



2017 Impact Report



Dear Friends,

What a year 2017 was! I can hardly believe that, less than a year ago, our front entrance was boarded up and workers were still pouring concrete, running wires, and sanding down floors to get ready for our grand reopening in May.

As we begin what's sure to be an incredible 2018 season, I'd like to take a minute to review some of the things you helped us do in the past 12 months! Here are just a few of the things we accomplished in 2017 with your help:

- We finished our yearlong renovation and reopened the Croswell in May 2017 with three wonderful weekends of celebration.
- We welcomed record-breaking audiences for sold-out performances of Disney's *Beauty and the Beast* and Lin-Manuel Miranda's *In the Heights*.
- We played a role in developing new works by producing Terry Hisson's newest play, *The Family Digs*, and presenting the premiere of *All or Nothin'*, a new movie about the Underground Railroad.
- We wrapped up our two years as the Michigan host site for Arts Midwest World Fest, which allowed our community to experience first-class performing artists from Turkey, Israel, Inner Mongolia, and Quebec.
- We did all of this while attracting thousands of people to our community, many of them visiting for the first time.

We can't thank you enough for your support! The Croswell simply wouldn't be what it is today without you.

Warmly,



Jere Righter
Artistic Director

BOARD OF DIRECTORS 2017

- PAM ADAIR
- JEFF ADAMS
- BRENDA BAKER
- STEVE BENZ
- CARY CARRICO
- JEFF DANLEY
- MARK DIPIETRO
- JULIANNE DOLAN
- GRACE GARNO
- MATT HAMMOND
- SHANE HORN
- SUSIE KAPNICK
- PAT KUHR
- RITA MANSOUR
- LAURA SHAFER
- EMORY SCHMIDT



ENGAGING OUR COMMUNITY



front-of-house volunteers donated nearly **4,000 HOURS** to give our patrons the best possible Croswell experience.

194

performers volunteered their time to entertain, enchant, and inspire us on stage.

We provided **526** free admissions to dress rehearsals for residents of group homes, assisted living facilities, and others who otherwise would not have a chance to experience the magic of live theater.



INSPIRING OUR AUDIENCES

24,984 PEOPLE

came through our doors for 57 dates of programming.

483 PEOPLE

witnessed the development of a new piece of theater when they attended the world premiere of *The Family Digs*.

5,571 PEOPLE

came to September's production of *Beauty and the Beast*, making it the fourth best-attended Croswell show of all time.

2,879 PEOPLE

purchased tickets for their first Croswell show ever — an increase of nearly 100% over 2016.



BUILDING A STRONGER FUTURE

47%



of our patrons in 2017 came from outside Lenawee County, shopping in local stores, dining in local restaurants, and experiencing what our community has to offer.



67%

of the patrons who responded to an end-of-the-year survey reported spending money at local restaurants before or after Croswell shows.

We put **\$942,581** directly into the Michigan and Ohio economies through salaries, contracts, and purchases from area businesses ... not even counting our renovation!

We employed **107** Michigan and Ohio artists, helping sustain the creative economy in our region.

Through the Generations



“In the last 50 years we’ve gone from empty houses to full houses, and it’s so much more professional. So many kids like Michael Lackey — they’re all still kids to us — have come through here and made lifetime professions for themselves. And the whole downtown would be different if the Croswell weren’t here.”

Ray and Mary Maxe,
Croswell volunteers & supporters since 1967



“The Croswell is a home for me. I’ve created so many friendships and learned so much over the course of my time here. I’ve grown up here, and I literally don’t know what my life would be like without the Croswell.”

A.J. Howard,
Adrian High School junior and performer in 23 Croswell shows since 2008



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CROSWELL
THE CROSWELL OPERA HOUSE & FINE ARTS ASSOCIATION
129 E. MAUMEE ST.
ADRIAN, MI 49221

