

REPORT TO THE COMMUNITY 2009



WELCOME AND THANK YOU



Dear friends,

As Chairman of the Board of the Worcester Center for Performing Arts, I can't help but marvel at how far The Hanover Theatre has come in just a little over 1½ years since it opened.

It wasn't that long before our opening that I and other members of the Board were standing on the then incomplete stage wondering if we would open, on time, but with the very capable leadership of former Chair H. Carter Hunt, a wonderfully restored beauty came to life on March 14, 2008.

As we move into our second full year of operations, I am proud to say that I believe we here in Worcester have as fine a venue for entertainment as exists in New England.

There are many people to thank, not only as a result of where we came from, but what we are doing and where we are going.

We are grateful Troy Siebels, our Executive Director, and his very capable staff, our volunteers who are the "heart and soul" of the theatre, and especially our Board of Directors.

Presently we have 24 members of our Board, eleven of whom serve on its Executive Committee. While the Board meets several times a year, the Executive Committee meets at least once a month. In addition to the Board and Executive Committee meetings we have Finance Committee, Development Committee, Human Resource Committee, Governance Committee, and a Grounds and Building Committee that are manned by individual members of the Board and who also meet on a regular basis in addition to the regularly scheduled Board and Executive Committee Meetings. Board members literally spend hundreds of hours per year dedicated to the success of The Hanover Theatre.

The Board, whose members provide diverse knowledge, talent and expertise has evolved from dealing with issue of bricks and mortar to developing initiatives which shall strengthen our organizational structure and give it direction for the years to come. At the same time the Board is developing sound fiscal policies that will ensure the theatre operates from a position of financial strength.

On behalf of the Board, our staff and volunteers I thank all of you for your support and I ask for your assistance and guidance in the months and years ahead.

Very truly yours,

A handwritten signature in dark ink, appearing to read "James D. O'Brien, Jr.", written in a cursive style.

James D. O'Brien, Jr.
Chairman

CREATING A TRADITION OF EXCELLENCE AND INNOVATION



Dear friends,

In the short twenty months since our Grand Opening in March 2008, The Hanover Theatre has fast become part of the fabric of our community—a leader in Worcester’s cultural community, and a popular destination for entertainment events throughout central New England. More than once in the past several weeks we’ve heard the comment that it’s hard to imagine Worcester *without* the theatre. We’re proud of the first-run Broadway shows and world-class performers who have graced our stage; it is the caliber of these performances, along with the majesty and beauty of the restored historic theatre, that has put us on the map. More than 300,000 people of all ages, from all walks of life have attended performances and events since our opening. We’re proud of these things, and hope that as a supporter of the theatre, you share in that pride of all we’ve accomplished.

We’re even more proud, though, of the difference we’ve made in our community this year; through our education programs, community partnerships and outreach efforts. In these pages we are pleased to share with you some of this year’s successes. Through the generosity of our Franklin Square Society members, corporate and foundation sponsors; The Hanover Theatre has offered free or low-cost opportunities to more than 5,000 children, families and others who would otherwise be unable to experience the magic of live theatre. Our youth programs have begun the work of conveying the benefits a performing arts education provides, including self-confidence, teamwork, creativity and self-expression. We’re playing a leading role in the revitalization of Worcester, partnering with area restaurants, hotels and others to bring vitality to a downtown that was often deserted after 5:00 pm.

It is through this work that we truly make a difference, and we thank you for your continued support, so that we may continue to make a difference throughout our region and for generations to come.

Sincerely,

A handwritten signature in black ink, which appears to read "Troy Siebels". The signature is fluid and cursive.

Troy Siebels
Executive Director

We invite you to share our vision of making The Hanover Theatre the best performing arts center in New England. Join us to support positive change.

FOSTERING A LOVE FOR THE PERFORMING ARTS

Providing Opportunities for Aspiring Actors

In the summer of 2009, *Grease* was the word on The Hanover Theatre stage! We were so proud to kick off our first annual Youth Summer Program for students ages 12-18. Over two weeks, 40 students attended daily educational sessions, workshops with professionals in the field and intense rehearsals. At the end of the program, this group of talented teenagers pulled off a stellar production of the hit Broadway musical, *Grease*, to the delight of family and friends alike!





