



The West Allis Players

1205 S 70th St, West Allis, WI 53214

Dear West Allis Community Improvement Foundation,

Enclosed you will find the application of The West Allis Players to be the 2020 Community Charity Gala Beneficiary.

Many of our board members have been long-time residents of West Allis and our President Emeritus, Ray Nazer, has been a fixture with many West Allis community groups and planning committees. Our group's founding policy actually states that half of our board members be residents of West Allis. We are rooted in this city!

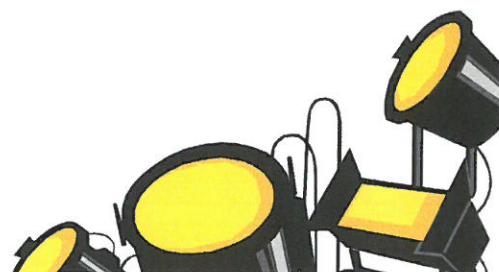
We are proud of our theater group, of the city whose name appears in our title and of the residents who support our productions.

Thank you for any considerations. We are very grateful.

Most sincerely,

Katherine Beeson

Katherine Beeson
Vice-President
West Allis Players





2020 Community Charity Gala Beneficiary Application Form

Please provide as much detail as possible.

Name of organization: The West Allis Players

Organization mailing address:

Street: 1205 S. 70th St City: West Allis
State: WI Zip: 53214

Organization phone: (414) 604-4900 x 5912

Organization website: westallisplayers.org

Contact person name: Katherine Beeson

Contact person phone: (414) 412-0643

Contact person email: KatieB9056@aol.com

Organization's tax status: Tax Exempt CES# ES-41559

Organization's legal status: Non-profit 501C3

Date organization was established: 1969

Area served by organization: West Allis and surrounding cities in Southeast Wisconsin

Briefly state your organization's mission/purpose:

The West Allis Players offers opportunities for adults and children to learn, explore and share their creative talents while participating in all aspects of live theater - on stage and backstage. We produce three shows a year. Motto: "Community Theatre with Professional Style."

If selected, how would your organization use funds raised at the 2020 Charity Gala?

Please see enclosed.

Please share any additional information about your organization or how funds raised at the Charity Gala would benefit your organization or the recipients of your services. Attach additional sheets or documents if necessary.

Please see enclosed.

WEST ALLIS PLAYERS' APPLICATION

IF SELECTED, HOW WOULD YOUR ORGANIZATION USE FUNDS RAISED AT THE 2020 CHRITY GALA?

As the capstone of West Allis Players' 50th season, we will present the beloved musical, "Beauty and the Beast" in July, 2020. This production requires many special effects and specialized fairy tale costumes and sets. The Players would use these funds to make this a wonderful experience for everyone working on the show and an almost-magical experience for our audience members. The frightening beast, the enchanted residents of the castle, Belle and her iconic yellow gown – the list goes on and on and all are integral parts of this presentation.

Besides helping to defray the costs of this show, we want to extend the magic of "Beauty and the Beast" out into the lobby with tiaras, roses and magic wands offered at very inexpensive prices. While many little girls come to see this show dressed as Belle, many little girls do not or cannot and this way allows them to get dressed up and feel special. To see the sparkle in these little girls' eyes when they realize that they can be "little Belles" gives us goosebumps. The grant would also allow us to commission an artist to create a series of "Beauty and the Beast"-inspired "face-in-the-hole" wood murals with free photo-ops for boys and girls.

We would also be able to offer a \$5 children's admission ticket with the purchase of an adult or senior ticket. Our normal child's price is \$12. This show is meant to be enjoyed by families and this may be the difference between a family seeing the show and having to pass due to financial concerns.

The funds raised through the WACIF Gala would allow us to promote this and future shows via paid advertising, printed posters, yard signs and an enhanced media presence. We would also be able to give a professional appearance to our lobby with show photos and other production-related displays.

WEST ALLIS PLAYERS' APPLICATION

PLEASE SHARE ANY ADDITIONAL INFORMATION ABOUT YOUR ORGANIZATION OR HOW FUNDS RAISED AT THE CHARITY GALA WOULD BENEFIT YOUR ORGANIZATION OR THE RECIPIENTS OF YOUR SERVICES.

We are very excited at Mayor Dan Devine's and the city's plans to revitalize West Allis and transform it into a "destination location" with events such as "Art on the Plaza" and the Christkindl Market. The WACIF funds would help The West Allis Players to participate in these occasions and reach more potential audience members while helping to increase the city's visibility as an arts destination. We participate yearly in the Independence Day celebration parade.

The Players would also be able to explore more involved productions and offers shows with broader audience appeal as well as to present "Junior" versions of shows which are limited to casts of children under the age of 18 and adults who are caregivers of children with special needs. These serve as valuable learning experiences for the next generation of actors and backstage talent.

Running a theater group – even on the community level -- is expensive because we are required to pay for the rights for a show up to a year in advance. This needs to be done before our yearly show season can be announced to the public. The rights alone for "Beauty and the Beast" are \$4,660.

Many people are still not aware that West Allis/Rec Department has an official Community Theater and we aim to change that!