

THE COMMUNITY IMPACT
of
CAPITAL REPERTORY THEATRE



**a white paper in support of Individual Giving: an investment in
entertainment, education and economics in the Capital Region**

Spring 2009

WHAT IS CAPITAL REPERTORY THEATRE – AND WHAT IS ITS CORE MISSION?

Since its inception, community spirit has informed Capital Repertory Theatre’s mission and programming. Established in 1981, local business philanthropists and an army of volunteers transformed the abandoned Grand Cash Market into an intimate 286-seat theatre, which would become home to Albany’s first professional, not-for-profit, resident theatre. This investment of time and resources created what is now a year-round theatre in the heart of downtown Albany with an annual operating budget of \$2.7 million, a permanent staff of 28, and a history of employing more than 2,000 artists.

With a mission “to create meaningful theatre generated by an authentic link to the community it serves,” Capital Rep strives to keep “community” at the heart of all programming. Fueled by this mission, the theatre operates with these goals in mind:

- ★ Providing great theatre to all people of the Capital Region;
- ★ Ensuring that every student in the 14-county Capital Region experiences live theatre before high school graduation;
- ★ Establishing Capital Rep as the region’s preeminent cultural arts institution dedicated to celebrating diversity;
- ★ Taking a leadership role in defining the cultural map of New York’s Tech Valley;
- ★ Establishing the region as a cultural and artistic destination point;
- ★ Ensuring that Capital Rep’s name is synonymous with quality in every aspect of the organization: productions, programs, service to patrons and community outreach.

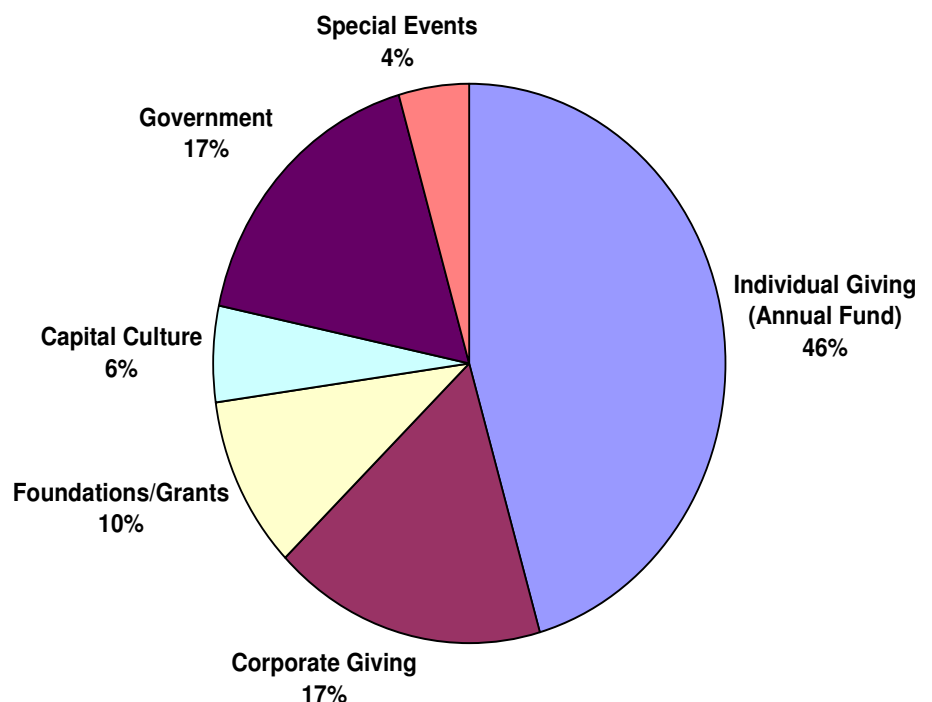
THE ANNUAL FUND: AN INVESTMENT IN THE COMMUNITY...

Capital Rep is a member of the League of Resident Theatres (LORT): a network of 73 theatres across the country dedicated to maintaining professional excellence in acting, directing, choreography, and design to preserve a broad scope of dramatic works and expand the theatrical canon through the development of new work.

As a not-for-profit charitable organization, Capital Rep earns 65% of its operating budget from ticket sales, (a much higher percentage than similar-sized LORT theatres around the country). The remaining 35% of operating costs must be covered each year by Annual Fund Activities.

WHO CONTRIBUTES?

Individual Giving is the most important part of the theatre’s Annual Campaign Fund – with more than 46% of all contributions coming from generous individuals – like you!



