

# The Illuminated Stage

at the Beacon Theatre

Plan for Creating a Regional Performing Arts Center in Hopewell, Virginia

by Ann C. Easterling, Julie Fulcher-Davis and Steve King

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A Regional Performing Arts Center  
at the Beacon Theatre

*"I regard the theatre as the greatest of all art forms,  
the most immediate way in which a human being can share  
with another the sense of what it is to be a human being."*

*— Oscar Wilde, playwright and poet*



## **The Vision**

To strengthen the community and shape its future  
by igniting the creative spirit in its residents.

## **The Mission**

To inspire creative expression; to transform and unify  
the community through theatre, art, music and dance.



# The Illuminated Stage

## a Regional Performing Arts Center at the Beacon Theatre

**“A vibrant arts and cultural community increases the quality of life and economic value of the city’s living and working environment. Further, arts and cultural activities provide diverse opportunities for individuals to experience and participate in the arts, promote inclusion, and often foster civic engagement.”**

*Lynch, R. (2012). ‘Arts and Economic Prosperity IV’ Proves that Arts Industry is Resilient Even in a Down Economy*

Built in 1928 and designed as a vaudeville theatre and a home to the newest craze—silent movies, the Beacon Theatre has a special place in the history of Hopewell and the hearts of its residents. In its 87-year history, the Beacon has managed to survive economic downturns, changes in popular culture and social trends, and after years of neglect and disuse, the theatre has managed to escape the wrecking ball. The completion of the historic Beacon Theatre’s multi-year and multi-million-dollar renovation heralds the beginning of a new chapter in the building’s history and a renaissance for the creative life of the community.

**The Illuminated Stage** will transform the Beacon from an historic structure and concert venue to a cultural asset that nurtures the values that sustain the community and society at large. The arts are fundamental to a robust economic development plan, but not only that. **The Illuminated Stage** is a long-term investment in the city’s residents, especially its students. Live theatre on **The Illuminated Stage** will fill the Beacon with a creative energy that brings into focus the vision and goals of city planners. When the energy aligns with the vision, the citizens of Hopewell will have a fully realized performing arts center.

**The Illuminated Stage** will become the catalyst for creative activities and center of cultural enrichment in Hopewell and surrounding counties. Beginning with a season of four main stage productions a year, an educational outreach program for students, and outdoor summer programs for families, **The Illuminated Stage** will inspire artists and provide an outlet for their work; nurture arts education and build relationships with schools, teachers and students; create collaborative partnerships with theaters and area cultural organizations; foster arts appreciation and volunteerism; and cultivate sustaining associations with local corporations and businesses, grant-funding foundations and individual donors. **The Illuminated Stage** will connect community members on all levels of participation and, importantly, to one another. It will become the cultural heart of the city and the wellspring of the creative spirit in all of us.

### **“Beacon”: A Source of Light and Inspiration**

There is a sense of growth, expansion and excitement in the community. The desire for a performing arts center and theatre program is palpable. The time is “now” for a paradigm shift for the Beacon.

The time is “now” to make Hopewell a regional pole star for the performing arts.

The City of Hopewell is at the threshold of a cultural and economic reawakening.

**The Illuminated Stage** will be the cornerstone of this renaissance.



# The Illuminated Stage

a Regional Performing Arts Center at the Beacon Theatre

The following is a vision of what **The Illuminated Stage** CAN be.

There are ideas for **Main Stage**, **Summer in City Park** and **Education Through the Arts** productions and programs for 2016 and 2017.

The titles and dates may be amended as circumstances necessitate,  
but ALL is possible.

# The Illuminated Stage in the Community

Main Stage at the Beacon, Summer in City Park and  
Education Through the Arts

**The Illuminated Stage** takes to the boards with three initial program areas:  
**Main Stage at the Beacon, Summer in City Park and Education Through the Arts.**

## **Main Stage at the Beacon**

**Main Stage** productions take place throughout the year in the Beacon Theatre. Selections include musicals, comedies, dramas and special theatrical events that appeal to audiences of all ages. When appropriate, special performances will be offered to students in area schools.

## **Summer in City Park**

**Summer in City Park** capitalizes on the natural beauty and inspiring energy of the Appomattox River by offering vibrant and inventive theatrical programming on its bank. The foundation program of **Summer in City Park** is **Shakespeare Under the Stars**, where families may enjoy the Bard's works presented in innovative and interactive ways and delight in Hopewell's unique riverside surroundings.

**Summer in City Park** opens the door to many collaborative relationships between **The Illuminated Stage** and other cultural organizations such as Olde Towne Opera, Tapestry Theatre, Fort Lee's 392nd Army Band, the Richmond Cello Orchestra to name just a few.

