

ANNUAL REPORT

89th season



Weathervane
— PLAYHOUSE —



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Who We Are

Mission

To enrich the quality of life and engage the community through theatre and education.

Vision

To be one of the foremost community-based playhouses in the country that serves a region through the theater, as evidenced by:

- Consistent excellence in high-caliber, diverse, challenging theater productions compels our community to attend, participate in, and discuss the ideas and human conditions presented on our stages.
- The enthusiastic commitment of hundreds of volunteers who devote their time, talent, and treasure in a uniquely rewarding environment.
- Exceptional educational programming for both children and adults provides essential life skills through stage skills.
- The financial stability that reflects both our market value and intrinsic civic worth through maximization of earned income and diversified, robust contributed income.
- Its place as a community treasure that profoundly affects peoples' lives.

from the Directors

Dear Weathervane Family,

As we continue our landmark 90th season and reflect on the journey we shared during the 89th season, we are filled with gratitude for the impact we have created together. This remarkable milestone speaks to our enduring commitment to engaging and enriching Northeast Ohio through the transformative power of theater. Since our founding in 1935, Weathervane Playhouse has produced 817 theatrical plays, musicals, and festivals, bringing stories to life and fostering community connections that resonate far beyond our stage.

Last season presented challenges, including rising production costs and limited fundraising efforts over the past two years, which strained Weathervane's budget. However, thanks to the Board of Trustees' hard work on two fundraising events—Murder on the Weathervane Express, which brought in \$39,000, and Dancing through the Decades, offering \$9,500 in pledges—we managed to catch up on our fundraising deficit. Furthermore, staff-led fundraisers, including the Queen of Hearts Raffle and community initiatives raised over \$20,000.

Despite these challenges, we embraced opportunities through enhanced engagement strategies, innovative programming, and community involvement. We expanded our digital outreach, resulting in a subscription renewal rate of over 74%. We diversified our productions with shows like Aida, Murder on the Orient Express, and The Prom, attracting an array of theatergoers.

As we continue confidently with our 90th season, we are thrilled to produce exciting upcoming shows, including Joseph and the Amazing Technicolor Dreamcoat, James Baldwin's The Amen Corner, Jersey Boys, Dial M for Murder, and Beautiful: The Carole King Musical. Our educational programs are thriving; over 4,500 students participated in workshops and classes last season, ensuring that Weathervane continues to serve as a cornerstone of creativity and learning in our community.

Our theater is not just a performance space; it has become a hub for community engagement. We are dedicated to building bridges with diverse groups, connecting with local organizations, and offering our facilities for gatherings and collaborations. It's a critical moment for transformation, driven by our commitment to artistic excellence and adaptive leadership.

We invite you to support Weathervane Playhouse through year-end giving. Your contributions directly impact our ability to produce exceptional theater, expand our educational opportunities, and remain a vital cultural institution in Northeast Ohio. Together, we can continue to inspire dreams and create unforgettable experiences for future generations.

Thank you for being part of the Weathervane family. Your support fuels our mission; we can't wait to see what we'll accomplish next.

Melanie YC Pepe



Executive Artistic Director

Kevin Lambes



Executive Director

Season Impact



Season Impact

The 89th season was a year of record-breaking achievements, innovative programming, and strengthened community engagement. Weathervane Playhouse thrived, setting new standards for artistic excellence and audience satisfaction, all thanks to the unwavering support of our community.

Financial Highlights

- Record-Breaking Ticket Sales: Individual shows and overall season ticket sales reached unprecedented heights, demonstrating the strong appeal of our diverse programming.
- One of the most significant indicators of our growing community support was the increase in our season subscriptions, reflecting the loyalty and enthusiasm of our dedicated patrons.
- Enhanced Revenue Streams: Increased bar and concession sales along with a lithe reaction to a changing educational environment contributed to our overall financial health and supported our operations.

Artistic and Educational Achievements

- Innovative Programming: Our commitment to producing high-quality, thought-provoking theater was evident in our diverse lineup of shows, attracting a wide range of audiences.
- Expanded Education Programs: We introduced new programs and initiatives in our education department, providing enriching opportunities for students of all ages.
- Enhanced financial management allowed us to gain clearer insights into our profit and loss for each production and class, which has significantly enhanced our ability to make informed decisions and optimize our resources, thereby strengthening our operations.

Through these accomplishments, Weathervane Playhouse continues to solidify its position as a cornerstone of Northeast Ohio's cultural landscape. We are deeply grateful for the unwavering support of our community and look forward to an even more impactful 90th season.

Season Impact



Productions







3,468 attendees; 93% of capacity



2,754 attendees; 91% of capacity



1,375 attendees; 76% of capacity



4,429 attendees; 100% of capacity



2,707 attendees; 69% of capacity



2,759 attendees; 69% of capacity



3,720 attendees; 95% of capacity

Education



Education

The Education Department expanded its reach this year, serving nearly 4,500 students through diverse programming. The department generated significant educational revenue by overcoming challenges with innovative approaches while introducing new training opportunities like the Weathervane Musical Theater Company. A key factor contributing to this success was the leadership of our new Education Director, Kathleen Faubel. Under her guidance, the program continues to support students' artistic growth, with many being cast in their first professional productions and achieving acceptance into notable college theater programs. Her vision and dedication reassure us about the program's future.



