

1. OUR HISTORY & PROGRAMS



For **45** years,

Montford Park Players (MPP) has delighted and entertained thousands of audience members time and again with free outdoor performances of Shakespeare's plays.

It began in the early 1970s, when Hazel Robinson became convinced Asheville could support an outdoor Shakespeare festival. Upon securing permission from the Parks Department, she produced the first show, *As You Like It*, at Montford Park in the summer of 1973.

In 1983, due to the success and popularity of the company, the City of Asheville constructed the original amphitheatre and stage house that has been our home for the past 30-plus years.

Beginning in 2006 with the appointment of its first professional executive director, MPP began moving towards a 20-week season from spring to the brink of fall. As the season grew in length, so did our audience, growing from 2,000 to 10,000 visitors per season in just a few years, all while remaining a free event attracting both locals and visitors alike!

Today, the end of summer no longer means the end of our season. Though for decades we have performed *A Christmas Carol* every December, we have also begun producing additional indoor shows in both the fall and late winter to continued success, also free to the public.

Today, The Montford Park Players is recognized as an Asheville institution. We are currently the longest-running Shakespeare company in North Carolina and one of the very few in the country that does so for free. For **forty-five years**, the Montford Park Players have thrived, even while similar Shakespeare festivals have closed locally and nationwide. What makes us unique?

- The Montford Park Players' mission of **making theatre available and affordable for all** sets us apart from any other theatre program.
- Built into the natural curve of a hill and nestled in the heart of the historic Asheville Montford neighborhood, our primary performance space, the **Hazel Robinson Amphitheatre**, provides an idyllic setting to present Shakespeare and other classics.
- In addition, with five outdoor shows over twenty weeks, and nine weeks indoor, the **length of our season is unmatched** by any other theatre company.
- As part of our community outreach, we sponsor the **Montford Moppets**, our Youth Theatre division, which rehearses and performs a classical play during our summer season.

No other outdoor drama company in the country has the combination of history, length of season, urban park setting, and **dedicated group of volunteers** and supporters that The Montford Park Players does.





OUR MISSION

With Shakespeare as our touchstone, inspiration, and most-produced playwright, the Montford Park Players adhere to the highest standards of professional theatre while inculcating the best values of community theatre.

Our repertoire includes Shakespeare and his contemporaries, other classical authors, modern masterworks, and original scripts.

Our productions are free to the public whenever possible, and the majority of our season is presented in an informal outdoor setting.

We encourage participation onstage, backstage, and in the audience by people of all ages and backgrounds, and celebrate diversity.

We provide educational opportunities for developing artists, technicians, administrators, board members, and the community.

We commit to clear communication and responsiveness, from artistic planning to financial management and governance, and we cooperate as fully as possible with other theatre groups and civic organizations.

BOARD OF DIRECTORS

Board Chair & External Affairs Working Group Leader – Jason Williams

Secretary – Jane Hallstrom

Treasurer – Adam Arthur

Member & Governance Working Group Leader – Jessica Frantz

Internal Affairs Working Group Leader – Stephanie Hickling-Beckman

Member – Jonathan Dunlap, Attorney at Law

Youth Representative – Lilly Mills

STAFF

Managing Director & CEO – John Russell

Assistant to the Managing Director and Production Manager – Deanna Braine

Artistic Director – Scott Keel

Associate Artistic Director – Devyn Ray

Costume Conservator – Trinity Smith

Director of Photography- Rodney Smith

Director of Facilities – Walker Linkous

Resident Lighting Designer – Abby Auman

Resident Dance Choreographer – Kristi DeVille

Advertising Sales Director – Jenni Robinson

Project Manager – Kenn Kirby

Education Director – Cary Nichols

Marketing Director – Jeff Catanese

2. THREE-YEAR VISION

The next few years promise to be very exciting, as we begin our most ambitious expansion of the amphitheatre since its construction. Over a three-year period, we also plan to employ professional production and front of house staff, adding up to 15 new positions in order to serve our growing audiences. Over the next three years, we aim to raise \$2.2 million for this project.

