

**Summary Report: January 2009**  
**Venture Team Sixteen:**  
**Novi Theatre Process / Theatre Improvements**

In Summer 2008, a team of City employees was assembled with a goal to do a comprehensive review of the Novi Theatres and develop an improvement plan to increase the quality of the theatre, community participation, advertising and ticket sales.

To develop the plan, the team examined the current state of the program by completing a thorough analysis of the program's strengths, weaknesses, opportunities and threats (SWOT). This was done by engaging staff, community members and stakeholders in the process through two main methods; an online survey and focus groups.

The survey consisted of 11 questions, on various aspects of the theatre and was completed by 28 anonymous participants over a four week time period. In addition, a list of over 150 theatre stakeholders was compiled and individuals were invited to attend one of two focus groups. Each of the 40 individuals that attended the focus groups provided their in depth opinions on the program's current strengths, weaknesses, opportunities and threats. A great deal of information was gathered from this process and the complete results from each are attached in Attachment A (survey) and B (focus groups).

In addition, a benchmark analysis of The Novi Theatres was completed with several theatres in the area to compare staff structure, theatre offerings and ticket prices. The biggest challenge in completing this type of analysis was that each theatre is very unique, all serving different roles in their community, with varying resources. The Novi Theatres is the only theatre in the area that is an integrated program of the Parks and Recreation Department, creating a strong tie to other recreational and cultural offerings within the City.

The team analyzed this information to determine goals and strategies to achieve these goals.

**Theatre's Role in Novi Parks, Recreation and Forestry**

The vision of the Parks, Recreation and Forestry Department is to be "The Nation's Model of Excellence in Parks and Recreation Services", while the mission is "Enriching Lives...Strengthening Community". As a part of the department, The Performing Arts Division / Theatre holds this same mission and vision with a special focus on:

- 1) Education
  - To be a "learning theatre" where all aspects of the theatre are taught.
  - To offer a full range of camps, classes and opportunities for all ages.
  
- 2) Quality and Diverse Theatre Productions
  - Offer traditional theatre productions - 5 large a year (2 youth, 1 adult, 1 senior, 1 large group musical). All shows offered one weekend, with the exception of the large group musical and senior show.
  - Only the best of the best should make it into the productions to increase actor quality.
  - Expand theatre productions to include:
    - Black box theatre productions

- Mystery dinner theatre productions
  - Outdoor summer theatre productions
- 3) Strong Partnerships
- To strengthen and further enhance the relationship and advocacy of The Friends of the Novi Theatres.
  - To support and promote the Novi Choralaires and Novi Concert Band as a part of the Novi Performing Arts continuum.

### **Novi Theatres / Performing Arts Goals**

#### **Goal 1: To Increase Recognition of The Novi Theatres - Name and Location**

##### Strategies

- Discuss the suggestions from the focus groups regarding the name of “The Novi Theatres” itself. To those who know the theatre, this name makes sense. To individuals not familiar with the theatre, it conjures first impressions of the movie theatres, not live performances.
- Decide on the possibility of a name change with stakeholders that better describes our program, such as “Novi Civic Theatre”, Novi Performing Arts”, “Novi Performing Arts and Theatre”, or other variations.
- Incorporate new signage, outside and inside, at the Civic Center to assist customers in locating the theatre.
- Develop comprehensive brochure on the theatre, season and performing arts program.

#### **Goal 2: To Increase Community Involvement**

##### Strategies:

- Build volunteer base for all aspects of the theatre, starting with the parents of each young actor and other community members (high schools students and seniors specifically).
- Develop a Script Reading Committee to be made up of 6-10 individuals, to include some Friends of The Novi Theatre, actors, supporters and staff, to assist in recommending productions for the upcoming theatre season.
- Develop and lead a Theatre Network made up of all area theatre professionals (Novi, Northville and Walled Lake High Schools, Farmington Players, etc.) to meet 2-3 times a year. Main topics of discussion to focus on production choices for each season (so as not to duplicate the same productions in the area), sharing resources, and marketing techniques, to increase communication and build partnerships in the community.

