



Playhouse Square®

# IMPETUS *for* CHANGE



• 2017-2018 REPORT TO THE COMMUNITY •



# LETTER *from* LEADERSHIP

Sharing Playhouse Square's good news is always most gratifying, and this fiscal year GOOD NEWS arrived in capital letters. 2017-2018 became the most financially successful year in our history! Not only did we report a balanced budget for the 30th consecutive year, yet *another* important record was broken by our amazing season ticket holders. With more than 45,000 season tickets sold for the 2017-2018 KeyBank Broadway Series, Playhouse Square once again had the largest base of season ticket holders for touring Broadway in the country.

While the six-week booking of *Hamilton*, along with being selected to premier the national tour of *Waitress*, certainly contributed to our success, we are currently on track for a repeat in 2018-2019 with more than 44,750 already committed as season ticket holders... and the campaign is still in progress. (The announcement that we will present the Disney musical *Frozen* in summer of 2020 will no doubt aid in attracting even more.)

It is notable that Playhouse Square has been the impetus for change in Cleveland since 1921 when our five historic theaters first opened and transformed downtown. We continued the trend in 2017-2018.

Although a '60s flight to the suburbs created a temporary blip on the Playhouse Square entertainment radar, restoration of our original theaters, plus the addition of new venues and expansion of our "campus," again changed Cleveland for the better, pumping many millions of dollars annually into downtown's economy.

Next came a dramatic transformation of the neighborhood: Playhouse Square constructed elegant gateways and signage to welcome visitors, complemented by what became an instant Cleveland icon... our GE Chandelier, the world's largest outdoor chandelier.

Now Playhouse Square is poised to change the Cleveland skyline with The Lumen, a 34-story apartment tower which will be the largest residential project in downtown in 40 years. *Last* year's announcement of this ambitious project quickly morphed into *this* year's ground-breaking construction. And, while The Lumen will not be open for residency until summer of 2020, we are pleased to note that 180 people are already on its reservation list.

While The Lumen's ongoing construction will certainly be one of our most visible projects, the continued repair and improvements to existing Playhouse Square venues continues to be a primary focus via our Advancing the Legacy Campaign, now at \$97 million toward the \$100 million goal. The public phase of Advancing the Legacy now begins when we will ask donors, season ticket holders and volunteers to contribute to this much-needed campaign which will secure: funds for future capital improvements; educational programming; theater preservation and investment in pre-Broadway productions.

Stewarded by our Real Estate Services Division, Playhouse Square continues to transform and reinvigorate our community in multiple ways: as a symbiosis of theaters, businesses, restaurants and residences. Their success continues to be vital to both

Playhouse Square and downtown Cleveland as we improve existing buildings and attract diverse businesses.

Our good news is always predicated on the staff and volunteers of Playhouse Square. We appreciate their loyalty and hard work, and it is evident they return that sentiment as Playhouse Square was voted a Best Cleveland Workplace for the 9th year consecutive year from employee feedback in *The Plain Dealer's* annual worker survey.

Yes, it was a very exciting year of good news. More detailed information on additional good news (e.g., our third year of hosting Disney Musicals in Schools and the Dazzle Awards) are included in the following highlights. We invite you to read on for more.

Best wishes,



Jim Ratner  
Chairman



Art J. Falco  
President & CEO

Cover Photo L-R: Joe Marinucci, Cuyahoga County Executive Armond Budish, Councilman Kerry McCormack, Mayor Frank Jackson, Art Falco, Jim Ratner

Playhouse Square remembers John Russell, Sr.

