

Reaching New Heights



2016-2017
REPORT
..... TO THE
COMMUNITY



LETTER FROM LEADERSHIP

Our sincerest gratitude to everyone who joined in making Playhouse Square's fiscal 2016-2017 yet another memorable year. Concurrently, it was a year of "firsts" ... starting with the phenomenal record-breaking totals of the KeyBank Broadway Series! In the first year of expansion of the series from two to three weeks, we totaled 36,000 season ticket packages – incredible support from the Northeast Ohio community for touring Broadway, making our season ticket base larger than cities with greater population size like Chicago, Dallas, Los Angeles and Washington, D.C.

That "first" was hardly solitary as Playhouse Square hosted the opening of the national tour of *Fun Home*, and the first: "Holidazzle" holiday open house, Arts & Humanities "AHA Festival" with Cleveland State University, and district-wide Wine Walk.

No less important were the year's repeats: the second year of Disney Musicals in Schools, our second Dazzle Awards honoring musical theater in 23 area high schools and the third year of sensory-friendly performances for children. Our young professionals group, Partners, also celebrated its most successful year with record membership and yet another sold-out Jump Back Ball.

But, before we continue with this report's compulsory look "back," *this* year we must also include a look "up" ... 34 stories "up" to be exact. Our excitement is still palpable after announcing plans to build a 34-story apartment tower across from the Connor Palace to include 319 apartments, 550 parking spaces and 22,000 square feet of resident amenities. With the demand for downtown residential living skyrocketing, our timing on this project could not have been more prescient.

While this ambitious addition has been on our radar for an extended period, like so many other past projects, we learned that to see it completed to our specifications, we would need to helm the project. We have partnered with the excellent developer Hines and architectural firm Solomon Cordwell Buenz (SCB), with local support from the architectural firm Vocon. We hope to break ground in early 2018.

With this state-of-the-art building addition, Playhouse Square continues to play a leading community role – not only in programming great entertainment for our venues – but to mentor the many theater district holdings. We do this, not to wear a hat as "developer," but to assure the diversity and quality of the buildings and businesses, insuring that the theater district remains a vibrant and viable neighborhood.

And, like our benchmark Idea Center project that became a model for other performing arts centers, our addition of the residential apartment tower in the heart of Playhouse Square has now become a model for the city of Newark, which announced a similar residential building to be constructed across from their performing arts center.

We continue to be blessed with generous donors who have already committed \$90 million toward our goal to raise \$100 million for the Advancing the Legacy campaign to ensure the financial future of Playhouse Square for generations to come. We are especially grateful to KeyBank for their \$10 million gift, in recognition of which we have renamed the State Theatre as the "KeyBank State Theatre."

In addition to our own KeyBank Broadway shows, concerts and resident company

productions, this year was one of the busiest for outside promoters bringing acts to our stages. The result was nearly a \$4.9 million boost in rental sales over the previous year. Our venues were also in the spotlight as Cleveland played host to the Republican National Convention, which employed our spaces for seven of their convention-related events.

Of course, none of those events could have transpired without two important groups: our talented staff, who once again helped us to be named one of Northeast Ohio's top workplaces in an independent *Plain Dealer* survey; and the RedCoat volunteers who collectively, via their dedicated loyalty, gave 145,928 hours of service to Playhouse Square.

At this writing, as we peek into the coming year, we have already surpassed last season's record number of KeyBank Broadway season ticket packages at 44,000-plus! Since our June 30 fiscal-year end, we have also lifted the curtain on a cutting-edge re-design for playhousesquare.org, which we urge you to visit for your feedback.

While we anticipate this year's inspired groundwork to germinate into a 2017-2018 landmark year, we ask you to please read on for more of the past year's highlights.

Best Wishes,

Jim Ratner
Chairman

Art J. Falco
President & CEO



Playhouse Square remembers Richard Dolejs,
House Manager for 12 years and generous donor.