#### **Goal 3: Build Youth Actor Base with a Focus on Education**

##### Strategies:

- To continue to develop and enhance classes for youth of all ages to enhance and build a comprehensive theatre education providing a wide range of acting skills based on the “theatre wheel”, which entails the three essential elements of theatre: scene study, characterization and improvisation.



- All productions to become single cast when possible (depending on what the productions needs are), where only the best actors during auditions are selected to be on stage in the production and learn the various aspects of the theatre. This is a change of theory from the current one that all of those that audition should receive a part.
- Those not selected to be in the production will receive a written evaluation and recommendation of skills to improve and class suggestions to do so. In addition, they will be offered an opportunity to be involved with the production in other ways, such as working backstage and learning the inner workings of the theatre.

#### **Goal 4: Increase Marketing of the Performing Arts Program and Theatre**

##### Strategies

- Productions will be marketed on the new City signage that is scheduled to be implemented in front of the Civic Center in spring 2009; this should assist with individuals knowing the location of the theatre.
- Create professional marketing posters for all productions to be placed in areas businesses.
- Develop marketing materials to recruit actors and sponsorships / partnerships.
- Develop a dedicated page on the City website specifically for theatre to promote productions, classes, view video of productions, cast photos, post cast lists, market auditions and more
- Utilize email database from Tix and Class on a consistent / monthly basis to market upcoming productions and season ticket offerings.

#### **Goal 5: Increase Ticket Sales and Alternative Revenue Sources for Productions**

##### Strategies

- In the area of ticket sales;
  - Develop affordable family night out packages
  - Work with local restaurants to develop “dinner and live theatre” packages, similar to dinner and a movie deals, that could be sold at the business as well.
  - Develop introductory / pricing specials for a set amount of time to re-recruit past theatre patrons.
- Utilize a sales specialist (part time position) to market and sell tickets to individuals and groups in the regional area.
- Refine the sponsorship opportunities for the performances and arts program, considering the addition of a donor program.
- Seek and secure program grant opportunities for alternative funds from foundations and other grantors.
- Encourage and support The Friends organization in fundraising and sponsorship endeavors to enhance the theatre.

#### **Goal 6: Increase the Quality of Productions**

##### Strategies

- 2 youth shows, 1 adult show and 1 full cast show will be produced as “large” productions each year, with a focus on well known, big name shows.

- High quality scripts will be selected by the Script Reading Committee, as described under Priority 1.
- Auditions will be run for each production and the cast selected by a knowledgeable panel, including Novi Theatres Staff and the Director(s) of the show at a minimum.
- Live music will be included in performances where applicable.
- A knowledgeable sound technician will be secured to maximize the sound at each production. Portable microphones will also be updated and replaced.
- Set and costume design will be an integral part of planning for and managing the production by the Theatre Manager.
- Implement a training program for all volunteer training program for:
  - Dressing Room Assistants
  - Ushers
  - Refreshment hosts.
- Implement a training program for performance staff, specifically:
  - House Manager
  - Stage Manager
  - Tech Crew

### Novi Theatres Staff Structure

The most recent staff structure of The Novi Theatres has been:

- One Theatre Director – contracted at 40 hours per week
- One Part Time Education Coordinator – permanent part time employee at 24 hours per week (also is contracted as a director, stage manager and performing arts teacher)
- One Administrative Assistant / Groups Ticket Sales Coordinator – permanent part time at 10 hours per week for 30 weeks, approximately 5 weeks per show.

In reviewing the current structure it is recommended that a structure of one full time theatre director and two part time program staff, along with a part time “seasonal” group sales coordinator, to carry out all of theatre and performing arts programs. This structure provides 1,180 hours more than the current structure in FY 07-08.

