



**Rochester Broadway Theatre League**

Nineteen years ago, RBTL bought the Auditorium Theatre and began its renovation. The main theatre, with 2464 seats, was a concern because we feared that without 2850-3000 seats because of the increasing cost of major productions, the theatre would be too small in the future. Post Covid, however, the ticketing industry changed its pricing model to what is called "dynamic pricing". In that model as demand consumes tickets, price increases gradually so that more revenue can be garnered. The result is that the Auditorium Theatre will work for touring shows for a long time moving forward.

For years the performing entities of the market have looked for presenting and rehearsing spaces, preferably in a central location. Between the changed pricing model and the fact that RBTL has generated an operating surplus 20 of the last 21 years, RBTL decided to acquire the entire Auditorium complex and begin a restoration and renovation of this historic building. The total building, including the main theatre, was part of the Masonic headquarters of the Northeast. Built beginning in 1928 with completion in 1930, this beautiful historic building contains a number of former "ritual rooms" with stages, seating, and organs that were used in Masonic rituals. We are pleased to conduct a tour of those spaces to be restored.

You will know that almost all of the doors of the complex are brass and all the stairs marble. You will also see that the workmanship of the rooms is beyond anything that could be replicated today. The pride and professionalism of the Masons created what is part building part work of art!

The restoration and renovation plans have begun with a targeted end date of 2030, the one hundredth birthday of the complex. Our goal is to, whenever possible, retain the grandeur designed in the complex and create a multistage, historically preserved, yet state of the art performing arts center to be the pride of Rochester.

This is a major undertaking by RBTL, and we are proud to have a chance to accomplish this for our community.