GREAT LAKES THEATER

SETTING THE STAGE

CASTING A SUSTAINABLE FUTURE

65th Anniversary Season | 2026-27



PROSPECTUS OVERVIEW

GreatLakesTheater.org



OVERVIEW

IN CELEBRATION OF OUR 65TH ANNIVERSARY SEASON...

Great Lakes Theater (GLT) is launching a transformative campaign to secure our long-term sustainability and artistic vitality. The campaign supports three strategic priorities: **a long-term artist housing solution, essential production infrastructure improvements, and endowment growth**. Together, these initiatives will preserve GLT's legacy of innovation and excellence while enabling us to meet the demands of a new era in the American theater.



ORGANIZATION

Since 1962, Great Lakes Theater has been a cornerstone of Cleveland's cultural community. Founded as Great Lakes Shakespeare Festival, Great Lakes Theater (GLT) began as a collaboration between visionary citizens/parents and Arthur Lithgow, a leader in the American regional theater movement. Initially performing in a school auditorium in Lakewood, Ohio, we outgrew our original home and eventually relocated to Cleveland's Playhouse Square, becoming the first Resident Company of the restored Ohio Theatre in 1982.

Launched originally on a shoestring budget of $50,000, Great Lakes Theater is now a $5M+ annual operation that anchors Cleveland's vital Playhouse Square complex with six full-length productions, September through May. We also produce high-quality educational programming that features a robust Student Matinee Series, expansive School Residency Program, and community engagement programs. Our work engages more than 70,000 students and adults each year and delivers over $6.9 million in economic impact to the region annually.

ANNUAL ENGAGEMENT

70K ADULTS & STUDENTS

200+ SCHOOLS SERVED

6.9M ANNUAL ECONOMIC IMPACT

CELEBRATING 65 YEARS



1962: GLT FOUNDED BY EDUCATORS AND PARENTS IN LAKEWOOD, OHIO

Civic and school leaders, led by Dorothy Teare, partner with Arthur Lithgow (father of John Lithgow) to found Great Lakes Shakespeare Festival at Lakewood Civic Auditorium; including student matinees that are still offered each season.

1977-79: TOM HANKS BEGINS CAREER AT GLT

During his summers at Great Lakes Shakespeare Festival, a young Tom Hanks earns his professional Actors' Equity card and receives the Cleveland Critics Circle Award for Best Actor for *The Two Gentlemen of Verona*; a defining early career achievement.





1980: GLT LAUNCHES ACCLAIMED SCHOOL RESIDENCY PROGRAM

Building on visionary education initiatives begun by Mary Bill, GLT deploys its School Residency Program throughout Northeast Ohio. Today, the program serves 13,000+ students and educators in 80+ schools annually.

1982: GLT PIONEERS PLAYHOUSE SQUARE DEVELOPMENT AS FIRST RESIDENT COMPANY

GLT moves to the restored Ohio Theatre to anchor Cleveland's nascent downtown theater district. As part of its inaugural season, GLT premieres the critcally-acclaimed, eight-hour epic *Nicholas Nickleby*.





1989: "A CHRISTMAS CAROL" CREATES A NEO HOLIDAY TRADITION

GLT's beloved production premieres and quickly becomes a cornerstone of the theater's artistic and community identity annually. The show has delighted over 875,000 people in its history, making it one of Northeast Ohio's most-attended holiday events.

2008: GLT SUCCESSFULLY RE-IMAGINES HANNA THEATRE AS REVOLUTIONARY NEW HOME

GLT's landmark capital campaign revitalizes the historic Hanna Theatre into a flexible, modern home; cementing the theater's future in the heart of downtown Cleveland and Playhouse Square.



2026-27 SEASON: 65th Anniversary

Honoring its community-founder roots and with your support,
Great Lakes Theater looks forward to its next acts of artistry, education, and access;
to engage another 5,000,000+ adults and students over the next 65 years.

GREAT LAKES THEATER

65th Anniversary Season
2026-27

OUR CAMPAIGN
CONTEXT & VISION

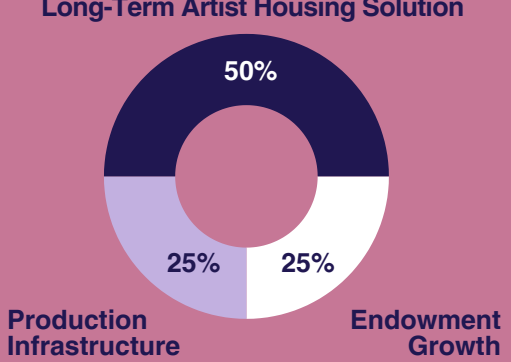
In recent years, a volatile landscape of rising costs and shifting philanthropic priorities has challenged the fiscal model that supports our artistic and educational programming. To continue delivering high-quality productions and life-changing student outreach, we must act boldly and invest wisely.



