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ANNUAL REPORT

23



“The Georgetown Palace Theatre is a family. The staff, crew, directors, choreographers, and incredible performers are all working as a family, bringing happy moments to all who enter the doors. The Palace is a gem in the Georgetown Arts Community.”

– Carolyn Holloway



Letter from the President of the Board of Directors

The Georgetown Palace Theatre – A fun and challenging balancing act.



The Georgetown Palace Theatre is a historic building just off the square in Georgetown. Built in 1925, it has evolved from a movie house into a live performance venue. Balancing the historic nature of the venue while addressing the growing needs of a dynamic and growing community is a fun and interesting challenge. The Palace has balanced many challenges over the years.

We continue to invest in and preserve the original venue while updating it to meet present needs. We've acquired additional space specifically to facilitate our live theater needs, including both back stage production areas in the Tin Barn and a second live performance venue in the Playhouse.

In 2020, the Palace proudly debuted its newly constructed building, The Doug Smith Performance Center. The Smith is dedicated to the needs of our ever-growing children's education program, now a year-round series of educational and performance opportunities for kids of all ages and abilities that live in and around Central Texas. It should read: We serve thousands of youth every year with our classes, camps, productions, and field trip program. We even have a Palace Performance Company for young artists committed to a higher level of training and performance. Many of these students develop their skills to perform on our main stage and/or to pursue a career in the performing arts.

To support this growth, we added professional staff, invested in technology and facilities upgrades, as well as innovated our approach to both live performance and educational activities. I want to thank the staff, under the leadership of Executive Artistic Director, Ron Watson, for their hard work and dedication. And to all of the artists involved backstage and center stage for their professionalism, talent, and love for the Palace. Thank you for a great season!

As the community continues to grow, so does our need for dedicated patrons. We appreciate your past support and look forward to your continued generosity to the arts in Georgetown. We will never stop needing people like you.

As President of the Board of Directors, I want to thank the Executive Committee and the Board of Directors for their support. Together we have navigated challenges, celebrated successes, and built an award-winning theatre on the most beautiful town square in Texas.

Sincerely,

Michael Davis
President, Board of Directors

2024 Board of Directors



William Watson
Vice President



Michael Davis
President



Karen Turpin
Treasurer



Beth Baker
Secretary



Art Rodriguez
Past President

Members at Large

John Argersinger

Gary Brown

Jessica O'Brien

Ed Harmes

Joe Austin

Tessa Maxwell

Desiderio Roybal

Mission Statement.

The Georgetown Palace Theatre, Inc. is a non-profit organization dedicated to enhancing the quality of life in Georgetown and Williamson County by providing a venue for quality and affordable entertainment and educational opportunities in the performing arts.



Vision.

The Georgetown Palace Theatre seeks to be the cultural destination for everyone.



Letter from the Executive Artistic Director



After another amazing and successful year at the Georgetown Palace Theatre, I wanted to take a moment to reflect on our accomplishments and express my gratitude for the dedication and support from our staff, patrons, and community.

In 2023, we reached a huge milestone in the history of the Palace, by offering small stipends to our adult actors and crew. We continued to offer exciting programming for everyone. Our Springer and Playhouse Stages produced outstanding productions, from classic musicals and comedies to contemporary dramas, receiving both critical acclaim and attracting record-breaking audiences. Our education program has also flourished, providing valuable opportunities for young artists to gain life skills and experience in the performing arts.

In addition to our artistic achievements, we have made significant progress in our efforts to improve accessibility and inclusivity at the Palace. We offered our adaptive performances to individuals and families with special needs, and we have worked to create a more welcoming and inclusive environment for all members of our community. And while we're proud of what we've accomplished so far, we know we have more to do.

None of this would have been possible without the hard work and dedication of our talented staff, volunteers, and supporters. I am continually impressed by the passion and commitment of everyone involved with the Georgetown Palace Theatre, and I am excited to see what we will accomplish in the coming year.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Ron Watson', with a stylized, flowing script.

Ron Watson
Executive Artistic Director

**“The staff is always so helpful and kind.
The productions always exceed my expectations.”**

– Palace Patron

“Great performances, costumes, voices, talent, and creativity.”

