

Theatre at Ford's Theatre

Preserving Lincoln's legacy through one of the president's favorite pastimes.

The 2017-18 theatre season marked the 50th anniversary of Ford's reopening. The fall production of *Death of a Salesman* explored the complexities and struggles inherent in the American Dream. Our annual production of *A Christmas Carol* enjoyed its highest attendance to-date. In January, the American premiere of *Jefferson's Garden* by Timberlake Wertenbaker was our submission into the area-wide *Women's Voices Theater Festival*. Lastly, *The Wiz*, our spring musical, was a lively revival of a rarely seen, piece of musical theatre. *The Wiz* also included Ford's first sensory-friendly performance, designed specifically for audience members on the autism spectrum or those with other sensory sensitivities.

Death of a Salesman

By Arthur Miller; Directed by Stephen Rayne
September 22-October 22, 2017

“Ford's Theatre's must-see production is raw and gripping in its emotional intensity.”

-Broadway World

A Christmas Carol

by Charles Dickens; adapted by Michael Wilson; directed by Michael Baron
November 16-December 31, 2017

Jefferson's Garden

by Timberlake Wertenbaker; directed by Nataki Garrett
January 19-February 8, 2018

“Outstanding cast! Insightful and powerful! Packed with pearls of historical insight.”

-DC Theatre Scene

The Wiz

book by William F. Brown; music and lyrics by Charlie Smalls;
from the story *The Wonderful Wizard of Oz* by L. Frank Baum; music direction by Darius Smith; choreographed by Dell Howlett; directed by Kent Gash
March 9-May 12, 2018

“A smash! ‘The Wiz’ will leave you enthralled, amazed and bedazzled.”

-Broadway World

Season Sponsors: The Home Depot and Chevron



Photo by Carol Rosegg.

Kimberly Schraf and Craig Wallace in *Death of a Salesman*.



Photo by Carol Rosegg.

Craig Wallace and Rayanne Gonzales in *A Christmas Carol*.



Photo by Carol Rosegg.

The cast of *Jefferson's Garden*.



Photo by Carol Rosegg.

Christopher Michael Richardson, Ines Nassara, Hasani Allen and Kevin McAllister in *The Wiz*.

FORD'S



2018 IMPACT

Increasing Access with a Sensory-Friendly Performance



Photo by Carol Rosegg.

On May 5, 2018, Ford's Theatre hosted its first sensory-friendly performance, designed to be welcoming for individuals on the autism spectrum and those with other sensory sensitivities who benefit from an adjusted theatrical experience. This special performance of *The Wiz* was an exciting way for Ford's to open its doors to new audiences and provide an environment where individuals and families could relax and enjoy the show. The performance was a huge success!

“What the Ford's Theatre did brought tears to my eyes. For the first time my entire family of five was able to see a play together.”

-Ford's Theatre Patron

Community Engagement



Photo by Gary Erskine.

Ford's Theatre hosted a variety of post-show events to deepen engagement with our audiences and community. These events included “meet and greets” with members of the cast and crew, panel discussions on relevant societal issues and events for young professionals. Over the course of the year, Ford's hosted 12 community engagement events serving more than 600 people. In addition to spurring important conversations around our theatre productions, these events provided an outlet to strengthen our relationships with current patrons and cultivate the next generation of Ford's Theatre supporters.



Last season, more than 99,800 patrons saw a production at historic Ford's Theatre.



Photo by Gary Erskine.

For the second year, Ford's Theatre's Free First Preview initiative provided free tickets to the public, in order to break down price barriers for potential audiences. This past season, **1,950** tickets were distributed and approximately **73%** of these ticket holders were first-time theatregoers at Ford's.



Photo by Carol Rosegg.

The cast of Jefferson's Garden.

During the run of *Jefferson's Garden*, Ford's Theatre launched a history focused Twitter Trivia Hour to engage history enthusiasts. Initial results were promising, with our tweets receiving nearly **19,000** impressions.



Ford's productions contribute to the local economy: over the past four years, 95 percent of our actors were local to the D.C. area.