



## Highlights of 2005-2006 Season: Our 20<sup>th</sup> Year

- **Our 20<sup>th</sup> Year!** To some, it may come as a surprise that Heartland was founded in 1986 – 20 years ago. Our anniversary celebration is planned for Saturday night, September 30<sup>th</sup>. Save this date!
- **Show Sponsors Help.** Our Show Sponsorship Program continues to bring new friends to our theatre and help kick up our production values a notch. Our deep appreciation to Deanna Frautschi & Alan Bedell, Pamela & James Raymond, Darlene & Marc Miller, Peg & John Kirk, Judie Bey, Gary Hoover and Marilyn & Robert Sutherland.
- **Satisfied Audience.** 99% of the respondents felt the quality of the performances was either excellent or very good in research performed by ISU Department of Kinesiology.
- **Tell 3 People.** Heartland's strongest marketing vehicle is still *Word of Mouth* (67%) for getting new audience.
- **New Playwrights.** For the 5<sup>th</sup> year in a row, Heartland welcomes new playwrights from across the country to our Annual 10-Minute Play Festival. This festival features a "20 Years" theme with 8 winners from 148 submissions.
- **More Members.** More donations and FlexPass sales than ever before were reported last season, thanks to you!
- **14,000 Hours Donated.** Volunteer hours grew to nearly 14,000 total hours this past season. Whew!
- **Midwest Premier of Original Play.** *A History of Things That Never Happened* by Bloomington native, Sharmon Hilfinger, was made possible with the help of Bootstrap Foundation.
- **How to Write a Play.** Heartland offered its first playwriting class. Taught by playwright Jared Brown, the 10-session class included 10 students from the community.
- **Young at Heartland.** Growing interest in Heartland's Senior Acting Program sends seniors out in the community, performing for other seniors. Class size has grown to twenty very creative seniors, with Ann White at the helm.
- **Partnering to Present Big Shows.** *The Golden Days of Radio* brought back our favorite entertainment during the Great Depression, a community education project with The McLean County Museum of History.
- **Continued Support from Corporations:** State Farm Insurance, Country Insurance & Financial Services and Caterpillar, Inc.
- **Continued Support from Grants:** The Town of Normal Harmon Arts Grant, The McLean County Arts Center Regranting Program and the Illinois Arts Council.
- **From Strategic Plan to Business Plan.** Good ideas from our interviews of patrons and focus groups were handed over to "Idea Groups" who prioritized the ideas for the board to begin work on a 3-10 year business plan. The board has implemented many of those ideas since September of 2005.
- **Volunteer Coordinators.** A new position at Heartland will help our growing pains, and get more people involved. Bruce and Diane Boeck are rallying the troops to help usher, hostess, greet and assist with receptions.
- **Tech Director.** We piloted an idea for three shows and voted to implement a season-long set designer/tech director at Heartland for the first time ever. Michael Pullin will design all the 2006-2007 show sets at Heartland.
- **Reservation System Upgrade.** Now you can pay with your credit card by phone or online! Details soon.
- **Job Descriptions and Agreements.** Better processes and communication help us run a tight ship, with job descriptions, policy manual and processes to streamline the efforts of everyone from guest artistic staff to officers.
- **Revamping Our Bylaws.** We're working improving our bylaws to accommodate our growth.
- **Theatre Reconfiguration.** Directors, Artistic Staff and Set Designers are working on a better plan for our theatre space to benefit our artists and audience with a safer, more comfortable and effective environment.

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

- 1) Fresh new venue that's all-the-buzz
- 2) Consistent, quality performances
- 3) The best talent in the region

