



HOURGLASS

March 3, 2017 FFNF Highlights

THE FULTON THEATRE

Marc Robin, Executive Artistic Director

- Marc first came to the Fulton in 2001 as a Guest Director. At that time he was employed at a commercial theater in Chicago with 52,000 subscribers.
- His first perception was that Lancaster was not an arts community. It was a community that had arts in it. There was no cultural scene.
- In his 9th year, the Fulton has become a major regional theater.
- For years, the draw of the Fulton was the 164 year old building. The building is a landmark of the community. As in the past, the building will be honored as plans are made for the update of the landmark.
- Nationally, the not for profit model for theater is changing. The model for the Fulton is being re-thought.
- Now, theater productions at the Fulton are being produced based on what the community wants. In the future, productions will not be predicated on ticket revenue;; rather on the theater you want the community to see. Planning will be more commercially oriented.
- The downtown's revitalization has greatly increased the arts energy in the community.
- Locally the arts are being promoted in collaboration, rather than competitively or in isolation.
- Currently the theater is open thirty one weeks a year. The goal is to move to forty four weeks per year. The theater plans to match growth of the community to demand. Group sales have greatly increased.
- Most arts associations are struggling, but not Lancaster.
- The economic impact of Fulton production on the community is valued at \$14.8 million per year.
- The Fulton is at capacity for performances. The theater is literally busting at the scenes. The stage area lacks flexibility. Significant changes will be made to this area.
- The buildings adjacent to the theater are now owned by the Fulton. As well as properties on Water Street. When renovations are completed, the Fulton will have thirty one apartments available for actors.
- The lobby area will be expanded to accommodate 600 people. The interior of the main theater will remain unchanged.
- The fund raising campaign should be completed by October 29th. Ground should be broken in March.
- Nationally the composition of funding is 60% development and 40% ticket sales. Currently the Fulton is funded 40% by development and 60% ticket sales. The goal is to obtain 50/50%.
- The target is to sell out annual subscriptions. Current subscribers are 7-% and 30% out of town. There are 13 subscribers from New York City.



- Partnerships are imperative to the success of the Arts.