

Downtown Takes Center Stage



About the campaign:

The Hanover Theatre has launched *The Theatre District Campaign* to address our growing organization's future needs and our strategic long range goal of a culturally vibrant Theatre District and city core. This campaign demonstrates our commitment to stewarding positive change beyond our current footprint and bringing Worcester to the next level of growth and revitalization.

GOAL

**\$10
MILLION**
BY JUNE 2020

**\$4 MILLION
RAISED
TO DATE**

CAMPAIGN PRIORITIES

1. 551 Main Street Acquisition and Development (\$5.5M)

- First-class ground floor restaurant with outdoor seating during temperate weather
- Function rooms with connectivity to the theatre lobbies and the street
- Administrative offices

2. Performing Arts Conservatory (\$2M)

- Performing arts conservatory with studio theatre space, dance and rehearsal studios, technical theatre lab and other learning spaces, to facilitate expansion of programs to include all age levels in year-round programming, and master classes with visiting artists
- Second-floor dance studio with sprung floor and natural light (Phase 2 development)

3. District Enhancement (\$1.7M)

Funds will be used to enhance and maintain investments by the City and other stakeholders in and adjacent to the newly designed Francis Carroll Plaza in front of The Hanover Theatre and 551 Main Street, with the City's plan to re-route Southbridge Street

- High-quality, unique water features to attract visitors to the Plaza
- Creative planting and seating elements

- Year-round decorative lighting in trees, and other lighting elements
- Conservancy fund for annual and perennial plantings, to be maintained by theatre volunteers
- Decorative lighting canopy over pedestrian walkways, Burnside and Allen Courts
- Leverage participation by third-party developers, to redevelop key properties in the district into contributing use
- Rooftop "jazz bar" atop 551 Main Street, with indoor and outdoor seating areas and stage area for small ensembles (Phase 2 development)

4. Theatre District Programming Fund (\$800K)

Partner with other venues and cultural organizations to feature cultural programming throughout the District to enhance the visitor experience, such as:

- Street performances throughout the year, i.e.: carolers during the holidays
- Outdoor, free classes in the Plaza – Yoga, Tai Chi, Fitness
- Pop-up one-day events, incorporating outdoor 'beer garden' and food trucks
- Performances in the Plaza by performing arts school student groups
- "Worcester's Off Broadway" plays and musicals through partnership with a professional regional theatre
- Comedy club featuring regular comedy and improv performances

Get your front row seat to the development,
and the future, of downtown Worcester.

