

FOR IMMEDIATE RELEASE

***President and CEO Troy Siebels Begins a New Chapter After 20 Years at
the Helm of The Hanover Theatre***



President and CEO Troy Siebels, UnityMike Photography

Worcester, Mass. (June 12, 2024) Worcester Center for Performing Arts (WCPA), the nonprofit that owns and operates [The Hanover Theatre and Conservatory for the Performing Arts](#) (THT), announces a significant change to the Worcester arts community. The current president and CEO, Troy Siebels, has informed the board of directors of his desire to transition to a new role within the organization after 20 years at the helm.

Since The Hanover Theatre's grand opening in 2008, Siebels' leadership, commitment and vision, together with the passion of all the founding members and key contributors, staff, volunteers and partners, have resulted in the development of a successful and dynamic destination for world class entertainment, arts and culture. He has been credited with creating an economic catalyst for downtown

Worcester and was recently named one of [Worcester Business Journal's](#) most influential leaders of 2024 in Central Massachusetts in their Power 100 list. Under Siebels' leadership, the theatre has expanded in several dimensions including the establishment of a vibrant conservatory, the introduction of the BrickBox Theater at the Jean McDonough Arts Center ([JMAC](#)), the formation of The Hanover Theatre Repertory ([THT Rep](#)) and, most recently, the creation of the Bank of America Stage on Francis R. Carroll Plaza directly in front of the theatre.

Another important piece of his legacy since the theatre's opening, Siebels' annual direction and adaptation of *A Christmas Carol* has been seen by over 260,000 patrons, including more than 65,000 students. It will continue to be a centerpiece of The Hanover Theatre as the creative team gears up for [auditions](#) for Siebels' 17th annual production of *A Christmas Carol* on **June 24, 2024**. Tickets go on sale to the public during the theatre's [Christmas in July](#) extravaganza.

In announcing his decision, Siebels stated, "I'm so proud of The Hanover Theatre and its countless contributions to our city and region. Today, it is a vibrant center of culture, education and community. I'm equally excited about the potential that lies ahead."

He went on to say that "After 20 years, I believe this is the right time for me to step into a different role. I am working with our board of directors on a leadership transition that will allow me to focus on curating and booking performances on our mainstage and on Carroll Plaza. I will continue to support our advancement work, and our strong relationships and partnerships across the region."

In a recent meeting with THT staff, Siebels reiterated a simple but important point, "I'm a theatre guy, it's what I love to do." This transition sets the stage for Siebels to return to his focus on being a theatre guy, the focus which attracted him to Worcester and The Hanover Theatre even before the doors opened in 2008.

"Troy's care and commitment for The Hanover Theatre and his impact on the broader Worcester community is so evident," said Board Chair Kellie Thibodeau. "Troy is humble, inspired and focused on making a meaningful difference in this community. We respect Troy's decision and are looking forward to seeing his continued contributions as he focuses on bringing the best possible programming to Worcester for our diverse audiences. On behalf of the board of directors, we appreciate that Troy will remain the acting president and CEO as we perform a comprehensive search to find a dynamic new leader to bring us to new heights. We have engaged the [Arts Consulting Group](#) to guide the executive search process, which will be launched in the coming weeks."

For more information about The Hanover Theatre and Conservatory for the Performing Arts, visit TheHanoverTheatre.org.

About Francis R. Carroll Plaza and the Outdoor Bank of America Stage

The newly reconstructed Francis R. Carroll Plaza is a public outdoor space in front of The Hanover Theatre and Conservatory for the Performing Arts dedicated to celebrating art, culture and community. This space pays tribute to Worcester business leader and veteran Francis R. Carroll, who is celebrated locally and nationally for his exceptional contributions to charitable organizations and philanthropic efforts. The vision for the Carroll Plaza was made possible through the collaborative efforts of the City of Worcester, local community organizations and generous contributions from individuals and corporations committed to the city's growth and prosperity. With the addition of the outdoor stage funded by Bank of America and programming of the space by THT, the Bank of America Stage on Carroll Plaza promises a powerful commitment to the arts through free programming open to the public. Visitors also enjoy the public art installation "Calliope" by Ross Miller, which was inspired by the historic Mighty Wurlitzer Organ and features a light display. The reimagined Francis R. Carroll Plaza marks an exciting chapter in Worcester's history, an emblem of its determination to evolve as a thriving cultural destination.

About The Hanover Theatre and Conservatory for the Performing Arts

Since opening in 2008, The Hanover Theatre has entertained more than two million guests with Broadway musicals, comedy headliners, music, dance and more. POLLSTAR consistently ranks The Hanover Theatre as one of the top theatres in the world. The award-winning historic theatre continues to establish its place as a world-class center for the performing arts, a venue for local cultural and civic organizations and a catalyst for the revitalization of downtown Worcester. The Hanover Theatre's facilities at 551 Main Street house function spaces, offices and The Hanover Theatre Conservatory. The Hanover Theatre Conservatory provides performance opportunities, classes and individual instruction in theatre, dance and technical theatre and design to more than 500 young people and adults from across central Massachusetts each year. Established in 2016, the conservatory cultivates individual attention, ignites creativity and inspires confidence through arts education led by outstanding teaching artists. The state-of-the-art facility includes classrooms, rehearsal and teaching studios, and tech and costume labs for advanced education in stage craft and design. Students receive access to master classes with national touring artists and gain professional experience from performance opportunities with THT Rep and on The Hanover Theatre's world-class stage. THTC believes in access to arts education for all and provides financial aid for those in need. Many conservatory students have continued their pursuit of the arts at institutions such as Emerson College, Boston University, NYU, Boston Conservatory at Berklee, Berklee College of Music, Hofstra, Hartt School at the University of Hartford, Marymount Manhattan College, Syracuse University and more.

Worcester Center for Performing Arts is a registered not-for-profit 501(c)(3) organization, which owns and operates The Hanover Theatre and Conservatory for the Performing Arts (THT) and, on behalf of the Worcester Cultural Coalition (WCC), manages Worcester's BrickBox Theater at the Jean McDonough Arts Center (JMAC). All [donations](#) are tax deductible to the fullest extent allowed by law.

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