



GOODSPEED  
MUSICALS®

# 2025 IMPACT REPORT



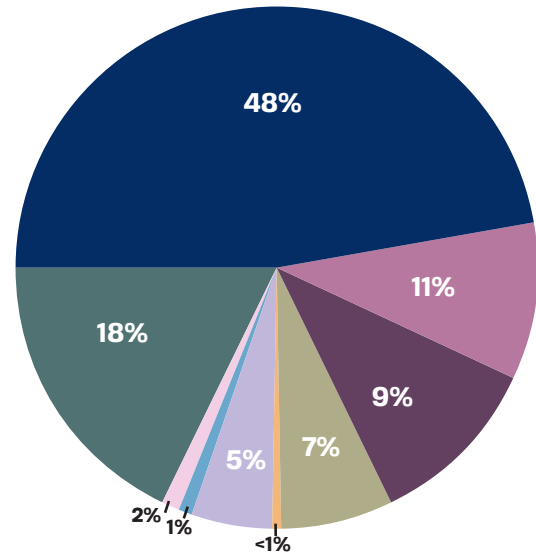
2025 was not only an artistically thrilling season but a record setting season in ticket sales, selling to 93% capacity at The Goodspeed and 91% capacity when adding in The Terris Theatre. The completion of the new porch, accessibility ramp, plaza, and parking area welcomed audiences old and new to Goodspeed Musicals. Annual Fund and Membership donations were up over 2024, and we remain grateful to donors. 22% of our members, who provide sustaining support, elected to increase their giving in 2025. A special thank you to the 1,509 households that joined us as new members in 2025.

Inflationary increases continue to impact our production and facilities budgets, but we have been able to respond to those challenges in creative ways and continue to provide the exceptional work you expect on our stages. As you will see in the chart below, the bulk of our spending funds what you see onstage, producing high-quality musicals and fostering new works.

Goodspeed Musicals continues to run a structural deficit, which is balanced by a continued large draw from our Endowment. Reducing the structural deficit is a key cornerstone of our strategic planning focusing financial sustainability, and we have focused attention on those areas that most impact our bottom line. The 2026 budget reflects a \$1 million reduction in the deficit.

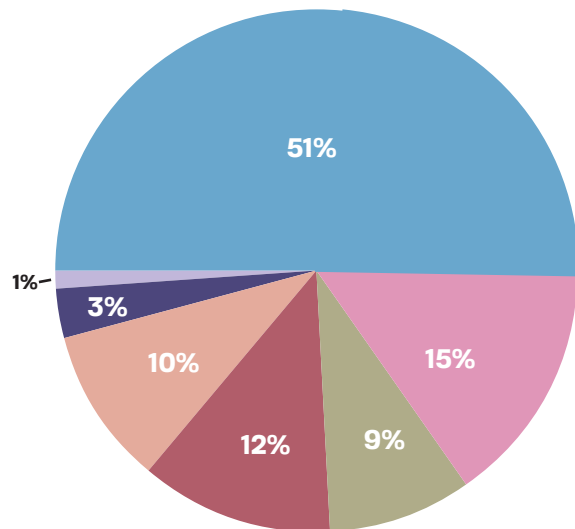
Significantly, beyond our operating budget, we continue to raise capital funding for planned upgrades to The Goodspeed elevator in 2027 and address ongoing general maintenance for the 38 facilities owned by Goodspeed that enable us to house the incredible artists you see on our stages, as well as create and build all the production elements.

