

# dlo CENTER STAGE

musical theatre

JULY 2017

## A PRODUCTION OF MARVEL AND MAGIC

*James and the Giant Peach* made its debut as a children's book in 1961 by critically acclaimed author, Roald Dahl. Generations of children have enjoyed this whimsically dark and touching story of a rag-tag band of magically enhanced creepy crawlies and a young boy who find themselves on a journey of self-discovery and wild adventure inside a giant peach. James's two atrocious aunts chase them all the way across the ocean from London to New York in order to get their peach back. From book, to movie, to stage, this tale offers a story sure to keep you on the edge of your seat.

We are so excited to offer a little of our own magic to the stage performance of this show. DLO's children's theater program has been a wonderful experience for kids all around the area, including our own. For the last few years, we have both been in the audience and helping out behind the scene while our own children take the stage. We are thrilled to have such a talented group of budding actors and actresses to work with on our first directing experience. It's truly a joy to watch the magic of the story come alive with the actions of the wonderful kids we get to work with.

This musical will make you laugh, perhaps bring a tear to your eye, and maybe even help you re-live a portion of your own childhood memories of being tucked under a cover with a flashlight, eagerly reading the story to find out the fate of James and his newfound "family." From an enchanted decrepit garden, to the inside of a giant peach, to the shores of New York City, we bring you a story for the whole family to enjoy. So don't forget to get your tickets early for *James and the Giant Peach Jr.* Magic will happen on this stage, "Right Before Your Eyes," and we promise you won't want to miss it.

~Tina (King) Helferich and Brandy Harper, Directors



**PERFORMANCES:**  
CHILDREN'S SHOW  
**JAMES AND THE  
GIANT PEACH JR.**  
– July 21-23, DACC  
Bremer Auditorium,  
Adults\$10/Students\$5

**FOOTLOOSE**  
TEEN SHOW  
Aug. 4-6,  
DACC Bremer  
Auditorium,  
Adults\$15/Students\$7  
(Ticket information  
on page 4)

*Footloose*  
THE MUSICAL



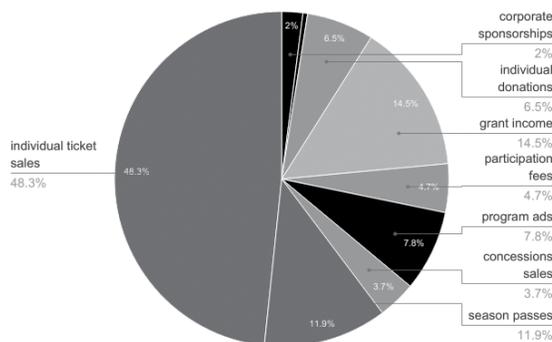
# MONEY TALK

We've recently fielded a number of questions about our show budgets, including what our costs for shows are, how we decide on budgets, and where the bulk of the money is allocated. So we thought we'd include an aggregate picture of where our show costs and season costs are allocated in a recent (and fairly typical) season. Obviously different shows have somewhat different needs, but our main costs are not as show-specific as you might think, so we are able to use an average over the last season as a representative show budget. The first table and graphs are aggregate budget numbers for a typical mainstage show compared to those for a teen or children's musical. (Mainstage show numbers are an average of actual figures from *Addams Family*, *Violet* and *Best Little Whorehouse in Texas*, so some variations in set design, costuming needs and cast size are built into the aggregate. For ease of comparison, catering costs were excluded.) You will note that some of the biggest drivers of our costs tend to be "hidden but essential costs" like theater rental, royalties (these kinds of costs are indicated in paler gray on the graph), whereas the things that you, our patrons, actually see (like sets, costumes, programs, marketing materials and having a live orchestra- indicated in darker grays or black) make up slightly under half of our actual costs for putting on a show. When we look at costs for a recent children's show, the effect is even more stark; almost all of the cost of the show is driven by royalties, honoraria to directors and production staff (includes lighting, sound, stage manager, producer), and performance space rental rates.

