reason to give before year-end**: all gifts between **\$100,000 and \$5 million** will be **matched dollar-for-dollar through December 31st**.

Your support today will double in impact and help us reach our goal.

We're always grateful for your generosity—and this season, we're also looking to expand our network of champions.

If you know someone who shares your love for the Playhouse, please connect us.

Together, we'll make sure the curtain keeps rising on Ogunquit's brightest future.

With gratitude,



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THE NEXT CENTURY

OGUNQUIT PLAYHOUSE

Greetings,

For the past several months, we've asked you to help us look into the future, and you have shown us faith in trust as we re-imagine the Playhouse.

We're excited to share with you the **main floor and mezzanine ground plan of the theatre**. These plans are still a work in progress and are meant for internal purposes only.

For audiences, updated **bathrooms (total 37), concessions, seats, and full accessibility**.

For our Cast, Crew and Musicians, **a full orchestra pit, brand new dressing rooms, an elevator, a proper green room, and dedicated spaces for wardrobe, wigs, and make-up**.

Not to mention all-new grids and fly space that will vastly expand the canvas on which our directors and designers can draw.

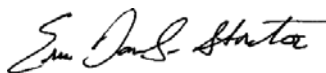
We hope to reveal the interiors to you very soon.

On November 10th, The Playhouse had the first in a series of meetings with the Town Planning Board to begin the site plan design review process.

We can't wait to share more updates next month.

Thank you for your continued support.

