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## **Milwaukee Rep Announces Official Groundbreaking for New Associated Bank Theater Center Plus 'Power to the Finish: Seat Naming Campaign' to Complete \$78M Goal**

February 29, 2024 (MILWAUKEE) — [Milwaukee Repertory Theater](https://www.milwaukeekeerep.com) (Milwaukee Rep) is pleased to announce the official groundbreaking for the new **Associated Bank Theater Center** will take place on Saturday, May 11, 2024, just before the theater's annual Curtain Call Ball celebration. Construction on the state-of-the-art complex is expected to last through the fall of 2025 and will redefine the standard of theater in Wisconsin with three unique performance spaces, a large, unified lobby providing ample opportunities for community events, a dedicated Herzfeld Foundation Education & Engagement Center to serve the theater's 20,000+ students, an expanded offsite production center employing hundreds of local artisans and venues with modern audience amenities. [Take a virtual walkthrough of the Associated Theater Center here.](#)

**Milwaukee Rep** is currently at 92% of its once-in-a-generation \$78M Powering Milwaukee Capital Campaign to build an expanded new home in the Associated Bank Theater Center. The goal of the campaign has increased to \$78M from the originally announced \$75M in the fall of 2022 due to inflationary cost increases.

To ensure the theater powers through to the finish, several of Milwaukee Rep's Donors have issued a challenge for all new or increased gifts to be matched dollar for dollar if given before May 1, 2024. There are seat naming options at different levels throughout the new Ellen & Joe Checota Powerhouse Theater, Herro-Franke Studio Theater and the Stackner Cabaret. Visit [www.MilwaukeeRep.com/TakeASeat](http://www.MilwaukeeRep.com/TakeASeat) for more information and how to make a gift and name a seat.

"We are as excited as ever to break ground on our new facility that will expand our ability to produce and develop new plays, advance our educational impact and create unique opportunities for the community to come together," said **Chad Bauman**, Executive Director. "We have experienced tremendous support to get us this far and the 'Power to the Finish: Seat Naming Campaign' offers a unique opportunity for the community at large to leave their stamp on the theater for generations to come."

**Milwaukee Rep** is halfway through its 70<sup>th</sup> Anniversary Season with *What the Constitution Means to Me* and *Guys on Ice* currently in performance. Closing out the critically acclaimed season are *The Chosen* (March 5-31), *Piano Men 2* (March 22-May 19) and *Nina Simone: Four Women* (April 16-May 12). Next season while the Associated Bank Theater Center is under construction the Powerhouse Season productions will take place in three venues across the greater Milwaukee area: The Harris Theater at Sharon Lynne Wilson Center for the Arts (3270 Mitchell Park Dr, Brookfield), the Marcus Performing Arts Center – Wilson Theater at Vogel Hall (929 N. Water St, Milwaukee), and in Milwaukee Rep's Stiemke Studio (108 E Wells St.). The Stiemke Studio Season and Stackner Cabaret Season will remain in their respective venues during construction. For more information on the upcoming season visit [www.MilwaukeeRep.com](http://www.MilwaukeeRep.com)

To learn more about the Powering Milwaukee Campaign and to get involved, please visit [www.MilwaukeeRep.com/PoweringMilwaukee](http://www.MilwaukeeRep.com/PoweringMilwaukee).

### **About Milwaukee Repertory Theater**

Milwaukee Rep is the largest performing arts organization in Wisconsin with three unique performance venues in the **Associated Bank Theater Center**. For over seven decades, Milwaukee Rep has been a centerpiece of Milwaukee's vibrant arts and cultural scene with productions ranging from Broadway musicals to Shakespeare to American Classics and New Works that are entertaining, inclusive, and impactful. Under the leadership of **Artistic Director Mark Clements** and **Executive Director Chad Bauman**, Milwaukee Repertory Theater ignites positive change in the cultural, social, and economic vitality of its community by creating world-class theater experiences that entertain, provoke, and inspire meaningful dialogue among an audience representative of Milwaukee's rich diversity.

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