

Celebrating 100 Years of The Grand

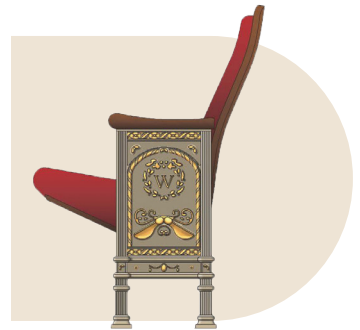
For nearly 100 years, The Grand has been the heart of Wausau—a place where memories are made, community thrives, and the magic of the arts comes alive. As we approach our centennial in 2027, we're embarking on a transformative journey: the Second Century Campaign.

This ambitious \$17 million initiative will revitalize our beloved theater, ensuring its vibrancy for the next 100 years. Join us in preserving this legacy and building a future where The Grand remains second to none.

Our Vision



The total restoration of the historic Grand Theater, including beautiful and comfortable new seats.



Better patron amenities, acoustic improvements, and new portable stage facilities in the Great Hall.

Help make the Grand's Second Century as memorable as its first.
Visit grandtheater.org/secondcentury to learn more and donate!

It's Time. It's an Investment.

It will take All of Us.

The Grand is more than a building; it's a shared experience. From children's recitals to first dates, from Aretha Franklin to Broadway tours, our community has woven a lifetime of memories within these walls. It's our turn to safeguard this legacy for future generations.



The Second Century Campaign will:

Restore the Theater: New seats and sightlines, curtains and carpet. A new roof, and HVAC. Inside and outside, we will revitalize The Grand.

Enhance the Experience: State-of-the-art technical upgrades, reimagined backstage areas, and improved patron amenities will elevate every visit.

Transform the Great Hall: Acoustical improvements, built in AV and lighting, and a flexible stage will transform the Great Hall for more intimate gatherings and diverse programming.

Ensure Accessibility: We are prioritizing accessibility and safety upgrades to make The Grand welcoming to all.



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It's my privilege to lead The Grand into its second century, and it's my goal that the Grand be absolutely 'second to none' at the completion of this campaign.”

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The Grand: An Economic Engine

The Grand is more than a cultural gem; it's a vital economic driver.

- \$74.2 million economic impact in the last 22 years.
- \$6.7 million contributed to the local economy in the 2023/24 season alone.
- 1.2 million people have attended shows at The Grand since 2002.

JOIN THE SECOND CENTURY FOUNDERS CLUB!

Be a part of history! Donors will be recognized as members of the Second Century Founders Club with exclusive benefits at various giving levels. Naming opportunities are also available. Visit our website for details.

Ways to Give:

- Pledged Gifts
- Multi-Year Gifts
- Matching Gifts
- Stock Donations
- Legacy Gifts

Name Your Seat!

Leave your legacy at The Grand by naming a seat! Starting at the \$1,000 level. Contact us for details!

Share Your Story!

We want to hear your Grand memories! Send us your stories, videos, and photos. Visit grandtheater.org/secondcentury to share.



SECOND
CENTURY
CAPITAL CAMPAIGN



THE
GRAND
THEATER

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