– Palace Patron

Staff

Board of Directors

Executive Artistic Director
Ron Watson
(1998)

Productions

Technical Director
Taylor Myers
(2024)

**Production and
Costume Supervisor**
Faith Castaneda
(2008)

**Assistant
Technical Director**
Rachel Havlice
(2024)

Facilities Coordinator
Nick Wigg
(2023)

Operations

Operations Manager
Jessie Drollette
(2006)

**Asst. Box Office
Manager**
Deborah Hanna
(2021)

**Director of
Development**
Debra Heater
(2023)

Marketing Manager
Lindsey Brisbane
(2023)

**Marketing and
Outreach
Coordinator**
Catherine Godbold
(2024)

Education

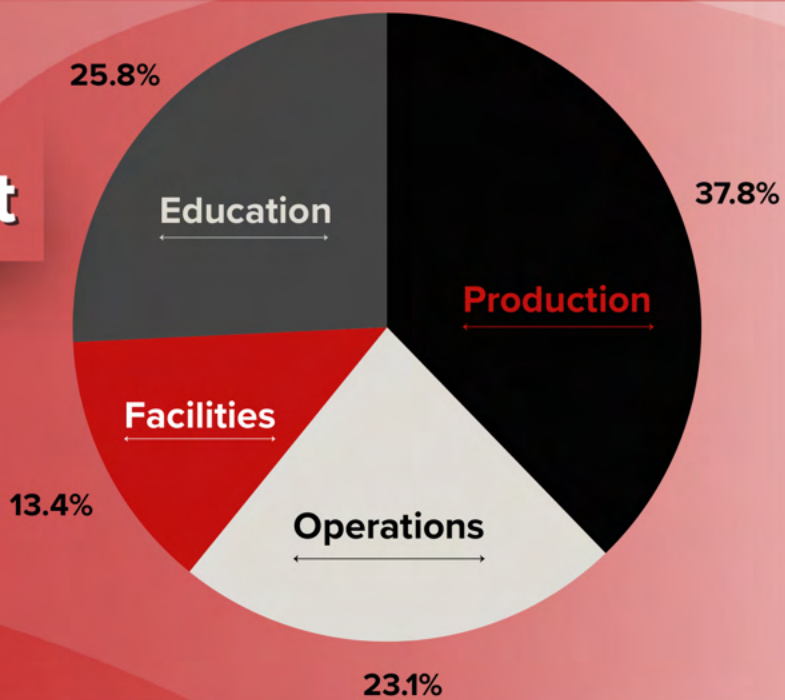
Director of Education
Kristen Rogers, PhD
(2018)

**Education
Administrator and
PPC Manager**
Jessee Smart
(2007)

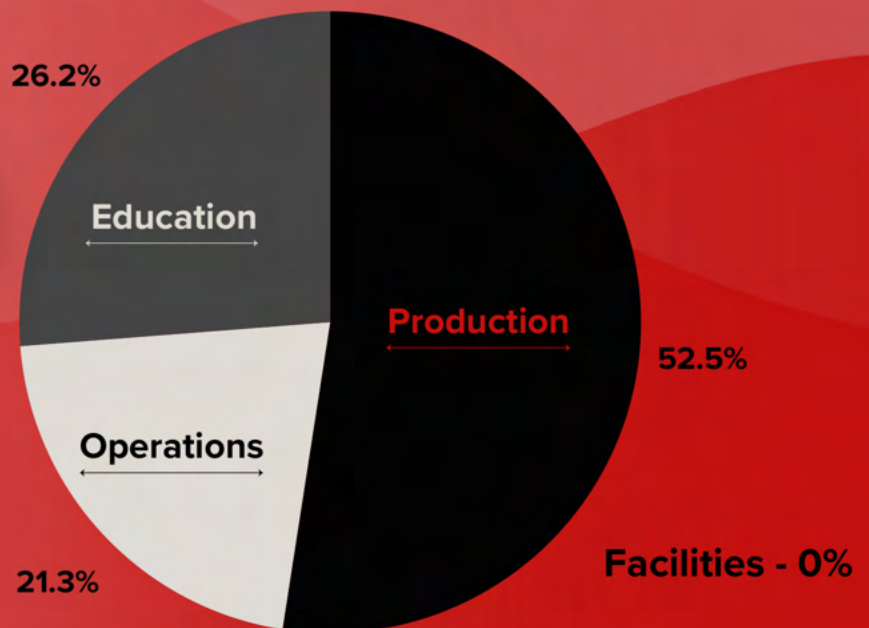
**Education
Coordinator**
Courtney Satterfield
(2015)

