



FY24 ANNUAL REPORT

TO OUR KEEGAN FAMILY

As we reflect back on the successes of this past year and how far we've come since first opening our doors in 1996, we are steeped in gratitude. We've said it before, but it bears repeating – we couldn't do any of this without you.

As Keegan's Artistic Director, I am so thankful this career means that I can be a part of a company that is about creating connections, telling stories that remind us of our shared human experience, and building community. I am so thankful for the work we get to do on Church Street – work fueled with hope and imagination and acceptance and honesty. I am thankful for the family we have built, for the change we have effected in our corner of the world, and for the impact we will continue to strive to make. It is a huge gift to me, this work, for it gives me purpose and vision – and during times when it is easy to feel powerless in the world, purpose and vision can be a lifesaving buoy. I hope you feel likewise buoyed by your support of Keegan, and that you see what a practical and impactful difference it makes to the work we do.

With your help, we're able to serve upwards of 15,000 visitors annually from across the region and 2,000 students in all eight D.C. wards. We're opening doors wide to children whose schools don't have arts funding, to playwrights whose race, gender, or sexual orientation has barred them from stages, to members of the D.C. community who otherwise wouldn't be able to attend the theater. We are sparking conversations, elevating extraordinary artists, and inspiring audiences to connect to provocative work, to their creative selves, and to each other.

At a time when it is becoming increasingly easy to feel isolated and divided, theater offers us something irreplaceable: a place to gather, connect, and explore ideas. Your generous gifts support the community you've helped us create at Keegan – and have a direct impact on the art and artists on our stage, as well as on the lives and education of thousands of schoolchildren across the District. Thank you for helping Keegan continue our mission of inspiring and enriching the D.C. community, and please join us in good company in 2025.

Sincerely,



A handwritten signature in black ink that reads "Susan Marie Rhea".

Susan M. Rhea
Artistic Director

YEAR IN REVIEW

As a growing, award-winning professional theatre in our nation’s capital, Keegan is a cultural asset, setting the standard for the industry in D.C. and across the nation. Producing a mix of classic and contemporary plays and musicals, Keegan aims to serve as a national example of excellence in theatrical production and performance and a model for the country’s mid-sized not-for-profit theaters. This past year saw growth across Keegan’s four main areas of in-person programming: our mainstage productions; the Keegan PLAY-RAH-KA education program; the Boiler Room Series new work initiative; and KeeganConnects, our arts accessibility and outreach program.

Mainstage

Audiences have come to trust that a Keegan production will challenge, inspire, and deliver consistently superb theater, and we are thrilled to report that our attendance numbers are near pre-pandemic levels and we again received critical and industry acclaim. Keegan was nominated for 11 Helen Hayes Awards in 2023, tying with Arena Stage for the most awards received by a single theater, and taking home six total Helen Hayes, including the prize for Outstanding Production of Musical: *Helen*. Press has been outstanding for all of this year’s mainstage productions, with glowing reviews saying the work this season was “a masterclass in strong, ensemble-based comedy” (MD Theatre Guide), “impeccably sung” and on par with the Broadway production (Washington Post), and “all the ingredients of a terrific outing at the theatre” (Broadway World).



We’ve been thrilled to see attendance returning to pre-pandemic numbers, with every show in the season meeting or exceeding our goals. Our holiday tradition, *AN IRISH CAROL*, filled to 67% capacity and our first foray into Sondheim, *MERRILY WE ROLL ALONG* was sold at 92% of capacity and handily outperformed our financial goals. Two riskier titles that we produced this year were the D.C. premiere of *WEBSTER’S BITCH* (sold at 61% capacity) and a new play, *THE ELEPHANT IN THE ROOM* (sold at 33% of capacity - the highest attendance of a new play since the pandemic). *NOISES OFF* sold at 72% capacity and blew through our financial goals. We’ve been beyond thrilled at the reception of this season, and just announced our exciting 28th season, which features an eclectic and exciting lineup of productions that will bring audiences of all types together on Church Street.

