

GULFSHORE  
PLAYHOUSE  
NEXT  
STAGE  
CAMPAIGN



# MISSION

Gulfshore Playhouse is passionately committed to enriching the cultural landscape of our region by producing professional theatre to the highest artistic standards and providing unique educational opportunities to diverse groups of people in a spirit of service, adventure, and excitement. Our work is inspired by a belief in the magic of theatre to expand the imagination, challenge the senses, provoke discussion, and revitalize in our audience an understanding of our common humanity. This belief drives the care with which we treat our artists, audiences, students, staff, and members of the greater community.



# SUPERB THEATRE FOR A SUPERB REGION

Creating a sparkling new home for world-class professional regional theatre is the goal of Gulfshore Playhouse's Next Stage Campaign.

This Campaign will make possible a stand-alone, destination space at 3rd Avenue South and Goodlette-Frank Road in downtown Naples where life-changing theatrical experiences and exceptional educational opportunities will occur on a daily basis.

In this welcoming new state-of-the-art complex, theatre of the highest quality will touch and transport us. It will speak to us individually and collectively. It will tell stories, build bridges, inspire, challenge, and delight. We are confident that everyone who walks through our doors will leave educated, enriched and enlivened.

We invite you to join with others deeply committed to world-class theatre. Working together, we can bring a new level of cultural excellence and enjoyment to everyone who lives in or visits Naples. As a regional treasure, we will be contributing vibrantly to the expansion of theatre in our nation as well.



Help create something special for yourself, for Naples, and for generations to come. Become a part of the Next Stage Campaign.

# THE VISION

**To create a strikingly beautiful theatre complex that will secure Naples' standing as a cultural destination and an added "jewel in the crown" of this special town on the Paradise Coast.**

The new architecturally significant landmark building is planned to include a 400-seat main stage theatre, a 150-seat studio, a large airy lobby featuring an atrium, cafe, and exclusive Patron Lounge, as well as an Educational Wing replete with rehearsal rooms, classrooms, and space for children's theatre events.

This new campus will resonate with activity. It is being designed as a place where residents and visitors alike will want to be throughout the day: a series of lofty but intimate spaces where all can relax, be inspired and enriched by outstanding productions, view art, read a script, or meet friends for a quick—or leisurely—refreshment to share their "theatre thoughts." And a place where young people can "feel the energy," take a workshop, expand their horizons, and build confidence in themselves and their possibilities, through theatre.

Enhancing downtown Naples, this landmark building will become an enduring cultural presence.

It will have a significant economic impact on the downtown area, expanding the ways that the Playhouse serves our region. From rich theatrical programming—including musicals, pre-Broadway tryouts, cabarets, edgier fare and world premieres—to myriad educational offerings (including summer and after-school classes, in-school residencies, community outreach, and programs for at-risk and special needs children), this new theatre complex will make Naples proud.





# A LITTLE BACKGROUND



## **Beginning stages: from dream to 100,000+ audience in a decade**

Little more than a decade ago, Gulfshore Playhouse was simply the vision of a passionate few. Today it is a thriving institution that has engaged a total of more than 100,000 patrons through live theatre productions. In a recent seven year period, it grew 850%—an achievement any business might envy. Clearly, something special has been going on!

Classic works, recent Broadway hits, new works from the most innovative stages and playwrights in New York: all have been produced for appreciative audiences in this culturally-aware and culturally-eager region. Each is part of the original dream, part of what has come to wonderful fruition at the Playhouse.

How did this happen? Through the leadership and artistic vision of an inspired founder, Kristen Coury, together with the unwavering dedication of a committed board, and the support of a generous community. Twelve years of great productions like “All My Sons”, “An Enemy of the People”, “The Merchant of Venice”, “My Fair Lady”, “Art”, and “Venus in Fur” have provoked thought, touched hearts, generated laughter, and inspired personal growth.