As we grow, we are committed to continuing our legacy of FREE outdoor theatre, and to tripling our present economic impact to over \$1.55 million dollars per year, providing living wages to theatre professionals, while maintaining the best aspects of community theatre. With continued support of our community, the future of The Montford Park Players looks very bright.

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GOALS

INVESTMENT NEEDED

1) Newly reconstructed outdoor amphitheatre

Invest in an upgraded facility with the capabilities of attracting larger audiences
Provide a complete customer experience with a Welcome Center, stage front and Stagehouse.

910,000

2) Professional Production & Administration.

Increase production budgets.
Recruit up to 15 top professional production & administrative staff.

1,245,000

3) Build an Operating Reserve Fund

75,000

You make the difference!

TOTAL GOAL: \$ 2,230,000

RAISED TO DATE: \$

LEFT TO RAISE: \$

There are several ways you can make a difference today:

- 1** Make a **General Donation or Pledge** to the Montford Park Players and we'll put your gift to use right away, wherever it's needed most.
- 2** Choose a **Naming Opportunity** to be part of the new amphitheatre, sponsor an annual series or fund a / staff position.
- 3** Invest in the future of Montford Park Players by making a **Planned Gift** or a gift to our **Operating Reserve** fund.



FINANCIAL GOALS & TIMELINE

	2017	2018	2019	3-Year Total
Goal #1: Enhancements to Hazel Robinson Amphitheatre				
Finish Welcome Center	200,000	--	--	200,000
Replace Existing Audience Seating	30,000	--	--	30,000
Building thrust stage and finishing second floor of stagehouse	--	180,000	--	--
Full Truss Roof on Stagehouse	--	--	500,000	--
GOAL #1 TOTAL	\$ 230,000	\$ 180,000	\$ 500,000	\$ 910,000

Goal # 2: Hiring and Retaining Professional Staff				
Production Staff				
Artistic Director (FT) (2017 ½ Yr)	25,836	51,672	51,672	129,180
Production Manager (FT) (2017 ½ Yr)	22,607	45,213	45,213	113,033
Technical Director (FT) (2017 ½ Yr)	22,068	44,137	44,137	110,341
Costume Conservator (FT)	--	44,137	44,137	88,273
Master Electrician	--	44,137	44,137	88,273
Scene Shop Master (FT-30 hpw)	--	33,102	33,102	66,205
Properties Master (FT-30 hpw)	--	33,102	33,102	66,205
Scenic Painter (FT-30 hpw)	--	--	33,102	33,102
Stipends - Production Interns	--	--	5,383	5,383
Front Office and Guest Services Staff				
Managing Director - (FT) 2017 1/2 Yr)	38,000	53,825	53,825	145,650
Dir. Of Development (FT)	--	48,443	48,443	96,885
Marketing Director (FT)	--	43,060	43,060	86,120
Retail Manager (FT)	--	44,137	44,137	88,273
Facilities/Projects Director (FT)	--	--	45,213	45,213
Education Director (FT)	--	--	43,060	43,060
Maintenance Supervisor	--	--	34,448	34,448
Stipends - Management/Marketing Interns	--	--	5,383	5,383
GOAL #2 TOTAL	\$ 108,511	\$ 484,963	\$ 651,552	\$ 1,245,026

Goal # 3: Building an operating Reserve Fund				
Build a reserve over three seasons	25,000	25,000	25,000	75,000
GOAL #3 TOTAL	\$ 25,000	\$ 25,000	\$ 25,000	\$ 75,000

