

# STG IMPACT 2022

# Q1

STG wishes to thank you - our patrons - for making the 2021-2022 Season, our first full 12 months of operating post-closure, an extraordinary experience!

Every day, we chase a vision of being The People's Theatre - a place where all are represented and welcomed. We are surrounded by incredible people - STG's Staff & Board who are committed to caring for these historic theatres, presenting inspiring artists and serving our community. We rely on community partnerships and volunteers to carry out this work. We are deeply grateful for your ongoing support and remain committed to delivering a positive cultural impact for all in the Pacific Northwest.

Josh LaBelle  
Executive Director

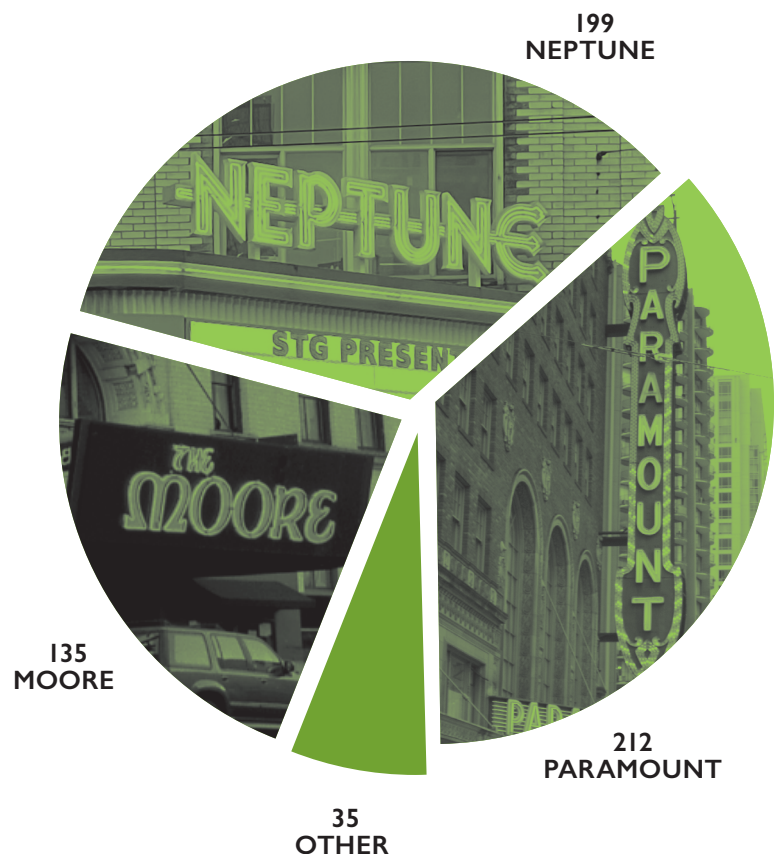


# IN OUR BUILDINGS SHOWS & ATTENDANCE

Photo courtesy of Soweto Gospel Choir

In our first season fully re-opened post-pandemic, we welcomed 855,500 ticket purchasers to experience 581 performances, including Broadway, concerts, comedians, dance, speaking engagements, and our second annual THING festival at Ft. Worden. The Paramount hosted eight touring Broadway productions, including a five-week run of the hit musical *Hamilton*, world-renowned dance companies such as Dorrance Dance dazzled the Moore, and a range of musicians including La Santa Cecilia rocked out at the Neptune. The overwhelming support of our venues and attendees made it clear how eager our patrons were to return to live performances following our difficult eighteen-month closure.

## 581 PERFORMANCES





# THE PEOPLE STAFF & VOLUNTEERS



Photo by Christopher Nelson

During the pandemic closure, STG's leadership team and board made the difficult decision to layoff nearly 80% of our staff to ensure the organization would remain healthy and ready to welcome our patrons and artists once it was safe to return to live events. Through last season we were able to bring our staff back up to 108 FTE positions, with a third being new to STG. The successful reopening of our venues would not have been possible without relying heavily on our 1,358 volunteers to help welcome our community back into our theatres.

**A big THANK YOU to our volunteers!**

1,358

VOLUNTEERS



19,099

HOURS DONATED



\$572,015.05

VALUE

2021/2022 FISCAL YEAR



# THE COMMUNITY EDUCATION & ENGAGEMENT

Broadway Inclusion Program photo by Christopher Nelson

Our Education and Community Engagement (ECE) Programs increased access to meaningful arts experiences throughout the region during our 2021-22 season. By providing free and low-cost classes, workshops, and summer camps, STG worked to develop the next generation of artists and citizens to participate in the performing arts. We continue to focus on engaging 75% of our participants and partnerships from BIPOC communities and offer them the opportunity to work with high-level practitioners in their fields.

162

GUEST ARTISTS  
ENGAGING WITH  
COMMUNITY

“STG ROCKS!!! YOU ALL ARE  
A HUGE PART OF MY SON’S  
HEART AND HAVE DEF MADE  
HIS LOVE OF BROADWAY/  
THEATRE GROW EVEN  
GREATER THAN ANY OF US  
THOUGHT POSSIBLE.”

BROADWAY INCLUSION  
PARTICIPANT

593

ENGAGEMENTS

35,562

Community members experienced  
the arts through STG Education  
and Community Programs.

AILEYCAMP

BROADWAY INCLUSION  
PROGRAM

DANCE THIS

DANCE FOR PD

DISNEY MUSICALS IN SCHOOLS

STUDENT MATINEES

COMMUNITY ADVISORY  
GROUP

ELEVATE

MORE MUSIC @ THE MOORE

UP NEXT

YOUNG AMBASSADORS

“AILEYCAMP HAS HELPED  
ME GROW AS A PERSON.  
IT WAS FUN AND I’M VERY  
GRATEFUL AND DON’T  
WANT IT TO END.”

