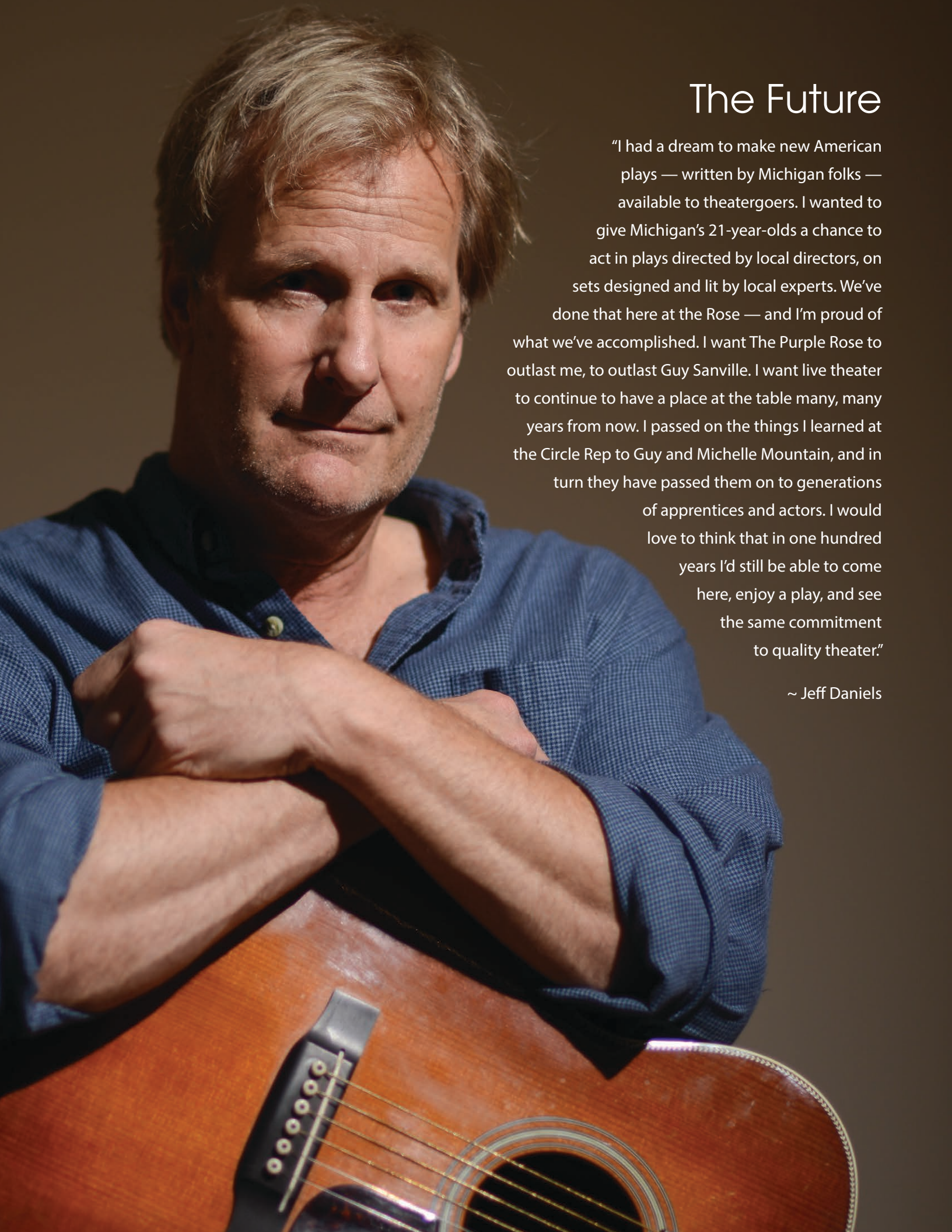




Grow the Rose

A comprehensive campaign for The Purple Rose Theatre Company



The Future

"I had a dream to make new American plays — written by Michigan folks — available to theatergoers. I wanted to give Michigan's 21-year-olds a chance to act in plays directed by local directors, on sets designed and lit by local experts. We've done that here at the Rose — and I'm proud of what we've accomplished. I want The Purple Rose to outlast me, to outlast Guy Sanville. I want live theater to continue to have a place at the table many, many years from now. I passed on the things I learned at the Circle Rep to Guy and Michelle Mountain, and in turn they have passed them on to generations of apprentices and actors. I would love to think that in one hundred years I'd still be able to come here, enjoy a play, and see the same commitment to quality theater."

~ Jeff Daniels

A Decade of Effort

In 2015-16, The Purple Rose Theatre Company (PRTC) celebrated 25 years as a beacon of American theatre. By every measure we have demonstrated ourselves to be a vital, distinctive and successful cultural institution. That said, we believe our best years, and our greatest impact, lie ahead of us.