## **Education Through the Arts**

**Education Through the Arts** programs and activities address the need for cultural and performing arts opportunities for area youth identified in the John Randolph Foundation's 2015 Youth Master Plan. The initiative includes Summer Workshops for Young Artists, which in time may lead to the year-round Theatre Workshop for Young Artists, a comprehensive theatre arts program for children. Through exposure to theatrical practice, students may develop important skills (public speaking, conflict resolution, stress management, creative collaboration) while learning to nurture empathy and build trust.

**Education Through the Arts** also includes the development of original, SOL-correlated scripts to be offered to students at the Beacon Theatre or at their schools. Scripts under consideration are *Paulina: A Lifetime of Lifetimes* (the story of Hopewell's Paulina Ruffin Epps), *Peter Francisco: International Man of Mystery!* (the story of the abandoned boy turned Revolutionary War hero), *What the Heck are the Lippy Dips?* (finding clues to history in Hopewell's landscape), *Tempest Tossed: From the Old World to a New Life* (how inexpensive land and new industry in post-Civil War Virginia created Hopewell and Prince George's cultural melting pot), and *Pocketful of Coal Dust* (a young girl with big dreams and a brave heart growing up during the Depression in an Appalachian coal mining town). Each production includes ancillary educational materials for students and teachers.

**Education Through the Arts** may include opportunities for all members of the community by developing a Reader's Theatre for Adults and Seniors, collaborating with area schools (Student Volunteer Corps, behind-the-scenes learning opportunities, etc.), creating an adjudicated One-Act Play Festival—year-long program with schools in which students present original or published scripts on **The Illuminated Stage**. The creative possibilities are limitless.

# The Illuminated Stage at the Beacon Theatre

## The 2016 Main Stage Season



### *Working*

January 22–February 6

Based on the best-selling book of interviews with American workers by Studs Terkel, *Working* paints a vivid portrait of the men and women the world so often takes for granted. Adapted for the musical stage by Stephen Schwartz and Nia Faso, the show explores the core truths that transcend specific professions and how people's relationships to their work reveal key aspects of their humanity, regardless of the trappings of the job itself.

Nominated for six Tony Awards, this classic has been updated for a modern age. Featuring a multi-ethnic ensemble cast, *Working* is one of the most accessible, relevant and substantive musicals ever created.

*Working* offers opportunities for support from area industries.

### SPECIAL FUND-RAISING EVENT

#### *Love Letters*

February 13–15 (Four performances only)

*Love Letters* by A.R. Gurney is a funny, imaginative and emotional portrait about the powerful connection of love. Two friends, rebellious Melissa Gardner and straight-arrow Andrew Makepeace Ladd III have exchanged notes, cards and letters with each other for more than 50 years. From second grade, through summer vacations, to college, and well into adulthood, they have spent a lifetime discussing their hopes and ambitions, dreams and disappointments, and victories and defeats. But long after the letters are done, the real question remains: Have they made the right choices or is the love of their lives only a letter away?



Featuring Christopher Durham and Ann C. Easterling

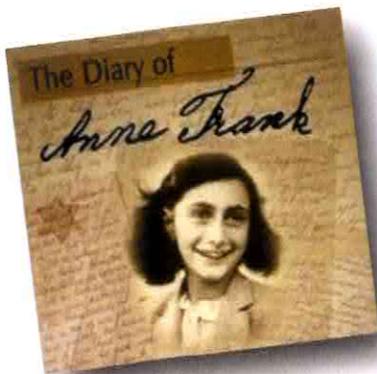
### *The Diary of Anne Frank*

March 18–April 9

In this gripping new adaptation by Wendy Kesselman, from the original stage play by Goodrich and Hackett, newly discovered writings from the diary of Anne Frank, as well as survivor accounts, are interwoven to create a contemporary impassioned story of the lives of people persecuted under Nazi rule. This is an adaptation for a new generation able to confront the true horrors of the Holocaust. "Undeniably moving. It shatters the heart. The evening never lets us forget the inhuman darkness waiting to claim its incandescently human heroine" (New York Times).

*The Diary of Anne Frank* offers a potential partnership with the Virginia Holocaust Museum for ancillary programming and marketing.

The show addresses middle and high school Virginia Standards of Learning Oral Language, Reading, Writing and Research strands, as well as US11.7, VUS.11b, VUS.11e, WH11.10e-f, WH11.a11-e, WH11.14a-b, and WH11a-b.



# The Illuminated Stage at the Beacon Theatre

## The 2016 Main Stage Season



**1776**

**June – July 2016**

It is the extremely hot summer of 1776 and the nation is ready to declare independence—if only the founding fathers can agree to do it! The seminal event in American history blazes to vivid life in this most unconventional of Broadway hits. *1776* puts a human face on the pages of history as we see the men behind the national icons: proud, frightened, uncertain, irritable, charming, often petty and ultimately noble figures determined to do the right thing for a fledgling nation. *1776* is a funny, insightful, and compelling drama with a striking score by Sherman Edwards and legendary book by Peter Stone.