## **Board Members**

**Robert L. Harden**, Chair  
**Steve Akin**  
**Patty Baker**  
**Kristen Coury**  
**David Drobis**  
**Nizar N. Ghossaini**  
**Don J. Gunther**  
**Jason Hunter Korn**  
**Tina McCain Matte**  
**Jack Nortman**  
**Bill O’Meara**  
**Tony Panzica**  
**Gail Kern Paster**  
**Tennille Sevigny**



HIGHLIGHTS OF THE FIRST DECADE



*Blithe Spirit*



*A Doll's House*



*Doubt*



*A View from the Bridge*



*Handle with Care*

HIGHLIGHTS OF THE FIRST DECADE



*I Am My Own Wife*



*Oleanna*



*Race*



*Romeo and Juliet Redefined*



*Tartuffe*

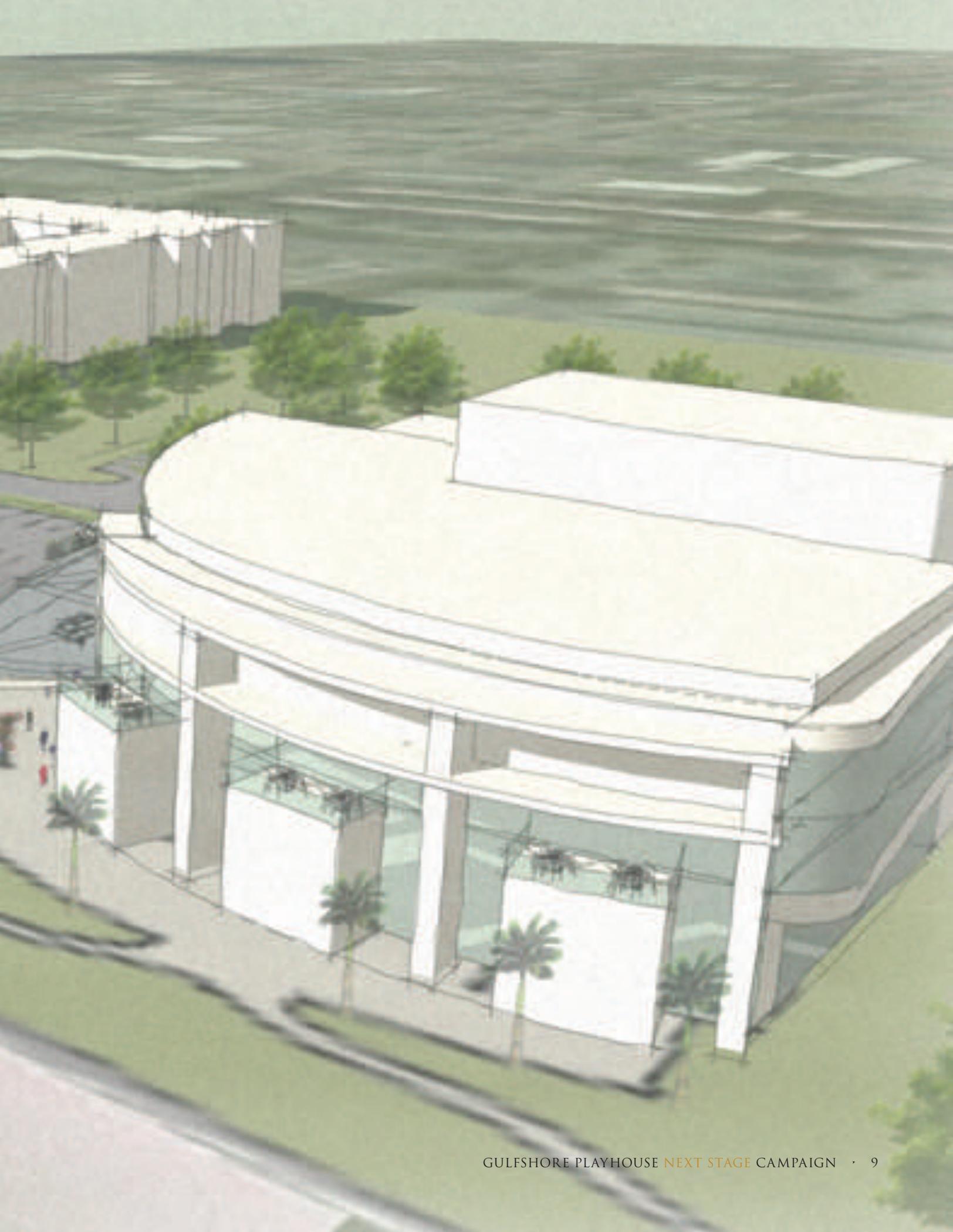
# THE CENTERPIECE OF THE NEXT STAGE CAMPAIGN

