



DIRECTING THE FUTURE CAMPAIGN

A New Stage for Cincinnati's National Theatre

PROJECT UPDATE

March 15, 2021



A Leading Arts Institution



Cincinnati Playhouse in the Park is a two-time Tony Award®-winning regional theatre that has brought people together through moving performances, engaging educational programs and community outreach for **60 years**, reaching **over 180,000 people** annually.



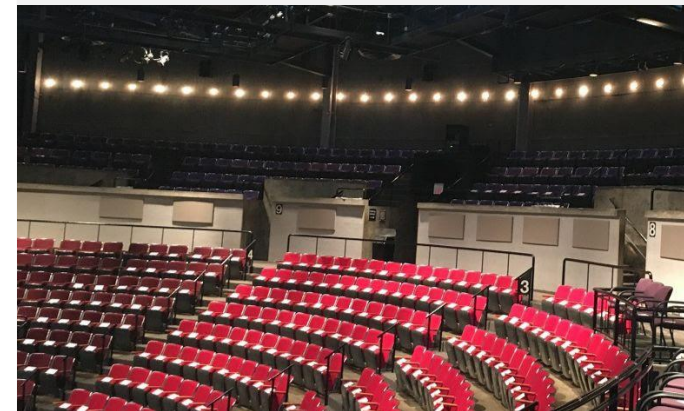
Seasonal productions include classic and contemporary musicals, dramas, comedies and recent hits.



Over 50,000 youth in Pre-K – 12th grades are reached annually across three states.

COVID-19 Update

- The mainstage subscription season has been postponed until Fall 2021 to ensure the safety of artists, staff and patrons.
- During the pandemic Playhouse has focused on virtual education content.
- Thanks to expense cuts and a federal PPP loan, Playhouse completed its 28th consecutive season in the black.



A Theatre for Everyone



Playhouse will construct a new, state-of-the-art mainstage theatre and create a premier theatre complex to achieve the following goals:

ENHANCE THE PATRON EXPERIENCE

- Increased accessibility
- Comfortable seating with more legroom
- Optimal stage views
- Improved entrance, exit & parking

INCREASE ARTISTIC CAPABILITIES

- Upgraded production facilities
- Modern technology
- Attract nation's top talent
- Develop co-productions & tryouts of Broadway-bound productions

GROW AUDIENCE & DEEPEN IMPACT

- Attract new & diverse patrons
- Expand space for educational programs
- Expand theatrical partnerships nationwide

Featured Upgrades

- Replace the 52-year-old Marx Theatre
- Enhance production facilities for a 21st century audience
- Elevate patron amenities
- Expand educational opportunities



This is an initial rendering; design will continue to be refined.

Expanded Impact



Playhouse in the Park's new theatre complex will ensure Cincinnati's place as a leading national arts and cultural destination and provide key benefits for our broader community.



Economic Impact* – \$97.7 million in positive economic impact over 50 years; \$2 goes into the community for every \$1 spent on the project.



Community Connection – New building will be inclusive inside and out.



National Recognition – Enable Broadway producers to try out Broadway-bound shows at the Playhouse before they move to New York City.