3-YEAR GRAND TOTAL \$ 363,511 \$ 689,963 \$ 1,176,552 **\$ 2,230,026**

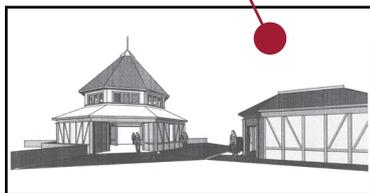
3. THE AMPHITHEATRE



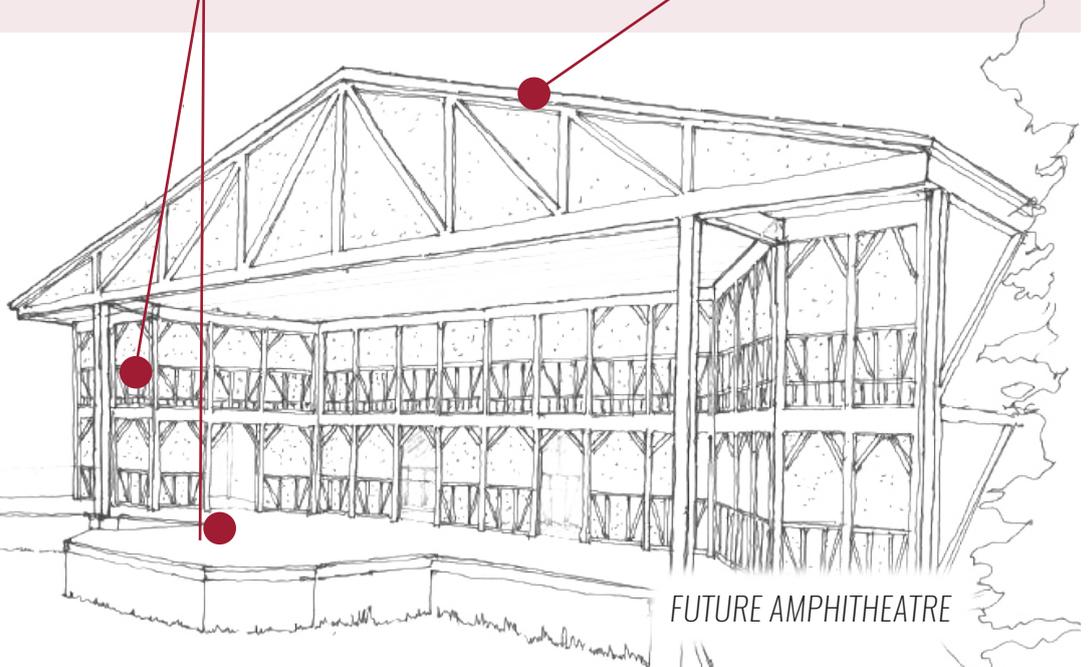
Built in 1983, the **Hazel Robinson Amphitheatre** is home to Montford Park Players' five free summer productions, which happen mid-May through the end of September each year. Built into the natural curve of a hill, nestled in the heart of the historic Asheville Montford neighborhood, the Hazel Robinson Amphitheatre provides an idyllic setting to present Shakespeare and other classics., but at over 30 years old, the venue does present challenges.

As part of our larger capital campaign, we will begin our most ambitious expansion of the amphitheatre since its construction. Once complete, the amphitheatre will provide a full theatergoing experience—modernized patron seating with illuminated walkways, better access for disabled patrons, and a dedicated Welcome Center for concessions, gift shop and information.

AMPHITHEATRE RECONSTRUCTION TIMELINE



FUTURE WELCOME CENTER



FUTURE AMPHITHEATRE

See “NAMING OPPORTUNITIES” for ways you can support the various features of the new amphitheatre.

4. COMMUNITY SUPPORT

“My 12 year old son begged to come and see every play they have. He LOVES it! We drive over from Tennessee monthly and it’s worth it completely. Put this on your Asheville bucket list.”

- CornerLotL, *Tripadvisor*

“...the troupe has gotten more mature, it has become more daring and creative, and it really knows how to have fun and to share the fun with the unique audience it has cultivated over more than four decades.”

