



**KENTUCKY
SHAKESPEARE**

2018-2019 SEASON IN REVIEW



MISSION: Grounded in the works of Shakespeare, we enrich our community by presenting accessible, professional theatre experiences that educate, inspire, and entertain people of all ages.

VISION: To use Shakespeare's universal truths and the power of the arts to transform lives. Shakespeare belongs to everyone.

107,000+ SERVED THIS SEASON



King Lear

FESTIVAL

- 34,125 audience members served at no charge in Central Park
- Season dedicated to memory of Bekki Jo Schneider
- 10 weeks, 7 productions, 53 performances
- Expanded Access – New Kids' Globe tent made possible by Imagine 2020 Grant from Louisville Metro and Fund for the Arts; "Tactile Tour" with the blind and visually impaired; Open Captioning
- Collaborations with Louisville Ballet, Louisville Improvisors, Cincinnati Shakespeare Company
- Nightly community pre-shows in Central Park



Taming of the Shrew

EDUCATION

- 17% increase in counties served – toured to 97 counties (87 KY, 7 IN, 1 OH, 1 TN, 1 NY)
- 71,914 served through education tour and outreach
- 197 summer campers
- 984 performance and workshop hours
- 366 total venues: 258 schools, 41 libraries, 32 community organizations, 6 performing arts centers
- Naming of the Bekki Jo Schneider Intern Company
- Tour to immigrants and refugees at Backside Learning Center, Kentucky Refugee Ministries, ESL Newcomer Academy



Macbeth

COMMUNITY

- Shakespeare in the Parks *Macbeth* tour to 28 locations
- Shakespeare in the Libraries Tour to all Louisville Free Public Libraries
- Third year of Shakespeare with Veterans program serving veterans from all branches of military
- Indoor, ticketed productions – *War of the Worlds* at Louisville Public Media, *Frankenstein* staged reading at Locust Grove, and *Dr. Jekyll and Mr. Hyde* in Jeffersontown at the Ruckreigel Center
- Survivorship Shakespeare with those impacted by cancer at Norton Cancer Institute and Gilda's Club

EDUCATION OUTREACH

“Last year, after the performance of *A Midsummer Night’s Dream*, we had so much interest in acting, that our school will be offering an Intro to Theatre course this spring!”
—Teacher, Estill County

“Shakespeare with Veterans brought me back from the brink.”
—Shakespeare with Veterans participant

“A powerful performance at our school today about conflict, healthy relationships and self-advocacy.”
—The Brook Dupont School

“It was a wonder to watch. Our students were up on their feet, working through one of Shakespeare’s monologues, and learning the meaning behind the words. It was a treat to see my students come to appreciate the Bard in a new and interesting way! The kids loved it and talked about it weeks after you all came!”
—Teacher, Marion County



2019 Louisville Area Parks Served



2018-2019 Tour: Kentucky Counties Served



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Education/Outreach Counties Reached

2014-2015

58 counties

2015-2016

70 counties

2016-2017

83 counties

2017-2018

83 counties

2018-2019

97 counties



Central Park



Kids' Globe



As You Like It

AUDIENCE SURVEY RESULTS

- 96% felt Central Park was more energized
- 97% felt the community was positively impacted
- 95% gained a better appreciation for the arts
- 91% reported increased pride in their community
- 80% felt more connected to family and friends
- 89% felt more connected to community
- 91% felt more comfortable with the arts

Location

72% from Louisville Metro
 12% from elsewhere in KY
 16% from out of state (12% Indiana, 4% from 20 other states)

Years of Attendance

26% first time
 22% 1-3 years
 26% 4-10 years
 13% 11-25 years
 13% 26+ years

Age

22% under 25
 25% 25-39
 24% 40-54
 20% 55-64
 9% 65+

Income

18% under \$15k
 13% \$15-\$24,999
 18% \$25k-\$49,999
 33% \$50k-\$100k
 18% over \$100k

Central Park Visit

19% First time

How Many Times Each Summer

26% first time
 44% 1-3 times
 20% 4-6 times
 10% 6+ times

Race

3% Asian/Pacific Isl.
 20% Black/African Am.
 6% Multi-Racial
 1% Native American
 70% White/Caucasian
 8% Hispanic/Latino

Education

11% less than high school
 15% high school graduate
 2% some college
 9% associates/2-year
 32% college graduate
 31% post graduate

CRITICAL REVIEWS

“...six successful summer seasons of Shakespeare, produced and performed at the highest level Louisville’s seen in years — or possibly ever.”

—*Eli Keel, WFPL*

“Huffman’s *King Lear* must be counted a personal triumph for the actor, but also the fullest realization of what Kentucky Shakespeare is all about.”

—*Keith Waits, Arts-Louisville*

“...delightful production... the gender-bending romance is a fast-paced blast and you should make your way to Central Park lickety-split.”

