

# MAKING AN IMPACT IN OUR COMMUNITY

The Grand has an  
economic impact of  
**\$7 MILLION**



**OVER \$4.7 MILLION**  
directly reinvested in the  
community



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



A thriving arts and culture community...

- ENCOURAGES TOURISM
- SUPPORTS RESTAURANT & HOSPITALITY INDUSTRIES
- ENHANCES QUALITY OF LIFE
- APPEALS TO NEW EMPLOYEES

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



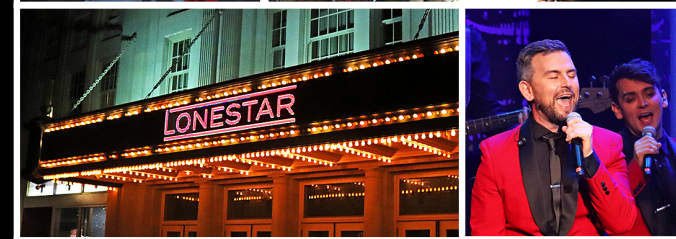
Community support allows us to continue our work: presenting the best of the performing arts, facilitating meaningful engagement opportunities, keeping ticket prices reasonable, and creating memorable experiences for the entire community. With your help, we can continue this tradition of excellence for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



# 2022 YEAR IN REVIEW



## 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 nearly 100 years, our community has helped make The Grand Theater what it is today: a creative home and gathering place for Central Wisconsin and beyond.

Community Support makes it possible to create memorable experiences for audiences of all ages. It allows us to bring the best of the performing arts right into our community, from world-class musicians and Broadway performers to legendary comedians.

It gives students a place to learn, perform, and grow through the Arts In Education Series, Jerry Awards and ensembles, and artist residencies. It provides opportunities for patrons to engage with the arts and with each other through free events in the Community Engagement Series.

It provides access to the arts for audience members from all backgrounds through the Access For All Series and the new Lift Every Voice Series. It allows local actors, dancers, and musicians to make The Grand their creative home, too.

The Grand is proud to spark and celebrate creativity in our community. Your support will help continue this tradition for generations to come.

## YEAR AT A GLANCE

POLLSTAR

#148

In Pollstar's Top Theatres in the world.

#3

By market size.



58,780

Total Tickets Sold



16

Total Sold Out Shows

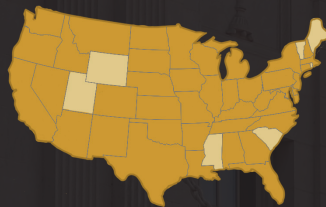


First Time Patrons

3,090



1,014  
Donors in 2022



Patrons from

41 STATES

across the country,  
plus Canada and the  
Netherlands



The Central Wisconsin Jerry Ensemble  
has expanded to feature

23 STUDENTS

from 10 schools across the area



17

FREE

Community Events

500

Served by the Community  
Engagement Series



Events &  
Performances

163

Total Days  
of Usage

229



10,794

Students attended  
matinee performance

102

Schools served

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

95 YEARS!