2017-2018

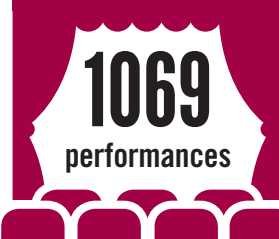
# BY *the* NUMBERS

  
**45,225**  
season  
ticket holders



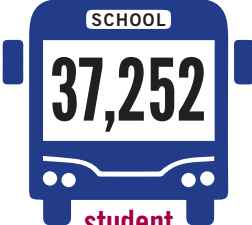
**30th year**  
with **balanced budget**  




  
**1069**  
performances



**9th year**   
as one of **Northeast Ohio's top workplaces**  
(Plain Dealer)

  
**37,252**  
student  
matinee attendance



  
**171,184**  
hours of service by  
RedCoat Volunteers



**3** summer  
festivals  
  



  
**1,199,258**  
guests

## BREAKING GROUND

*literally:*

Broke ground on The Lumen residential tower



*and figuratively:*

Opened the national tour of *Waitress*



Announced the national tour of *Hello, Dolly!*  
will open in CLE



Achieved a BB+ rating from S&P in advance of  
bond sale for The Lumen



Presented the premier of Inlet Dance Theatre's  
*What Do You Do With an Idea?*

## In the National Spotlight



 The best things to do  
in Cleveland 

 **amNEWYORK**  
Cleveland's culinary scene: Top chefs,  
institutions and hot nabes

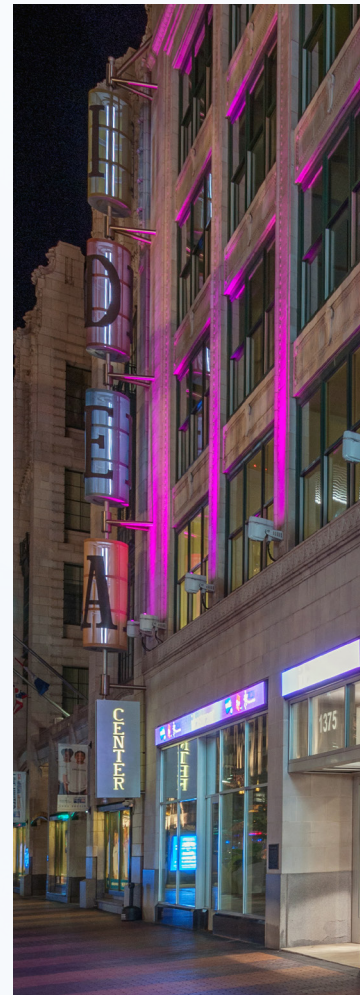
 **Los Angeles Times**  
Cleveland, once called the mistake on  
the lake, is on the cusp of cool

 **Hollywood hits the  
streets of Cleveland** 

 **National Geographic  
Best Trips 2018** 



# IMPETUS *for* CHANGE



Since *Jacques Brel Is Alive and Well* and *Living in Paris* was staged in what is now the KeyBank State Theatre Ireland Lobby in 1973, Playhouse Square has been an impetus for change in downtown Cleveland. Those first performances proved people would come downtown for entertainment again.

