



CROSWELL

# IMPACT REPORT

*Published February 2023*



# *Thank You*

Over the past few years, we've learned to appreciate the normal things in life. As we reflect on a year that included the return of many Croswell traditions — an all-area high school musical, a full summer of live shows, a theater packed with friends both old and new at the holidays — we know that none of it could have happened without the support of hundreds of people in this community.

Live theater continues to have a home at the Croswell because of you — the people who attend, perform, donate and volunteer. As we reflect on 2022 and look forward to the Croswell's 157th year, we hope you share our pride in everything we have accomplished together!

# LOOKING BACK AT

# 2022



39 students from across southeast Michigan and northwest Ohio got the chance to inhabit epic roles like Jean Valjean, Inspector Javert, Cosette and Fantine in our all-area high school production of *Les Misérables*.



Our first full summer season since 2019 kicked off with *Company*, a challenging work by the late, great Stephen Sondheim. In June, *Footloose* featured the Crowell's largest cast in several years, with 53 people filling our stage with joyful music and high-powered dance. Then we finished the summer with the cult masterpiece *Little Shop of Horrors* and the tapdancing spectacular *Anything Goes*.



We love a chance to play a role in the development of new work ... especially when the authors are from our own community! In April, our first-ever festival of one-act plays included *The Elevator: Sharing with Strangers*, a new work by Michigan playwright Kryssy Becker. We also marked Pride Month in June with readings of two new plays by Adrian's own Stephen Kiersey.



We collaborated with two students from Siena Heights University on the production of *Arts Influencing Change*, a cabaret performance celebrating Black History Month.

The students chose to use proceeds from the show to benefit Theatre Siena and the Lenawee NAACP.



This summer marked the return of our Summer Performance Camp, with 24 enthusiastic young actors learning and producing *101 Dalmatians, Kids* in the span of just two weeks.



Huge numbers of new friends came through our doors in September when we staged the powerful and uplifting musical *Kinky Boots*. This show also marked the first use of the Betsy & Michael Lackey Endowment for Professional Artists.



Over the course of the year, audience numbers ticked slowly upward as we recovered from the events of the past few years. Finally, at Christmas, *Miracle on 34th Street* drew just over 5,300 audience members, a return to pre-pandemic numbers.

WHY WE

# Perform

Auditioning to play Susan in *Miracle on 34th Street* was the best chance I have ever taken! It was a new theater with all new people, and even in a different state, but it ended up being the best experience of my life. I will always remember the cheers and applause every night as it snowed on stage and in the audience at the end of the show! Strangers quickly became my new family that I will always love, and the Croswell became a new home.

— Alayna Brazzil





## WHY WE *Attend*

“ Appearing on the Croswell stage over the years has been nothing less than thrilling for both of us. But being part of the live audience is equally amazing! No other venue can compare to the artistic, energetic and professional presentations at the Croswell. The exceptional performances by actors and orchestras and the breathtaking sets find us unable to contain whooping and hollering our appreciation. And we will be forever grateful to the Croswell for the opportunity to experience such highly polished, community-based, fabulous live theater!

”

— Jay & Steve Hillard

# WHY WE *Donate*

“ My wife, Antoinette, and I both retired from university teaching, which showed us how important it is for students to take the theory they learn in the classroom and apply it in a practical setting. After Toni passed away, we established the Toni & Richard Knecht Endowment for Theater Education, which will support the Crosswell’s summer internship program. I believe this program will empower future students to serve as a catalyst for moving theater arts forward. ”

— Richard Knecht, who established the  
Toni & Richard Knecht Endowment for Theater Education

