

FRIENDS OF HART



ANNUAL REPORT

2024/2025

hart-theatre.org



HART serves as Hillsboro's creative heartbeat, producing high-quality entertainment in a safe and nurturing community theatre environment. We enhance, enrich, and elevate the lives of our artists, volunteers and patrons.



30 YEARS AND JUST GETTING STARTED

Board of Directors

Executive Team

President:
William Crawford

Vice President:
April Aasheim

Secretary:
Emily Marcus

Treasurer:
Marlys Carter

Artistic Director:
Harrison Butler

Board Members

Molly Hale
Tony Mendez
Grayson Schmidlin
Paul Johnson
AJ Graham
Richard Sanchez
Mik Sander

Welcome to this year's annual report. Our storybook 30th Anniversary Production Season celebrated not just performances, but the people, partnerships, and purpose behind them.

This past year was nothing short of transformational. As we launched into our 30th Anniversary Season, we did so with bold ambition, renewed energy, and a deep commitment to the artistic and communal heartbeat of Hillsboro. From standing ovations to sold-out shows, from first-time volunteers to long-time artists, from new patrons to those returning with friends in tow, HART has proven, again and again, that live theatre still has the power to move, connect, and inspire.

But this report isn't just about the numbers (though you'll see some impressive ones). It's about what those numbers represent: more stories told, more artists supported, more laughter, more catharsis, and more community. It's about a volunteer sweeping the stage before curtain. It's about a child seeing a musical for the first time. It's about individuals finding their voices onstage, or off.

As you flip through these pages, I invite you to reflect on the impact we've made together. Whether you gave your time, your talent, your applause, or your financial support, you are part of what makes HART thrive. Thank you for showing up, standing with us, and dreaming alongside us. Here's to another 30 years of art, heart, and possible. With sincere appreciation,

Harrison Butler
Artistic Director - HART



FACILITY IMPROVEMENTS

- 6ft X 6ft Building sign was designed and put in place on 2nd Ave funded in part by the Judith and Edwin Cohen Foundation
- Placed Row C on a platform for better audience viewing angles
- Red Carpet Ceremonies introduced to opening night
- Replaced broken toilet in women's restroom
- Repaired and painted walls and replaced door lock on the Box Office
- Installed a new CCTV security system throughout the facility
- Installed new IMAC computer system in the Control Booth for Sound.
- Ordered Window Vinyl installed August 6th, 2025 on south side of HART generously funded by the Cultural Arts District

CHARTING HART'S NEXT CHAPTER

At the beginning of the year, lead by Rose City Philanthropy and funded in part by the Cultural Arts District, HART completed an in-depth Strategic Planning process, funded in part by the Hillsboro Cultural Arts District, to help shape our future and strengthen our role in the community. With thoughtful input from stakeholders, artists, board members, patrons, and partners, we developed a new Mission Statement, Vision Statement, and set of Core Values that reflect our evolving identity and aspirations. These affirmations will help us chart the next course for HART's future and we have a light to shine the way.

Mission Statement

HART serves as Hillsboro's creative heartbeat, producing high-quality entertainment in a safe and nurturing community theatre environment. We enhance, enrich, and elevate the lives of our artists, volunteers and patrons.

Vision Statement

HART is a dynamic, volunteer-supported community theatre where creativity, collaboration, and inclusivity thrive. We envision a theatre with expanded space for education, production support, a financially sustainable home, and fair stipends and wages for artists and staff. Through diverse programming, we continue to push creative boundaries while staying rooted in the warmth, teamwork, and artistic vision that define 'The HART Way'.

Values

- **Quality** - Our productions and operations reflect a distinctive, high-quality, and heartfelt approach that makes HART unique.
- **Welcoming** - HART is a home for all, where every artist, volunteer, and audience member feels a sense of belonging and inclusion.
- **Inspiring** - The energy, passion, and teamwork that drive HART inspire both those on stage and those in the audience. The collaborative, all-hands-on-deck spirit of our volunteer supported theatre makes participation meaningful and the work impactful.
- **Resourceful** - We maximize our impact by being adaptable and creative in how we use our space, engage volunteers, and sustain our work.
- **Inclusion** - We believe in true hospitality, ensuring that people from all backgrounds feel valued and represented in our productions and leadership.

FINANCES AT A GLANCE

REVENUE BREAKDOWN 24/25



- Advertising
- Program Income
- Direct Public Support
- Rentals

Grants

Advertising
1.9%

Grants
26.9%

Rentals
6.7%

Direct Public Support
10.3%

Program Income
54.3%

EXPENSES

- 24/25 Expense Budget: \$178,999
- 24/25 Expense Actual: \$160,216
- 25/26 Expense Budget: \$233,500
- 25/26 Budget Increase: 46%

INCOME

- 23/24 Income Actual: \$226,980
- 24/25 Income Actual: \$223,066
- 24/25 Net Income: 1.7% decrease

ECONOMIC IMPACT

- ~\$270,000 indirect local spending ~7,000 patrons
- Each patron contributes \$38.46 on average in local spending in Downtown Hillsboro, filling restaurants, shops, and businesses, and making our community more vibrant.