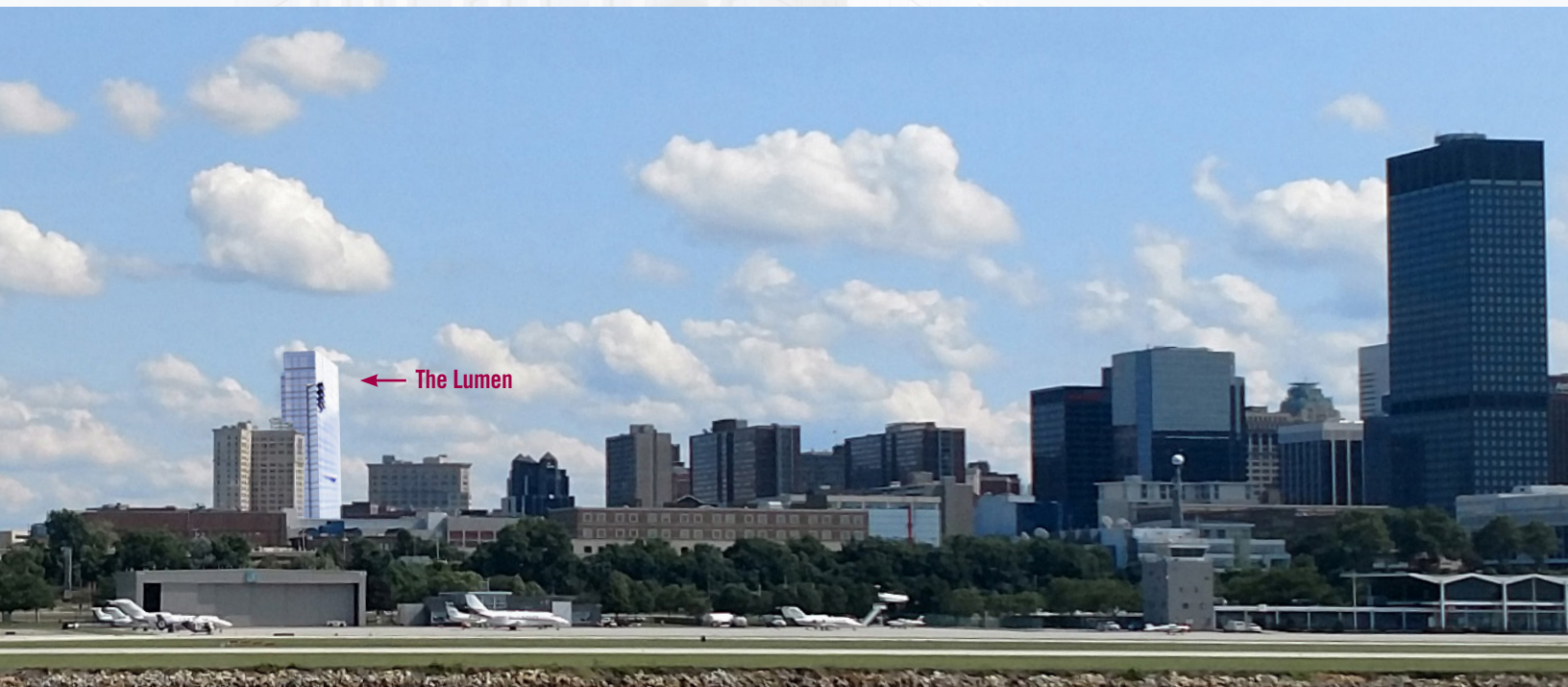
Playhouse Square would go on to create the first Business Improvement District in downtown, allocating resources for maintenance, safety and a collective marketing strategy. The BID was later adopted citywide and now operates as Downtown Cleveland Alliance.

In 1999, the organization became the first performing arts center with a Real Estate Services division, creating

a unique business model that has been studied and copied by others. Since its establishment, Playhouse Square has undertaken thoughtful partnerships in area development to effect the transformation of the neighborhood, welcoming residents and extending the Cleveland State University campus. The Idea Center opened in 2005 through an unprecedented partnership with public broadcaster ideastream.

With the 2014 “Dazzle the District” transformation, Playhouse Square set a new design standard for the city.

And now, we are poised to change the Cleveland skyline as The Lumen rises to welcome more residents to our thriving neighborhood in 2020.







## CROWNE PLAZA®

### CLEVELAND AT PLAYHOUSE SQUARE

Following a \$6 million renovation, the 205-room Wyndham Cleveland at Playhouse Square became the Crowne Plaza Cleveland at Playhouse Square, part of the InterContinental Hotels Group, in September 2017. The renovation encompassed all guest rooms, the Ghost Light Restaurant & Lounge, pool, fitness center and upgraded internet connectivity.

Owned and managed by Playhouse Square, the Crowne Plaza is the closest hotel to the theaters, just a few minute's walk along Euclid Avenue.