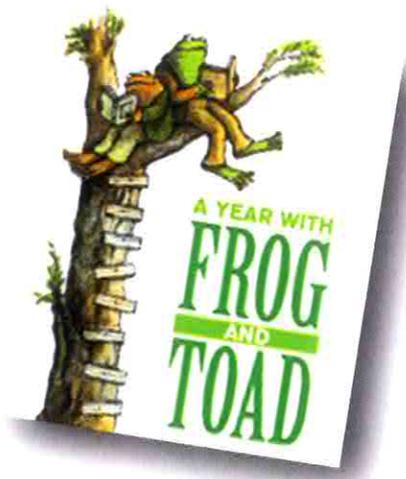
*To commemorate the 240th anniversary of the signing of the Declaration of Independence, 1776 can be the centerpiece for a city-wide celebration with parades, fireworks and ancillary programming. With regional appeal, a six-week run with possible extension is recommended.*

*1776 addresses Virginia Standards of Learning VS.1, VS.3, VS.4, VS.5, USI.1, USI.5, USI.6, USI.7, CE.1, CE.2, WHII.4, WHII.5, WHII.6, VUS.1, VUS.2, VUS.3, VUS.4, GOVT.2e-f, GOVT.3.*

**A Year With Frog and Toad**

**November 25 – December 17**

As the year comes to a close, journey with two amphibious friends—the cheerful, popular Frog and the rather grumpy Toad—through their fun-filled woodland adventures. This inventive musical by Robert and Willie Reale is based on the Caldecott and Newberry Honors-winning *Frog and Toad* books by Arnold Stark Lobel. The whimsical story follows Frog and Toad and their colorful, hopping, crawling, flying companions as the two best friends celebrate and rejoice in the differences that make them unique and special. In the final song “Merry Almost Christmas”, Frog and Toad reflect on what a lovely Christmas Eve it is and how glad they are to be together, making the show a perfect choice for families during the holiday season. With its jazzy, upbeat score that bubbles with melody and wit, *A Year with Frog and Toad* tells the story of a friendship that endures, weathering all seasons.



*There are opportunities for special events for children and families (meet-and-greets with the cast, autographs and pictures, pre-show holiday lunches, etc.) to complete the festive experience. The sale of Frog and Toad books, CDs, and memorabilia in the lobby provides holiday shopping for patrons and merchandizing funds for **The Illuminated Stage**.*

# The Illuminated Stage at the Beacon Theatre

The 2016 Summer Season

## Education Through the Arts:

### SUMMER THEATRE WORKSHOPS FOR YOUNG ARTISTS

These annual, week-long Summer Theatre Workshops encourage creativity, exploration and fun with an emphasis on teamwork, cooperation and confidence building. The week of learning culminates with special performances for friends and family.

July 11–15 (8- to 11-year-old students), 10 a.m. to 3 p.m.

July 25–29 (12- to 16-year-old students), 10 a.m. to 3 p.m.

Special performances:

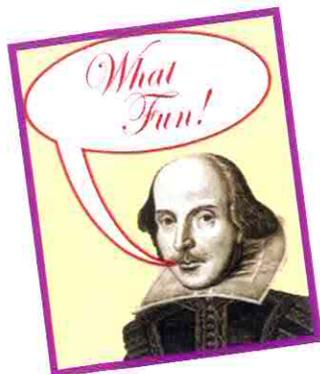
Friday, July 15 and Friday, July 29 at 6 p.m.



## Summer in City Park:

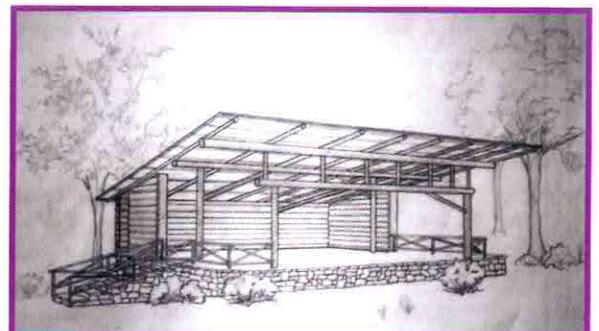
### SHAKESPEARE UNDER THE STARS

August 26–28



Join us for a fun night of interactive Shakespeare by the river in City Park, where you might find yourself in *A Midsummer Night's Dream*. Bring the family, bring a picnic and enjoy this innovative adventure. Led by Daryl Clark Phillips, performers are joined by the Richmond Cello Orchestra to underscore this delightful evening of Shakespearean shenanigans!

Simple outdoor stage or performance pavilion is needed in City Park for **SHAKESPEARE UNDER THE STARS** and other cultural events.

