



THEATRE  
BATON ROUGE

**December 29, 2023**

What a difference a year makes!

Throughout this year, together, we have remembered the stories of how important Theatre Baton Rouge is to our community. We recalled how we felt the first time we experienced theater and who we were with. Theater enriches not only the lives of those who produce or perform, but also those who enjoy it as audience members. On either side of the footlights we have cherished the diversity of age, culture, and life experience, and have cultivated a strong appreciation for the arts.

This season's challenges brought our ability to sustainably exist for the Baton Rouge Community into question. But you, our community, quickly showed your passion and desire for live theater through the support of our "Light The Stage" campaign. Our initial goal of \$100,000 to keep our doors open was met in just three weeks! That funding, along with implementing critical short term cost interventions and spending controls, not only allowed us to continue operating but also paved the way for several sold-out productions. Consequently, we were able to:

- Reduce accounts payables by over \$70K
- Repair some equipment for costuming and production
- Make some infrastructure repairs

After your feedback as a community, we set a new goal for Light the Stage of \$175,000, with the intent to make some much needed investments in the infrastructure. Already, we have been able to purchase sound and lighting hardware to replace ailing equipment. Going into 2024, we are preparing to hire a full time staff person to manage the daily operations, and we will be investing in software solutions to automate tedious and costly processes that were previously manual or non-existent.

There is much still to do. Please help us reach our new Light the Stage goal of \$175K. Your generous year-end donations help support us in a time of increasing costs.

Did you know:

- Royalties/licensing for a major musical costs \$10,000 - \$15,000
- Costs for an individual show's artistic and technical staff has risen as much as 35% to 50% since 2020
- Our aging facilities' plumbing & infrastructure costs have more than doubled in some cases since 2020
- Rising construction & materials costs are driving us to invest in new expensive digital equipment for scenic and special effects

**Your gift before December 31 makes all the difference.** Thank you for your generosity and being a part of Theatre Baton Rouge.....for and by the community.

Warm regards in the New Year,

Beth Bordelon

President, Board of Governors, Theatre Baton Rouge