



RAUE CENTER FOR THE ARTS MAY 2024

# Proposal: Village of East Dundee

Let's create a theater with diverse programming that has a profound impact on the community, spanning education, commerce, and overall community well-being



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# Executive Letter

Raue Center stands poised at the brink of an exciting venture in East Dundee, and we are thrilled to seize this opportunity with unwavering confidence. With a distinguished legacy spanning over two decades, we have consistently been at the forefront of cultural leadership in our region. Now, fueled by our unwavering commitment to expansion and innovation, we are ready to extend our reach and foster unparalleled opportunities for the entire Chicagoland community.

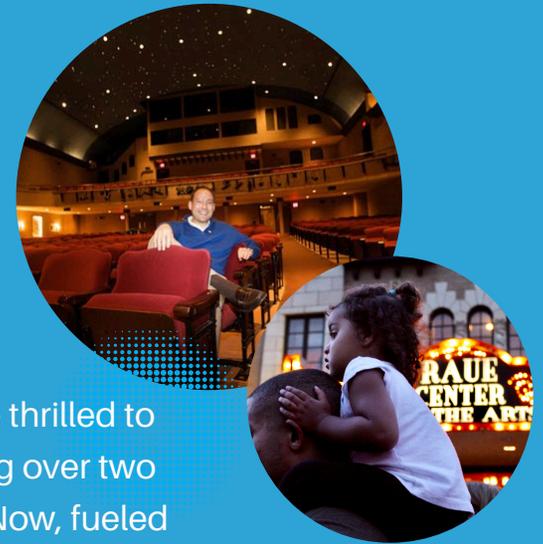
Our vision for East Dundee is not just about growth; it's about transformation. By leveraging our extensive expertise and track record of success, we are primed to introduce game-changing initiatives that will revolutionize the local landscape. Our approach is rooted in efficiency and effectiveness, ensuring that every endeavor we undertake delivers maximum impact while remaining cost-conscious.

What sets us apart is our ability to marry experience with ingenuity. By strategically navigating the intersection of tradition and innovation, we aim to empower the East Dundee market with a competitive edge that transcends boundaries. This advantage will not only elevate commerce but also serve as a catalyst for diverse communities and burgeoning artists to thrive.

In essence, our presence in East Dundee isn't just about seizing an opportunity—it's about shaping the future. Together, let's embark on this journey of transformation and unlock the boundless potential that lies within East Dundee and beyond. Join us as we redefine what's possible and chart a course towards a brighter, more vibrant future for all.



Phil Kula



# 3 Pillar Approach



## RAUE CENTER SCHOOL FOR THE ARTS

Raue Center School For The Arts (RCSA) aims to offer our community, students, and those seeking new skills, a program that caters to both those continuing their artistic exploration and those who have never considered the benefits of the arts. Our school offers year round pre-professional training for students of all ages, including adults!

From 6-week sessions of classes, weekend Masterclasses, summer camp programming, week long intensives, and fully realized productions, RCSA is training in our own backyard.



## WILLIAMS STREET REP (WSREP)

Raue Center's in-house professional theatre company, dedicated to a collaborative process of producing diverse and emotionally charged stories within a repertory model of production that deepen the cultural richness of our community and our region.

Dedicated to the mission of enriching the lives of all through the arts, we produce a full season of stage plays and musicals for all audiences throughout the year.



## PERFORMING ARTS CENTER (PAC)

Raue Center For The Arts is dedicated to providing the ARTS for ALL.. At Raue Center. we believe in the power of the arts to bring people together, transcend boundaries, and amplify the diverse voices that make up our vibrant community. We are dedicated to young and old ALIKE. Raue Center's legacy and artistry rely upon its engagement across multiple generations and multiple peoples. We strive to reflect well on the community and to shine a spotlight on our strengths in Northwestern, IL.