## UNAUDITED REVENUE



- 48% Ticket Revenue
- 18% Investment Income & Discretionary Draw of Board Designated Funds
- 11% Annual Fund & Membership
- 9% Other Earned Income
- 7% Government & Institutional
- 5% Fundraising Events
- 2% In-Kind/Other
- 1% Planned Giving (Bequests/Annuities)
- <1% Endowment & Restricted

## UNAUDITED EXPENSES



- 51% Artistic & Production
- 15% General, Administration, Finance, Executive & IT
- 12% Marketing
- 10% Development
- 9% Operations/Facilities
- 3% Front of House and Concessions
- 1% Costume Rental



**110,377** people attended a show at Goodspeed Musicals

**26%** First-time attendees



**THE GOODSPEED** **100,000** Total Tickets

**32,589** Season Tickets

**67,411** Single Tickets



**THE TERRIS THEATRE** **10,377** Total Tickets

**1,743** Season Tickets

**8,594** Single Tickets



**GOODSPEED EMPLOYED**

**373** people

**155**  
Artisans,  
Technicians &  
Administrators

**121**  
Actors &  
Stage Managers

**43**  
Musicians  
& Music Staff

**54**  
Creative Team  
Members

**OVER THE PAST 62 YEARS GOODSPEED HAS:**

Produced  
**302**  
musicals

Sent  
**21**  
shows to  
Broadway

Launched  
**91**  
world  
premieres

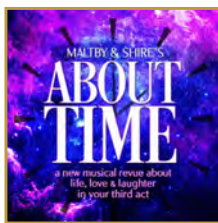
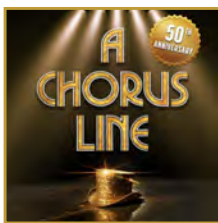
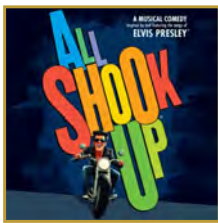
Played  
**16,089**  
performances

Performed for  
**40,223**  
hours

Enjoyed  
**2,666**  
hours of applause

Employed  
**5,086**  
actors

Delighted  
**5.6M**  
patrons



## THE 2025 SEASON

BY DAN McMAHON | DIRECTOR OF MARKETING

**W**hat a year! The 2025 season truly was a season of hits. From start to finish—and at both The Goodspeed and The Terris—almost every performance was sold out. We broke box office records and sold more tickets than ever before—and for good reason.

At The Goodspeed, we were moved by a powerful American story, laughed as we danced to a string of Elvis' greatest hits, peeked behind the curtain and into the lives of dancers auditioning for a role, and ended with the most heartwarming of all holiday musicals. At The Terris, we all enjoyed the humorous and sentimental glimpse of life in our third act, and we roared with laughter at the antics of giant birds and an incompetent soldier.



### RAGTIME

The Goodspeed

April 25 - June 15, 2025

2025 opened at The Goodspeed with *Ragtime*, a story that may be even more powerful now than when it was written many years ago. We watched as the seemingly unconnected lives of Mother, Coalhouse and Tateh intersected as they unfolded, illustrating the clash between wealth and poverty, freeDominick and prejudice, hope and despair. Truly a show—and a story—that we won't soon forget.



### ALL SHOOK UP

The Goodspeed

June 27 - Aug 25, 2025

It was a homecoming of sorts when *All Shook Up* opened on the mainstage to celebrate its 20th anniversary. Who knew that a show that made its world premiere at The Terris so long ago would make it to Broadway and tour extensively across the country? Well...those of us who saw it the first time knew it was something special and were so excited to share it again with Goodspeed audiences! It was a summer filled with laughter and plenty of plenty of Elvis songs to make us all want to dance. We were all sad when Elvis left the building.



### A CHORUS LINE

The Goodspeed

Sept 5 - Nov 2, 2025

Fifty years ago, a simple show about auditioning for a Broadway chorus became an international sensation and earned the rare distinction of becoming a legendary musical. It was only fitting that Goodspeed Musicals, which is known around the world as the "Home of the American musical," mounted an anniversary production that was highly praised by critics and audiences alike. Together, we shared the hope and the heartbreak of these dancers who put it all on the line to get into a show.

## IRVING BERLIN'S WHITE CHRISTMAS

### The Goodspeed

Sept 5 - Nov 2, 2025

The Goodspeed was packed from early November until the end of December as audiences flocked to see a holiday treasure. One of the most popular movies of all time has become a huge success as a live musical. Families and couples and groups of friends came to share the joy of a heartwarming story filled with nostalgia and hope. We all know the words to the title song and many of us sang along at the end. What a way to celebrate the holiday season!



