THE 5TH AVENUE THEATRE FUELS THE LOCAL ECONOMY

$27.3 MILLION
The 5th contributes $27.3 Million annually to our local economy

$8.8 MILLION
The 5th invests $8.8 Million annually in wages and benefits

$13.3 MILLION
Audience Spending

$5.2 MILLION
The 5th pays $5.2 Million annually to vendors (primarily wages)

$7.2M
Food & Beverage

$1.6M
Lodging

$2.6M
Transport

$1.9M
Shopping

For every $1 spent on a ticket, the average 5th Avenue Theatre patron spends an additional $0.73 on goods and services in King County.

TOP 5 REASONS PEOPLE LOVE THE 5TH:
1. Data right
2. Beautiful theater
3. World-class musicals
4. New works
5. Great local actors

EACH YEAR:
- 220 live musical theater performances
- 300,000+ Patrons
- Largest arts employer in the Pacific Northwest (800+ staff, actors and creative artists)

17 New Works
9 to Broadway
15 Tonys
**Hunchback of Notre Dame**

The 5th Avenue Theatre works to make musical theater accessible to various communities throughout the Puget Sound area. The final show of our season, *The Hunchback of Notre Dame*, has given the theater an opportunity to connect with the Deaf and Hard-of-Hearing community.

In this glorious retelling of Victor Hugo’s epic masterpiece, a powerful tale of love, faith, and prejudice will leave you utterly spellbound. *The Hunchback of Notre Dame* features songs from the Disney animated feature with new music from legendary composers Alan Menken (*The Little Mermaid, Aladdin, and Newsies*) and Stephen Schwartz (*Wicked, Godspell*, and *Pippin*). The musical explores the story of Quasimodo, a deaf bell ringer in Notre Dame Cathedral in the 15th century. Quasimodo sneaks out of his bell tower to join the Festival of Fools, where he is ridiculed by everyone except one woman—Esmeralda. The story goes on to expose universal human struggles: dishonesty, bullying of those who are perceived to be different, and the transformative power of kindness and love.

This 5th Avenue Theatre production will model the musical’s central theme of inclusion with the casting of Joshua Castile, an exceptional Deaf artist, in the role of Quasimodo. This magical production will incorporate the use of American Sign Language in innovative ways throughout. Josiah will sign and speak Quasimodo’s lines while sensational Hearing performer E.J. Cardona acts as Quasimodo’s “voice” in song. The production will be transformative for Deaf audiences, who will see themselves represented on stage at The 5th for the very first time, and for long-standing patrons, who are accustomed to seeing racial diversity on our stage, but not actors with different abilities. Additionally, The 5th is developing new opportunities that will be accessible for deaf, hard-of-hearing, and 5th Avenue Theatre staff members are meeting with theaters across the country that currently serve as role models for integrating Deaf artists, theater professionals, and staff into their organizations and productions. Our goal is to incorporate Deaf artists and staff into the cultural fabric of The 5th Avenue Theatre.

Our production will include a full company of 21 actors and 15 orchestra musicians. In addition, the Pacific Lutheran University choir will sing alongside our cast. With support from our donors, we can expand our service to the Deaf community and maintain the level of artistic excellence our patrons expect and deserve.

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**New Musical Development Program**

The 5th Avenue Theatre is one of the nation’s leading forces in the future of musical theater. Since 2004, the 5th has commissioned and mounted the world premiere of 19 new musicals, 13 of which have gone on to Broadway. It has been named one of Broadway World’s Top 10 “Hot Off-Broadway” producers in the last 10 years. For more information, please go to 5thavenue.org/tickets/new-musicals.
The 5th Avenue Theatre’s Rising Star Project

We all want a community of theater professionals that is absolutely ageless. We all want a theater that is increasingly relevant and inspiring to our surrounding communities and next generations. Through Rising Star Project, The 5th embraces the idea of proactively laying the foundations for a robust and inclusive future—by literally welcoming a coterie of teenagers into the theater to run the show. The Rising Star Project offers students the chance to develop professional skills through the process of producing and performing a musical on The 5th Avenue Theatre’s mainstage.

Beyond an entirely student cast and orchestra, Rising Star Project: West Side Story will be run by a student technical crew and supported by a team of students who take on roles in the marketing, development, producing, casting, stage management, hair & makeup, costumes & wardrobe, lighting, automation, and sound departments, as well as leadership roles in direction and choreography. Each participant receives 100 to 300 hours of hands-on, skill-based training and mentorship from The 5th’s dedicated theater professionals. After eight years, the successful results are unequivocal: Rising Star Project ignites a passion for the arts, boosts self-confidence, builds performance and workplace skills, teaches 21st century skills, and encourages participants to follow their passion.

