



Overview

- ❖ Theatre Under The Stars (TUTS), founded in 1968 by Frank Young, is Houston’s leading provider of exceptional musical theatre productions and outstanding educational and community programs. TUTS is dedicated to enriching life through the experience of quality musical theatre and positively impacting lives beyond the stage through innovative education and community outreach initiatives.
- ❖ TUTS’ productions and programs have grown exponentially in response to growth and change in the community. In 1972, we launched the Humphreys School of Musical Theatre. In 2002, we moved into the Hobby Center for the Performing Arts. The City of Houston owns The Hobby Center and leases the space to TUTS under a long-term agreement.
- ❖ TUTS produces over 150 performances annually, reaching an audience of nearly 300,000 people. Our education and community engagement programs serve more than 75,000 children each year.
- ❖ Theatre has important benefits for participants as well as for our community. In addition to enhancing the quality of life, TUTS’ performances, events, and programs have a powerful economic impact. TUTS employs more than 500 people each year to work on our productions, and we inject more than \$46 million into the local economy. This economic impact will continue to increase as our programs grow.

Today’s Challenges & Opportunities

- ❖ Our significant growth shows the desire and need for our programming in the community. The increase in our productions and programs has exerted growing pressure on our facilities. The most significant challenges:
 - *Insufficient space to accommodate the demand for our education and community programs.* To accommodate rehearsals during our production season, we currently have to rent off-site rehearsal space, curtail HSMT classes, and limit enrollment (we now turn away approximately half of the students who want to participate in HSMT classes).
 - *Lack of office space for education staff.* This inhibits efficiency and effectiveness.
 - *Lack of space for arts programming for individuals with disabilities.* Currently, our program for children and adults with disabilities (The River) operates at a city-owned facility with limited space and availability. Additional space will allow many more people to participate.
 - *Lack of technology needed to expand our outreach.* Technology is transforming teaching and learning, but we lack the infrastructure to seize these opportunities. Adding virtual classrooms would allow TUTS to significantly expand the reach of our outstanding programs.
 - *Need for funding for innovative theatre offerings.* Due to escalating production costs and a commitment to keeping ticket prices reasonable, we need to create a fund that will enable TUTS to offer more diverse and current-themed productions that will forge new musical theatrical territory and attract new theatre-goers.

The Solution

- ❖ TUTS is in a \$15 million capital campaign entitled ***JUST IMAGINE: Where Dreams Take Center Stage*** to address our most urgent needs:
 - ✓ Constructing a new three-story addition adjacent to our current building to expand our classrooms and rehearsal space; and
 - ✓ Providing secure funding to incubate new works and develop innovative new theatre productions, so that TUTS can continue to flourish and attract new audiences.



New Addition to Provide Expanded Rehearsal and Classroom Space

- ❖ A 20,000 square foot, three-story structure will be constructed adjacent to our existing building. The new facility will include:
 - ✓ A 140-seat, 4,000 square foot black box studio that can be converted into a rehearsal room or meeting space with an adjoining lobby area;
 - ✓ A 2,900 square foot rehearsal studio with a full-sized stage;
 - ✓ Two 1,000 square foot rehearsal studios and four multi-purpose studios;
 - ✓ Four practice rooms;
 - ✓ 2,500 square feet of office and conference space;
 - ✓ Technology infrastructure to create virtual classrooms to expand educational programming.
- ❖ The design for the new addition is being developed by the original Hobby Center architect to ensure that the new space is well-integrated with the existing structures. The Irvine Group has been retained to evaluate the project and independently confirm pricing.

“Artistic Excellence” Fund

- ✓ An Artistic Excellence fund to provide funding for new productions and development of new works to attract theatre-goers, which is vital to TUTS’ long-term sustainability.

Campaign Leadership and Timeline

- ❖ The ***JUST IMAGINE: Where Dreams Take Center Stage Capital Campaign*** was launched in 2014
- ❖ Over \$10.5 million of the \$15 million goal has been committed to date.
- ❖ The campaign is being planned and administered by Sterling Associates, and conducted by Amy Pierce, Board Chairman, Carol Thornburg, Chief Development Officer, and a Capital Campaign Committee composed of TUTS Board of Directors.
- ❖ Building committee is chaired by Steve Burkett; Studio Red is the Architect; Irvine Group is the Project Manager.
- ❖ Construction is contingent on fundraising progress. The goal is to break ground in June 2017 and complete the new facility by September 2018 which coincides with the kick-off of TUTS’ 50th Anniversary season.
- ❖ Pledges may be paid over one to five years (depending upon amount).
- ❖ Naming opportunities are available for donor recognition.

*Thank you for your interest in TUTS and your support for the
JUST IMAGINE: Where Dreams Take Center Stage campaign!*

*For more information contact Carol Thornburg, Chief Development Officer
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