



2024 ANNUAL REPORT



THE GRAND THEATER



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, the continued support of our community has allowed The Grand Theater to fulfill its mission, becoming a vibrant creative hub and gathering place for Central Wisconsin and beyond. Thanks to this incredible community backing, we were able to achieve a monumental 2024, marked by a record-breaking number of season subscribers and our most successful season in the past decade! Your generosity has allowed us to expand our accessibility through innovative programming and new ticketing initiatives, including The Grand Passport.

This year, we brought world-class performers to Wausau, engaged students statewide through the Arts In Education Series and Jerry Awards/Ensemble, welcomed thousands of community members with free concerts and events, and hosted nearly fifty performances and events presented by local community members!

THE GRAND IS FOR EVERYONE. We take immense pride in being the place where our community comes together to celebrate creativity and one another. Your continued support ensures that this cherished tradition will thrive for generations to come.

2024 BY THE NUMBERS!



77,650

Total Tickets Sold



34

Total Sold Out Shows



5,500

Attendees of

16

FREE

Community Events



Events & Performances

181

Total Days of Usage

202



POLLSTAR

#105

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

26 STUDENTS

from 11 schools across the area

2024 BY THE NUMBERS!



First Time Patrons

7,233



The Grand serves all

72 COUNTIES

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



797

Donors in 2024



The Grand has an economic impact of

\$7 MILLION



Supporting

213 FULL TIME JOBS

in the Wausau region



OVER \$4.4 MILLION

directly reinvested in the community

A THRIVING ARTS & CULTURE COMMUNITY:



ENCOURAGES TOURISM



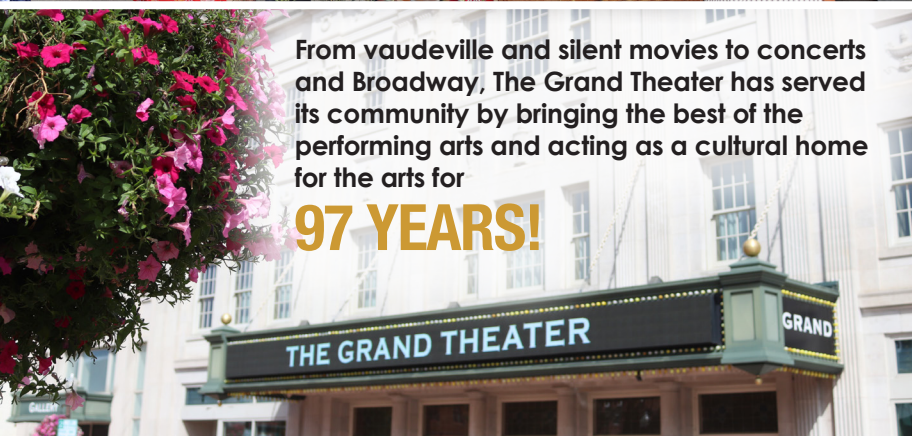
ENHANCES QUALITY OF LIFE



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

97 YEARS!

YOUR SUPPORT MAKES ALL THE DIFFERENCE



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!

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715-842-0988 | www.grandtheater.org