



Mike Barrow
Managing Director

Theatre Denton
214 W. Hickory Denton



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Background

- Formed in 1969 as Denton Community Theatre as a 501c(3). Merged with Music Theatre of Denton in 2020 to form Theatre Denton

Mission

Theatre Denton’s mission is to contribute to the cultural life of the community through theatrical experiences. Theatre Denton shall promote education and interest in theatre and the performing arts; and to manage and operate the Campus Theatre. This mission includes, but is not limited to the following:

- a. Promoting education in the theatre and performing arts by producing high quality plays and musicals;
- b. Encouraging and educating both children, youth and adults in all aspects of theatre arts and related fields;
- c. Providing North Texas region residents with opportunities to gain a greater appreciation of the performing arts;
- d. Providing North Texas area residents with opportunities to participate with the performing arts.
- e. Contributing to the quality of life in the North Texas region.



2026 Productions

You're A Good Man Charlie Brown

Feb. 20-Mar. 1

To Kill A Mockingbird

Apr. 10-19

The Importance of Being Earnest

May 22-31

OKLAHOMA!

Jul 10-26

The Diary of Anne Frank

Aug. 21-20

The

Mousetrap

Nov. 6-15

How the Grinch Stole Christmas

Dec. 10-20

THE ADDAMS FAMILY

Oct. 9-18

Highlights

- All productions feature professional level acting, lighting, sound, and design.
- All musical feature live musicians.
- All Mainstage Productions in the Texas Historic Landmark Campus Theatre .

