



SRRep
SEACOAST REPERTORY THEATRE | EST 1988

IMPACT 2019



Improving the
community
through
positive, bold
theatre for
everyone!

GROWTH & IMPACT

Through our work each year we serve more than 30,000 ticket-holders, educate 200 students of all ages, and provide employment for 150 actors, artists, designers, musicians, and technicians. With an operating budget of just \$1.9M, our year-round programming helps support a \$58M local arts economy.

ACCESSIBLE TO EVERYONE

We believe that theater improves lives, which is why we work to make our shows and programs accessible to everyone, especially at-risk or underserved populations. We never turn away a student for their inability to pay for our programs, which is why in 2018 we gave \$20,000 in scholarships and \$30,000 in free tickets. Through partnerships with organizations like the Kremple Center, Amy's Treats, and Lydia's House of Hope we are able to make theatre accessible to everyone.

“*One of our newer members, who is normally very introverted and doesn't have many connections within our community, has recently become a regular attendee at the Seacoast Rep...She's come back from each show with rave reviews, which has now become one of her go-to talking points on campus, giving her a connection within our community...*”

While our ticket prices are already some of the most affordable in New England, in 2018 we launched a pay-what-you-can offer for certain show dates to ensure that everyone has a chance to make theatre a part of their lives.

OUR HISTORY

Seacoast Repertory Theatre was founded in 1988 by Roy and Eileen Rogosin and made possible through the generosity and forward-thinking of local developers who set aside and upgraded the historic brewery space that is now our home at 125 Bow Street.

With new management and a rejuvenated board we have made strides towards a stable future after a period of financial difficulties. Since 2014, under Executive Director Kathleen Cavalaro and a reinvigorated Board of Trustees, Seacoast Rep has experienced meaningful growth across all five of our programs. In recent years we have paid off more than \$409,000 in debt and our strategic plan has set us on a path to be debt-free in the next few years.

More than 81% of every dollar donated goes towards our award-winning programs. Consider a donation today!

BY THE NUMBERS

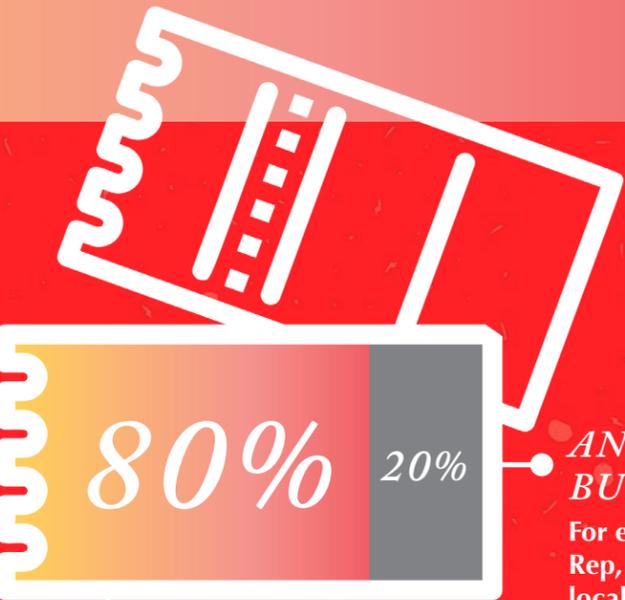
As a testament to the quality of our programming and financial stewardship, Seacoast Rep has grown both ticket sales and donations year-over-year since 2014, bucking national trends for other non-profit theatres.

For every \$1 spent by Seacoast Rep, \$4 are added to the local economy. Seacoast Rep represents nearly 10% of the total economic contribution of the arts in Portsmouth.



\$20,000
DONATED TO SCHOLARSHIPS
& \$30,000
DONATED TO NON-PROFITS

\$409,000
DEBT PAID OFF



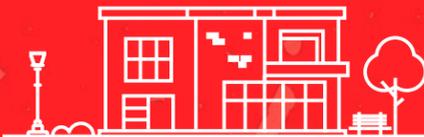
ANNUAL ECONOMIC IMPACT

ANNUAL BUDGET

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\$1.9M
ANNUAL BUDGET

250+
PERFORMANCES PER YEAR.



81%
GOES DIRECTLY TO PROGRAMMING

Seacoast Rep operates on a \$1.9M budget annually. Of that, more than 81% is spent directly on our programs, productions, and the artists who bring them to the stage.



The Seacoast Rep has paid off almost \$409,000 in historical debt, a 2/3rds reduction in total debt, with a plan to be debt free. Since 2014, we have made over \$280,000 in improvements, upgrades, and repairs to our historic theatre.

