

WaterTower Theatre

Producing Artistic Director, Shane Peterman



ADDISON



WaterTower Theatre

Economic Impact of Our Partnership

28 Years and Going Strong!

**“A great city can’t live without great performing arts!”
– Former Mayor Joe Chow**

WTT is a world class theatrical arts destination which brings over 6000 visitors and resulting commerce to Addison & supports 166 jobs for local theatre professionals, resulting in just over \$550,000 in compensation.



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Your ROI yields a positive return for Addison restaurants, hotels, & other businesses

Ticket buyers spend an average of \$24.60 per person, not including the price of their ticket*

2018-2019 Season- **12,748** audience members, injected an estimated **\$313,600 dollars** into local restaurants, hotels, and other businesses.

POST-PANDEMIC POSITIVE TREND

2021-2022 Season- **6245** audience members, injected around **\$153,627 dollars** into local restaurants, hotels, and other businesses.

2022-2023 Season is tracking to exceed **7000** audience members, increasing estimated local spending to nearly **\$172,200**

2023-2024 Potential is estimated at **9000** patrons and **\$291,200** in profit for local business

**Arts & Economic Prosperity IV report published by Americans for the Arts*



WaterTower Theatre

Season 28 Support Funds:

- 4 Main Stage Shows (12 in person performances for 48 total)
- 2 Workshops of new musicals and plays with a public performance
- Multiple Educational Programs
 - Continued development of a magnate music theatre program at Rowlett High School
 - NEW Penguin Project- WTT has been accepted as a new home for theatre performance opportunities for children with disabilities
 - Summer Internships- paid producing internships & technical internships for 18 to 22 year-old students
- NEW Free Cabaret Series
- Quarterly WaterTower Pipeline events in partnership with local Addison restaurants
- Exclusive discounts on WTT tickets for Addison Residents
- Possible Commercial Production of “The Manic Monologues” in secondary markets



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Season 28

 <p>WaterTower Theatre</p> <p>MUSIC AND LYRICS BY: Christopher Curtis</p> <p>BOOK BY: Christopher Curtis & Thomas Meehan</p> <p>A REGIONAL PREMIERE MUSICAL</p> <h1>CHAPLIN: THE MUSICAL</h1>	 <p>WaterTower Theatre</p> <p>WRITTEN BY: Holland Taylor</p> <p>AN ICONIC TEXAS PLAY</p> <h1>ANN</h1>
<p>NOVEMBER 8 - 19, 2023</p>	<p>FEBRUARY 14 - 25, 2024</p>
 <p>WaterTower Theatre</p> <p>WRITTEN BY: Terry Teachout</p> <p>A REGIONAL PREMIERE PLAY</p> <h1>SATCHMO AT THE WALDORF</h1>	 <p>WaterTower Theatre</p> <p>ORIGINAL MUSIC & LYRICS BY: Richard M. Sherman & Robert B. Sherman</p> <p>BOOK BY: Julian Fellowes</p> <p>NEW SONGS & ADDITIONAL MUSIC & LYRICS BY: George Stiles & Anthony Drewe</p> <p>DISNEY & CAMERON MACKINTOSH'S</p> <h1>Mary Poppins</h1> <p>A Musical Based on the stories of P.L. Travers & the Walt Disney Film</p>
<p>APRIL 17 - 28, 2024</p>	<p>JULY 17 - 28, 2024 WITH FLYING EFFECTS BY <i>zfx</i></p>

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Thank you for 28 years of professional live theatre!



JESUS CHRIST SUPERSTAR

Nov 30- Dec 11, 2022

THE PLAY THAT GOES WRONG

February 1-12, 2023



THE MANIC MONOLOGUES

April 19-30, 2023

