

# LIGHTHOUSE FESTIVAL

Roselawn Theatre  
2020 - 2024

Lighthouse Festival's management of Roselawn Theatre began in 2020. The following presentation is an overview of the activities for the last five years and the re-introduction of professional live theatre to Port Colborne after the global pandemic.



Under government closure mandates, Lighthouse did not present any live theatre at Roselawn Theatre in 2020. This time was taken to explore options for an outdoor theatre space and to plan for immediate upgrades to the facility.

In late 2020 and early 2021 Lighthouse replaced the floor of the lobby and new bar area, cleaned and outfitted the carpentry shop, and made numerous improvements to the sound and lighting capabilities in the theatre.

2020



2021



Late summer of 2021 government mandates loosened allowing for the re-opening of live theatre with audiences socially spaced and health checks in place.

Lighthouse re-opened at Roselawn Theatre with two productions in the fall.



**28**  
performances



**1232**  
attended



*Beyond The Sea* by Kristen Da Silva



*Old Love* by Norm Foster



**PORT COLBORNE**

2020



2021

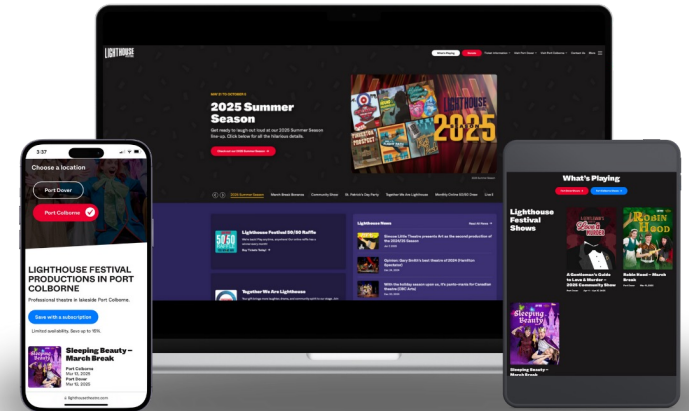


Starting in 2021 Lighthouse took on a complete rebranding project with the aim to bring both theatres under one brand. The result was the new Lighthouse Festival logo, brand identity and website. Moving forward all programming would be promoted under Lighthouse Festival, with each location having a colour identity to differentiate programming at each location

## REBRANDING

**LIGHTHOUSE**  
FESTIVAL

**PORT DOVER** **PORT COLBORNE**



**PORT COLBORNE**

2020

2021



2022



Audience size mandates were lifted in late 2021 allowing Lighthouse the ability to program a full year of live theatre for the first time at Roselawn Theatre. Main season subscription renewals for past patrons were opened in February with more than 70% of 2019 subscribers returning.

In total Lighthouse Festival presented 7 productions with a total of 74 performances as well as welcomed 10 tribute concerts from third-party renters.



**88**

performances



**12,382**

attended



**1166**

subscribers



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2020

2021

2022



2023



Following the moderate success of 2022, Lighthouse re-introduced the March Break programming for families, doubled the number of third-party rental events and introduced a new winter program, the Pantomime.

Performance attendance continued to increase, including a 3.7% increase in subscribers who attended all five of the main season plays.

2023 also saw the introduction of a relaxed performance pilot at Roselawn Theatre, a new program supported by the Ontario Trillium Foundation to expand live theatre opportunities to those with diverse abilities.



**99**  
performances



**15,386**  
attended



**1209**  
subscribers



**PORT COLBORNE**

2020

2021

2022

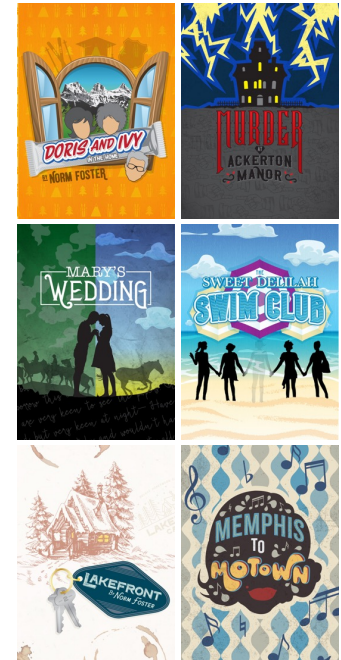
2023

2024



The 2024 season continued to see moderate growth in attendance and in the number of performances presented. The relaxed performance pilot grew into a full program offering a relaxed performance for every main season production.

Lighthouse Festival continues to perform at the top of the pack in comparison to the live theatre industry in Ontario and Canada, but attendance still remains 9% lower than pre-pandemic levels.



