

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 the incredible support of our community, this year was filled with top of the line performances, the return of free concerts to our stage, and our biggest season line-up yet. Your generosity continues to bring in world-class performers to Wausau, engage students statewide through the Arts In Education Series, and welcome thousands of community members into the theater for free events and resource fairs with local community organizations!

This year, we welcomed more than 70,000 patrons through our doors, remained a Pollstar Top 200 Theater Venue worldwide for our 10th consecutive year, and launched our Second Century Capital Campaign - ensuring the future of our theater for decades to come!

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 beyond.

2025 BY THE NUMBERS!



73,679

Total Tickets Sold



31

Total Sold Out Shows



3,500

Attendees of

19

FREE

Community Events



Events & Performances

160

Total Days of Usage

169



POLLSTAR

#111

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
entered its ninth year and features

21 STUDENTS

from 8 schools across the area



2025 BY THE NUMBERS!



First Time Patrons
8,625



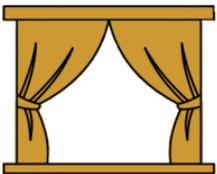
The Grand serves all
72 COUNTIES
across the state, from Bayfield
to Rock, and Polk to Brown



756
Donors in 2025



The Grand has an
economic impact of
\$7 MILLION



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



OVER \$7 MILLION
directly reinvested in the community

A THRIVING ARTS & CULTURE COMMUNITY:



ENCOURAGES TOURISM



ENHANCES QUALITY OF LIFE



APPEALS TO NEW EMPLOYEES



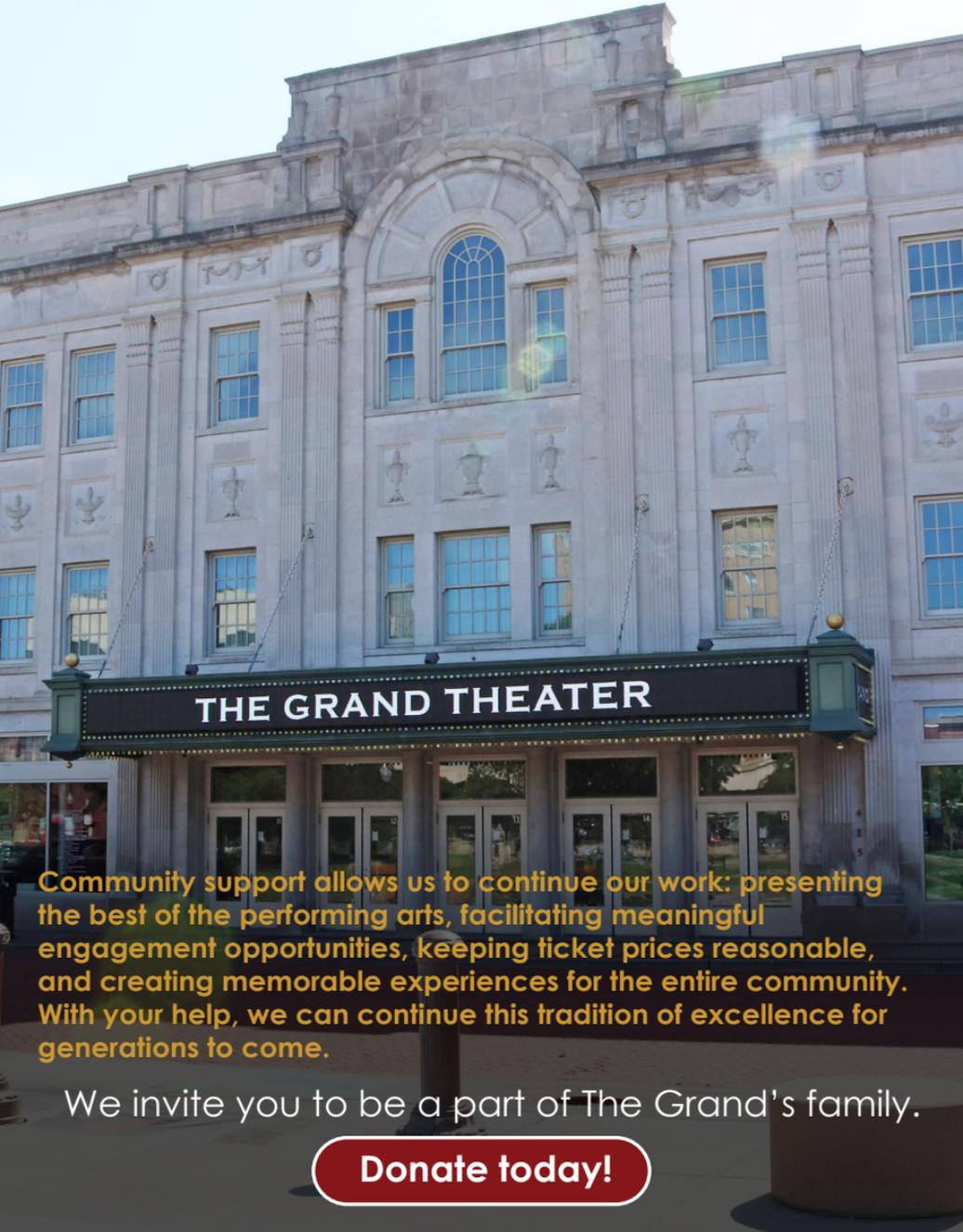
SUPPORTS RESTAURANT & HOSPITALITY INDUSTRIES

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

98 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