

# STAGEDOOR

T H E A T R E

New Mission. New Model. New Direction.

# STAGEDOOR

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## New Mission:

Stage Door Theatre's mission is to strengthen our vibrant community of patrons, artists, and youth by providing an intimate and inclusive home where shared stories and human experiences are celebrated.

## New Model:

Diversify Revenue By Building Partnerships and Creating New Artistic, Education and Outreach Programming

## New Direction:

Education  
Outreach  
Family Programming  
Cultural Arts

# SEASON 49 PROGRAMS

# STAGEDOOR

T H E A T R E

## PERFORMING ARTS

### Mainstage Series

Ordinary Days

Twas the Night Before Christmas

Completeness

The Niceties

Peter & the Starcatcher

### Spotlight Series

Dad's Garage Improv

Shows & Workshops

### Concert Series

Stage & Screen Cabaret

## EDUCATION

### Academy Classes

Year-Round Classes and Workshops

### Performing Arts Camps

Spring Break Camp

10-weeks of Summer Camps

### Academy Performances:

Zombie Prom

Winter Concert

Treasure Island

Puffs

## COMMUNITY ENGAGEMENT

### Arts Accessibility Project

In-School Residencies

Education Matinees

### Cultural Arts Events

AAPI Cultural Heritage Celebration

Latino Cultural Heritage Celebration

# OUR IMPACT

# STAGEDOOR

T H E A T R E

## PERFORMING ARTS

**6,000 patrons**

from 100 metro-Atlanta zip codes

**Employed over 150 artists:**

5 Directors

25 Designers

20 Technicians

35 Actors

7 musicians

4 Front of House Staff

16 Academy Faculty

24 Volunteers

12 Overhires

## EDUCATION

**50 students**

enrolled in Fall & Spring Classes

**300+ students**

enrolled in Spring & Summer Camps

**12 full & partial scholarships**

awarded to local students

## COMMUNITY ENGAGEMENT

**275 Students**

served through our Arts Accessibility Project

**75 Seniors**

served through outreach programs

**20 Community Partnerships**

built through co-branded programs

**10 Corporate Partnerships**

built through our season sponsorship and playbill ad programs

# Stage Door Performing Arts Academy

Stage Door Performing Arts Academy serves to educate and inspire children and young adults ages 3 through 18 in the performing arts. Offerings taught by our team of theatre professionals and educators include acting, musical theatre, design, performance opportunities, and so much more!