Training Future Writers

In the fall of 2008, The Hanover Theatre kicked off the Unum Student Critic Program. This educational program engaged fourteen high school students from the Worcester Public Schools in a year-long writing workshop. The students were taught skills necessary for writing a critique of a Broadway performance and attended writing workshops taught by a professional theatre critic from the *Telegram & Gazette* (T&G). Students were given tickets to the performances of *Movin' Out*, *Cats*, *Cirque Dreams*, *Annie* and *Chicago*.

The students met with Paul Kolas, T&G Reviewer, prior to and following each performance to discuss their opinions of the show and brainstorm on writing their reviews.

Following each workshop, the students wrote full-length reviews on the production and some were printed in the students' high school papers. Many of the students who attended last year's program were being exposed to Broadway shows for the very first time!

In addition to exposing local youth to the arts and improving their writing and comprehension skills, this program established greater collaboration between Worcester Schools and The Hanover Theatre. We are thrilled to present this program to a new group of students for the 2009-2010 season. Thank you to Unum and the Worcester Cultural Commission for sponsoring this wonderful program!



Inspiring School Children

Over the past year, we have offered five school day matinees at times and prices convenient for students in the area. From all over New England, teachers brought their students to the theatre in an effort to enrich their classroom experience with performances of *The Nutcracker*, *A Christmas Carol*, *Midnight Ride of Paul Revere*, *Chamber Theatre's Short Stories*, and a *Special Forum with Liz Murray*.

Thousands of students have already benefited from the opportunity to view live theatre right here in Worcester and the student matinee programming is expanding in the 2009-2010 season. In fact, last year's sold out student matinee of *A Christmas Carol* was so successful, we've added a second performance for this year!

MAKING A DIFFERENCE IN OUR COMMUNITY



Improving Our Neighborhood

Through the generous and tireless efforts of Bob Locke, Raymond Trifone and The Hanover Theatre Volunteer Gardening Committee, flowers and greenery have brightened the Square and theatre entrance for the enjoyment of our patrons and neighbors.



Providing Gallery Space to Local Artists

The Hanover Theatre works in partnership with Arts Worcester to showcase the work of local artists in the Franklin Square Salon and other lobby areas.



Showcasing Local Performers

Six community choruses performed in the theatre's lobby prior to performances of *A Christmas Carol*, and small ensembles from Pakachoag Music School and other community institutions have performed prior to other performances over the past year. Among those local and regional organizations that have presented works on our stage are Ballet Arts Worcester, Assumption College, Hispania Dance Company, Chuck & Mud, Burncoat Arts Magnet School, Charlotte Klein Dance Centers, and the New England Area Community Chorus Association.



Experiencing the New Worcester

Downtown Worcester is on its way to becoming a vibrant center of culture, diversity, and inclusion. The Hanover Theatre is proud to have hosted special events including a free simulcast of the inauguration of President Barack Obama, commencement and graduation ceremonies for Anna Maria College, Grafton High School, and Blackstone Valley Technical High School. In addition, we welcomed 500 new U.S. citizens at a public immigration and naturalization ceremony. Plus, we are now the proud new home of the annual Miss Massachusetts Scholarship Pageant. Literally, there is something for everyone here at The Hanover Theatre.

Sharing the Joy of Broadway, Music & More

Working through the United Way, The Hanover Theatre donated more than 1,500 complimentary tickets to *A Christmas Carol* and other performances, to underserved populations and those who would not otherwise have had the opportunity to attend and share good will during the holiday season. This program was made possible by the generosity of The Franklin Square Society and our corporate sponsors and contributors.