Despite a strong financial position and a long legacy of responsible fiscal stewardship, Great Lakes Theater's resiliency is not without its limits. Since the pandemic, production costs have increased by more than 22%, significantly exceeding inflation rates for comparable traditional periods (U.S. Bureau of Labor Statistics traditional period estimate ~8-13%). Material expenses for sets, costumes, and technical components continue to rise. Compensation pressures are mounting due to competitive labor markets and union requirements. Ticket prices have been adjusted upward to mitigate these challenges. However, GLT believes that it has reached the upper limit of what the market can bear within an increasingly congested event ecosystem at Playhouse Square. At the same time, philanthropic dollars are increasingly directed toward important health and human services, and corporate and foundation giving have become more limited and volatile. While our earned income has increased, it cannot offset the rate of mounting financial pressures.

In response, Great Lakes Theater is embarking on a $4M capital campaign; a strategic investment to preserve the quality of our programming, deepen our impact, and ensure our future. Campaign funds raised will support three primary strategic priorities.

CAMPAIGN BREAKDOWN



1 LONG-TERM ARTIST HOUSING SOLUTION

SUPPORT AREA: $1.7M - $2M

GREAT LAKES THEATER



At the heart of our campaign is a bold initiative: the creation of a long-term artist housing solution in partnership with Playhouse Square. This investment will address one of GLT's largest and fastest-growing expenses while directly enhancing artist safety, comfort, and creativity. Each season, GLT provides housing for approximately 80 guest artists. This housing is required as part of our artist/theatrical union agreements and related hiring ratios. **Currently, housing costs for core artistic company members approach approximately $150,000 per year and are rising unpredictably,** with Cleveland apartment rental rates increasing substantially over the past several years. Compounding this are safety concerns and logistical burdens: artists often walk to off-site housing late at night after performances, and staff resources are routinely diverted to manage ever-shifting housing logistics.

Our partnership with Playhouse Square presents a once-in-a-generation opportunity to secure a block of newly built apartments in the Bulkley Building (located in the heart of Playhouse Square) under a multi-decade lease at a fixed builder rate. The resource savings realized through this artist housing partnership will be reinvested directly to serve the core of our mission: high-quality mainstage productions and educational programming. Every dollar we save in rising housing costs becomes a dollar we can dedicate to engaging students, supporting artists, and enriching our community through powerful storytelling that unifies us via shared experience.

OUR PROJECT PARTNER...

Playhouse Square

"This collaboration deepens our 40+ year partnership with Great Lakes Theater and brings new creative energy to the theater district. Housing artists in the heart of Playhouse Square where they work will enrich the neighborhood, enhance economic impact, and strengthen our shared commitment to Cleveland's cultural vibrancy."

-Craig Hassall, *CEO of Playhouse Square*

OUR ARTISTIC COMPANY MEMBERS...



"Great housing signals great care. Feeling supported and at home draws artists in and allows for a safe space to be creative and ready to put on our best work on stage. It's a huge part of feeling valued and inspired."

-Ángela Utrera, *Great Lakes Theater Artist*



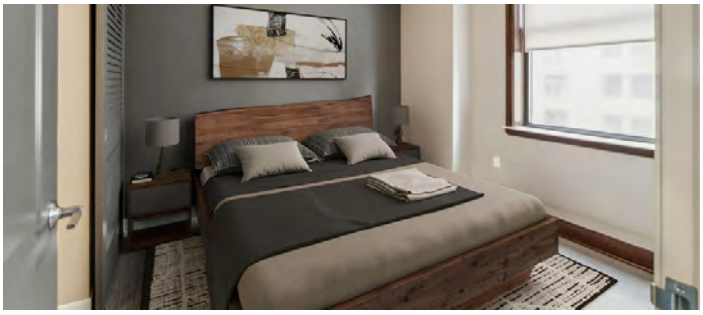
"This housing gives my family peace of mind and gives me the freedom to focus creatively. Knowing that my wife and child are safe and nearby makes all the difference during a production."