AILEYCAMPER

72

TEACHING ARTISTS

“MY 3RD GRADE STUDENTS  
LOVED THE PRODUCTION,  
AND IT INSPIRED THEM  
TO CREATE THEIR OWN  
SHADOW PUPPET SHOWS.”

VIRTUAL STUDENT MATINEE  
TEACHER

97

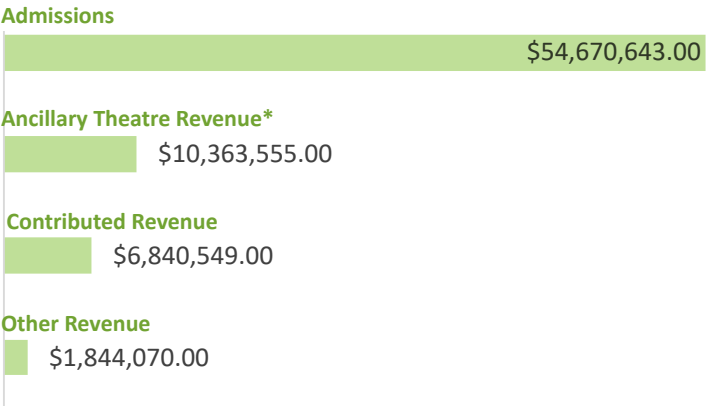
STG YOUNG  
ARTISTS ENGAGING  
WITH COMMUNITY



Photo by Erin Lodi Photography

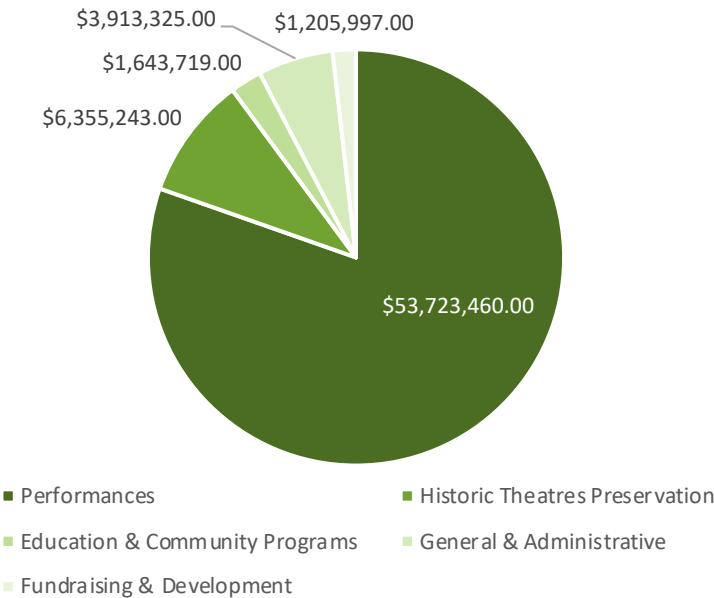
Thanks to the incredible generosity of our patrons and supporters, Seattle Theatre Group’s first season after the 18-month closure due to Covid quickly returned us to near pre-pandemic numbers. Though we are fortunate to have ticket sales as a strong pillar of our financial health, your support is also vital to providing access to the arts for thousands of individuals across the Puget Sound. Your investment has afforded operational stability as we continue to rebuild and replenish emergency reserves. Seattle Theatre Group’s reserves strengthen our ability to connect our diverse communities to the performing arts while maintaining and preserving our historic theatres.

### 2022 REVENUE & SUPPORT - \$73,718,817



\*Ancillary Theatre Revenue includes: Ticketmaster Fees, Facility Fees, Concessions, Paramount Club Memberships, Parking, Merchandise, Facility Rentals (private events) and other miscellaneous event and theatre revenue.

### 2022 EXPENSES - \$66,841,744



\*Historic Theatre Preservation includes: Venue Rent, Salaries of Maintenance and Operations Teams, Building Maintenance, Utilities, General and Administrative Costs of the Operations and Maintenance Departments, and Depreciation of Building and Theatre Equipment.





# LOOKING AHEAD

You are invited to learn more about STG's community impact by attending our annual gala, **DOORS**, on **May 6, 2023**, at the **Paramount Theatre**, featuring musical guest Mavis Staples alongside local young talent. Attend the live event for cocktails, seated dinner, fund-a-need paddle raise, brief live auction, and a variety of incredible live entertainment. Tickets can be purchased at [stgpresents.org/doors](https://stgpresents.org/doors).

The **2023-2024 Broadway at the Paramount** season was just **announced!** Subscribers can renew for the 23-24 Season now. If you're interested in becoming a subscriber, you can join the Broadway wait list to get first access to new subscriptions when they become available later this spring. Learn more about Broadway subscriptions at [seattle.broadway.com/subscriptions](https://seattle.broadway.com/subscriptions).

Moving forward, we will be providing these quarterly impact reports to keep STG stakeholders informed about our financial well-being, attendance, and programming. STG is constantly assessing our systems and looking to make communication more efficient for our patrons. Please let us know if you have any questions about this change by replying to this email.

On behalf of Seattle Theatre Group's board, staff, and volunteers, we extend our utmost gratitude for your continued support. Sharing experiences through art has the power to shift perspectives, challenge norms, and radically change how we view ourselves, each other, and the world around us. It is because of you that we can connect our communities to the incredible impact of the performing arts.

POLLSTAR WORLDWIDE  
VENUE RANKINGS  
BASED ON GROSS TICKET SALES

#6

PARAMOUNT  
(THEATRES)

#48

MOORE  
(THEATRES)

#18

NEPTUNE  
(CLUBS)

Photo by Jason Tang