Boiler Room Series

The Keegan Theatre has long recognized the vital importance of new voices in the theater, producing world and area premieres consistently since its founding. But the theater ecosystem often leaves emerging and/or underrepresented playwrights to create and cultivate in a vacuum, making it difficult for some of these artists to break through to production phases.

Now entering its eighth year, our “groundbreaking” (Drew Anderson, playwright) Boiler Room Series new works initiative is having a real impact on expanding the voices on stages throughout the country. A production now slated for 2026’s Off-Broadway season, *TRANS AM*, completely owes its genesis to BRS. Another BRS pipeline script, *STRANGERS WITH BENEFITS*, was picked up by the Tony Award winning Signature Theatre for its new play series. Since launching in 2017, more than half of BRS’s playwrights have been women, more than half of all BRS artists have been BIPOC and 25% LGBTQIA+.

YEAR IN REVIEW **Cont.**

BRS has also innovated audience accessibility, offering free public and school readings and workshops, low-priced tickets, and discount and giveaway offers for BRS mainstage productions to remove barriers. By inviting underrepresented voices, communities, and cultures to the theatrical table, BRS not only cultivates, amplifies, and celebrates those artists, but also reaches new audiences who benefit from seeing themselves and their stories represented on stage. In future years, we look to expand BRS to include annual new works festivals, publishing and licensing support, and other practical, innovative resources to promote further exposure and open the valve wide to fuel the future of theater.



PLAY-RAH-KA

PRK has seen exponential growth in the last two years with 762 more students participating this year, and expanded programs to the Northeast and Southeast, helping us foster a love for the arts in new communities. Keegan continued after-school programming with Ross, Stoddert, Marie Reed, and Hyde-Addison elementary schools and added new partnerships with Sousa Middle School, Polite Piggy's at Capitol Hill Montessori, CW Harris Elementary School, and Horton's Kids. All after school programs are at or near capacity, serving 450 students throughout the school year. Keegan PRK summer camps and single-day PLAY DAYS also continue to provide support for families and flexible, arts-focused engagement for students during school breaks, currently serving around 212 students.



And this spring, we brought back our popular field trip experience with a revival of FROM GUMBO TO MUMBO, a play by D.C.-based spoken word artists Drew Anderson and Dwayne Lawson-Brown. Approximately 285 D.C. public schools attended the 2024 production of this critically acclaimed play as a field trip experience at no cost to the students or school. Evaluations came back with 100% positive ratings from teachers on engagement, enrichment, and inclusiveness, and student feedback was likewise positive, with more than half of the students saying they would like to participate in a program like this again.

KEEGANCONNECTS

Our KeeganConnects access and inclusion initiatives have been highly successful. Preview performances – offered to the community at no cost, and held throughout the season – played to full houses, opening up accessibility of performances to patrons that would not otherwise be able to attend the theater. Outreach initiatives to area organizations and schools have also been a tremendous success, and programs like our KeeganCare low-cost child care initiative and talkback conversations with experts have continued to expand our patron base and support and engage with our community in exciting ways.

NEXT SEASON & BEYOND

We just announced our exciting 28th season, which features an eclectic and exciting lineup of productions that will bring audiences of all types together on Church Street. We have dark satire (HAND TO GOD) and romantic comedy (APROPOS OF NOTHING); we have thrilling horror (THE WOMAN IN BLACK) and heartwarming holiday fare (AN IRISH CAROL); we have artistic activism (#CHARLOTTESVILLE) and musical inspiration (FALSETTOS).

YEAR IN REVIEW Cont.



