

A large group of young dancers, mostly girls, are performing on a stage. They are wearing various costumes, including dresses and leotards, in shades of blue, pink, and white. Many have their arms raised in a synchronized pose. In the background, a large screen displays the text "Welcome to the 2024 Rodman Awards" in a stylized, cursive font. The stage is decorated with star-shaped ornaments hanging from the ceiling.

Welcome to the *2024* *Rodman Awards*



MARILYN RODMAN
PERFORMING ARTS CENTER

ANNUAL REPORT

JANUARY 1 - DECEMBER 31, 2024

OUR MISSION

The MRPAC's mission is to provide our community and youth with relevant, equitable, and meaningful opportunities to experience all aspects of the performing arts.

OUR HISTORY

The MRPAC proudly bears the name of Marilyn Rodman, a lifelong advocate for the arts.



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A LETTER FROM OUR EXECUTIVE DIRECTOR

As we reflect on 2024, I am filled with gratitude and inspiration **for everything our community has made possible** at the Marilyn Rodman Performing Arts Center. This year marked extraordinary growth—not only in the vibrancy of our programming, but in the way our supporters, partners, and neighbors have rallied around our mission.

One of our most significant achievements this year was the incredible momentum behind our **Reimagine the Arts** campaign. Thanks to the generosity of new and longtime supporters, **we raised \$220,000** to renovate the exterior of our historic building. These funds are transforming our theater and breathing new life into a treasured community landmark. As the Foxborough Common continues to flourish with restaurants, shops, and local businesses, our refreshed and welcoming façade stands as a symbol of revival, creativity, and shared pride. We are humbled by the outpouring of support that is helping the theater shine again—inviting patrons and performers of all ages to discover, imagine, and create within our walls.

Our impact this year extended far beyond the stage. Our Education Program, **Broadway KIDS**, continued to take flight, offering young performers opportunities to develop confidence, skills, and lifelong friendships. Watching students grow—both artistically and personally—reminds us why arts education is essential to a thriving community.

Accessibility and inclusion remained central pillars of our mission. Through our Community Access Fund, in partnership with the Mass Cultural Council’s **Card to Culture** initiative, we welcomed patrons with EBT, ConnectorCare, or WIC cards to attend performances at significantly subsidized rates or at no cost. This work ensures that the joy of live performance is not a privilege, but an open door for all.

Our partnership with **Lifeworks** also deepened in meaningful ways. Together, we expanded a multidisciplinary arts program that invites participants to engage in dance, music, and visual art. This collaboration continues to remind us that the arts have the power to uplift, connect, and empower people across all abilities and experiences.

The growth we experienced in 2024 has been nothing short of exponential. Every milestone—every program launched, every performance attended, every student inspired—has been made possible by you: our patrons, donors, partners, and the performers who grace our stage. **Your belief in our vision fuels our work each day and propels us toward an even brighter future.**

As we look ahead to a momentous celebration—our centennial in 2027—we do so with excitement, purpose, and deep appreciation. **Thank you for continuing to support the Marilyn Rodman Performing Arts Center.** Together, we are shaping a legacy of creativity, community, and connection for generations to come.

With gratitude,
Catherine Miller
Executive Director
Marilyn Rodman Performing Arts Center

YOUTH COMMITTEE

Our Youth Committee made a remarkable impact in 2024, embracing every opportunity to learn, and grow within the MRPAC. With 16 Youth Committee members, 6 box office interns, and 35 youth volunteers, our young people played a vital role in bringing our mission to life.

Through their involvement, they gained hands-on experience in leadership, customer service, technical operations, and community engagement—skills that will serve them well beyond our theater doors.

We value the trust our community has placed in us to help guide and support its young people, and we are proud to continue programs that encourage their creativity, responsibility, and sense of belonging.



FOUNDERS DAY

This year marked a meaningful milestone for the MRPAC as we proudly participated in Foxborough's Founders Day Parade for the very first time.

By walking alongside other community organizations, our youth committee members and staff proudly represented the MRPAC and we brought the spirit of the MRPAC beyond our walls and into the heart of the community.

Events like these allow us to connect with community members who may not yet have stepped inside our theater, reminding them that the MRPAC is not just a venue, but it is a welcoming space for everyone.