By the numbers

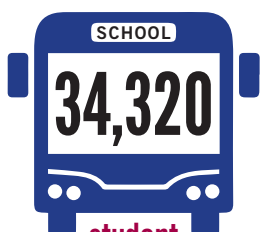

35,841
season
ticket holders

29th year
with **balanced budget**



1008
performances

8th year 
as one of **Northeast Ohio's top workplaces**
(Plain Dealer)


34,320
student
matinee attendance


145,928
hours of service by
RedCoat Volunteers

7 RNC events
hosted

RNC 2016
CLEVELAND
REPUBLICAN NATIONAL CONVENTION


1,054,203
guests

A YEAR OF "FIRSTS"

1st year of KeyBank Broadway Series expansion
from two to three weeks


KeyBank
BROADWAY SERIES

1st District-wide Wine Walk

1st city to host the national tour of Fun Home

FUN HOME

1st "Holidazzle" holiday open house


Holidazzle

1st AHA! Festival in partnership with
Cleveland State University

Big News

 Cleveland State to launch new
summer arts festival with Playhouse
Square

CLEVELAND BALLET
SCHOOL | YOUTH COMPANY | ORCHESTRA

 Cleveland Ballet named resident
company at Playhouse Square

 Cleveland State University
to build film, media school
in Idea Center



 Playhouse Square plans 34-story
apartment tower

KeyBank 

 Playhouse Square receives \$10 million
gift from KeyBank

 Cleveland's Cultural Comeback

REAL ESTATE SERVICES



Playhouse Square is the first performing arts center to have its own real estate services division. Our unique business model was featured in a 2001 Wall Street Journal article.





2,263,257
Total square feet of
property managed




Includes
1 million
square feet owned
by Playhouse Square
within the district



New management
assignment:
Judson Manor




New
tenant:

Cleveland State University Film School (opening fall 2018
in Idea Center)

A FEW OF THE PROPERTIES WE MANAGE OUTSIDE OF THE PLAYHOUSE SQUARE DISTRICT



MOCA photo credit: Photo by Dean Kaufman, courtesy of MOCA Cleveland



(Top): Amtrust Properties and (bottom): Fairlawn Properties

 playhousesquare realestate.com

In June 2017, Playhouse Square announced plans for a 34-story apartment tower with 319 units, a 550-space parking garage and 22,000 square feet of resident amenities. Construction is expected to begin in early 2018.

“I’m sure people will wonder why a not-for-profit performing arts organization is building a high-rise apartment building, but this makes perfect sense when you consider that key components of our mission are to create an exciting district and drive economic vitality in the region. This investment is an example of our long-term real estate strategy, which is to build a working endowment to help secure the future of our historic theaters, and the entertainment and educational programs people enjoy in them.”

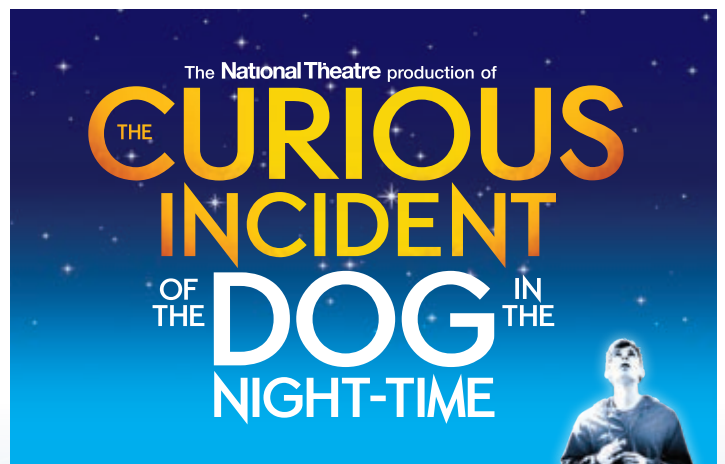
- Jim Ratner, Chairman, Playhouse Square Board of Trustees



