



HEARTLAND THEATRE COMPANY

Annual Report Highlights (2004/2005 Season)

- **Show Sponsors Help.** Our Show Sponsorship Program continues to bring new friends to our theatre and help kick up our production values a notch. Thanks to Deanna Frautschi & Alan Bedell, Jean & Kyle Sessions, Dianne & Douglas DeLong, Carol, George & Peter Churukian, Gigi and Frank Miles, Sandra & Paul Harmon and the Vladimir/Canterbury SisterCity Association.
- **A Hard Ticket to Get.** New attendance records were set this past season. BOY GETS GIRL was 95% capacity!
- **Launched from Heartland.** SHAME THE DEVIL, which first premiered at Heartland, traveled on to ISU and then Chicago and Virginia and continues to perform in theatres across the country – naming Heartland as its first staging.
- **10-Minute Play Gets Published.** David L. Paterson's Parlor Play "One Last Time" was recently published by Samuel French, Inc. naming Heartland as its first staging.
- **New MFA Directors.** For the 5th year in a row, we've honored our former board member and veteran ISU theatre teacher/director Jean Scharfenberg by sponsoring the chosen ISU/MFA guest director in our season. This year's BEAST ON THE MOON, directed by Rachel Chavez, was the *regional preview* of the show that opened in New York City this March.
- **Satisfied Audience.** Outside Research with ISU for the third year resulted in audiences rating the value of the price of the ticket here at 93.9%, quality of performances at 98.3% and play selection at 96.2%!
- **Tell 3 People.** Heartland's strongest marketing vehicle is still *Word of Mouth* (60%) for getting new audience members.
- **New Playwrights.** For the 4th year in a row, Heartland welcomes new playwrights from across the country to our Annual 10-Minute Play Festival. Opening June 9, The ATTIC Plays will feature 8 winners from 110 national submissions.
- **More Members.** Increased donations and FlexPass sales were reported in last season, thanks to you!
- **More New Faces.** More new people arrived in technical, acting and directing positions than ever before at Heartland.
- **Time is Money.** Volunteer hours surpassed previous years with over 13,000 hours generously given, equating to over \$220,000 of donated time. Whew!
- **Hot Shorts.** Our hot little play last summer generated over \$2,200 in donations to help improve Heartland's air conditioning.
- **Young at Heartland.** Growing interest in Heartland's Senior Acting Program sends seniors out in the community, performing for other seniors.
- **I Love You.** A successful partnership with Prairie Fire Theatre to bring you our first musical in the Great Room of the Normal Activity Center resulted in record attendance and happy members of both organizations.
- **Illinois Theatre Association.** Heartland presented its success story to the members of this state-wide organization.
- **Long-range Planning.** Over 45 theatre-goers were interviewed and two focus-groups conducted to provide insight to over 60 volunteers currently helping Heartland with its future planning.
- **Community Fund.** Heartland's on-going contributions to this fund will help solicit large donations for the future of the theatre and the community.
- **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.
- **Got Wired?** More people are using www.heartlandtheatre.org for information – maps, auditions, reviews, photos, calendars, and "study-up" links to shows. Each play brings in over 120 reservations on line to boxoffice@heartlandtheatre.org.
- **Boot Camp.** Interns and Presidential Scholars, working for college credit from ISU, are learning the theatre experience firsthand.

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 really count on.
- **The best in talent in the region,** 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.



20 Years and More