# William Street Repertory



WSREP was created and grew out of a desire to create a home for artists. The Original Advisory Board included Elyse Roberts, Christopher Coppola, Francis Ford Coppola, JT Rogers, Lee Blessing, Tom Kaiser, Dave White, James Lipton, Lin Manuel Miranda, Arthur Penn, Alicia Regan, Avram Ludwig, Estelle Parsons, Melody Cooper, Gus Reyes and so many more.

In 2010, Williams Street Repertory (WSRep) was formed with generous support from the MacArthur Foundation and co-produced Russian playwright Yury Klavdiev's *I AM THE MACHINE GUNNER* translated by John Freedman, with the Generous Company, the Center for International Theater, and Towson University



# Performing Arts Center

Averaging more than 150 performances per year, Raue Center For The Arts is a 501 (c)(3) non-profit organization dedicated to providing the ARTS for ALL.

From comedy to theater, from the music of the Beatles, Pink Floyd and George Michael, to the music of Van Halen, Carole King and Olivia New John - there's something for everyone at Raue Center!



# Raue Center School For The Arts



PROGRAMS	CLASSES, WEEKEND MASTER COURSES FOR YOUTH & ADULTS YEAR ROUND	SUMMER CAMP PROGRAMMING AND ACTIVITIES	COMMUNITY EVENTS, PARENT COMMITTEE OPPORTUNITIES, SPECIAL GUESTS, FUNDRAISING
GROWTH & IMPORTANCE	<p>Giving all those involved the help in developing confidence, empathy, self-awareness, social skills, public speaking, physical presence, trust, and so much more.</p>	<p>Providing our students with an in-depth balance of classroom training, social interaction, summer camp activities and production training. It also allows our parents some well deserved quiet time!</p>	<p>Involving families is an integral aspect of RCSA. It provides a feeling of ownership to our families and being connected with their student during the process. Our special guests provide unbelievable experiences. Fundraising keeps education alive.</p>

**EDUCATION & OPPORTUNITY RIGHT IN YOUR BACKYARD**

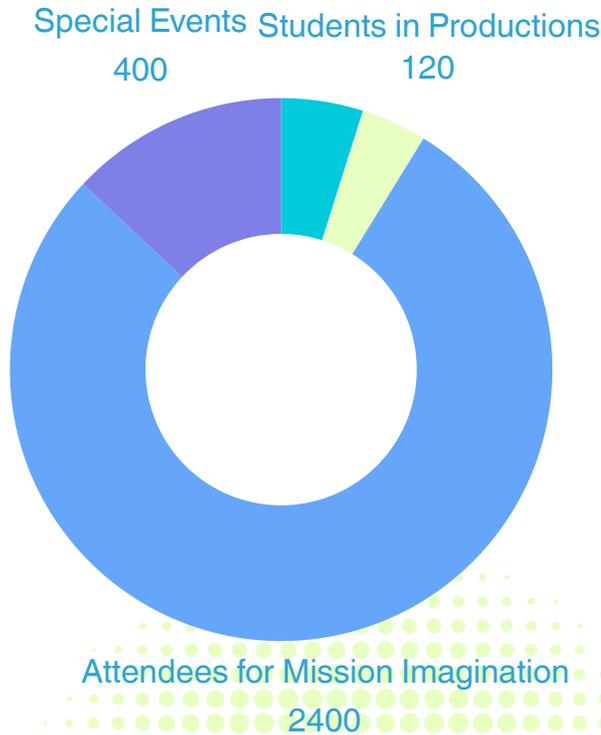
RAUE CENTER  
**RCSA**  
 SCHOOL FOR THE ARTS  
 RISK • CREATE • STRIVE • ACHIEVE

TREMENDOUS GROWTH  
 WITHIN 8 MONTHS OF  
 EDUCATIONAL  
 REDEVELOPMENT &  
 RELAUNCH (POST COVID),



RCSA PROVIDES NOT ONLY TRADITIONAL  
 PRODUCTION OPPORTUNITIES,  
 BUT GUIDANCE IN THE DEVELOPMENT OF NEW WORKS.

