



CAMPAIGN FOR THE CROSWELL

CROSWELL

Opera House

WELL
PLAYED

CROSWELL

Opera House



**CONTINUING THE LEGACY OF
THE CROSWELL**



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s the Croswell nears its 150th Anniversary as the preeminent center for arts, entertainment and educational programming in Southeast Michigan, we embark on an ambitious capital campaign.

Our goal is to raise \$6,200,000 to increase programming capacity, make strategic improvements to our theatre, and to build long term sustainability into our business plan. Each of the projects we undertake will help us to continue fulfilling our mission, while assuring the Croswell's place in downtown Adrian for the next 150 years.

Our intention is to not only preserve the iconic Croswell Opera House, but to increase its impact on our community by:

- Revitalizing our infrastructure and historic building to ensure the sustainability of our mission
- Expanding our educational activities and programming
- Enhancing patron amenities
- Strengthening our endowment

Our success will enhance the arts and educational culture of the communities we serve, and ensure the perpetuation of the Croswell for future generations.





SHONN WILEY HAS PERFORMED IN JERSEY BOYS ON BROADWAY AND IS A MEMBER OF UNDER THE STREETLAMP.

SHONN WILEY

“With the Croswell as the central gathering place, we create artists...from accomplished opera singers to Tony award-nominated set designers to Broadway stage managers and performers. It gives people opportunities.”

IMPACTING THE COMMUNITY

The Croswell’s case for support extends beyond the physical and financial needs of our building. Throughout its rich history this building has been the cornerstone of events and entertainment in our region. Our legacy includes performances and appearances by such notables as Maude Adams, Edwin Booth, John Phillip Sousa, Frederick Douglass, even Thomas Edison. But, it’s really the impact we’ve had on the people in our community that demonstrates the significance of the Croswell.

KEN STERLING SHARING YOUR GIFTS

In the late 1980s Ken Sterling came to the Croswell to fulfill his court ordered community service hours, following his conviction for several petty crimes. Ken met and learned from Bob Soller, the Croswell’s visionary artistic director and scenic artist. Ken learned how to build sets, create props and all the creative artistry required of theatre. Ken completed his hours and continued to volunteer, eventually working his way into a full-time position. After 10 years Ken moved on, but the experience, the acceptance and the love he received from the first day he arrived in our building remain with him. He credits the Croswell for helping him to turn his life around and for teaching him the importance of sharing your gifts with others.

KATHY AN EXPRESSION OF CREATIVITY

Kathy was born with a physical disability which sometimes causes her to be ostracized and left behind by her classmates. She comes to the Croswell to participate in our shows where she is allowed to fully express herself creatively, and where she is accepted just as every other 10 year old. She calls the Croswell home.



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THE CROSWELL IS A SECOND HOME TO MANY.

“In 1986, I was nine years old, and I convinced my mom to bring me to the audition for the summer season (at the Croswell). From that moment on, my family and I have been entrenched in this theatrical community. The Croswell is a second home for me. Without the Croswell I would not be doing what I’m doing today. And I think that is probably true for a lot of people who have gone on to become wildly successful. As the saying goes, ‘If you love what you do, you never work a day in your life.’ That is so true for me. When you find that thing that makes you happy it feeds your soul.”

SHONN WILEY

TOBIN OST BUILDING CAREERS

It was 1992 when Tobin Ost came to the Croswell, he had been hoping to give a local architecture firm some volunteer hours. When they turned him down, he entered the Croswell looking to learn about ‘building things,’ for what he thought would be an eventual career as an architect. Tobin was given a paint brush and put to work – under the watchful eye of Bob Soller. Over the next few years he graduated from painting the stage floor, to eventually designing full sets for Croswell shows. Bob taught Tobin the techniques and history of theatre, and Tobin took it all in while practically living in our theatre which had become his second home. Tobin is now a Tony nominated scenic artist and costumer who works around the world. And yet, he still calls the Croswell his second home.