Social Media Stats - Facebook/Instagram

Last year, we focused on growth. By strategically boosting select posts, we doubled our followers. This year, we shifted gears. Instead of investing heavily in ads, we prioritized engagement: behind-the-scenes content, videos, contests, and deeper community connections.

- 453 new posts
- 50,000+ views
- (Total times content was seen)
- 251,000+ reach
- (unique users who saw content)
- 21,116 comments, shares, and reactions (interactions)
- 273 new followers

And 33,264 Total Link Clicks!

NOTE:

This year's budget reflects a notable increase in expenses due to our upcoming World Premiere of Alma de Luna, which has already secured nearly \$45,000 in dedicated funding. While income has stabilized, further growth is unlikely until we expand our educational programming.



FERTILE GROUND AT HART

This year we partnered with the Portland Area Theatre Alliance to bring Fertile Ground back to Hillsboro to resounding success!

- 10 New Works presented in 2 weeks, by 6 playwrights
- Ran in Repertory with main stage show *Calendar Girls*
- Brought new artists to HART
- Chose *The Pros and Cons of Killing your Husband* to be presented as a World Premiere production in Feb. 2026
- Fertile Ground will come back to HART in 2026!



PARTNERSHIPS



— MECHANICAL CONTRACTORS —

- **Apollo Mechanical Contractors** - Thank you to our 30th Anniversary Season Sponsor Apollo Mechanical Contractors, for helping make this season one of the best HART has ever had!
- **Cultural Arts District** - The Cultural Arts District continues to play a vital role as a consistent partner with HART, providing sponsorships for events, funding for artists during the Hillsboro Holly Days Celebration, funding for the window vinyl art covering, as well as funding our Strategic Planning framework and hosting a Hillsboro Parks and Rec department Seminar.
- **Rose City Philanthropy** - Funded in part by the Cultural Arts District, HART partnered with Rose City Philanthropy to create our Strategic Planning Framework
- **Washington County Chamber of Commerce** - HART hosted the Cultural Arts Day for the Leadership Hillsboro class of 2025. HART is a proud member of the organization.
- **The Elks Lodge** - Since January 2023, the Elks Lodge has generously opened its doors to HART, providing rehearsal space for every HART production. Their continued support has been instrumental, and we are deeply grateful for the generosity of this incredible organization.
- **Portland Area Theatre Alliance (PATA)** - HART is a proud member of PATA, hosting the Portland Area Shakespeare Auditions at HART. We also attended the 2024 spring general auditions, and most notably HART was the exclusive west side venue of the Fertile Ground Festival of New Works 2025.
- **The Hillsboro Downtown Partnership** - HART has provided event support and sponsorships to HDP who, in turn, offers us bulk trash pickup, tech support, and facility usage for rehearsals and meetings.
- **STAGES Performing Arts Youth Academy** - STAGES brought their youth theatre productions to HART, producing *Spongebob The Musical* and *Drowsy Chaperone Jr.*
- **LOoP Collaboration** - The Light Opera of Portland returned to HART to present *H.M.S. Pinafore* with an additional weekend in July 2024. Pictured here:

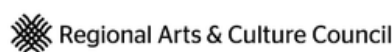


GRANTS



The Siegel Foundation
Hillsboro Arts and Culture Council
Regional Arts and Culture Council
Cultural Coalition of Washington County
Hillsboro Community Foundation

**RICHARD B. SIEGEL
FOUNDATION**



COMMUNITY OUTREACH

HART activated key partnerships in community events:

Hillsboro Holly Days Celebration

This year, HART was a supporting event sponsor of the Hillsboro Holly Days Celebration! With a revamped North Pole area, Santa “Cle” Claus returned to HART to welcome hundreds of little visitors before joining the Mayor and HART’s costumed characters at the city holiday tree lighting ceremony.



Halloween in Downtown Hillsboro

HART returned to Halloween in Downtown Hillsboro by participating with the Hillsboro Downtown Partnership for the candy drive at the HIVE. HART provided candy to downtown businesses for Trick-or-Treat on Main St. and free photo booth opportunities. We also participated in the “Teal Pumpkin Project” providing non-candy options for those with food sensitivities.



July 4th Parade

HART participated in the July 4th Parade for the 3rd year in a row. The HART Board and community volunteers joined the cast of *Bright Star The Musical* in singing songs from the hit show.



