

AUGUST 2023



FROM THE WINGS

RBTL ANNOUNCES RENAMING OF AUDITORIUM COMPLEX: WEST HERR PERFORMING ARTS CENTER

The Rochester Broadway Theatre League (RBTL) is proud to announce a new partnership with the West Herr Automotive Group. The Auditorium Complex will now be renamed the West Herr Performing Arts Center, and the Theatre portion, likewise, renamed the West Herr Auditorium Theatre.

"West Herr is thrilled to partner with RBTL to create a new Performing Arts Center for Rochester," said West Herr President and CEO, Scott Bieler. "We at West Herr are dedicated to the communities in which we live and work, and so this partnership solidifies our long-term commitment to the Rochester community. We are proud to support and help restore this historic building, so that all of Rochester can gather as a community and enjoy the arts for years to come."



is proud to
announce ...



AUDITORIUM —AND— PERFORMING
THEATRE —ARTS CENTER

RBTL will continue to own and operate the entirety of the complex, offering a variety of arts and entertainment to the Rochester community at both the West Herr Performing Arts Center and the West Herr Auditorium Theatre. RBTL has owned the Theatre portion of the complex since 2004. In March of this year, the balance of the complex was purchased with the intent of turning it into a Performing Arts Center and enhancing the theatre-going experience for both patrons and performers.

"Since 1930, the Auditorium Complex has been a landmark in Rochester and, in recent years, one that has deserved to be brought back to its original glory," said RBTL CEO, Arnie Rothschild. "In March, when RBTL acquired the entire complex, we began a series of talks with West Herr and Scott Bieler, which became an agreement to restore this prized venue. This is a huge undertaking for us both, but this partnership shares the goal of creating a premier destination for Rochester entertainment. We are thankful to West Herr and to Scott for their commitment to Rochester and their vision for what this complex will once again become."

UPCOMING EVENTS:

KEYSHIA COLE

September 1

NURSE BLAKE

September 18

DISNEY'S FROZEN

September 26 - October 8

SPIDER-MAN:

INTO THE SPIDER-VERSE

October 12

MAGIC ROCKS!

October 21



WEST HERR
PERFORMING ARTS CENTER
875 EAST MAIN STREET
ROCHESTER, NY 14605

RBTL.ORG



@RBTLAUD

(continued from page one)

In addition to the new name, restoration and renovation efforts have already begun at the West Herr Performing Arts Center. Design and architectural teams are also working on potential renderings, which include improvements to community accessibility, adaptability and amenities. While both beautiful and historic, the complex as it sits, provides for many challenges. RBTL is partnering with Pike Construction Services, LaBella Associates, LeChase Construction and other community advisors to augment the existing Auditorium spaces in the most optimal way.



Preliminary rendering of the West Side entrance of the complex.



Preliminary rendering of the East Side addition to the building.

“For almost 100 years the Rochester Broadway Theatre League has been bringing exceptional performances to the Rochester area which are a point of pride and excitement for our community, as well as a significant benefit to our economy,” said Bronson. “Through the partnership with West Herr Automotive Group, RBTL’s impact will expand exponentially - partaking in a substantial renovation and expansion of theatre space, increasing their community investments, and bolstering the local economy. I commend Chairman and CEO, Arnie Rothschild, and all the board members, for their vision and leadership in establishing RBTL as one of the cornerstones of the Greater Rochester area.”

The historic building, completed in 1930, was originally the Masonic Temple of Rochester, serving Masons across the Northeast. In addition to the West Herr Auditorium Theatre, among other spaces, the West Herr Performing Arts Center also contains four former ceremonial meeting rooms. These rooms will be renovated and made available to community entities and will allow for the expansion of RBTL’s nationally-recognized and award-winning education programs.

With improvements and forward thinking, the complex, including its nearly 2,500 seat venue, will be viable for generations to come. RBTL’s goal is to complete renovations by 2030, the building’s 100th anniversary. Renovations will be funded in part by capital campaigns, sponsorships, operating surplus, state and local grants and foundations and other aid. This includes the recently announced \$2 million from the New York State Assembly. At the beginning of this month, the Assembly Delegation, led by Dean Harry Bronson (D - 138), celebrated the investment, which is part of their Capital Funding Grants for local incentives and investments.



Preliminary rendering of the South Side, Backstage entrance.