- Students in Classes
- Students in Productions
- Attendees for Mission Imagin...
- Special Events



RAUE CENTER  
**RCSA**  
SCHOOL FOR THE ARTS  
RISK • CREATE • STRIVE • ACHIEVE

EXAMPLES OF HOW WE CONNECT  
WITH THE COMMUNITY

- PARTNERING WITH ORGANIZATIONS THAT HELP MAKE A DIFFERENCE IN THE ARTS
- ENGAGING WITH LOCAL SCHOOLS
- ATTENDING COMMUNITY EVENTS | CAREER FAIRS
- HOSTING FAMILY APPRECIATION EVENTS & CELEBRATIONS
- OFFERING SHADOWING PROGRAMS FOR STUDENTS
- SCHOLARSHIP OPPORTUNITIES FOR ALL
- PROVIDING COLLEGE LETTERS OF RECOMMENDATIONS FOR STUDENTS WITHIN OUR PROGRAM



Educational  
Theatre  
Association™



# RCSA INSTILLS OUR MISSION TO EVERYONE INVOLVED...

*"It's not what you're capable of - it's what you're capable of becoming."*

**Rob Scharlow**

Director of Education for RCSA

**AT RCSA & RAUE CENTER, WE EXTEND A WARM WELCOME TO ALL MEMBERS OF THE COMMUNITY. WE BELIEVE THAT OUR BRAND IS BUILT ON THE PRINCIPLES OF DIVERSITY AND INCLUSION, AND WE ARE COMMITTED TO FOSTERING AN ENVIRONMENT WHERE EVERYONE IS TREATED EQUALLY, REGARDLESS OF THEIR IDENTITY, FINANCIAL BACKGROUND, OR NEEDS.**



# Our Spaces



**RAUE CENTER THEATER**  
26 N WILLIAMS ST.

Our historic theater, built in 1929 and renovated in 1999-2001. The 750 seat Raue Center theater provides the backdrop for diverse entertainment in pursuit of our mission: to bring the arts to all.



**RAUE CENTER  
ADMIN BUILDING**  
104 MINNIE ST.

Located blocks away from the theater in downtown Crystal Lake, our administrative offices give us the space and privacy to maintain day to day operations for our non-profit organization.



**RCSA MAIN CAMPUS**  
SAINT MARY'S  
210 MCHENRY AVE

Through a collaborative partnership with St. Mary's Episcopal church we have access to two recently renovated classroom spaces and office space .

In addition, Raue Center has taken over the former rectory on site, providing housing for up to 3 artists.



**RCSA AND WSR  
REHEARSAL SPACE**  
140 TERRA COTTA

Providing a home for two rehearsal studios for WSRep and RCSA Productions, 140 Terra Cotta is also outfitted with a full scene shop for our production team.



**ARTS ON THE GREEN**  
SAINT MARY'S  
EPISCOPAL CHURCH  
210 MCHENRY AVE

Started when COVID restrictions made indoor gatherings impossible, "The Green at St. Mary's" provides for alternative outdoor programming during the summer months, ideal for casual entertainment under the stars.

