



FOUNDED IN 1931, TAMWORTH, NH



1996



1998



1999



2001



2005



2007

THE BARNSTORMERS › PO BOX 434 › TAMWORTH, NH › 03886

THE BARNSTORMERS COMPREHENSIVE CAMPAIGN



## OUR MISSION:

TO KEEP VITAL THE VALUE, SPIRIT, AND TRADITION OF FINE SUMMER THEATRE IN TAMWORTH, AND TO PROVIDE A VENUE FOR AND TO PROMOTE VARIED CULTURAL ACTIVITIES WITHIN THE REGION.



1937



1940



1951



1961

## THE BARNSTORMERS COMPREHENSIVE CAMPAIGN

## INTRODUCTION

The Barnstormers is considered by many to be an icon of the State of New Hampshire. Francis Cleveland, co-founder (and my uncle) was named one of the most influential people in New Hampshire in the last century. I'm sure he would raise an eyebrow at that.

Icon or not, survival and growth depend on the ability to change and adapt. External forces have dramatically changed the theatrical marketplace. Just ten years ago there were limited opportunities for fun on a summer night; now the choices are endless. And the proliferation of digital playthings keeps many at home.

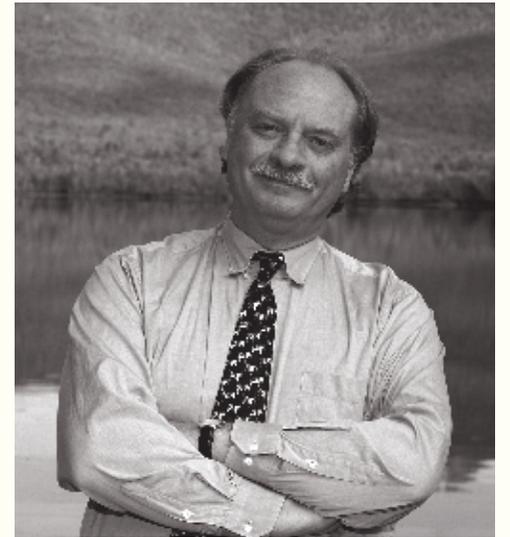
Why should any of this matter? It matters because live theatre matters. No matter how newfangled and spiffy the digital world may become, it will never replace the magic of the human interaction in a live stage performance. You can't speed up or rewind a play. You can't download it for later. The Barnstormers is not virtual; it is real theatre in a real New England village.

So the charge to The Barnstormers is to keep our entertainment of the highest quality. Keeping production values high means investing in our infrastructure and up-to-date technical equipment. We also need to kindle the theatre spark in younger people. The stage bug often bites early; countless Barnstormers can attest to this.

And we need to take responsibility for our own future. Hence a rock solid endowment is essential.

Our plan is clear and defined. We are ready. We are ready to put stars in the eyes of local children. We are ready to enhance that experience that only "A Barnstormers Night" can deliver. Your support of our Comprehensive Campaign will help to make this possible.

George Cleveland



**George Cleveland**, Chairman  
The Barnstormers Board of Directors

*The life of the arts, far from being an interruption, a distraction, in the life of a nation, is close to the center of a nation's purpose – and is a test of the quality of a nation's civilization.*

~John F. Kennedy



Little Women, 1940

## OUR VISION FOR THE FUTURE

For over 75 years, The Barnstormers has been a stable oasis for the arts in northern New England. Some of the years have been tough years, as they have been for all arts organizations. In 1997 the staff and board of The Barnstormers proved their ability to face the future with pragmatism. Our first Capital Campaign raised \$1,000,000. A major portion of this was invested in the theatre building to winterize it and make it available to other organizations and institutions as well as to our theatre company.

Three years ago the Board of Directors reached out and hired its first full time Producing Artistic Director. The scope and length of the theatre season has been expanded, a School for the Performing Arts is underway, Saturday Morning Children's Theatre is being planned, and collaboration with other regional theatre companies has been initiated.

**Our vision is one of growth and sustainability.**

**Our objectives** are the improvement of facilities and organizational efficiency; service to the community, especially our youth, through a school for the performing arts; collaboration with other arts organizations; development of new audiences; and wise fiscal planning for the future.

