



# Funds Distribution Report

**Recipient Organization:**  
**Northwest Theatre Productions Emerald Theatre**

**Address:**  
29833 224th Ave SE  
Black Diamond, WA 98010

**Contact:**  
(206) 406-7368  
<https://emeraldtheatre.org>

## Organization's General Goals:

Northwest Theatre Productions was created for the education, improvement and development of the continuing growth of the performing arts in the greater Maple Valley-Black Diamond community and adjacent King County Area. We are dedicated to both artists and audiences through the vehicle of quality family theatre, performing arts, and film.

<b>Date of Award:</b>	<b>Level:</b>
2025 Q1	\$500 to \$2,500

For more information, please read the attached report from Northwest Theatre Productions Emerald Theatre.

8802 27th Ave NE  
Tulalip, WA 98271  
**TulalipCares.org**

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Final Report  
Emerald Theatre - Outdoor Summer Theatre  
**Code: Q1 2025 14.2**

**Northwest Theatre Productions dba Emerald Theatre**  
**EIN: 46-3398280**  
29833 224th Avenue SE  
Black Diamond, WA 98010  
206-406-7368  
[www.emeraldtheatre.org](http://www.emeraldtheatre.org)

Contact: Earlene DeLeon, Managing Director  
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Dates: June 2025 - August 2025

Amount of Award: [REDACTED]

**Number of recipients impacted by our performances: 300**

On behalf of Emerald Theatre, please accept our sincere thanks for your generous support of our Summer Outdoor Theatre program through the Tulalip Tribes Charitable Fund awarded on May 19, 2025. Your investment of [REDACTED] was instrumental in helping us produce *The Importance of Being Earnest*. We are pleased to report that the project successfully achieved its objectives, delivering significant and measurable positive impact for our organization and the community.

### **Project Summary and Goals**

The proposal submitted to the Tulalip Tribes Charitable Fund requested [REDACTED] to help fund a summer production of *The Importance of Being Earnest*. The performances were planned for August 2025 in parks and gardens located in Maple Valley, Covington, and Auburn, Washington. The only modification to the original proposal is that we were invited to participate in the Seattle Outdoor Theatre Festival in July to present highlights from the show.

The primary goal of this project was to bring live theatre to our communities and engage with a diverse audience. We measured success by audience attendance, aiming for a total of 250 attendees.

### **Outcomes and Impact**

We had a highly successful summer season, and our audience attendance exceeded expectations. We brought in people from more communities and not only introduced them to great theatre, but also to the beautiful gardens and parks in the area, and through exposure, hopefully more support for these green spaces. Because our production was so successful, we have been asked to return next summer by all the venues, including the festival. Additionally, we recently received another donation of money from a local Rotary Club as they are excited for us to grow and create more theatre in the area.

### **Quantitative Data**

The production had a broad and measurable impact:

- We engaged **8** actors, **2** new volunteers, one new marketing coordinator, and one new accent coach.
- Our goal was **250** people in attendance, but our actual attendance reached **300**. One of our evening performances had an unexpectedly high attendance of **95** people.
- Additionally, our presence at the Seattle Outdoor Theatre Festival in July generated significant interest, exposing our theatre to **40** new people outside of our immediate communities when they dropped by to see highlights of the show.

## **Qualitative Data**

We were encouraged by the positive feedback we received both in person and on social media. Comments highlighted the quality of the production and our impact on the community:

- *"Your actors were so professional – they had really good skills!"*
- *"When will you be doing Shakespeare again?"*
- *"When is your Christmas show?"*
- *"So many funny moments throughout and beautiful costumes."*

Vital to the show's success, were the diverse group of actors we hired, including those from various ethnic backgrounds and those who have emigrated from other countries. They helped us connect with a broader range of community members.

## **Partnerships**

Once again, we successfully partnered with three entities: two non-profits and one municipal government - Lake Wilderness Arboretum, Soos Creek Botanical Garden, and the City of Covington. They were all very pleased with the audience turnout at their respective venues and have expressed interest in having us return next year.

## **Connecting with our Audiences**

A key goal of the production was to enhance the quality and authenticity of the show. The hiring of a professional accent coach for standard British accents was highly successful. The actors were appreciative of the training, and their improved authenticity helped draw the audience more deeply into the story. Additionally, the attention to detail in the costumes further enhanced the immersive experience for our audience members.

## **Unexpected Outcomes**

We were surprised by the age demographic of our audience. While we typically attract a senior audience, we were pleasantly surprised to see a significant number of attendees in their 30s and 40s. We also discovered a strong preference for evening performances, as our afternoon shows experienced lower attendance, likely due to the heat in August.

## **Lessons Learned**

New for us this year was the investment in a dedicated marketing coordinator paid off significantly. The marketing strategies she used more successfully in one town need to be applied to the other towns we are less familiar with. Engagement with local businesses and organizations to post our performance dates on their reader boards was a helpful strategy. Additionally, in the future, we will likely change our performance schedule to have more evening shows and fewer afternoon shows to accommodate audience comfort and increase turnout.

**Plans for Expansion**

We hope to perform in more venues next summer and more weekends to bring our theatre's shows to even more audiences.