

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

Strong local
arts and culture
organizations
build strong
communities

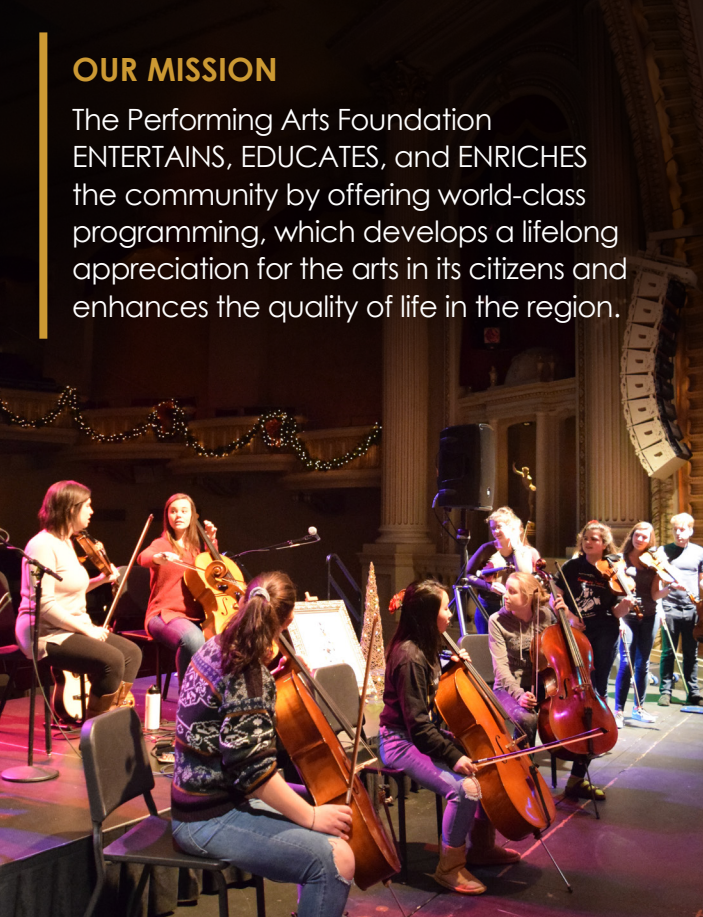


A higher concentration of the arts leads to...

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

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.

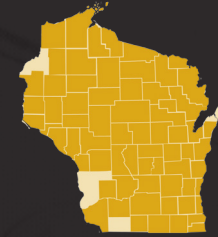


Total Tickets Sold

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