



The Gladstone Theatre Inc.

910 Gladstone Ave., Ottawa • 613-233-GLAD

Chairman of the Board - Report to the Membership AGM 2024-12-09

A full slate of productions was on hand for 2023-2024. But, not too surprisingly, attendance continued to lag pre-pandemic levels. A closer look at the data indicates that shows with name recognition draw well whereas lesser-known productions are still struggling. This will help shape future offerings at TGT.

Despite these challenges, TGT's financial position remains positive, and this resulted in a small profit for the financial year. Some highlights:

- the rent charged to local indie producers was fixed once again, but set at a level below pre-pandemic levels – we want to encourage producers to present at TGT with as low overhead as possible
- continuation of the Operating grants received from the City of Ottawa and from the Ontario Arts Council.

Several other highlights from this year:

- TGT signed a new lease through 2030 (the current lease expires in 2025). The owners are happy to have TGT as a tenant and terms were quite favorable.
- TGT is now a fully accessible venue. Through a mix of targeted fundraising and grant funding, our front doors have been upgraded to allow for automatic door activation.
- A Marketing Plan was produced by an external consultant. This was followed by the creation of a Marketing Implementation Plan, which provides a detailed rollout for TGT to meet our marketing goals.
- TGT hired Jillian Wright as our Communications Coordinator to implement the Marketing Implementation Plan.
- TGT participated in Doors Open Ottawa. More than 200 people were treated to tours of the theatre. A great success as many of the visitors were first timers to TGT.

All TGT policies continue to be found on TGT's website.

Members of the Board of Directors have been working on several initiatives that will keep The Gladstone Theatre on a path to success. We will be hearing about these from the various speakers. We are excited by the potential the future offers and look forward to growing the reach of TGT in the year ahead.