

# THE **create** CAMPAIGN

## FACT SHEET

### Overview

Berkeley Repertory Theatre launched the CREATE Campaign in 2012, a five-year \$50 million comprehensive campaign to support its general operations and to fund several key initiatives: the renovation of the Thrust Stage, the formation of The Ground Floor: Berkeley Rep's Center for the Creation and Development of New Work, and an expansion of its Harrison Street campus. The reopening of the revitalized and renamed Peet's Theatre marks the end of the first phase of this comprehensive campaign. With over \$34 million raised to date, the second phase of the campaign will now focus on the development of the Harrison Street campus as a center for new work, with funds going toward the construction of additional rehearsal halls and substantial investment in The Ground Floor new works program.

### Capital Campaign Leadership:

- Campaign Steering Committee Members (2012 to 2016) – Stewart Owen (Chair), Carrie Avery, Thalia Dorwick (Past Chair), Robin Edwards, Kerry Francis, Jill Fugaro, Dale Rogers Marshall, Sandy McCandless, Julie McCray, Helen Meyer, Pam Nichter, Marjorie Randolph (Past Chair), Jack Schafer, Karen Stevenson, Roger Strauch, Jean Z. Strunsky, Deborah Taylor Barrera
- Honorary Committee: Kathleen Chalfant, Colman Domingo, David Edgar, Naomi Iizuka, Moisés Kaufman, John Leguizamo, Mitzi Sales, Anna Deavere Smith, David Henry Hwang, Alice Waters, Lawrence Wright

### The CREATE Campaign has made the following possible:

#### The Ground Floor

- The Ground Floor: Berkeley Rep's Center for the Creation and Development of New Work encompasses all of the Theatre's new play development activities, including workshops, readings, play commissions, and a month-long Summer Residency Lab.
- The Ground Floor Summer Residency Lab:
  - Total Number of Projects since 2012: 64
  - Average Number of Projects Each Summer: 16
  - Number of Artists and Actors, half of whom are local: 350
  - Applications to the Summer Residency Lab since 2012: 1,825
  - 22 projects have gone onto productions at theatres across the country, including Playwrights Horizons, Z Space, La Jolla Playhouse, Center Stage in Baltimore, Kansas City Rep, Yale Rep, American Repertory Theater, New York Theatre Workshop
- Ground Floor Commissions Premiering on the Berkeley Rep Mainstage:

- *Troublemaker, or the Freakin' Kick-A Adventures of Bradley Boatright*, by Dan LeFranc, 2012-13
- *The House that will not Stand*, by Marcus Gardley, 2013-14
- *X's and O's (A Football Love Story)*, by KJ Sanchez with Jenny Mercein, 2013-14
- *Notes from the Field: Doing Time in Education, The California Chapter*, by Anna Deavere Smith, 2014-15
- *Aubergine*, by Julia Cho, 2015-16

## Named Facilities and Positions

- Newly Endowed Positions:
  - The Michael Leibert Artistic Director, a gift of an anonymous contributor
- Newly Named Major Spaces:
  - The Peet's Theatre – the newly renovated Thrust Stage, now featuring Meyer Sound's Constellation Acoustic System and upgraded amenities
  - Osher Lobby – Peet's Theatre, a gift of Bernard & Barbro Osher
  - Michael's Second Act – the bar in the Peet's Theatre, a gift of Michael & Sue Steinberg
  - The Falik Family Gentlemen's Lounge - Peet's Theatre, a gift of Bill Falik & Diana Cohen
  - The Marjorie Randolph Women's Room - Peet's Theatre, a gift of Marjorie Randolph
  - Ira's Green Room - Roda Theatre green room, a gift of the Ira & Leonore S. Gershwin Trust and Mike & Jean Strunsky
  - The School of Theatre Offices – a gift of Richard Grand Foundation and Lynne Carmichael
  - The Ground Floor Rehearsal Studios – at the Harrison Street campus, gifts of the Mercer-Golden Family, Susan Chamberlin, Susan Karp & Paul Haahr, Pat & Merrill Shanks, Stephanie & John Dains, and Scott & Sherry Haber
  - The Jack & Betty Schafer Conference Room – at the Harrison Street campus, a gift of Jack & Betty Schafer
  - The Literary Office – at the Harrison Street campus, a gift of Thalia Dorwick on behalf of the Berkeley Rep docents
  - The Craft Room – at the Harrison Street campus, a gift of Dugan Moore
  - The Phone Booth – at the Harrison Street campus, a gift of Steven & Patrece Mills

## Media Contact

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