



THE WORLD'S STAGE THEATRE COMPANY

Email: twsmilwaukee@gmail.com

Ms. Gladys Miller-Rosenstein
Puffin Foundation
20 Puffin Way
Teaneck, NJ 07666

Dear Ms. Miller-Rosenstein,

Thank you for your continued support of emerging organizations and artists seeking to educate, enrich, and inform our communities through art. Today, we are writing on behalf of The World's Stage Theatre Company. We are pleased to submit the enclosed funding proposal for a production of *Phaedra's Love* by Sarah Kane. This production aims to fulfill the The World's Stage's goal of illuminating classics for contemporary audiences in its hometown of Milwaukee, Wisconsin and beyond. We are seeking a \$2,200.00 grant to produce The World's Stage's production of *Phaedra's Love*, which will allow the Company to continue its mission to inspire, entertain, and delightfully shock audiences with a broad spectrum of theatrical works.

Along with this letter of intent, we have provided a project description and budget along with supplementary materials to help you better understand The World's Stage Theatre Company, its operation, and its goals. We hope the Puffin Foundation will be able to help provide the Company with this vital support, which the Company needs in order to continue bringing new and delightfully shocking works to the stage. If you have further questions about the Company or our proposal, please do not hesitate to contact us.

Thank you for your consideration of our proposal. We look forward to hearing from you.

Sincerely,

Courtney Stirn
Core Creative Board
The World's Stage Theatre Company
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Noelle McCabe, Andrew Lindvall, and Daniel Bynum
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THE WORLD'S STAGE THEATRE COMPANY
An Emerging Theatre Company in Milwaukee, Wisconsin

A Request for Funding to
The Puffin Foundation

By
Courtney Stirn, Noelle McCabe, Andrew Lindvall, and Daniel Bynum

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II. Project Description

Sarah Kane's *Phaedra's Love* is a prime example of "In-Yer-Face" theatre. Through The World's Stage's production, the organization will bring theatrical light to British playwright Sarah Kane's revamping of the classical tragedy *Phaedra* by Seneca. This graphic retelling portrays the violent and incestuous relationship between Hippolytus and his stepmother Phaedra who, although married to Theseus, develops a lustful obsession with her new stepson and confesses her love to him, wherein their controversial relationship takes shape. *Phaedra's Love* deals with sex, murder, rape, suicide, and more, and many of these elements are performed out on stage, forcing audience engagement of uncomfortable and challenging issues. The World's Stage cast and company will deliver this visceral play in late May of next year, testing the boundaries of not only themselves but of the audience.

III. Project Goals

At a time where we are so removed from each other and physical human empathy, a play such as *Phaedra's Love* is a necessary antidote. As most human interaction and empathy is filtered through the screens which dominate our lives, *Phaedra's Love* provides a shocking and stark contrast between our insatiable need for connection and the numbing effects of infinite media. As with any audience that attends a Sarah Kane production, the events depicted in the play demand an immediate and visceral awakening to the sick hypocrisy of living in modern squalor. The characters of Phaedra and Hippolytus become totems to these self destructive modern desires, seeking sad satisfaction in the realization of any visceral reality. The goals of this production are to provide an opportunity for the audience to encounter a text that challenges the way they live and why they want the things they want, in addition to establishing The World's Stage Theatre Company as a concerned venue of reflection: asking the tough questions of a society drowning in tragedies but chasing only the exciting story. The rarity of a production like this is that it takes the risk of polarizing audiences against one another in order to cultivate a discussion over the values of society.

IV. Biographical Information

Mission

To inspire, entertain, and delightfully shock audiences with a broad spectrum of theatrical works. The World's Stage has been growing and producing a regular season since their founding in 2009, and is fiscally sponsored as a 501(c)3 company by Fractured Atlas.



Goals

Give local artists opportunities to create while inspiring the theatre community.