This structure would include the theatre director directing two major shows throughout the season. The part time staff would each focus on the expansion of the theatre productions offered by most likely seeking out contracted directors to do so. In addition, the part time staff would continue to oversee and program performing arts programs. The benefits of implementing this structure include an increase in the number of hours dedicated towards the theatre productions, classes, programming and our partnerships with Choralaires and Concert Band. This structure would also allow a focus on developing new avenues for the theatre, diversifying offerings by creating a mystery dinner theatre and black box theatre to prepare for the future possibility of a Signature Park Theatre, building momentum and revenue.

This structure is the most desirable to achieve the outlined goals in this report and move the theatre and department forward in the future. Implementation of this structure will begin in February 2009 with the postings of all three positions proposed.



## Attachment A - Online Theatre Survey Questions and Results (completed 10/6/2008)

1) Have you or members of your household participated in or attended a Novi Theatres program during the past 12 months?		
Answer Options	Response Percent	Response Count
Yes	77.8%	21
No, am aware of the program	22.2%	6
No, not aware of the program	0.0%	0
No	0.0%	0
<i>answered question</i>		27
<i>skipped question</i>		1

2) How would you rate the quality of the theatre program?		
Answer Options	Response Percent	Response Count
Excellent	18.5%	5
Good	29.6%	8
Fair	22.2%	6
Poor	22.2%	6
Don't know	7.4%	2
<i>answered question</i>		27
<i>skipped question</i>		1

3) How do you find out about theatre programs?		
Answer Options	Response Percent	Response Count
Engage brochure	44.0%	11
Rec Reminder	12.0%	3
City of Novi website	20.0%	5
Friends / co-workers	56.0%	14
Visited / Called Parks, Recreation, and Forestry office	16.0%	4
TV cable station	0.0%	0
Other (please specify)		4
<i>answered question</i>		25
<i>skipped question</i>		3

Number	Response Date	Other (please specify)
1	09/23/2008 15:07:00	Friends of the Novi Theatre website
2	09/30/2008 03:45:00	Novi News
3	09/30/2008 17:04:00	Active member of Friends of the Novi Theatre
4	10/02/2008 19:42:00	Novi Concert Band

4) Do you participate in or attend theatre programs other than the Novi Theatres?		

Answer Options	Response Percent	Response Count
Yes	70.4%	19
No	29.6%	8
<i>answered question</i>		27
<i>skipped question</i>		1

5) If you answered yes to question 4, what other theatres do you attend? Please check all that apply.

Answer Options	Response Percent	Response Count
Fox	80.0%	12
Fisher	60.0%	9
Gem	13.3%	2
Purple Rose	13.3%	2
Stagecrafters	13.3%	2
Marquis	26.7%	4
Brighton Performing Arts Center	13.3%	2
Other (please specify)		7
<i>answered question</i>		15
<i>skipped question</i>		13

Number	Response Date	Other (please specify)
1	09/15/2008 00:57:00	Wayne State University
2	09/23/2008 15:07:00	Sky's the Limit, Farmington Players Barn
3	09/30/2008 00:14:00	Novi High School
4	10/01/2008 14:38:00	Sky's the Limit Productions
5	10/01/2008 17:04:00	Grosse Pointe Players, Spotlight Players, Farmington Barn Theater
6	10/02/2008 19:42:00	Spotlight Theatres
7	10/02/2008 20:09:00	Those listed are not your competitors.

6) What prevents you from participating in or attending a Novi Theatres program?

Answer Options	Response Percent	Response Count
Too busy / not interested	36.4%	8
Use other organization	9.1%	2
Don't know location	0.0%	0
Program times not convenient	13.6%	3
Cost too expensive	50.0%	11
Program lacks quality	36.4%	8
Other (please specify)		4
<i>answered question</i>		22
<i>skipped question</i>		6

Number	Response Date	Other (please specify)
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1	09/15/2008 00:57:00	Nothing prevents me, this question demands a negative answer!
2	09/30/2008 00:14:00	staging needs to be more interesting
3	10/01/2008 17:04:00	lack of dedicated theater setting, don't like room/setting for plays
4	10/02/2008 20:09:00	Show choices, you cast the same people in leads, and take even non-talent. Some directors are not strong enough. One in particular is more like an older kid and doesn't present herself as "the one in charge" but rather wants to be friends. What happened to the Linda Wickert quality shows?