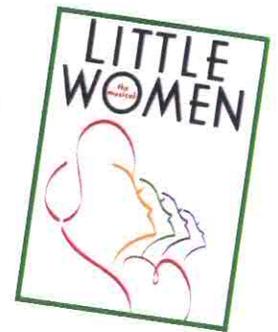


# Coming Soon: The Illuminated Stage – Main Stage 2017

## **Little Women**

**January 20–February 4**

Based on Louisa May Alcott's life, *Little Women* follows the adventures of sisters Jo, Meg, Beth and Amy March. Jo is trying to sell her stories for publication, but the publishers are not interested. Professor Bhaer tells her that she has to do better and write more from her heart. Begrudgingly taking this advice, Jo weaves the story of herself and her sisters and their experience growing up in Civil War America. By Allan Knee, Mindi Dickstein and Jason Howland.



## **Moonlight and Magnolias**

**March 17–April 2**

Hollywood 1939—David O. Selznick has shut down production on the most eagerly anticipated movie in history—*Gone With The Wind*—scrapping the original script and sacking the director. Determined to produce a rewrite in five days, he engages the reluctant services of ace script doctor Ben Hecht, who has not read the novel, and new director Victor Fleming, poached straight from the set of *The Wizard of Oz*, where he had been squabbling with Munchkins and Judy Garland. His reputation on the line, and with nothing but a stockpile of peanuts and bananas to sustain them, Selznick locks himself in his office with his two collaborators, and a marathon creative session begins. By Ron Hutchinson.



## **The Bridges of Madison County**

**September 15–October 8**

Based on the best-selling novel by Robert James Waller, *The Bridges of Madison County* is the story of a brief love affair between a photographer and a housewife and how it changes them forever. This sweeping romance about the roads we travel, the doors we open and the bridges we dare to cross will leave audiences breathless. Its soaring score and touching characters capture the lyrical expanse of America's heartland along with the yearning entangled in the eternal question, 'What if...?'. By Jason Robert Brown and Marsha Norman.



## **A Christmas Carol**

**November 25–December 17**

This beautiful musical adaptation by Lynn Ahrens and Alan Menken tells Charles Dickens' story of Ebenezer Scrooge, the prosperous curmudgeon who believes personal wealth is far more valuable than the happiness and comfort of others. With an infuriated "Bah! Humbug!", Scrooge summates his feelings of Christmas tidings and charitable giving, but he's forced to face his selfish ways when three ghosts on Christmas Eve lead him through his past, present, and future. Thanks to their guidance, Scrooge recognizes his faults and greets the morning with a cheerful "Happy Christmas" before spending the day reconnecting and sharing love with those who mean the most to him.

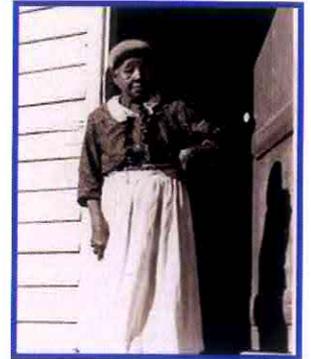


# Coming Soon: The Illuminated Stage – Education Through the Arts 2017

## ★ *Paulina: A Lifetime of Lifetimes*

February 2017

A story with music based on the life of Hopewell native Paulina Ruffin Epps. Born into slavery, gaining the right to vote and living to see the conclusion of World War II, Paulina bore witness to the expanse of America's history. By Julie Fulcher-Davis and Ann C. Easterling.



## ★ Summer Theatre Workshops For Young Artists July 17–28, 2017



## ★ *Tempest Tossed: From the Old World to a New Life*

February 2018

Drawn by dreams of land ownership, prospects of steady employment, and opportunities to build new lives in a new country, *Tempest Tossed* is rich with the music and culture of the many people who came to Hopewell and Prince George County after the Civil War, stayed and made it strong. By Julie Fulcher-Davis and Ann C. Easterling.

# Coming Soon: The Illuminated Stage – Summer In City Park 2017

## ★ Shakespeare Under The Stars August 24–27, 2017



# Creating The Illuminated Stage

**“Nationally, the Arts and Cultural activities industry generated \$135.2 billion dollars of economic activity and supports 4.1 million full-time jobs, producing \$22.3 billion dollars in revenue to local, state, and federal governments each year.”**

*Lynch, R. (2012). 'Arts and Economic Prosperity IV' Proves that Arts Industry is Resilient Even in a Down Economy*

In order to develop to create the vibrant, dynamic, sustainable, full-time performing arts center that Hopewell residents desire, the following steps need to be taken:

## 1. **Establish two, full-time salaried positions** (\$50-60K annually per position\*)

A full-time staff is needed to accomplish the goals of **The Illuminated Stage** and the mission of the City of Hopewell to provide a performing arts center to the community and the surrounding region. Creating a performing arts program takes time, talent, experience and nurturing in order for it to not only thrive, but blossom into an enriching, valuable, long-lasting asset to the city.