To secure our next quarter-century of achievement in the arts, we are seeking to raise \$18 million over the course of the next ten years through our **Grow the Rose** campaign.

A good portion of these funds will support our annual operations and ensure our ability to produce a new generation of innovative, world-class theatre. The Grow the Rose Campaign will also enable us to add and equip a new Education Facility and enhance our existing facilities while upgrading our marketing and development technologies.

The sustained and focused plan we have developed to achieve these goals builds on two key principles: protecting the integrity of our mission and increasing our ability to continue to take creative risks. As detailed in this document, we believe that abiding by these principles will help to ensure the best results and promote the vitality of our institution over the long-term.

As we begin our 26th season, we look to build on the strength and accomplishments our milestone anniversary brought to light: 1) a committed founder, creative team and executive staff; 2) a diverse and energized board of directors; 3) a track record of consistently strong financial performance; and 4) above all, 25 years of outstanding theatre emphasizing new American playwrights, premiere productions, and critical acclaim.



"This campaign will ensure that we can sustain the levels of creative and artistic success that are central to our artistic mission."

*~ Guy Sanville,
Artistic Director*

*The mission of The PRTC is to:
"create fresh, original productions
that get our audiences talking among
themselves and feeling something new."*

A Nationally Recognized Champion of Talent & New Work Since 1991

From our beginnings in a converted garage up through the present day, The Purple Rose Theatre Company has pursued the vision of its founder, Jeff Daniels, with unflagging energy and focus: to be a home for original, world-class American theater.

Pipeline for top talent.

These achievements trace back to our ability to attract and nurture top talent — our creative capital of some 50 Resident Artists and theatre innovators. Highly trained Actors' Equity Association (AEA) actors, playwrights, directors, designers and technicians collaborate on more than 300 performances annually. Our preparation is meticulous, as is the mentoring available to female writers in particular — one of several areas in which The Purple Rose has distinguished itself. To cite but one success story, playwright Carey Crim, who made her Purple Rose acting debut in *Book of Days* (which earned the 1998 American Theatre Critics Association (ATCA) New Play Award), is a Resident Artist at The Purple Rose. Building on Carey's early professional work here, she has gone on to become an award-winning playwright from Michigan garnering national acclaim.

The centerpiece of our cultural leadership is our educational laboratory where apprentices, already trained at the undergraduate level, have performed over half a million hours of hands-on production services since we opened our doors. Many theatre professionals of virtually every kind, working across the country, have launched their careers here.

Economic dynamo.

Beyond our cultural significance, The Purple Rose is a very real contributor to the State of Michigan and regional economies.

We are a \$3.6 million economic engine* annually, responsible for the equivalent of 77 full-time jobs. We generate upwards of \$400,000 in state and local tax revenues. Finally, we attract some 40,000 patrons a year — more than two-thirds of whom reside outside our county of Washtenaw.

*The Arts & Economic Prosperity (2012),
a study conducted by Americans for the Arts.

"The Purple Rose was the first theater to take a chance on my work. They believed in me, supported me and gave me an artistic home. I have grown so much as an artist because of that home and that support. I wouldn't be where I am today as a writer or even as a person if it weren't for The Purple Rose Theater Company. It's a very special place doing very special work. It's an honor to work there."

~ Carey Crim, playwright and PRTC Resident Artist, author of Morning After Grace, a World Premiere to open PRTC's 26th Season



Critical & Professional Acclaim

In pursuit of our vision of being a home for original, world-class American theatre, the results we have achieved exceed those of any other theatre company of our size: With nearly 100 productions of original American work to our credit, we receive national accolades for the plays we cultivate and deliver through six performances each week over the course of a 43-week season.

Recent critical acclaim underscoring our particular passion for staging new work includes:

- An Edgerton New Play Award for our World Premiere of *Gaps in the Fossil Record* (2016)
- Four "Wilde Awards" for our Michigan premiere production of *Annapurna* (2014) and World Premiere of *2AZ* (2015)
- A 2016 nomination for the Harold and Mimi Steinberg/ATCA New Play Award for *Gaps in The Fossil Record*.

Since 1998, we have received more nominations than any other professional theatre company for the prestigious Steinberg award.

In addition, Artistic Director Guy Sanville has been nominated for the 2016 Zelda Fichandler Award, bestowed by the Stage Directors and Choreographers Foundation (SDCF). Jeff Daniels, our Founder, received the coveted 2016 Group Theatre Award from the Stella Adler Acting Studio in New York.

"Initiatives funded by this campaign will help to insure a strong, steady pipeline of top theatrical talent for a generation to come."

*~ Michelle Mountain,
Director, Ed. Programs*



Creating a Sustainable Framework for Creativity & Risk

Anchoring the success of The Purple Rose, two factors distinguish our work: uncompromising creativity and artistic risk. Few theaters of our size make a comparable investment in championing talent and new work. Our original productions are season highlights, but by no means assured sellouts — despite the enthusiasm of the patrons who see them and the critics who review them.