**Education Tech
Director / Resident
Designer**
Emily Taylor
(2016)

Expenses By Department



Income By Department



Capital Expenditures

- Installed new concession stand in Springer stage lobby
- Modified/Upgraded classrooms in Smith building
- Purchased new moving truck to transport materials from vendors and between buildings
- Started paying adult actors and crew members

2023

Palace Highlights

285 Performances

Performances include musicals, nonmusicals, ASL, adaptive, Theatre for Young Audiences, concerts, special events, and Education Productions.



40,000 Patrons

The Palace hosted nearly 40,000 visitors in 2023. This includes the historic Springer Stage, Playhouse Stage, and the Doug Smith Performance Center.

650+ Artists

More than 650 actors, designers, directors, stage managers, technical directors, singers, musicians, dancers, choreographers, scenic painters, set designers, builders, sound, lighting, and costume designers graced our stages in 2023.

10,000+

The Palace social media boasts more than 10,000 Facebook followers and nearly 1,000 Instagram followers.

2023-24 Season

JEKYLL
& HYDE

AGATHA CHRISTIE'S
THE
MOUSETRAP



A
CHRISTMAS
CAROL
THE MUSICAL

Sorry!
Wrong Chimney!

SHE
LOVES
ME

THURGOOD

DISASTER
THE MUSICAL

Doubt
A Parable

BRIGHT
STAR

FUNNY
LITTLE
THING
CALLED
LOVE

CATS

DEAD
MAN'S
CELL
PHONE

2023-24 Extended Season

Sweeney
Todd

Misery

White
Christmas

DICKENS'
CHRISTMAS
CAROL
A TRAVELING TRAVESTY
IN TWO TUMULTUOUS ACTS

Letter from the Education Director



The Georgetown Palace Theatre Education Department has successfully met and exceeded many of our 2023 goals. To say we have recovered from a difficult 2020 and 2021 would be an understatement, but we overcame those challenges and came out on top.

While interest in our Daytime Homeschool programming has been hit or miss, our Adaptive Theatre for All programming experienced a period of re-growth when it returned, followed by consistent enrollment and support in 2023. Our Theatre for Young Audiences (TYA) program, which only just returned in Fall 2022 when schools began allowing field trips again, saw an increase in inquiries in 2023.

Our Palace Performance Company (PPC) program, After School Classes, Education Productions, and Summer Camps are now thriving, in many cases surpassing registration goals and proceeding to waitlists.

In 2023, PPC membership averaged 50 students, which is the ideal size for that program. Interest in classes from non-PPC students has been steadily growing, with a record high number of class registrations in Spring 2023, and the popularity of our Education Productions was off the charts. We had six performances of *How I Became a Pirate: Younger@Part*, four performances of *Finding Nemo KIDS*, six performances of *The SpongeBob Musical: Youth Edition*, and four performances of *Mary Poppins JR*. And the PPC Seniors wowed us with three performances of *Urinetown*, two performances of *Clue: High School Edition*, two performances of their PPC Senior Showcase 2023 (The History of Broadway), two special event performances with Tenors UnLimited, and three performances of *Mean Girls: High School Version*. The Fall shows (*Finding Nemo*, *Mary Poppins*, and *Mean Girls*) played to nearly sold-out audiences for every performance. The 2023 Summer Camps were also in high demand, with nearly 600 students and 29 performances of 16 different shows.

As we look optimistically to the future, our focus turns to innovating our program model to meet the demands of our ever-growing population and the popularity of our programs. This includes managing staffing and resources, as well as helping our students find balance with school, home, and their love of theatre. The Palace offers a unique environment that will adapt and transform to meet the needs of the next generation of artists and theatre lovers.

We can't thank you enough for your generosity and support.