With gratitude,

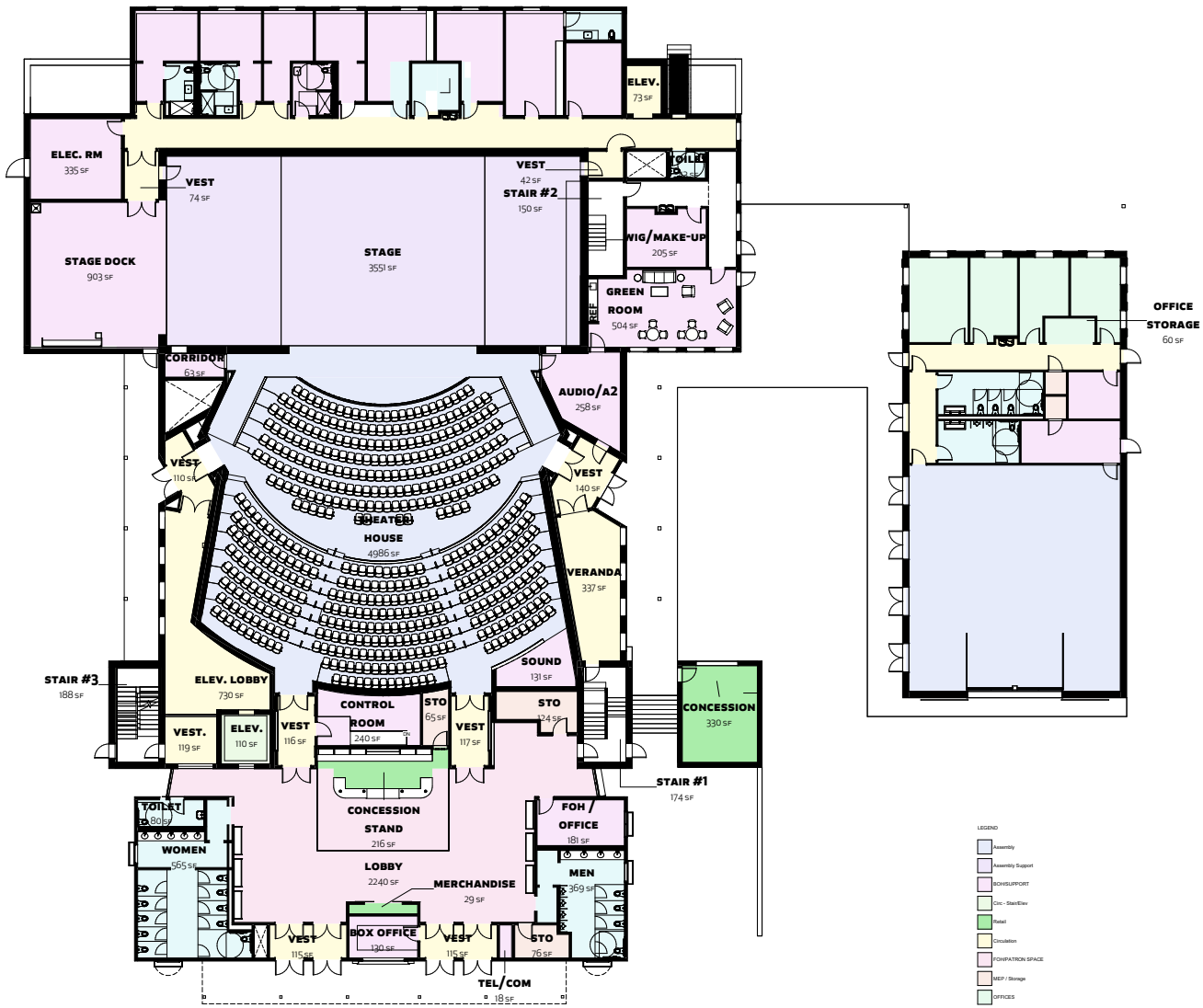


Erica Daniels-Strater (she/her)

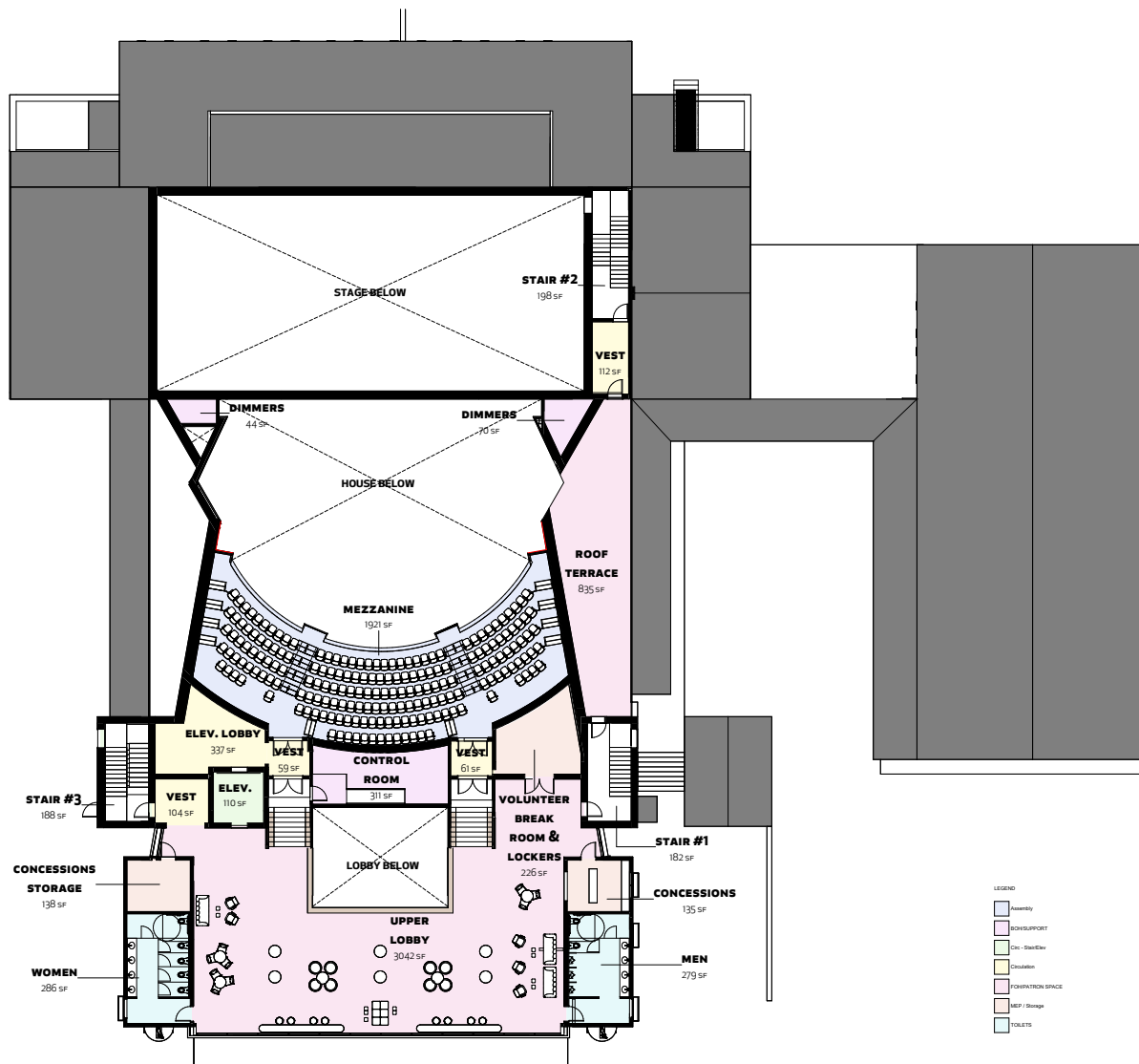
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FIRST FLOOR PLAN
OGUNQUIT PLAYHOUSE



