





OUR

Vision







Conceptual renderings of the renovated spaces. Clockwise from left: The Great Hall, including needed acoustical renovation, patron amenities and improved portable stage facilities. The restored theater, with patron comfort and safety improvements foremost. The reimagined Patron lounge, and an early prototype of the new seats to be installed throughout the theater.

the grand ambition

Wausau is home to the region's finest entertainment and community arts center, and we are only getting better.

For nearly 100 years, touring shows and community arts groups have welcomed audiences from near and far to The Grand, an iconic theater in the heart of Wausau. Their delight is our joy! We want to do even more, and we find ourselves with the happy problem of outgrowing our single stage, with capacity audiences and few dates available. Importantly, our entire block has critical systems and infrastructure reaching or beyond their recommended lifespans, which feels riskier by the month. It's time, and what an opportunity we have!

To celebrate the 100th Anniversary of The Grand, we plan a \$17 million transformation inside and out of our theater. We will preserve the past and invest in the future and enable patrons to experience The Grand as their own.

This major transformation will be completed in stages over the next few years. Some improvements will be obvious, and others will be behind the scenes. The project will be planned so that our summertime closures won't impact the programming you've come to expect. The 100th Anniversary of The Grand in 2027 will be here before we know it, and we are excited to share the progress of our fundraising campaign and plans of our transformation with you along the way.

At its conclusion, we will be able to offer even more entertainment to the community – and we will have ensured that this historic landmark enters the next 100 years of its life in shining glory!

HELP MAKE **THE GRAND'S SECOND CENTURY**AS MEMORABLE AS ITS FIRST. JOIN US IN THIS EXCITING MOMENT IN WAUSAU HISTORY!

THE GRAND IS THE BEATING HEART OF WAUSAU.

legacy







Most everyone you know probably has a personal story about The Grand. Our community is knit together by shared experiences here, from our children's dance recitals onstage, to the first show we ever saw in this historic theater. Some of us had our first date at The Grand. Most of us have attended parties, weddings, or other important events here. We share a literal lifetime of memories made within these walls, and that sense of community is worth our best efforts to foster and carry forward.

We all are the caretakers of that legacy for future generations. The goal in the Second Century Campaign is to ensure that *everyone* can experience arts and culture at its very finest right here in Wausau, in a space designed for all to enjoy into the next 100 years.

New seats. Better heating and air conditioning. First class backstage spaces for our touring artists, and a reimagined flow to serve patrons more efficiently. A new roof! And, importantly, an acoustically and visually transformed Great Hall with new flexible stage options for more intimate gatherings and shows. There is so much for us to all be excited about.

The executive leadership of The Grand, in partnership with The Grand Theatre Foundation, the Board of Directors of the Performing Arts Foundation, and our Second Century Committee, invite you to consider how to recognize your own legacy at The Grand, and support this transformational moment in its history. Truly, you will be glad that you have stepped in to help fund The Second Century Campaign: The Grand Ambition.

CAMPAIGN COMMITTEE

Todd Nicklaus
President,
Board of Directors

Kay Gruling
Vice President,
Board of Directors

Sean Wright
Executive Director

Jordan Baker
Rick Beese
Kandace Elmergreen
Shanna Fink
Peter Gaffaney
Tracy Hougum
Michael Loy
Ridhwi Mukerji
Glendon Peterson
Jenny Sweeney

Grand Theatre Foundation *Ex-Officio*

Listing as of November 1, 2024

OUR LEGACY OUR FUTURE OUR THEATER

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.



One hundred years ago, the founders of Wausau envisioned a thriving community. The economic and cultural centerpiece of their vision was, and is, The Grand Theater. Rarely is a vision that grandiose still relevant 100 years later, but the foundation they built certainly is! Over the years, the community has come together many times to ensure that vision stays alive. In 2002, the ArtsBlock project transformed Wausau. Since then, nearly 1.2 million people have attended performances at The Grand, translating into \$74.2 million economic impact during the last 22 years!

The Second Century Campaign

preserves the legacy the founders of the city established, and it provides a clear direction for the future of entertainment and the arts in the Greater Wausau Region.

As much as The Grand is a driving force in Wausau's economy, we're also a recruiting tool and talent magnet for local industry. Everybody wants to attend and see the terrific, quality shows we bring to Wisconsin! We all have our favorite bands, artists, comedians and Broadway shows we want to see. With flexible stage options in the Great Hall, and improved acoustics there, we will have even more options for everyone to enjoy.

Speaking of enjoyment, we can't wait to replace the seats in the theater! Our goal is that new sightlines and seats will make your Grand experience even more memorable.

This campaign isn't just about the building and the theater, it's about the community. The Second Century Campaign preserves the legacy the founders of the city established, and it provides a clear direction for the future of entertainment and the arts in the Greater Wausau Region. It ensures that generations to follow us will have even more opportunities to be moved and delighted by the artists onstage.

We are so excited for the future of The Grand. I encourage you to share your stories with us, attend events to hear about our progress, and join us in the Second Century!

TRANSFORM

THE SECOND CENTURY CAMPAIGN BRINGS EXCITING CHANGES TO OUR BELOVED THEATER. WHILE PRESERVING AND HONORING THE PAST, WE SEEK TO TRANSFORM AND MODERNIZE THE VENUE TO ENSURE WE MEET THE RISING EXPECTATIONS OF AUDIENCES AND ARTISTS ALIKE.



THEATER RENOVATION.