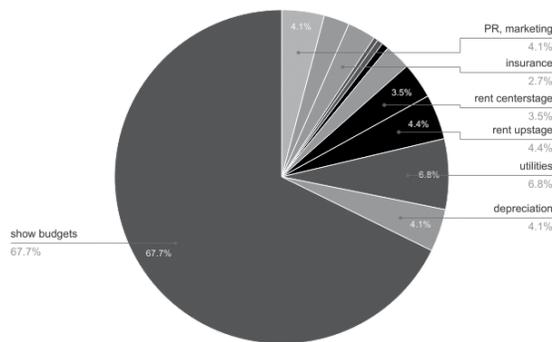
	Mainstage	Grease	Xanadu	
Directors, Choreographer	575	750	500	
Production staff	343	405	295	Theater rental
Musicians	1 033	900		12.4%
Set	208	100	34	
Costumes, props, makeup	977	446	73	Royalties
Royalties	2 560	3 675	1 254	27.9%
Ticketing Fees	369	778	25	
Marketing	1 091	67	63	Ticketing Fees
Programs	768	432	240	4%
Misc	123	7	91	Production staff
Theater rental	1 143	600	600	3.7%
total	10 290	8 160	3 175	

For those folks who are interested in how we work as an organization, the following represents our last fiscal year's sources of income and expenditures.

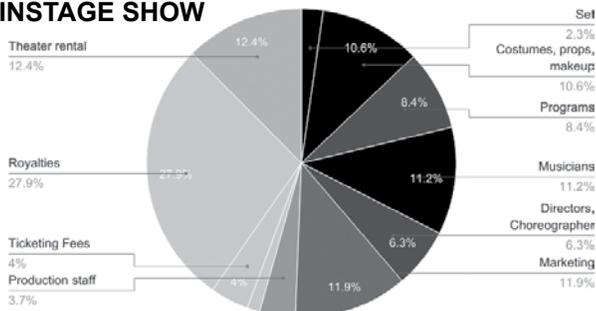
Our income is primarily from ticket sales (individual tickets and season passes), with a strong contribution from donations, grants and various types of corporate support (ads, sponsorships).



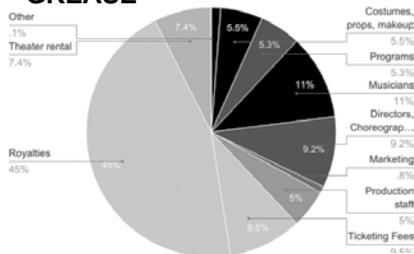
Our expenditures are primarily show expenses (production costs) and space rental (rehearsal space, set building and costume and prop storage.)



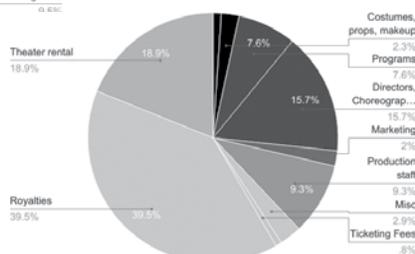
## MAINSTAGE SHOW



## GREASE



## XANADU JR.



We generally break even for the year, or make a very small profit, though one of our current goals is to build our reserves. Hopefully this budget breakdown is helpful to you. We are always glad to field questions, so feel free to get in touch if there is anything else we can help clarify. Thanks for all you do to support us—as our budget breakdowns clearly show, we only exist because of our wonderful patrons, members, donors, supporters and volunteers!

For a better view of the graphs included, please visit our website, [www.dlomusicaltheatre.com](http://www.dlomusicaltheatre.com).

# AND THE WINNER IS...

## 2017 DLO Musical Theatre Student Award

The recipient of the 2017 DLO Musical Theatre Outstanding Vocalist Award at South View Upper Elementary School was sixth-grader Kaitlyn Curtis. The award ceremony was held at the school on Wednesday, May 24.

Callie Mansfield, a North Ridge 8th grader, is the recipient of the 2017 DLO Musical Theatre Award.