-Jeffrey C. Hawkins, *Great Lakes Theater Artist*

1 LONG-TERM ARTIST HOUSING SOLUTION

SUPPORT AREA: $1.7M - $2M

GREAT LAKES THEATER



THE BENEFITS ARE CLEAR:

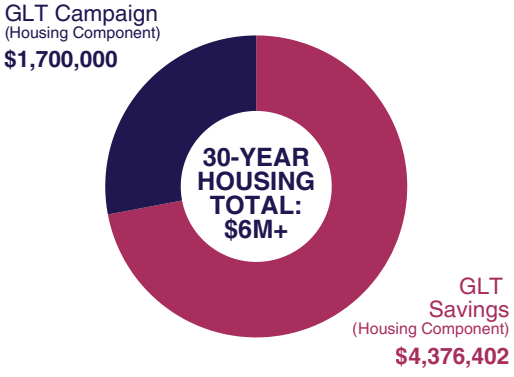
Significant Savings = Reinvestment in Sustainability:
$1.7M now will result in $4.3M+ in savings over 30 years.
Every dollar that we save in housing costs becomes a dollar that we can reinvest in delivering programming to our region's students and adults.

Attract, Retain & Nurture Artists: A consistent home environment and modern amenities nurture artists, support creative excellence, and enable GLT to attract the brightest talent to NEO.

Safety & Security: On-site 24-hour security, secure parking, and proximity to theaters, rehearsal halls, and offices afford efficient, stress-free transitions between workplaces and housing.

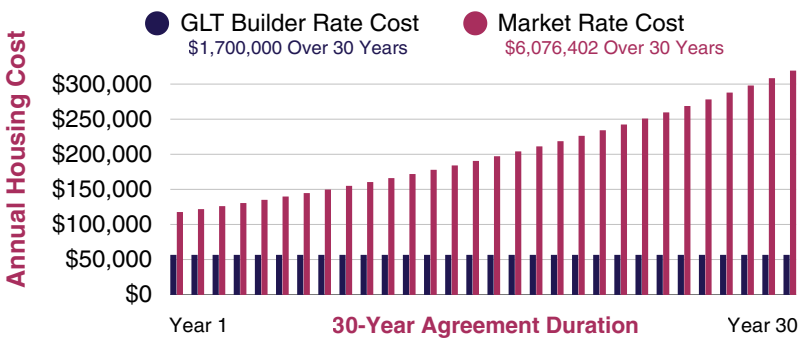
Efficiency & Continuity: Fixed costs streamline budgeting. Reliably consistent housing units reduce moving burdens on administrative staff and enable efficient transitions between productions.

TOTAL OVERVIEW



30-YEAR COMPARISON BREAKDOWN

GLT annual cost @ Builder Rate vs. Market Rate with estimated 3.5% annual increases.



2 PRODUCTION INFRASTRUCTURE

SUPPORT AREA: $1M

GREAT LAKES THEATER



GLT's production infrastructure, from shop equipment to in-theater production elements, is essential to delivering world-class productions. Some of these GLT-owned systems that date back to the 1980s have reached the end of their functional life and now risk compromising the quality of our work. Through this campaign, we aim to upgrade, replace, and improve critical GLT-owned infrastructure elements such as...

- **Backstage Communications Systems**
- **Production Shop Equipment** *(Saws, Welders, Sewing Machines, etc.)*
- **Actor Body Microphones**
- **Lighting Instruments**
- **Sound Mixing Hardware**
- **Rehearsal Hall Technology**

These targeted investments in Great Lakes Theater-owned infrastructure elements will enhance sound clarity, improve backstage communication, expand design capabilities, and ensure technical consistency across performances. Most importantly, they will support the work of our artists and technicians in delivering high-caliber productions that meet and exceed audience expectations.

3 ENDOWMENT GROWTH

SUPPORT AREA: $1M

GREAT LAKES THEATER



A healthy endowment is the cornerstone of a resilient institution. With gratitude to our many Legacy Society members over the years, Great Lakes Theater's endowment provides a critical source of operational support. However, to safeguard our future, this reserve must grow.

Campaign investments in our endowment will support our ability to plan strategically and withstand economic fluctuations. Endowment growth will help ensure consistent access to our educational programming for more than 30,000 students annually, many of whom are served in under-resourced schools. It will also allow us to maintain ticket affordability for general audiences while continuing to produce work of the highest artistic standard. Most vitally, it will position GLT to attract and retain the artistic talent who bring our mission to life onstage and off.