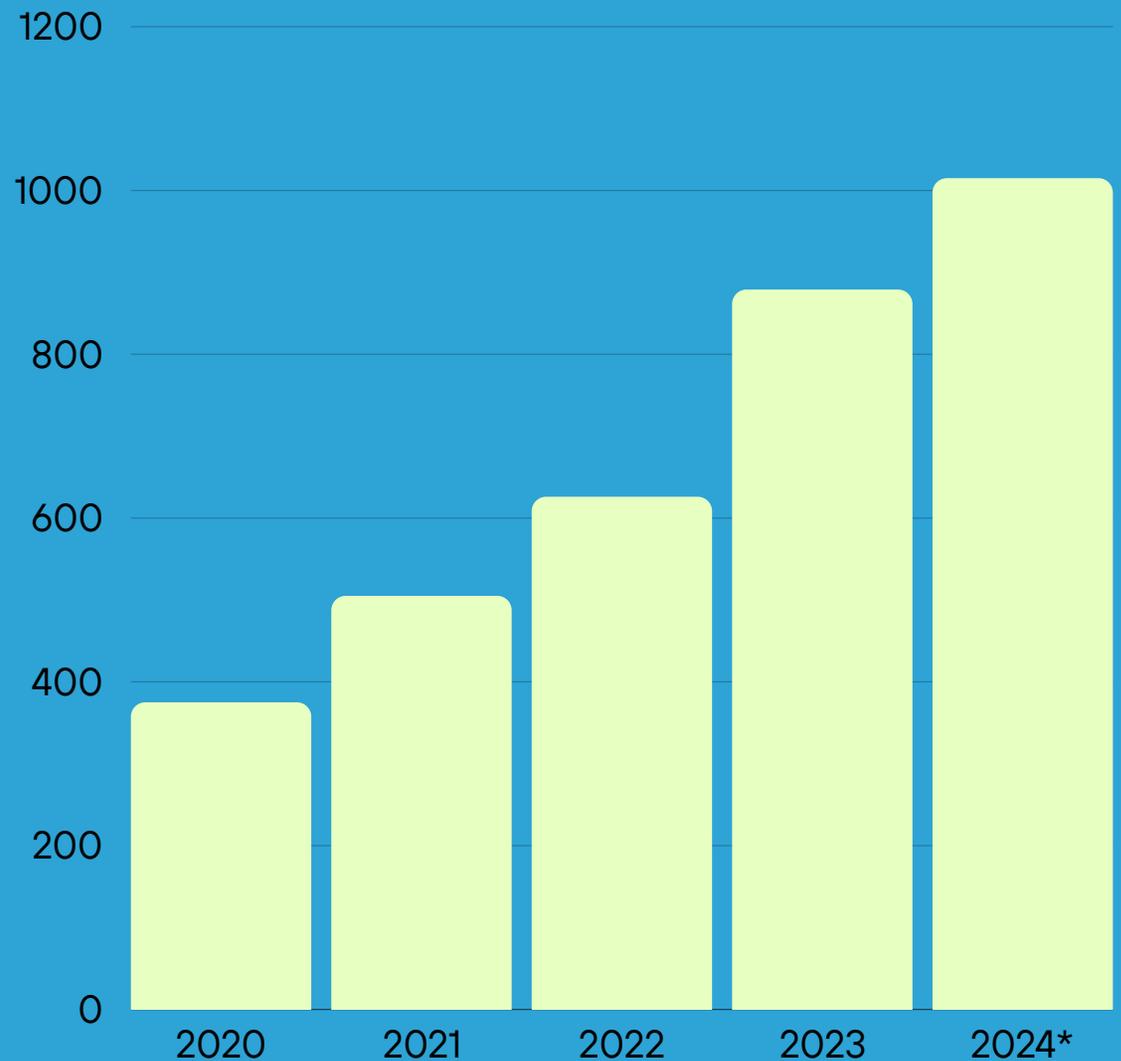
# Community & Support



Both a part of and supported by the community, Raue Center hosts special events like the Bob Blazier Run For the Arts, 6x6 Project Art Auction Fundraiser and RCSA's SINGO night to engage with our neighbors. Additionally, over 100 members of the community volunteer their time each year.

# RaueNOW Membership

A membership program that has cultivated our most engaged audience members into a core donor base. Membership numbers have steadily risen as we recover from the COVID pandemic. The program is now at an all time high, with **over 1,000 members strong** and growing.



*\*1,015 Members on 5/17/2024*

# Growing a community of support

More than a destination for Crystal Lakers, Raue Center's reputation has expanded farther than ever, becoming a highly esteemed and respected regional entertainment hub.