YOUTH COMMITTEE





LIFEWORKS PARTNERSHIP

In 2024, we launched our partnership with Lifeworks, and it is one that has become one of the most meaningful parts of our year. Through a series of monthly arts-based workshops designed specifically for individuals with physical and cognitive limitations, we've created an inclusive space where participants can explore creativity, build confidence, and experience the joy of the arts. This first year has strengthened our commitment to making the arts accessible to everyone, and we are grateful to Lifeworks for helping us bring this mission to life.





RODMAN FOR KIDS PARTNERSHIP

Rodman for Kids has long been a trusted partner in uplifting and inspiring young people, and in 2024 their support of the MRPAC continued. Their full buyout of Emerald City Theatrical's *Beauty and the Beast*, brought the joy of live performance to families who may not otherwise have been able to attend.

Rodman for Kids' commitment to ensuring that every child has the opportunity to experience the arts aligns beautifully with our mission, and we are grateful for the memories their support helped create.



BROADWAY KIDS

Broadway Kids made its exciting debut in Summer 2024, welcoming 12 young performers. Designed for children K–2, the program introduced students to the magic of theatre through singing, movement, storytelling, and creative play.

Our goal with Broadway Kids is to plant the seeds of artistic curiosity early and offering a space where children can grow not only as performers, but as collaborators and creative thinkers. By fostering teamwork, communication, and self-expression, the program strengthens social and emotional learning in ways that extend far beyond the stage. We look forward to expanding Broadway Kids in the years ahead, ensuring even more young people have the chance to experience the empowerment that the arts bring.

SCHOOL PRODUCTIONS

Our long-standing partnership with Foxborough's elementary schools is a cornerstone of the MRPAC's mission to serve our community through the arts. Each year, we welcome students from Burrell, Igo and Taylor Elementary schools and The Sage School to present their annual productions on our stage. These collaborations strengthen the bond between education and the arts, ensuring that creativity remains a vital part of childhood development.

For many students, performing at the MRPAC is their first time inside a working professional theater. From backstage excitement to the thrill of standing under stage lights, the experience fosters confidence, teamwork, and a sense of accomplishment. We cherish the opportunity to give young performers a space where their efforts are taken seriously, their creativity is celebrated, and their community comes together to cheer them on.





REIMAGINE THE ARTS UPTOWN

In 2024, the Reimagine the Arts Uptown campaign exceeded its goal, raising \$226,755 thanks to generous donors and an \$81,000 matching grant from the Massachusetts Cultural Council. This campaign reflected our community's belief in the importance of preserving and enhancing our nearly 100-year-old building.

These funds will support crucial renovations, including exterior repairs, safer walkways, accessible entryways, and refreshed facade that will revitalize our presence in Uptown Foxborough.

The impact will be felt by the thousands of patrons who join us each year and by the wider community that benefits from a lively and flourishing cultural hub.

A COMMUNITY-DRIVEN TRADITION

Jessica Lynn's *A Very Merry Classic Christmas* has quickly become one of the most beloved holiday traditions at the MRPAC. After the overwhelming success of its debut in 2023, the demand from audiences made it clear that this celebration needed to grow. In 2024, the MRPAC proudly expanded the event to two performances (both of which sold out) proving the popularity this show has formed with our community and the joy it brings during the holiday season.

The production features dozens of local dance groups, choirs, and singers who share the stage alongside internationally renowned singer-songwriter Jessica Lynn, creating a performance that is as community-driven as it is professionally presented.





CARD TO CULTURE

Joining the Mass Cultural Council's Card to Culture program in 2024 marked an important step in our commitment to ensuring that the performing arts is accessible to everyone in our community.

By welcoming families who rely on EBT, WIC, and ConnectorCare benefits, we opened our doors wider than ever for people of all backgrounds to experience the arts.

In its first year, the program supported 156 individuals from 55 households, welcoming many first-time visitors. We heard from parents who were grateful to give their children a magical first show experience, and from caregivers who found joy in spending a night out together.

The smiles and the gratitude we've seen reaffirm why equitable access to the arts matters. We look forward to continuing this partnership in the years ahead, ensuring that no family misses out on the magic of live performance due to financial barriers.