A SOUND INVESTMENT

GLT's current financial health is solid. The theater maintains operational reserves, and no reserve or endowment funds were used during the pandemic. **Yet the challenges of the future demand proactive investment.** Rising production costs, competitive labor markets, and unpredictable rental prices all threaten to erode the progress we've made.

Donor support will empower Great Lakes Theater to:

- Secure housing and safety for the artists who enrich our community
- Modernize infrastructure to sustain production quality
- Strengthen our financial foundation as the first resident theater company of Playhouse Square for generations to come



GREAT THEATER BEGINS LONG BEFORE THE CURTAIN RISES.

From the first note of a musical overture to a final line of dialogue delivered in perfect clarity, the power of live performance often depends on what audiences don't see. Sound carries emotion. Lighting shapes mood. Scenic, prop, and costume elements conjure worlds. Behind the scenes, our talented artisans and technicians transform raw materials into moments of wonder.

Production infrastructure elements are fundamental to every Great Lakes Theater (GLT) performance. They enable a performer's voice to soar, a set to shift seamlessly, and a costume to define character at a glance. In our scenic and costume shops, specialized tools enable the creation of every detail, while backstage systems ensure that each cue is executed with precision.

For decades, our production infrastructure has supported high-quality performances for Northeast Ohio audiences. However, these tools and systems (some dating back to the 1980s) are now reaching the end of their useful lives and can no longer keep pace with the demands of modern production.

These infrastructure elements, from rehearsal tools to in-theater equipment, are essential to creating high-quality productions for student and adult audiences across Northeast Ohio. Through this campaign, we will upgrade and strengthen these critical elements to sustain the artistic excellence audiences expect.

As Great Lakes Theater continues its 65th Anniversary Season, this is a defining moment to honor the generations of artists and community members who have shaped the theater over the past 65 years, and to invest in the infrastructure that will carry it forward. With your support, Great Lakes Theater will continue to inspire, connect, and serve Northeast Ohio for generations to come.

WHO BENEFITS?

An investment in production infrastructure is an investment in people.

GREAT LAKES THEATER



ARTISTS

For performers, especially in musicals, production infrastructure is foundational to their craft. High-quality body microphones and sound systems ensure that every voice is heard with clarity and balance. Reliable lighting and stage systems enable artists to navigate confidently through complex staging and choreography. These tools are not optional. They're essential to delivering professional theater at the highest level. An investment in these systems ensures that our theatrical productions can maintain the clarity, richness, and quality that define the audience experience.



TECHNICAL STAFF

Behind every thrilling performance is a team of technicians and artisans working with precision and care. In our scene and costume shops, carpenters, welders, painters, and stitchers create the visual world of each production. On stage and backstage, technicians coordinate cues and manage complex technical systems in real time. Many of the tools these teams rely on have been in service for decades. Updating this equipment improves efficiency, reduces physical strain, enhances safety, and attracts/retains technicians of the highest caliber. It also ensures that GLT can continue to support a skilled workforce of Northeast Ohio theater professionals.



AUDIENCES

For audiences, the impact is immediate. Clear sound ensures that every word and lyric is understood. Evocative lighting and scenic elements deepen emotional connection. Costumes and visual components bring stories to life with clarity and richness. Each year, more than 70,000 adults and students engage with Great Lakes Theater's productions. Maintaining consistent production quality is essential to honoring that relationship with the community. Production infrastructure investments ensure that every audience member continues to experience theater that meets the highest standards of excellence.

SETTING THE STAGE

A proactive sustainability investment today will enable Great Lakes Theater's long-term success.

GREAT LAKES THEATER



A STRATEGIC INVESTMENT

The production infrastructure needs identified within the *Setting the Stage* campaign span every aspect of Great Lakes Theater's creative process. From lighting and sound systems to scenic shop equipment, costume tools, props technology, and stage management resources, these essential elements support every production from rehearsal through performance. Many of these systems have served GLT for decades and are now reaching the end of their useful life. While carefully maintained, the organization has not had the resources to upgrade these core elements in many years. This campaign represents a proactive opportunity to address these needs in a strategic, forward-looking way. These investments will...

Sustain Artistic Excellence

Ensure that GLT can continue to produce theater at the highest professional level, supported by tools that match the ambition and quality of its artists.

Attract and Retain Technicians of the Highest Caliber

The best tools will attract the best talent. State of the art infrastructure unlocks creativity and enhances productivity.

Support the Full Creative Ecosystem

Empower designers, technicians, and shop artisans with modern tools that enhance craftsmanship, efficiency, and creative possibility across every department.