The stage is set for The Barnstormers to strengthen the future of the performing arts in our area by creating a cultural arts destination in Tamworth serving the Mount Washington Valley and the Lakes Region.

*Art washes from the soul the dust of everyday life.*

~Pablo Picasso

## THE BARNSTORMERS COMPREHENSIVE CAMPAIGN

The Barnstormers of Tamworth, NH has embarked on a **\$1,300,000 Comprehensive Campaign**. We are seeking support for The Barnstormers from our Board of Directors, alumni, friends, corporations and foundations.

**The \$1,300,000 will be used as follows:**

1. Improving the theatre building	200,000
2. Acquiring additional space	475,000
3. Start-up funds for <b>The School for the Performing Arts</b>	225,000
4. Increasing the Endowment	400,000
<b>TOTAL</b>	<b>\$1,300,000</b>

*I regard the theatre as the greatest of all art forms, the most immediate way in which a human being can share with another the sense of what it is to be a human being.*

~Thornton Wilder

WINNER OF THE 2006 NEW HAMPSHIRE THEATRE AWARD FOR GENERAL EXCELLENCE IN THE PROFESSIONAL THEATRE

On February 2, 2007, the 5th annual New Hampshire State Theatre Awards honored The Barnstormers Theatre for General Excellence in Theatre for the 2006 season.

Clayton Phillips of The Barnstormers was thrilled. "It was truly an honor to be recognized for the work that has been done at The Barnstormers this year," he said. "To be acknowledged by our fellow theatres in this way is an extraordinary compliment."



Little Mary Sunshine, 2004



*The Two of Us, 1984*

*The theatre, which is in no thing, but makes use of everything—gestures, sounds, words, screams, light, darkness—rediscovers itself at precisely the point where the mind requires a language to express its manifestations. To break through language in order to touch life is to create or recreate the theatre.*

*~Antonin Artaud*

## 1. IMPROVING THE THEATRE BUILDING

Following renovation in 1998-1999, The Barnstormers became a year-round facility. The building was winterized and air-conditioned; the lobby was enlarged; rest rooms were greatly improved; the basement was modernized and dressing rooms remodeled.

Much work remains to be done to the theatrical aspects of the building and the technical components that are essential for every show, regardless of size. By having reliable, up-to-date technical capabilities, we can bring more exciting works to The Barnstormers and attract outside companies to bring their performances to Tamworth, thereby expanding our offerings, income, and audience satisfaction.

### **a. New Technical Equipment**

**There is a compelling need to bring the theatre's technical equipment up to today's standards. These improvements are more than "nice things to have." They are essential to keep up with theatre in this day and age.**

The **stage floor** is decades old, and desperately in need of resurfacing and added structural elements to make it more suitable for dance. This will enhance both stage performance and safety. The floor also needs to be able to expand into the house with greater ease.

The existing **lighting** needs to be upgraded. The Barnstormers' lighting system is antiquated. It is impossible to light parts of the stage adequately. This limits the type and quality of production we are able to produce. A new lighting system will dramatically increase production values.

Theatre is meant to be exciting. We don't want to give away all the secrets of the stage, but by increasing and improving the **backstage area**, we will be able to create better scenery and sets.

*The only way to see the value of a play is to see it acted. ~Voltaire*

### **b. Building Maintenance and Audience Comfort**

We need to repair the **roof** and upgrade the **lobby**. Circulation fans will add to the comfort of air conditioning. Because the lobby is small, and The Barnstormers theatre building sits on most of the land it owns in Tamworth Village, outside space is precious and needs to be more attractive and accommodating for patrons' arrival, departure, and at intermission. We plan to remodel our miniscule outdoor area to create **outdoor seating** during summer intermissions.

## 2. ACQUIRING ADDITIONAL SPACE

When you look at The Barnstormers theatre building, you are seeing almost the whole footprint of our property; one small step from an outer wall and you're in the street or the neighbor's yard. So it has not been possible to increase our working space by building an addition onto the existing building.