**A stunning new building  
at 3rd Avenue South and  
Goodlette-Frank Road in  
downtown Naples**

Extending the sparkling Fifth Avenue South glamour a few blocks East, the new Gulfshore Playhouse will be an elegant performing arts complex with a Main Stage, 150-seat Studio Theatre, Grand Lobby, Atrium, Rehearsal Halls, Education Wing, and Scenery and Costume Shops. There will be gathering spaces for friends, actors, seasonal visitors and the community. The new Playhouse will add significant and lasting value to the cultural life of Naples.

**This is an artist's sketch of what a theatre the size and scope of Gulfshore Playhouse could look like fronting on Goodlette-Frank Road in Naples Square. This is not intended to represent final plans for the look of the Playhouse.**



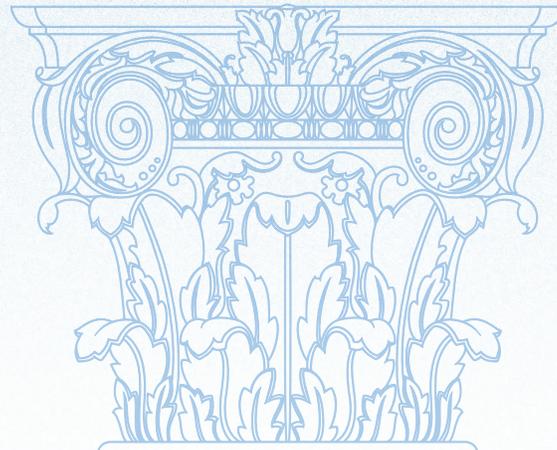


# CAMPAIGN PRIORITIES

## **Designing a destination where theatre can flourish.**

Outstanding architectural vision enhances any new building, and Gulfshore Playhouse is mindful of the need to engage topnotch professionals to design our new theatre complex. A careful process of reviews and interviews is being undertaken. Design impact, functionality, good crowd circulation, and cost-effectiveness are among the items being considered.

Creating great spaces for live theatre and its ancillary activity is central to Gulfshore Playhouse's vision and we know that professional theatre will thrive in our thoughtfully designed new space.



# DESIGNING

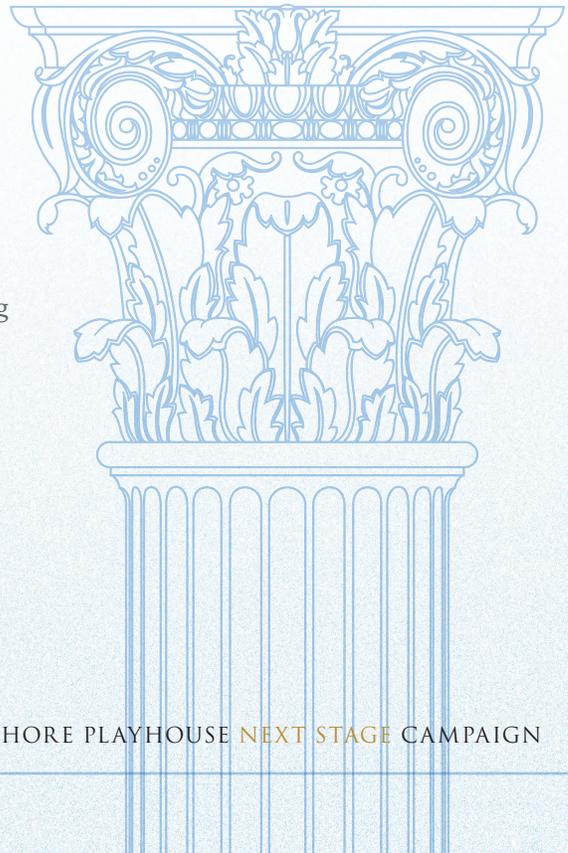
# ESTABLISHING

**Establishing bold yet intimate performance spaces. Great spaces support transformative theatre and draw ever-larger audiences.**

And why live theatre? Because it changes and enhances us. Live theatre is vital, direct, and powerful. It is thanks to the experience of live theatre that our new stages—a Proscenium Main Stage and a 150-seat Studio Theatre—will be filled not only with talented professional actors, but with intelligence, heart, great ideas, laughter, tears and expanded horizons. Whether it's a world premiere, a pre-Broadway tryout, a concert, lecture, or performance for children, the experience of living art will be the purpose of each space in the new complex. It is something that a video screen cannot provide, but a production of "Hamilton" or "Julius Caesar" can. Theatre-going at Gulfshore Playhouse will be a dramatic and special experience.