Working with Our Peers in the Non-Profit Community

The Hanover Theatre has partnered with more than twenty not-for-profit organizations over the past year, sharing resources and facilitating successful fundraising efforts. Current and recent partners include United Way (our partners on *A Christmas Celtic Sojourn*), Central Massachusetts Housing Authority (*Defending the Caveman*), Girl Scouts of Central Massachusetts (*George Winston*, *The Magic of Lyn*), Spencer Rescue & Emergency Squad (*1964 – the Tribute*), Worcester Art Museum (*The Maiden Heist*), Preservation Worcester (*The Rat Pack*), Jewish Federation of Central Massachusetts (*Mandy Patinkin*), Boys & Girls Club (*A Christmas Carol*), Family Health Center of Worcester (*Art in the City*), Massachusetts Teachers Association (*McNally's Fate*), Children's Friend (*Annie*) and Worcester Educational Development Foundation (*Carol Burnett*).

Donating Tickets to Assist with Wide-Spread Fundraising

The Hanover Theatre provides a limited number of tickets to each performance for non-profit organizations to use in their fundraising efforts through live and silent auctions and raffles. More than 500 tickets have been donated to more than 200 non-profit organizations this year, and we have helped to raise thousands of dollars for additional worthy causes.



REVITALIZING DOWNTOWN WORCESTER



Changing Perceptions About Downtown Worcester

In its first year, The Hanover Theatre welcomed more than 200,000 patrons through its doors. The theatre has significantly increased the number of jobs within not just the performing arts, independent artists, and professional arts promoters, but also in food services, hotels and motels. The graph below illustrates the economic and employment impact Worcester Center for Performing Arts has had on Worcester County as of July 2009.*

**SOURCE: According Creative Community Development*

Partnering with Local Restaurants

Our members enjoy special offers before or after each visit to the theatre at over 20 of Worcester's best restaurants. This program has helped to stimulate the local economy as well as attract new visitors to the city as a cultural destination.

Taking Pride in Our Achievements

- Massachusetts Economic Impact Award, Bronze Winner
- WBDC Recognition Award
- Telegram and Gazette's Vision Award
- J. Timothy Anderson Award for Excellence in Historic Rehabilitation, Judges Award
- New England Theatre Conference Regional Award for Outstanding Achievement in the American Theatre
- Massachusetts Historical Commission's Preservation Award for Rehabilitation & Restoration
- City Living Magazine's Best Live Performance Theatre
- Worcester Magazine's Best Live Theatre

Contributing to the Revitalization of Downtown Worcester

	Direct	Indirect	Induced	Total
Revenue Generated Through Programming and Events:	\$6,429,981	\$2,660,308	\$2,597,590	\$11,687,879
Revenue From Non-local Visitors:	\$1,281,191	\$367,405	\$423,960	\$2,072,556
Total Output Impact:	\$7,711,172	\$3,027,713	\$3,021,550	\$13,760,435
Total Jobs:	313	28	18	367



Thanking Our 2009-2010 Franklin Square Society Members

We appreciate and honor the commitment of our Franklin Square Society members. They all play a leadership role in building a strong and sustainable institution to serve the cultural needs of our community. Their annual support allows us to fulfill our mission and to establish the finest performing arts center in New England.

Golden Circle Membership

Francis Carroll & Family
Mary C. DeFeudis
Paul Fioretti, A&E Distributors
Hanover Insurance Foundation
Worcester Telegram & Gazette

Silver Circle Membership

National Grid
Martha & Arthur Pappas, M.D.

Corporate Level Membership

Bay State Savings Bank
Bowditch & Dewey, LLP
Commerce Bank
Fallon Clinic
Fallon Community Health Plan
Killeen Tool Machine Company
Helder Machado
Polar Beverages
UMASS Memorial Health Care
UNUM
WBDC

Individual Level Membership

David & Kristen Albright
AllCom Credit Union
Bryan and Sally Allen
Barry & Jean Alman
Cliff & Mary Ellen Anderson
Mike & Marie Angelini
Brent & Katrinka Arthaud
Atlas Distributing
Scott Balcom