The award was presented at the RED Awards at the Beef House on Saturday, May 20, 2017. Callie is an active member of the North Ridge Choirs, Show Choirs and Theatre Company. She has played lead and ensemble roles in her time at North Ridge. She has also participated in DLO shows, following in the footsteps of her mother, Angie Mansfield.



### AND NOW...BOARD ELECTION RESULTS

We are very pleased to announce that Nancy Keener and Paul Strain have been re-elected to the DLO Board, and we are thrilled to welcome new members, Nancy Blue and Jodi Prosser Muller. Many, many thanks to everyone who was on the ballot, and to all of our voting members. We look forward to a fun, exciting and productive season!

Also, we would like to give a heartfelt "Thank you so much" to our departing board members Kelly Holden and Gretchen Yordy. We truly appreciate all of your hard work, and will miss you very much! Hope to see you more onstage!

## The Survey Says!

Greetings, All!

Thanks to everyone who filled out our various surveys! It is always a huge help to us to know what you think—your feedback helps us make better decisions for the organization. **As promised**, here are some results from your opinion surveys. We are pleased to know how you feel about these various issues, and will do our best to accommodate our patrons' preferences going forward.

In regards to the question of **whether to add** a show only or dessert show option in with the dinner theater ticket: The vote was fairly evenly split between:

Folks to whom the full dinner option was quite important (40%)  
vs.  
Folks who felt it was less important (44%).

A plurality (44%) enjoyed having the dessert only option  
vs.  
(20%) who did not prefer to have it.

And, while opinions were split over dinner vs. dessert only options,

A large majority (68%) would like to have the option of a show only ticket offered in addition to the full dinner ticket.

Overall, when offered a choice among all three tickets to choose from, most of you loyal patrons would choose to purchase the full dinner ticket (55%).

We had two versions of the show selection opinion survey, one online, and one paper copy. We are still analyzing the results of various methods of ranking preferences (overall positive responses, strongly positive vs. strongly negative responses), and different pools of answers, but preliminary tabulations suggest that **top rated shows include** the following: *Mamma Mia!* *Mary Poppins*, *Sound of Music*, *Peter Pan*, *Spamalot*, *School of Rock*, *Meet Me in St. Louis*, *Thoroughly Modern Millie*, *Producers*, *Young Frankenstein*. Rankings were not very strongly divided, and there were a lot of close contenders immediately following these shows' rankings. We also had numerous excellent suggestions (that were not included in the survey) that were given to us for consideration by the show selection committee—**thank you to all** who had show suggestions!

As always, many, many thanks for your extremely valuable feedback, and keep in touch!



## Footloose

Everybody cut...

But make sure you join us for the Teen production, Aug. 4-6.

You won't believe the work they are doing and the talent you will see. Get your tickets now and join us as we...Cut Loose!

**Tickets available online at [www.dlomusicaltheatre.com](http://www.dlomusicaltheatre.com) or by phone at 217-431-1660.**



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Tickets for our Children's and Teen Summer Productions are available online or at the door. Remember, if you are a season ticket holder for the 2016-2017 season, you get one ticket free for the *James and the Giant Peach Jr.* and \$2 off *Footloose!*

### GET YOUR TICKETS TODAY!

#### 2017-2018 SEASON MEMBERSHIPS

# \_\_\_\_\_ Adult Memberships (\$60 ea., add to total below)  
# \_\_\_\_\_ Student Memberships (\$35 ea., add to total below)

#### 2017-2018 SEASON FLEX-PASSES

# \_\_\_\_\_ Adult Flex-Pass (\$64 ea., add to total below)  
# \_\_\_\_\_ Student Flex-Pass (\$36 ea., add to total below)

**Total purchase due = \$ \_\_\_\_\_**

**MAKE CHECKS PAYABLE TO:  
DLO MUSICAL THEATRE**

### 2017-2018 SEASON

FALL  
**THE LITTLE  
MERMAID**

WINTER  
**CURTAINS**

SPRING  
**SISTER ACT**



DLO accepts payment by credit card for your membership purchases and donations. Please supply information below.

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