AUDITORIUM | PERFORMING
THEATRE | ARTS CENTER

THE 2023-2024 M&T BANK BROADWAY SEASON



September 26-October 8



November 7-19



December 12-17



January 30-February 4



February 20-25



June 4-9

6-show Package
as low as \$258!
SUBSCRIBE TODAY

RBTL NOW BOOKING GROUP SALES FOR MOULIN ROUGE! AND ANNIE

RBTL is now booking groups to see performances of "Moulin Rouge! The Musical" and "Annie." (Group sales are also still available for "Frozen.") "Moulin Rouge! The Musical" will play at the West Herr Auditorium Theatre for an extended run November 7-19. That will be followed by "Annie" December 12-17. Those interested in purchasing 10 or more tickets to the same performance may be eligible for a group sales booking. Gather your friends, family, co-workers, club members or students together for a great afternoon or evening of live theatre!



John Cardoza as Christian & Yvette Gonzalez-Nacer as Satine in the North American Tour of Moulin Rouge! The Musical.
Photo by Evan Zimmerman for MurphyMade



Krista Curry, Nick Bernardi and Stefanie Londino in the National Tour of ANNIE.

Photo Credit: Matthew Murphy and Evan Zimmerman for MurphyMade

There are various benefits of booking as a group, including advance seating! Groups that place reservations early will be seated prior to individual tickets going on sale to the public. RBTL also has easy payment terms and accepts both credit cards and checks. A non-refundable 50% deposit is due within two weeks of receiving the invoice and payment is due in full 30 days after the deposit is made. (Unless reserving seats within 60 days of a performance, in which case the full payment is due at the time of booking.) For school groups, payment flexibility is offered. Another perk of booking as a group is receiving recognition in the show's Playbill.

Ticket pricing varies depending on seat location in the Theatre and date/time of the performance. Group sales for the remaining three shows in the 2023-2024 M&T Bank Broadway Season will be available at a later date. Visit rbtl.org/group-sales to learn more about group sales for "Frozen," "Moulin Rouge! The Musical" and "Annie" or click the links below to register as either a school group or non-school group. With additional questions, please call the Auditorium Box Office at 585-222-5000 or email groups@rbtl.org.

Register Here For
K-12 School Groups

Register Here For
Non-School Groups

For non-Broadway shows, call 585-222-5000 for group sales eligibility and information.

RBTL'S ANNUAL GOLF TOURNAMENT RAISES OVER \$65,000 FOR ITS ARTS EDUCATION PROGRAMS

On August 7, RBTL held its 15th Annual Golf Tournament at Midvale Country Club, raising more than \$65,000. Proceeds from the tournament play a leading role in supporting RBTL's arts education programs, including A.R.T.S. Partners, Broadway Boost, Stars of Tomorrow and Ensemble Project, in which thousands of local students participate each season.

This year, more than 100 golfers simultaneously supported the arts in the Rochester community, while enjoying a day on the course. Money was raised through generous sponsors, a participation fee, live auction, silent auction (emceed by Pauly Guglielmo) and raffles.

Every year at the tournament, RBTL also bestows the Blue Heron Award. This year's honoree was long-time RBTL supporter and avid golfer, Warren Heilbronner.



RBTL CEO Arnie Rothschild presents Warren Heilbronner with the 2023 Blue Heron Award.

Arts and performance education inspires creativity and helps young people set and reach goals. RBTL is committed to education both in and out of the classroom that engages and encourages students to explore, experience and enjoy the arts. Every year, RBTL takes great pride in seeing the benefit of arts education in the Rochester community.

RBTL's education programs are made possible in part because of support for RBTL's Annual Golf Tournament from both participants and sponsors, as well as from in-kind donations year-round. To learn more, visit rbtl.org, and be sure to join us as a golfer or sponsor next year!

SAVE THE DATE: AUGUST 5, 2024!

annual
Golf Tournament
benefiting arts education



NON-BROADWAY SHOWS COMING TO THE WEST HERR AUDITORIUM THEATRE THIS FALL

Spider-Man: Into the Spider-Verse Live in Concert
October 12

Magic Rocks!
October 21

Bob Dylan
October 24

State Ballet Theatre of Ukraine's Cinderella
November 1

Patti LaBelle
November 25

NUTCRACKER! Magical Christmas Ballet!
December 8