JA’VAUGHN WHITE COMMUNICATING TO THE WORLD

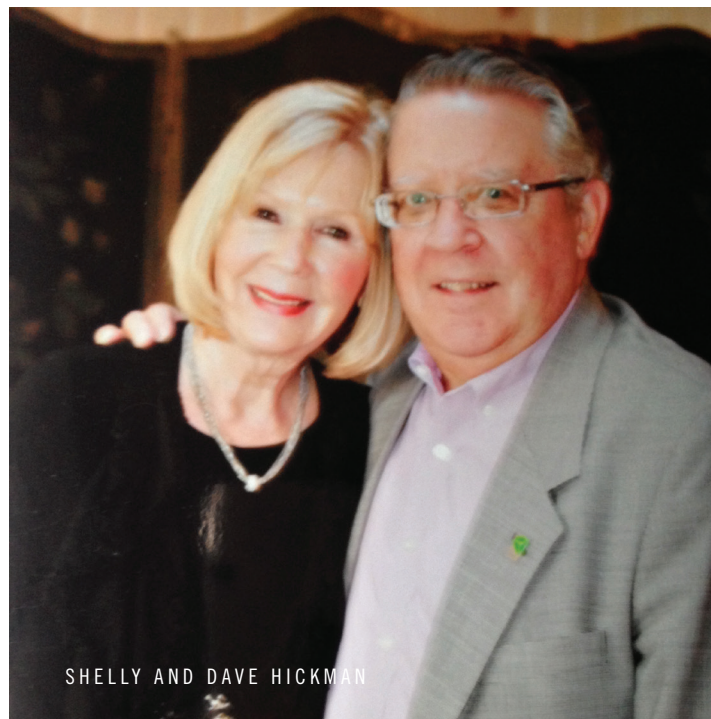
The Croswell made a difference for our alumnus Ja’Vaughn White. A student of Adrian Public Schools, Ja’Vaughn was primarily non-communicative when he was cast in his first Croswell show. Over the course of four years, and as part of our partnership with Adrian Schools Fine Arts Director Julianne Dolan, Ja’Vaughn was given many opportunities to share his love and gift for dance with our audiences. He flourished, and found his way of communicating with the world. Ja’Vaughn now dances professionally with Dancing Wheels in Cleveland, Ohio, but every visit home comes with a stop at the Croswell where he dances in the hallways and aisles as he tells us what it means for him to come home to this place.



CHARLES AND VIRGINIA HICKMAN



SALLY AND STEVE HICKMAN



SHELLY AND DAVE HICKMAN



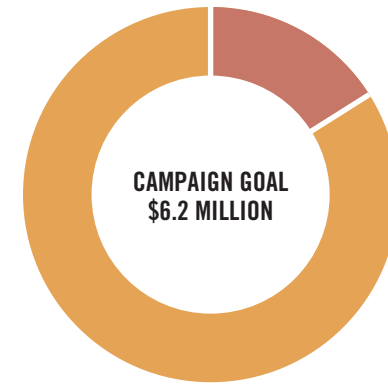
STEPHANIE AND REAGAN HICKMAN BOYSE

THE HICKMAN FAMILY

“The Croswell is a legacy to this community. It’s become a gathering place and has breathed life into our downtown. It’s made Adrian a destination for our entire region.”



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\$5.2 MILLION BUILDING CONSTRUCTION & RENOVATION SUSTAINABILITY ENDOWMENT

SUSTAINABILITY ENDOWMENT \$1 MILLION

The Croswell is looking to raise an additional \$1,000,000 to create The Croswell Endowment Fund. Earnings of this fund will be made available according to an investment and spending policy, to support operations in years that don't meet anticipated projections.

ENHANCING AND PRESERVING ADRIAN'S CULTURAL ICON.

BUILDING CONSTRUCTION & RENOVATION \$5.2 MILLION

Over the past few years, the Croswell has experienced exciting growth. We have made significant investments in our building, as well as our programming. Our reputation for producing high quality productions is secure, but income and cash flow remain a challenge. For more than 20 years, the Croswell has operated at an annual operating deficit of between \$80,000 - \$150,000. In the past couple of years we have managed to reduce that deficit, but find we still have an annual short fall.

In order to continue our path to sustainability and long-term financial health, we need to complete a campaign to forge a bright future for the Croswell and the community. It is our goal to create new revenue sources, increase programming and maximize ticket sales. Through these important revenue enhancing opportunities, we will provide new educational programming to reach a wider audience, building the performing arts audiences of the future.

“The Croswell has been very important to our family for generations. From the early years when our parents (Charles and Virginia Hickman) agreed to save the Croswell by underwriting the mortgage on the building to the family's continuing financial support of the Croswell today, we believe in the organization's vision of enriching the community as a leading cultural icon and preserving its diverse heritage. While many things have changed in Adrian over the years, the Croswell has been the one constant – the glue that has held this community together. Without the Croswell there would be a hole. It would be a painful loss. Not only does the theatre offer a tremendous amount of culture for a community of Adrian's size, it also provides significant educational programming for children, as well as both on and off-stage career opportunities.”