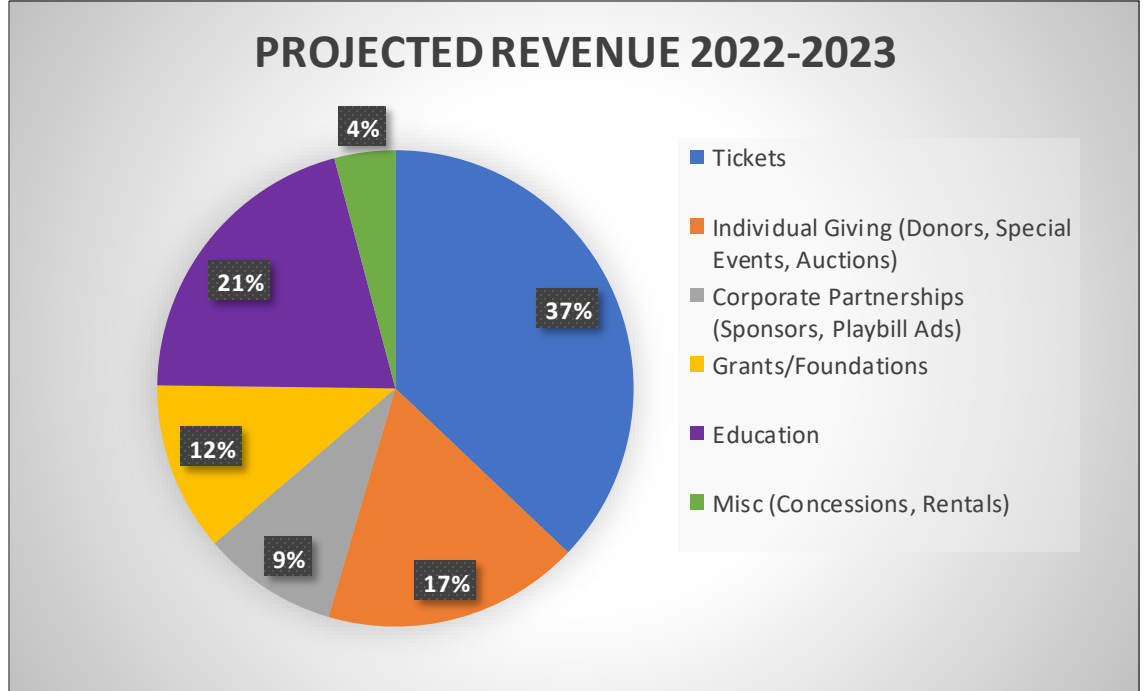
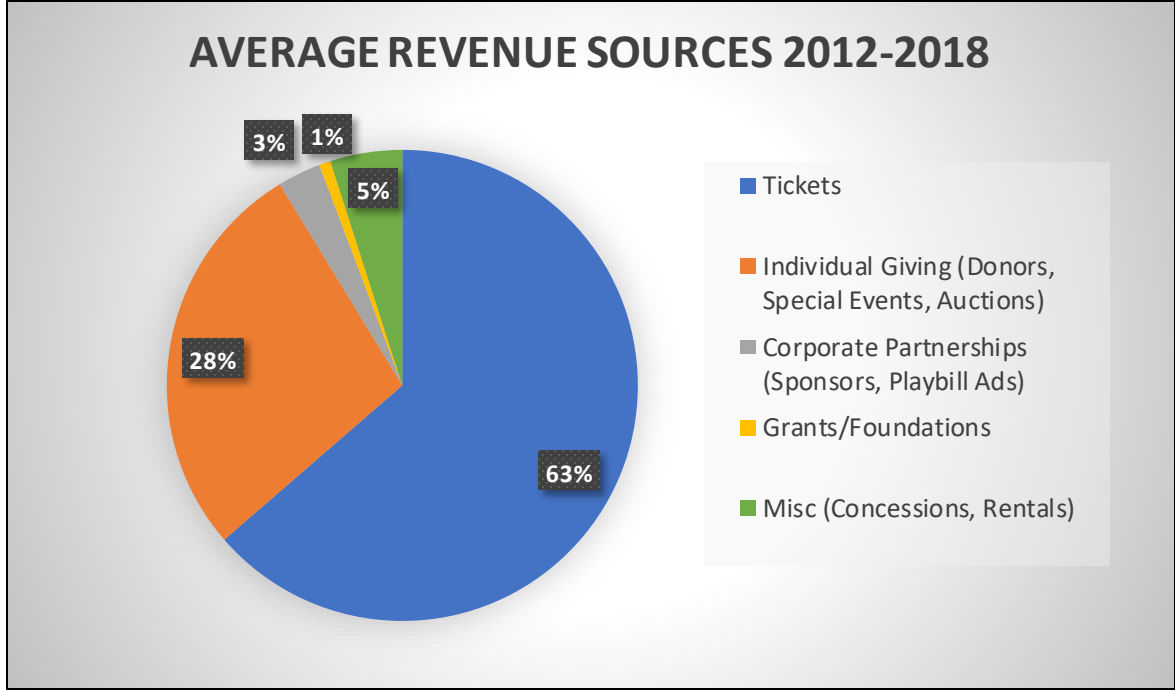
**STAGEDOOR**

T H E A T R E

# New Model

Average Revenue from 2012-2018			
Tickets	64%	\$	173,107
Individual Giving (Donors, Special Events, Auctions)	28%	\$	75,235
Corporate Partnerships (Sponsors, Playbill Ads)	3%	\$	8,096
Grants/Foundation	1%	\$	2,143
Misc (Concessions, Rentals)	5%	\$	13,455
TOTAL		\$	272,036

Projected Revenue 2022-2023			
Tickets	37%	\$	161,531
Individual Giving (Donors, Special Events, Auctions)	17%	\$	76,000
Corporate Partnerships (Sponsors, Playbill Ads)	9%	\$	40,000
Grants/Foundation	11%	\$	50,000
Education	21%	\$	90,000
Misc (Concessions, Rentals)	4%	\$	18,000
TOTAL		\$	435,531