Motivated by our desire for all youth to benefit from this program, we offer Rising Star Project entirely tuition free. No cost is not a barrier. We actively recruit Washington teens from high-needs public schools, communities historically impacted by racism and oppression, and areas where there is less access to the arts. In 2017-18, we expanded Rising Star Project into a two-year structure to create a more diverse and inclusive program. We are dreaming big with our Year Two Plans!

YEAR ONE HIGHLIGHTS

Our education staff and professional teaching artists focused on outreach, recruitment, and tuition-free skill-based classes for those with limited access to arts opportunities. Our 2017-18 activities included:

- 16 Musicals, where 47 Washington teens from 31 schools—including two deaf actors—created and performed their own original musicals for 775 youth and adults.
- Four made-classroom residencies for 206 youth that built their theater skills and strengthened our relationships with schools to help more participants for Rising Star Project: West Side Story.

YEAR TWO PLANS

Our 2018-19 plans provide immersive arts programming for 960 youth and 10,000 audience members:

- In-school classroom residency for 480 teens from four Kent public high schools to create an MLK celebration with seven performances (January 17-18, 2019) for 7,500 youth and adults.
- Unique 5th Avenue-school police collaborative program for 90 teens at 3 public high schools teaching successful Rising Star Project curriculum that breaks down prejudice and builds understanding between law enforcement and youth with the ultimate goal of preventing gang violence.
- Rising Star Project: West Side Story brings 85 teens to The 5th for 100-300 hours as they create and present a full-length musical on our stage (Nov 13-3, 2019) for 5,400 youth and adults.
- Joint 5th Avenue-City of Seattle service leadership day at The 5th for 225 youth that included Rising Star Project: West Side Story performance, speakers, and workshops on theater and social change.

Please join us to create the next generation of theater artists and audience!
NEW STORIES, NEW SONGS...

A LOOK BACK ON THE 5TH'S 2017/18 EDUCATION AND ENGAGEMENT PROGRAMS

This season more than ever, The 5th continued to seek new ways to empower and unite our community through musical theater. We work to offer meaningful opportunities for young people – especially opportunities that exist where theater, arts education and social justice intersect. And we strive to inspire the next generation of skilled, compassionate and confident leaders—both for the future of musical theater and for our world. To learn more, please visit www.5thavenue.org/education.

THIS SEASON 72,000 YOUTH PARTICIPATED IN:

10-Minute Musicals
Musical Theater Workshops and Master Classes at The 5th
In-School Classroom Residencies

The 5th Avenue Awards:
Honoring High School Musical Theater
Adventure Musical Theater Touring Company's Rosie The Riveter

ANOTHER 8,000 YOUTH & ADULTS ENJOYED:
Engaging Show Talks and Community Events
Free Tickets to a Performance
Theater Tours

In the weeks leading up to Martin Luther King Jr. Day, local performer Shaunyra Omar and other Rising Star Project teaching artists worked with more than 100 STUDENTS from Katherine and Kent Meridian High Schools to help them create a community-oriented, socially-conscious, eight-song musical celebrating Dr. King's messages of love, unity and social justice. The 5th was honored to partner with these schools to empower students to share their stories and raise their voices in song—challenging their peers to take action toward healing the world's divisions.
Katera Howard

• Katera and her Rainier Beach High School peers had a strong interest in theater arts, but no drama program at their school.
• From 2011-2015, as the 5th worked with the school to rebuild their program.
• Drama classes rebounded from zero to three or four periods per week.
• The 5th helped Rainier Beach students produce their first full-scale one-act musical.
• Katera participated in a songwriting workshop that The 5th offered at her school.
• Katera won a leading role in an all-student, mainstage production of The Pajama Game at The 5th.
• Katera and her peers at Rainier Beach High School inspired executives of the NBC show Rise to select them as the only school in the state to receive a $10,000 R.I.S.E. America grant.
NOW NOT LATER, TOMORROW IS TODAY

Because of your support, The 5th Avenue Theatre has partnered with high schools in Kent for the last three years to support students as they write and produce a rally sharing the message of Dr. Martin Luther King, Jr. The residency began at Kentridge High School in 2017 and expanded last year to include Kent Meridian High School.

This year marked an unprecedented collaboration between all four high schools in the Kent School District. In the fall, thirteen students representing the four schools came to The 5th for a daylong workshop to build the foundations of the script. We provide students with this kind of artistic support at the professional level—and it was so thrilling to see these young people rising to that level of expectation as they talked about the messages they wanted to convey. After a long group brainstorming session, they zeroed in on one theme: we cannot wait until tomorrow to take action. We cannot wait until we are older, or until we are given power. Tomorrow is today. The time to take action is today.