Elizabeth J. Baldarelli
Jo Ann & Thaddeus Bauer
The Belsito Family
Dr. & Mrs. Bruce Bender
Dwight & Susan Blake
Charles & Janet Birbara
Mike & Cathy Bollus
Dr. Michael Bradbury &
Ms. Cathy Angelini
H. Paul & Sara Buckingham
John & Dawn Budd
Eugene & Linda Bullis
Douglas P. Butler
George S. & Alta-Mae Butler
David Chester
James & Nancy Coghlin
Ross Condit
Michael Czech & Silvia Corvera
Richard & Ann Marie Cravedi
Jeanne Y. Curtis
Joseph Cusimano
Cutler Capital Management
Paul & Sandra Demoga
Joseph Depasquale
Donald & Melanie Donegan
John & Beverly Doubleday
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Fred & Patty Eppinger
Barbara E. Fargo
John Giles & Marianne Felice, MD
Ann Flynn
Lee & Dina Gaudette
William & Patricia Giannopoulos,
Friendly Discount Liquors

Drs. Ivan and Noreen Green
Dr. Abraham & Linda Haddad
Donna Hebb
Robert J. Hennigan Jr. Esq. &
Marilyn Hennigan
Stasia Hovenesian
H. Carter & Susan Hunt
William & Patricia Iandoli
David & Kathy Israelian-Fleming
Robert Jenal
Kallin & Linda Johnson
Steve & Lee Joseph
W. David & Lee Norton Kelly
Ben & Charlotte Klein
Helen P. Koskinas
Harry P. & Sharon Kotseas
Agnes E. Kull
Henry & Holly LaMountain
John LaRocca
Stephen & Valerie Loring
Carole Lyman
Steve & Kathy Lynch
Ed & Margaret Madaus
Madaio Glass
Jean & Myles McDonough
Joe & Linda McGowan
Richard E. Miller & Natasha
Miller-Maunsell
Mintz, Levin, Cohn, Ferris,
Glovsky and Popeo, P.C.
Andres Jaime & Jane Molina
Jack & Cynthia Monahan
Morgan-Worcester
Chris Muello, C/J Trucking

Richard & Diana Mundinger
Mike & Mary-Beth Noonan
James D. O'Brien, Jr.
Michael & Beata O'Brien
Brendan & Claire O'Connor
Mike Pagano, Lamoureux-Pagano
Associates
Thomas Patnaude
Elena Patronas
P.L. Rider Medical Co.
Joanne Prizio
Arthur J. & Debra M. Remillard
Allen & Ruth Rubin
Ed Sato
John & Ellen Savickas
Vivian Sigel
Spencer Savings Bank
Mike & Lorna Stearns
Daniel M. & Deborah S. Steigman
John & Lynn Sullivan
Michael & Jennifer Tarka
Francis J. Tighe
Gregory D. Tranter
Paul & Susan Trombley
Michael & Dorothy Tsotsis
Webster Five Cents Savings Bank
James & Tracy V. Wells
Todd H. Wetzell
David Williams & Joyce Cariglia
Sharon Woodbury
Kim & Adrian Vanderspek
James & Marita Zuraitis

List updated 11/12/09

Thank you to our past and present sponsors for their support.



PROVIDING VISION

Board Members & Officers

James D. O'Brien, Jr. Chairman	Stasia Hovenesian
John Sullivan Vice Chair	H. Carter Hunt, Jr.
Eugene Bullis Treasurer	Robert Jenal
Maurice Boisvert Secretary	James Johnson
Bryan Allen	Kallin Johnson
Jo Ann Bauer	Linda McGowan
Francis Carroll	Cynthia Monahan
Mary DeFeudis	Thomas O'Connor
Melanie Donegan	Karon Shea
Jane Grant	Walter Shea
Mel Greenberg	E. Lawrence Spurr
	Francis Tighe
	Sharon Woodbury

"What a gift it is to have such a talented and enthusiastic group of volunteers serving the needs of Hanover Theatre patrons. Their desire to make the Theatre a huge success is evident in their every action. I am truly honored to serve alongside this outstanding group of dedicated volunteers."

– James Johnson

"Our volunteers at The Hanover make a wonderful contribution to the experience of attending the theater. We are so appreciative. BRAVO!"