- **Executive Director**, who is responsible for overseeing the administration and programs of **The Illuminated Stage**, to include management and fiscal responsibility, community relations, educational outreach, marketing and public relations, development and fund raising, production and program coordination, and working with Artistic Director to select seasons, and hire creative and technical staff for productions.

- **Artistic Director**, who is responsible for the artistic development of **The Illuminated Stage** and the management and implementation of its artistic output, to include creating and articulating a program that expresses the stated vision, mission and goals; directing productions, working closely with selected creative and technical staff; maintaining professional standards of all productions.

(\* Based on the NonProfit Times' 2014 Nonprofit Organizations Salary and Benefit Report)

- **Technical and Operations Director**

This position will be added to the staff in a second phase of development.

## 2. **Create a 501 (c)(3) Non-profit Organization**

It is essential to establish **The Illuminated Stage** as a 501(c) (3) non-profit organization in order to seek and accept grants and other financial support from corporate, business and individual donors. Once established, **The Illuminated Stage** would not be wholly dependent on the Beacon Theatre LLC for fiscal support. A governing board of directors will be established and the Executive Director will liaise with the board in strategic planning and fund-raising efforts.

## 3. **Create The Illuminated Stage Brand**

It is essential to invest in the creation of **The Illuminated Stage** brand: logo, letterhead, business cards, web site, social media presence, etc. by a graphic design firm.

#### **4. Develop a Working Relationship with the Beacon Concert Promoter's Office**

It is essential to determine the manner in which **The Illuminated Stage** and the Beacon Concert Promoter's Office will work together to establish priorities, create production schedules and manage the use of the theatre's spaces.

#### **5. Provide Production Space and Equipment**

Creating a theatre program requires not only performance space, but dedicated rehearsal space, technical shop (set and costume construction), and storage for set pieces, props, costumes, construction supplies. It also requires an electronic keyboard for the exclusive use of the theatre program for auditions, rehearsals, and in the orchestra pit during productions.

#### **6. Provide Office Space and Equipment**

**The Illuminated Stage** staff requires office space (preferably in the Beacon) with computers, non-profit theater software, printer/scanner; copier; office phones; Internet access; office supplies (paper, toner, etc.); office furniture; and other standard office provisions.

# The Illuminated Stage Expenses

## The Illuminated Stage: Main Stage Expenses

The costs of producing shows varies and is dependent on many factors:

Royalty fees depend on the licensing company and are based on the number of performances, the number of tickets available for sale per performance and the ticket price structure.

A non-musical with a small cast (*The Diary of Anne Frank*—13 cast members, 1940s costumes, unit set; *Love Letters*—2 characters, modern costumes, very few set requirements) is much less expensive to produce than a large musical (*1776*—26 cast members, period costumes, and full orchestra).

Larger shows typically have more technical and staff requirements (sound, possible special effects, backstage crew, dressers, etc.)

Typically, Artistic Directors are resident production directors and their directing fees are covered by their annual salaries. However, they do not usually direct all of the productions. Hiring a director for a show will add to the cost of that show.

A sample production budget for a small musical, *A Year with Frog and Toad* is on page 15.

## The Illuminated Stage: Education Through the Arts Expenses

### Summer Theatre Workshops for Young Artists

Expenses for Summer Theatre Workshops include hiring instructors, supplies, and administrative costs, and are not prohibitive. Like other summer camps, theatre camps are a revenue stream for the theatre through student tuition. However, there are many grants available for youth enrichment and engagement programs.

### Original Productions for Students

The first step in producing original productions for students is developing SOL-correlated scripts. A typical budget for script development is:

Writer	\$2,000
Composer/Lyricist	\$2,000
Education Materials Development	\$1,500
<b>TOTAL</b>	<b>\$5,500</b>

This budget is for development costs only. It does not include production, marketing or touring expenses. The initial development cost of \$5,500 includes use of script for six months. Every additional six-month period of use requires a rights renewal fee of \$500 (\$250 to the writer and \$250 to the composer/lyricist).

After the initial investment of developing scripts and producing the shows, offering them at the Beacon or touring them through schools becomes a source of income.

Again, there are numerous grants available for creating this type of educational outreach program.

## The Illuminated Stage: **Education Through the Arts Expenses** (continued)

### Community Programs

Other Education Through the Arts programs such as Reader's Theatre for Adults and Seniors; acting, music, movement classes; script writing seminars; etc. are all low-cost and again will provide income for **The Illuminated Stage**.

## The Illuminated Stage: **Summer in City Park**

Producing Shakespeare Under the Stars will not be a revenue producer for **The Illuminated Stage**. The goal is to offer these programs FREE to the community. Corporate sponsorship or grant support will be required to pay the director, actors and production costs. City cooperation will be required for security, grounds maintenance, etc.

Summer in City Park also assumes the construction of a performance pavilion, ideally an collaboration among entities such as the City of Hopewell, Friends of the Lower Appomattox River, and the Beacon LLC.

