

Excellence in the Arts : Entry # 100

Is your organization a 501(c)3 nonprofit?

Yes

According to your 501(c)3 letter, in what town is your official office located?

New Britain

Where will your project be performed or exhibited?

Bloomfield

Will this activity occur after August 1, 2023?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

110364-Roberts2020

Organization Name

Playhouse Theatre Group, Inc.

Organization's IRS Tax ID #

264840125

Principal Contact Name

Tracy Flater

Title

Co-Founder / Executive Director

Email

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Phone

(860) 558-8038

Address

244 Park Road
West Hartford, Connecticut 06119
United States
[Map It](#)

Website

<https://playhouseonpark.org/>

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Amount requested this application

\$15,000.00

What is the organization's mission/vision statement?

PTG has a mission to provide quality entertainment at affordable costs to as broad an audience as possible; embrace and provide opportunity for professional, emerging and community artists; offer educational and outreach opportunities through visiting and/or resident artists and educators; create and/or explore opportunities to collaborate with other existing arts organizations; be fiscally responsible and accountable at all time; continue to be an integral member of the West Hartford community

Provide a brief history of your organization and its activities.

Playhouse Theatre Group, Inc. (PTG) was founded in 2009 and simultaneously took over the management of a vacant theatre space now known as Playhouse on Park in West Hartford. Playhouse on Park's educational programming, which was established in 2010 was recently rebranded as Playhouse Theatre Academy.

PTG produces professional theatre productions for a broad range of audiences primarily at Playhouse on Park. We produce 5-7 Main Stage productions; 2 Theatre for Young Audience Productions; 5-7 new play readings; an original dance show by our professional dance company in-residence stop/time dance theatre and variety/burlesque shows. We also present comedy, improv and live music events when there are dark nights throughout the year. Our Main Stage, TYA and Playwrights on Park include plays & musicals, comedy & dramas and are chosen based on their ability to fulfill our goal of challenging, educating and/or entertaining our audiences.

PTG educates thousands of students each year through Playhouse Theatre Academy (PTA). PTA is primarily housed in Hartford at The 224 EcoSpace with our Literature Alive Field trip program and a select few offerings at Playhouse on Park. We also provide off-site programming throughout Greater Hartford and beyond. Programming includes: year-round theatre classes, workshops, master classes and summer programs for students in grades K through adults; an extensive year-round internship program for college students; our Literature Alive Internship program for students grade K-12; in school programming; after school programming; collaborative programming with local schools (part of their STEAM programs), recreational & cultural centers and organizations like The Miracle League of CT.

We have done our best to continue all of our programming throughout the pandemic. Albeit in non-traditional ways. We have partnered with Auerfarm, Dunkin' Donuts Park, The Hill-Stead Museum and Edmond Town Hall for out door performances/events and activities. We have streamed Encore! our fundraising gala event; 3 Main Stage productions; classes, activities, and events. We have been teaching online and in person. We continue to be inventive and to provide programming in any way we can.

Describe the demographics of your audience/people served by your activities.

Traditionally approximately 75% - 77% of our audiences / students are from the Greater Hartford Area including Hartford. Anywhere from 90 - 92% from the state of CT and 8-10% from other states.

Describe your organization's governance.

PTG is governed by a Board of Directors which includes: President, Vice President, Co-Treasurers & secretary along with 13 additional at large members. Each board member is required to serve on 1 sub-committee (several serve on more). Sub-Committees include: Building, Development, Executive, Finance, Governance, Fundraising Events & Activities and Marketing. Task forces as needed. We tend to have 90-100% attendance at BOD & committee mtgs. Members serve up to two 3 year terms.

Describe the diversity of your board.

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PTG is committed to creating and maintaining an environment that remains inclusive, equitable and welcoming. To that end, PTG has formed a DEI Task Force comprised of PTG Board members, staff & community members. The DEI Committee is tasked to explore and engage in strategies and best practices that promote that promote diversity and inclusiveness in its policies, programming, staff, board, committees, and audiences. Our board is comprised of:

M 4

F 14

White 14

African American 2

Asian 2

What percentage of your board makes personal financial contributions to your organization?

Playhouse Theatre Group, Inc is fortunate to have a governing Board of Directors (18 Members), an Emeritus Board (9 members) and an Advisory Council (43 members). We are proud to share that we consistently have 100% giving from our Governing Board & Emeritus Board, and about 90% giving from our Advisory Board members.

Project Name

The First Annual Connecticut Shakespeare Festival at Auerfarm

Project Description

The Connecticut Shakespeare Festival is a professional summer Performing Arts Festival, offering plays, musicals, and family programming that provides experiences for audiences and students of all ages. CSF is a collaboration between Playhouse Theatre Group, Inc and Auerfarm and in the tradition of both of these organizations, creates a destination for families that is inspired, educational, diverse and engaging. The assortment of performances whether it be the Main Stage series, Theatre for Young Audiences, or the exciting street performers will all be produced to the highest artistic standards the community has come to expect from Playhouse Theatre Group through its productions at Playhouse on Park. The Connecticut Shakespeare Festival will place equal importance on productions, educational opportunities and community involvement.

2021 CSF "Shakespeare & Sondheim" includes: A Midsummer Night's Dream, Into the Woods, Shakespeare for Kids, Snow White, the Green Show & more.

