

SEPTEMBER 2025



FROM THE WINGS

RBTL UNVEILS MAJOR MILESTONE IN PROJECT RESTOURATION: REIMAGINED ENTRANCE AT WHPAC OPENS, BOASTING ENHANCED ACCESSIBILITY FOR PATRONS

RBTL has officially unveiled the reimagined west entrance and corridor of the West Herr Performing Arts Center, after more than a year of construction. This bold step in transforming the WHPAC into an arts, entertainment and cultural hub, is part of RBTL's multi-phase PROJECT RESTOURATION, which boasts enhanced accessibility, meets the evolving needs of patrons and dramatically improves guest experiences.



From L-R: Arnie Rothschild, Laura Fox O'Sullivan, Mayor Malik Evans, Scott Bieler, Linda Glosser, John Parkhurst, Legislator Mercedes Vazquez Simmons, Assemblymember Sarah Clark and Bob Duffy.

"This is the first act of a show 31 years in the making. A show that was written for the people of Rochester and the entire region," said RBTL CEO and Board Chair, Arnie Rothschild. "While today we debut this turning point in the production, there are still more improvements to roll out with one intent – making this amazing historic venue the source of pride for everyone in the community for decades to come!"

This exciting renovation also includes a revamped Floreano Room as a vibrant pre-show entertainment space, an added drop-off area and a newly redesigned, sleek corridor, complete with digital screens for guest information. This corridor, which incorporates historic images on display, leads to the Performing Arts Center lobby and eliminates the narrow,

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UPCOMING EVENTS:

CLUE

October 21-26

SWAN LAKE

November 2

RPO PRESENTS JAWS IN

CONCERT

November 7

ROCKY HORROR PICTURE SHOW

November 13

LEGENDS OF LAUGHTER

November 15



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



@RBTLAUD

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winding hallway that was previously there. These enhancements make navigating the venue easier, while setting the stage to be more immersive and inclusive for all who visit.

"On behalf of our over 1,000 West Herr employees in the Rochester area, we are proud to have our name included on this historic entertainment complex," said West Herr Automotive Group President and CEO, Scott Bieler. "The restoration has surpassed all expectations, and we are extremely excited to be part of this transformation that provides greater accessibility for future generations to enjoy the performing arts."

PROJECT RESTOURATION marks the largest renovation effort undertaken by an arts organization in Rochester and continues to gain momentum. Work replacing the building's front steps and reconstructing the sidewalks, creating a fresh look from East Main Street, is actively ongoing. The upcoming stages include expanding the main floor President's Club to the room's original size and once again featuring its grand stone fireplace, reconfiguring backstage dressing areas for cast and crew and preparing smaller-scale performances spaces for use.



Reimagined west entrance at West Herr Performing Arts Center.

Future work will also focus on the stunning and historic Cathedral Hall, a former lodge room from the building's time as a Masonic Temple, to accommodate a variety of performance and entertainment opportunities. This will further RBTL's goal of creating a renowned entertainment venue for the region and establishing Rochester as a true arts destination.

"By defining Rochester as a city for the arts, and creating a multi-stage, mixed use Performing Arts Center, RBTL is ensuring the longevity of the entertainment industry, for not only Monroe County, but surrounding areas," said RBTL's longtime presenting partner, Albert Nocciolino. "The completion of this project will bring a versatility that will only broaden local arts offerings."



Reimagined west corridor leading to exit.

To date, more than \$18 million has been committed for the first phase of PROJECT RESTOURATION, with the total cost estimated to be \$65 million. Moving forward, community involvement is critical for progress and realizing the vision of a beautifully restored cultural landmark. Upon completion, it will shine as the anchor of the Neighborhood of the Arts for future generations. Those interested in helping to support this innovative effort, can make a tax-deductible donation at WestHerrPAC.org or by reaching out to RBTL CEO Arnie Rothschild at 585-277-3332 or ahr@rbtl.org.

RBTL aims to complete PROJECT RESTOURATION by 2030, the building's 100th anniversary.