SECOND FLOOR PLAN
OGUNKIT PLAYHOUSE

December 2025 - Building the Future: A First Look at Updated Renderings and Groundplans - December Campaign Update



To Our Loyal Supporters,

As we enter the end of the year and the holiday season, we want to take a moment to express our sincere gratitude. Your support is **absolutely essential** as we continue our transformative journey to dismantle and reassemble The Playhouse.

We are happy to report that our meeting with the Town Planning Board on November 10th was extremely successful. The board members took a pre-meeting tour of the theatre and acknowledged the immediate and deep need for refurbishment.

The subsequent meeting was extraordinarily positive, with the Planning Board continuing to be highly impressed by the scope and detail of our plans.

We are excited to share with you some updated renderings and groundplans. As you can see, the look and feel of our country playhouse has been preserved. The use of ship lap, board & batten siding, wood paneling and of course "Playhouse Green" throughout, are faithful to the current Maine style and vibe of the theatre, dressing rooms, and restrooms.. The seats seen in the drawings are placeholders as we are still in the process of identifying the perfect seats for the most comfort and best sidelines in our reimagined space.

Finally, thanks to your generosity, our fundraising has reached **\$33.5 million—halfway to our goal**. This momentum is both inspiring and deeply affirming as we head into the new year.

Happy New Year!

Erica Daniels-Strater (she/her/hers)

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THE NEXT CENTURY

OGUNQUIT PLAYHOUSE

Happy Belated New Year!

So much is taking shape at the Playhouse. As we prepare for our 2026 season, we are also finalizing plans for the restoration and transformation of Ogunquit Playhouse while reaching the midway point of our \$66 million campaign, with \$34 million raised to date. We look forward to sharing more details as this exciting project continues to come into focus.

At this moment in the project, we thought it meaningful to share a perspective from one of our key partners helping guide the work.

Mike Lindauer, an associate principal with Theater Projects, serves as the theatre consultant for the project, working closely with the architecture and operations teams on the interior of the theatre and acting as an essential interface between the Playhouse staff and the design and construction teams.

All the best,



What is your vision for the project?

For anyone who grew up in New England, as I did, the Ogunquit Playhouse is a familiar and cherished institution—especially within the theatre community. It has a distinctive identity that is deeply valued by both the Playhouse team and the broader community. **My vision, shared by the entire project team, is to strengthen that identity while expanding your capabilities—ensuring that the Ogunquit Playhouse remains unmistakably the Ogunquit Playhouse.**

The new theatre should honor its history and carry forward the elements that are intrinsically Ogunquit, while also embracing new ideas that will elevate and support future productions.

How will the final product enhance the experience for the Artists? Crew? Audience?

Audiences will enjoy plush, wider seating designed to optimize sightlines and provide full accessibility throughout the theatre. While the addition of a balcony is new, great care has been taken to preserve the intimate relationship between audience and performer, with even the furthest balcony seat offering the same or a shorter viewing distance than in the current theatre.

Artists will enjoy expanded support spaces that blend modern amenities with a distinctly “Ogunquit-style” character. From a green room with exterior views to a dedicated musicians’ space and multiple dressing room configurations, artists will have a variety of options to make their time at Ogunquit memorable.

Crew and technical teams will have dedicated administrative and technical spaces essential for operating and maintaining a professional theatre at this high level. From production offices to lighting and audio workshops to a modern costume shop, these purpose-built spaces ensure that the team can plan, create, and execute your productions efficiently, while maintaining the technical excellence and reliability that audiences expect.