Last 3 Years Attendance

2024 - 15,667

2023 - 18,385

2022 - 14,593

Annex and Youth Productions - TBA

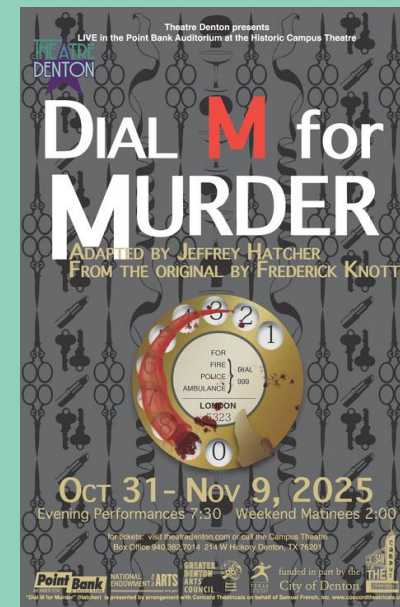
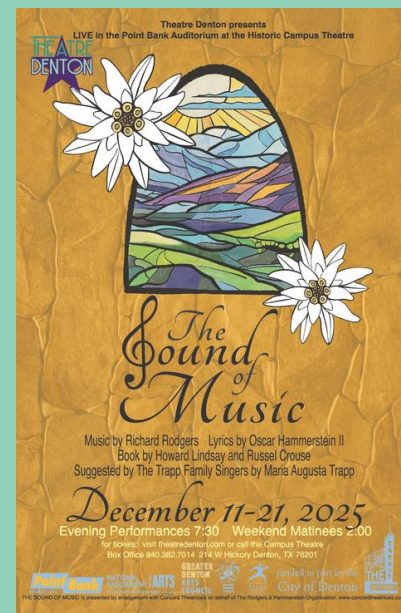
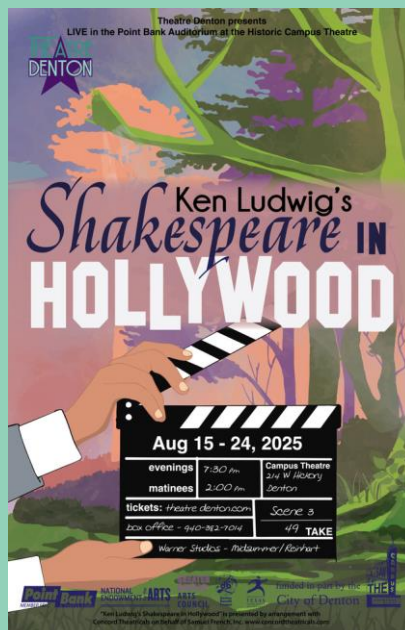
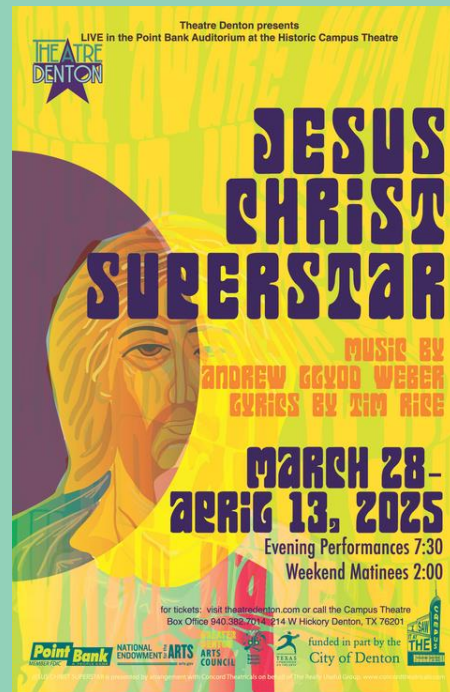
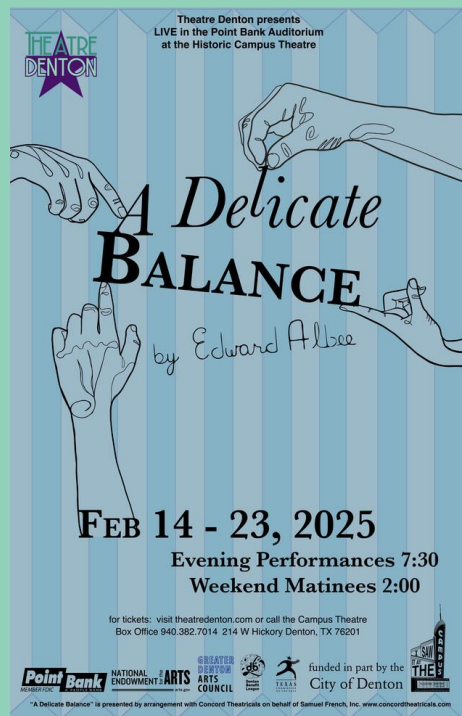
Tourism

Target Audience -18 to 65+ year olds with an emphasis on individuals with a known interest in the performing arts who might not be aware of the programming that we offer or for that matter, might not even be aware of the existence of a community theatre in Denton. We will also target the parents of young people with an interest in learning and participating in the performing arts.

Attracting Overnight Stays -A majority of our programming is late in the evening on weekends which encourages people to make Denton a destination for a weekend stay.

Marketing - Theatre Denton uses their website, email, posters, and social media for ongoing marketing and also sends 6000+ annual mailed brochures to promote the season and postcards for special events.

Quantitative Measures - Collection of attendee’s zip codes from Tickets to the City. 41% of Denton’s mailing list is outside of Denton. Facebook, Instagram, and Google analytics indicating where traffic is from. Anecdotal information from local businesses about increased patronage during Theatre Denton shows.





Future Plans

Theatre Denton's 3 to 5 year plan is to present live theatre productions produced by Denton and surrounding area volunteers at the Campus Theatre and the Theatre Denton Annex located at the Golden Triangle Mall. We will also plan on 4 semesters of youth theatre classes and productions each year. Theatre Denton would also hope to find a location for the Annex that is closer in proximity to downtown and the Campus Theatre. If possible, this location would be purchased in order to avoid future relocations of this facility. If that purchase is possible, it will most likely involve a capital campaign to raise funds for the purchase and renovation.



Questions
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