Photo by John Schlia Photography



*Restored Floreano Room.
Photo by John Schlia Photography*

RBTL CAUTIONS CONSUMERS ABOUT PURCHASING TICKETS FROM THIRD-PARTY WEBSITES

As the launch of the 2025-2026 M&T Bank Broadway Season approaches, RBTL is cautioning consumers about purchasing tickets from third-party websites. Ticketmaster.com and the Auditorium Box Office are the only official and authorized sellers for performances at the West Herr Auditorium Theatre, including tickets to "Clue," "& Juliet," "Spamalot," "Wicked," "Kimberly Akimbo," "A Beautiful Noise," "Suffs" and the special engagement of "Hamilton," along with single-night performances. While it is legal to resell tickets in New York State, tickets purchased from third-party websites may be more expensive or invalid. RBTL encourages patrons to be diligent and exercise safe ticket-buying practices.

"We do not feel that anyone should pay a higher price than they are entitled to pay," said RBTL CEO and Board Chairman, Arnie Rothschild. "We believe the third-party ticketing industry intentionally misrepresents prices and supply of available tickets to confuse people, especially senior citizens."

If you see tickets priced at hundreds or thousands of dollars, you are probably buying from a third-party ticket broker, and there is no guarantee these tickets are genuine. RBTL encourages patrons to thoroughly assess the source before making a ticket purchase. To be assured that online tickets are valid, and that the amount paid is the face-value price, purchases should be made through Ticketmaster.com. RBTL is not affiliated with any resellers and cannot confirm the validity of tickets purchased from broker/resale sites.

If you are in doubt, visit rbtl.org to ensure you find the correct ticketing links, or check with the Box Office first, either in person at 885 East Main Street, or by calling 585-222-5000. RBTL's Customer Service Representatives are always happy to assist and point patrons in the right direction. For more ticketing and event information, visit rbtl.org.

Safe Ticket Buying Tips for West Herr Auditorium Theatre Events:

- Don't be fooled by secondary sites that imply affiliation with RBTL by using photos of the venue and images or information about upcoming shows.
- If you hear a show is "sold-out," check with RBTL first to confirm that is the case.
- You shouldn't pay more than face-value, but resale is legal. Research to see if you're paying too much.
- If you see an offer that seems too good to be true, it probably is.
- Don't post photos of purchased tickets online, as it is possible to copy a photo to resell.

RBTL TO HOST SEASON TICKET & GROUP LEADERS OPEN HOUSE EVENT

On Wednesday, October 8 from 10:00 a.m. to 6:00 p.m., RBTL invites you to come to the West Herr Auditorium Theatre to "test drive" and secure your seats to the 2025-2026 M&T Bank Broadway Season. See which seats are still available for Season Subscribers and ensure the view of the stage is right for you.

Plus, take part in our Open House "Clue"-inspired Scavenger Hunt, and tour some of the spaces around the West Herr Performing Arts Center — some of which have not been available to the public until now. Along the way, discover architectural details and enter raffles for your chance to win fun prizes! Everyone who completes the Scavenger Hunt will also receive a prize.

From 4:00 p.m. to 6:00 p.m., teachers and group leaders can learn the benefits of booking a group of 10 or more, and receive information about RBTL's arts education programs, including A.R.T.S. Partners, which integrates the arts into the classroom. Join us in the newly-restored Floreano Room, located on the first floor of the Performing Arts Center for this reception.

No RSVP is required to attend the Open House, simply join us when you can! Our staff looks forward to showing you around and answering any questions you may have.

SPOTLIGHT ON: *CLUE*

Engagement Dates: October 21-26

Book By: Sandy Rustin ("The Cottage")

Additional Materials By: Hunter Foster ("Little Shop of Horrors") & Eric Price ("The Violet Hour")

Original Screenplay By: Jonathan Lynn (Feature Film Direction: "Clue" & "My Cousin Vinny")

Directed By: Casey Hushion ("Aladdin" & "Mean Girls")

Age Recommendation: 12+

Running Time: 80 minutes without an intermission



Synopsis: A mansion. A murder. A mystery. Murder and blackmail are on the menu when six mysterious guests assemble at Boddy Manor for a night they'll never forget! Was it Mrs. Peacock in the study with the knife? Or was it Colonel Mustard in the library with the wrench? Based on the fan-favorite 1985 Paramount Pictures movie and inspired by the classic Hasbro board game, "Clue" is the ultimate whodunit that will leave you dying of laughter and keep you guessing until the final twist.

