

Dear Playhouse Supporters:

It is hard to capture the Erie Playhouse, who we are and what we do, in just a few words. The 2010-2011 Erie Playhouse season, although challenging in many ways, was another year of artistic and business growth. Our state and community leaders have named us a Lead Asset and our business and nonprofit partners, as well as our arts & culture peers, respect us as true collaborators. Many faithful donors showed their appreciation for our fiscal responsibility by increasing their donations, and our never-ending volunteer pool shared many talents to create quality productions. Lastly, our audiences had the confidence that we would produce creative, first-rate entertainment. I believe all of these statements are true – the Erie Playhouse is a *community theatre with a professional-theatre reputation*. The following report highlights our successes and challenges and our dedicated volunteers, donors, leaders and partners.

Thank you for taking the time to review this report, and I look forward to seeing you at the theatre!

Almitra Clerkin
Executive Director

WE ARE
A LEAD ASSET

My Stress Relief Program

How has the Erie Playhouse affected my life? It provided an escape from the cares and trials and tribulations of the world – and is a big part of my stress relief program. I suspect David Matthews knew that when he asked me to conduct the Playhouse’s 1,000th production, which opened less than a week after my 23-year career as a research chemist at Hammermill Paper / International Paper ended. The hours I spent in rehearsal and then in performance were the only ones that I wasn’t fighting back the tears. Later, I became a 50-something full-time student at LECOM – and then completed a residency, so time to do shows was a luxury. But every minute that I was able to be at the Playhouse was treasured – the stress relief was essential to get through the 80 and 90 hour weeks. Now I am a clinical pharmacist – and I still need the stress relief provided by the Playhouse, especially on days when I am part of a medical team who works for over an hour and a half to resuscitate a young mother just so no one would have to tell the 9-year-old blonde with the ribbon in her hair that Mommy wouldn’t be coming home any more. An uncle recently passed away and during the funeral service I found myself thinking, “Just wait until you get to the Playhouse tonight – you’ll feel better then.”



Roger Brumagin



Dick and Victoria Brogdon

2011 Annual Fund Report Campaign Raises \$170,822

In 2011’s still-difficult economic climate, the Erie Playhouse exceeded its \$150,000 annual fund goal by over \$20,000. For the businesses and individuals who made this possible, the real return on their investment is the high-quality productions, educational programming and community outreach their gifts are providing for us and our children. A special thank you to our annual fund chairs, Marco and Betsy Monsalve, for their outstanding leadership.

Our 2011-2012 fund chairs are Dick and Victoria Brogdon, who are retired owners of

Brogdon Real Estate. Currently, Dick is the Deacon Assistant at St. Jude the Apostle Church and both volunteer at Catholic Charities Counseling and Adoption Service. The Brogdons believe that the arts are vital to the fabric of our community and “appreciate what an essential role art plays in our lives, especially in the indelible impact its programs have on educating and enlightening younger generations.” They are excited to serve and look forward to helping the Erie Playhouse reach the 2011-12 goal of \$160,000.



HAIRSPRAY

Shawn Clerkin, Rebecca Edmunds & Company

The Erie Playhouse would like to thank our Educational Improvement Tax Credit Partners:

- Erie Insurance
- MacDonald Illig Attorneys
- PNC Financial Services Group
- Scott’s Resorts, LLC

Your contribution enables us to inspire, challenge, amaze and educate children who might otherwise never experience the joy of live theatre.

www.erieplayhouse.org

13 WEST 10TH STREET ERIE, PA 16501
(814) 454-2852 EXT. 0



- Board of Directors 2010-2011 Fiscal Year**
- Alyson Amendola Cummings, Secretary
 - Leonard Lifshen
 - Christine Pennsy
 - Steve Ropski, Immediate Past President
 - Scott Sessler
 - Heather Steiner
 - Rob Taylor
 - Tom Unger, Executive Vice President
 - Renee Uht
 - Tom Wager
 - Bill Williams
 - Julie Wilson
 - Janice Wittmershaus
 - Rebecca Wolford-McCormick
 - Norm Zygm
 - Carl Larese, Vice President
 - Jo-Ann Lanzillo
 - Mark Kresse, Treasurer
 - Cheryl A. Jong
 - Kathy Grisler
 - Wendy Grafius, Wing Co-President
 - Zach Flock
 - Greg Filbeck
 - Karen Etter, Wing Co-President
 - Ken Dias
 - Ken Brundage
 - Doris Becker
 - Don Baxter, President
 - Don Baxter, President
 - Bruce Arkwright
 - Alison Amendola Cummings, Secretary

To view the 2011 annual report in its entirety, visit www.erieplayhouse.org and click on 2011 Annual Report.