Sincerely,

A handwritten signature in black ink that reads "Kristen Rogers". The signature is fluid and cursive, with the first name "Kristen" and last name "Rogers" clearly distinguishable.

Kristen Rogers, PhD, MFA
Director of Education

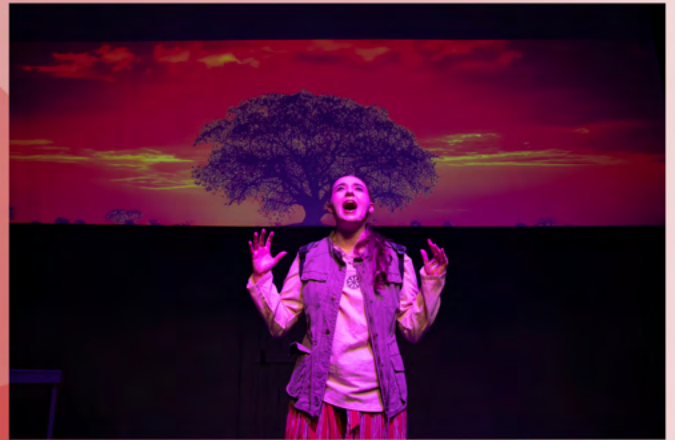
“My 10-year-old got to 'shine' and develop confidence in a craft that may just become a true passion for her. The quality of coaching and organization of this program is the best we've seen in the area.” - Palace Parent

2023

Education Highlights

68 Total Classes

Fall & Spring: After School Classes, Homeschool Programming, and Adaptive Theatre for All.



27 Productions

Fully produced 18 shows for Spring Break & Summer Camps, seven Education Productions during Spring & Fall, and two productions for Theatre for Young Audiences.

1,825 Students Enrolled

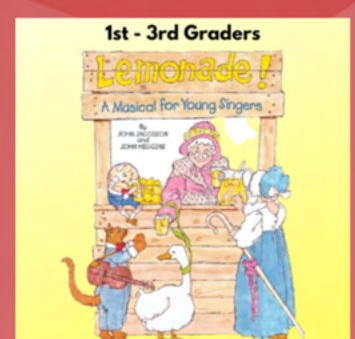
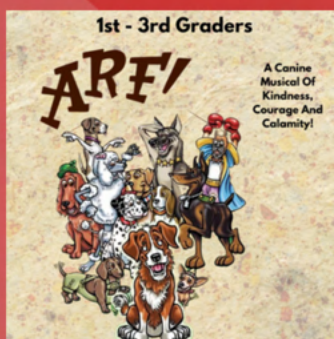
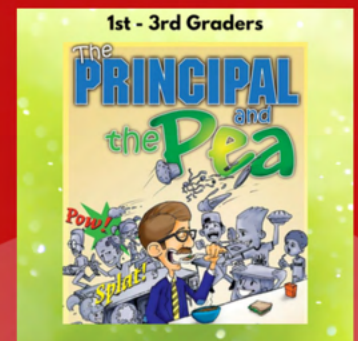
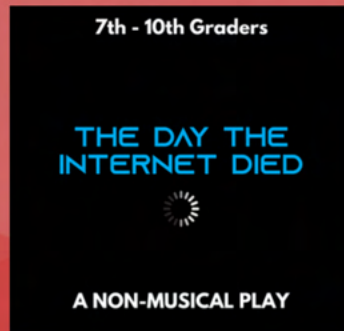
Various enrollment throughout 2023 includes Palace Performance Company, After School Classes, Education Productions, and Camps.

4,100+

Students attending Theatre for Young Audiences shows. The field trip component of this program serves students from all over Central Texas, including 36% from Title I schools.

