



Preserving A Legacy + Igniting Your Passion + Revitalizing the Arts

A Case for Support

Flat Rock Playhouse began 2020 full of hope, excitement and optimism; in the strongest position in more than a decade, artistically and financially. Due to strong leadership by the Board and Administration, incredible collaboration and commitment by the staff and generous support from patrons, donors and sponsors, Flat Rock Playhouse was poised to have its most positive and creative year in decades.

Then the world shattered. Since COVID became the new reality, the team at Flat Rock Playhouse was forced to take an Intermission from its scheduled season, and watch and wait. Thankfully, patrons and sponsors waited with us, gifts and donations continued to see us through, as did federal PPP funding.

But the team did not watch and wait for long. This Intermission was a time to build on our strength at the beginning of 2020, leverage our competencies to make meaningful contributions as a community partner, while remaining nimble and ready as the Covid story unfolded for the theater community.

Worldwide the arts have suffered great losses. Broadway is dark. The West End in London is dark. Artists are struggling with no meaningful employment for the foreseeable future. Theater is an art form that has suffered more than most and will likely take longer to recover. It will be months before people will want to gather in large crowds, sitting right next to a stranger in Row G Seat 5. And the ripple effects are astounding. Not only are actors not working, but neither are designers, technicians, writers, directors, marketers, print shops, costumers, camera persons, box office personnel...and on and on it goes.

Preserving A Legacy

During this unprecedented time, we have been learning and growing. We have become stronger by revitalizing our education program, we have increased our capabilities such as video production and virtual platforms, we have continued building responsible financial policies that create future sustainability, we have danced with donors and sponsors in unique and creative ways, we have broadened our vision around diversity and inclusion and we have offered our loyal patrons entertainment during days of isolation.

Igniting Your Passion

Looking to the future, we have an opportunity to continue to grow and become stronger. As the State Theater of North Carolina, we are in a unique position to bring high impact and relevant partnerships to life. We have an opportunity to partner in new ways, with Henderson County Public Schools and Boys and Girls Club, to serve our children. We have an opportunity to partner with our senior living communities to provide performing arts to help deal with isolation and depressions our seniors are feeling. We have an opportunity to create new works of art and to support artists who have been impacted disproportionately by COVID.

Revitalizing the Arts

To stay strong and continue to build for the future, we need you now. Our greatest need is to emerge from this trying time with a sustainable and new normal for Flat Rock Playhouse. While the stage remains dark and there is minimal production revenue early in 2021, your donation will help to sustain us.

We need to:

- Maintain and build back the staff as we carefully build back productions
- Support and extend education programs for students and adults
- Upgrade technology, so necessary in this new world
- Deal with aging facilities and campus
- Support the ongoing operational needs
- Underwrite production costs and prepare for the next season
- Build our infrastructure

We need to keep the momentum going which began in 2019, taking us into 2020 with great strength and excitement. With your help, we have navigated 2020 with a flexibility and nimbleness which allowed us to pivot, try new things and continue to create. Planning for 2021 we will further gain strength with your help and commitment to keep the arts alive. Not just here locally, but across the region and state.

Please join us in this campaign to remain ROCK SOLID for years to come!