Enhance Safety and Reliability

Replace aging equipment with safer, more dependable systems that support both backstage operations and shop environments.

Maximize Resources

Proactive investment enables GLT to plan for the future, and maximize the impact of every dollar of the organization's resources.

As Great Lakes Theater continues its 65th season, this is a moment to plan for tomorrow. By investing in the production infrastructure that supports its work, GLT is ensuring that it remains a vibrant, financially sound, and artistically vital institution for decades to come. **This is not simply about replacing equipment. It's about honoring a legacy while building a strong and sustainable foundation for the future.**

PRODUCTION INFRASTRUCTURE ELEMENT NEEDS

GREAT LAKES THEATER



LIGHTING & EFFECTS

The following list highlights a non-comprehensive selection of elements that are of greatest need. Some items may be purchased in multiple quantities.

Element	Cost	Description
LED Lighting System Instruments: Replacement Modernization	**$200,000**	Our current color-changing lighting fixtures, installed in 2008, are at the end of their usable life and can no longer be reliably maintained due to the manufacturer's closure and lack of replacement parts. Replacing them with industry-standard ETC Lustr3 LED fixtures will significantly improve reliability, energy efficiency, and artistic flexibility while ensuring we can continue to produce high-quality work.
Theatrical Fog System	**$20,000**	This unit would replace our current fog system, which relies on costly CO_2 tanks that must be replenished regularly. The new system eliminates that ongoing expense while providing more consistent and reliable effects. Over time, this investment will reduce operating costs while improving production quality and efficiency.
Flexible Moving Lighting Units	**$29,000**	Adding four additional moving lights compatible with our existing inventory will expand our design capabilities and allow for greater consistency across productions. These fixtures are essential for modern theatrical lighting and will help us meet current artistic expectations while maximizing the usefulness of our existing equipment.
Spotlight Unit Replacements	**$10,000**	Our current spotlights are nearly 20 years old, increasingly dim, and require frequent maintenance. Replacing them will improve visibility onstage, reduce repair needs, and ensure consistent performance quality for audiences.

PRODUCTION INFRASTRUCTURE ELEMENT NEEDS

GREAT LAKES THEATER



SOUND & COMMUNICATION

The following list highlights a non-comprehensive selection of elements that are of greatest need. Some items may be purchased in multiple quantities.

Element	Cost	Description
Backstage Clear-Comm System, Beltpacks & Headsets	**$5,100**	Clear communication is critical during rehearsals and performances. Our current system relies on aging, shared equipment that is increasingly unreliable. Investing in new beltpacks and headsets will improve sound clarity, reduce technical issues, and ensure smooth coordination across all departments.
Wireless Actor Body Microphone Transmitters & Units	**$12,500**	Additional compact wireless transmitters will expand our ability to mic performers in physically demanding roles and complex costumes. Increasing our inventory will reduce limitations in casting and staging while providing necessary backup units for reliability.
Individual Orchestra Musician Mixing Units	**$5,500**	This system enables musicians for our musical productions to control their own monitor mixes, improving performance quality and reducing the burden on sound staff. Owning this equipment will eliminate recurring rental costs and provide greater flexibility for musical productions.

PRODUCTION INFRASTRUCTURE ELEMENT NEEDS

GREAT LAKES THEATER



SCENIC & PRODUCTION SHOP

The following list highlights a non-comprehensive selection of elements that are of greatest need. Some items may be purchased in multiple quantities.

Element	Cost	Description
Welder Units	$7,500	One of our two welders is no longer functional, forcing us to rely on borrowed equipment to complete essential work. Replacing it will restore full shop capacity, improve efficiency, and ensure we can safely and reliably build scenic elements in-house.
Computer Numeric Control Router Unit	$25,000	A CNC machine would allow for precise, automated cutting and fabrication of materials, significantly increasing efficiency and accuracy. This equipment would be used extensively during production periods, vastly reducing labor time while improving the quality and consistency of scenic construction.
Cabinet Saw With Safety Blades	$6,500	After retiring an older saw for safety reasons, we now operate with only one primary saw, which creates workflow bottlenecks. Adding a second, modern cabinet saw with improved dust collection will increase efficiency, enhance safety, and support the demands of a busy production schedule.
Scene Shop Van/Truck	$30,000	With only one vehicle currently available, transporting materials, props, and personnel is often inefficient and limiting. A second vehicle will improve logistics, reduce delays, and better support simultaneous production needs.