SPOTLIGHT ON EDUCATION



The Playhouse Square Group Services and Community Engagement & Education Departments launched the Spotlight on Education program for middle and high school classrooms to experience Broadway shows through an educational lens. More than 500 students from Alliance, Fairview Park, and Rocky River High Schools participated in pre- and post-show workshops led by teaching artists surrounding their visit to Playhouse Square for a performance of *The Curious Incident of the Dog in the Night-Time*. The City of Fairview made it a community-wide experience through a partnership with the Fairview Park Library to host book discussions and leadership from city council to raise funds to sponsor a “community night” at Playhouse Square with transportation dollars provided by the Fairview Park Community Foundation.



Photos (top and above left): Students experience in-classroom workshops related to the show. (Above right): The national production of THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME. Photo by Joan Marcus, 2014.

More Highlights

Released a video with
Finding Neverland to
celebrate the Cleveland
Indians' World Series run



Launched @PSQDistrict
Instagram and Twitter
accounts to share
neighborhood news



Celebrated a record-setting year
for Playhouse Square Partners with
127 new members and more than
\$165,000 raised by Jump Back Ball



Welcomed guests to Downtown
Cleveland Alliance's Sparx City
Hop for the third year as the
event's main hub



10th year
of Baldwin Wallace
University partnership



Awards Given



Presented the Playhouse Square Star Award for Achievement
in the Performing Arts to Broadway producer Jeffrey Seller



Honored K.K. Sullivan with our President's Award for
contribution to the success of Playhouse Square

...and Received

For the George Gund Foundation Lobby Re-Creation:

AWARD OF EXCELLENCE FOR RENOVATION, SMALL PROJECT
from the Cleveland Engineering Society

AWARD OF EXCELLENCE IN RESTORATION
from the Cleveland Restoration Society

DOWNTOWN DEVELOPMENT AWARD
from Downtown Cleveland Alliance



DAZZLE AWARDS



2nd Annual Dazzle Awards presented by Patricia & John Chapman



- ★ Recognize the importance of high school musical theater and arts education
- ★ Only Ohio program affiliated with the National High School Musical Theatre Awards ("The Jimmys")
- ★ 23 participating schools
- ★ John and Patricia Chapman Best Actor and Actress winners represent Northeast Ohio at The Jimmys

2016-17 Participating Schools

Akron School for the Arts	Nordonia High School
Aurora High School	North Royalton High School
Brecksville-Broadview Heights	Open Door Christian Schools
CMSD All-City Arts Program	Orange High School
Elyria Catholic High School	Parma Senior High School
Elyria High School	Rocky River High School
Euclid High School	Saint Joseph Academy
Hawken Upper School	Solon High School
Lake Ridge Academy	Thomas W. Harvey High School
Laurel School	Wadsworth High School
Magnificat High School	Willoughby South High School
Marion L. Steele High School	



Photos (above left): Patricia & John Chapman present the Best Actress Award to Reyna Moran. Below left: Best Actor Brandon Schumacker

Watch!



Highlights from the
2017 Dazzle Awards



Interview with 2017 Best Actress
Reyna Moran



Interview with 2017 Best Actor
Brandon Schumacker

Disney
MUSICALS
IN SCHOOLS

DISNEY MUSICALS IN SCHOOLS YEAR 2

- ★ Outreach initiative developed by Disney Theatrical Group to create ongoing theater programs in local elementary schools that do not currently have them
- ★ Only Disney Musicals in Schools program in Ohio
- ★ More than 800 students participated in year two
- ★ FirstEnergy Foundation grant will fund the program for the next five years



STUDENT GROWTH

School team members reported a noticeable increase in the following areas:

- Attendance
- Self-Esteem
- Self-Control
- Parent Involvement
- Collaboration between students and staff
- Student leadership and peer mentorship
- Community involvement

More 2016-17 Education Highlights



Presented
two
sensory-friendly
performances

Hired two full-time
master teaching artists
to strengthen quality
and commitment to
outreach education



Provided
**188 in-classroom
workshops**

to more than 1900
students who also
attended student matinee
performances

Enriched the
theater-going experience
of more than 27,000
guests who attended
Broadway Buzz pre-show
talks hosted by Joe Garry

**BROADWAY
BUZZ**



Center Stage!

