



2021 YEAR IN REVIEW



I think I speak for the entire Grand Theater staff when I say that when I look back on 2021, I am overwhelmed with gratitude. This community has supported The Grand Theater through so much: wars, economic depressions, and now, a global pandemic. To those of you who gave to the Ghost Light Fund, held on to tickets for rescheduled or postponed performances, or donated to support our virtual programming, thank you.

While 2022 is not guaranteed to be a smooth ride, it is comforting to know that our patrons, donors, collaborators, and other supporters will be riding along with us. We are excited and honored to continue to live our mission by presenting world-class performances, offering inventive ways to engage with the arts, and helping community members create memories in our historic venue. We can't wait to celebrate more special moments with you in 2022!

THANK YOU!

- Katy Lang
Director of Development &
Community Engagement

Community support allows us to continue our work: presenting the best of the performing arts, facilitating meaningful engagement opportunities, keeping ticket prices reasonable, and creating memorable experiences for the entire community. With your help, we hope to continue this tradition of excellence.

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



TIMELINE OF 2020-2021

2021: YEAR AT A GLANCE

MARCH 13, 2020

WAITRESS loads onto the stage of The Grand Theater, but the show never takes place as the venue is forced to close due to the pandemic.

MARCH 18, 2020

The Grand presents its first virtual program, the first of 14 different series!

AUGUST 6, 2020

The Ghost Light Fund is launched to support The Grand throughout the pandemic.

AUGUST 14, 2020

The Grand On Tour reintroduces live music to Wausau with performances at outdoor venues across the community.

OCTOBER 21, 2020

The Grand's Virtual Stage is launched, beginning a season of free virtual performances for audiences across the globe.

JUNE 22, 2021

Thanks to the incredible support of the community, the Ghost Light Fund reaches its \$600,000 goal.

AUGUST 3, 2021

The Grand reopens its doors to audiences for the first time in 18 months with a performance of John Mueller's Winter Dance Party.

OCTOBER 21, 2021

The Grand presents its first sellout since reopening, two nights of WAITRESS (finally)!

When we closed our doors with the Broadway hit Waitress loaded on our stage on March 13, 2020, we certainly never imagined that it would be 513 days until we opened them again. But while our theater was dark, we continued to live our mission in new and different ways, with 117 total events, reaching an incredible 75,963 people (or the equivalent of 62 sellouts in our historic space!). I'm incredibly proud of the work done by our entire team to create, develop, and execute these events to keep you connected to the arts. And we're so incredibly grateful that you joined us from 26 different states across the country!

Speaking of grateful, we couldn't be more grateful for your incredible support over the last 21 months. Your support that allowed us to not only meet, but exceed, our Ghost Light Fund goal which helped keep us moving forward in a time when many venues sadly permanently closed or were unable to reopen in the same manner as before their closure. We absolutely cannot thank you enough.

Of course, the best news in 2021 is that we reopened The Grand for live performances! I can tell you that there were more than a few tears shed when Winter Dance Party brought the venue back to life this past August...and even more when things came full-circle with two sold-out nights of Waitress this past October! You've continued to support us by buying tickets (and holding on to tickets as we deal with rescheduled shows again!), by donating to the Fund Drive, and by taking part in our community engagement events.

It's been an honor to welcome you back to your historic venue and to share incredible moments with you once again. We can't wait to do so for a full year in 2022!

THANK YOU!

- Sean Wright
Executive Director



1,225
Donors in 2021



66
In-person performances
and events since
August 1



117
digital or
alternative events



\$200,000
Spent in facility
enhancements to
enable a safe return



"Intermission Programming"
reached

75,963
Patrons



#120
In Pollstar's Top
Theatres in the world.
#1
By market size



750
Teachers and parents
accessed virtual
Arts In Education
performances
impacting
15,000
Students



198
Hours of online content,
including
23
Hours of original content



\$750,000
Raised in the
Ghost Light Fund