



HEARTLAND THEATRE COMPANY

Providing professional-quality, provocative theatre to Central Illinois Since 1986

Our 19th season of theatre that matters...thanks to you!

Over the past few years, Heartland Theatre Company has earned some remarkable recognition. We've managed to produce *exceptional theatre* because of the generosity of actors and technicians who give their time and attention to the seriousness of our commitment. We have managed to grow our average attendance to sell-out status for some shows. **This season we've added performances to give everyone a chance to attend!** But we really need your help to keep going...and growing.

Annual Report to our Loyal Friends

How We Were Successful With Your Help Last Season (2003-2004):

- **More grants and corporate support** from State Farm, Country Insurance & Financial Services, Caterpillar and Sam's Club in addition to the Harmon Arts Grant, McLean County Regranting and Illinois Arts Council.
- **New attendance records** set this past season leads to added performances in this coming season!
- **Premier showing of SHAME THE DEVIL** at Heartland that traveled on to ISU and parts of Illinois and eastern U.S.
- **New signs and lighted banner** helped more new patrons find our theatre!
- **First ever paid Equity Actor**, Connie DeVeer, in GREETINGS with the help of Sponsor Kathy O'Malley.
- **More interns and Presidential Scholars working for college credit**, from ISU and Heartland Community College, are learning the theatre experience firsthand.
- **Improvements to our website** at www.heartlandtheatre.org were made to help you make reservations online, download a map, check out auditions, reviews, calendars of performance and much more!
- **New Sponsorship Program** with opening receptions by generous donors who invite new guests to Heartland has been very successful. Nearly *all* shows were sponsored this past season, thanks to Deanne Frautschi and Alan Bedell, Paul and Sharon Baker, Pat Grogg and Dixie Mills, Kathy O'Malley, and The Bloomington/Normal Advocacy Council for Human Rights.
- **Guest Performances in our theatre space** were enjoyed by the Twin Cities Tale Spinners, Heartland Community College and other groups who need our space to rehearse and perform!
- **For the 4th year in a row**, we've honored our former board member and veteran ISU theatre teacher/director Jean Scharfenberg by sponsoring the chosen MFA guest director in our season.
- **Meeting our regional mission** by performing our PARLOR PLAYS (10-Minute Play Festival) in Jacksonville.
- **Outside Research with ISU for the second year** resulted in audience satisfaction rates of 92%, quality of performances 97% and play selection 90%! Heartland's strongest marketing vehicle is still **Word of Mouth** (60%) for getting new audience members.
- **Opening our theatre to new playwrights** across the country in our Second 10-Minute Play Festival! Our next festival opening June 3 will feature plays selected from **70 national submissions!**
- **Contribution to the Community Fund** to solicit large donations to Heartland Theatre Company's future.
- **New carpeting** in the theatre was donated and installed by Certified Sales & Carpeting of St. Louis.
- **Milestone donations and Flex Pass sales** were reported in 2003/2004 season, thanks to you!
- **More and more new faces** in technical, staff and volunteer positions than ever before at Heartland.

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

- **Fresh new venue that's all the buzz.** The hottest, the latest, the award winners that can't be done anywhere else in the region.
- **Consistent, quality performances every time.** An excellent theatre experience you can count on time after time.

- **The best in talent in the region** is recruited from Illinois State University, Millikin University and Illinois Wesleyan Theatre programs along with the wealth of talent in the community, to *showcase* their craft and provide age-appropriate casting.
- **Only at Heartland!** Our Annual 10-Minute Play Festival, National Playwright Competition for New Works, is the only event of its kind in Central Illinois! Winning playwrights come from across the country to see their plays staged for the first time at Heartland Theatre.
- **Only at Heartland!** Original new plays from playwrights like John Ficca with SARAH and the PK this last season. David Paterson, Claudia Allen, John Kirk, Earl Reitan, David Alex have all introduced *original new plays* on Heartland's stage before our discerning audiences.

Thank you very much for supporting theatre that matters,

A handwritten signature in black ink, appearing to read "S. M. Dobbins".

Mike Dobbins, Managing Artistic Director, and the HTC Board of Directors