AN EVENING TO BENEFIT ARTS EDUCATION



SATURDAY, JUNE 17, 2017

Grand Presenter



Diamond Level



WESTFIELD
INSURANCE®

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Center Stage! Benefit photos on opposite page (clockwise from top left): Amy Brady, Beth Mooney, Trina Evans & Margot Copeland with Billy Porter. Ann & Brent Ballard. Jim & Susie Ratner. Mary & Jack Herrick. Dazzle Awards participants pose with Billy Porter. John & Cathy Lewis and K.K. & Joe Sullivan. Jim & Kathy Pender.



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Photos (clockwise from top left): Golf Outing Presented by Penske Cleveland – Dean Mallernee, Bill Cannato, Ray Sminchak, Mike Jankovich. Medical Mutual at Jump Back Ball Sponsor Reception. Mike Burns, Area VP for Penske Cleveland, at the Toyota of Bedford Sales Auction in The George Gund Foundation Lobby. Playhouse Square District canine greeter Watson checks out a Labatt cooler.



Photos (clockwise from top left): Great Lakes Brewing Co. at Jump Back Ball. KeyToon at Jump Back Ball Ticket Sales Party. North Union Farmers Market during Summer on U.S. Bank Plaza presented by Labatt Blue. Hailee Stender and Seth Warren of Buckeye Vodka at Jump Back Ball.

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Photo: Broadway producer Jeffrey Seller and Jim Ratner at the 2016 Chairman's Dinner.

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Photo: Uleto & Lisa Fuentes at the 26th Annual Jump Back Ball.

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🌀 The results of giving to Playhouse



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We are so thankful for the donors,
who support our nonprofit

the Square are beyond calculation. ❧



generosity is beyond measure.



recognized on the following pages,
not-for-profit mission.



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It is with sincere gratitude that we recognize the individuals, corporations and foundations that made this year a success. The following donors provided a generous contribution of \$2,500 or higher to Playhouse Square through an annual or special gift between July 1, 2016 and June 30, 2017.

^ Made a gift to Playhouse Square's Education Fund

* Member of Partners, Playhouse Square's Young Professional group

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Photo: Christopher & Gaynel Mellino at the Donor Circle New Member Tour.

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Photo: Leading Ladies Kathy Cook, Chris Treu, Mary Lynn Laughlin, Ann Frangos, Christine Benner, Joanne Clark, Amy Held.

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Photo: Bob & Linda Dalrymple, Chris & Kurt Treu with Broadway producer Jeffrey Seller (center) at the 2016 Chairman's Dinner.

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Photos (top to bottom): Guests enjoying the VIP dinner at the 26th Annual Jump Back Ball. Guests enjoying the 26th Annual Jump Back Ball. Guests at Center Stage! An Evening to Benefit Arts Education.

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 Mary Beth & Robert Peshek
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Photos (top to bottom): Nathan Schatt, Katie Schneller, and Kate & Jeff Vlasek at the 26th Annual Jump Back Ball. Guests at the 26th Annual Jump Back Ball. Terry & Shelly Adelman at the 2017 President's Reception.



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Photos (top): Jim & Debbie Wert and Ken & Karen Conley the 2017-18 KeyBank Broadway Series Donor Launch Event. (Bottom): 2017 President's Award recipient K.K. Sullivan and Art Falco.



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Photo: Allie & Kevin Connor and Erin & Nick Reif at the 2017 Dazzle Awards presented by Patricia & John Chapman.

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Photos (top to bottom): Amy & Stan Brady at the 2017 President's Reception. David Goodman & Barbara Hawley at the 2017 Dazzle Awards presented by Patricia & John Chapman. Guests at the 26th Annual Jump Back Ball.