7) Please rank most important type of theatre program, 1 being most important.			
Answer Options	1	2	3
Adult musical	8	7	5
Adult drama	7	6	4
Adult comedy	10	4	6
Children's musical	12	7	4
Children's drama	11	5	3
Children's comedy	11	5	4
Classes / Camps	9	5	5
Training	8	4	5
Other (please specify)			3
<i>answered question</i>			27
<i>skipped question</i>			1

Number	Response Date	Other (please specify)
1	09/23/2008 15:07:00	Mixed adult/children cast performances increase quality
2	09/30/2008 17:04:00	We like to focus on the youth programs
3	10/02/2008 20:09:00	Known Musicals that will be fun to be in and watch

8) How do you prefer to purchase theatre tickets?		
Answer Options	Response Percent	Response Count
Mail order	0.0%	0
Online	55.6%	15
Box Office	44.4%	12
<i>answered question</i>		27
<i>skipped question</i>		1

9) How much would you be willing to pay to attend a Novi Theatres production?		
Answer Options	Response Percent	Response Count
\$1 - \$10	57.1%	16
\$10 - \$15	32.1%	9
\$16 - \$20	7.1%	2
\$21 - \$25	0.0%	0
Over \$25	3.6%	1
<i>answered question</i>		28

10) We value your input and ask that you share any additional comments.

Answer Options	Response Count
	15
<i>answered question</i>	15
<i>skipped question</i>	13

Number	Response Date	Response Text
1	09/14/2008 14:41:00	Only thing I can say is that our experience with the Novi Theatres so far has been exceptional!
2	09/15/2008 00:57:00	I have enjoyed what I have seen at the Novi Theatres. I would like to see some smaller cast productions, like comedies as well.
3	09/18/2008 22:28:00	I have seen many shows over the past 5 years. In the past the theater performed Broadway and well know Children's productions with wonderful costumes and sets. The acting was very good and I was always impressed with the quality of the show.
4	09/19/2008 14:28:00	I don't know why the theater keeps putting on these corny kids shows and doesn't do anything with any sort of content. i would gladly pay to see a well rehearsed, professional looking show with three good characters and a small set than these masses of kids.
5	09/19/2008 15:43:00	The theatre has taken to double casting and it just makes it seem as though they're only interested in making money rather than put on a high quality show. I believe the theatre should choose plays that only require a small cast of talented actors.
6	09/22/2008 01:24:00	After this week of our country's financial meltdown and Council's uncontrollable spending, please keep all costs down as much as possible. The taxpayers need a break.
7	09/22/2008 21:40:00	The cost of tickets to the children's shows are too expensive. I think you could get more people to attend if tickets were between \$5 and \$8.
8	09/23/2008 15:07:00	I think quality has deminished as casting becomes wider and wider and fees to be in the performance get more expensive. I like the double casting, it gives more oportunities to get better roles and learn from the director.
9	09/30/2008 00:14:00	Recently, too many of the productions have been musicals.
10	09/30/2008 03:02:00	More musicals; lower ticket cost. Coordinate spring children's play with the Novi Middle School play, so they don't conflict, since the Middle School only does one play a year. We really don't want to be in competition with our city schools.
11	09/30/2008 13:50:00	The ticket prices are too high. At least offer a couple of free or discounted tickets to the families fo performers.
12	10/01/2008 02:58:00	The quality of the theater has diminished ever since the Wickerts left and this new woman came in. She is corny and runs the theater like a day camp. Stop trying to sell us raffle tickets and crappy gifts and give us some quality theater.
13	10/01/2008 03:02:00	The Novi Theatres has sharply declined in its quality since the former director, Linda Wickert, left. The plays are usually overcast and rushed, with an emphasis on kitsch rather than drama. Please get a new director.