PRODUCTION INFRASTRUCTURE ELEMENT NEEDS

GREAT LAKES THEATER



COSTUME PRODUCTION SHOP

The following list highlights a non-comprehensive selection of elements that are of greatest need. Some items may be purchased in multiple quantities.

Element	Cost	Description
Commercial Sewing Machine Units	**$1,100**	Our primary sewing machines date back nearly a century and are used daily. Replacing them with modern equipment will improve reliability, efficiency, and the quality of costume construction.
Commercial Serger Machine	**$3,000**	A new serger will complement our existing equipment and allow for stronger, more durable seam finishes on garments. This is essential for maintaining costumes that must withstand repeated use over the course of a production run.
Dye Vat/Electric Kettle Unit	**$7,500**	Currently, we rely on external partners for large-scale dye work, which limits flexibility and increases logistical complexity. Bringing this capability in-house will allow for greater artistic control and efficiency in costume production.

PRODUCTION INFRASTRUCTURE ELEMENT NEEDS

GREAT LAKES THEATER



PROP PRODUCTION SHOP

The following list highlights a non-comprehensive selection of elements that are of greatest need. Some items may be purchased in multiple quantities.

Element	Cost	Description
Flexible Portable Safety Spray Booth	**$5,000**	A spray booth will significantly improve safety by capturing hazardous particles and fumes generated during painting. It will also allow for more efficient work in all weather conditions, particularly during winter months, improving both staff wellbeing and production timelines.
Three-Dimensional Printer Unit	**$4,500**	Upgrading to a professional-grade 3D printer will allow us to create more detailed, durable, and complex props in-house. This will reduce production time, expand creative possibilities, and improve the overall quality of custom-built pieces.
Storage Units & Organizers	**$5,000**	Additional shelving and storage solutions will help organize materials and tools, freeing up valuable floor space and creating a safer, more efficient working environment for staff.

PRODUCTION INFRASTRUCTURE ELEMENT NEEDS

GREAT LAKES THEATER



STAGE MANAGEMENT

The following list highlights a non-comprehensive selection of elements that are of greatest need. Some items may be purchased in multiple quantities.

Element	Cost	Description
Laptop Computer Unit(s)	$2,000	Providing a standardized computer for stage management ensures consistency in workflow, software compatibility, and access to essential tools. It also allows staff to separate personal and professional work while maintaining reliable production operations.
iPad Tablet(s)	$1,100	iPads are increasingly essential for digital stage management, allowing for real-time updates, note-taking, and mobility during rehearsals. Providing this tool ensures all team members can work efficiently and consistently.
StageWrite Software	$250/yr (per license)	StageWrite is widely used industry software for tracking staging and choreography. A company-wide license will allow for more streamlined communication, improved documentation, and greater consistency across productions.



HELP US SET THE STAGE FOR THE FUTURE...

This vital campaign coincides with Great Lakes Theater's 65th Anniversary Season, an occasion that invites both reflection and renewed commitment. In 1962, a group of visionary parents, educators, and civic leaders founded our company with a goal of creating a cultural resource for students and the broader community. That same community-centered spirit continues to define us today. In a time marked by economic, political, and philosophical uncertainty, this campaign affords a powerful opportunity to affirm our core values, invest in long-term sustainability, and unite our community. We look forward to advancing the legacy of our forward-looking founder parents, educators, and civic leaders. With your partnership, Great Lakes Theater can continue to inspire audiences, elevate artists, and transform the lives of students across our region for generations to come.



CAMPAIGN TASK FORCE

TRUSTEE CAMPAIGN LEADERSHIP

Thomas G. Stafford **CAMPAIGN CHAIR**	Trustee: 48 Years	Ernst & Young LLP Partner (Retired)
Walt Avdey	Trustee: 18 Years	Ernst & Young LLP Partner (Retired)
Kim Bixenstine	Trustee: 15 Years	University Hospitals: Chief Compliance Officer (retired); Bixenstine Resolutions LLC; Shaker Heights City Council Member
Elizabeth A. Grove **Board President**	Trustee: 13 Years	Lubrizol: Vice President Public Affairs, Chief Sustainability Officer
Samuel Hartwell	Trustee: 22 Years	Austin Capital Corporation Partner (Retired)
Charles Maimbourg **Board Treasurer**	Trustee: 7 Years	Focus CFO Principal (Retired)
David M. Maiorana **Board Vice President**	Trustee: 8 Years	Jones Day Partner