## ABOUT TIME

### The Terris Theatre

May 24 - June 15, 2025

At The Terris Theatre, we began the season with a poignant look at life, love and laughter in your third act. Richard Maltby and David Shire struck a chord with the audience as they shared their wisdom about life through songs about past dates, losing your car keys, leaving your home and loving jazz—all while staying young in spirit. The show was such a hit that it moved to New York and just completed a run Off-Broadway!



## THE GREAT EMU WAR

### The Terris Theatre

Sept 5 - Nov 2, 2025

The walls were shaking from laughter when *The Great Emu War* made its world premiere at The Terris last fall. Based on a story that is so outlandish it has to be true, the stage was filled with giant emus being chased (or actually doing the chasing) by the Australian army. It was also a love story, had some political commentary and even taught us some new words. *The Great Emu War* is a perfect example of a show that was showcased at our Festival of New Musicals, grew into a world premiere at The Terris and now has a bright future well beyond Goodspeed.



Hopefully, you have your tickets for the 2026 season. It's going to be even more popular!

Photo credits: the cast of *Ragtime*, the cast of *All Shook Up*, the cast of *A Chorus Line*, the cast of *Irving Berlin's White Christmas*, the cast of *About Time*, the cast of *The Great Emu War*. Photos by Diane Sobolewski.

## 2025 SPONSORS

### SEASON SPONSORS

BURRY FREDRIK  
FOUNDATION

CONNECTICUT  
MAKE IT HERE

THE RICHARD P. GARMANY FUND  
at the  
Hartford Foundation  
FOR PUBLIC GIVING

THE SHUBERT  
FOUNDATION INC.

### IN-KIND SEASON SPONSORS

SMITH FARM GARDENS

SENNHEISER UNITED

### TERRIS THEATRE SPONSOR

The Norma Terris/  
Albert D. Firestone  
Foundation

### EDUCATION SPONSOR

MAX  
SHOWALTER  
CENTER FOR EDUCATION  
IN MUSICAL THEATRE

## NEW WORK

BY MICHAEL FLING | ASSOCIATE ARTISTIC DIRECTOR

Our devotion to developing new musicals continued to be a top priority in 2025.

In January, the Festival of New Musical included presentations of *Romeo & Juliet: Fire on the Bayou*, *Oy Band*, and *The Carol of the Bells*. Capped with selections from Oliver Houser's *Wunderkind* and a powerful performance from Cheeyang Ng's *Legendary*, our first-ever Festival at Chester was a tremendous success. Though we had less seating than a traditional Festival, being at The Terris Theatre heightened the wonderful community aspect of the Festival.



The cast of *Oy Band* at the Festival of New Musical. Photo by Diane Sobolewski.

Not too long afterward, we hosted the 13th Johnny Mercer Foundation Writers Grove at Goodspeed, offering residencies on our campus to musical theatre writers in a one-of-a-kind program. 33 writers called Goodspeed their home for two weeks as they created 17 new musicals in all stages of the writing process. We're incredibly proud of the groundbreaking art we're able to champion through the Grove and look forward to the day when these shows are finally in front of audiences.



An informal writers' salon at the 2025 Writers Grove. Photo by Katie Desjardins.

While our season at the Opera House didn't include a new musical for the first time in seven years, we were proud to produce two world premieres at The Terris Theatre. *About Time*, by the venerable duo of Richard

Maltby, Jr. and David Shire, illustrated the joys and challenges of growing older. It was a massive hit with audiences and has transferred Off-Broadway, with an official opening of March 15, 2026.



The cast of *About Time*. Photo by Diane Sobolewski.

Last, but certainly not least was *The Great Emu War*, the hilarious EMU-sical comedy that was a smash hit in our 2023 Festival of New Musical and made quite the splash with audiences last fall. Not only did the show have the Chester community in stitches, it was also quite the social media sensation—with video clips amassing almost 200,000 views on Instagram and 215,000 on TikTok. For context, we would have to play 1,766 performances (or almost 221 weeks) at The Terris Theatre for that many people to see the show in person!