Because these outdoor productions are a fun, innovative approach to Shakespeare for families, costume and set costs will be low. However, technical (lighting and sound) expenses will be assessed during the construction of the performance pavilion.

Once built, the performance pavilion may be offered to other organizations for their use for a fee.

## The Illuminated Stage: **Other Entertainment Opportunities**

**The Illuminated Stage** may provide other opportunities to extend community outreach. Offering special entertainment to corporate celebrations may encourage companies to book the Beacon for their holiday parties and special events. Providing quality entertainment may also help cultivate future corporate sponsorship for **The Illuminated Stage**, its productions and educational outreach programs.

For instance, *Making Spirits Bright* is an original holiday cabaret that rings in the season with style! Four singers and a jazz combo of piano, bass and drums provide a 45-minute musical cabaret for corporate holiday celebrations. With minimal technical requirements, *Making Spirits Bright* may be offered in the Beacon ballrooms.

A sample production budget for *Making Spirits Bright* is on page 16.

## Sample Production Budget for A Year with Frog and Toad

*A Year with Frog and Toad* is licensed by Music Theatre International.

The royalty fees are based 325 seats performance at \$20, \$10, \$5 (student matinee) ticket prices,  
and ten December 2015 performance dates.

These parameters may be amended and resubmitted to MTI.

<b>Production Staff</b>		
Production Coordinator	Staff	
Director	Staff	
Music Director	\$3,000	
Choreographer	\$2,000	
Stage Manager	\$1,500	
Technical Director	\$2,500	
Scenic Designer	\$2,000	
Light Designer	\$2,000	
Costume Designer	\$1,000	
Props Coordinator	\$1,000	
Sound Designer/Operator	\$600	
Light Board Operator	\$600	
Follow Spot Operator	\$600	
<b>Production Staff Total</b>		<b>\$16,800</b>
<b>Performers</b>		
Actors (5 at \$1,000)	\$5,000	
Musicians (5 at \$1,000)	\$5,000	
<b>Performers Total</b>		<b>\$10,000</b>
<b>Technical/Stage Crew</b>		
Set Construction (100 hours labor @\$10 per hour)	\$1,000	
Costume Construction (100 hours labor @\$10 hour)	\$1,000	
Stage Crew (2 @ \$500)	\$1,000	
<b>Technical/Stage Crew Total</b>		<b>\$3,000</b>
<b>Materials</b>		
Set Materials	\$2,000	
Costume Materials	\$2,000	
Prop Materials	\$1,000	
Lighting Materials/Rentals	\$1,500	
<b>Materials Total</b>		<b>\$6,500</b>
<b>Marketing</b>		
Marketing Coordinator	Staff	
Printing	\$3,000	
Photographer	\$500	
<b>Marketing Total</b>		<b>\$3,500</b>
<b>Royalties and Rental</b>		
Royalty (\$615 per performance x 10 performances)	\$6,150	
Material Rental (standard package)	\$850	
Security Fee (refundable)	\$400	
<b>Royalties Total</b>		<b>\$7,400</b>
<b>TOTAL</b>		<b>\$47,200</b>

## Sample Production Budget for *Making Spirits Bright*

The total budget for mounting *Making Spirits Bright* or a similar cabaret is approximately \$10,750.

Based on the potential of six corporate shows at \$1,500 to \$1,800 per show, \$9,000 to \$10,800 (84% to 100% plus) of total production costs will be covered.

BMI and/or ASCAP licensing fees are likely covered by the Beacon Theatre's existing contractual agreement with each organization.

<b>Production Staff</b>	
Director	\$1,500
Musical Director/Pianist	\$1,500
<b>Performers</b>	
Musicians (2 @ \$650)	\$1,300
Singers (4 @ \$650)	\$2,600
<b>Licensing</b>	
ASCAP and BMI Licenses	N/A
<b>Technical</b>	
Portable staging rental	\$1,500
Lights	\$900
Sound	\$900
Copying	\$200
<b>Marketing</b>	
Illuminated Theatre marketing	\$350
Beacon Theatre event marketing	No cost
<b>TOTAL</b>	<b>\$10,750</b>

# Funding The Illuminated Stage

In addition to support from the Beacon LLC, once established as a non-profit 501(c)(3), **The Illuminated Stage** can seek and accept funding. The **Illuminated Stage** will have the ability to raise funds through:

- Annual Giving Campaigns
- The Amazing Raise (The Community Foundation)
- Governing Board Giving
- Special Fund-raising Events

## **Possible Grantors**

**The Illuminated Stage** may seek grant funding from the following organizations and others:

### **The Cameron Foundation**

The Cameron Foundation strives to transform the Tri-Cities and surrounding counties into a healthy, vibrant, and economically vital region by strategically leveraging resources for community impact. In working toward this mission, the Foundation focuses on six outcome areas, including healthy residents, education excellence, cultural richness, a vital economy, vibrant communities, and dynamic nonprofits. Cameron's **Arts and Culture Grants** support **Art Education** (programs that incorporate arts and culture into education, with particular priority on programs that serve youth); **Reaching New Audiences** (innovative approaches of arts and cultural organizations to expand and diversify their audiences in order to achieve long-term sustainability); and **Community Revitalization** (supporting the catalytic role of arts and culture in community revitalization and economic development, especially creative efforts to make communities more attractive for residents, businesses, and visitors).