In a world that rewards security and certainty, imagination and risk are rare qualities to cultivate and daring qualities to champion. Identifying the right mix of new and established work is a fragile balancing act. To date, our skilled financial management has enabled The Purple Rose to uphold our commitment to new work, and our growing patron base confirms that such work has a significant audience. Even so, our commitment results in a thin margin of error with regard to the financial success of any one season. This, in turn, challenges our ability to immerse ourselves wholly in pursuit of our goal.

Based on this critical insight, we have made creating a financial cushion a cornerstone of our strategy, which will increase Purple Rose resilience over the long term. This cushion, the World Premiere Fund, will strengthen The Purple Rose Theatre's ability to continue to offer robust programming for decades to come and celebrate its 50th anniversary in 2034.



"This campaign will secure my vision."

~ Jeff Daniels, Founder

Grow the Rose: Building Best Practices to Secure Ongoing Artistic & Financial Success

The comprehensive, \$18 million campaign we are launching is as bold as our vision of artistry and innovation. The proposed World Premiere Fund is on par in size and scope with similar successful initiatives by major innovative American theater companies including Steppenwolf and Goodman Theatres in Chicago and compares with funding efforts by Arthur Miller Theatre at UM and The Ark in Ann Arbor.

At the highest level, our campaign plan yields \$15 million of the overall \$18 million goal through (a) continued annual fundraising and operational gifts at a pace equal to today's contributed revenue, combined with (b) new commitments to endowment. The remaining \$3 million represents building out our campus capacity and new initiatives that strengthen the flexibility of our organization.

World Premiere Fund, \$500,000

Our reputation depends upon the quality and quantity of exciting new works we premiere with future audiences. This new fund is conceived to offset risk from holding true to our mission to cultivate and produce new, world-class American plays using our meticulous, hand-crafted approach.

Operations & Infrastructure Investment, \$10 million (\$1 million/year x 10 years)

These funds provide for an annual investment in outreach, audience and donor development efforts that will enhance our ability to increase earned and contributed revenue. They also allow for modest investments in marketing and development initiatives. These initiatives are based on outreach and audience engagement strategies designed to expand the demographics of our base and apply best practices used by our peers.

"The initiatives funded by this campaign will strengthen every aspect of this organization and our operations, helping to secure our future."

*~ Katie Doral,
Managing Director*



The Grow the Rose Campaign represents a commitment to continue the current level of Purple Rose Theatre operations for a 43-week season (four plays/season), totaling 40 plays over the decade to come.

Endowment Fund, \$5 Million

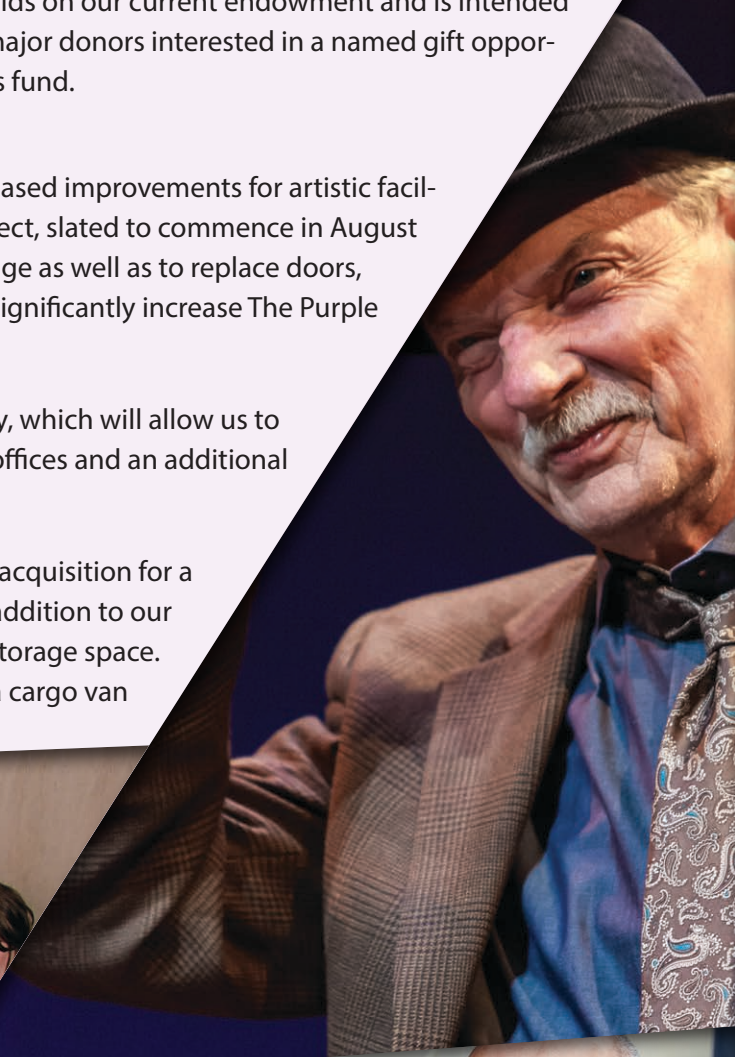
At present, The Purple Rose maintains a limited endowment of approximately \$700,000 as a result of an estate gift bequeathed by the late, Pulitzer Prize-winning playwright, Lanford Wilson. Of this fund, approximately \$400,000 is controlled by The Purple Rose Theatre directly and approximately \$300,000 is housed with the Community Foundation for Southeast Michigan. Our Endowment Fund target builds on our current endowment and is intended to help ensure the theatre's long-term success. We are inviting major donors interested in a named gift opportunity to consider earmarking one dollar out of every ten for this fund.