Claire Saunders, Jeremy Davis and Ethan Peterson in *The Great Emu War*. Photo by Diane Sobolewski.

Headed into 2026, we have another exciting year of brand-new work to share with audiences—most notably *The Snow Goose*, based on the novel by Paul Gallico. Not only has *The Snow Goose* already had rapturous reaction from the Festival audience in 2024, but in 2025 we added the New York theatre industry to the fan base with a private reading that built excitement for the show outside of East Haddam. We can't wait for you to see the world premiere at the Opera House this fall and for the *Goose* to fly to stages all over the world, following in the great tradition of musicals that have come to life here at Goodspeed.

## EDUCATION: THE ARTS EDUCATION COLLABORATION

1,813 Students participated

from 39 Underserved schools

in 7 Counties



BY NICK PALAZZO | EDUCATION & ENGAGEMENT MANAGER

**"I thought *A Chorus Line* was absolutely amazing. I enjoyed every second of it, and as the first musical I ever watched I really enjoyed it...Overall, an amazing experience."**

- Ignacio, East Hartford High School (East Hartford, CT)

As we look to the future of Goodspeed's 2026 season, we also reflect on the 1,813 students who were members of our audience through the Arts Education Collaboration program in 2025. Through The Max Showalter Center for Education in Musical Theatre, this program introduces and educates the youth of Connecticut to the joy of live performance by cultivating a relationship with the community and encouraging emerging musical theatre artists. It is our hope to preserve the American Musical and Goodspeed for future generations. We believe it is important to engage the young—especially those from underserved communities in the state of Connecticut—in the creative process of musical theatre, making the art form accessible to new generations of theatergoers.

Each season, our Arts Education Collaboration brings elementary, middle, and high school students from Windham, Middlesex, Hartford, New Haven, New London, Tolland, and Fairfield Counties to our productions at The Goodspeed or The Terris Theatre, giving them a special behind-the-scenes look into the making of a production through theatrical workshops with cast members and Goodspeed teaching artists. Goodspeed provides



transportation, workshops, lunch, and tickets for a matinee performance. This past year, the AEC program was even able to add two student-only matinees for *Ragtime* and *A Chorus Line* that were not open to the public. The energy in the room was electric, and both the audience and Goodspeed staff experienced the magic of musical theatre.

We also provide in-school workshops for students before and after they attend the show. For many young people, this is their first time experiencing a live performance. The entire program is underwritten by Goodspeed and its generous funders, provided at no cost to the schools, the students, or their families. It is Goodspeed's mission to share the joy of Musical Theatre while creating an inclusive artistic environment. We look to our current patrons and staff to help the audiences of tomorrow feel welcome today.

Photos: a school group arrives for the student matinee of *Ragtime*, photo by Diane Sobolewski; Karli DiNardo teaches students from Middletown High School the opening number of *A Chorus Line*, photo by Nick Palazzo.

**2025 GALA & AUCTION**

**MAY 17, 2025**

**Smith Farm Gardens, East Haddam, CT**

**Honoring Bill Berloni for his Outstanding Contributions to Musical Theatre**

We are thrilled to share that thanks to the generosity of our donors, sponsors, and trustees, we raised \$385,000 at Goodspeed’s annual Gala & Auction!

From his first days as an intern at Goodspeed to receiving a Tony Award for lifetime achievement, Bill and his four-legged friends have changed the arts landscape for humans and animals alike. In his honor, we installed a permanent bronze statue of the original Sandy (the dog) in Annie. Bill rescued and trained Sandy for the world premiere of Annie at Goodspeed in 1976. Sandy also performed the entire Broadway run—never missing a performance.

Goodspeed Gala & Auction supporters’ commitment to the arts in our community means we can continue to cultivate the next generation of theatre artists like Bill.