### **The Community Foundation**

The Community Foundation is committed to supporting arts and cultural events and activities and believes that arts are essential to a thriving and vibrant community and its residents. **Cultural Vibrancy Grants** facilitate access to and an appreciation for arts and cultural opportunities for community members. The Community Foundation supports the engagement of residents in arts and cultural programs, the development of cultural and historic assets, and cultural events appealing to diverse and multi-generational audiences.

### **The John Randolph Foundation**

The JRF, through **Youth Initiate Education Grants**, supports educational outreach efforts that enable Hopewell's youth exposure to the arts and other activities in which they typically have no access. Investing in education today, particularly for youth, will ensure an improved state of health and quality of life, as it pertains to health, for the future of the region.

### **James River Ball Patron's Committee**

The JRB Patron's Committee has supported the arts, especially for students, in Hopewell for more than 50 years.

### **Virginia Commission for the Arts**

Virginia Commission for the Arts builds and strengthens the cultural infrastructure through supporting Virginia's individual artists, arts entrepreneurs, businesses and institutions. It does so through **General Operating Support Grants**, **Project Grants**, **Local Government Challenge Grants** and **Artists in Education (Pre K-12) Grants**.

### **Kip Kephart Foundation**

The Kip Kephart foundation supports arts and culture in Virginia.

### **The Garland and Agnes Taylor Gray Foundation**

The foundation's purpose is to support cultural, historic, and educational organizations.

### **Quincy Cole Trust**

The foundation's purpose is to support arts and culture, education, and social and human services in Central Virginia.

### **Universal Leaf Foundation**

The foundation's purpose is to support civil and community organizations, arts and culture, education, and health and welfare.

## **Potential Corporate Sponsors**

**The Illuminated Stage** may seek funding from the following charitable arms of organizations with a local presence. Traditionally, corporate foundations prefer to entertain large initiatives with significant impact. They tend to make leadership or other major gifts with transformative results and naming opportunities.

### **The Honeywell Foundation**

The Honeywell Foundation provides funding in Community Development, Arts and Culture, Education, Music and the Performing Arts.

### **The Scouler Foundation**

The Scouler Foundation supports organizations and projects that have visible impact in the company's home communities. In 2014, Scouler supported just under 200 organizations in the following categories: Children and Youth, Education and Arts and Culture.

### **RockTenn**

RockTenn (WestRock) embraces a culture of corporate citizenship, giving generously of time, talent and funding to take care of the communities where they are located.

### **Altria (Philip Morris)**

Altria invests in nonprofits to help make communities stronger and address issues important to its business, donating millions of dollars in cash and in-kind contributions to hundreds of non-profit organizations. Altria's support for arts and cultural initiatives focuses on innovative programs that build and diversify audiences and increase community access to the arts. Altria focuses on major sponsorships that bring positive attention and thought-provoking, world-class cultural experiences to our communities.

### **Dominion Virginia Power**

The Dominion Foundation promotes Community Vitality, fostering an appreciation of diversity, revitalizing neighborhoods, and ensuring a vibrant community life through support of cultural endeavors. Through grants large and small, Dominion supports a diverse array of cultural programs that are the heart and soul of our communities.

### **MeadWestvaco Foundation**

MWV Foundations focuses on Sustainable Communities (support of central business districts gives communities a strong center around which to grow and youth programs that nurture tomorrow's community leaders).

## **Potential Partners and Sponsors**

Many local organizations and companies may partner with **The Illuminated Stage** with partnerships, sponsorships, and in-kind gifts.

### **Friends of the Lower Appomattox (FOLAR)**

FOLAR is interested in preserving, protecting, promoting and enhancing the Lower Appomattox River, and may be interested in supporting the construction of a riverside performance pavilion in City Park.

### **Historic Hopewell Foundation, Inc. (HHFI)**

HHFI may be interested in sponsoring the development Education Through the Arts scripts for children's plays that focus on local history.

# The Illuminated Stage Staff

**“Finding competent staff is extremely important ... . You will want senior staff to be charismatic, articulate, well connected, and organized. They also will need to be good managers, experienced fundraisers, and have a solid understanding of the organization's goals, and effective ways in which they can be implemented.”**

*The Foundation Center, 2015*

Developing productions and educational outreach programs, working with schools and students, cultivating season ticket holders and civic partners, seeking financial support, establishing standards of performance, and assuring quality in all aspects of **The Illuminated Stage** will take the skills, experience and commitment of these individuals.