# More HIGHLIGHTS

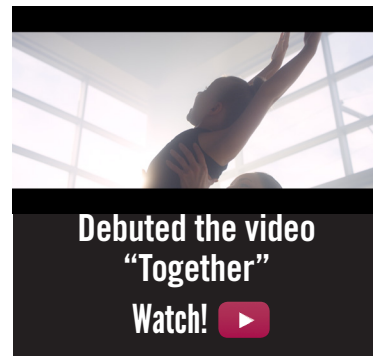
Introduced a new, **mobile-optimized design** for [playhousesquare.org](http://playhousesquare.org)



**Celebrated the 35th anniversary of the Children's Theater Series presented by University Hospitals Rainbow Babies & Children's Hospital**



Announced **Disney's Frozen** would come to Playhouse Square summer 2020



Welcomed **Corbo's Bakery** and the corporate offices of **Driftwood Restaurant Group** to the neighborhood

**Hosted Opening Night of the 42nd annual Cleveland International Film Festival**



**Produced "social story" videos to help sensory-friendly audiences prepare for their visit to the theater**  
**Watch!**



Collaborated with the **City Club of Cleveland**, the **Western Reserve Area Agency** and all nine public library systems to create a **shared community reading experience** around Matthew Desmond's *Evicted*

Rolled out a new video for recruiting **RedCoat volunteers**  
**Watch!**



**Provided 156 theater tours to more than 5000 guests**



Unveiled a Playhouse Square history exhibit made possible by a gift from **Joyce & Bill Litzler**

**Added the Mandel Community Building, home to United Way Services, as a new property management assignment**

## Awards Given



Presented the Playhouse Square **Star Award for Achievement in the Performing Arts to Broadway producer David Stone**

Star Award recipient **Dave Stone** with Playhouse Square Board of Trustees Chair **Jim Ratner**



Honored **KeyBank** with our **President's Award** for contribution to the success of Playhouse Square



# 3RD ANNUAL DAZZLE AWARDS

*Presented by* PATRICIA & JOHN CHAPMAN

- ★ Recognize the importance of high school musical theater and arts education
- ★ Students walk the PNC Red Carpet into the Dazzle Awards event
- ★ John and Patricia Chapman Best Actor and Actress winners represent Northeast Ohio at the National High School Musical Theatre Awards ("The Jimmys")
- ★ 2018 Best Actor J.R. Heckman was a finalist at The Jimmys

## 2017-18 Participating Schools

Akron School for the Arts at Firestone CLC  
Aurora High School  
Avon High School  
Brecksville-Broadview Heights High School  
Buckeye High School  
CMSD All-City Arts Program  
Euclid High School  
Hawken Upper School  
Lake Ridge Academy  
Magnificat High School  
Marion L. Steele High School  
Mayfield High School  
Nardon High School  
North Royalton High School  
Open Door Christian Schools  
Orange High School  
Padua Franciscan High School  
Parma Senior High School  
Rocky River High School  
Saint Joseph Academy  
Shaker Heights High School  
Solon High School  
Thomas W. Harvey High School  
Twinsburg High School  
Wadsworth High School  
Willoughby South High School



*Payton St. John accepts the first Spirit of the Dazzle Awards trophy awarded by the creative team.*

**Watch!**



Highlights from the  
2018 Dazzle Awards



Interview with 2018  
Best Actress Reyna Moran



Interview with 2018  
Best Actor J.R. Heckman

## DISNEY MUSICALS IN SCHOOLS *Year 3*



- ★ 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
- ★ Now in 12 Northeast Ohio schools



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^ Made a gift to Playhouse Square's Education Fund