**"Art changes lives. I can't imagine how many artists and audiences and animals' lives have been changed by the Goodspeed family. So, as we take part in celebrating, let's reconfirm to protect, support, and cherish being part of this Goodspeed family."**

—Bill Berloni



Photos: Bill Berloni accepts his award, Gala guests celebrate during the live auction. Photos by Diane Sobolewski.

**GOODSPEED RENOVATIONS**

Over the past two years, Goodspeed has made major progress toward a more accessible and welcoming Goodspeed Opera House. Through Phase 1 of our Capital Campaign, we have completed the first significant upgrades to the building since it reopened in 1963—improving safety, accessibility, and the overall patron experience while honoring our historic landmark.

**FRONT ENTRANCE RECONSTRUCTION**

Beginning in 2024 and finishing in 2025, Goodspeed rebuilt the full front entrance to ensure safe and inclusive access for all visitors. The project introduced a new ADA-accessible ramp, expanded porch with space for wheelchairs, and automatic-open entry doors. The front steps and porch were reconstructed to meet historical landmark standards, and the surrounding plaza and south garden were refinished with updated landscaping. Energy-efficient lighting now brightens the porch, ramp, and walkway areas to make arrival safer and more pleasant.



Senator Richard Blumenthal, former president of Goodspeed’s Board of Trustees Hila Rosen and Artistic Director Donna Lynn Hilton at the ribbon cutting for the new entrance.

**MAIN PARKING LOT REHABILITATION**

The renovation of the main parking lot created a safer and more sustainable arrival experience. The lot was completely repaved using permeable surfaces, redesigned with landscaped islands, and outfitted with energy-efficient lighting. The project added electric vehicle charging stations, expanded handicap-accessible parking, enhanced flood-plain drainage, and improved footbridge landings. Together, these updates offer a much more accessible and environmentally responsible approach to the Opera House.

Through these renovations and the work still ahead, Goodspeed is investing in a more inclusive, comfortable, and welcoming experience for every member of our community while preserving the historic charm that makes the Opera House so beloved for 150 years.

## OUR MISSION

**GOODSPEED MUSICALS' MISSION**  
**is to share the joy of musical theatre;**  
**to delight, inspire, and challenge audiences;**  
**to nurture creators;**  
**and to build and support a broad, diverse, and inclusive community.**

In 2025, Goodspeed continued to implement its strategic plan. With the hiring of a new Managing Director and in leadership with our Artistic Director, Goodspeed and our Board of Trustees continued to fulfill this mission by focusing on these strategic goals:

- Sustain Goodspeed's pre-eminence as a statewide and national leader in musical theatre by broadening and modernizing the concept of the classic musical as well as developing new work that advances and enriches the art form.
- Grow Goodspeed's organizational culture around accountability, community, and equity.
- Secure Goodspeed's future and develop a financially sustainable operating model through revenue growth and expense assessment.

## GOODSPEED MUSICALS TODAY

Goodspeed mounts both new and newly-revived musicals each year on our main stage at The Goodspeed and at The Terris Theatre in Chester—a total of 325 performances during the April to December season, attracting more than 102,000 patrons to the Connecticut River Valley. We stand at the forefront of producing and preserving the American musical, simultaneously reinventing the classics and inventing new ones. We attract well-known icons of the theatre world and foster emerging talent among composers, lyricists, and librettists. Each year, actors, directors, choreographers, and technicians aspire to come to Goodspeed to practice their craft. Among millions who know and love this art form—and those who appreciate its history and enduring appeal—Goodspeed is widely recognized as “The Home of the American Musical.”

Throughout the year, and intensively during the winter months, Goodspeed addresses issues unique to the field by offering innovative and highly sought-after programs through our Max Showalter Center for Education in Musical Theatre. The Festival of New Musical features students from The Hartt School and Western Connecticut State University performing staged readings of three brand new musicals, industry-related seminars, a symposium and cabaret performances. Each winter, Goodspeed also hosts The Johnny Mercer Foundation Writers Grove inviting musical theatre writing teams to retreat from daily life for a four-week residency to concentrate solely on writing new musicals.

