

MAKING AN IMPACT IN OUR COMMUNITY

The Grand has an
economic impact of
\$4.5 MILLION



Supporting
144 FULL TIME JOBS
in the Wausau region



OVER \$3 MILLION
directly reinvested in the
community

A higher concentration of the arts lead to...

- HIGHER CIVIC ENGAGEMENT
- MORE SOCIAL COHESION
- LOWER POVERTY RATES
- HIGHER CHILD WELFARE

Strong local
arts and culture
organizations
build strong
communities



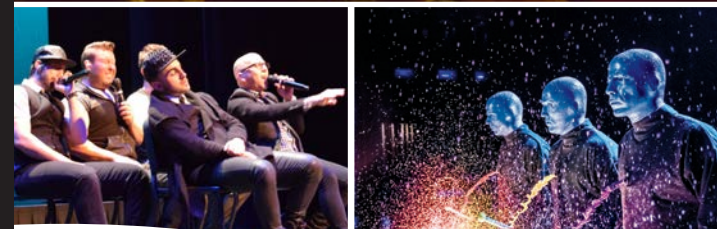
THE GRAND THEATER

401 Fourth Street, Wausau, WI 54403-5420
715-842-0988 | www.grandtheater.org

Ticket sales cover only a portion of our total show-related expenses, so your support is vital to bring the best in the performing arts to North Central Wisconsin.

Your donation allows us to engage the best artists, to create meaningful engagement opportunities, to keep ticket prices reasonable, and to develop memorable experiences for the entire community.

We invite you to be a part
of The Grand's family.
Donate today!



THE
GRAND
THEATER

2016 ANNUAL REPORT

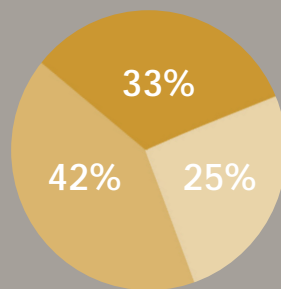


Community support has made a powerful impact over the past year and has helped us achieve so much:

- Last year featured eight sold-out shows!
- We welcomed 4,800 new visitors through our doors.
- Our artist residencies & workshops impacted over 2,500 students and community members.
- We partnered with the Overture Center for the Tommy Awards, which recognizes the best of high school musical theatre throughout the state of Wisconsin.
- We launched the 10 x 10 Series, an emerging artist concert series that introduces new audiences to the performing arts.
- We created the Access For All program, enabling more families to experience the transformative power of the arts.
- We developed a new website and mobile app to provide a more efficient and seamless experience for online visitors.
- We upgraded our security systems for the safety of patrons and artists, as well as other reinvestments in our historic venue including our marquee.

The arts play an important role in our community and your support enables us to expand our programming and outreach to better enrich the lives of the entire region.

YEAR AT A GLANCE



PERFORMING ARTS FOUNDATION REVENUE

- GIFTS AND GRANTS
- EARNED REVENUE
- FACILITY RENTAL



Total Tickets Sold

55,542

top 175

Of Reported Worldwide Ticket Sales in Pollstar's 2016 Annual Report.



Total Sold Out Shows

8



The Grand serves

17 COUNTIES

all over the state, from Vilas to Adams, and Eau Claire to Shawano.



PATRONS THROUGH OUR DOORS

259

EVENTS & PERFORMANCES

315

TOTAL DAYS OF USAGE

92

EVENTS BY COMMUNITY PARTNERS

\$117,690

SAVINGS TO COMMUNITY PARTNERS

18,547

STUDENTS ATTENDED MATINEE PERFORMANCES

174

SCHOOLS SERVED

439

ACCESS TO THE ARTS SCHOLARSHIPS AWARDED

\$11,600

DONATED TO LOCAL CHARITIES

