

2024

ANNUAL REPORT



SHELDON
THEATRE
— of —
PERFORMING
ARTS



This year, we are proud to reflect on a successful performing arts season marked by impressive growth and community engagement. Attendance for our performances saw a significant increase, and we are thrilled to have doubled the number of school field trip shows. In response to growing demand, we also expanded our programming with several new weekday matinee performances, providing even more opportunities for audiences of all ages to experience the magic of the arts.

A key highlight of this season was our commitment to accessibility, achieved through our collaboration with the University of Minnesota College of Design. Together, we are working to create a welcoming and comfortable environment in the theatre, ensuring that every patron has a positive and inclusive experience.

Additionally, we proudly launched Music on the Mezzanine, a new initiative aimed at showcasing local musicians and supporting the rich talent within our community. This program has become a vibrant part of the Sheldon Theatre, offering a platform for emerging artists to share their music with a wider audience. We also strengthened our relationships with numerous community partners, working collaboratively to expand our reach and create meaningful experiences for our patrons. This season was not only about expanding our programming, but about deepening our connection with the community we serve.

As we look forward, we are excited to continue building on these successes, enriching the cultural landscape, and ensuring that the arts remain accessible, vibrant, and inclusive for all.

~ Executive and Artistic Director
Shantel Dow



Mission

The Sheldon Theatre entertains, educates,
and enlightens the community and its
visitors through the transformative power
of the performing arts

MAJOR ACCOMPLISHMENTS

329
Sheldon Theatre
Friends

62
Ticketed Events

13.6%
increase in donor \$\$
(Contributed Revenue)

12
New Volunteers

42
Mainstage
Touring Events

2,933
Volunteer Hours Logged

1,947
New Patron
Households

\$32
Average Ticket Price

2,100+
Outreach Participants

10 SOLD OUT SHOWS

- Popovich Comedy Pet Theater
- Kickin' It Irish
- ABBAFAB - sold out, added a 2nd show to meet demand
- Under the Streetlamp - 24-25 Season Opener
- The Drifters
- Paula Poundstone
- The Grinch - film shown at the Holiday Stroll
- A Grand Ole Opry Christmas
- Nutcracker
- The New Standards Holiday Show



LOCAL PROGRAMMING

Each year our community partners and organizations commit to performing on the Sheldon stage. Our very own Phoenix Theatre put on 2 productions in 2024, the Red Wing High School Musical, Beauty and the Beast brought new students into our theater for 2 weeks of rehearsals and 4 performances, Sheldon Theatre Brass Band presented a spring and holiday concert, Minnesota State College Southeast showcased the talent of their students and staff in Strings, Winds & Brass, St. John's Lutheran School presented their annual play and our area dance studios, Shoreline and Fusion presented their recitals before going to competition. We love to share our stage with our community!

PHOENIX THEATRE



RED WING HIGH SCHOOL MUSICAL



SHELDON THEATRE BRASS BAND



MN STATE COLLEGE SOUTHEAST

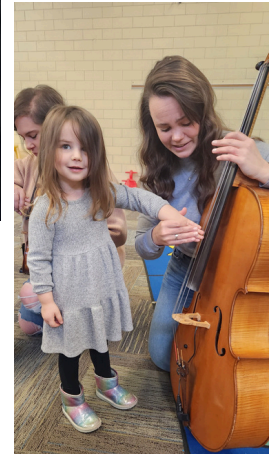


AREA DANCE & ELEMENTARY SCHOOLS



EDUCATION AND OUTREACH

Community outreach continues to be a cornerstone of the Sheldon's mission to entertain, educate, and enlighten the Red Wing community and its visitors. This year, our outreach activities spanned generations, creating meaningful connections from preschoolers to seniors. Highlights included three generations juggling feathers and scarves with Kenny Ahern, a student receiving personalized feedback on her college audition piece from a professional touring group, and preschoolers experiencing the magic of live music up close with The OK Factor's violin and cello. These programs not only complement our main stage performances but also ensure that the performing arts remain accessible and enriching for the entire community.