Historically, we have met our needs for additional space by begging, borrowing, and renting from townsmen. Actors and actresses who came to Tamworth to perform were housed in the homes of local people. Props were stored in nearby barns and sheds, and rehearsals conducted in various spaces in town. This worked well for many years, but now, with changing circumstances, The Barnstormers' need to own their own space for people, props, practice, and the School for the Performing Arts is crucial. Ideally, this space will be an existing building within Tamworth Village.

*One thing that is NOT different now from the old days is that we still put on a production in one week — one week of rehearsal and the play goes on. This was not unusual in the fifties and sixties when there were as many as 100 or 150 summer theatres throughout New England, New York, Pennsylvania, New Jersey. They all did it that way. As a young actor starting out you learned that you had to make decisions fast: you didn't have the luxury of two or three weeks' rehearsal. As the 1960s went on, and television started to have a big impact, many of these theatres fell by the wayside. But The Barnstormers went on, and today we are the only professional summer theatre in the country still operating in the traditional summer stock style."*

**Dan Rubinate**

Barnstormers actor, 1955 – 2005

*When Francis called me that day in 1949 and asked me to be in **January Thaw**, little did I realize that he would change my life. I moved from child actor to prop girl to Stage Manager – and discovered that whatever else I did in my life, it would involve actors and the theatre.*

**Anne McKey Batchelder**

Crew, Stage Manager, 1947 – 1959,  
current board member

*The Barnstormers has provided me with eleven years of employment and education. As someone who hasn't had any curricular training as an actor or designer, I've learned, and learned to love, theatre from spending my summers at The Barnstormers. Returning each year to collaborate with old friends and new faces in different ways is at once challenging, entertaining, and rewarding.*

**Jesse Beecher**, age 23

Intern, Technical Assistant, carpenter,  
Assistant Props, Props Master, actor,  
Scenic Designer, since 1997

### **Space for Living**

Since the early days of The Barnstormers, local residents have opened their doors to the dozens of cast and crew who need housing during their summer stay. This is no longer a viable system, for various reasons. Space that used to be casually available for a few months is now under year-round rental. Actors and crew require living space that offers adequate privacy and basic comforts. It has become clear that housing belonging to the theatre will save time, energy and money.

### **Space for Storage**

Space for theatre equipment is a necessity. For years, bulky items, scenery components, often-used props and other equipment have been stored in borrowed barns and rented space. This 'begged for' space has always been inadequate and over the years many valuable props and costumes have been lost. To have everything under one roof will protect our property and make our work more efficient.

### **Space for Rehearsal and Classes**

During the eight-week summer theater season, actors are performing a play on one set while another group of players are rehearsing the next week's play on a totally different set. They cannot all rehearse in the same space. Adequate rehearsal space in Tamworth outside the theatre is becoming increasingly difficult to arrange. A permanent rehearsal space is needed for the summer season, and year-round for the School for the Performing Arts.

*If politics is the art of the possible,  
theatre is the art of the impossible.*

—*Herbert Blau*

## **3. START-UP FUNDS FOR THE SCHOOL FOR THE PERFORMING ARTS**

The Barnstormers teaching theatre arts to area students has been more than an idea for years. It's been happening right along, pretty much since 1931. Almost every show we produce involves several people from the community. They may be on stage, painting sets or handing out programs. For almost two decades, The Barnstormers has worked with the Tamworth Recreation Department putting on a theatre workshop for kids under the direction of actress Susan Riskin.

**The School for the Performing Arts** gives young people in the Lakes Region, Carroll County and western Maine the opportunity to learn theatre arts from professionals. It will offer alternative educational activities, at a reasonable price, outside of regular school programming. Some of this teaching will take place in space owned by The Barnstormers, while some will take place at local schools or other facilities.

Our vision is a performing arts school in which excellence is encouraged and celebrated. The school's mission is to enrich students' cultural heritage by promoting advanced learning in the arts. All of our classes are designed to ignite the imagination, inspire creativity and empower the mind through stimulating and challenging activities. Our classes boost verbal and social skills, build self-confidence, and open the door to personal and cultural enrichment for all ages.

