



## Recap – November 19, 2019 Luncheon Mtg Mike Lloyd Grand Rapids Broadway Theatre

Meeting started at 12:13pm by Pres Ed Thauer with the Pledge & Prayer  
Broke for lunch, reconvened at 12:41.

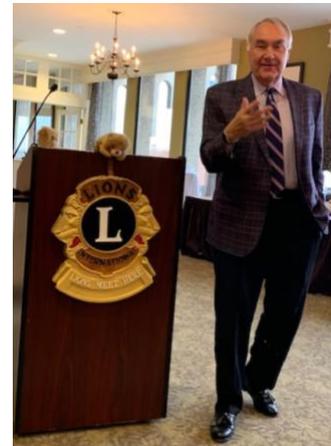
1. Lynn Francis gave the bowling report – it a close race.
2. Rob Lalley gave the calendar report. The calendars are out and if you need more to email either Jamie Junod or Rob Lalley. The money goes to Jamie Junod or Jeff Kraai. \$30/each or \$25/2 or more.
3. Taitwister/Happy Bucks – birthdays, vacations, Go Blue  
No guests, 22 members in attendance
4. Keep in your thoughts/prayers, Jamie Junod had a double knee replacement surgery.  
Craig Nobbeli is in rehab at Covenant Village.
5. Holiday Party will be held at Kim & Pam Gary's home on Saturday, Dec 14, 2019 6:30 pm
6. Grand Rapids Capital Campaign had two recipients not be at the annual dinner, Lynn Francis and John Rice were given their award.
7. Kids Shopping Sat Dec 7 at the Cascade Meijer
8. Raffle-no winner



### Program: Mike Lloyd with Grand Rapids Broadway Theatre

Mike has worked with the Grand Rapids Press for 42 years as the editor.

In 2009 He retired. Six months later he became the executive of Broadway Grand Rapids. Mike love Grand Rapids and wanted to boost the Grand Rapids Broadway series that was bankrupt. In Kalamazoo and Lansing the Broadway Series was thriving, he asked himself, "why not in GR, what went wrong?" So he started with a 2 million dollar debt and was able to get DeVos to support the series by paying for naming rights of the event, Devos Performance Hall. This then allowed for all performances, i.e. symphony and opera (GVSU helped support) along with the symphony, musicals or plays. Ken Shaw's touring company put on shows in DeVos Hall the first two years and were successful and then disappeared, due to scheduling of DeVos Hall. Mel Cummings, a lawyer, loved the theatre and had investors purchase ½ dozen leaders in the community to buy season tickets to start the Broadway Theatre Guild. This charter helped to support local programs, which included the symphony, opera and ballet. The problem started with the symphony taking prime dates and the Broadway traveling shows couldn't get their productions in the schedule. This resulted in the attendance of shows coming to GR and the National tours wouldn't come due to low attendance. Along came ArtPrize, which saved Broadway Theatre. The struggle continued with changing the schedule to make all of the series (productions) in DeVos Hall equal time. Five years ago was the first time ever that a Broadway show was here for two weeks. The show was the Phantom of the Opera. The Broadway Series industry noticed the attendance and success, bang! Grand Rapids was now on the "hot market". Wicked came to GR for three weeks and was sold out. There were 55,000 tickets sold, more interesting 15, 000 tickets were sold out of state. Hamilton, in one day sold 16,000 tickets. Economically this Broadway Theatre proved to be great for Grand Rapids. The Lion King had he the challenge of creating an aisle for the performers to come down. The theatre took out seats that amounted to displacing 200 season ticket holders and moving them to other seats. As a service to the community, the Grand Rapids Broadway Theatre gives 200 tickets to GRPS for their students. At these particular performances, the students interact with the performers asking them questions. The challenge the theatre faces now is to get more restaurants open on Sundays for the theatre crowd.



Adjourned at 1:28, Submitted Lion Cheryl Anderson