The season will also include a range of KeeganConnects enrichment events, including post-production panels and audience talkbacks, free ticket programs, childcare matinees, as well as cabarets and other events. We are expanding our Keegan PLAY-RAH-KA programming to high schools for the first time, and offering two Field Trip Experiences: a new play by the spoken-word team of Drew Anderson and Dwayne Lawson-Brown (MIDICULOUS) and a fresh adaptation of ROMEO & JULIET by Jared Graham and DC students. BRS will be opening submissions for a new docket of playwrights, and has three productions in different phases of the script-development pipeline planned: a new play commissioned for development, another receiving a full workshop and public reading, and a third to be presented as a World Premiere on the Keegan mainstage. We are also investing in a Health, Safety and Accessibility Project, reducing barriers for entry, accommodating a wider audience, and ensuring better inclusion and opportunities for patrons and artists of all abilities at Keegan.

In recent years, our funding has expanded to include national grants from organizations like The Shubert Foundation, Paul M Angell Foundation, The Morgan Fund, and others, who recognize the impact our programming has on our nation's capital. And our collaborations with theaters, schools and organizations around the country have expanded ten-fold as we continue to pursue artistic excellence and improve our Dupont Circle home. We recently became members of the Theatre Communications Group and National New Play Network, and as we eye a major expansion for our 30th anniversary season, we look forward to increasing our contributions to the industry and becoming a greater leader on the national stage.