Total estimated project budget

\$236,000.00

Project start/opening

07/07/2021

Project end/closing

08/22/2021

Project venue

Auerfarm

Project town

Bloomfield, CT

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Admission fees, attendance, and activity details

Tickets will range from \$10 through \$50 (pending production). Our capacity will be driven by Covid guidelines and we are hoping for a minimum of 150 people per performance. We will be in residence for 6 weeks. Performances will be held 6 days each week. There will be a green show before each Main Stage performance. A Midsummer Night's Dream will run 2 weeks/12 performances; Into the Woods 4 weeks/24 performances. Shakespeare for Kids 9 performances & Snow White 9 performances.

How do you intend to promote/market this project?

We will promote the 2021 Connecticut Shakespeare Festival through traditional press releases to contacts in CT, Western MA and beyond; social medial (Facebook, Instagram, Twitter); electronic newsletter to upwards of 10,000 contacts; direct mail to over 20,000 contacts; postering throughout Greater Hartford & beyond; we will push for advanced features in local publications and consider paid marketing. Auerfarm has committed to promote the CSF through all of their channels.

How is your organization going to use Roberts funding?

The combination of high-quality productions and an atmosphere that encourages community engagement is central to our mission. Funding from the Roberts Foundation will primarily be used toward production and producing costs, which allows us to keep our ticket prices low while still being able to cover the production's initial costs.

How will Roberts support be recognized?

The Roberts Foundation will be recognized on any/all print material (posters, postcards, brochures), in programs, on our website, in our e-newsletter, via social media, in our press releases, on banners on-site at Auerfarm and from the stage before each performance. Consideration will be given to any additional requests made by the Roberts Foundation.

What is your organization's definition of artistic excellence?

We are committed to holding ourselves to the highest artistic standard working alongside the area's superb professional theatre artists, fostering the future of emerging performers and to provide community members outstanding learning experiences.

Artistic Excellence is when theatre transports audiences to a new world, when feelings and breaths and tears and exclams are shared, when audiences are challenged, educated and entertained, when year round and national searches are conducted to find the team and cast that share the values of the theatre. When audiences are engaged in the passion and enthusiasm that permeates through the invisible barrier between artists and audiences, is regarded by all as transcending an occasion of a fun diversion and an event that is needed to feed the soul.

How does this project align with that definition, and how does it advance your mission?

The CT Shakespeare Festival advances our mission in every way. Every production has literature come to life, stories jump off pages and audiences young & old can see stories told in a unique & immersive way.

A Midsummer Night's Dream - Challenging: complexity & poetry of Shakespeare; Entertain: mixes w/ the whimsy, comedy, & merriment. Educate: Interns mixed with professional actors; a family show that students can learn about Shakespeare for the first time.

Into the Woods – Challenging: Complex themes & language, song structure; Entertain: Fun outrageous characters, humor, music; Educate: Familiar tales told in a unique way, life lessons about growing up. Includes performance interns.

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TYA: Ways to introduce young audiences to theatre and/or Shakespeare or fairy tales reimagined for the first time. Funny and interactive, rapturing children's imaginations

Greenshow: Introduces audiences to Shakespeare by displaying a multitude of moments, scenes & characters in an interactive way

How will your audience and the community benefit from this project?

A State-wide Shakespeare Festival to become an annual event. Cross promote other Shakespeare productions/events happening in the State. Help make CT a destination for Shakespeare.

All interns will be from CT colleges and Universities (8 directly involved w. festival plus 6 supporting)

Educational programming integrated into Auerfarm camps, participation by students of Intensive Education Academy, Black Artist Fellowship Program and additional education programming

General public encouraged to recite poetry in the sonnet garden

Panel discussions before/after performances & recorded for virtual viewing

Musicians & Singers from local groups & high schools performing before all performances

Weekly guest artists from CT performing arts groups participate in the Green Show

Community Artisans selling wares before each performance/during intermission

Partnership with areas restaurants

Partnership with area bookstore

Partnership with Auerfarm, a community minded organization

How will this project be evaluated?

We will evaluate the success of the CT Shakespeare festival by the following: attendance at performances; audience response to the show; critiques and reviews in print and online publications; interest, enthusiasm and feedback from the artists and designers employed for each production; by awards and accolades, feedback from Auerfarm and through surveys sent out to attendees.

Cover letter

- [Cover-Letter-Roberts-Foundation-2021.pdf](#)

Board list

- [2020-2021-Board-List.pdf](#)

IRS 501(c)3 determination letter

- [PTG-501c3-IRS-Determination-Letter.pdf](#)

Financial statement

- [2019-Exempt-Organization-Return-Nathan-Accounting.pdf](#)

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Last year operational budget

- [Finance-Committee-Report-June-2020-Condensed.pdf](#)

Current year operational budget

- [Current-Year-Operational-Budget-PTG-Inc.pdf](#)

Balance sheet

- [12-31-20-Balance-sheet-Cash.pdf](#)

Project budget

- [CSF-Budget-2021.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

Yes

Strategic plan

- [PTG-Strategic-Plan-Updated-1-17-2021.pdf](#)

Grant Report

- [Playhouse-Theatre-Group-Inc.-Grantee-Reporting-Form-2021.pdf](#)

We anticipate full forgiveness on the PPP loan.

Y-T-D budget is a 4th revision anticipating a January opening. We just re forecasted through June with minimal productions through June, it will be approved by the board this week.

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes