

NOVEMBER 2022



FROM THE WINGS

"HAMILTON" HELPS BOOST LOCAL ECONOMY

The return of "Hamilton" concluded its two-week Rochester run on Sunday, November 13. The show played to more than 38,000 patrons over 16 performances. It's those patrons, plus the cast and crew of "Hamilton", who provided a substantial economic boost to the Rochester community.

"Our audiences were clearly thrilled on a nightly basis to be sitting and reveling in the 'Hamilton' experience, which is really like no other," said RBTL Executive Vice President, Linda Glosser. "There's a special intense 'buzz' in the theatre for this show at every single performance. We feel very fortunate to witness that kind of happy excitement."

Based on statistical analysis by The Broadway League, the New York City-based national trade association for the Broadway industry, the local economic impact of "Hamilton" in Rochester can be estimated in excess of \$14 million. In a time where many businesses are still recovering financially from the COVID-19 pandemic, this economic boom touched area hotels, restaurants, tourist attractions, parking lots, retailers, union workers, vehicle rental companies and more.

"Having just finished a remarkable two week run, it is impossible to overstate the positive impact 'Hamilton' provides in communities where it plays and to the people who see it," said RBTL Presenter, Albert Nocciolino.

Due to the extended run, over 1,300 room nights were filled in local hotels and more than 5,300 hours were logged for local union employees. At RBTL's Auditorium Theatre, concessions sold over 224 dozen cookies and the "Gold Star" t-shirts were the best seller at the merchandise booth.

"We knew 'Hamilton's' two-week run would mean capacity crowds for every show and it did not disappoint," said Aaron Metras, co-owner of Salena's Mexican Restaurant. "Our business increased over 20% during the two-week run. The best part is everyone was in a great mood, because they were either about to see or had just seen the show!"

Additionally, six area schools participated in RBTL's arts education program, A.R.T.S. Partners. As a result, 940 local students, parents and teachers attended performances of "Hamilton". A.R.T.S. Partners allowed teachers to integrate the arts into their classroom lessons, with RBTL's original curriculum surrounding the themes from "Hamilton".

"Experiencing Broadway through our partnership with RBTL affords our students both access and equity," said Moniek Silas-Lee, principal at Dr. Charles T. Lunsford School No. 19. "The integration experience provided by RBTL sparks curiosity in the classroom and a genuine interest in theatre arts. In short, integrating the arts into education and providing these experiences are critical to the success of our students both academically and personally."

This was the second engagement of "Hamilton" at RBTL's Auditorium Theatre. The production debuted in Rochester with a three-week run in 2019.

UPCOMING EVENTS:

HARRY CONNICK, JR.

November 26

OPEN HOUSE

November 30

THE HOLIDAY SOUL JAM

December 3

COME FROM AWAY

December 6-11

JIM BRICKMAN

December 15

SLEEPING BEAUTY

December 17



RBTL'S AUDITORIUM THEATRE

885 EAST MAIN STREET

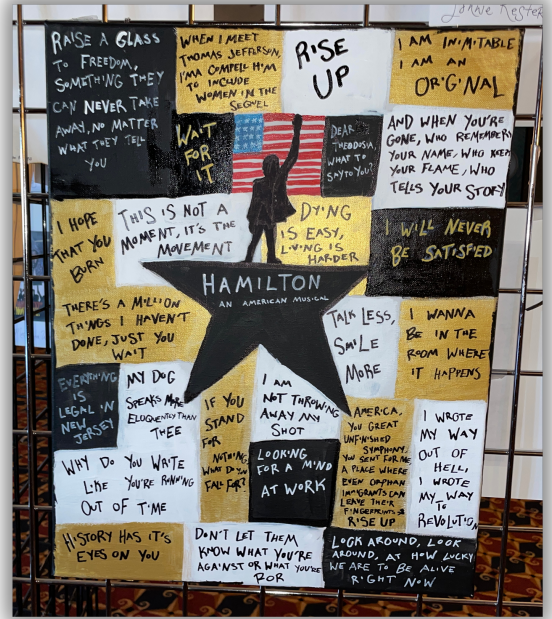
ROCHESTER, NY 14605

585.222.5000 - RBTL.ORG

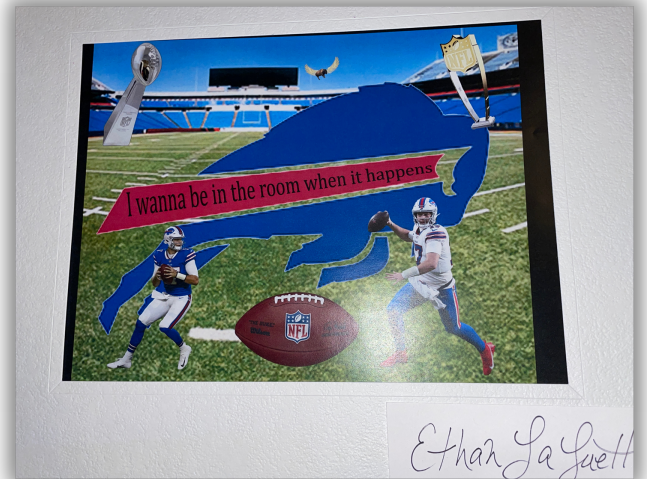
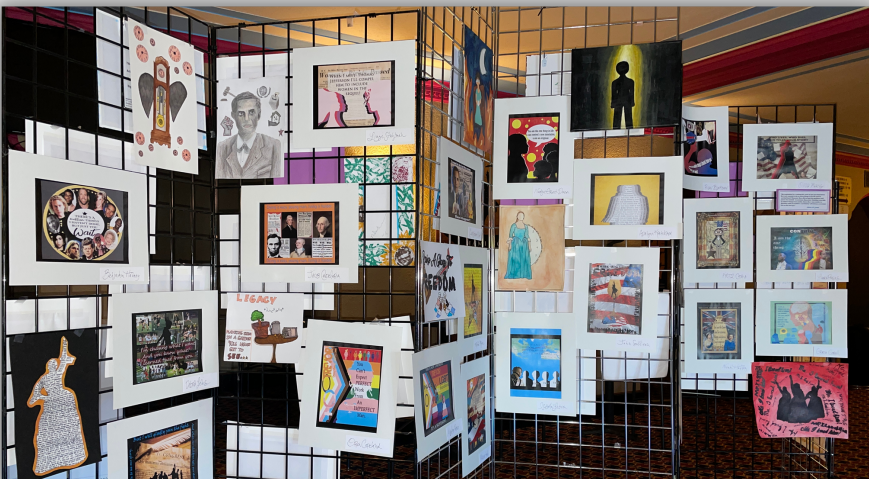


@RBTLAUD

INTEGRATING VISUAL ARTS & THEATRE WITH A.R.T.S. PARTNERS



Students at Gates Chili Middle School are among those who participated in RBTL's A.R.T.S. Partners Program – learning about "Hamilton". The lessons included analyzing the music from the show and identifying the themes and lyrics with which they felt a connection. Among the themes: time, legacy, rising up and taking a chance. The students were tasked with creating art that exhibited their interpretation of a chosen theme, prior to seeing the show. Those interpretations ranged from activism, to human rights, to motivation and even the Buffalo Bills!



amazonsmile

&

rbtl

As you start your holiday shopping online, consider giving back to a non-profit at the same time.

By using smile.amazon.com (operated by Amazon.com) for your online shopping, Amazon will donate 0.5% of your eligible purchases to the 501(c)3 charitable organization you designate.

You will log in the same way and enjoy the same look and selection, however, you will be making a difference for RBTL at the same time.

Please take a moment to sign up and select RBTL as your charity of choice.

To participate, [CLICK HERE](#), then log into your Amazon account.

Future donations will automatically be applied when applicable purchases are made, so long as you log in via smile.amazon.com.

Go to rbtl.org/support-us for more ways you can support RBTL.

LAST CHANCE TO PURCHASE RBTL'S 6-SHOW BROADWAY TICKET PACKAGE

There is still a chance to purchase the 6-show Broadway ticket package to see the remaining shows in RBTL's 2022-2023 M&T Bank Broadway Season. Season ticket packages include one ticket to each show. Prices range from \$258 to \$563, depending on which performance the patrons choose to attend. That's as low as \$43 per show! Season ticket subscribers also receive exclusive benefits, including the ability to renew the same seats year after year. Keep all of the tickets for yourself or gift a show or two to friends and family!

The package includes the following shows:



COME FROM AWAY
December 6-11, 2022



DISNEY'S ALADDIN
April 11-16, 2023



BEETLEJUICE
February 14-19, 2023



SIX
May 16-21, 2023



HADESTOWN
March 14-19, 2023



TO KILL A MOCKINGBIRD
June 13-18, 2023

The 6-show season ticket package can only be purchased through December 14th, so don't wait! Available at rbtl.org or by calling 585-222-5000.

"TEST DRIVE" YOUR SEATS AT RBTL'S OPEN HOUSE

For those interested in becoming a Season Ticket Holder, come to RBTL's next Open House event on November 30 from 9:00 a.m. to 5:00 p.m. It's a chance to "test drive" and browse available seats. Attendees can also view video previews of the upcoming Broadway shows and meet the staff, who can answer any questions. No tickets or purchase is required to attend the Open House.



MEET THE RBTL STAFF: EVENT AND SECURITY TEAM

We'd like to introduce our staff to you! Over the next several months, we'll feature different departments, tell you a bit about them and introduce the people who work hard to make your theatre experience satisfying, memorable and safe.

Today, please meet members of our event staff and security team. They are among the first you will see when you visit RBTL's Auditorium Theatre, starting with the parking lot staff in the RBTL-owned and controlled lots around the Auditorium.



Striving to provide a comfortable and safe environment as you enter the theatre, the event team and security staff serve in a number of functions and locations. They assist in scanning tickets and processing each patron through our walk-through metal scanners. (We feel very fortunate that today's audiences are adept and accommodating in working with us on this important step in the process.) Securing your personal safety as you enter our venue is among the top priorities our staff can perform. In addition to accommodating the walk-in process, members of our team assist in resolving ticketing and seating questions, special needs and requests and work closely with our other front of house team members and staff, as well as with the touring events themselves.

Over the past few years, we've added positions to our night of show team, including a presence at the Main Street entrances with a dedicated patrol vehicle, and personal attendants in the Main Street and College Avenue parking lots. These are dedicated staff who are present throughout the performances.



RBTL employs individuals with a variety of skills, many of whom have worked for decades as event staff. Now in his 26th year at RBTL, Matt Klim (pictured far right in top photo) serves as supervisor to our event and security team. Drawing from a pool of nearly 50 part-time employees, one of Matt's main tasks is to schedule staff for more than 140 events in a typical season.

Recently, we sat down with Matt to talk about some of his experiences over the more than two decades of work at the theatre.

Q: What are some of the occupations held by members of the event staff and security team?

A: They work in a variety of occupations including careers as: security officers, school staff (Assistant Superintendent, Head Bus Driver, Secretary, Teacher), Property Manager, Office Manager, Retirees, Director of a non-profit organization, Nurses, Physical...

(continued on page 5)



(continued from page 4)

...Therapy Assistant, Physical Therapist, Retail Manager, Corrections Officer, Truck Driver, Transit Authority Manager, Dance Teachers and a Special Police Officer.

Q: What's your favorite thing about your event staff job?

A: I have three favorite things about my job:

1. The people who I work with are like family to me and that includes both the newly hired staff and the other folks who I have worked with for over twenty years. This place is more than just a job for many of us. We put our blood, sweat and tears into what we come to do.
2. I really enjoy being able to experience all the different types of performances that RBTL hosts: rock concerts, comedians, musicals, plays, etc. This really expanded my love of the arts.
3. I also look forward to getting to meet the many performers that RBTL hosts and see what happens behind the scenes of those productions.

Q: Do you have any specific memories you'd like to share?

A: I have some many wonderful memories from my many years here, but here are my top three:

1. At least 20 years ago, when comedian George Carlin arrived at the stage door, he got out of his car and came over to me. He shook my hand and introduced himself as "Hi, I am George". In return, I replied, "Hi, I am Matt. Welcome to the Auditorium Theatre". That meeting has stuck with me since he was one of the nicest celebrities that I have ever encountered. Plus, his demeanor was quite different than what people see on stage.
2. When Penn and Teller were here for their performance, I remember just having a random discussion with both of them (and yes, Teller does talk). It was very nice of them to just talk with me - an unknown security guy. A lot of times, we just get overlooked by the performers, but it's nice when you get treated like an actual person.
3. When the musical, "How The Grinch Stole Christmas" was in town, I worked the back-stage door and the lead actor, Stefán Karl Stefánsson, would come outside in full Grinch makeup and sit at the picnic table and we would talk about his home country of Iceland and his time on the children's TV show "Lazy Town".



Among the team, in addition to Matt, RBTL is fortunate to have a number of long-term staff members who began 20+ years ago. As is the case with other departments, we're lucky to have people who are dedicated to the organization and have a love for the live theatre environment.

Please join us in future installments of this Staff Series, and meet them all!

ROC THE DAY for RBTL and Arts Education

Join RBTL for 24 hours of giving!

On November 29, the Greater Rochester community will come together to ROC the Day. It's a chance to make a real difference right here in the Greater Rochester region.

Donations to RBTL will go directly to arts education programs, including A.R.T.S. Partners, Stars of Tomorrow, and two brand new programs, Broadway Boost and Ensemble Project. With your help, RBTL is able to provide free materials and affordable tickets to students in our area.

Join us in supporting our community and ROC the Day!
Find out more and get ready to ROC at ROCtheDay.org/RBTL.