14	10/01/2008 13:22:00	Need to involve Novi Business more. More advertising. Get the word out to everyone. I would like to see Novi Theatre everywhere.
15	10/02/2008 20:09:00	Your on-line ticket system is terrible. Look what Canton does. You charge too much for a big room with a sort of stage and plastic chairs that are uncomfortable. You need big musicals like My Fair Lady, Oliver!, etc. and someone in charge that knows what they're doing.

**Attachment B:  
The Novi Theatres Focus Group Results**

**Focus Group 1: Tuesday, September 23, 2008**

**Strengths**

- Strong Educational Mission (teach lifelong skills-kids).
- Good community support
- Good PR (articles, talk & buzz)
- Location itself, that is in the Civic Center
- Ownership / partnership with the City
- History and roots are deep
- Wide range of ages that participate (with exception of “pre-k”).
- Talented and dedicated workers, volunteers and actors
- Uniqueness of the senior show – only one in the area
- Sponsorships / partnerships have been increasing
- Youth theatre is more “professional” than some other places
- Multiple components the theatre encompasses / teaches (set, costumes, etc.).
- Resources available to the theatre are plenty
- Strong support from the Friends of The Novi Theatres
- Senior ushers (volunteers)
- Tie in of seniors (healthy and active)
- All age shows where individuals can learn from each other

**Weaknesses**

- Large range of ages in kids shows that really don't get to participate. 7-18 is a large age spread.
- Number of performances of each show – a constant is not a blanket solution, maybe kids 1 look at kids shows only running one weekend and even some of the adult shows.
- “Double cast”-kids learn less
- PR and visibility in the community is low
- No sign exists to promote the location of the theatre
- Name of the theatre makes it sound like a movie theatre
- “No cuts” at auditions makes the cast watered down
- Increased competition / overlap with other performing arts groups in the area
- Quality is lower and so is the professional authenticity.
- Lack of community support from people that are not in the show – only cast members parents / family and friends attend the shows
- Not considering the current actor base when choosing shows
- Not reaching out to new actors.
- Hard to get items out; more help from City Public Relations, marketing to City Staff, this is a road block
- Priced ourselves out of the market for tickets – price is too high
- Participation cost to be in a play is high
- Audience participation has dropped off
- Actual space where productions take place is not a true “theatre” setting
- Signage is lacking, in front of the Civic Center and on the room itself



- Hard to buy tickets; not user friendly, more instructions on how to buy online
- Senior groups, during the senior show, not being able to hold tickets via phone
- Sound system is poor; mics are old (portable) and it is not used to capacity
- Lights need work – there are not enough of them
- Back stage is a mess and there is a lack of storage
- Not teaching kids to project, relying too much on microphones

### Opportunities

- Apply for more grants to increase funding
- Develop a master calendar for productions – City, schools, area groups, etc.
- Work more on the H.S./M.S. partnership; share talent, costumes, resources
- Promote the theatre through Theatre festivals, maybe 2 a year
- Create a variety of productions and expand offerings – rec. to more professional and small to large, to meet all degrees of ability
- Increase number of people at auditions; do this by raising quality, working with other theatre groups
- Engage is a good medium but it **MUST** go out on time
- To promote productions to schools, need a better youth rate to encourage them to attend
- Teach youth that are cut from auditions to work on the technical side of the theatre and stay involved
- Create more partnerships in the local / Detroit area
- Develop a good and useful Novi Theatres Website
- Market on other area theatre websites for Directors and Actors
- No empty seats – sell out shows again
- Market to families by creating family discount packages
- Cost of tickets should be lower; not more than a movie ticket, less money to purchase in advance than at the door, family discount, and group discount.
- Need to re-develop reputation, word of mouth is the best way to accomplish this
- Broad range of marketing must be implemented
- Market the senior show earlier, best in the winter months
- Bring back big name / multi-cast shows again
- Develop new types of theatre productions – black box and dinner theatre
- Form a scrip committee to help pick the season of shows
- Market a youth show to the school as a field trip
- Provide actors with perks by giving each a few free tickets
- Do literary classics for the youth shows
- Tasks and functions of “Theatre Director” are broad and hard to fill with one full time contract person, look at restructuring
- Build connections with drama and music teachers in the area