OUR LEADERSHIP

2024 BOARD OF DIRECTORS

EXECUTIVE OFFICERS

Jared Craig, President

Skip Barry, Vice-President

Eve Keddy, Treasurer

Sue Dring, Assistant Treasurer

Allie Mushlin, Clerk

MEMBERS

Lynne Barry

Paul Beck

Vin Calio

Jim DeVellis

Kevin Powers

Jim Slattery

Jon Turner

Kristy Yankee



FY 2024 INCOME

Contributed Support
(Includes Grants, Individual,
Annual Fund, Reimagine the Arts)
25%

Concessions
16.7%

Interest/Other
0.6%

Theater Rental
22.1%

Education/Youth Development
1.4%

Ticket Sales & Commissions
21.3%

Facility, Technical & Ticketing Fees
12.9%

\$601,412

FY 2024 EXPENSES

Facility Costs
(includes mortgage, inspections,
insurance, utilities,
maintenance & repair)
18%

Operations
(license and inspection fees,
dues and subscriptions)
24.1%

Cost of Goods Sold
6.6%

Interest/Other
0.8%

Advertising, Marketing &
Development
5.8%

Payroll
44.7%

\$447,974

To understand the impact of the MRPAC, it is important to look at the broader landscape of the performing arts across Massachusetts and the nation. As theaters and arts organizations adapt to changing times, data helps illuminate both the challenges and opportunities facing the field.

The data below reinforces the importance of community-supported institutions like the MRPAC and highlight why continued investment in the arts is essential.

WHY THE CREATIVE & CULTURAL SECTOR MATTERS IN MASSACHUSETTS

NATIONAL ARTS FACTS	MASSACHUSETTS ARTS FACTS
<p>FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT</p> <p>4.31% Nation's GDP 5.2 M Jobs</p> <div><div></div><div>\$1.102 TRILLION Arts & Culture</div></div> <div><div></div><div>\$1.62 T Retail</div></div> <div><div></div><div>\$1.09 T Construction</div></div> <div><div></div><div>\$920.5 B Transportation</div></div> <p>The national arts and culture sector was a \$1.102 trillion industry in 2022 (4.31% of the nation's GDP), representing 5.2 million jobs (3.28% of nation's workforce), and total compensation of \$540.9 billion.</p> <p>Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.</p>	<p>FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT</p> <p>4.13% State's GDP 133,773 Jobs</p> <div><div></div><div>\$28.6 BILLION Arts & Culture</div></div> <div><div></div><div>\$32.9 B Retail</div></div> <div><div></div><div>\$26.3 B Construction</div></div> <div><div></div><div>\$13.5 B Transportation</div></div> <p>The Massachusetts arts and culture sector was a \$28.6 billion industry in 2022 (4.13% of the state's GDP), representing 133,773 jobs (3.5% of Massachusetts' workforce), and total compensation of \$15.6 billion.</p> <p>Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies (2024). Data collected for 2022.</p>
<p>ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES</p> <p>National</p> <p>\$151.7 B Economic activity annually</p> <p>2.6M Jobs supported by economic activity</p> <p>In 2022, the impact of this economic activity generated \$29.1 billion in total tax revenue to federal, state, and local governments.</p> <p>Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6.</p>	<p>ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES</p> <p>For Example: City of Springfield</p> <p>\$82.4 M Economic activity annually</p> <p>1,483 Jobs supported by economic activity</p> <p>In 2022, the impact of this economic activity generated \$15.3 million in total tax revenue to federal, state, and local governments.</p> <p>Source: Americans for the Arts (2023). Arts & Economic Prosperity 6. 2022 data collected for City of Springfield, MA .</p>
<p>FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS</p> <p>Federal Appropriation FY24 \$207 Million</p> <p>Congress allocated \$207 million to the National Endowment for the Arts (NEA) in FY24. This amounts to just 62 cents per capita. Ideally, Congress should index \$1 per capita funding to the NEA.</p> <p>Source: Americans for the Arts Action Fund, 2024.</p> <p>View the Top 10 Reasons to Support the Arts HERE</p>	<p>STATE FUNDING RECEIVED FOR MASS ARTS & CULTURE SECTOR</p> <p>\$25 M from the FY24 state budget to support Mass Cultural Council programs and services</p> <p>\$10 M in the FY24 Capital Spending Plan directed to the Cultural Facilities Fund (CFF)</p> <p>\$5 M in state casino gaming tax revenues directed to the Gaming Mitigation Fund</p> <p>In FY24, Mass Cultural Council anticipates approving approximately 2,500 grant awards across all grant programs.</p> <p>Source: Massachusetts Cultural Council, 2024</p>

Source: <https://www.artsactionfund.org/massachusetts>

2024 Rodman Awards



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