We work hard to create a sense of community both locally and regionally. The result: bigger houses and increased donor engagement.



**60%**

of our most active donors and audience members travel to Raue Center from outside Crystal Lake



**22%**

of our Members travel from outside of McHenry County to enjoy shows at Raue Center. Often two, three, or even four times per year.

**92%**

of our membership base has no history of donating to Raue Center before joining up. Quality entertainment drives participation.





# About our Patrons & Volunteers

**1,150+**

DONORS GIVE ANNUALLY\*

**20K+**

TICKETS SOLD ANNUALLY\*

**31%**

VISITORS FROM OUTSIDE MCHENRY COUNTY\*

**3,740+**

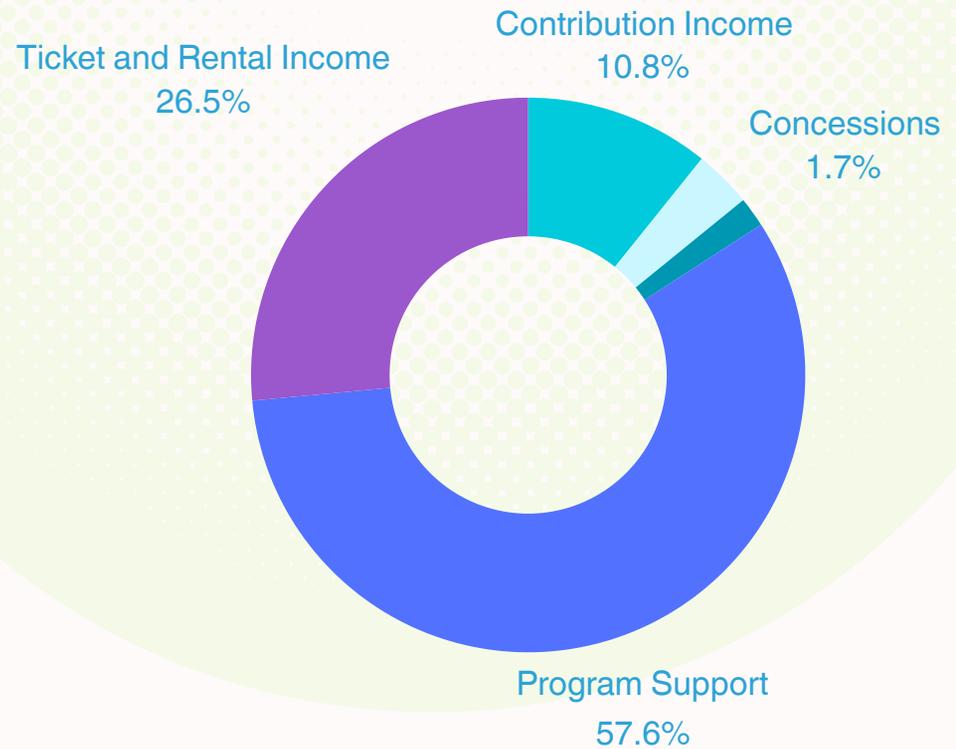
VOLUNTEER HOURS PER YEAR\*

*\*numbers based on 12 month rolling average, through April '24*

# Finance & Operations

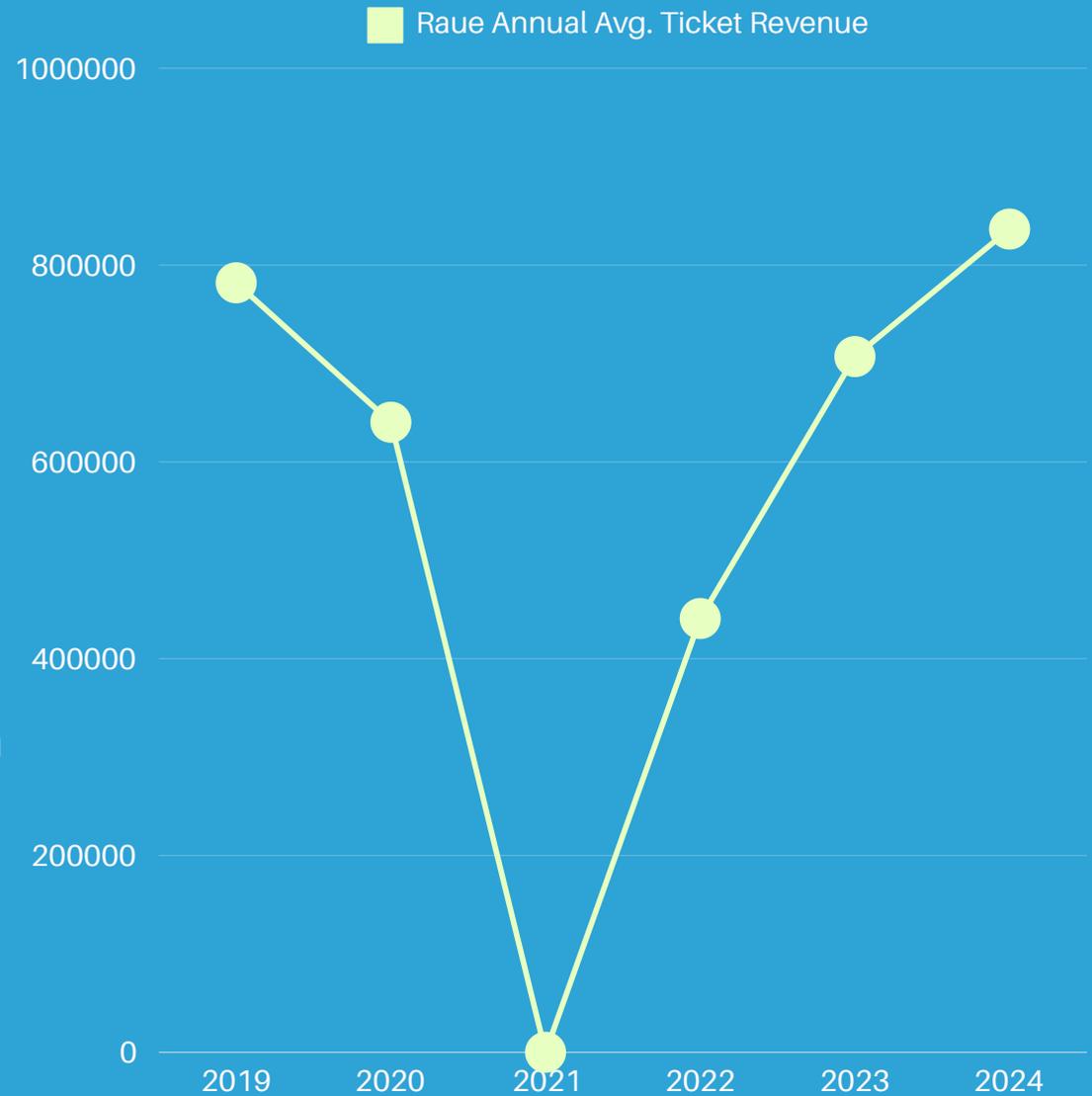
## Raue Center's FY2022 revenue breakdown

- Contribution Income
- Education Income
- Concessions
- Program Support
- Ticket and Rental Income