### Threats

- Increased competition
- Low budget for productions and staff
- Economy in Michigan
- Loss of volunteer base – current parent involvement seems low

- If we lose this group of volunteers – we have issues (only 1 set designed and 1 painter, etc.).
- Focusing too much on any one age group
- Loss of contact with participants by allowing them to register online
- Ages of our youth is “old”, we need new blood
- Having too much “attitude”, we need to treat actors and ticket buyers with respect

### Focus Group 2: Wednesday, September 24, 2008

#### Strengths

- Quality of productions
- Talent pool in Novi is broad
- Participation of the community in performing arts programs, provides good building blocks
- Provides a unique opportunity
- Broad offerings available
- Group/“Family” feel of casts
- Good location in Novi
- Teaching youth life long skills and providing them with various experiences
- Solid foundation and history
- “CORE” group is strong and have a great love for the theatre
- Reputation
- Creativeness and innovation of staff
- Sponsorships and the business end of the theatre has grown stronger
- Investment / support by the City is high
- Friends of The Novi Theatres is a strong supporter
- Program staff is open to new ideas
- Frequency and variety of productions; different levels, consistency
- Costume department exists and is staffed, so parents don't have to do it

#### Weaknesses

- Facility/building itself; there is not fly space, it is not a “theatre”
- Quality has gone down
- Too many children's productions offered (number of performances)
- Negative to hold shows on two weekends and not fill the house – would rather have one
- Not a “learning theatre”; youth don't seem to learn all aspects of theatre anymore.
- Age range too large for youth productions – need to break them down, lines and learning should be a focus
- Cost of tickets are too high (HS is lower); \$10-\$12, maybe incentives, actors should get tickets for free
- Partnership development is lacking, especially with NHS. Maybe Q&A after kids performances.
- Costumes a little old
- Director is too stretched and wears too many hats at once
- Seems the focus on details has been lost
- Marketing has gone done and quality of marketing is lower



- Quality is down; light board should be covered, no doors open during production, maybe have a set crew, not organized/discipline.
- No input from actors on shows; maybe have committee to review scripts and plan for season
- Theatre website is poor, needs to be more interactive and have a webmaster
- Quality drives price, our quality is low, prices should be lower
- Tickets – children’s productions should be a lower cost
- Cost of being in a performance seems to have increased
- Set changes must be smooth and quiet, currently they are not
- Sound technicians are weak, we must provide better training

### Opportunities

- Signature Park and Theatre, if you build it, they will come
- Sponsorship/partnerships; “must” have quality to get this and an actual theatre building
- Produce other types of shows – diversify
- Big name, large cast shows will get people in seats
- Linking performance groups; Little Kids, Concert Band, Choralaires all under one umbrella and doing performances together
- Build partnerships; schools (teachers), area theatres, etc.
- Name of the theatre, performing arts or civic in the name
- Develop one calendar for theatre productions with the schools, etc.
- Build on live music; great - build our own orchestra with the Concert Band, HS Band and others
- Bring people back to the theatre with orientation / open house nights
- Develop a fundraising strategy

### Threats

- Timing of shows, competing with the HS and other area groups shows at the same time as ours
- Don’t compete with H.S. Musical
- Focus “too much” on business end
- Economy
- Budget, lack of money
- Not having strong infrastructure, we have some volunteers and some paid staff, we need to develop volunteers more
- Facility is a problem – it is not a “real” theatre and too many other things take place in that space
- Structure, not enough staff hours
- Change in demographics, need a senior discount
- Promote a clear picture of theatre’s role
- Too much on director, does not seem available to the cast for learning
- High burnout of staff
- Loss of youth base
- Not involving family, building volunteer base