The World's Stage works with the Milwaukee theatre community to create quality art. They hold open auditions for each piece, and try to engage as much of the community as possible. The World's Stage's yearly venture titled *Project: Working Title* runs during their regular summer season. *Project: Working Title* serves to encourage and support young playwrights by allowing them the chance to receive feedback, work with actors and directors, and see a fully realized production of their work, and to allow the outside community an inside look at the playwriting and playmaking process. The World's Stage has found that this experience generates creativity in the community and inspires all who are involved.

Build new artistic relationships in the community and beyond.

The World's Stage believes it is important to cultivate respect and collaboration within the community, both in their base area of Milwaukee and the greater theatrical world at large. A recent collaborative project included a production of *Marat/Sade* with Pink Banana Theatre Company, raising questions about class struggle and the true nature of revolution. Last June, the Company expanded its impact to New York City with the new musical work, *Waiting... A Song Cycle*. In the future The World's Stage hopes to continue collaboration and expansion of their experiences in order to create more well-rounded and quality theatre, introducing quality artists from other places to Milwaukee and bringing Milwaukee to other places.

Illuminate classics for contemporary audiences.

The World's Stage fervently supports the maintenance of classical theatre repertoire within their seasons. They believe it has great cultural and educational benefit, and can be relatable and powerful for contemporary audiences if presented appropriately. Last summer The World's Stage produced a compilation of Shakespeare scenes and sonnets called *Desire is Death ~ Sonnet 147*, centered around Shakespeare's exploration of love throughout the canon, in which the Company focused on illuminating the text for a modern audience.

Bring unique new works to the stage.

The World's Stage is devoted to realizing new works on stage. Without the nurturing of new works and new artists, the theatre will cease to exist.

In moving forward, the Company hopes to continue to realize these goals as well as to start providing stipends and/or compensation to actors, staff, tech crew, design team, and directors. As a fiscally sponsored not-for-profit organization, the Company is able to receive cuts to their fees in renting spaces, which is significant for a young company, and appeal to an audience interested in giving to non-profit work.



Board

The World's Stage has a core creative board of ten members: Gretchen Mahkorn, Courtney Stirn, Emily Topczewski, Carole Alt, David Bohn, Joanna Kerner, Paul Matthew Madden, Zach McLain, Maria Pretzl, and Erykah Kirkstein-Zastrow. Gretchen Mahkorn has served as the Company's Artistic Director since its founding.

V. Budget

This budget breakdown is based in part on averages from past productions. The space rental price is current, but licensing rights, props, printing, and publicity are all based on averages. We have yet to hear back from Methuen Printing about the cost of licensing for *Phaedra's Love*, so therefore we have taken a range from our recent licensing costs to place in this budget. In general our productions are fairly limited in terms of set construction, with focus more on props. *Phaedra's Love* seems to be a fairly prop-heavy piece, thus we have budgeted closer to the props budget of our more prop-heavy McDonagh Festival than our other productions.

Space Rental, In Tandem Theater: \$1,600 for two weekends

Licensing Rights, *Phaedra's Love*: \$400 - 600

Props: \$60

Printing: \$60

Publicity: \$100

Total: \$2,220.00 - 2,420.00

We would like to ask for \$2,200.00 from the Puffin Foundation in order to cover the very basic necessities in producing this project. \$2,200.00 will cover the space rental and the licensing rights for the production. As a young organization, The World's Stage does not have an established annual budget, but has been regularly engaged with the community, and their involvement has been steadily growing over the course of the Company's life. It is worthwhile to note that from 2009 to 2011, their annual season consisted of only one to two productions a year, which jumped to five or six in 2012 and 2013, including a production of a new musical Off-Broadway in New York City. As they make the jump to a more active company, the change in annual budget is yet unforeseen. However, the last year of financial activity should give a good picture of the general allocation of funds.