150
PERFORMERS & DESIGNERS



In 2018, Seacoast Rep gave more than \$20,000 in scholarships for our Portsmouth Academy of Performing Arts program, and \$30,000 in discounted or free tickets to non-profit community partners, doubling our impact from 2017. We have plans to grow this community impact even further in years to come.

MAINSTAGE

Our flagship series takes the best works of Broadway and beyond and pairs them with the professional creative teams and performers from around the region and across the country to create truly outstanding and dazzling performances. Our award-winning shows take stage 150+ times every year to critical acclaim and delighted audiences.

All of our works are produced from script to stage by our own talent and tailored to our intimate amphitheatre for a unique and exciting theatre experience.

Because we produce year-round, we are able to provide stable employment for dozens of local artists, allowing them to make a living creating theater, and enriching the culture of the community we serve.

Each year we employ 150 performers, designers, directors, craftspersons, and technicians. Help support local artists by supporting the Rep!

ACCOLADES

Seacoast Rep is recognized as one of the premier producing theatres in the region. Our productions have garnered dozens of awards for our production and programming including the Excellence In Regional Theatre Award from the New England Theatre Conference.



PAPA

The Portsmouth Academy of Performing Arts (PAPA) at the Seacoast Rep is the region's premier youth theatre program. Our programs span numerous disciplines and age ranges. Our need-based scholarship program has provided \$20,000 in annual tuition support. Our alumni have moved on to prestigious college programs, Broadway, and even television!

PRODUCTIONS

We offer full-scale productions for our Teen Mainstage, and produce Papa Jr. shows each season for our younger performers. Students discover what it's like to put on a full length musical from audition to performance. The cast works closely with our experienced production teams towards performances worthy of a professional stage.

Our PAPA Jr. productions are shows intended as a chance for developing artists to perform in front of an audience with professional instruction, costumes, lights, and of course, music.

CAMPS

Each year we educate over 250 students in our camp programs. PAPA offers week-long school vacation camps, summer day camps, teen intensives, and a fully loaded overnight camp, located in beautiful Wolfeboro, NH.



Our PAPA program provides an avenue for young people to develop as artists and people from the minute they're old enough to step onstage, providing a springboard to wherever their talents take them. To support this valuable program or learn more, contact youthadmin@seacoastrep.org

The Red Light Series is entirely artist driven and curated - allowing them to do new, exciting, and affordable works for our audiences with nearly 100% of proceeds going to the artists themselves. If you'd like to help keep this valuable program running contact info@seacoastrep.org.

RED LIGHT SERIES

KEEPING PORTSMOUTH WEIRD

The artist-curated Red Light Series is all about doing cool, risky (even risqué), and one of a kind performances. Consider it the research and development department where we test new things, find new talent, and give artists free reign to experiment. Most Red Light productions are pay-what-you-can at the door - making theatre accessible to people from all walks of life.

The award-winning Mad Men of Oopsy Daisy, Inc! have curated this program since 2016 and continue to push the envelope of what is possible in our theatre.

Our pay-what-you-can initiative accounts for 12% of total ticket sales. Red Light is our fastest growing audience, many of them first-time theatre-goers.

SENIOR REPERTORY THEATRE

SHARING THEIR STORIES

The Senior Repertory Theatre is a weekly combination of instruction and performance paired with outreach to nursing homes, assisted living facilities, and senior centers. It aims to be an artistic home for seniors at Seacoast Rep, dipping into all aspects of the performing arts.

“Senior Rep is about creating a home for the elders of our community, where not only what they say is valued, but cherished.”

For more information or to help support this amazing program please contact: info@seacoastrep.org

PLANNING FOR THE FUTURE

MISSION & VISION

At the Seacoast Repertory Theatre, we pursue a passion for live theatre on the Seacoast that nourishes people of all ages.

The Seacoast Repertory Theatre is committed to the cultural richness of the Seacoast region through the shared experience of live theater and its youth, teen, and senior educational programs. We contribute by producing creative, thoughtful, and high quality year-round programming as well as collaborating with like-minded arts and cultural organizations.

WHERE WE ARE NOW

After over 30 years of operation, Seacoast Rep is now looking toward the next 30 years with a clear vision and strategy.

We invest in our future by developing a talented staff, recruiting a robust and active board, establishing sound business practices, and collaborating with partners that share our vision. We balance programming to ensure artistic merit and achievement with financial security and success.

By growing our audiences and student base through diverse and attractive programming and outreach we also expand our community impact, taking steps to ensure theatre is accessible and available to everyone regardless of means or ability.

Finally, we have increased our financial security by increasing sales, expanding our donor base, and ensuring fiscal stewardship.

