



THE GRAND THEATER

2023 ANNUAL REPORT



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.



Since 1927, support from our community has enabled The Grand Theater to live out its mission, making it a creative home and gathering place for Central Wisconsin and beyond.

It is because of this community support that we were able to have a monumental 2023: a record-setting number of sell-outs, and our biggest Broadway season yet! Your support helped us increase accessibility through innovative programming and an expanded rush ticket policy, as well as introduce digital ticketing.

This year, we brought countless legendary performers to Wausau. We engaged students from across the state through the Arts In Education Series and Jerry Awards/Ensemble, welcomed thousands of community members through free concerts and events, and hosted nearly fifty performances and events presented by members of our community!

THE GRAND IS FOR EVERYONE. We are proud to be the place where this community celebrates creativity and celebrates each other. Your support helps continue this tradition for generations to come.

2023 BY THE NUMBERS!



67,718

Total Tickets Sold



33

Total Sold Out Shows



4,495

Attendees of

16

FREE

Community Events



Events &
Performances

158

Total Days of Usage

223



POLLSTAR

#125

In Pollstar's Top Theatres
in the world.

#2

By market size.

Served students from

12 COUNTIES

from Taylor to Shawano,
Vilas to Waushara



The Central Wisconsin Jerry Ensemble
has expanded to feature

22 STUDENTS

from 11 schools across the area

2023 BY THE NUMBERS!



First Time Patrons

6,118



The Grand serves all

72 COUNTIES

across the state, from Bayfield to Rock, and Polk to Brown



939

Donors in 2023



The Grand has an economic impact of

\$6 MILLION



Supporting

202 FULL TIME JOBS

in the Wausau region



OVER \$4.4 MILLION

directly reinvested in the community

A THRIVING ARTS & CULTURE COMMUNITY:



- ENCOURAGES TOURISM



- ENHANCES QUALITY OF LIFE



- APPEALS TO NEW EMPLOYEES



- SUPPORTS RESTAURANT & HOSPITALITY INDUSTRIES



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

96 YEARS!

YOU MAKE THE GRAND SHINE!



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