

**MILWAUKEE CHAMBER THEATER**  
**24/25 50<sup>th</sup> Anniversary Season FAQs**

**MCT hasn't performed in the Cabot Theatre since early in 2022 with INDECENT—will see MCT in the Cabot again?**

Absolutely—just not this season. As both MCT and Skylight Music Theatre (MCT's landlord at the Broadway Theatre Center), continue to right-size operations and budgets to consolidate our post-pandemic success, our calendars have not aligned for either 23/24 or 24/25 to get MCT back into the Cabot. But we've already begun work on 25/26, and one of MCT and Skylight's shared priorities is MCT returning to the larger of the BTC's two venues as soon as possible. Fingers crossed!

**It's been a while since MCT has performed outside the BTC—why now, and why Milwaukee Youth Arts Center?**

Primarily: MCT's current home in the BTC's Studio Theatre is a wonderfully intimate 95-seat space. But absent the significant expense increase required to remove, transport, and store the raised stage and seating platforms, the theater is locked into its current proscenium orientation (longtime patrons may remember the excitement of entering the Studio set in a different orientation for every production). The Milwaukee Youth Arts Center's Goodman Mainstage Hall is an equally intimate 152-seat space oriented in the round. We felt that each of the two MYAC productions (AN ILIAD and EVERY BRILLIANT THING both being plays performed with no "fourth wall" between actor and audience), would significantly benefit from the thrillingly close proximity provided by the in-the-round orientation—just as CLYDE'S, A DOLL'S HOUSE, and TOPDOG/UNDERDOG are optimally suited to the Studio's proscenium orientation.

Among many other secondary benefits, with Goodman Mainstage Hall's larger seating capacity, MCT increases its revenue potential for these two productions without significantly increasing rental expense. We're also eager to add MYAC and First Stage to our lengthy list of institutional collaborative partners and derive benefit from their existing relationships with the space and the community surrounding it. Performing in a different neighborhood also creates significant audience development opportunities that our modest marketing budgets alone could never hope to achieve.

But all of those are bonuses—it's mostly about putting MCT's audience in the best possible position to enjoy highly impactful and unique experiences in the theater.

**Given that it's called the Milwaukee Youth Arts Center, are these plays intended for younger audiences?**

Both AN ILIAD and EVERY BRILLIANT THING can be appreciated by mature audience members as young as ten or twelve but both are intended for MCT's traditional core adult audience, and patrons will recognize the standard to which they will be produced as distinctively MCT's.

**I've never been to Goodman Mainstage Hall or MYAC. What's it like?**

The Milwaukee Youth Arts Center opened in 2005 as a shared collaborative home for First Stage and the Milwaukee Youth Symphony Orchestra, two of Milwaukee's largest performing arts organizations; today it hosts activities from a half-dozen other arts organizations and a significant number of Milwaukee Public Schools and opens itself wide for new partnerships (as with MCT).

MYAC is located at 325 West Walnut Street, right next door to Golda Meir School and just across downtown from MCT's regular home in the Third Ward. The vibrant, bustling facility contains performance spaces, rehearsal studios, and classrooms and practice rooms as well as meeting and common spaces that encourage collaboration. Goodman Mainstage Hall is a newly renovated 152-seat flexible venue with hardwood floors normally oriented in the round. MYAC is welcoming, accessible, and easy to navigate with ample restrooms. Patrons should quickly feel right at home.

**Level with me about parking at MYAC—is it better or worse than the Third Ward?**

With ample street parking as well as surface parking lots available either contiguous to or within a one-block walk of MYAC, we think patrons will have an easier time driving to and parking at MYAC than at the BTC. All parking facilities are secure and staffed for the duration of the performance. The MYAC lot is free but has limited spaces; patrons are also welcome to park for evening and weekend performances at the United Way of Greater Milwaukee & Waukesha County Volunteer Center parking lot, immediately northeast of MYAC. Detailed MYAC parking information and maps will be included in pre-performance Know Before You Go emails this season so there's no need to start planning now.

### **Is there any place around MYAC to grab dinner or a drink before or after a show?**

With its close proximity to downtown, MYAC offers plenty of pre- and post-show food and beverage options. We'll also include more detailed information on our website later this summer as well as in the Know-Before-You-Go emails to help you get to the know the neighborhood before your performance if you're not already familiar with it.

### **How will seating and ticketing work for Goodman Mainstage Hall?**

Subscribers will be assigned seats in Goodman Mainstage Hall that correspond as closely as possible to their regular seats in the BTC. For example, patrons sitting in the Studio front row will remain in the front row; patrons in aisle seats will remain in aisle seats, etc. Given the in-the-round orientation and that Goodman Mainstage Hall seating is only five rows at its deepest, there are more of both front-row and aisle seats available there than in the Studio.

### **Who do I call if I need to change my tickets for one of the MYAC shows?**

The BTC box office, MCT staff, and/or BTC ticketing portal (accessed through the MCT website), will remain patrons' points of contact for any ticketing changes or questions. And, as always, subscribers will have the opportunity to make any seating changes for any production during our Subscriber Priority Week later this summer.

### **Is the move to MYAC permanent? Is MCT looking to leave the BTC? And how does this impact Skylight?**

As one of the two remaining companies for whom the Broadway Theatre Center was initially constructed, MCT will always have a deep historical and spiritual connection to the BTC and we have no current plans or desires to end that. We look forward to making MCT's primary home at the BTC for as long as they'll have us. What that means in practice may vary from season to season as we explore how to best produce unique, engaging productions for our patrons that allow us to expand our impact in the community, but we do not currently foresee a future in which MCT would produce more shows outside the BTC than inside. Skylight has been apprised of these plans for some time and as a result has been able to adjust accordingly to the relatively modest reduction in rental income. We're looking forward to welcoming more companies to the BTC now that there are a few more weeks available to fill and seeing the overall vibrance of the space increase with more companies offering more productions and generating more patron traffic.

### **How's MCT doing generally? Is the Sustainability Campaign making the impact you'd hoped?**

Thanks for asking! The 24/25 season is the third and final season of the original window of our three-year Sustainability Campaign. The campaign was launched in 2022 to forestall an institutional solvency crisis that would have seen the company shuttered following the 22/23 season. Three-year pledges were sought that would provide a stable base for MCT to continue rebuilding audience while determining the ultimately sustainable scope of the organization and laying the financial foundation necessary for long-term viability. While MCT is not yet as of this writing able to exist without Sustainability pledge gifts (which, again, with one more year of gifts remaining is by design), we are well on our way to achieving a sustainable outcome. Our 24/25 budget reflects expense reductions totaling more than 17% v. 23/24 and 5% v. 22/23 as we work to maximize our net return. The 23/24 season saw significant audience and ticket income growth of more than 25% over 22/23 with numerous sold-out houses and the final four productions of our subscription season playing to an average of 91% capacity. [Click here](#) to make a tax-deductible contribution of any amount to MCT.

### **Thanks for this, but I've got a question that wasn't addressed here.**

Please don't hesitate to contact Artistic Director Brent Hazelton at [brent@milwaukeechambertheatre.org](mailto:brent@milwaukeechambertheatre.org), Managing Director Megwyn Sanders-Andrews PhD at [megwyn@milwaukeechambertheatre.org](mailto:megwyn@milwaukeechambertheatre.org), or call the MCT office at 414.276.884 with any other questions about the 24/25 season or MCT in general.