By creating dynamic performance places, together with a Grand Lobby, Atrium, and people-friendly promenades, we will make compelling experiences possible, and align ourselves with a storied tradition.

We love to hear Shakespeare tell us: "All the world's a stage. And all the men and women merely players; They have their exits and their entrances. And one man in his time plays many parts." Building the appropriate theatre spaces for today and tomorrow is our generation's role. Let us all play our part.



# CAMPAIGN PRIORITIES

## Ensuring that the next generation will be educated to appreciate theatre.

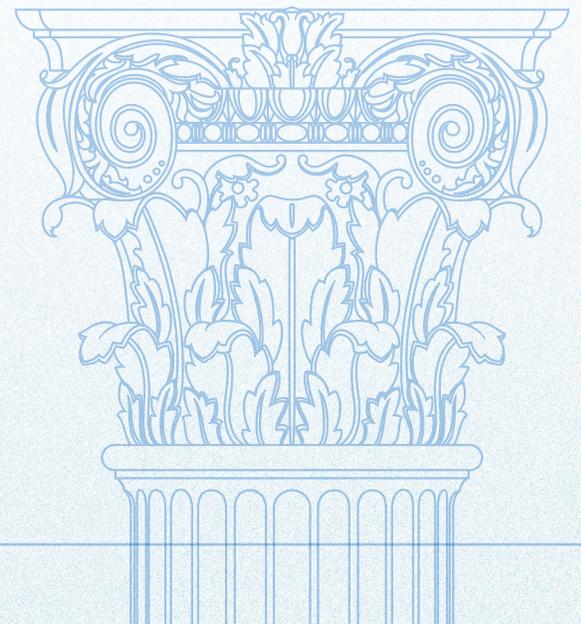
Storytelling, and self-expression, together with live theatre experiences change young peoples' lives. Gulfshore Playhouse Education Programs will thrive in this new setting, allowing theatrical training in acting, set design, creative writing, and more, to enhance the lives of young people in our region, including many who would not otherwise be able to access live theatre. Through these experiences, we will not only foster personal creativity, self-development, and self-expression, but also the development of future audiences.



STAR Academy student production of Cinderella

We envision the day when our parking lot is filled with school buses, as happy, enthusiastic students file through our doors, excited to see our next production. We will produce theatre for children, with professional actors, and BY children in our STAR Academy-to-Go, the program designed to serve the needs of at-risk children. Our scholarship fund will continue to increase, funding not only afterschool and summer camp, but in-school residencies, the STAR Academy-to-Go and community outreach. Our ThinkTheatre Curricula will continue to integrate teaching content with theatre methodologies, to Florida State Education standards, as well as Kennedy Center-approved national arts standards.

# ENSURING



# TRANSITIONING

## **Transitioning with productions that demand and dazzle.**

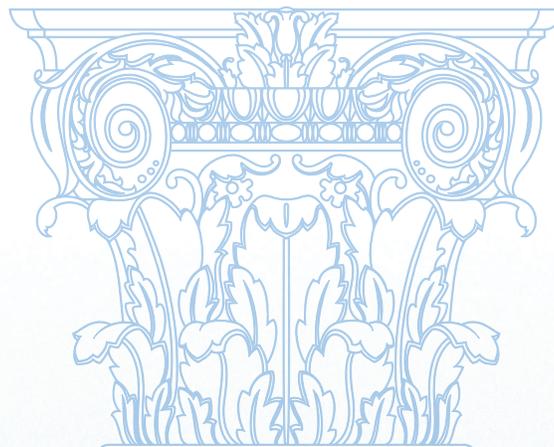
Our Transition Fund will ensure a transition year of the highest possible quality productions and programs.

