



2002-2003 Annual Summary

Last Season (2002-2003) Highlights:

- Renewal and expansion of our lease with the Town of Normal, securing more space for dressing rooms, props and furniture storage, costumes and sets!
- Up to code with our electrical improvements with the help of the Harmon Arts Grant and Redbird Catering!
- Our new website at www.heartlandtheatre.org (designed by Cathy Sutliff) for you to make reservations online, download a map, check out auditions, calendars of performance and more!
- Introducing a New Sponsorship Program with Opening Receptions by generous donors such as Deanne Frautschi and Allen Bedell, Ann and Bill White, Paul and Sharon Baker!
- Providing our theatre and staff to Illinois Theatre Consortium and other groups like the Tale Spinners who need our space to perform!
- Meeting our regional mission by performing in Peoria and Decatur (Spinning into Butter!)
- Winning awards from the Pantagraph's Critics in Get Out:
Best Production Overall: Spinning into Butter, directed by Rhett Leudke
Best Actress: Laura Ledford in Spinning into Butter and Kathleen Kirk in Betrayal.
Best Actor: Hosai Brown in John, John, the Miller's Son
Best Supporting Actor: John Kirk in Spinning into Butter
Best Supporting Actress: Peg Kirk in Spinning into Butter and Melissa James in John, John
Strongest Drama: Spinning into Butter
- Conducting Outside Research with ISU to learn how we can improve, with audience satisfaction rates an overall 94.7%, quality of performances 99% and play selection 97.8%! Heartland's strongest marketing vehicle is **Word of Mouth** (60%) for getting new audience members.
- Bringing Heartland Community College Acting Students into our space for classes, performances and the *real experience of theatre!*
- Opening our theatre to new playwrights across the country in our first annual 10-Minute Play Festival! Our next festival in June will feature plays selected from **146 national applicants!**

Heartland Theatre continues to meet its mission...and your expectations:

- Fresh new venue before you see it anywhere else. The hottest, the latest, the award winners that can't be done anywhere else in the region. All the buzz.
- Consistent quality performances every time. Excellent theatre you can count on time after time...like A Fair Country, Spinning into Butter, Dinner with Friends.
- The best in talent in the region is recruited from Illinois State, Millikin and Illinois Wesleyan Theatre programs along with the wealth of talent in the community; and we've provided the space and support necessary to showcase their craft.
- Only at Heartland! Original new plays from playwrights like John Ficca, David Paterson, Claudia Allen, John Kirk, Earl Reitan, David Alex have been introduced on Heartland's stage; with others hoping to claim their first fully staged effort before our discerning audiences.

On Behalf of the Heartland Theatre Company Board,
Mike Dobbins, Managing Artistic Director