ANNUAL FUND GIVING – EVERY DOLLAR IS AN INVESTMENT IN OUR COMMUNITY

FOR EDUCATION:

- ***On the Go!*** – Capital Rep’s unique in-school tours coordinate with Capital Region curriculum, bringing classroom study to life (7 years)
- ***Classics on Stage*** – annual production(s) that compliment Capital Region school curriculum, discounted tickets/scholarships (14 years)
- ***Harriet Gibbons Ninth Grade Academy*** (formerly Harriet Gibbons High School) ***school-wide cross-disciplinary program*** – integrating the arts into five subject areas, Recognized for Excellence by the New York State Council on the Arts (9 years)
- ***Rensselaer Middle School Artist in Residence program for 6th-8th graders*** – integrating arts, English and Social Studies (5 years)
- ***Tech Valley High School pilot program*** – utilizing the arts to make real-world connections with technology
- ***Study Guides*** – distributed for free to all participating schools (14 years)
- ***S.T.A.R. (Summer Theatre at the Rep)*** – 5-week summer program for teens (12 years)
- ***Professional Development Workshops*** – for teachers to integrate the arts in many subjects providing lesson plans that meet NYS Learning Standards (14 years)
- ***Workforce Development*** – year-round paid apprenticeship program for young theatre professionals (14 years)
- ***Early Career Education*** – High school and college internships for credit, job shadowing, job fairs, City of Albany Summer Youth Employment partnership (14 years)

FOR COMMUNITY OUTREACH:

- ***Adult Education Outreach*** – H.I.L.L. courses, Speakers Bureau, Post-pre show discussions
- ***Accessibility Program*** – Pay What You Will performances, complimentary tickets for disabled, senior, and community service organizations
- ***Collaborative Partnerships that share resources*** – Capital Culture (Albany Institute of History and Art, Albany Symphony Orchestra), Literacy Volunteers, Downtown Albany B.I.D.

FOR KEEPING OUR ECONOMY STRONG:

- **Attracting** 80,000 visits to downtown annually
- **Reaching** more than 16,000+ students every year
- **Producing** 280+ performances each year
- **Manufacturing** all our production elements right here in the Capital Region
- **Providing** more than 2,000 artists with jobs since our inception
- **Returning** more than 83% of our \$2.7 million annual operating budget to the local community
- **Stimulating** business for our adjacent restaurants and downtown neighbors

AWARDS WON BY CAPITAL REPERTORY THEATRE – A LEGACY OF EXCELLENCE...

- 2008** *Times Union* Readers Poll: Best Year-Round Theatre Company
Capital Region Living Readers Poll: Best Theatre for Plays/Musicals
Metroland Top Ten Best Plays of 2008: *Doubt* (#3) and *Anna in the Tropics* (#10)
Metroland Best Local Performing Arts Organization (#1) and Best Live Theatre Venue (#2)
Metroland Ten Most Significant Contributors to the Performing Arts in Theatre, Dance, Cinema and Classical Music of the Past 30 Years: Maggie Mancinelli-Cahill, Producing Artistic Director (#6)
Metroland Ten Most Significant Arts Institutions of the Past 30 Years (#8)
- 2007** *Times Union* Readers Poll: Best Year-Round Theatre Company
Business Review 40 Under 40 Award: Elizabeth Doran, Managing Director
Metroland Annual Reader's Pick: Best Local Performing Arts Organization (#2)
Metroland Top Ten Best Plays of 2007: *It Ain't Nothing But the Blues* (#3) and *Take Me Out* (#6)
Metroland Best Performances of 2007: Oliver Wadsworth and Kevin Craig West (*Take Me Out*)
- 2006** *Albany Roundtable* Good Patroon Award for Service to the Capital Region
New York State Job Service Local Award for Leadership in Workforce Development for Individuals with Disabilities
Business Review 40 Under 40 Award: Jill Rafferty, Education Director
Metroland Top Ten Best Plays of 2006: *Syncopation* (#2) and *The Complete History of America (Abridged)* (#4)
Metroland Best Performances of 2006: Norbert Weisser (*Times Like These*), Nicola Sheara, Nicolevnya Shearonovsky and Tug Coker (*You Can't Take It With You*)
- 2005** *Business Review* 40 Under 40 Award: Richard Nacy, Director of Development
- 2004** *Metroland* Best Year-Round Theatre Company
- 2002** Albany-Colonie Regional Chamber of Commerce Distinguished Leadership Award: Maggie Mancinelli-Cahill, Producing Artistic Director
Metroland Best Year-Round Theatre Company
- 2000** Albany-Colonie Regional Chamber of Commerce 100 Women of Excellence Award: Maggie Mancinelli-Cahill, Producing Artistic Director
- 1997** Theatre Communications Group Playwright-in-Residence Award
- 1996** American Marketing Association Mark of Excellence Award
- 1993** Pew Charitable Trust National Theatre Artist Residency Award
- 1992** Kennedy Center Fund for New American Plays Award
- 1987** Foundation of the Dramatists Guild/CBS Award
- 1986** Foundation of the Dramatists Guild/CBS Award
- 1984** Business Committee for the Arts First Place National Award
Foundation of the Dramatists Guild/CBS Award
- 1983** Albany-Colonie Regional Chamber of Commerce Outstanding New Enterprise Award