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Photos (top to bottom): Gordon & Mary Harnett at the 2017 Dazzle Awards presented by Patricia & John Chapman. Karen & Chris Bailo at the 2016 Chairman's Dinner. Rich & Robbin Garcia at the 2017-18 KeyBank Broadway Series Donor Launch Event.

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Photo: Rick & Amy Held with cast members of *SOMETHING ROTTEN*.



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Photo: 2016 Playhouse Square Friends Reception.

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Photo: Anne Markowski, Shana Black, and Sandra & Guido Travaglianti participating in a Partners scavenger hunt.



Photos (clockwise from top left): 2016 Playhouse Square Friends Reception. Sherry Carleton, Fun Home composer Jeanine Tesori, Debbie Wert. Ben Haire, Stacy Gray, and Rebecca & Adam Fishman attending a Partners BBQ. Guests enjoying the 26th Annual Jump Back Ball. Jeffrey and Matthew Rome at Tinsel Town.



Photos (top right): Tom Haunert Jr. and Maria Ianiro at the 26th Annual Jump Back Ball. (Bottom): Partners members enjoying a tour of the RJF Presidents' Club.

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The goal of this \$100 million campaign is to secure Playhouse Square's vitality and future success. Learn more at playhousesquare.org/legacy.

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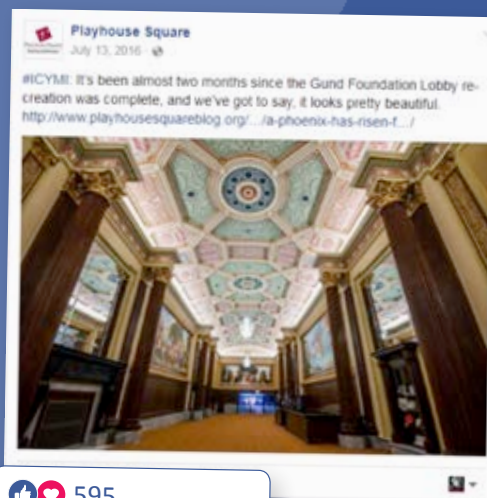
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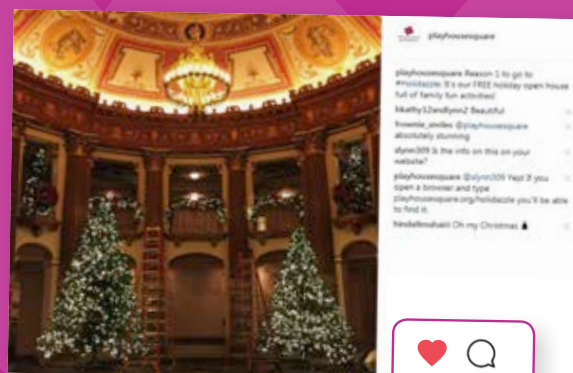
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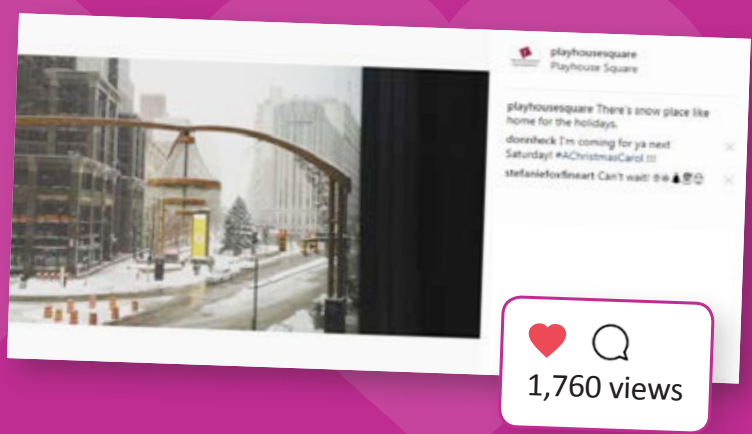
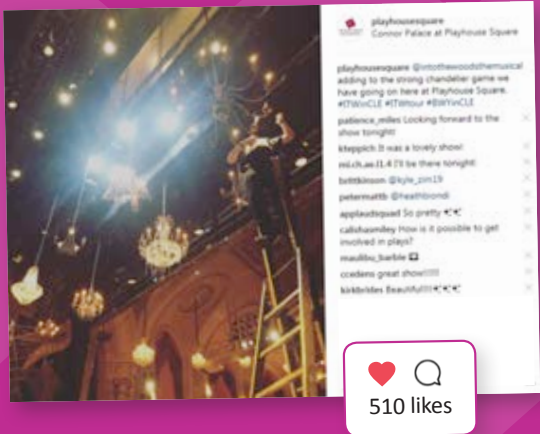
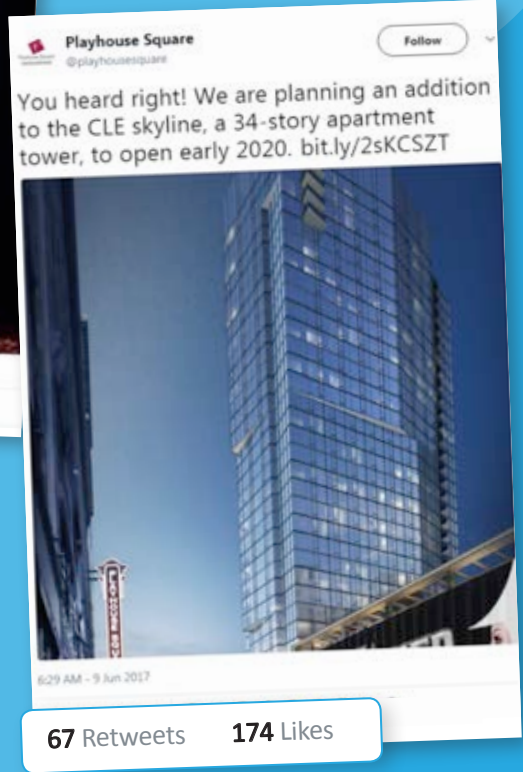
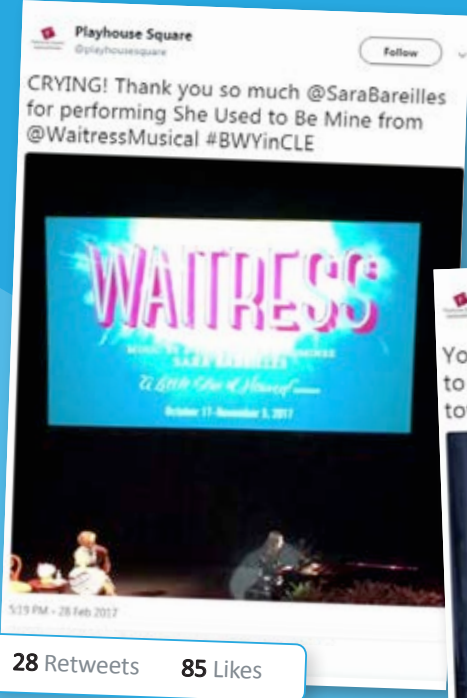
675 likes