**121**

performances



**18,143**

attended



**1251**

subscribers

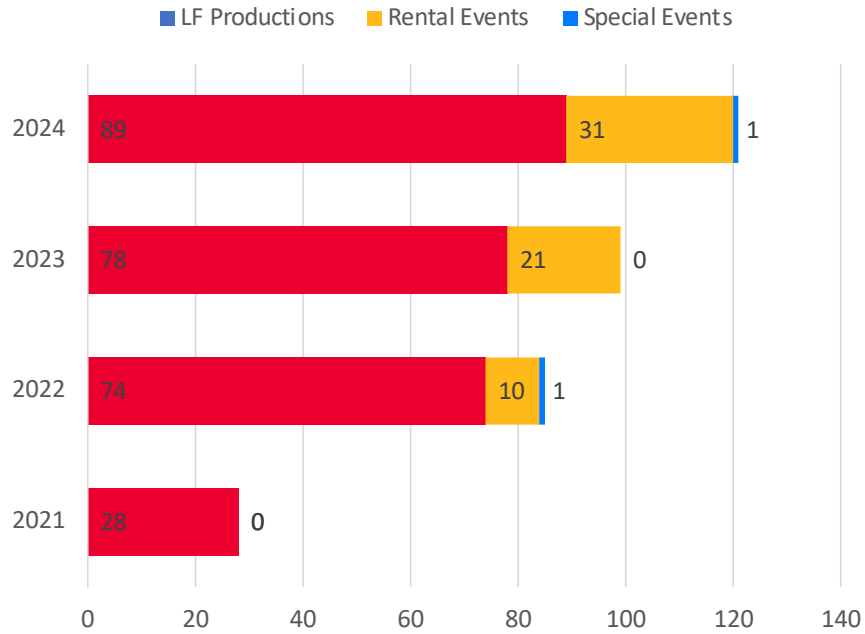


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# FACILITY USE

Events per year



Live events presented



**52%**

of calendar year

Production turnover and theatre technical maintenance account for

**21%**

of calendar year



Overall,

**73%**

of calendar year

Is committed to presenting live theatre and concert events at Roselawn Theatre



**PORT COLBORNE**

# COMMUNITY IMPACT

## VOLUNTEERS



**34**  
volunteers



**1400+**  
volunteer hours  
annually

## STAFF



**6**  
part-time roles



**4**  
full-time roles

## COMMUNITY PARTNERSHIPS



# TOURISM IMPACT

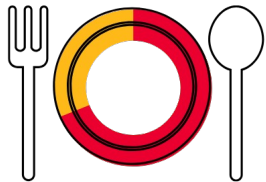


**17%**  
Travel 40+ KMs



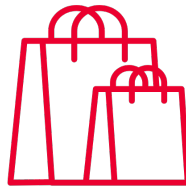
**174**

Patrons visited from  
the  
USA



**69%**

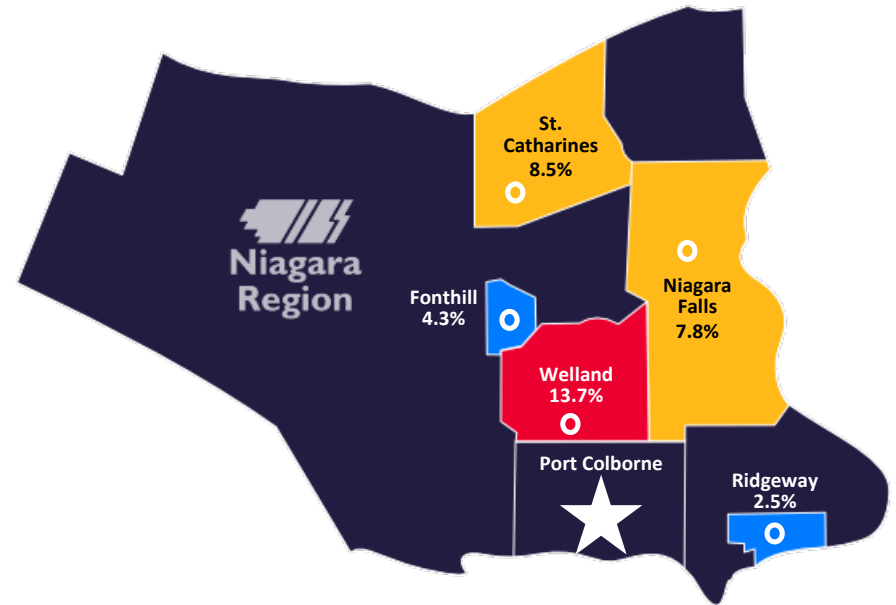
Visit a restaurant when  
attending a performance



**38%**

Visit a shop when attending  
a performance

## TOP 5 towns/cities patron visit from (not including Port Colborne)



Lighthouse festival attended the  
2023 & 2024 OMCA conference to  
promote to motor coach tours



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# LIGHTHOUSE FESTIVAL & ROSELAWN CENTRE



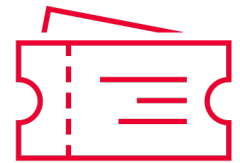
Host top donors for dinner in double parlour annually



Support in scheduling of weddings and large-scale events



Provide greenroom and access to theatre to support Roselawn Centre events



Welcome Roselawn staff to the theatre with complimentary tickets

Promote Roselawn Centre galleries and events on digital screens in box office, lobby and bar.

Will be supporting the 2025 “Beneath the Mansard Roof” exhibit by providing access to archived Showboat Festival Theatre documents



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