EDUCATION AND OUTREACH

Outreach Artists:

Missoula Children's Theatre
Dinosaur World Live
Glass Half Full Theatre: Cenicienta
Forever Young
O'Shea Irish Dance
Kickin' It Irish
Kenny Ahern: To Laugh is to Live!
Artrageous
Las Guaracheras
Water Street Dance
Jeremy Messersmith
The OK Factor
Twin Cities Gay Men's Chorus
JB Brass

Outreach Partners:

Sunnyside School
Burnside School
Tower View Alternative High School
Early Childhood Academy
Jordan Towers
Village Cooperative
Goodhue Living
Rise Up Red Wing Aspire
Phoenix Theatre
Red Wing Pride
Fusion Dance
Red Wing High School English Language Learners
Aim to Achieve
YMCA
Park Place 55+

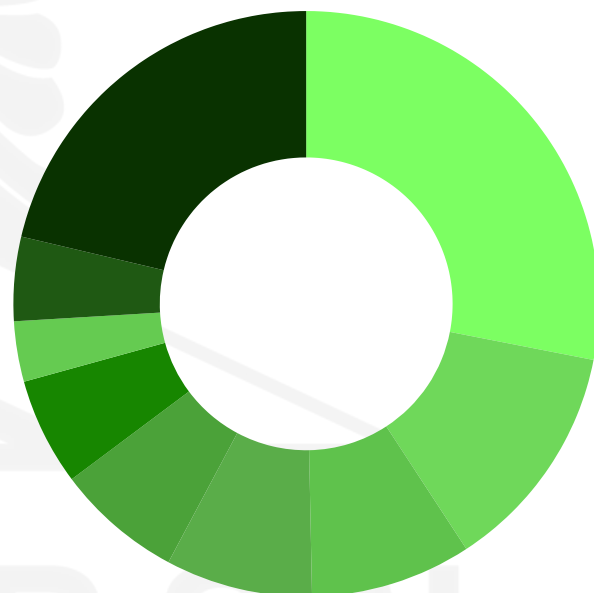
2,100+
Outreach
Participants



FINANCIAL SUMMARY

REVENUE

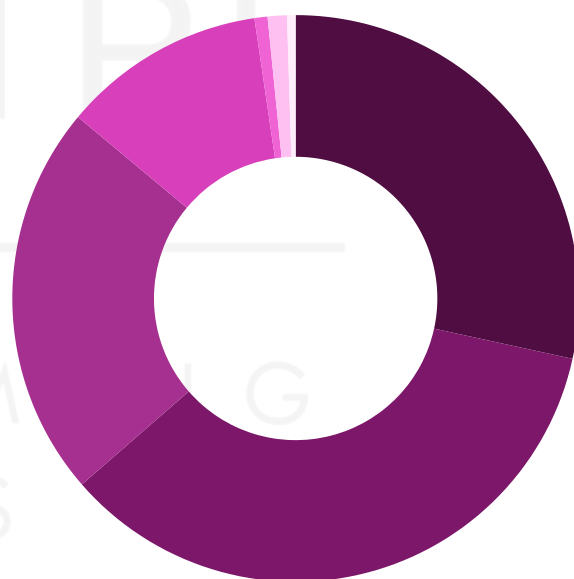
Ticket Sales	\$354,613
State/Regional Grants	\$160,663
Donations	\$112,370
Private Foundations	\$102,500
Fees, Retail, Services	\$88,212
Corporate Foundations	\$75,000
Sponsorships	\$42,120
Rental	\$58,638
Restricted Other	\$269,202
Total Revenues	\$1,263,318



Endowment Balance: \$6,956,138

EXPENSES

Mainstage Presenting	\$383,416
General Program	\$474,755
Administration	\$302,936
Fundraising	\$156,742
Phoenix Theatre	\$9,999
Education	\$14,805
Enlighten/Local	\$6,588
Total Expense	\$1,349,241



THANK YOU



SHELDON THEATRE BOARD

PRESIDENT, Chap Achen, Jr.

VICE PRESIDENT, Dennis Brennan

TREASURER, Meridith Wardle

Laurie Bell

Susan Christenson

Art Kenyon

Lacy Schumann

STAFF



Shantel Dow
Executive & Artistic
Director



Samantha Whipple
Director of
Development



Brenda Stewart
Director of
Marketing



Russell Johnson
Director of
Production



Leah Adams
Audience Services
Manager



Sheldon Theatre

