

# MAKING AN IMPACT IN OUR COMMUNITY



THE  
GRAND  
THEATER

2018  
ANNUAL  
REPORT

The Grand has an  
economic impact of  
**\$4.7 MILLION**



**OVER \$3 MILLION**  
directly reinvested in the  
community



Supporting  
**144 FULL  
TIME JOBS**  
in the Wausau region



Community support allows us to continue our work to present the best artists, to create meaningful engagement opportunities, to keep ticket prices reasonable, and to create memorable experiences for the entire community. With your help, we can continue this tradition of excellence for generations to come.

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

401 N Fourth Street, Wausau, WI  
715-842-0988 | [www.grandtheater.org](http://www.grandtheater.org)



**Strong local  
arts and culture  
organizations  
build strong  
communities**





## OUR MISSION

The Performing Arts Foundation ENTERTAINS, EDUCATES, and ENRICHES the community by offering world-class programming, which develops a lifelong appreciation for the arts in its citizens and enhances the quality of life in the region.



For over ninety years, community support has helped make The Grand Theater what it is today: a creative home for Central Wisconsin and beyond.

Community Support makes it possible to continue our mission, and create memorable experiences and opportunities for the community to engage in the performing arts. It gives students of all ages a place to learn, perform, and grow through the Arts In Education Series, Jerry Awards, Jerry Ensemble, and artist residencies.

Community Support helps countless performers make The Grand their creative home. From nationally-touring artists like Riverdance and The Beach Boys to talented local actors and performers, the historic Grand Theater has been a cultural home for our community for nearly a century.

The Grand is proud to be a place that sparks creativity in our community. Your support will help continue this tradition for generations to come.

## YEAR AT A GLANCE

A LOOK BACK AT A RECORD-BREAKING YEAR AT THE GRAND THEATER!

### ENTERTAIN:

#### top 150 of theaters worldwide

The Grand placed 143rd worldwide and 5th among venues with capacity under 1,300 in Pollstar's 2018 Annual Report.

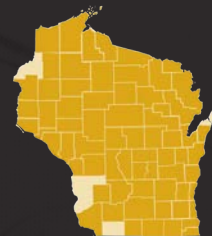


Total Tickets Sold

**70,144**

First Time Patrons

**4,300**



The Grand serves

**67 COUNTIES**

all over the state, as well as bringing in patrons from across the Midwest



Celebrating a record-breaking year with

**19 SOLD-OUT SHOWS**

### EDUCATE:



Students Attended  
Matinee Performances

**17,240**

**104**

Schools Served

**890**

Access to the Arts  
Scholarships Awarded



The Central Wisconsin Jerry Ensemble has expanded to feature

**16 STUDENTS**

from 8 schools across the area

**5,500**

Served by the Community  
Engagement Series

**64**

Community  
Engagement Events

### ENRICH:



Events &  
Performances

**254**

Total Days  
of Usage

**315**

**80**

Events by Community  
Partners

**\$134,337**

Savings to Community  
Partners

**\$11,022**

Donated to Local  
Charities



Patrons through our doors

**130,000**

Number of Volunteers

**210**

From vaudeville and silent movies to concerts and Broadway, The Grand Theater has served its community by bringing the best of the performing arts and acting as a cultural home for the arts for

**OVER 90 YEARS**