648 likes

SOCIAL MEDIA HIGHLIGHTS

twitter

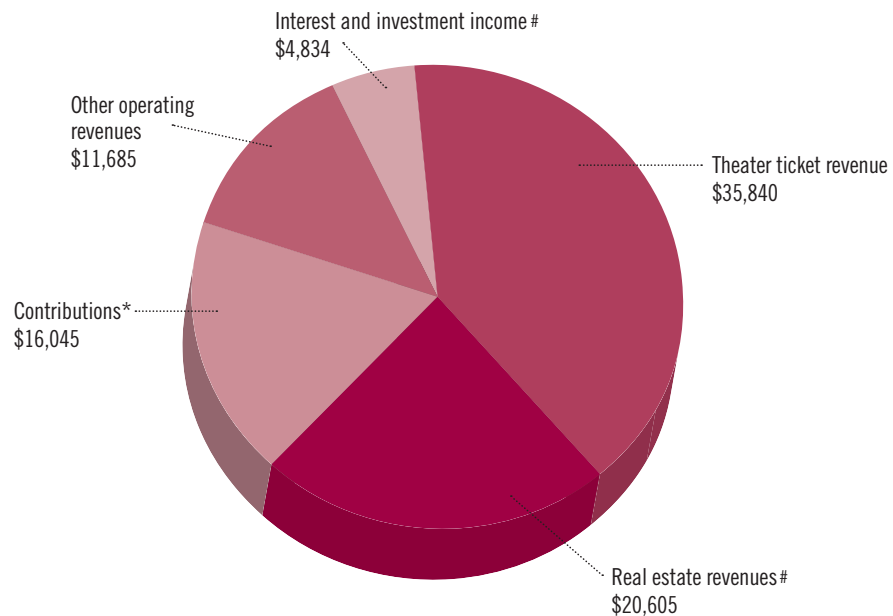


Financial Highlights

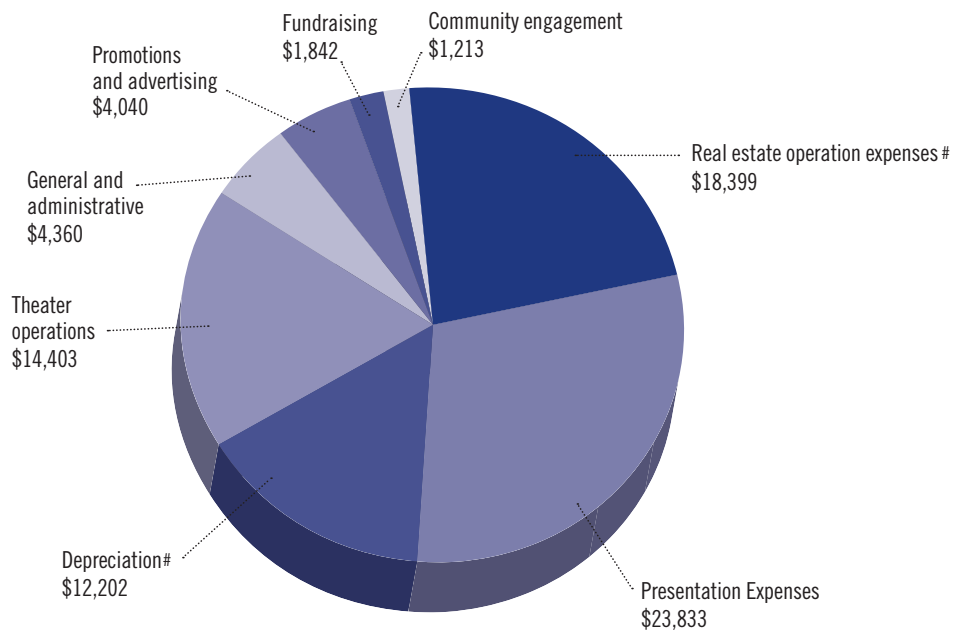
Playhouse Square Foundation and Subsidiaries

Revenue and Expenses
For the year ending June 30, 2017
(Dollars in Thousands)

2017 REVENUE AND SUPPORT



2017 EXPENSES



*Includes contributions for the
Advancing the Legacy campaign
#Excludes Middough entities



Playhouse Square®

Our Mission

Playhouse Square is a not-for-profit performing arts center whose mission is presenting and producing a wide variety of quality performing arts, advancing arts education and creating a destination that is a superior location for entertainment, business and residential living, thereby strengthening the economic vitality of the region.