Donors



2023/2024 Donors

At Weathervane Playhouse, our donors are the lifeblood of our artistic mission. Contributing between one-third to one-half of our annual budget, they do more than provide financial support—they invest in community transformation. Our donors often step forward for specific needs, from emergency equipment purchases to supporting critical programming. Supporting Weathervane helps create an essential cultural space for our community to gather, share stories, and experience diverse perspectives. Each donation reflects a commitment to fostering artistic excellence and youth education, as well as to the power of live performance to connect, challenge, and inspire. The donors listed below played a crucial role in funding a theater and nurturing a living, breathing community institution that brings people together, sparks dialogue, and enriches our collective human experience.

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Akron Community Foundation
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2023/2024 Donors

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2023/2024 Donors

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2023/2024 Donors

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Volunteers



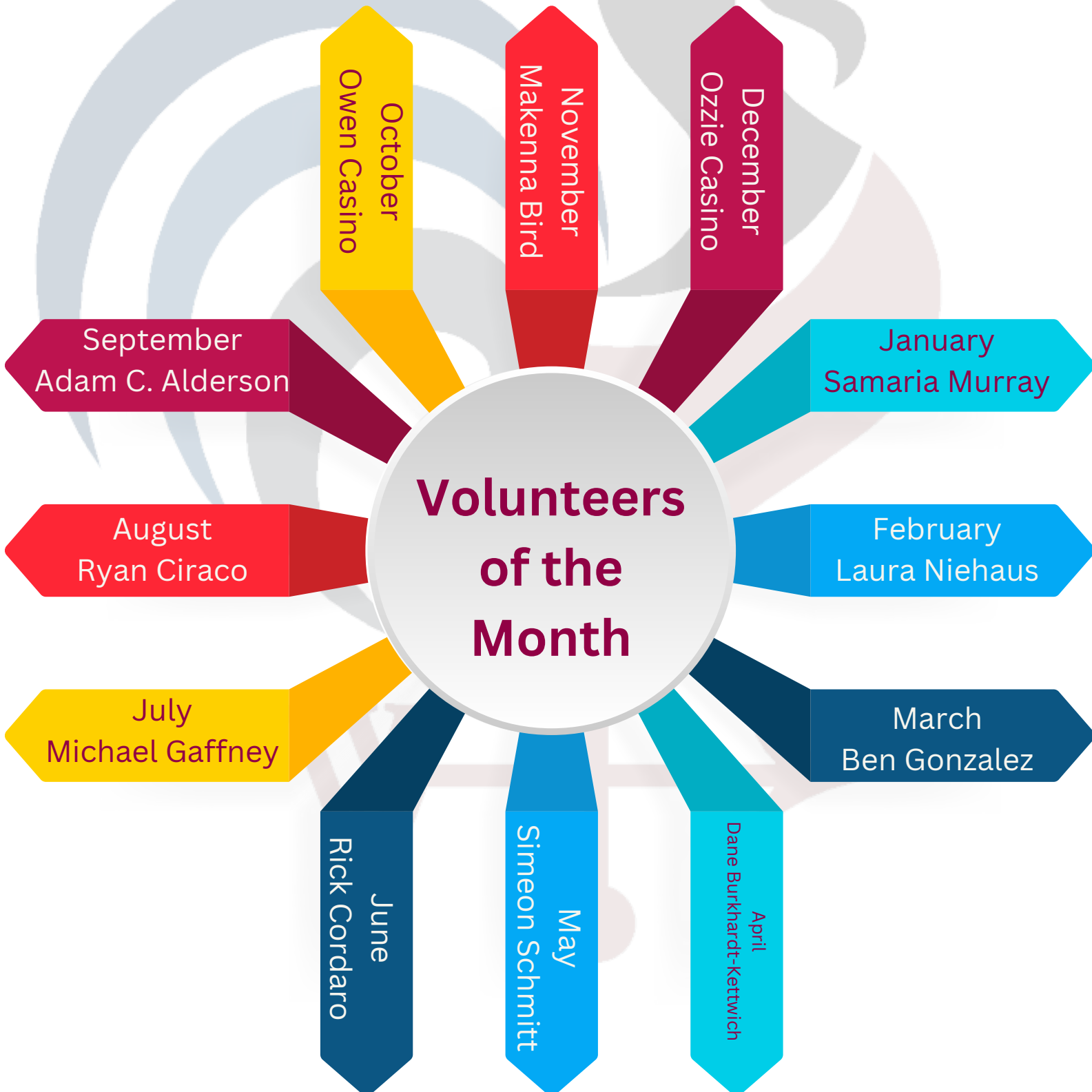


Volunteers

Volunteers are the backbone of our organization. They are the backstage heroes, the onstage stars, the set builders, the prop painters, the House Managers, the bartenders, and the ushers who dedicate their time and talents to make our mission a reality. In the 89th season, a remarkable 245 individuals contributed an astounding 32,834 hours of service, demonstrating the incredible power of volunteerism and an unwavering commitment from our community.