STAFF CAMPAIGN LEADERSHIP

Brian Barasch **Executive Director**
Sara Bruner **Producing Artistic Director**
Todd Krispinsky **Managing Director**



FREQUENTLY ASKED QUESTIONS

What is the *Setting the Stage* campaign?
***Setting the Stage* is Great Lakes Theater's (GLT) $4M fundraising campaign to cast a sustainable future for the first resident theater company of Playhouse Square.** Launched in conjunction with GLT's 65th Anniversary Season in 2026-27, the initiative will fund **three priorities: long-term artist housing, essential production infrastructure improvements, and endowment growth.** Together, these investments will stabilize rising costs, enable continued artistic excellence, and ensure that the pleasure, power, and relevance of live theater continue to inspire Northeast Ohio adults and students for generations to come.

Why is GLT launching this campaign now?
After more than six decades of artistic excellence and prudent fiscal stewardship, and on the occasion of the company's 65th anniversary in 2026-27, GLT is taking another proactive step to sustain its future. Production and labor costs have surged since the pandemic and philanthropic priorities are shifting locally. This campaign is not a reaction to crisis. It's a forward-looking investment to ensure that GLT's acclaimed live theater productions and education programs continue to thrive in Northeast Ohio for generations to come.

Why prioritize long-term artist housing?
Artist housing is one of GLT's largest and most unpredictable production budget expenses. This initiative transforms a challenge into long-term stability, saving more than $4.3M over the next 30 years. In addition to fostering sustainability, it also deepens the GLT's partnership with Playhouse Square and keeps artists living and working safely in the heart of downtown Cleveland.

Will Great Lakes Theater (GLT) own the new, long-term artist housing apartments?
NO. GLT will not own the apartments. Through its strategic, long-term partnership with Playhouse Square, GLT will secure a multi-decade lease on a dedicated block of seven, newly-built units within the Bulkley Building, located steps from the company's Hanna and Ohio Theatre homes. This arrangement locks in "builder-rate" lease pricing that is far below market value and includes on-site security. By stabilizing this essential cost, GLT will ensure artist safety while freeing $150K+ annually in its operating budget for reinvestment in productions and educational programming. **It's a sustainable investment in people, not property.**

How does GLT's long-term housing investment make financial sense?
This initiative functions like an insurance policy for the theater. A one-time $1.7M investment today enables $4.3M in future housing cost savings at projected market rates. The fixed, builder-rate lease shields GLT from inflation while supporting artist recruitment, retention, and overall creative excellence.

5. What's included in the "production infrastructure" elements of GLT's *Setting the Stage* campaign?
Behind every performance are sound, lighting, and backstage systems that make the theatrical magic happen. Many of GLT's systems are decades old. **Campaign funds will replace key elements (production shop equipment, microphones, lighting instruments, backstage communications systems, etc.) to sustain production quality and ensure a safe, efficient environment for artists and technicians.**



FREQUENTLY ASKED QUESTIONS
(CONTINUED)

How will growing GLT's endowment help?
GLT's endowment (valued at $3.4M today) provides vital annual operating income that supports mainstage and educational programming and maximizes access through affordable and free tickets. **Growing this fund will stabilize operations, enable access for more Northeast Ohio residents of all ages, and provide a financial foundation that assures resiliency to respond to economic fluctuations.**

How will the *Setting the Stage* campaign secure GLT's future while honoring its mission?
GLT's mission is to "share the pleasure, power, and relevance of live theater through mainstage productions and educational programs of the highest quality." **This campaign strengthens the foundation that enables GLT to realize its mission, supporting both classic works and contemporary stories.** GLT's balanced approach keeps the theater vital and connected to its community. Through GLT's industry-leading, cross-country producing alliance with partner theaters in Idaho and Lake Tahoe, GLT maximizes resource efficiency and reinvests savings into Northeast Ohio, serving 70,000 adults and students each year; ensuring a vibrant future for theater in NEO.

How will GLT *Setting the Stage* campaign donors be recognized?
Every campaign contribution will be acknowledged with care. GLT will customize donation recognition to align with supporter preferences. Donors may be recognized on artist housing suite plaques, Hanna Theatre lobby walls, Hanna Theatre seats, Hanna Theatre Medallion Wall, playbill listings, website listings, etc. Legacy and endowment gifts ensure lasting recognition for future generations.

How will GLT's *Setting the Stage* campaign impact the Northeast Ohio community?
The campaign's impact extends beyond GLT's stage. A strong Great Lakes Theater sustains jobs (fueling over $6.9 million in annual economic activity) and engages approximately 70,000 adults and students annually.

