

# Everyone Plays a Part

Heartland Theatre Company  
2006/2007 FUND DEVELOPMENT CAMPAIGN

## Rejuvenating Heartland's Space: A NEW STAGE & BETTER SEATING

*Heartland Theatre Company wants to expand its audience seating from 68 seats to approximately 90 to improve everyone's visual connection to the action on stage, and still maintain the same level of intimacy. This renovation, including demolition and remodeling of Heartland's theatre space, is estimated to cost approximately \$65,000.*

**Fund Development Goal:** \$65,000

**Timeline:** Heartland patrons and community members are being approached for major contributions in the remaining year of 2006 and in 2007, beginning with the kickoff at our 20<sup>th</sup> Anniversary Celebration on September 30, 2006. Heartland's loyal followers have donated considerable amounts each year that help pay the theatre's overhead since ticket sales and grants alone are not enough. This Fund Development Campaign is the *first* of its kind in Heartland's twenty years in business. We hope to reach our goal of \$65,000 within 12 months of the kickoff.

**Theme:** So much of Heartland's success has been its people who volunteer endless hours to sustain the momentum of this theatre. All of these people live and work in our region and believe in the value of this small theatre's niche in the cultural mix. "Everyone Plays a Part" includes everyone from patrons to volunteers to artists. Together we have made Heartland successful and together we will achieve our goal of \$65,000.

### Objectives:

#### Rejuvenating Heartland's theatre space will:

- **enhance production values,**
  - **improve the safety, sight lines and comfort of our patrons,**
  - **increase capacity for better financial feasibility,**
  - **prepare for expansion of other needed space and**
  - **increase portability and flexibility of audience and stage areas**
- 1) **Production values** are currently stifled and difficult without a raised stage to secure perpendicular walls and allow under-stage wiring for stage practicals and sound. Heartland also needs more lighting equipment, safe lighting grids overhead and more electricity that meets code.
  - 2) **Flexibility.** Heartland wants to purchase solid industry platforming that is portable around the stage, allowing the space to be reconfigured with the scenic design and the needs of the play. Heartland would also receive the benefit of portable audience seating for plays that are staged occasionally in other locations.
  - 3) **Safety.** Heartland's small audience area was built fifteen years ago without the resources to provide railings and safe movement of the actors and patrons. Installing proper floor lighting and railings to prevent accidents is needed.

(Over)

- 4) **Sight lines.** Although the theatre space is intimate, where the audience is close to the action on stage, there are areas of the stage where only the first row of audience can see actors. The raised stage would allow for better audience viewing of the entire stage.
- 5) **Comfort.** Comfortable seating is something Heartland patrons have wished for over Heartland's twenty years of theatre. New comfortable chairs, along with the safe platforming they sit on, are long overdue.
- 6) **Capacity.** It is no secret to Heartland patrons that "sold out" Friday and Saturday nights are normal. This season, Heartland had no choice but to offer fewer plays in its season to run the plays longer so that everyone can get in to see the plays. Even so, with limited capacity, our production teams were squeezed with so little time before performances to prepare. If Heartland could increase its seating capacity to about 90 seats, it would be more economically beneficial, without losing the intimacy Heartland patrons so enjoy.
- 7) **Growth.** On any given evening at Heartland, you will find people everywhere in the building, many parts of which are not Heartland's space. Rehearsals take place simultaneously with performances, meetings, building sets are all happening at once. We are spilling out into the building everywhere. In the event we could obtain another room or two, or even the adjacent garage in the building, we must be ready to take the space and adjust it for what we need.

***Heartland Productions, Inc, DBA Heartland Theatre Company is a not-for-profit 501c3 organization. Contributions are tax-deductible according to the limits of the law.***

For more information about Heartland's 2006/2007 Fund Development Campaign, please contact: Brian Simpson, Board President, at 454 7393 or 828 7471 or Dr. Paul Baker, Board Member/Fund Development Committee at 828 9360.