THE HICKMAN FAMILY



JULIA AND GEORGE ARGYROS

“We want to preserve the heritage of the Croswell Opera House and allow future generations to enjoy this beautiful community treasure.”



WELLPLAYED

BUILDING THE PERFORMING ARTS AUDIENCES OF THE FUTURE.

We believe in the Croswell's mission of bringing arts and education to the community.

Adrian is lucky to have such a jewel for the performing arts in the city. It is why we support their mission and why we support the city of Adrian.

JULIA AND GEORGE ARGYROS

To accomplish our goals, our capital building project includes:

BASEMENT LEVEL

- Bring ‘catacombs’ to current electrical code, remove asbestos, cement the floor and provide elevator access in order to increase building safety, and to provide safe, dry storage for costume and set pieces.
- Relocate current costume storage to the catacomb basement, utilizing the remaining space as larger dressing room areas for our volunteer actors. This will also provide an appropriate means of egress from the basement level.
- Improve sound at the orchestra pit level in order to satisfy musicians, as well as main floor patrons.

FIRST FLOOR LEVEL

- Bring entry to ADA standards by leveling the floor and installing new entry doors. Ticket window will be moved to current art gallery, allowing patrons to cue comfortably indoors.
- Expand Heritage Room to create new small performance venue and lounge area. Remove bathrooms at the front of the building, adding glass entry doors in order to maximize natural light, while providing more seating.
- Build new women’s and men’s restrooms, increasing women’s water closets from five to eight!
- Dedicate resources to theatrical improvements including relocation of tech booth to center of the auditorium, new lighting systems which will accommodate LEDs, and provide additional circuitry and lighting positions. New sound system will allow for stereo sound, and sound absorbing treatments, where possible.

SECOND FLOOR

- Expand rehearsal room space over the first floor main hallway to allow full stage to be matched for rehearsal. This larger space, with high ceilings and more natural light, may also be utilized as a rental facility for small receptions, business meetings, etc. The Croswell will host cabaret events, play readings and educational programming in the rehearsal room throughout the year.
- New bathrooms on the second floor will be accessible to those in the rehearsal room as well as patrons in the lobby. This increases total restrooms to 11 for women and 10 for men.
- Croswell Business Offices will be connected to the mezzanine level via a new ramped hallway. Elevator access means our offices will be ADA accessible for the first time.



WELCOME | The new Croswell will feature state-of-the-art amenities and a new grand entrance.



WILL YOU HELP US
ENSURE
THE PERPETUATION OF
THE CROSWELL
FOR FUTURE GENERATIONS?



The renovated Heritage Room will feature a performance and lounge area. The Croswell will also feature new dance and rehearsal rooms.



DEAR FRIENDS

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Please join us in restoring Michigan's oldest theatre and enhancing our mission of providing a center of excellence in the performing arts for southeast Michigan and northwest Ohio.

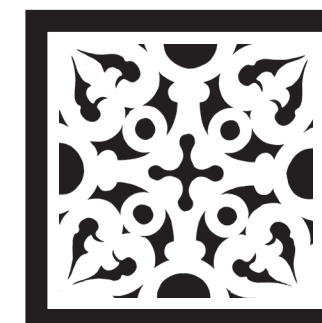
LEGACY HONORARY CHAIRS

Emory Schmidt
President & Campaign Chair

Julia & George Argyros
Julie & Allan Brittain
Melissa Sage Fadim
& Jamey Fadim
Debbie & Patrick Farver
Sally & Steve Hickman
Shelley & Dave Hickman
Mary & Doug Kapnick
Ruth Merillat

CABINET MEMBERS

Erica Abrahamson
Jeff Adams
Brenda Baker
Bob Bell
James Berryman
Jeff Danley
Carlton Cook, MD
Frank Dick
Brandon Farver
Ashley Gonzalez
Stephanie Hickman
Mike Kapnick
Pat Kuhr
Rita Mansour
Tobin Ost
Jere Righter
Laura Schaedler
Sheila Dwyer Schwartz
Eric Soller
Jim Van Doren
Prosser (Mike) Watts
Shonn Wiley



THANK YOU


EMORY SCHMIDT
CABINET MEMBER


JERE RIGHTER
EXECUTIVE DIRECTOR

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CAMPAIGN FOR THE CROSWELL

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