2012 profit and loss

The World's Stage Theatre Company Fiscal Year Begins Jan-12

	IND. %	The Upstage Jan-12	% B/A	Feb-12	%	Mar-12	%	Apr-12	%	May-12	%	Desire is Death Jun-12	%	P.W.T. Professors Long Legs Jul-12	%	Round of Basterville es. 446 Aug-12	%	Publiphys Sep-12	%	Oct-12	%	Nov-12	%	Dec-12	%	YEAR	%
Revenue (Sales)																											
Ticket Sales		1,295	100.0		-		-	0.0		-	869	100.0	976	100.0	2,874	100.0	997	100.0		-		-		-		7,011	98.4
Fundraising								115																		115	
Total Revenue (Sales)		1,295	100.0	0	0.0	0	0.0	115	0.0	0	0.0	869	100.0	976	100.0	2,874	100.0	997	100.0	0	0.0	0	0.0	0	0.0	7,126	98.4
Expenses																											
Space Rental		1,600	123.6		-		-	0.0		-	480	55.2	800	81.9		0.0	150	15.0		-		-		-		3,030	42.5
Rights		491	37.9		-		-	0.0		-		0.0		0.0		0.0	464	46.5		-		-		-		955	13.4
Printing		80	6.2		-		-	0.0		-	137	15.8	119	12.2	39	1.4		0.0		-		-		-		376	5.3
Publicity		16	1.2		-		-	0.0		-		0.0		0.0		0.0		0.0		-		-		-		16	0.2
Costumes			0.0		-		-	0.0		-		0.0		0.0	119	4.1		0.0		-		-		-		119	1.7
Props			0.0		-		-	0.0		-	19	2.2	8	0.8	9	0.3		0.0		-		-		-		36	0.5
Miscellaneous			0.0		-		-	0.0		-		0.0		0.0	18	0.6		0.0		-		-		-		18	0.3
Total Expenses		2,187	168.9	0	-	0	-	0	0.0	0	-	636	73.2	927	94.9	185	6.4	614	61.6	0	-	0	-	0	-	4,549	63.8
Net Profit		-892	-68.9	0	-	0	-	115	100.0	0	-	233	26.8	49	5.1	2,689	93.6	383	38.4	0	-	0	-	0	-	2,577	36.2

VI. Attachments

McDonagh Festival

Jan/Feb 2013 – Preview Article on “McDonagh Festival”

“...they set to work, spreading the McDonagh across three plays, three casts, three theaters, four directors (just to mix things up) and one tech crew tasked with making all three work just right. It’s an ambitious move, especially since World’s Stage has only been around since 2009, but Mahkorn and her directors (Chris Flieller, Paul Matthew Madden, Mara McGhee and Robbie McGhee) exude an infectious confidence. It’s deserved; the production is squarely in World’s Stage’s strike zone. The company’s mission statement orients them towards a spectrum of works that “inspire, entertain and delightfully shock audiences,” with an emphasis on bringing a broad, diverse selection of works to Milwaukeeans.” -Matthew Reddin, Third Coast Digest

<http://thirdcoastdigest.com/2013/01/worlds-stage-brings-martin-mcdonagh-in-rep/>
<http://expressmilwaukee.com/blog-8913-worlds-stage-celebrates-the-work-of-martin-mcdonagh.html>



punkplay

"Every few years, when the planets align just right, a bunch of young artists gets together and, with lots of inspiration and very little cash, starts doing shows, usually known only to their friends and whoever is lucky enough happens to stumble on them. World's Stage Theatre is such a fortunate confluence.... We hope they do a lot more." –Jeff Grygny, Milwaukee Examiner

<http://www.examiner.com/review/coming-of-age-the-morning-of-america>

<http://expressmilwaukee.com/blog-8606-rambling-about-details-between-the-graffiti.html>

Project: Working Title- *Professor Lonsdale*

"Other attempts to do this sort of thing around town tend to be really slow improv . . . sort of an agonizingly weak form of sketch comedy. With P:WT the process is a lot more mature and sophisticated than that. If the inaugural production is any indication, P:WT can work some really striking magic between a script a cast and a stage. ...It really feels like something that would have been better funded by a major local theatre company with UPAF funding during the regular season. Instead, it's just a group of talented people coming together for a really good show." – Russ Bickerstaff, Shepherd Express

<http://expressmilwaukee.com/blog-8480-professor-lonsdale-at-tenth-street.html>

Art Milwaukee's InterAct

<http://onmilwaukee.com/ent/articles/artmkeinteract13.html>