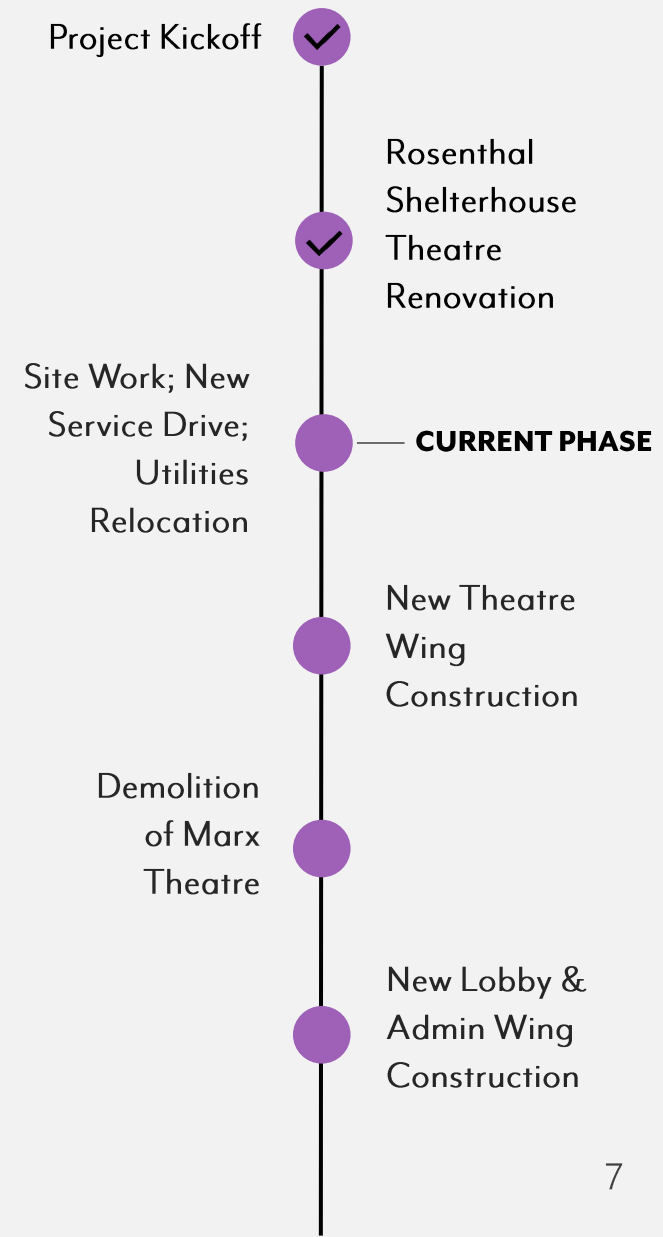
Building an Iconic Complex

Site work has begun on the new Playhouse complex and the official ground-breaking slated for winter 2021 pending external factors.

The project is currently estimated at \$49.5 million:

PROJECT BUDGET	
Construction & Architect Costs	\$46,300,000
Financing & Fundraising Costs	\$2,700,000
Transition Expenses	\$500,000
Total	\$49,500,000

CONSTRUCTION MILESTONES

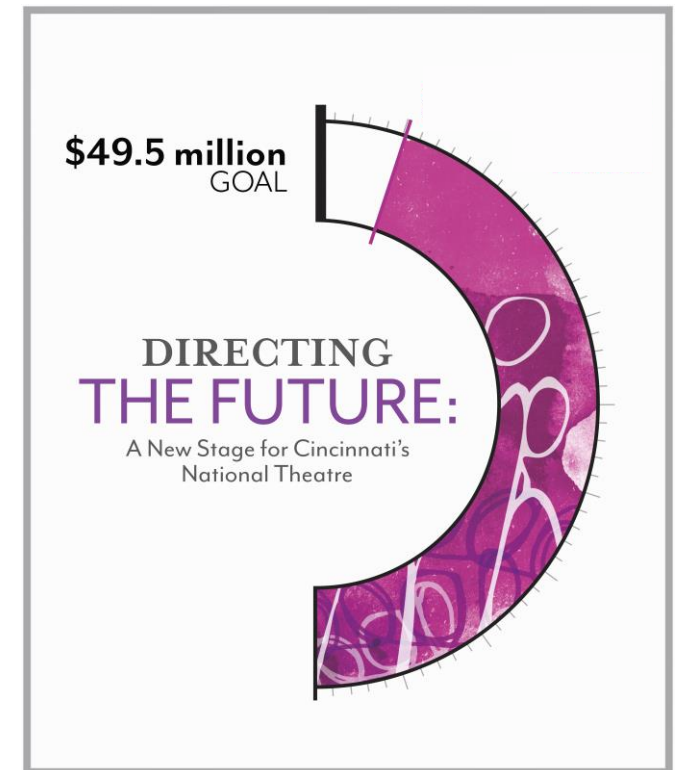


Completing the Vision

- Over **900** campaign donors
- Over **50** donors have given gifts of \$100,000 or more
- Lead donors have assembled over **\$5 million** for a pool of challenge funds, building momentum

Playhouse is now in reach of closing the campaign with **\$3.7 million remaining.**

PLAY IN THE PARK
CINCINNATI HOUSE



An architectural rendering of a modern, curved theater building at night. The building features a large glass facade on the upper level, revealing the interior spaces. The ground floor has a stone-clad base with large windows and entrances. People are shown walking on the paved plaza in front of the building, and a car is parked on the left. The sky is a deep purple and blue, with stars visible. A white text box is overlaid on the bottom left.

Thank You

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