- Jim Cavener, *Asheville Citizen-Times*

“Montford Park Players have been a part of the Asheville scene and culture for a lot longer than Asheville has had the reputation for being a cool collective of arts and culture... There have been ups and downs along the way, but **Montford has been a pleasing constant in the tapestry of our great community.**”

- Jeff Messer, *880theRevolution.*



COMMUNITY ADVOCATES

Carol M. Anders	William W. MacKay
Ann Barrett	Vic & Laverne Marshall
Sandra Bradbury	Jack & Kayren McKnight
David & Kim Broshar	Alexandra & Terry McPherson
Patrick Covington	David Mycoff & Mei Mah
Karen & Scott Dedman	David & Karen Mouw
Thomas & Cynthia Donahue	Lisbeth & Andrew Nagle
Dr. Victor Dostrow	Rhonda Parker
& Renee Ethridge	Joy & Steve Pastucha
Ron & Nancy Edgerton	Florence D. & Phil Presley
Ron English	Rakay Family Foundation
Margaret M. Farmer	Stephen & Florence Riedesel
Mr. & Mrs. Michael Fisher	David Russell
Wayne Figart	Judith Slautich
Marilyn & David Gray	Eleanor Powers & John Scogman
Mr. & Mrs. H. Dale Groce	Judith Sides
Donald & Monica Groves	Dot & Joe Sulock
Renee S. Grube	Kathy J. Taylor
Albert & Betty Gumpert	Ernie Thurston
Janet & Andrew Hart	Charles & Winslow Umberger
Elaine E. Infanger	Ann Upton
Charlotte Kassab & Steven Turner	Cathy & John White
Dr. & Mrs. Jim Karegeannes	Dr. Robert Allwyn White
Elizabeth A. Keel	Shirley J. White
Ramona Lauda	John & Beth Woodson
Brian May	Joe & Mary-Anne Young

COMMUNITY PARTNERS

Asheville Area Arts Council	Hi-Wire Brewing
Barnes & Noble	Keller Williams Realty
Buncombe County TDA	- The Matt & Molly Team
Carolina Bed & Breakfast	North Carolina Stage Company
Carolina Day School	O’Henrys
The Chocolate Lab	Purplecat Networks
City of Asheville	Smart Feller Tree Works
City of Asheville Parks & Recreation	Starks Financial Group
The Hart Law Group, P.C.	Ultimate Ice Cream Co. LLC
Greenman Brewing	White Duck Taco Shop
	The Woodbury Foundation

5. ECONOMIC IMPACT



Montford Park Players has produced theatre for **45 years** and given more than **2,200 performances!**

In 2016, we entertained **9,550 visitors**, generating **\$585,467.00*** in economic impact.

At least 150 volunteers, actors and staff help bring our productions to life each season.

Since 2012, **more than 100 young people** have participated in the Montford Moppets program and internships.

Over the company's history, Montford Park Players has performed **all 37 of Shakespeare's plays**, and **over 180 productions**.

**calculated using Americans for the Arts formula for 2016 and data from Asheville CVB*

6. NAMING OPPORTUNITIES

AMPHITHEATRE

Put your name or company name on all or part of the venue in perpetuity.

StageHouse (Exclusive)	\$680,000
Stagehouse Roof (\$500,000)	
Thrust Stage (\$150,000)	
Second Floor (\$30,000)	
Welcome Center	\$200,000
Entry Plaza	\$50,000
Audience Seating	\$35,000
Tavern	\$25,000
Gift & Concessions Shop	\$25,000

PRODUCTION STAFF

Permanent naming rights (based on the cost of 3 years' salary)

Artistic Director	\$150,000
Production Manager	\$125,000
Technical Director	\$125,000
Production Support Staff (5 available):	\$75,000
• Costume Conservator • Master Electrician	
• Properties Master • Scene Shop Master • Scenic Painter	

EDUCATION PROGRAMS

A permanent naming opportunity that supports ongoing education initiatives including Education Director salary, Montford Moppets program & Internship programs

Education Program Sponsor (Exclusive)	\$100,000
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ANNUAL SPONSORSHIPS

Renewable each year. Includes recognition all season long for one series.

Summer Series (includes 5 productions)	\$25,000
Winter / Holiday Series (includes 3 productions)	\$15,000

ADMIN / GUEST SERVICE STAFF

Permanent naming rights (based on the cost of 3 years' salary)

Managing Director	\$150,000
Directors (3 available)	\$100,000
• Director of Development • Marketing Director	
• Retail Manager	
Facilities Support Staff (2 available)	\$50,000
• Facilities/Project Director • Maintenance Supervisor	