The school's sessions include Pre-Acting (5–7 year olds), Acting 1 (8–12 year olds), Teen Acting (13–18 year olds), and Adult Acting (high school graduates and older). A Summer Theatre Camp for children began in 2006.

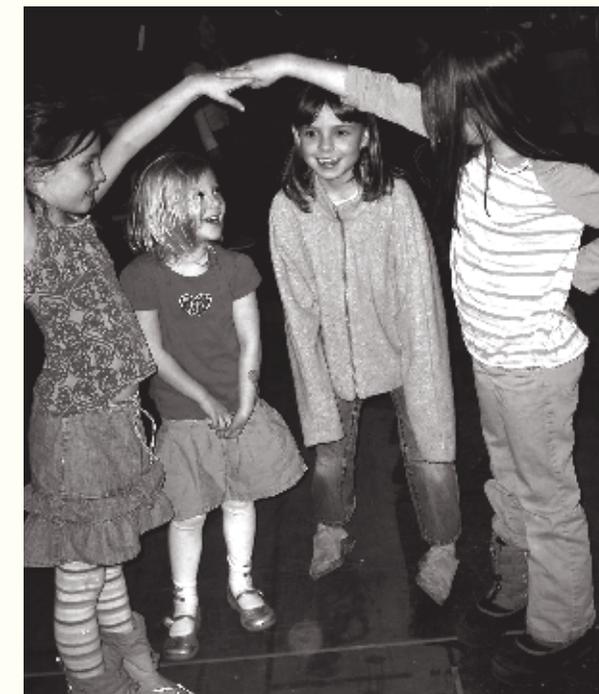
Start-up funds are needed for marketing and development, faculty salaries, a van, props, wardrobe, staging and normal supplies until income from tuition covers operating expenses.

*My experience was the best acting experience I have had yet! Everything was really organized and fun! I enjoyed meeting new people, and especially acting!*

**Abby Scott**, age 10

Acting One 2006

*Winter Workshop. 2007*



#### 4. INCREASING THE ENDOWMENT

Finally, to ensure the future of The Barnstormers, the endowment must be increased. It costs money to create excellent theatre. Since 1931, The Barnstormers has relied on our friends to support us from year to year. Over the last decade, ticket income covers no more than 55% of what we require to operate, even with 100% attendance at every summer show. We are obligated by our mission, and to those who have helped us over the years, to prepare for the future.

**Theatre must be subsidized.** In addition to income from ticket sales and school fees, we will continue to raise part of our operating funds through annual giving. However, as an organization whose bottom line is not to make a profit but to provide a service, we have a responsibility to fund our work in a way that protects our mission from the demands of the for-profit world. **An adequate endowment is the best way to provide this stability and support.**

We will add \$400,000 to our existing endowment as part of our \$1,300,000 fundraising goal, while beginning an ongoing Planned Giving campaign as a long-term means to substantially increase the endowment. Many of our present patrons are enthusiastic about ensuring that The Barnstormers lives 'forever' so their children and grandchildren can have the enjoyment they have had over many years. Planned Giving offers current tax incentives for donors and long-term benefits for The Barnstormers.



*Harvey, 1984*

*Drama is exposure; it is confrontation; it is contradiction and it leads to analysis, construction, recognition and eventually to an awakening of understanding.*

*~Peter Brook*

#### WHY IT MATTERS

We sometimes think of supporting the arts as a luxury rather than a necessity. Do the arts feed the hungry, heal the sick, help us compete in global markets, reverse climate change, develop new sources of energy, end the 'war on terror' and bring peace to humanity?

The connection between art and problem-solving is not tenuous; it is direct. In order to meet the complex, interconnected challenges of the 21st century, challenges that concern us all, wherever and however we live in the world, we need to "think different."

Art frames and clarifies human experience; it offers a handle with which to grasp complexity; it opens up minds and hearts; it activates the whole person. Art is a bridge between thought and feeling, between vision and action, between interior experience and outward expression, between freedom and responsibility.