New seats and sightlines. New curtains and carpet. New balcony railings. When we are done, you'll absolutely recognize the character of The Grand. And it will feel brand new at the same time.

THEATER TECHNICAL IMPROVEMENTS.

Contemporary touring standards have changed over the years, and we've done a good job keeping up. With a capital injection of funds, the theater's capabilities will meet or exceed tour company requirements, putting The Grand at the top of their list of preferred venues to perform.

GREAT HALL.

To make the Great Hall truly top of the class, we have exciting plans.

NEW FLEXIBLE STAGE FOR THE GREAT HALL. A more intimate performance space envisioned for comedy, jazz, chamber music ensembles, and private rentals. With a second stage, we will be second to none.

ACOUSTIC IMPROVEMENTS. Let's be honest, having a conversation in the Great Hall can be difficult! Imagine a space that is acoustically enhanced to handle performances, events, meetings, and yes, even conversations.

BACKSTAGE AREAS.

Major tours are getting more complex.

With a reimagined backstage area, we'll
be more efficient and can continue to
bring incredible shows to The Grand.

ARTIST HOSPITALITY.

The stars on stage deserve first-class Wisconsin hospitality! We plan new dressing rooms with private bathrooms, a new green room, and spaces that provide comfort and convenience to the stage.

SAFETY AND SECURITY.

The bones of the building are strong, and we aim to increase our focus in these areas throughout the renovation.

EXTERIOR IMPROVEMENTS.

The outside of this icon will shine like a new penny!

LOFT IMPROVEMENTS.

The new "it" space for receptions and small events. Enhanced lighting, dedicated restrooms, and more patron amenities to better utilize this currently hidden gem of The Grand.

ADMINISTRATIVE/ BOX OFFICE RENOVATION.

Those who visit the office and our team will experience the restored historic building the PAF calls home.

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BY THE NUMBERS

With 135,000 people coming into the building each year you can imagine the wear and tear. It's time to restore and modernize The Grand with amenities that audiences deserve.

Today, The Grand is one of the most successful performing arts centers of its size in the world. It's not only the touring shows that draw people here. The community counts on The Grand to be here for 150 events annually! For as much as we do, we want to do even more, and your gift to the Second Century Campaign will help us do just that.

PROJECT AREA	EXPENSE
Theater, Great Hall, and Back of House	\$5,550,000
Historic Lobby, Loft, and B.A. and Esther Greenheck Lounge	\$515,000
PAF Building	\$322,000
Infrastructure (Roof, Exterior, Elevator)	\$935,000
Infrastructure (HVAC, Electrical, Plumbing)	\$3,861,000
Construction, Architect, Fees, etc.	\$5,817,000
Total Budget	\$17,000,000

The Grand is more than just a theater – it's an **economic driver** for the entire region!

1.2 million people have attendedshows at The Grand
since 2002.

\$74.2 million economic impact in the last 22 years, including a record \$6.7 million in the 2023/24 season alone.

More than 9,000 people per year travel from beyond our immediate region to see a show here.

founders club

The Second Century Campaign represents a once-in-a-lifetime chance to restore and revitalize a treasured icon, and to ensure future generations can experience exceptional live entertainment locally. With your generous support, you can help make history in the Second Century Founders Club.

Donors to the Second Century Campaign will be recognized as members of the Second Century Founders Club, and offered certain privileges according to their level of participation.

Members of the Second Century Founders Club will be invited to occasional events and included in various donor listings in the Great Hall and the program book which will be updated throughout the course of the campaign.

We invite you to participate in The Grand's 100th Anniversary by making a donation to the Second Century Campaign!

SECOND CENTURY CAMPAIGN COMMEMORATIVE OPPORTUNITIES

We would be honored to recognize leadership gifts in support of the transformative project through special naming opportunities.

Second Century Campaign priorities include:

Theater Restoration \$1M

Historic Stage and Curtains \$1M

Great Hall Renovation and Improvements **\$1M**

Loft **\$500K**

Artist Green Room \$250K

Star Dressing Rooms (two available) \$250K

Family Bathroom \$100K

Administrative Offices

Renovation \$100K

Ticket Office Renovation \$100K



Founders Club Recognition Levels

SECOND CENTURY LEADERS

The Leaders of the Second Century Founders Club are offered specific additional recognition for particular portions of the project at the \$100K + level and above.

\$1M +

\$500K +

\$100K +

SECOND CENTURY PATRONS

Patrons are gratefully recognized in program books, and may select from available seats to commemorate their gift.

\$50K + (any two seats)

\$25K + (any two seats)

\$10K + (any two seats)

5K + (any two seats)

\$2,500 (one seat)

\$1,000 (one seat, balcony)

SECOND CENTURY **DONORS**

Donors are gratefully recognized online, and in the final published listing of campaign donors.

\$500

\$250

\$100

Interested donors may contact The Grand at any time during the campaign to discuss the above opportunities in more detail. Recognition for these important leadership gifts includes up to 4 named seats in the theater.

CONNECTIONS

Everyone has a story about The Grand. We want to hear yours.

The Second Century Campaign is more than a restoration of a building, it's a validation of the legacy we share in this community. A legacy you already belong to. Tell us your story. Send us a video, write us a poem. Write down your memories in an essay. We want to hear it all.

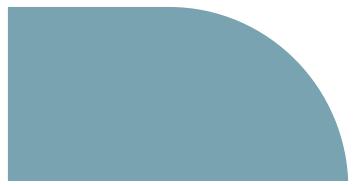
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