– Mary DeFeudis

"Your presence is our first effort to make our patrons feel welcomed and at home in the Hanover Theater. A volunteer's warm smile and a friendly greeting lets them know how glad we are to have them in attendance. Our volunteers have never failed to convey this message and without them the Hanover would not be the success that it has become."

– H. Carter Hunt, Jr.

DELIVERING EXCELLENT SERVICE

Administrative

Troy Siebels
Executive Director
Janine Diliberto
Business Manager
Stacey Leigh O'Dell
Office Manager

Marketing & PR

Lisa Condit
Director of Marketing & PR
Hannah Salzman-Gubbay
Marketing Assistant
Diane Pieciak
Advertising Manager

Development

Nel Lazour
Development Director
Kristen Surprise
Development &
Marketing Assistant

Production

Jon Rosbrook
Production Manager
Brenda Shepard
House Electrician
Nick Joyce
House Sound/Audio
Engineer
Local 96 IATSE
Stage Crew

Operations

Meghan Patrick
Operations Manager
Mark Steina
Special Events Coordinator
Pete Belsito
Joyce Gully
Ellen Santimaw
Mark Steina
House Managers
Bob Kett
Head Bartender
Bislim Krasniqi
Stan Tarka
Facilities

Box Office

Brian Burke
Box Office Manager
Brendan Donnellan
Assistant Box Office
Manager
Julie Carlson
Amal Hussein
Cathy Mezynski
Nadia Naco
Box Office Associates

Community Outreach

Edward P. Madaus

Legal Counsel

Paul J. Demoga

Enhancing The Theatre Experience

Where would The Hanover Theatre be without its volunteers? The 2008-2009 Volunteer Staff consisted of well over 200 people who gave over 20,000 hours of their time since our opening in March of 2008. We will be forever grateful for their time and energy in making our theatre a special place to visit each time our patrons walk through the doors. Whether these men and women are ushering a family to their seats, greeting a child during their first experience at a theatre, or giving up their Sunday morning to beautify the Francis R. Carroll Plaza, they always focus on making The Hanover Theatre a world-class venue.

The job of a volunteer is not an easy one. Our volunteers work at the theatre anywhere from twice to twelve times in a month! They attend yearly training sessions to ensure efficiency in our front of house operations and safety for our patrons. We are constantly coming up with new ways to better serve our guests and make their evening a memorable one!

The enthusiasm of our volunteers has also helped to initiate new programs over the past year. The Concierge Desk enhances our patron experience by providing information on local restaurants and hotels, assisting in membership inquiries, greeting guests with historic information on the theatre, and even making dinner reservations for our guests! Through the financial support of our volunteer staff, the newly formed gardening committee landscaped and installed seasonal plantings in the Francis R. Carroll Plaza.

Thank you to our family of volunteers for making our theatre a warm and energetic place to work and visit.



Recognizing Outstanding Commitment

The H. Carter Hunt, Jr. Award is presented in honor of the first chairman of The Hanover Theatre's Board of Trustees. This year, we would like to recognize two exceptional volunteers, Raymond Trifone and Bob Breault, for their outstanding commitment and contributions to the theatre.

Installing a Legacy

Another important group of volunteers who have generously given their time, treasure, and talent to position The Hanover Theatre as the best performing arts center in New England includes Donald Phipps and his crew. Donald Phipps, of the American Theatre Organ Society and longtime resident of New Bedford, donated a 35-rank Wurlitzer Pipe Organ to The Hanover Theatre. He and his volunteers are working tirelessly to install this treasure in the theatre. Once the installation is complete, the organ is guaranteed to entertain audiences of all ages.





OUR MISSION:

To foster a love and appreciation of the performing arts in New England's audiences of today and tomorrow.

OUR VISION:

To be the best performing arts center in New England.

The
HANOVER THEATRE
for the Performing Arts

2 Southbridge Street • Worcester, MA 01608
Located less than 15 minutes from the Mass Pike. Exit 16 off I-290
www.thehanovertheatre.org 877.571.SHOW