## Phase One: Two Full-time Staff

### **Executive Director: Ann C. Easterling**

- Hopewell native and Hopewell High School graduate
- Virginia Commonwealth University, B.S. in Anthropology
- University College London, M.A. in Museum Studies
- Museum Education Consultant: U.S. Army Quartermaster Museum
- Writer and Editor: Smithsonian Institution Traveling Exhibition Service
- Co-Founder and Producer: Carpenter Science Theater, Science Museum of Virginia
- Marketing and Public Relations Coordinator: Science Museum of Virginia
- Producer, *Soldier, Come Home* (Hopewell Sesquicentennial, Beacon Theatre)
- President: Theater Company at Lee Playhouse Board of Directors (3 years)
- Director of Theatrical Projects: U.S. Army Quartermaster Museum, Prince George Regional Heritage Center
- Director, Choreographer, Actor: The Lee Playhouse, Richmond Triangle Players, Dogwood Dell, Ashland Stage Company, Henrico Theater Company
- Adjunct Faculty in Music Theater: Appomattox Regional School for the Performing Arts
- Dancer and Singer, *Anything Goes*, *Showboat* and *Carnival*, Hopewell Woman's Club productions
- Thelma Olaker Youth Civic Ballet
- American Dance Theater
- Theater Workshop for Young Artists (at the Beacon Theatre)

### **Artistic Director: Julie Fulcher-Davis**

- Enon native and Thomas Dale High School graduate
- Shenandoah University, Music and Theatre Studies
- New York: Studied at Broadway Dance Center, Acting Studio, private voice
- Artist in Residence and Adjunct Professor of Acting and Theatre Appreciation, University of Richmond
- Member: Actors Equity Association, Dramatist Guild of America, Alpha Psi Omega (National Theatre Honor Society)
- Actor, director, composer/lyricist, musician, playwright, sound designer and voice-over artist
- Associate Artist: HATTheatre
- Director: The Lee Playhouse, Richmond Triangle Players, HATTheatre, University of Richmond, VA Rep Touring Company
- Composer/lyricist and playwright: VA Rep's Touring Theatre, Richmond Triangle Players
- Theater Workshop for Young Artists (at the Beacon Theatre)

**Technical Consultant (contracted, compensated): Steve King**

- Hopewell native and Hopewell High School graduate
- James Madison University, B.S. in Theater
- Director of Administration and Aftercare, J.T. Morriss & Son Funeral Homes
- Technical Director/Light Operator, *Soldier, Come Home* (Hopewell Sesquicentennial, Beacon Theatre)
- Actor, Swift Creek Mill Theatre
- Actor and Director, The Lee Playhouse
- Board Member, Theater Company at Lee Playhouse
- Actor and Dancer, *Anything Goes* and *Showboat*, Hopewell Woman's Club productions
- Radio Announcer WHAP (Hopewell), Mix 105.3- Norfolk, WHBG and WMRA (Harrisonburg)
- Writer, Producer, Director of Post- Production at Christian Broadcasting Network (Virginia Beach)
- Manager of Editing and Post Production at NASA Langley Research Center (Hampton)
- Video Editor for Two Regional Emmy Awards for "Outstanding Children's Program"
- Executive Producer and Director of Broadcasting for In Touch Ministries (Atlanta)
- President and Owner of King Communications Group and Elkay Media (Hopewell)
- Thelma Olaker Youth Civic Ballet
- American Dance Theater
- Theater Workshop for Young Artists (at the Beacon Theatre)

*Full resumés available.*

Phase Two: Addition of Third Full-time Staff Member  
**Operations and Technical Director**

# Supporting The Illuminated Stage

As **The Illuminated Stage** develops, the following individuals have agreed to serve in an advisory capacity and lend their experience and professional expertise to the growth of the theatre program and its supporting infrastructure.

Steve Anders, Ph.D.	Historian; Hopewell Sesquicentennial Committee Co-Chair
Christopher Durham	Actor, Author and Artist
Jasmine Haghigatian	Founder, Old Towne Opera
David Harless	President, Historic Hopewell Foundation, Inc.
Linda E. Hyslop	Vice-Chair, Hopewell School Board; JRF Youth Development Committee
Judith Johnson	English Department Chair, John Tyler Community College
Michael J. Mathis	Television and Theatre Producer
Becky McDonough	CEO, Hopewell/Prince George Chamber of Commerce
Elizabeth A. Schulhof	Harris, Hardy & Johnstone P.C.
Lisa H. Sharpe	Executive Director, John Randolph Foundation
Jackie M. Shornak	Hopewell City Council Member; Kaufman & Canoles
Derome Smith	Theatre Instructor, Hopewell High School
Betty Ware	Supervisor of Fine Arts Education, City of Hopewell Schools
Cynthia L. Warren	Theatre Arts Department Chair, Appomattox Regional Governor's School