## Attachment C: Theatre Benchmark Analysis

### Canton - Village Theatre

- 2 full time staff – Jennifer Tobin Canton Arts Coordinator and full time technical director
  - Job Duties – Sales and Marketing of the facility to different groups
    - Contracts Classes
    - Hires staff
    - Contracts with theatre companies to bring in productions
      - Spotlight – Canton takes 30% of their ticket revenues
      - Ever After Productions – Canton takes 30% of the \$190 registration fee and 30% of their ticket sales
- 20 part time employees
  - tech staff for lighting and sound equipment
  - house managers
  - Box office staff
  - Other front of house staff
  - Clerk to handle the paperwork and finances

Theatre Company	Amount and type of productions	Ticket Prices	Cost to participate
Spotlight	Four Age appropriate shows (mostly adults)	\$18 Adult / \$16 Senior and Youth / \$15 Group	\$25 membership fee for the year
Ever After Productions	Two mainstage productions – youth Two studio productions - youth	\$15 all seats mainstage shows \$12 all seats studio series shows	\$190 per production + \$5 audition fee \$190 fee does not include costume

“Build your business with a lucrative children’s theatre program; charge them to be in the productions, charge the parents to come see it. Then you can do what you want with the adults and you don’t charge them. They won’t pay it.” - Jennifer Tobin

### Stagecrafters

- 1 full time staff – Development Director
  - Fundraiser
  - Membership development
- Board of directors – volunteer organization – 6 members
- Two stages: Main Stage and Second Stage
- Process for choosing shows/directors for Mainstage:
  - Shows are chosen by the Board of Directors. Then a member of Stagecrafters can apply and interview for the directing position. This position is not paid.
- Process for choosing shows/directors for Second Stage (contemporary, non traditional theatre):
  - A director can apply to direct a show of his/her choosing provided it fits the fundamental ideals of the second stage. A committee then decides which shows they will produce.



- The producer will find designers, dramaturges, backstage help and any other staff needed unless the director has a staff of people he would like to use. Stagecrafters will find the producer unless the director and producer apply together.
- All people involved with Stagecrafters must pay their \$45 membership fee to work on a production. Be it acting, directing, designing, all must be members.

Theatre Space	Amount and type of productions	Ticket Prices	Cost to participate
Mainstage	Two Youth Productions  Five Adult Productions	<b>For Dramas:</b> \$14 on Thu; \$16 on Fri-Sun; \$14 for students / seniors on Sun <b>For Musicals:</b> \$16 on Thu; \$18 on Fri-Sun; \$16 for Students / Seniors on Sun <b>For Youth Shows:</b> \$9 Adult; \$6 youth	\$45 membership fee for the year. All people must pay including production staff
Second Stage	Three Adult Productions	\$12 each; \$6 for Students on Thu; Rush Tickets \$6 on Fri	Same as above

### Sky's the Limit

This is a contracted company hired by Farmington Hills Recreation

- Staff consists of:  
One Director – considered full time  
One Vocal Director – part time  
One Choreographer – part time  
Two Producers – part time  
These are all paid by contract. There is no office for Sky's the Limit. They have a cell phone that they pass around between the staff to answer.
- They charge \$135 for residents to be in the play. They charge more for non-residents, but she didn't have that information by her couch when I called.
- They try to not turn people away for auditions. If you didn't make it in the last show you will ABSOLUTELY be cast in the next production. They do two casts, performing a total of 6 performances in one weekend.

Theatre Space	Amount and type of productions	Ticket Prices	Cost to participate
Costick Center	One all ages musical in the fall 2-3 youth productions in the winter/spring	\$10 for adults and children; \$8 for seniors All seats are General Admission Used to give free tickets to participants, not anymore	\$135 for residents, \$140 for non-res