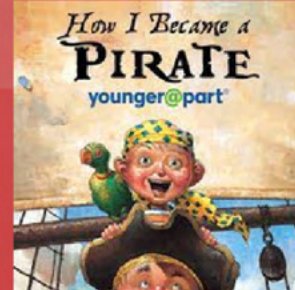
2023 Education Programming

Summer Camps



2023 Education Programming

Spring Education Productions



Spring Break Camps



Mini Camp

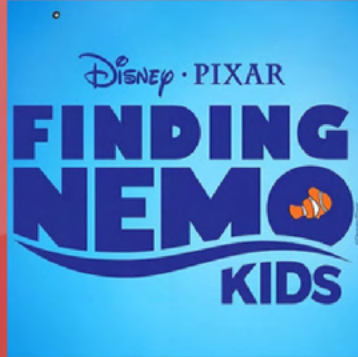


Theatre for Young Audiences



2023 Education Programming

Fall Education Productions



Mini Camps



Theatre for Young Audiences



Letter from the Director of Development



Looking back on 2023, I'm overjoyed at my experience at the Georgetown Palace Theatre and in May 2024, I will celebrate my one-year anniversary. I've connected with so many amazing people, organizations, and local businesses that support our theatre and all we do. We have great momentum going into 2024, but still rely on you to support our vision for the future – to be the cultural destination for everyone.

As you are well aware, Georgetown is growing at a rate of 11.18% annually and its population has increased by 58.55% since the last census in 2020. That means we need you more than ever to meet the demand of this growing population. Being a cultural destination for everyone means our productions, education programs, staff, board, artists, and patrons should reflect the population that we serve. It also means that our long-term strategic goals must position the Palace as a leader in the cultural district. We want to grow with Georgetown, responsibly and thoughtfully.

Your contributions in 2023 made up 20% of the total income at the Palace. That's incredible! Contributed revenue allows us to increase opportunities for outreach, advertising, and promotional events to attract new audiences to our venues and new artists to our stages. That is our ultimate goal. As of February 2024, our historic theatre has been a fixture on the Georgetown Square for 98 years. We invite you to help us sustain our legacy for years to come.

Thank you so much for your continued support and generosity.