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BakerHostetler

Calfee, Halter & Griswold LLP

The Fedeli Group

Integrity Parking Services

The K Company

KeyBank

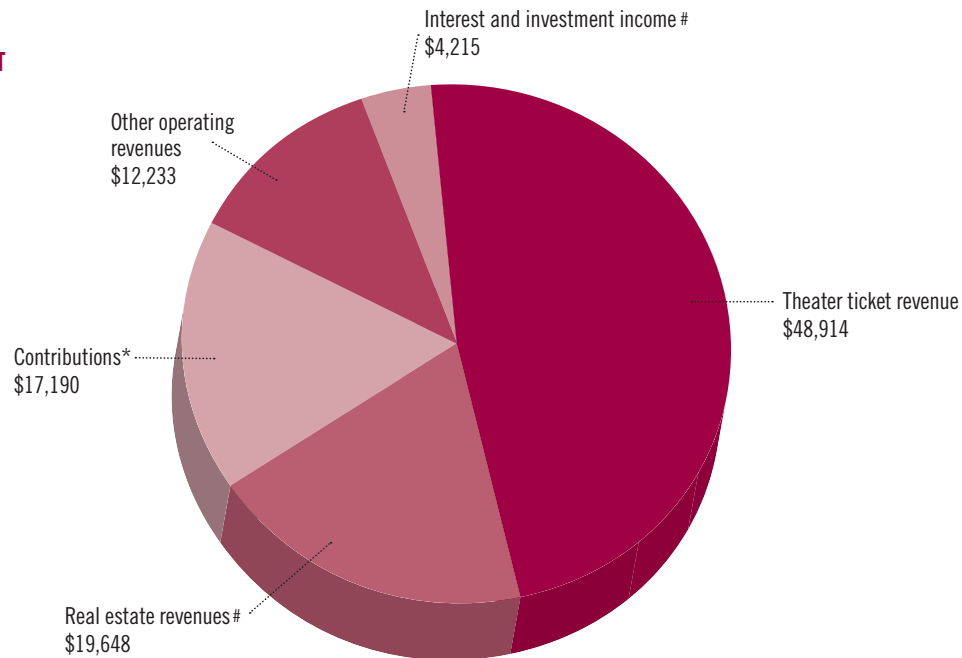
RSM US LLP

# FINANCIAL *Highlights*

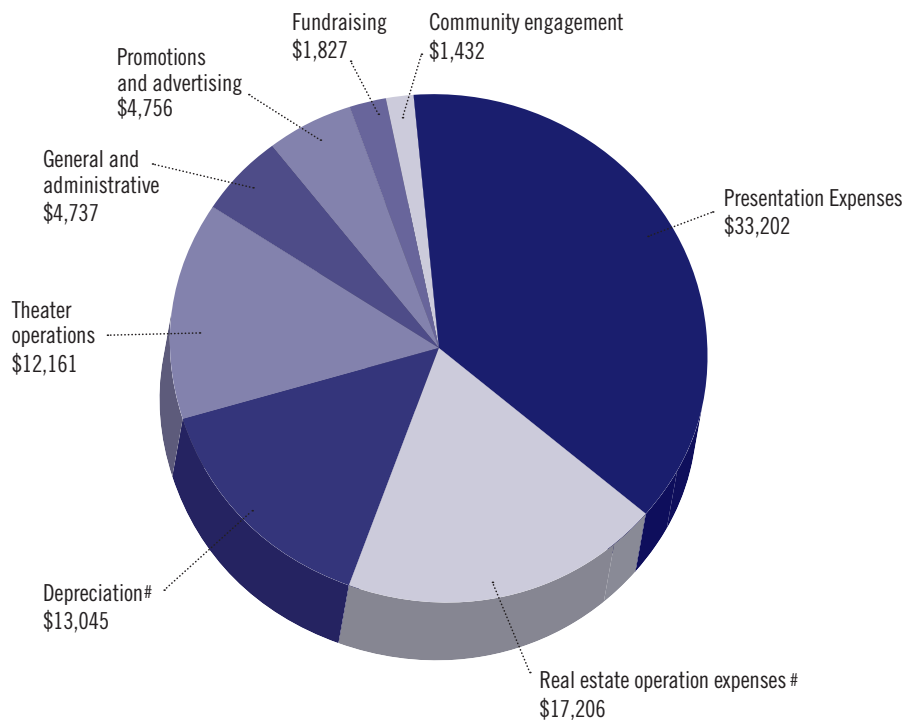
## Playhouse Square Foundation and Subsidiaries

Revenue and Expenses  
For the year ending June 30, 2018  
(Dollars in Thousands)