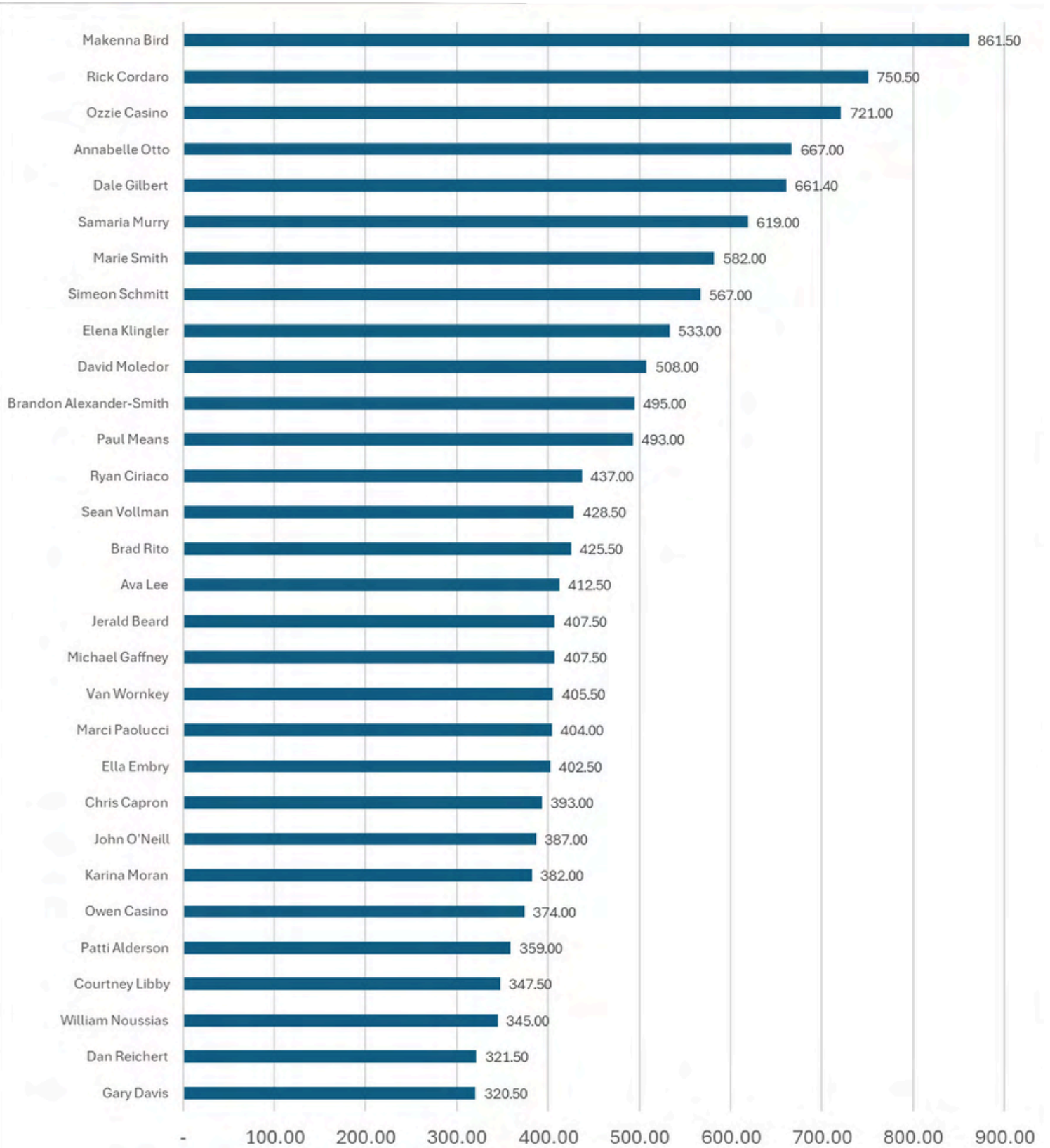


Volunteers





Top 25 Volunteers





89th Season Chanticleer Award Winners

**Best Supporting
Performer in a
Musical**

Joshua Larkin

**Erin Dillon
Youth Award**

**Annabelle Otto
and
Maggie Vollman**

**Best Supporting
Performer in a
Play**

**Amanda
Vigneault**

Best Ensemble

**Cast of
Something
Rotten**

**Best Featured
Performer in a
Musical**

**Geriece Drone
and Ian
Haberman**

**Best Sound
Design**

**Richard Morris,
Jr.**



89th Season Chanticleer Award Winners cont.

**Best Performer
in a Play**

**Adam C.
Alderson**

**Best Properties
Design**

**Rachel Marie
Watson**

**Producer's
Award**

Eric Steckel

Top Volunteer

Makenna Bird

Best Production

**Something
Rotten**


**Best Lead
Performer in a
Musical**

Andrew Allen



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