—*Marty Rosen, LEO Weekly*

AUDIENCE REVIEWS

“I brought my five-year-old niece and she loved it! We stayed for the whole show, she refused to leave early!”

—*Leila*

“I feel like I’ve won the Shakespeare lottery.”

—*Allieda*

“Amazing cast! they do a fantastic job! Thanks to you guys we have five kids who adore Shakespeare.”

—*Danielle*

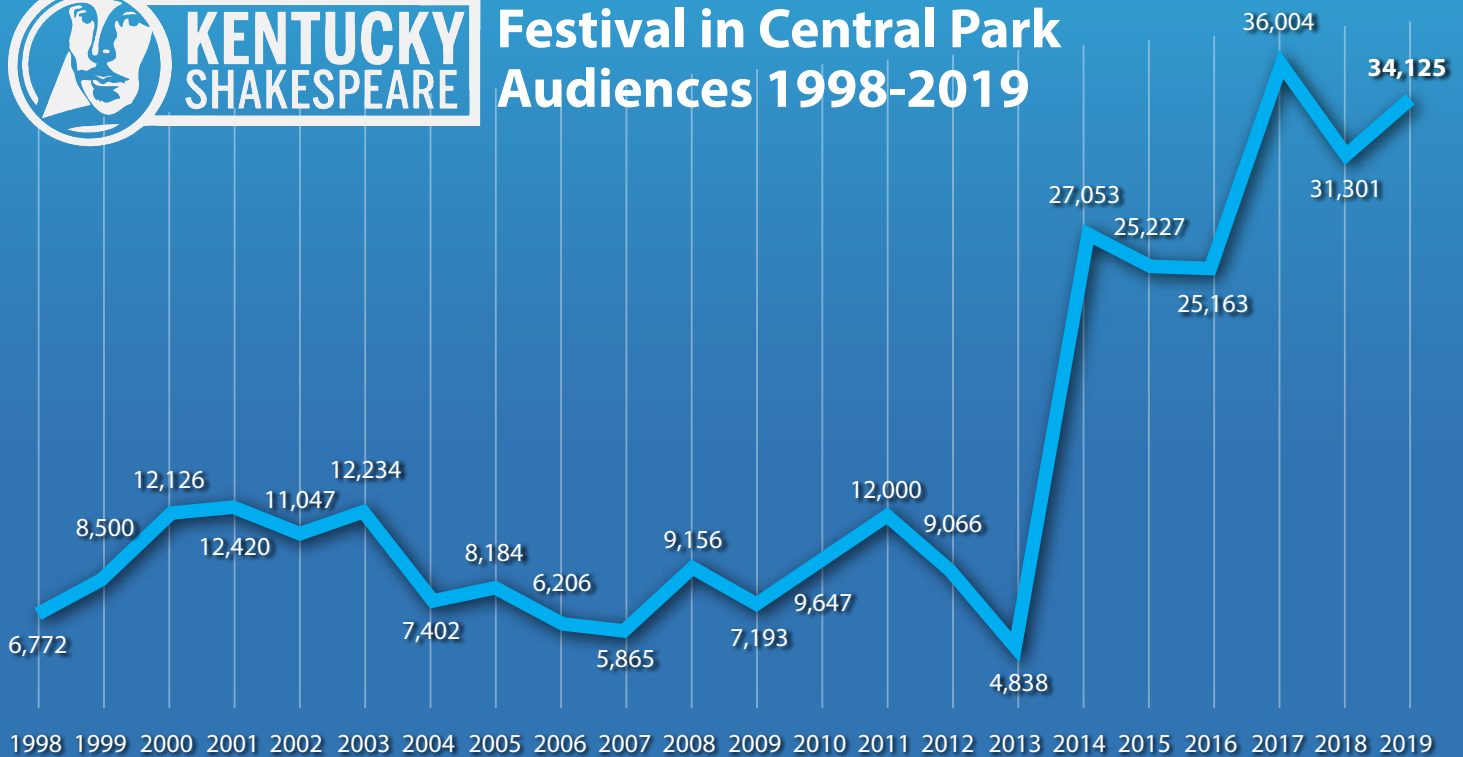
“High quality professional performance in a great setting. The level of productions are every bit on par if not better than you would see in NYC.”

—*David*



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Festival in Central Park Audiences 1998-2019



Henry IV Part II

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Awards and Recognition

- 1 of 40 U.S. theatre companies selected for NEA Shakespeare in American Communities Program
- LEO Weekly Award for Best Performing Arts Group
- BroadwayWorld/Arts-Louisville Awards for Best Director and Production
- Nerd Louisville – Best Production Award
- Scenic Designer Paul Owen honored with BroadwayWorld/Arts-Louisville Lifetime Achievement Award

Financial Snapshot

Income: \$1,113,603

Expenses: \$1,059,368

Program Services: 81%

Management and General: 13%

Fundraising: 6%

Figures as of August 2019, prior to annual audit

Kentucky Shakespeare

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