



THE GRAND'S RISE CAMPAIGN

**2021-2022
RESILIENCY FUND**

OUR MISSION & PURPOSE

The Grand entertains, engages, and enriches our community with diverse live performances and educational programs in a welcoming, patron-centered environment. As proud stewards, we celebrate our cherished historic theaters that create economic vitality and lift the human spirit.

For more than 148 years, The Grand Opera House has been delighting the citizens of Wilmington, Delaware, and the greater Brandywine region with the finest live entertainment the country and the world have to offer. In 2015, we assumed operation of The Playhouse on Rodney Square (formerly the DuPont Theater), adding the best of touring Broadway to our roster.

With more than 140 performances a year, our three venues attract over 200,000 individuals to downtown Wilmington and offer the very best entertainment options, something to please every taste. The Grand, The Playhouse, and the baby grand are more than just the wonderful shows on stage. We provide a wide variety of community engagement programs for children and adults in the region such as school matinees, music instruction, sensory friendly programming, and free summer theater programs for the community.



OUR OBJECTIVE

The Grand has made much progress – both artistically and organizationally – in the decade leading up to its 150th birthday in December 2021. But, like many other valued arts groups, The Grand took a significant blow during the coronavirus pandemic and the closures of public spaces that it necessitated.

The Grand seeks to celebrate its landmark anniversary with an ambitious fundraising campaign. This campaign will restore the recent losses and position the cherished Delaware cultural institution for the launch of the next 150 years of entertaining, engaging and enriching the community while proudly stewarding our historic theaters. With the support of our entire community, we will continue to create economic vitality for the City and the State while also lifting the human spirit.

Because The Grand is for everybody,
everybody needs to be “for The Grand.

“I’m pleased and proud to take the honorary chairmanship of The Grand’s RISE campaign. This campaign to bring The Grand back to regular operation comes at an extremely complicated time in the life of our community. **But as we recover from this pandemic, the arts matter more than usual as a way to bring some much-needed harmony and beauty into our lives.**” I am an eternal optimist, and so despite the challenges in raising these crucial funds, I am utterly confident that The Grand, with the help of the community, can raise the \$5 million needed to re-open in a position of strength and stability. **This campaign is crucial to the future of The Grand, but also to the future of Wilmington, because the community needs The Grand and all the arts more than ever.**”

Mrs. Tatiana Copeland
Honorary Chair, RISE CAMPAIGN



RISE Committee

Brian DiSabatino, Chair
Fred Dawson
Kirk Garratt
Kari Garratt
Othell Heaney
Tim Litten
Carlos de los Ramos
Fred Sears
Shannon Thomas
Enid Wallace Simms

Board of Directors

Lischele G. Adams
Bruce Colbourn
Tatiana B. Copeland
Frederick J. Dawson
Catherine Dean
Joseph A. DePaulo, Jr.
Brian DiSabatino, Chair
Kelly Farnan
Drewry Fennell, Esq.
Mark Fields
David Ley Hamilton, Esq.
LaVerne Harmon, PhD
Roger D. Kirtley
Steven Kochie
Paula McDermott
William S. Montgomery
Domenic Pedante
Francis J. "Skip" Pennella
Sue Robinson
Salvatore J. "Chip" Rossi, Jr.
Jennifer Rybicki
Jeffrey M. Schlerf, Esq.
Shannon Thomas
Michael Waite
Enid Wallace-Simms
Joe Westcott

THE CAMPAIGN

By addressing these critical areas, The Grand will RISE to the challenge of its next 150 years:

Rebuild our financial capacity to serve the community that was depleted to maintain The Grand during the pandemic;

Invest in the community by deepening our commitment to diversity, equity, and inclusion with dedicated programs and performances for underserved audiences;

Strengthen the daily efforts of The Grand to provide quality performing arts experiences on its stages and life-enhancing youth and family programs in the community; and