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THE NEXT
CENTURY
OGUNQUIT PLAYHOUSE

[Donate to OP Today](#)

THE NEXT CENTURY

OGUNQUIT PLAYHOUSE

Hello,

We wanted to share a few of the meaningful “green” milestones we’re working toward through our Capital Campaign, and **what this vision is designed to make possible.** From the very beginning, **our goal has been to ensure that the Playhouse doesn’t simply sit alongside the Josias River, but actively protects it, restores it, and helps it thrive.**

The most significant impact of the new project is what we are *removing*. We are replacing old, “gray” infrastructure with living, breathing buffers to protect the Josias River’s water quality.

- Improvement in 11,200 square feet of paved and graveled (impervious) surfaces. Removing these impervious surfaces allows water to filter naturally through soil, removing pollutants before they reach waterways. Less impervious surfaces are also more adaptable to climate change, reducing damage to infrastructure and natural systems.
- Pavement to Plants: We are removing the old paved and gravel storage drives as well as removing crumbling structures currently in the river flood plan and replacing them with native vegetation.
- The “Greener” Parking Lot: Our South Parking Lot is being transformed with fiber-reinforced turf, which looks like a lawn but functions as a stable parking area—allowing stormwater to soak into the ground rather than runoff into the river.



To support this new ecosystem, we are embarking on a reforestation effort. We aren't just planting a few bushes; we are introducing a lush, multi-layered habitat. Our grounds will soon be home to **41 new shade and flowering trees**, alongside **7 majestic conifers**. These will be anchored by a sea of **925 new shrubs and over 4,000 perennials**. By selecting native Maine species, we are creating a haven for local wildlife and eliminating the need for potable water in our irrigation systems.

Not only are we retaining the charm of the historic Playhouse, but we're also bringing it up to modern standards.

Inside the revitalized Playhouse, we are using 21st-century technology to respect our 20th-century roots.

- **Maine-First Sourcing:** We are using 100% Maine forestry products throughout the building, supporting our local economy and reducing the carbon footprint of transport.
- **The "Brain" of the Building:** For the first time in our history, the Playhouse will utilize a Building Management System (BMS) to optimize energy use in real-time.
- **Efficiency by Design:** From Low E glazing on our windows (to keep the heat out while keeping the views clear) to all-LED fixtures and low-flow water systems, every inch of this building is designed to be lean and green.

This vision offers the opportunity to help create a Playhouse that sets a new standard for environmental stewardship in Maine—responsible, beautiful, and built to endure.

With deepest gratitude,



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THE NEXT CENTURY

OGUNQUIT PLAYHOUSE

Greetings all,

As we dig out from the winter snow, our sights are set firmly on the horizon. The 2026 season is fast approaching, and with it comes a pivotal moment in the evolution of Ogunquit Playhouse.

A core pillar of our strategic plan is to transform our educational footprint into a year-round, professionally driven powerhouse. This vision is central to our broader goal of establishing the Colony as a premier Arts and Education Center. To lead this charge, we are thrilled to announce that **Michael Dix Thomas** will join our leadership team as the head of our Education and Community Engagement Department, effective March 9.

A Maine-based arts leader, director, and educator, Thomas most recently served as Education Director at Portland Stage, where he designed and implemented year-round programming reaching more than 10,000 students annually across Maine and Southern New Hampshire. During his tenure, Portland Stage more than doubled student participation in its programs and saw significant increases in enrollment and education-based revenue. His leadership spanned in-school programs, touring productions, summer intensives, apprenticeships, and professional development for educators. We are lucky to have him join our leadership team.

Managing Director **Deborah Warren** added, “This is a transformational investment for Ogunquit Playhouse. Education and community engagement are central to our long-term sustainability, our mission, and our fundraising priorities. Michael’s proven ability to expand programming, secure partnerships, and build financially responsible models makes him the ideal leader to take this department into its next chapter. His work will strengthen our impact across the region and ensure that education is embedded in the future of this institution.”

We have two important town planning board meetings coming up. March 9th, is our site plan completeness review and March 23rd, is the full site plan review and zoning amendment public hearing. The March 23rd hearing is open to the public where constituents are able to voice their support and concerns.

Best,



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