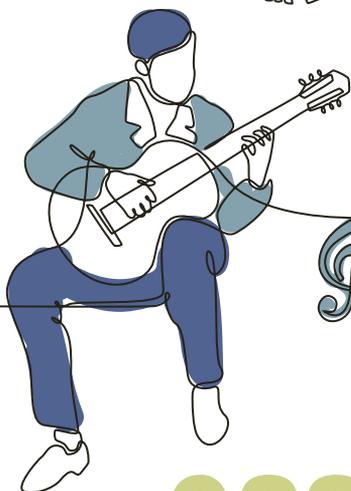


# 2022 *by the Numbers*



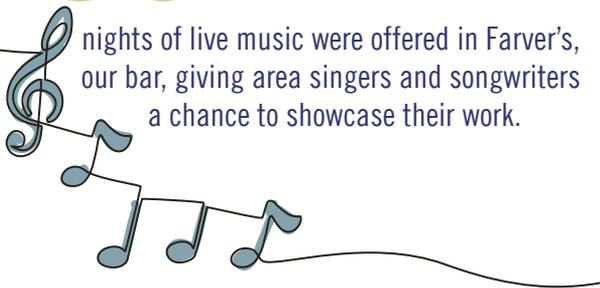
88

dates of programming took place in the theater, including musicals, plays, concerts and children's programming.



38

nights of live music were offered in Farver's, our bar, giving area singers and songwriters a chance to showcase their work.

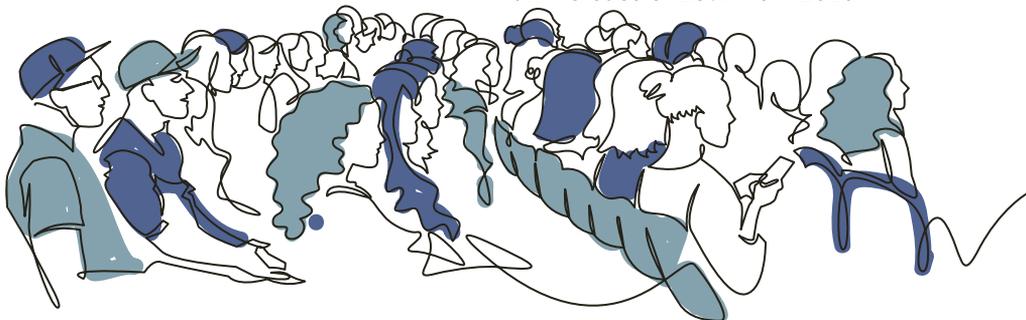


390

people became first-time donors to the Croswell — our highest number ever!

904

people made gifts to our Annual Fund in 2022, an increase of 2% over the previous year and an increase of 28% from 2019.



# \$8,297

was the cost of renting "Audrey II" for *Little Shop of Horrors*, one of our most technically demanding shows of the year.



# 95

professional musicians played in the orchestra pit for our 2022 musicals, thrilling us from the first note of the overture to the final bows.

# 278

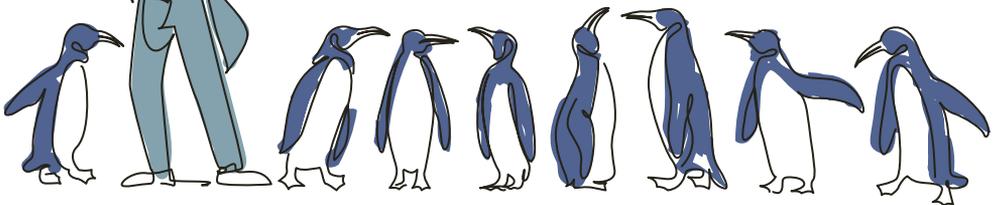
talented performers volunteered their time to entertain and enchant us on stage!



# 1,899



area children attended our daytime performances of *Mr. Popper's Penguins*.



# *Continuing the* **IMPACT**

## **NEW SHOWS**

In 2023, the Croswell will be one of the first community theaters in the country to produce *Jersey Boys*, *Beautiful*, and *the Prom*.

## **NEW SPACES**

In June 2022, the Croswell purchased the vacant grocery store on Front Street that was formerly known as “The Pharm.” We hope to turn this eyesore into a point of pride for downtown Adrian and a new place where creativity can thrive!

## **NEW PROGRAMS**

We’re building on our popular summer performance camp for kids to develop a full educational program, including spring break activities, after-school programs, and one-week classes on a variety of topics.



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