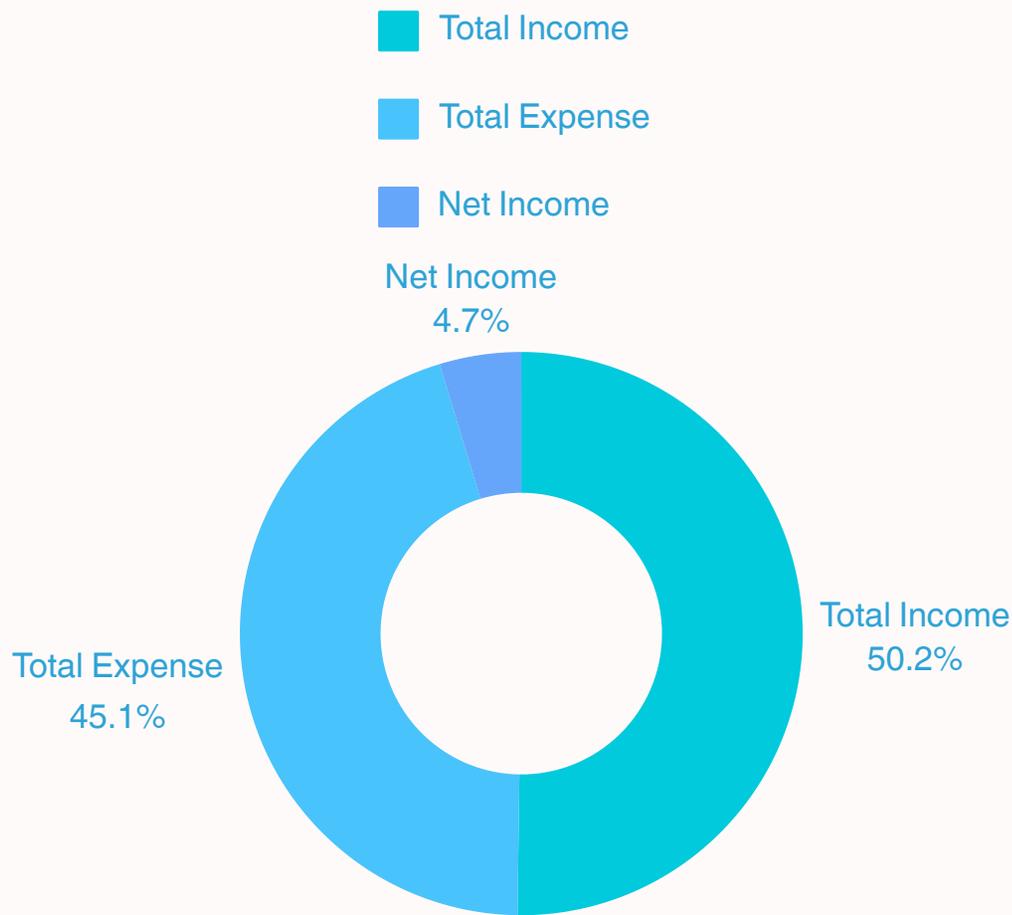
# Box Office Revenue

Since Covid we have been on a path of rebuilding and are trending to finish the 2024 fiscal year with box office revenue at an all time high.



# Raue Center P&L

July '21-June '22



During Raue Center's fiscal year ending June 2022, revenue continued to outpace expenses, resulting in a healthy end of year, net income of 4.7%. With over \$2.2 million in total revenue and just over \$2 million in total expenses, the theater realized a net income of \$208,000.

# Marketing

Marketing works across all three pillars to promote the Raue Center- shows, classes, special events, fundraising efforts and external institutional messaging. Using a combination of our owned assets, paid advertising and community partnerships, we endeavor to reach a large radius, surrounding the theater.

**01**

Owned Assets: Organic Facebook and Instagram audience, email database, mailing list and opt-in text list.