What will success look like when the *Setting the Stage* campaign is complete?
Success will mean more than reaching a goal...it will mark a new era of sustainability and creative strength for Great Lakes Theater. Artists will have safe housing near GLT's home stages, productions will benefit from modern equipment, and GLT's endowment will sustain educational programming for students throughout Northeast Ohio.

LETTER OF INTENT

SETTING THE STAGE CAMPAIGN

GREAT LAKES THEATER

DONOR INFORMATION

Name :

Address :

City/State/Zip :

Email : **Phone** :

SUPPORT INFORMATION

☐ **I am pleased to support Great Lakes Theater's *Setting the Stage* campaign!**

Intent Amount **$**

My Intent will be fulfilled via:

☐ Donor Advised Fund

Additional Details: _____

My Intent payment(s) will be submitted:

☐ One-Time Gift ☐ Monthly ☐ Quarterly ☐ Annually

☐ Please invoice/process payment(s) beginning (M/D/Y): _____

CC Number :

Exp. Date : Sec. Code :

☐ *I would like to cover credit card processing fees (3%) so that my entire gift supports Great Lakes Theater's Setting the Stage campaign.*

My Intent will be paid over:

☐ 1 Year ☐ 2 Years ☐ 3 Years

Pledge payments must be fulfilled by 12/31/28.

☐ My employer will match my donation. A form is enclosed.

☐ I am interested in a Recognition Opportunity. Please contact me about availability.

Additional Comments:

DONOR RECOGNITION

Publication Name :

I/we wish to keep this donation anonymous in all publications. :

It is hoped that you will maintain your Annual Fund contribution to support Great Lakes Theater's unrestricted general operations. All contributions to Great Lakes Theater, a nonprofit organization (TIN #34-0901212) incorporated under section 501(c)(3) of the Internal Revenue Code as Great Lakes Theater Festival, Inc., are tax deductible to the fullest extent allowed by law. Please consult your tax advisor.

Please submit your completed Letter of Intent form to:

GREAT LAKES THEATER | 1501 Euclid Ave., Suite 300, Cleveland, OH 44115
OR VIA EMAIL: tkrispinsky@GreatLakesTheater.org

Questions? Contact:

Todd Krispinsky | tkrispinsky@GreatLakesTheater.org | (216) 409-3916

_____
Donor Signature

_____
Date

THANK YOU FOR YOUR SUPPORT!

PLEDGE FORM

SETTING THE STAGE CAMPAIGN

GREAT LAKES THEATER

DONOR INFORMATION

Name :

Address :

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PLEDGE INFORMATION

☐ **I am pleased to make a commitment to Great Lakes Theater's *Setting the Stage* campaign!**

Pledge Amount **$**

My Pledge will be fulfilled via:

☐ Check ☐ IRA ☐ Stock ☐ Credit Card ☐ Other

If "Other," please describe: _____

My Pledge payment(s) will be submitted:

☐ One-Time Gift ☐ Monthly ☐ Quarterly ☐ Annually

☐ Please invoice me beginning (M/D/Y): _____

CC Number :

Exp. Date : Sec. Code :

☐ *I would like to cover credit card processing fees (3%) so that my entire gift supports Great Lakes Theater's Setting the Stage campaign.*

My Pledge will be paid over:

☐ 1 Year ☐ 2 Years ☐ 3 Years

Pledge payments must be fulfilled by 12/31/28.

☐ My employer will match my donation. A form is enclosed.

☐ I am interested in a Naming Opportunity. Please contact me about availability.

Additional Comments:

DONOR RECOGNITION

Publication Name :

I/we wish to keep this donation anonymous in all publications. :

It is hoped that you will maintain your Annual Fund contribution to support Great Lakes Theater's unrestricted general operations. All contributions to Great Lakes Theater, a nonprofit organization (TIN #34-0901212) incorporated under section 501(c)(3) of the Internal Revenue Code as Great Lakes Theater Festival, Inc., are tax deductible to the fullest extent allowed by law. Please consult your tax advisor.

Please submit your completed Pledge Form to:

GREAT LAKES THEATER | 1501 Euclid Ave., Suite 300, Cleveland, OH 44115
OR VIA EMAIL: tkrispinsky@GreatLakesTheater.org

Questions? Contact:

Todd Krispinsky | tkrispinsky@GreatLakesTheater.org | (216) 409-3916

Donor Signature

Date

THANK YOU FOR YOUR SUPPORT!



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