

BROADWAY ROSE

THEATRE COMPANY

NEWS RELEASE

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Broadway Rose Theatre Company Breaks Ground on Building Expansion



Tigard, OR – Groundbreaking began today for Broadway Rose Theatre Company’s long anticipated expansion to the New Stage theater. Originally planned for last April, the uncertainty of the pandemic put the project on hold. Despite the difficulties of 2020, the theater finished the year in a strong financial position. In March, the company’s Board of Directors voted unanimously to go ahead with the plans for the building expansion. “Now is the ideal time to begin construction while the theater is still not performing live,” says managing director Dan Murphy.

The company has been strategically planning the expansion for years. “After more than twelve years at the New Stage, Broadway Rose is in a wonderful position to deepen its community connections and develop new offerings,” states Jan Leone, president of the

Board of Directors. “The board of directors enthusiastically supports expanding the building to achieve this.”

Prior to the pandemic, artists, audiences, students, and community members had maximized every inch of the New Stage, the company’s theatre and administration offices, renovated from the C.F. Tigard Elementary School’s former cafetorium in 2008. With consistently sold-out performances, education programs unable to meet growing demands, an expanding staff, and operations overflowing into temporary and rented workspaces, Broadway Rose first began plans to expand its facility in 2017. A design team was assembled with Scott I Edwards Architecture LLP, B&G Builders, and Shields I Oblatz I Johnsen project management. A new 30-year lease agreement was signed with Tigard-Tualatin School District to ensure its home for decades to come, and the project was officially announced in August, 2019.

Plans for the expansion include:

A new studio space to facilitate artistic development, support education programs, and accommodate community partnerships. Uses include: rehearsals, youth camps and workshops, audience and donor engagement experiences, special events and performances, community partnership activities such as play-readings, civic forums, and meetings.

A costume shop and enlarged scenic shop to bring creative teams and resources under one roof, eliminate the expense of renting space off-site, reduce waste, improve access, and expand capacity.

Additional **administrative offices** to support the needs of the Broadway Rose staff.

“We reached capacity with our current space,” says artistic director Sharon Maroney. “This expansion will build infrastructure to support our artistic vision, and increase the possibilities of adding programming and hosting more community groups.”

Broadway Rose’s \$3.4 million expansion will be made possible by its board-designated cash reserve, foundation and corporate grants, and gifts from individuals who share the company’s vision for the future of its community. Over \$3 million has already been secured. The project is scheduled to be completed in January 2022.

About Broadway Rose Theatre Company

Broadway Rose is Oregon’s premier musical theatre company. Founded by Artistic Director Sharon Maroney and Managing Director Dan Murphy, Broadway Rose has been producing professional musical theatre in Tigard since 1992 and has earned national recognition for its commitment to artistic excellence and new work development. Working to enrich the region’s cultural life and increase opportunities for Oregonians to participate in the arts, the company presents a variety of mainstage productions throughout the year as well as summer children’s musicals, educational camps for children and teens, and a technical internship program for developing theatre professionals.

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The award winning company is well known for producing lavish musicals such as *Les Misérables*, *Cats*, *Guys and Dolls*, and *Mamma Mia!*, and is especially adept at presenting musical revues featuring the work of celebrated artists and composers. The company also produces new works.

Average annual attendance at Broadway Rose during a traditional year exceeds 45,000 visits a year. Broadway Rose is a 501(c)(3) nonprofit committed to keeping live theatre affordable and making its productions accessible to all members of the community. It is committed to its work in improving its equity, diversity, and inclusion efforts and fostering an environment where all people are welcome.

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