Sincerely,

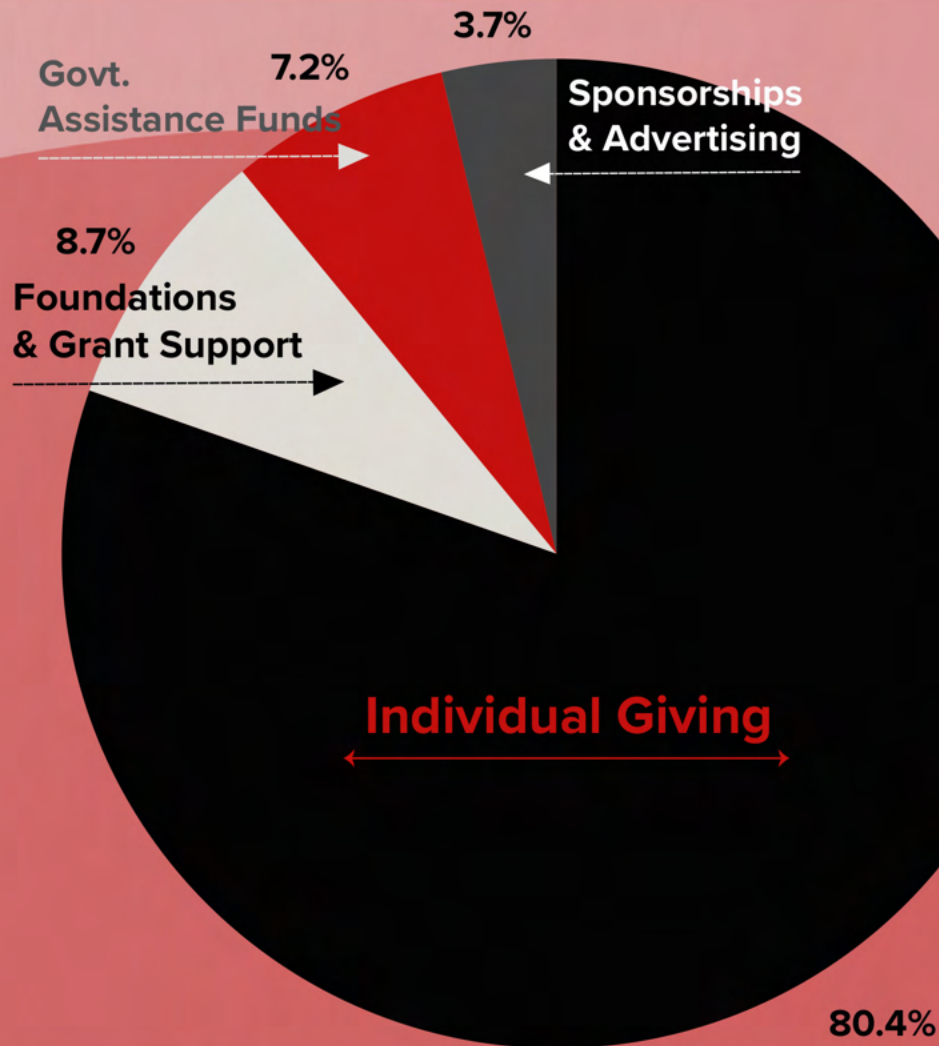
Debra Heater
Development Director

**“Great vibe. I love being a part of the Palace community.”
– Palace Patron**

**“My son loves coming to the adaptive shows. He enjoys being
part of the community. Thank you for all you do.”
– Palace Patron**

Development Income

Philanthropy in Action



2023-24 Season

Patron Club Members

Hero Level (\$10,000-\$19,999)

Cecilia & Tom Mackay

Impresario Level (\$5,000-\$9,999)

Georgetown Health Foundation

Shirley & Ed Harmes

Joanne & Bill Harrah

Carolyn Holloway

Carlos Verdonk & Thérèse
Vertruyen

Producer Level (\$2,500-\$4,999)

Deanna & John Chenoweth

Amado DeHoyos

Timothy D. & Debra J. Hart

Miriam Hussey & Bill Whalen

Marianne & David Inman

Richard Rowder

Karen & Duke Turpin

Director Level (\$1,500-\$2,499)

Diana & John Argersinger

Michael Davis

Gary & Sheila Engel

The Grant Family Fund

Alexia & Robert Griffin

Betty Luedecke

Barbara Mall

Nancy McCormick

Linda & Thomas Shell

Jan & Bill Soula

Susan & Ron Thompson

Susan & Thomas Williams

Artist Level (\$1,000-\$1,499)

Peggy Busch

Chisholm Trail Communities Foundation
on behalf of Connie David Clark

Deanne & Glenn Coward

Emily & Daryl Eldridge

Robin Mueller & Bill Gardiner

Mary C. Gregory

Jerry & Ann Pearson

Jana Springer

Michael Weir

2023-24 Season Major Sponsors



The Anna+Anton Olson
Legacy Foundation



Texas
Commission
on the Arts

Investing in a Creative Texas



W.D. KELLEY
FOUNDATION



Georgetown
Health
Foundation

2023-24 Season Nonprofit Partners List

Our Nonprofit Partner program spotlights a Central Texas nonprofit organization for each of our Springer Stage musicals. It's a great way to introduce your organization to our patrons and it's how we stay connected to the community around us.



WILLIAMSON COUNTY
ART GUILD



THE GEORGETOWN PROJECT
Leaders In Youth Development Since 1997



Healing Thru Horses

Focus on the Future

What's Next for the Georgetown Palace Theatre?

Mark Your Calendar

2025 Season Reveal
October 2024

2024 Gala
November 9, 2024

Music Festival
May 17, 2025

100-year Anniversary
2026



**“You all have a unique and historic venue. All the shows I have
been to have been amazing!”**

– Palace Patron

This image shows a full page of white paper with horizontal grey ruling lines. The lines are evenly spaced and run across the width of the page. In the background, there are large, faint, light-grey wavy shapes that overlap each other, creating a subtle pattern behind the lines. There is no handwriting or printed text on the page.

THREE VENUES, ALL PALACE

CONTACT:

BOX OFFICE: 512-869-SHOW (7469) EXT. 1

GEORGETOWN PALACE THEATRE :

(HOME OF THE SPRINGER STAGE):

810 SOUTH AUSTIN AVE. | GEORGETOWN, TEXAS 78626

GEORGETOWN PALACE PLAYHOUSE:

216 WEST 8TH STREET | GEORGETOWN, TEXAS 78626

DOUG SMITH PERFORMANCE CENTER

(HOME OF THE EDUCATION PROGRAM & SMITH CENTER EVENTS):

206 W. 2ND STREET | GEORGETOWN, TEXAS 78626

GEORGETOWNPALACE.COM