## THE FUTURE WE ENVISION

The Goodspeed campus will continue to serve as a thriving musical theatre company where artists and the creative process inform the work on our stages and educational programs. We aspire to serve as a safe haven where a singular commitment to discovery and innovation will enrich the field with the next generation of musical theatre artists.

## 2025 BOARD OF TRUSTEES

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## OUR FACILITIES

### THE GOODSPEED

The Goodspeed, originally constructed in 1876 as the Goodspeed Opera House, is a historic landmark on the Connecticut River. The building was marked for demolition in 1958, but local preservationists became interested, and in 1959 the Goodspeed Opera House Foundation was organized to restore and reactivate the theatre. With the cooperation of the State of Connecticut and the support of donor-members of the Foundation, The Goodspeed was restored and rededicated on June 18, 1963, with the opening of the musical *Oh, Lady! Lady!!*

### THE TERRIS THEATRE

The Terris Theatre, inaugurated in 1984 by Goodspeed Musicals, is dedicated to developing new musicals and honors actress Norma Terris. Initially a knitting needle factory, the space was fully renovated as an intimate 200-seat theatre and opened its doors on July 10, 1984, with the new musical *Harrigan 'n' Hart*. Since its opening, The Terris has presented over 97 new musicals, including *Private Jones*, *A Sign of the Times*, and *Amazing Grace*.

### THE ARTISTS VILLAGE

Goodspeed owns and maintains 34 houses which accommodate as many as 121 people at a time. These homes are managed by Goodspeed's company management team and maintained by Goodspeed's Facilities team. In addition, a fleet of cars and vans transports artists to and from the theatre and other locations while they are staying on the Goodspeed campus.

### THE CHAUNCEY STILLMAN PRODUCTION FACILITY



Senior Scenic Artist April Chateaufeu paints a set piece for *All Shook Up*.

Behind each Goodspeed production is a wealth of technical and engineering expertise. The Chauncey Stillman Production Facility houses one of the largest and best-equipped scene shops in the country. In this 33,000-square-foot facility numerous craftspeople build, weld, and paint all the scenery and props used in each Goodspeed show.

### THE FACTORY BUILDING

**The Max Showalter Room** in our Factory Building holds not only the memorabilia from the decades-long career of this beloved actor of stage and screen, but is now home to Showalter's pair of baby grand pianos. It was Max's wish that these beloved instruments be shared by composers, musicians and performers in a space that will be used for programs and events to inspire and educate "young creators in the fields of theatre, film and music."

### THE SCHERER LIBRARY OF MUSICAL THEATRE

Extending its mission beyond the stage, Goodspeed is home to one of the largest musical theatre libraries in the nation. The Scherer Library currently houses 2,264 libretti, 3,570 scores, 30,000 copies of sheet music and a 11,100+ vinyl record collection. Used by theatre historians and educators across the country—as well as actors, directors and choreographers in residence—the collection contains scripts, scores, sheet music, and a vast collection of Broadway and Off-Broadway cast recordings. In addition, the Library is an invaluable resource to Goodspeed's own Music and Production Departments.

### COSTUMES

Costumes seen on Goodspeed's stages are designed from scratch and expertly sewn in our **Costume Shop**, or they are selected from the Goodspeed costume collection of more than 600,000 costumes and accessories that occupy more than a mile of hanging rail in the **Cynthia Barrington Costume Center**. Most productions require as many as 250 costumes, not including hats, shoes, wigs, and other accessories.

### REHEARSAL STUDIOS

**The Natalie & Ashton Tenney Rehearsal Studio** features three rooms for music, staging, and rehearsals. **The Alice Rehearsal Studio**, named after Alice Hammerstein Mathias, includes a dance space and an additional rehearsal studio.



The cast of *A Chorus Line* rehearses in "The Natalie" Rehearsal Studio. Photo by Diane Sobolewski.