And particularly in this age of private electronic absorption, theatre is a living art form, in which audience and actors breathe the same air, experiencing each moment communally as well as individually. Theatre is so human, so immediate, so magical, that it reaches across boundaries of time, place, and position.

Investing in The Barnstormers is investing in people—in community enrichment and involvement, and in individual creativity and empowerment. It is investing in our most valuable natural resource: human potential.

*What art offers is space - a certain breathing room for the spirit.*

*~John Updike*

*Life beats down and crushes the soul and art reminds you that you have one.*

*~Stella Adler*



*Our Town, 1983*

*The aim of art is to represent not the outward appearance of things, but their inward significance.*

*~Aristotle*



*Toad of Toad Hall, 1957*

*In creating and performing in a play, there is a sense of common purpose, of living something outside of yourself, of hauling to one common goal. All these different artistic disciplines are corralled into one purpose, and in the process, incredibly strong bonds are created.*

*~Eric Stern*

## THE BARNSTORMERS TODAY

The Barnstormers Theatre stands as a prominent landmark in the center of picturesque Tamworth Village in east central New Hampshire. Our audience is a broad cross-section of year-round and summer residents of Tamworth and the surrounding area. For many, The Barnstormers is a long-standing and beloved summer tradition. **As far as we know, we are the only theatre in the country still producing a show a week with a resident company in the old summer stock tradition.**

During July and August, the resident professional acting company produces eight shows, one each week. Plays include old favorites and less well-known gems of the American and British stage, with a slant towards comedy, and contemporary and occasional new plays. There is usually one musical each summer and one more serious drama and mystery.

Many of our core company actors—all members of Actors' Equity—have worked together for years. Younger actors enjoy rigorous theatre training in a highly supportive group setting. The stage crew includes theatre professionals from across the country as well as local youth 16 and up. We employ a dozen or so local junior high students as ushers.

With a 28-foot proscenium stage, the auditorium has 282 comfortable seats in orchestra and balcony, air-conditioning, and superb acoustics. From September to June, the facility is available to rent for concerts, drama and dance performances, talks and community events. The current plans for improvements will render the theatre even more versatile and appropriate for a wide range of performing arts and will contribute to audience comfort in the theater and during intermissions.

## HOW IT ALL BEGAN . . .

The year was 1931. It was the first season of The Barnstormers, founded by Francis and Alice Cleveland and Ed Goodnow. Francis, the youngest child of President Grover Cleveland, was already pursuing a career in acting on Broadway when The Barnstormers made its debut in Tamworth.

The troupe was composed mostly of young actors—recent graduates from colleges including Harvard, Wellesley, Radcliffe, and Amherst. The first director was Goodnow, a graduate of Harvard and George Pierce Baker's "47 Workshop" which later became the Yale School of Drama.

The name "The Barnstormers" was a natural choice as it described exactly what the theatre troupe did—it barnstormed from town to town, opening on Monday evening in Tamworth and then touring small towns in Maine and New Hampshire during the week, returning for a final Saturday evening performance in Tamworth. It was an ambitious project. Venues included Sugar Hill, Wolfeboro, Conway, Holderness, Harrison and Poland Spring, Maine—long hauls, even today.

The Barnstormers' first home in Tamworth was a large hall called Tamworth Gardens, which at one time featured wrestling, boxing exhibitions and vaudeville. In 1935, The Barnstormers bought the old Kimball's Store on Tamworth's Main Street and converted it into a theatre. Other than the addition of dressing rooms, a carpentry shop, a room for costumes, and new seats, changes to the building were minimal until the extensive renovations in 1998.

World War II brought an end to barnstorming. The theatre did its part to keep the home fires burning by showing movies. After the war, it was decided to make the old store a permanent home. So began The Barnstormers' long tradition of opening a show on Tuesdays and closing on Saturdays, which continues to this day during the summer season.