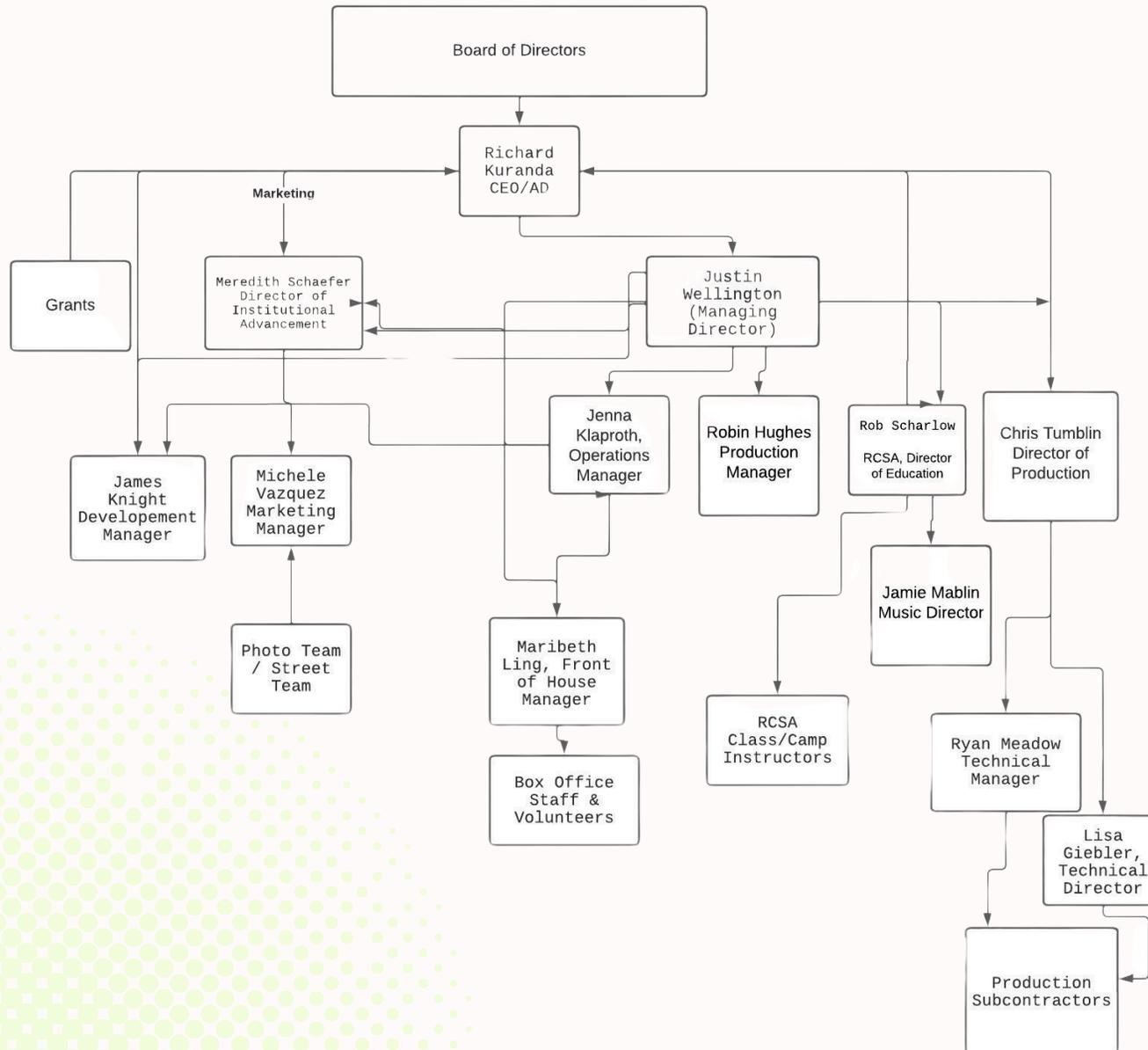
**02**

Paid Advertising: Facebook ads, newspaper print & digital, magazine, radio, community calendars and other opportunities as available.

**03**

Community Partnerships: Leverage partnerships to cross promote across databases, Street Team posters and relationships with local news organizations for press releases.

# Meet Our Team



# Keep in Touch

Get the latest information and updates about our program at [rauecenter.org](http://rauecenter.org)

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 [rkuranda@rauecenter.org](mailto:rkuranda@rauecenter.org)