We know that theatre has the power to transport us to destinations never imagined, to engage with people who don't look like us, act like us, or sound like us. Suddenly, through the alchemy of theatre, we realize "They are just like us." If they can be forgiven, then so can we. If they can find love, then so can we. If they can turn their lives around, so can we. Through theatre, we are inspired to change, to go out into the world to inspire others.

Theatre can also dazzle, surprising us with vivid visuals, breathtaking beauty and enormous energy.

Conversely, it can touch us deeply with quiet moments of reflection and deep insight.

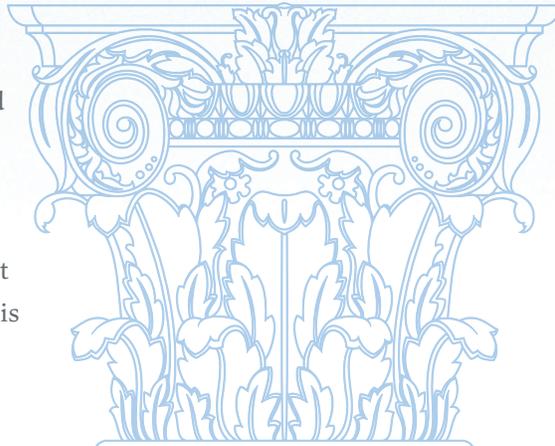
Gulfshore Playhouse aims to bring Naples world-class theatre that does all of this and more. It is our duty and privilege to create beauty and lasting value for our audiences.



# CAMPAIGN PRIORITIES

## Endowing for the future.

Sustaining healthy operations for the long haul requires more than putting up a new structure. It requires creating endowments that lay a foundation for fiscal health, facilities' preservation, and innovative programming, year after year. Gulfshore Playhouse is building for a secure, stable, and sound fiscal future. This is the best way to support our mission and it is a commitment that the Board and Staff understand and endorse.



# ENDOWING

# LETTER FROM THE HONORARY CHAIRS



## DEAR FRIENDS OF GULFSHORE PLAYHOUSE,

Theatre-going has been an important part of our lives for many years. It gives us joy, nourishment for the brain, comfort for the soul, fresh insights, and shared experiences. Through theatre, we grow.

And speaking of growth, our much-loved Gulfshore Playhouse continues to expand and evolve every year under the capable leadership of Kristen Coury, Founder and Producing Artistic Director. It has very recently brought us our region's first professional Shakespeare, a Lerner and Loewe musical, and stimulating new works, along with many strong seasons of New York-quality professional productions and unique educational offerings. Its contribution is remarkable; its potential is tremendous; its capacity for creativity limitless.

As longtime donors, we have been impressed by the foundation it has laid for what will surely be a "destination theatre" for Florida. Strategic planning, research on real estate, staffing, and programming for the future have all been undertaken with great care. Strong leadership on the staff and on the Board is in place. Gulfshore Playhouse has created its blueprint for its future and now it is ready for the "Next Stage."

Now the Playhouse requires our financial support to create a home for the arts education that will be unparalleled in this part of the country. Gulfshore Playhouse will be a landmark in Naples, an economic driver, and a legacy for our community. Please join us in giving generously. Let's invest together so that very soon we will be able to sit together and see the curtain rise on a brand new state-of-the-art home for award-winning professional theatre, superb culture, and stimulating educational outreach in our region. Future generations will thank us.

With gratitude,

**PATTY AND JAY BAKER**

Honorary Chairs, Next Stage Campaign



## FROM THE BOARD CHAIRMAN

Our Board and Founder's early dream of a professional theatre for the Paradise Coast has come true year by year, marked by one impressive production after another. We are now on the verge of the fulfillment of our ultimate dream: the construction of an elegant and inviting theatre complex that welcomes the entire community and enhances downtown Naples. Please join us in making this dream come true. Remember, it's for you, too!

**BOB HARDEN**

Board Chairman

# LETTER FROM THE FOUNDER



DEAR FRIENDS,

It is with gratitude, joy, and deep pride that I write to you now. In the first thirteen years of Gulfshore Playhouse, we had many mountains to climb: our goal, always, was to bring professional theatre at affordable prices in an intimate setting to our region, together with unique educational opportunities for both children and adults. We have done that and much more.

We have explored universal themes: we helped nourish your souls, feed your minds, and give you forums for interaction with your fellow theatre-goers. We have provided additional content, stimulating information, and interesting festivals all designed to create food for thought and deep discussion.