Reviews: The Philadelphia Inquirer called it, "Fast, furious, funny." According to TheatreMania, it "Reminds you what a breezy night of pure entertainment feels like."

Additional Information: The cast and company of "Clue" will arrive in Rochester two weeks before the engagement to hold technical rehearsals at the West Herr Performing Arts Center. Then, they will officially launch the national tour, and simultaneously kick off RBTL's 2025-2026 M&T Bank Broadway Season, when they take the Auditorium Theatre stage for performances October 21-26. Tickets are available now at the Auditorium Box Office or [Ticketmaster.com](https://www.ticketmaster.com).

The 2025-2026 M&T Bank Broadway Season

7-SHOW SEASON TICKET
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RBTL LAUNCHES NEW ARTS EDUCATION PROGRAM FOR LOCAL STUDENTS

The Student Ambassador program is the newest education program at RBTL, launching with the 2025-2026 Broadway Season. The Student Ambassador Program invites high school students to become the welcoming face of RBTL, creating warm and memorable experiences for our guests.

Beyond greeting audiences, Ambassadors gain a unique, behind-the-scenes look at live theatre – meeting industry professionals, discovering what it takes to bring a show to life and connecting with fellow students who share a passion for the arts.

Along the way, participants develop valuable lifelong skills, from communication and teamwork to confidence and leadership – all while being part of something exciting and unforgettable.

Eligibility:

- Must be a high school sophomore, junior or senior with reliable transportation.
- Reliable, self-motivated and able to meet deadlines.
- Responsive to email; must have a personal email address (not a school account) that is checked regularly.
- Outgoing, friendly and social – comfortable engaging with a variety of people.
- Interested in live performance as well as journalism, social media, marketing and customer service.
- Able to use Google Docs and other basic digital tools.
- Committed to attending at least one performance of each Broadway show (preferably on a weeknight) and a minimum of two additional performances, such as concerts, dance or comedy.
- Committed to participating in the program for the full Season (October 2025 – June 2026).

Benefits:

- Complimentary or discounted access to performances (pending seating and availability)
- Portfolio-building opportunities (reviews and social media)
- Community service hours for school credit
- Career exploration with theatre and Broadway professionals
- Invitations to exclusive masterclasses and workshops (pending availability)
- Inspiring live performances all Season long
- Skill-building in communication, leadership and teamwork
- Fresh perspectives through the arts
- A community of peers who share your passion



Apply Here

The deadline to apply for the 2025-2026 Broadway Season is **October 15th, 2025**, with limited spaces available!

For more information, visit rbtl.org/student-ambassadors or contact RBTL's Director of Education, Holly Valentine, at 585-277-3338 or holly@rbtl.org.

To support RBTL's Student Ambassadors with a donation, [click here](#).

HOUSE MANAGERS OFFICE MOVES LOCATIONS AT WEST HERR AUDITORIUM THEATRE, PROVIDING MORE SPACE TO WORK

The House Managers at the West Herr Auditorium Theatre are an integral part of Front of House operations during performances. They are also responsible for training, scheduling and assigning placements to our Ushers. There are seven House Managers employed at RBTL, who rotate shifts throughout the year, and it's their job to ensure everyone has an enjoyable theatre-going experience. But it's also important that the House Managers themselves have a positive experience while working.

Before, when RBTL had limited space around the building and only owned the Theatre portion of the complex, the House Managers office was narrow and tiny. But, with the acquisition of the entire Performing Arts Center, RBTL is now able to provide them with a bigger space to work before and after a performance. Their office is now located off the new second-floor lounge, instead of on the bottom floor.

Take a look at the old versus the new photos below!

Prior Office Space



New Office Space



DEADLINE FOR 2025-2026 STARS OF TOMORROW SEASON IS **OCTOBER 15**

Stars of Tomorrow recognizes the high school musical in true Tony® Award fashion. It's dedicated to supporting the process of growth and learning, encouraging commitment, discipline and teamwork and acknowledging excellence.

STARS OF TOMORROW
SCHOOL HANDBOOK

REGISTER YOUR
PRODUCTION HERE

APPLY TO BE
AN EVALUATOR

To learn more about Stars of Tomorrow, visit rbtl.org/stars-of-tomorrow, or contact Holly Valentine, Director of Education, at 585-277-3338 or holly@rbtl.org if you have any questions.