*Too few actors ever experience something as unique as The Barnstormers, a place where they can feel loved, protected and free to do the work they are proud of. From the first time I stepped on The Barnstormers' stage, I have always felt safe and I have always felt challenged, challenged to be as good as I can be; to experiment, to stretch and to grow without being afraid of falling. And that's the safe part, working with colleagues I trust; having the chance to appear in some of the best plays ever written, before an audience whose loyalty and appreciation are a joy. I think we're all very lucky to have The Barnstormers.*

**Elaine Anderson**

Barnstormers' actress since 1956

*The Barnstormers Theatre is without doubt the cornerstone of the greater Tamworth arts community. It might be said that the theater has been the impetus for the inception of many of the local arts organizations which have followed in its venerable footsteps. I like to think that the Arts Council of Tamworth is a worthy and notable partner to The Barnstormers as both share a mission of making the visual, performing and theatrical arts a vital presence in this corner of our state. When The Barnstormers' Theatre was winterized in 1999, ACT immediately sought to rent the space once a month for its winter program season. This collaboration has been mutually beneficial, providing ACT with an historic venue with name recognition for our programs and supporting the theatre in its off-season. We hope to continue this relationship ad infinitum!*

**Linda DeMaio**  
President, Arts Council of Tamworth

## THE FIRST CAPITAL CAMPAIGN

Francis Cleveland produced and directed The Barnstormers' summer season until his death in 1995. Actor's Equity recognized The Barnstormers as the oldest Equity theatre in the country under the same direction. **Research strongly suggests that The Barnstormers may be the oldest professional summer stock theatre in the United States.**

However, being the oldest anything does not guarantee the future. Responsive vision and responsible management are the tools of sustainable growth. Shortly after Francis Cleveland's passing, Cope Murray, the Artistic Director, suggested the idea of a Capital Campaign to the board. The board agreed that the time was right. A bold plan was unveiled to bring The Barnstormers flying into the 21st Century. A one million dollar Capital Campaign was announced to upgrade much of the theatre's infrastructure and completely winterize the building with full climate control.

The Campaign was a great success. The money was raised and the work was done. Following the 1998-1999 renovations and winterization, The Barnstormers' bylaws and mission statements were amended to recognize a broader commitment to the community that we were now able to provide as a year-round facility.

Each year many different organizations, nearly all nonprofits, use the theatre for a variety of cultural events: folk, jazz, and classical concerts, dance and drama performances, educational talks and civic events.

Local theatre and dance companies present their work on The Barnstormers Theatre stage. The Arts Council of Tamworth's frequent and varied presentations include Tom Rush, Jesse Colin Young, Susan Werner, Patty Larkin, Paul Winter, Bill Morrissey, Mose Allison, Carol Noonan and other great names in world music and dance. The Barnstormers "off-season" schedule includes several plays throughout the year.

## THE BARNSTORMERS AND TAMWORTH VILLAGE

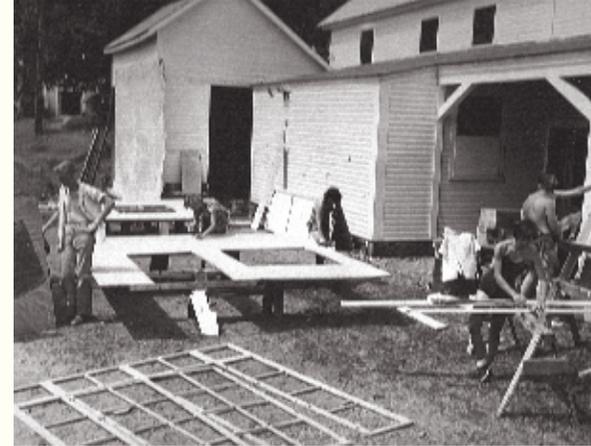
Tamworth would not be Tamworth without The Barnstormers. For decades, the community has been enriched by the presence of the theatre.

The fun of seeing the next play's poster go up each week on the marquee . . . watching the painters and carpenters bang boards and paint flats on the pavement outside the theatre . . . hearing the sounds of actors rehearsing their lines . . . the eager buzz of the crowd gathering before the show, the bright lights of the lobby against a pink evening sky . . . nodding to a friendly face in town who last night you saw on stage playing a thief, a showgirl, a lover . . .

