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**ARTS** HHHH  
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# HENNEPIN ARTS COMMUNITY IMPACT REPORT 2023-2024

In 2024, Hennepin Theatre Trust, now Hennepin Arts, assumed management and operations of its theaters to better position us to accelerate our efforts in revitalizing the vibrancy of the Hennepin Theatre District in downtown Minneapolis.

# MEMORABLE MOMENTS



- The Broadway musical *The Girl From the North Country* tour launched its national tour at the Orpheum Theatre in October 2023.
- Hennepin Arts announced that the world premiere of the Broadway musical *Purple Rain* will take place in Minneapolis at the historic State Theatre in 2025.
- *Clue* launched their national tour at the Orpheum Theatre in February 2024.
- We welcomed over 2,000 patrons for a Sensory Friendly Performance of *Disney's The Lion King* in April 2024.
- Andrea Mokros, Hennepin Arts' Board of Directors Chair, was named a 2024 Women in Business Honoree by Minneapolis/St. Paul Business Journal.
- In June 2024, we became Hennepin Arts. Our new name and brand maximize our ability to unify our efforts—from theater to education to community, and beyond.





# EDUCATION IN THE SPOTLIGHT

Hennepin Arts' Education program is an essential part of arts education in over 120 Minnesota schools, supporting more than 8,000 students. We help students build confidence, critical thinking, empathy, a sense of community, knowledge, and appreciation of theater by increasing equitable access to quality theater education.



**160,000** students, educators, artists and community members engaged with their local *Spotlight* productions in 2023-2024.











**3,700** families and theater lovers who took part in *Spotlight Showcase*, Minnesota high school theater's biggest celebration.

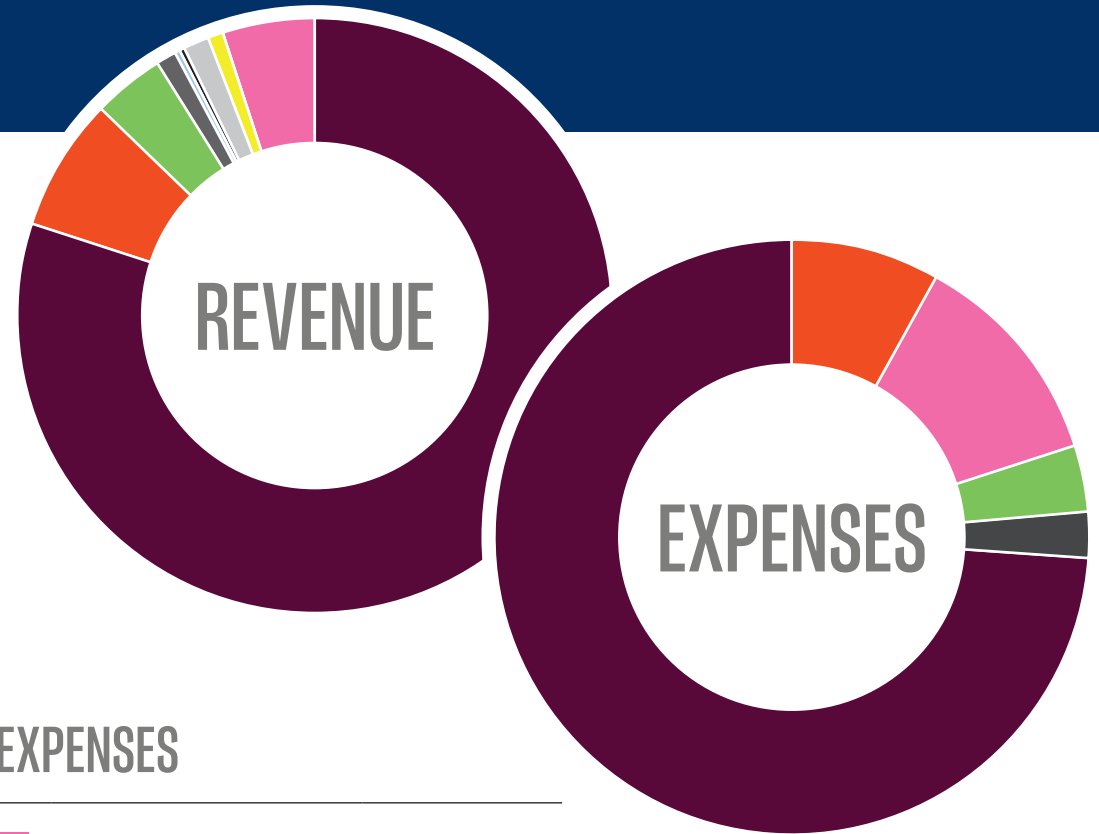
**150** local artists who engaged with *Spotlight* as paid evaluators and teaching artists during the 2023-2024 season.

**267** elementary school students introduced to the thrill of the performing arts through our *Disney Musicals in Schools* program.






# BY THE NUMBERS

## REVENUE

	Ticket Sales	\$31,508,821
	Donor Contributions	\$2,834,761
	Grants	\$1,497,749
	Sponsorship	\$521,571
	Programming	\$65,606
	Concessions	\$157,832
	Interest	\$503,572
	Event Centers	\$360,014
	Marketing	\$87,000
	HTG	\$1,873,883



## EXPENSES

	Administration	\$3,316,905
	Programming	\$4,724,147
	Event Center	\$1,383,776
	Fundraising	\$1,000,130
	Show	\$29,456,955

# BY THE NUMBERS



**WE WELCOMED VISITORS  
FROM ALL COUNTIES  
ACROSS MINNESOTA**

## PERFORMANCES

**159** Brave New Workshop

**128** Broadway

**77** Comedy

**57** Concerts

**27** Family

**20** Dance

**3** Other (*non-ticketed event*)

**471 TOTAL PERFORMANCES**

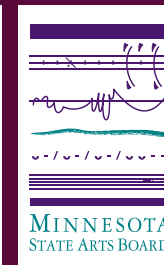


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Hennepin Arts is a 501(c)(3) nonprofit organization. Thanks to our supporters, we are able to instill confidence and community connection in more than 8,000 students statewide through our arts education programs, elevate and financially support the creative works of local artists and provide meaningful arts and cultural experiences to the more than 600,000 people we bring to the Hennepin Theatre District annually.

[Learn more at HennepinArts.org](https://www.HennepinArts.org)



This activity is made possible by the voters of Minnesota through a Minnesota State Arts Board Operating Support grant, thanks to a legislative appropriation from the arts and cultural heritage fund.