Facilities Upgrade, \$2.5 Million

A key component of our campaign, this effort is dedicated to phased improvements for artistic facilities. It includes the final 50 percent of our Roof Renovation project, slated to commence in August 2017. Matching funds will enable us to raise the roofline backstage as well as to replace doors, outdated theatrical equipment and mechanicals. The work will significantly increase The Purple Rose's design capacities.

Facilities upgrade also includes expansion of our Entrance Lobby, which will allow us to provide better guest services in addition to providing for more offices and an additional accessible restroom.

This effort will also allow us to continue with planning and land acquisition for a new Education Facility to be located near the theatre. This vital addition to our facilities will include substantial teaching, rehearsal, scene and storage space. As part of this campaign component, we also plan to purchase a cargo van for the safe transport of staff, sets, tools and materials.



"This campaign will help to sustain a cornerstone of the cultural capital of the community, the region — and the nation."

*~ Steve & Sheila Hamp,
Board Co-Chairs*



Dedicated Resources. Proven Responsibility.

Contributors to the comprehensive Grow the Rose Campaign can be assured their support will be wisely managed. Guided by our professional staff and a board of directors comprising some of the region's top business and civic leaders, The Purple Rose is a \$2.2 million non-profit organization that has demonstrated skill as a reliable, responsible fiscal manager.

The organization has produced clean independent audits* over its entire history. Closely monitored by our Finance Committee, The Purple Rose has operated in the black for the past decade — a distinction that many theatre companies of similar size and stature cannot claim. Highly efficient at fundraising, in recent years we have successfully raised approximately 40% of our annual budget from philanthropy.

Grow the Rose will benefit from a professional development team and the consulting resources of The Remington Group. This specialized, Detroit-based firm will provide energy, advice and leadership throughout this effort, offering donors a broad spectrum of successful campaign and recognition expertise.

**Certified by Willis & Jiracek of Jackson, MI.*

"Growth and development of the PRTC will be a significant enrichment to the revenue base and quality of life for Chelsea."

*~ Jason Lindauer,
Mayor of Chelsea*



Photos from the Cue 25: Lights Up 25th Anniversary Celebration provided by MC Creative Design & Photography, LLC

Grow the Rose: Help a Singular American Theatre Rise to New Heights

Be among the first to play a leading role that shapes the next 25 years of The Purple Rose Theatre Company through a single or multi-year commitment. Your early support will enable us to achieve exciting, highly visible campaign goals up front.

Today, with seed funding from The Herrick Foundation, we have laid the groundwork for a strategy to reach our \$18 million goal. With approximately \$3 million committed, that's a great endorsement — but still far from our goal. In addition to creating momentum at this pivotal moment, a timely gift from you can move us closer to the funding required for our sustainability goals and facilities plan.

High-profile opportunities for named gift recognition are available within the Theatre. The Campaign's leadership welcomes discussion of benefits and naming opportunities for pledged commitments of \$250,000 or greater to be completed over a three-to five-year period.

For more information about how you can participate, please contact Gerie Greenspan, Director of Development, at (734) 433-7782 x15 or GerieGreenspan@purplerosetheatre.org.

"This campaign will draw on our development investments to date, and will serve to grow and strengthen our giving community even further."

*~ Gerie Greenspan,
Development Director*





"The Purple Rose understands new work is the lifeblood of the American stage. We must foster its handcrafted approach and diligence to make theatre better — so rare in entertainment, in our country, and in this time. The World Premiere Fund is critically important to the theatre's identity and future sustainability."

~ Matt Letscher, professional actor, playwright and PRTC Resident Artist, author of Gaps in the Fossil Record, nominee for the 2016 Harold & Mimi Steinberg/ATCA New Play Award





The Purple Rose Theatre Company
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