Not everyone who has acted on The Barnstormers' stage or worked backstage has come from theatre schools. Many Barnstormer alumni came to the theatre as children and continued with stars in their eyes into professional careers. Some were just looking for summer jobs and got hooked. They were local kids who got bitten by the theatre bug and couldn't shake it. The Barnstormers provided an entrée into a world that isn't available to every child in a rural community. At least three current members of the Board of Directors came to The Barnstormers as children—two were born into it.

The deep affection for The Barnstormers felt by so many in this town is a response to the spirit of fun, collaboration and community that the theatre has brought to Tamworth Village.

Nostalgia for the past sometimes obscures the fact that the heart and soul of live theatre is the present. There may be looking back, for pleasure, instruction and inspiration, but there is no going back. The show must go on. And so must The Barnstormers. With your help, this beloved theatre will continue to enchant and delight new generations as it has enchanted and delighted its friends and neighbors since 1931.



*Outside the theatre, early '50s*

*There was the sunny Sunday morning I was in the paint shed alone, working on the next week's poster. I could hear the sound of **Our Town** rehearsals inside. Holly Jennings, age nine, ran across the street to join the rehearsal: John Hidden rounded the corner on his blue tractor; I could hear the rattle of dishes over at the Inn, and the congregation singing at the church. Then I noticed they were singing "Blest be the Tie that Binds," the hymn in **Our Town**; and a few minutes later, from inside the theatre, came the same hymn, sung by the congregation in Grover's Corners.*

**Kate Thompson**  
Scenic artist, marquee poster painter,  
1973 to present,  
current board member



*Life with Father, 1948*

*For some reason which no one can fathom, our audiences have a quality which I am sure is unique. Whether you like the play or not, whether you agree with us or not, whether you don't laugh, or do laugh, whether you are provoked, whether you are thoughtful, whether perhaps you sometimes cry (and how we love that) or even when you think you ought to get your money back, you are the most generous, courteous, and genuinely intelligent audience that can be imagined. I can't tell you how many times these new actors, here for the first time, have said to me, "WHERE do these audiences come from? They are fantastic."*

**Francis Cleveland**

## WAYS TO GIVE

The Barnstormers is a 501(C)3 nonprofit organization. Your gift will make a difference. Please help The Barnstormers continue serving this region of New Hampshire as an effective and exuberant arts organization. You can support our campaign in several ways:

**Cash** donations are simple, effective, and tax-deductible.

**Pledges** to be paid over a period of up to three years.

**Stocks, Bonds, Securities**

**Other non-cash assets** . . . real estate, or other tangible property

**Gifts that grow** . . . bequests, charitable remainder trusts, charitable lead trusts, pooled income funds

**Donate services, materials**



*Ten Times Table, 1994*

## THE BARNSTORMERS BOARD OF DIRECTORS

George Cleveland, *President and Chairman of the Board*

Lou DeMaio, *Vice Chair of the Board*

Frank Vignand, *Treasurer*

Anne McKey Batchelder, *Secretary*

Bradley Ball

Rink DeWitt

Jane Foster

Shirley Ganem

Bill Hampton

Karel Hayes

Tom MacCabe

Parker Roberts

Robert Shea

Peter Whipple

HONORARY

Marion Cleveland Cohen

EMERITUS

Mildred Beach

Cope Murray

Helen Steele

Kate Thompson



**Francis and Alice Cleveland, circa 1950**

*You need three things in the theatre – the play,  
the actors and the audience, and each must give something.*

*~Kenneth Haigh*



*Our Town, 1969*

*Now there are some things we all know but we don't take'm out and look at'm very often. We all know that **something** is eternal. And it ain't houses and it ain't names, and it ain't earth, and it ain't even the stars . . . everybody knows in their bones that **something** is eternal, and that something has to do with human beings. All the greatest people ever lived have been telling us that for five thousand years and yet you'd be surprised how people are always letting go of that fact. There's something way down deep that's eternal about every human being.*

*~The Stage Manager  
Our Town, by Thornton Wilder*



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1961

1969

1976

1984

## THE BARNSTORMERS COMPREHENSIVE CAMPAIGN