We have provided great talent: we identified and brought some of the best artists in our nation to the Paradise Coast to play on our stages and in our classrooms. We have created educational opportunities, collaborations, and partnerships with our local schools, museums, and arts organizations.

We have contributed to the economy: we have been an economic driver in Downtown Naples since 2006, contributing as much as \$1.5M annually to the local economy. We have secured local housing for all of our artists, shopped with local vendors, and produced extraordinary world-class theatre, all right here in Naples. In short: we have become a cultural pillar of our community.

That is all thanks to YOU. Without your generous patronage and support, none of this would have been possible.

And there is still so much we can do. I dream of the day when:

- Our striking new landmark facility opens its doors in Downtown Naples with award-winning, state-of-the-art productions, creating the very best theatrical fare in the Southeast corner of our nation.
- Our brand new Education Wing is filled to overflowing with professional teaching artists, students, student matinees, plays and musicals by and for children, all designed to teach students how to think, create, sing, dance, act, and express themselves more fully.
- We produce shows that move to Broadway, contributing to the canon of American Contemporary Theatre.
- We are an economic driver and destination location contributing \$10M annually to our region, and attracting residents and visitors alike.

On the day that you, your friends, and your family come through the new doors for the first time and be moved by the art, inspired by the building, and proud to be a Neapolitan.

Please join us in this exciting venture. Together, we can make this dream a reality. Will you help us make the Next Stage Campaign a stunning success?

Warmest regards,

KRISTEN COURY

Founder and Producing Artistic Director

# NEXT STAGE CAMPAIGN DOLLAR GOALS

**This is an artist's sketch of what a theatre the size and scope of Gulfshore Playhouse could look like fronting on Goodlette-Frank Road in Naples Square. This is not intended to represent final plans for the look of the Playhouse.**

Land	\$ 5,000,000
Construction	\$35,000,000
First-Year Fund	\$ 2,000,000
Contingency/Endowment	\$ 3,000,000
<b>CAMPAIGN GOAL</b>	<b>\$45,000,000</b>



# YOUR GIFT IS AN INVESTMENT THAT WILL HAVE AN IMPACT

Every gift and pledge to the Next Stage Campaign brings us closer to our goal of permanent, world-class professional theatre for Naples.

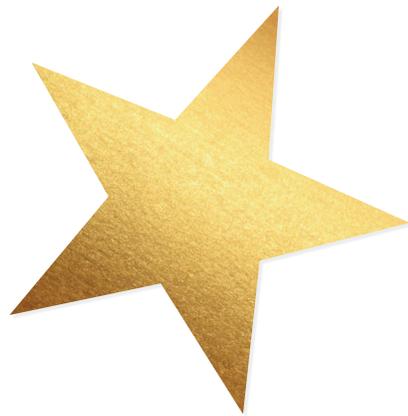
We are an organization that values integrity, intelligence and high standards.

We believe that your gift will:

- Enhance the quality of life and the cultural fabric of Southwest Florida
- Bring the public outstanding theatre productions and programs.
- Educate all participants, including our young people, bringing them fresh, joyful, growth-oriented experiences.
- Provide access to the arts and arts education for our region's most deserving low-income, at-risk and special needs children.

- Increase academic performance and future opportunities for our region's students.
- Incubate, inspire, and nurture the creation of new plays for our nation's most talented playwrights.
- Produce innovative new pre-Broadway productions that will later transfer to New York, thus supporting the arts nationally.
- Boost our possibility of winning a Tony Award for Best Regional Theatre.

We invite you to give today and invest in the future of our region and its people. We thank you, in advance!



# HOW YOU CAN PLAY A STARRING ROLE

Help us get to the "Next Stage" by:

- Making a direct contribution by check or credit card.
- Contributing stock or securities. (Please inform us in advance.)
- Making a pledge payable over three to five years

For further information on how to make a gift, please contact Gulfshore Playhouse's Development Department at 239.261.7529.

S U P E R B

GULFSHORE  
PLAYHOUSE

*Administrative Offices*  
1010 5th Avenue South, Suite 205  
Naples, Florida 34102

239.261.PLAY (7529)  
[www.gulfshoreplayhouse.org](http://www.gulfshoreplayhouse.org)