Thank you to Rick Klein for his wonderful photography.



Brennan Staat

I was seven years old when my life changed. It’s tough to recognize life-changing events so young, so it took me awhile to realize how much it did. When I was seven, I auditioned and was cast in **Aladdin Jr.** at the Erie Playhouse. The Youththeatre program was door-opening. Soon enough, the Erie Playhouse seemed like a second home. Because of the theatre knowledge I learned from my many roles and the wonderful people at the Playhouse, I have auditioned for and been cast in other shows in the community, and I’m interested in pursuing a career in theatre education. No words can adequately express how the Playhouse has changed my life. Without it or theatre itself, I would probably be lost.

Making a Difference

ERIE PLAYHOUSE ANNUAL REPORT REPORTING IN FISCAL YEAR ENDING AUGUST 31, 2011

CONNECTION 2011

MISSION VISION

THE ERIE PLAYHOUSE ENRICHES THE GREATER ERIE REGION BY PROVIDING LIFE-LONG OPPORTUNITIES TO PARTICIPATE IN QUALITY THEATRICAL PRODUCTIONS AS ARTISTS, AUDIENCE MEMBERS AND ADVOCATES.

THE ERIE PLAYHOUSE IS THE PREMIER THEATRE IN NORTHWESTERN PENNSYLVANIA, KNOWN FOR PRODUCING QUALITY PRODUCTIONS AND EDUCATIONAL PROGRAMMING FOR A GROWING ARTISTIC COMPANY AND AUDIENCE, WITHIN A FINANCIALLY SUSTAINABLE BUSINESS MODEL.



FROSTY

Zach Zalewski as Frosty with Kyle Brace, Hannah Steiner and Brennan Staaf

From One Generation to the Next

My theatre experience began with my mother and watching her perform on stage. She had so much fun and always talked about how she loved the stage-singing, dancing, the full orchestra accompaniment, the costumes and the thrill of a live audience. It sounded so wonderful that I wanted that too! So, when the opportunity presented itself, I auditioned for my first production - **The Wizard of Oz!** I was just 8 years old.

Now, over 30 years later, I am still performing and still a part of the Erie Playhouse family. When I say "family" - that's exactly what I mean. Throughout the years the bonds and relationships that I have formed are unique and special due to our common interest in the theatre. That bond never diminishes-enduring growing older, marriages, occupations and lifestyle changes. Many of those relationships I developed in my childhood remain true, good friendships til this day.

I now have a 12-year-old son who, through watching me, has inherited the desire to be a part of the Erie Playhouse. He has been on stage and in the light booth and is eager to do and learn more. In this day and age when kids are often in one room playing video games and mom and dad in another watching **Desperate Housewives** - it's reassuring that there is someplace where the family can come together in an educational, fun and family-friendly environment. That is one of the many wonderful things about the Playhouse. I had the joy and pleasure of performing on stage with my mother, and I look forward to the day when I can perform on stage with my son.

The Playhouse has been a part of our lives for many years and it's a comfort to know that no matter how long you've been away, no matter what circumstances are happening in your life....you can always come home again to open, welcoming arms.



Kelley McDonald and son, Kalan

HIGHMARK: A COMMITTED CORPORATE CITIZEN



Highmark's philanthropic giving serves to enrich our community through the arts by helping to fund educational programs and performances that bring theater to the young people of our community. Highmark's sponsorship supported the Youtheatre performances, subsidized theatre tickets for school groups to attend live theatre, made possible the development of research-based educational materials, and helped maintain the high quality of Youtheatre performances. Many of the 7,000+ students who attended the school-day matinees were introduced to live theatre for the first time.

Highmark's philanthropic giving also serves the development of youth through initiatives that provide structure and guidance through after school and mentorship programs. They supported the Erie Playhouse collaboration with Big Brothers and Big Sisters of Erie County and enabled us to initiate a program called Breaking Barriers, a series of interactive workshops designed to help build healthy relationships by exposing at-risk and underserved target groups to the performing arts.

Thank you for being a force for good in our community.