Hillsboro Pride Festival

HART participated again in the 2025 Hillsboro Pride Festival, this year located at Shute Park. In addition to the pride themed coloring pages, HART offered a free tattoo station for adults and kids alike.

TOTAL ATTENDANCE
YEARLY COMPARISON
24/25 - 6,973 Patrons
23/24 - 4,450 Patrons
22/23 - 2,376 Patrons



Featuring:
**World Premiere of
The "Amazing"
Séance Sisters**

PRESENTED BY SPECIAL ARRANGEMENT WITH BROADWAY LICENSING, LLC,
SERVING THE DRAMATISTS PLAY SERVICE COLLECTION

the WICKHAMS

Christmas at Pemberley

BY LAUREN GUNDERSON & MARGOT MELCON
DIRECTED BY WILLIAM CRAWFORD

ANNE OF GREEN GABLES

by Joseph Robinette
directed by Isaiah Johnson

Produced by special arrangement with
The Dramatic Publishing Company of
Woodstock, Illinois

ber 19-
ber 3,

2024-2025 30TH ANNIVERSARY PRODUCTION SEASON

BILOXI BLUES

by Neil Simon
Directed by Sarah Nolte

Presented by special arrangement with Concord Theatricals on behalf of Samuel French

In the heart of the
30th Anniversary -
1994-2024

CALENDAR GIRLS

BY TIM FIRTH
DIRECTED BY JANET STEIGER CARR

PRESENTED BY SPECIAL ARRANGEMENT WITH CONCORD THEATRICALS
ON BEHALF OF SAMUEL FRENCH, INC.

BRIGHT STAR

WRITTEN AND COMPOSED BY
STEVE MARTIN AND EDIE BRICKELL
CO-DIRECTED BY ELISE BYRNE
AND AMELIA SEGLER

ated through special arrangement with Theatrical Rights Worldwide

VOLUNTEER POWER

- **368:** # of Volunteers
 - **16,928:** # of Volunteer Hours
 - A contribution of **\$616,856** in volunteer services rendered
- Calculated at **\$34.66** per hour per State of Oregon

**RED CARPET
CEREMONIES FOR
EVERY PRODUCTION!**

Total Cast Members: **87**
Total Crew Members: **55**

The Amazing
Seance Sisters

The Wickhams
Christmas at
Pemberley

Calendar
Girls

Bright Star

Anne of
Green Gables

Biloxi
Blues





LOVERS, DREAMERS, AND THE MAGIC OF HART



Friends of HART
a
501(c)(3) nonprofit
organization

Hillsboro Artists'
Regional Theatre

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Hillsboro, OR 97123

Street Address
185 SE Washington St.
Hillsboro, OR 97123

Phone:
(503) 693-7815

Email:
info@hart-theatre.org

Website:
hart-theatre.org

Tickets:
hart.ludus.com



As we close our 30th season at HART, I'm filled with wonder, gratitude, and the kind of quiet joy that only comes from a journey well-traveled. This year was truly magical.

We opened the season with an original paranormal work: *The 'Amazing' Séance Sisters*. The show earned rave reviews and press, and conjured a new tradition of themed events like *Witchy Night*, *Dress to Distress*, and a pre-show featuring *The Historical Conjuror*.

And the magic only continued: from the nostalgic charm of *Anne of Green Gables* to the holiday mischief of *The Wickhams: Christmas at Pemberley*, from Eugene's alchemical coming-of-age in *Biloxi Blues* to the unbreakable sisterhood of *Calendar Girls*—each production cast its own spell. The season closed with *Bright Star the Musical*, a haunting production that had audiences reaching for Kleenex one moment and clapping along the next.

This season also marked our foray into the Fertile Ground Festival. With the support of grants, HART was able to provide rehearsal space, marketing, tech, and mentorship to new playwrights, actors, and directors, giving them a safe and nurturing space to take creative risks. The response has been overwhelming, and we are already receiving scripts to review for next year.

Of course, every enchanted tale has its trials. Ours came mid-season when our Artistic Director had to temporarily step away for health reasons, and *Calendar Girls* lost a cast member to COVID on its final weekend. But in true HART fashion, the family rallied, the curtain rose and the shows went on.

I want to personally thank everyone who made HART a success this year. Every full house is a testament to your support. Every laugh, tear, and standing ovation reminds us: the magic of HART doesn't come from wands or wizardry—but from hard work, artistic vision, and the belief that stories can change us.

HART isn't just a community theatre. We're a theatre for the community. Or, in the wise words of Kermit the Frog: a place for "...lovers, and dreamers, and me."

With Gratitude,



April Aasheim
Vice President - Friends of HART