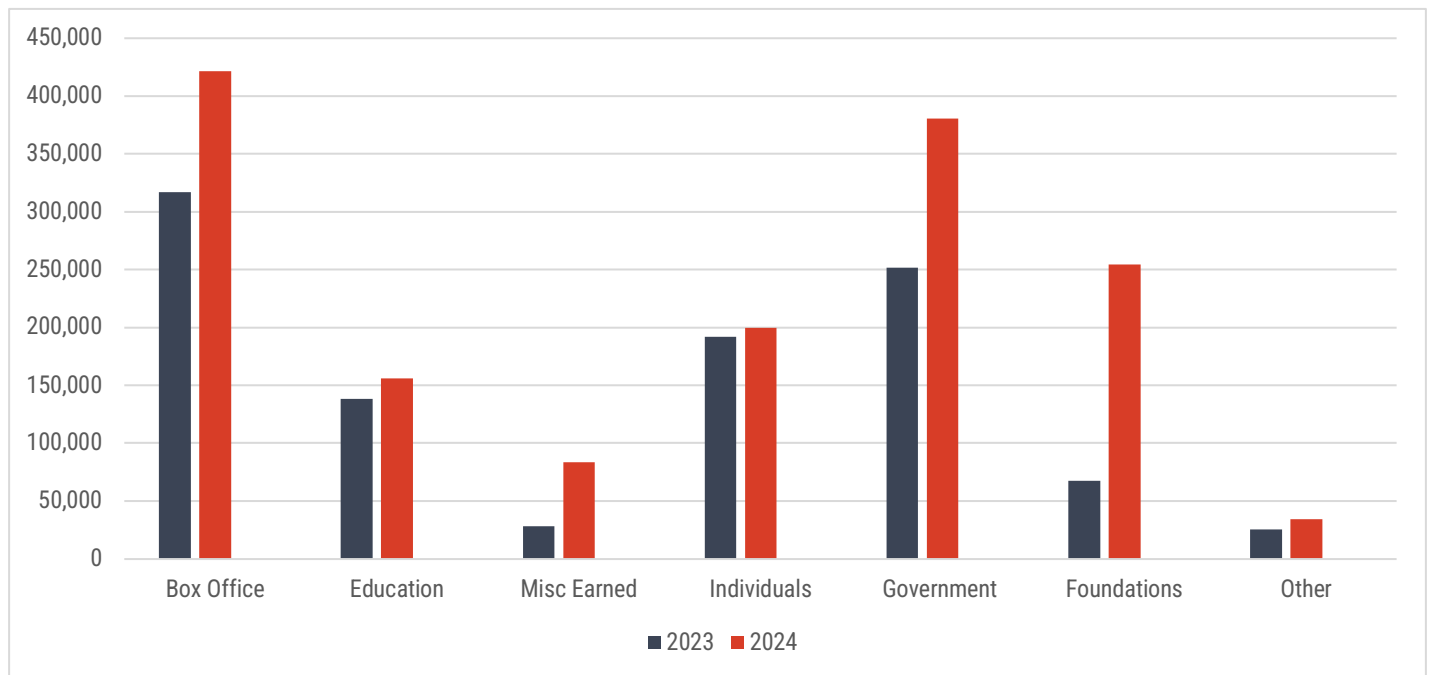


We firmly believe in the transformative power of the arts and that theater is uniquely positioned to allow artists and audiences to unpack ideas, deepen connections, and challenge ourselves and our communities and are committed to strengthening our reputation as a leader in the industry.

FINANCIALS

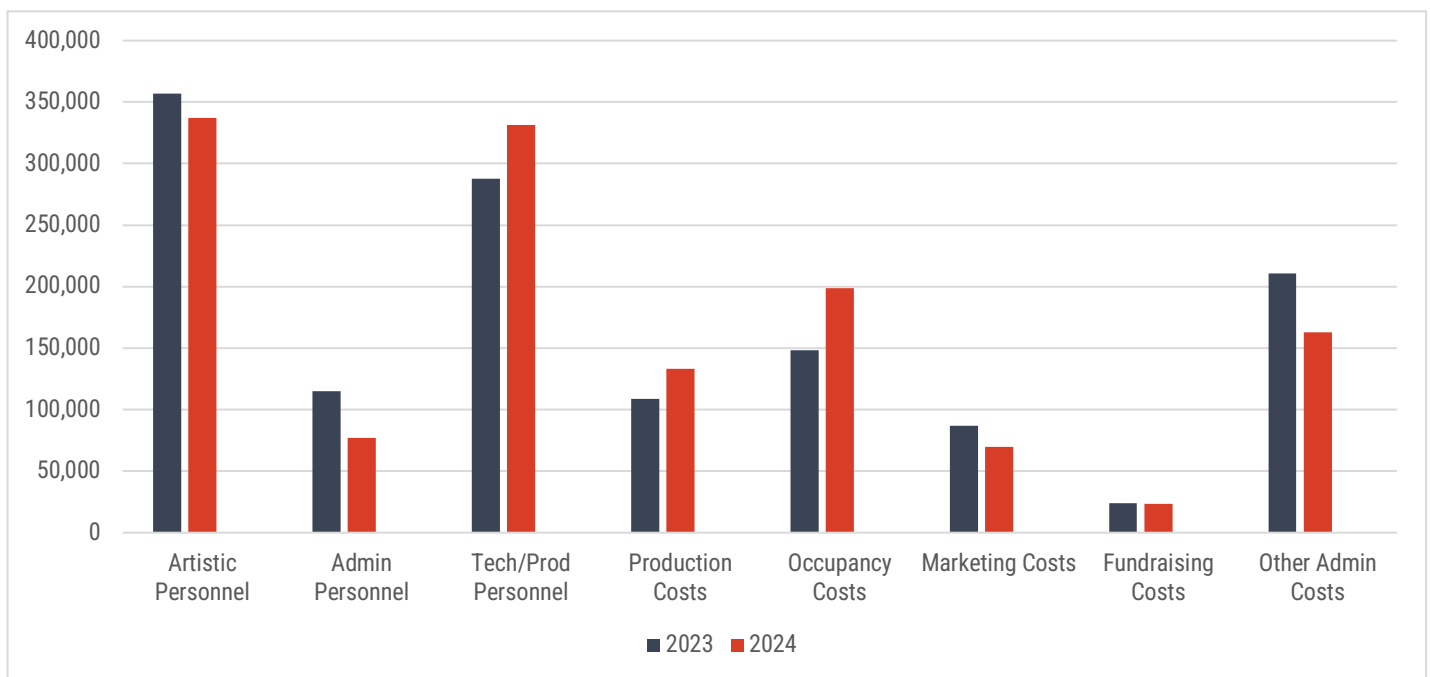
While earned revenue through ticket sales is slowly returning to pre-pandemic numbers, the cost of materials, utilities, and maintenance is accelerating. The cost of living in DC is one of the highest in the nation and the staff, who are the backbone of the organization, and the artists involved in our incredible productions, deserve to be fairly compensated. It is our goal to increase salaries and artist fees gradually over time so that they can have sustainable lives. We also cannot compromise the quality of the art and programming that the community has come to expect from the Keegan Theatre, and aim to set appropriate budgets for all of our productions. And, with support from grants and a generous anonymous donation, the organization has begun to rebuild its cash reserves, preparing us for any future crises.

