



**DRAFT  
NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

**NEW PARTNERSHIP, INFRASTRUCTURE IMPROVEMENTS POSITION  
ARIZONA THEATRE COMPANY FOR A STRONG FUTURE**

*Nonprofit adapts to changing needs to ensure long-term success*

As part of an aggressive strategy to ensure long-term viability, Arizona Theatre Company has forged several new collaborative partnerships, restructured its operations and is in the process of maximizing assets as it prepares to return to live in-theatre performances stronger than ever. ATC is entering into an agreement with the Tucson Museum of Art for office space and has sold its administrative office building, the historic Glenwood Hotel across from the Temple of Music and Art. The box office, costume shop and production offices will be located at the Temple and Scene Shop, while business, development, marketing and education staff will be headquartered at the Tucson Museum of Art about one mile away. ATC also leases a 22,000-square-foot production shop and a separate costume and prop storage facility at other Tucson locations.

"We are making thoughtful, significant changes in our business model to strengthen the company's infrastructure so we can be here for another 54 years," said ATC Managing Director Geri Wright. She notes that the pandemic and subsequent pause in presenting live on-stage theatre has provided time to rethink how ATC can improve its business practices and operations to be more efficient and effective.

Wright noted that ATC has also successfully completed its "Bring Us Back To LIVE" year-end fundraising campaign, raising more than \$500,000. "We are encouraged and humbled by the support from our patrons, donors and subscribers during this pandemic. With luck, support and some bold strategic moves, ATC will come out of this pandemic stronger than before."

The partnership with TMA calls for leasing offices and sharing reception and education spaces as well as the board room. “We’re excited about the synergy that we’ll have at the Tucson Museum of Art and look forward to using the Temple of Music and Art more effectively.”

The 11,000-square-foot Glenwood building on Scott Avenue has housed ATC staff for the past 14 years and was sold for an undisclosed amount to a highly respected Tucson-based development company. Since late March 2020, ATC has reduced staff and, with the majority working remotely, only a handful of staff were utilizing the building.

“Like many organizations and businesses, we’ve seen that we can work collaboratively whether we are all in the same space or not,” Wright says. “We’ll be making better, more efficient use of our spaces, and we will realize significant cost savings and more efficient operations with the sale of the building.”

On the artistic side, ATC continues to create and develop live-streaming content for its ongoing weekly podcast, ***Hang & Focus***, and diverse artistic and educational collaborations with groups and artists including Chicago, the iconic Rock & Roll Hall of Fame band; Emmy Award-winning actor John Larroquette; Maricopa Community Colleges theatre departments; and renowned playwrights including Lauren Gunderson and Steve Yockey. In March, ATC is collaborating with The Scoundrel & Scamp Theatre and Winding Road Theater Ensemble to produce RomeroFest, a month-long celebration of the diverse, thoughtful and impactful works of ATC Playwright-in-Residence Elaine Romero, with digital performances by theatre companies across the U.S. and in Mexico.

“We are grateful for the support throughout Arizona in support of the state theatre and look forward to getting back to live productions in the fall of 2021”, said Artistic Director Sean Daniels.

For more information about Arizona Theatre Company, visit [www.arizonatheatre.org](http://www.arizonatheatre.org).

**Contact:** Steve Carr, The Kur Carr Group, Inc., (602) 317-3040; [scarr51@gmail.com](mailto:scarr51@gmail.com)

**About Arizona Theatre Company:**

Under new leadership and now celebrating its 54th Season, Arizona Theatre Company is the state theatre, with the largest subscriber base of any performing arts organization in Arizona. More than 130,000 people each year attend performances at the historic Temple of Music and Art in Tucson and the elegant Herberger Theater Center in downtown Phoenix.

Each season of high-quality productions reflects the rich variety of world theatre – from classic to contemporary plays, from musicals to new works – and audiences enjoy the rich emotional experience and joy that can only be captured through live theatre. ATC is the preeminent professional theatre in the state of Arizona. Under the direction of Artistic Director Sean Daniels and Managing Director Geri Wright, ATC operates in two cities – unlike any other League of Resident Theaters (LORT) company in the country.

ATC shares the passion of the theatre through a wide array of outreach programs, educational opportunities, access initiatives and community events. With more than 800 Education & Engagement activities through schools and summer programs, ATC focuses on teaching Arizona's youth about the creative power of dramatic literature and how it can enrich their own lives in multiple ways

ATC reaches far beyond the metropolitan areas of Tucson and Phoenix, enriching the theatre learning experience nationally for current and future audiences.