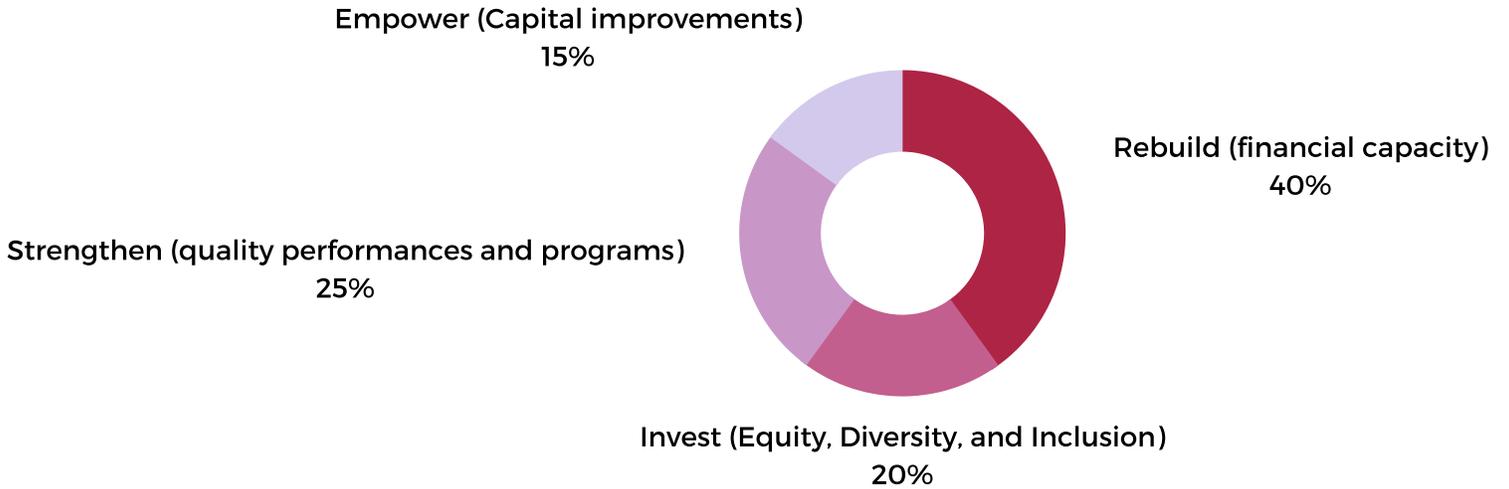
Empower future service to the community through a permanent capital fund to provide necessary resources for the care of our historic venues, which serve as a cultural home for all.

TOTAL CAMPAIGN GOAL: \$5 MILLION



FUND ALLOCATION

Below is a representation of where the \$5 million will be allocated upon reaching our goal.



Throughout the COVID-19 pandemic, The Grand provided a number of free events to the community including our popular Summer in the Parks programming. Along with a new artist residency at the William "Hicks" Anderson Community Center, we continue to find safe ways to engage all in our community.



WHAT OUR BUSINESS PARTNERS SAY

Our job would be impossible without the positive impact the various arts have on our downtown. The arts venues have been and continue to be the anchor for the livelihood of all downtown.

Martin Hageman, Downtown Visions

If the arts venues did not exist, neither would Chelsea Tavern or Ernest & Scott Taproom. The financial influx amounts to a 50% increase in business for our locations. Wilmington is more of a city when there is a show at The Grand or The Playhouse or the Queen. There's a change in the vibe on Market Street that only bustling human beings can provide.

Joe Van Horn, owner of two downtown restaurants

When the venues have events, we have to staff up the restaurant. We get people both before and after the shows that want to make Tonic a part of their night out.

Veronica Jester, business manager, Tonic Bar and Grille

"Nothing beats the buzz of Market Street on arts-rich evenings. We love getting emails and calls from the tenants the next morning raving about the crowded restaurants, the people on the street.

Sarah Lamb, Buccini Pollin Group

Starting November 27, 2020 through January 3, 2021, The Grand will produce the Winter in Wilmington light show on the Riverfront. Set to attract over 8,000 vehicles during what could be a difficult time for local restaurants and businesses, this is just another example of how our programming stimulates and supports the local economy.



THE GRAND'S LOCAL ECONOMIC IMPACT



\$9.9 Million

The annual amount of revenue generated in the community due to the artistic operations of The Grand's three venues.

200,000

The number of patrons that attend a performance at one of our three theaters annually

\$30.24

The amount beyond the price of admission a patron spends in the local economy for every performance. (Dinner, parking, retail, and babysitters)

\$839,000

The approximate total in tax revenue annually generated for state and local governments

345

The number of full-time-equivalent jobs generated by The Grand's operations.





The Grand Opera House
818 N. Market Street
Wilmington, DE 19801

NON-PROFIT ORG
U.S. POSTAGE

PAID

WILMINGTON, DE
PERMIT No. 58

While The Grand has been unable to welcome patrons indoors, the organization has pivoted to presenting drive-in concerts on Wilmington's Riverfront, in a series titled *Concerts by Car*. Over 1,500 patrons joined us for four concerts in the summer of 2020.

Your support will allow The Grand to continue unconventional and safe events like this to continue far past the end of the COVID-19 pandemic.