2024 INCOME	2023	2024
Box Office/Subscriptions	\$317,021	\$421,736
Education Programming	\$138,258	\$155,826
Misc. Earned Income - Concessions, Ad Sales, Space Rental, Merch	\$28,559	\$83,469
Individual Giving	\$191,807	\$199,896
Government Giving	\$251,838	\$380,580
Foundation Giving	\$67,815	\$254,500
Other - Special Events, Investment Income	\$25,613	\$34,428
TOTAL	\$1,020,911	\$1,530,435



FINANCIALS Cont.

2024 EXPENSES	2023	2024
Artistic Personnel	\$356,960	\$337,160
Administrative Personnel	\$114,833	\$76,948
Artistic/Tech/Prod. Personnel	\$287,916	\$331,571
Production Costs	\$108,859	\$133,080
Occupancy Costs	\$148,352	\$198,808
Marketing/Advertising Costs	\$86,994	\$69,607
Fundraising Costs	\$24,167	\$23,496
Other Administrative Costs	\$210,562	\$163,118
TOTAL	\$1,338,643	\$1,333,788



DONOR SUPPORT

Thank you to all of our donors, whose financial support makes a real, practical difference in the work we do here. Donate online to help allow us to continue to subsidize the cost of tickets and opportunities for a greater number of D.C. area residents who otherwise would not be able to participate, empower D.C.-based artists to create more inspired, award-worthy work, and continue to make improvements to our Dupont Circle home where we elevate the voices of today and tomorrow.

2024 INSTITUTIONAL SUPPORT

Anonymous
Children's Theatre Foundation of America
Congressional Sports for Charity
DC Commission on the
Arts & Humanities
DC Office of Out of School Time
Dimick Foundation

Doggy Style Boutique
Dupont Circle Citizens Association
Google Ad Grants Program
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Elaine & English Showalter
Paulette & Stan Shulman
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Holly & Brandon Sitzmann
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Dennis Smith
Will Stephens
Allison Arkell Stockman
Jeffrey Teixeira
William Turner
Vishwas & Josie Lewis
Dingus Whaley
Susie & Lawrence Wolk
Patricia Zweibel

MISSION, VALUES & TEAM

MISSION

To take audiences to the vital heart of the theater experience: extraordinary artists in an intimate setting exploring the human condition. To foster connections and positive change in our community through vigorous, inclusive, empowering education and outreach.

VALUES

Keegan's guiding values are honesty, integrity, courage and excellence in the exploration of the full range of human experiences and perspectives on the stage, and a commitment to providing access to theater and arts education for everyone. We believe that human beings thrive in a safe, supportive, compassionate, and inclusive environment. We believe in creating a space where kindness is the prevailing imperative. We believe in creating work that reflects our community fully. We believe theater has the power to break down barriers. We believe that the future of the form depends on the consistent development of new works and the diverse range of artists, seasoned and emerging, that create them. Emboldened by these beliefs, we dream big.

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Keegan Theatre

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Susan Marie Rhea

Keegan Theatre

Vishwas

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