### 2018 REVENUE AND SUPPORT

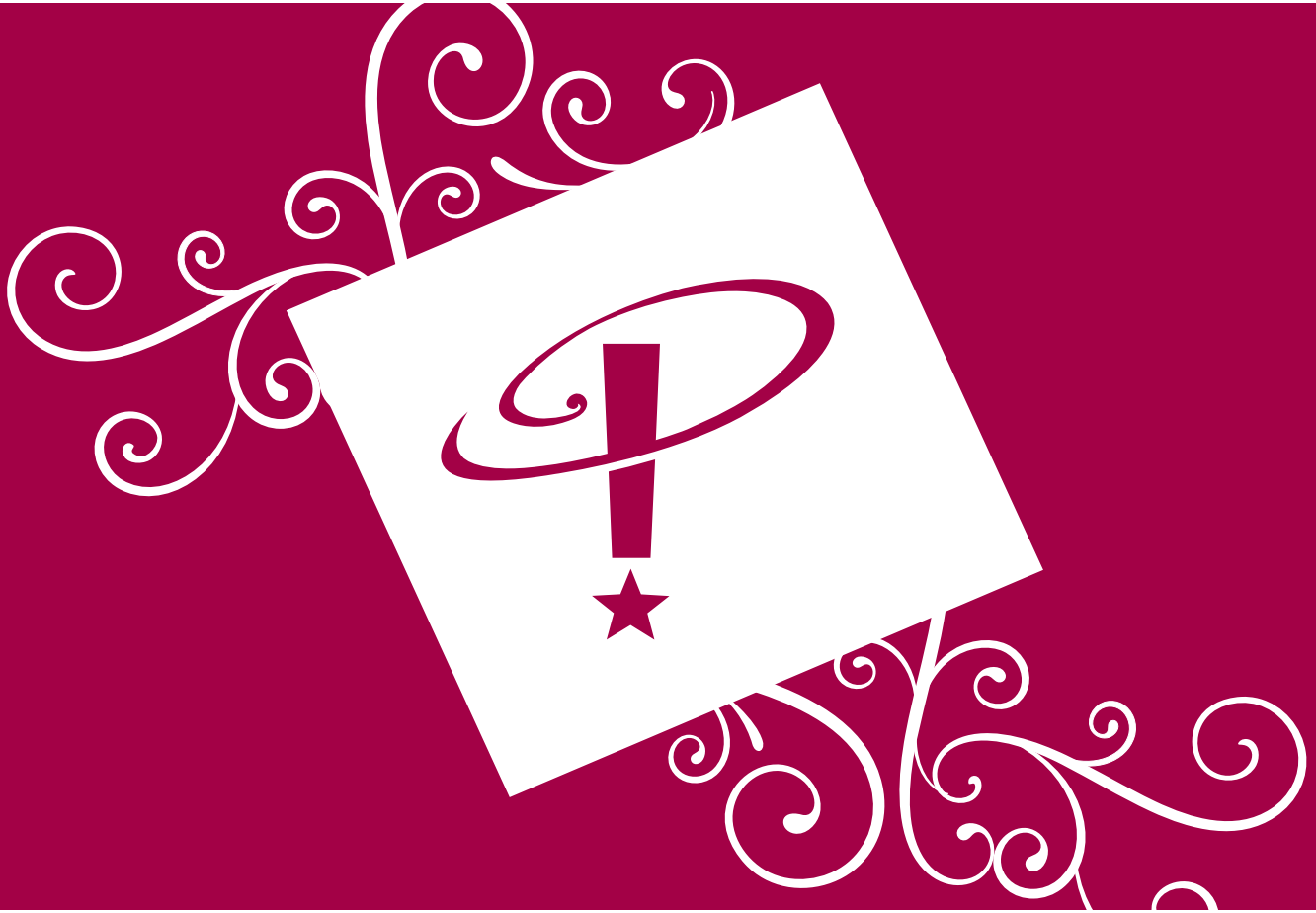


### 2018 EXPENSES



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





## *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.