# FINANCIALS TO DATE



Season 49 - 9/1/22-2/28/23			
Education Tuition	\$ 63,728.40	Admin - Salaries	\$ 69,899.88
Box Office	\$ 51,130.69	Production	\$ 59,842.77
Individual Giving	\$ 49,500.00	Admin Operating	\$ 49,446.92
Corporate	\$ 17,400.00	Education	\$ 21,970.29
Grants/Foundations	\$ 14,000.00		
Special Events	\$ 7,247.52		
Concessions	\$ 3,832.04		
Rental Income	\$ 975.00		
Total Revenue	\$ 207,813.65	Total Expenses	\$ 201,159.86
NET	\$ 6,653.79		



Dunwoody Public Library

ADULT DAY  
*of* DUNWOODY



# COMMUNITY PARTNERS







# CORPORATE PARTNERS



S O U  
A R T S  
H

THE **IMMLAY**  
FOUNDATION

City of  
**Dunwoody**  
Georgia

Community  
Foundation  
for Greater Atlanta

FOUNDATION  
PARTNERS

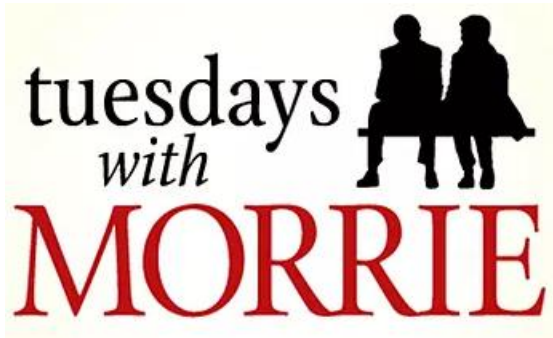
Georgia  
COUNCIL  
for the  
**Arts**™

**CHILDRENS  
THEATRE  
FOUNDATION**  
of america

NATIONAL  
ENDOWMENT for the **ARTS**  
arts.gov

50 YEARS  
**STAGEDOOR**  
THEATRE

# MAINSTAGE



September 28-October 15



December 1-17



January 26-February 11

*Native*  
Gardens



April 12-28

tuesdays  
with  
**MORRIE**



#1.

Based on the hit novel that was on the NY Times best seller list for more than 4 years!

Packet page:...

IT'S A  
WONDERFUL LIFE  
A LIVE RADIO PLAY



"One of the best holiday shows around. This is a fresh and inventive way of reconnecting with a classic story of love and redemption." - Chicago Sun Times



The Mad Hatterpillar is a puppet-centric children's musical, following the journey of Maddie, a caterpillar determined to become a butterfly and escape her mundane garden walls. Like her real life counterpart, she sheds her heads at each new stage of life, stacking the molted heads upon her new one. Each of these heads symbolizes a stage of Maddie's growth into self-acceptance.

# Native Gardens



“A true breath of comic fresh air. It’s a biting, perceptive, and ultimately hopeful sendup to our fraught relationships with those around us – even right next door. Beyond snappy one-liners and garden hose fights, the play challenges audiences to look beyond petty differences and rediscover our shared decency.” – DC Theatre Scene



# SPOTLIGHT SERIES



September 2  
November 4  
January 6  
March 2  
May 4  
July 6



September 16  
November 18  
January 13  
March 9  
June 8  
July 27



June 21-23

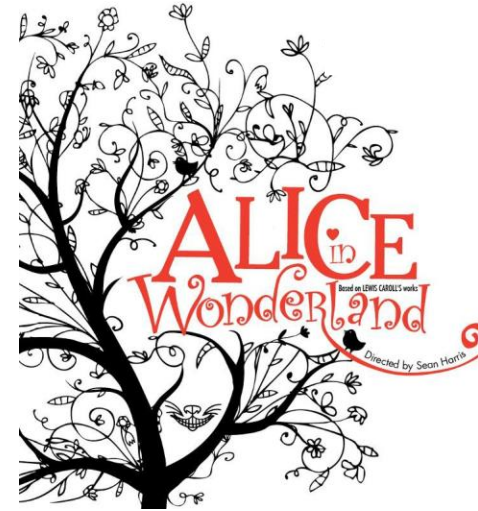
# ACADEMY



Fall 2023



Winter 2023



Spring 2024



Summer 2024

# CHALLENGES

Performing Arts have not fully rebounded from Covid-19

Unclear and undefined relationship with City of Dunwoody

Operating out of a 60-year-old elementary school



Importance of Being Earnest, 2022



City of Dunwoody's Asian American & Pacific Islanders Culture Heritage Celebration, 2022



Stage Door Performing Arts Academy Junior Company, 2022

Support Dunwoody Arts & Culture by investing in the future of Stage Door.