

NO PLACE LIKE



H O M E



2018  
*Impact Report*



## Dear Friends,

As you know, the Croswell is so much more than just a building! It's made up of people ... artists, volunteers, donors, and of course audience members are all a part of creating what takes place here! As we get ready for a new season and reflect on the past year, we're reminded of all the wonderful things that only happened because of the generosity of so many ...

- We welcomed record-setting crowds to our productions of *Mamma Mia!* and *The Wizard of Oz*, which are now the two best-attended shows in the Croswell's history.
- We enjoyed stunning performances not just from our talented local casts, but also from some old friends who came back to perform for us ... Brian Hissong in *West Side Story in Concert* and Shonn Wiley in *She Loves Me*.
- We started a new series of summer classes, providing young people in our area with expert instruction in topics like circus arts, hair and makeup, and auditioning for stage and screen.
- We launched an exciting new speaker series, Croswell Conversations, in which we invite Croswell alumni who are working professionally in the performing arts to share their stories and experiences with local audiences.
- We staged important and meaningful works like *Next to Normal*, tackling the difficult topic of mental illness and its effect on families, and *Ragtime*, telling still-relevant stories about immigration, prejudice and the struggle for equality.
- We expanded into new kinds of programming, including our Tuesday Play Reading series and a showing of the minidocumentary series *Islands Without Cars*.
- We supported the fledgling Adrian International Film Festival by serving as a host venue in its first year.
- We took a huge step toward sustainability by building an endowment that will help guarantee the Croswell's future financial security.
- We did all of this while bringing thousands of people to our community, many of them experiencing Adrian and Lenawee County for the first time!

On behalf of the Croswell staff and board of directors, I hope you share our pride in everything we accomplished together. The Croswell would not be what it is without your love and support!

Warmly,

Jere Righter  
Artistic Director



## BOARD OF DIRECTORS 2018

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## Croswell Moments

A few of our favorites from the past year...

## BRINGING PEOPLE TOGETHER



front-of-house volunteers donated nearly **4,200 HOURS** to give our patrons the best possible Croswell experience.

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

**656** people supported our mission by joining the Charles M. Croswell Society and making a gift to our Annual Fund.

## REACHING NEW AUDIENCES

**1,520 CHILDREN**

attended our daytime performances of *Stellaluna and Other Tales*.

**3,500 PEOPLE**

purchased tickets for their first-ever Croswell show – an increase of 22% over 2017.

**6,583 TICKETS**

were sold for *Mamma Mia!* – making it the highest-selling show in Croswell history.

**31,587 PATRONS**

came through our doors for 79 dates of programming – a 26% increase over 2018.

## ELEVATING OUR COMMUNITY

**51%**



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



**71%**

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 **\$1,026,818** directly into the Michigan and Ohio economies through salaries, contracts, and purchases from area businesses.

We helped **55** other organizations raise money for their causes by donating tickets to silent auctions and other fundraisers.



Theater professionals like Cassie Okenka, Heather Yerrick, and Tobin Ost inspired young artists by coming home to participate in our Croswell Conversations series.



We partnered with the Heinz C. Prechter Bipolar Research Program at the University of Michigan to create meaningful discussions around our October production of *Next to Normal*.



We welcomed many families to productions like *The Wizard of Oz*, giving hundreds of children their first experience with the magic of live theater!



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

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