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Dear friends and neighbors from near and far,

Happy spring!

Like us, we hope you're anticipating a healthy and happy year as the pandemic continues to decline, letting us all enjoy more familiar routines and pursuits. At the Playhouse, we're doing our utmost to present a year brimming with traditional fare, while also introducing some new and exciting entertainment. We hope you've seen the complete description of all we have planned in our most recent E-blast and on social media, but if not, you can find it on our website at www.jeansplayhouse.com. Some of the highlights include a blockbuster summer season of professional theatre, including the highly anticipated *Mamma Mia!*, a brand new fall band series, a large scale haunted attraction in October, and the long-awaited return (and revamping) of our youth education programs.

By comparison with the most recent two years, our 2022 schedule may appear ambitious, but it's really a return to the kind of live theatre and professional entertainment for which we've been known, as well as the innovative spirit that has been a hallmark of NCCA since 1986. We hope public appetite and confidence will achieve solid audiences and participation – and that your loyal support will likewise continue and grow.

The financial health of all industries has been challenging since March of 2020, but perhaps none has been more precarious than the performing arts. Despite some aid programs (not all of which were we eligible), it really has been two strong trends that have helped us survive: first and foremost, the generous gifts and stalwart support of donors, sponsors, advertisers, and business partners; second, the dedication and focus of staff and board to plan carefully and use resources wisely. As a nonprofit with a modest 2022 operating budget of \$420,000, a full 45% of our resources will come from unearned giving: fundraising events, sponsorships, available grants, and charitable, tax-deductible giving.

In short, your gifts are necessary, appreciated, and put right to work; continuing the excellence in performance and programming audiences have come to expect here in the heart of the White Mountains. Our region delivers many attractions, and North Country Center for the Arts – with your help – will continue to stand with the many other unique experiences North Country residents and visitors alike are drawn to explore, indoors and out!

While NCCA has been around for well over three decades, this is our tenth year performing in Jean's Playhouse, the beautiful facility that succeeded the original Papermill. Spearheaded by (and named after) Bill and Jean Hallager, countless individuals and businesses came together to make this facility a reality, and it is hard to believe how much we have grown inside its walls over the last decade. Your support will help us continue to grow for the next ten years, and beyond.