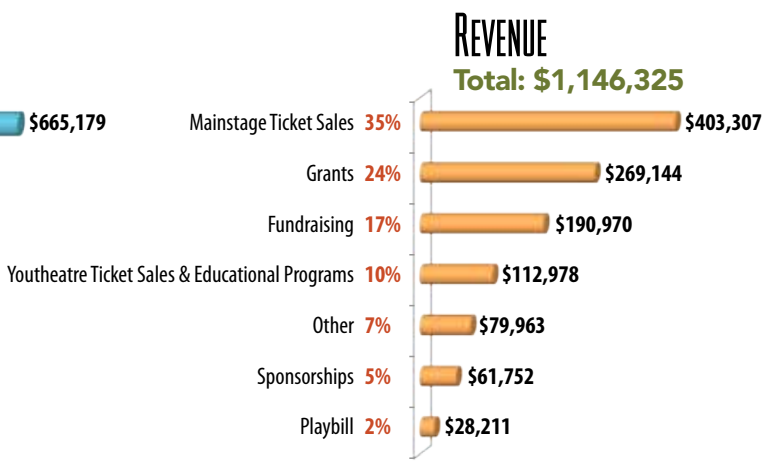
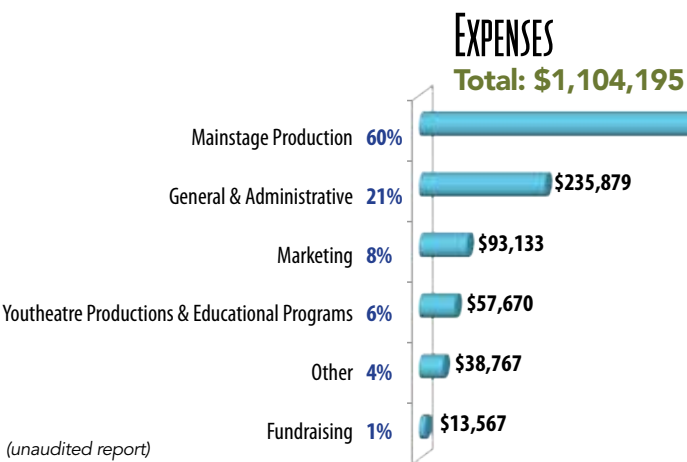
INVESTING IN OUR YOUTH

BY THE NUMBERS

- 168** Mainstage and Youtheatre performances attracted **40,368** ticket sales.
- 93** school groups (7,895 students) attended **14** Youtheatre school-day matinees.
- 322** students participated in Youtheatre performances, acting classes and summer camps.
- \$33,977** was the average cost for a Mainstage musical production and **\$10,725** was the average cost for a play production.
- 100,000+** hours were donated by volunteers for Mainstage and Youtheatre productions.
- \$11,412** from costume, scenic and facility rentals helped diversify revenue stream.

Challenges Realized

This year was not without its challenges. Facing an economic recession of historic proportions, we were extremely fortunate to exceed our fund-raising and sponsorship goals. While we were able to manage expenses by reigning in operating costs, a decrease in walk-in ticket sales impacted our revenue. Another factor was the award of a gaming revenue grant. Proper accounting principles dictate the entire grant amount of the \$163,328 gaming revenue grant is recognized as income in this fiscal year even though payment will be disbursed over a two-year period. We will receive the remaining payment of \$81,664 in installments in fiscal years 2012 and 2013. Including the two-year grant award, we ended the 2011 fiscal year showing a surplus of \$42,128.



FISCAL YEAR CHALLENGES

2010-11 Sponsors

- 21 la rue dix
- Arrowhead Wine Cellars
- Avalon Hotel
- Connoisseur Media
- Coventina Day Spa
- Cumulus Media
- David A. Femovich, MD
- Dermatology Associates of Erie
- Dusckas Funeral Home, Inc.
- Edinboro University
- Engel O'Neil Advertising
- Erie Bank
- Erie Beer
- Erie GE Federal Credit Union
- Erie Insurance
- Erie Playhouse WING
- Erie Times News

- First Niagara Bank
- FOX 66
- Gannon University
- GoErie.com
- Highmark Blue Cross Blue Shield
- The Housing Authority of the City of Erie
- LECOM
- Lincoln Metal Processing
- Marquette Savings Bank
- National Fuel
- Nautilus Fitness & Racquet Club
- Newline Creations
- Penn Shore Vineyards
- PNC
- Printing Concepts, Inc.
- Reading Now
- Sheraton Erie Bayfront Hotel
- UPMC Hamot



Grants

- ArtsErie: Project Grant
- Erie Community Foundation
- Erie County Gaming Revenue Authority
- Erie Downtown Arts & Culture Coalition
- Highmark Blue Cross Blue Shield
- PA Council of the Arts
- Schuster Re-grant
- Target