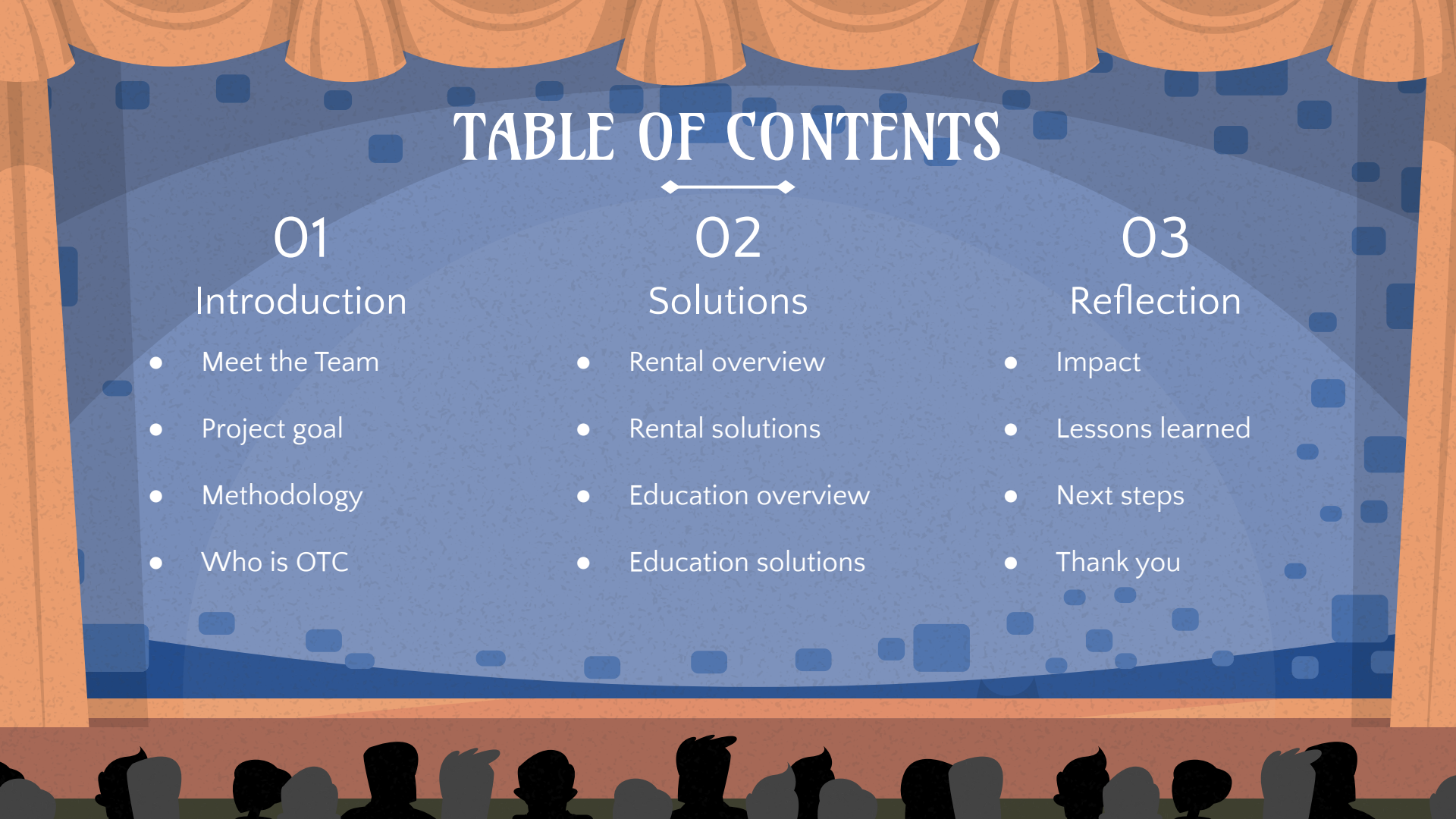


Olney Theatre Center Rental Solutions

Jaela Clark, Anna Howell, Alyssa Manchester,
Jack Manger, Jean Park, and Megan Walker



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Meet Our Team



Jaela Clark

Management
Consultant



Jean Park

Master of Accounting
Candidate



Megan Walker

Undergrad:
Computer Science &
Finance



Alyssa Manchester

Undergrad:
Information Systems
& Management

Meet Our Team (Continued)



Jack Manger

Philosophy, Politics,
Economics



Anna Howell

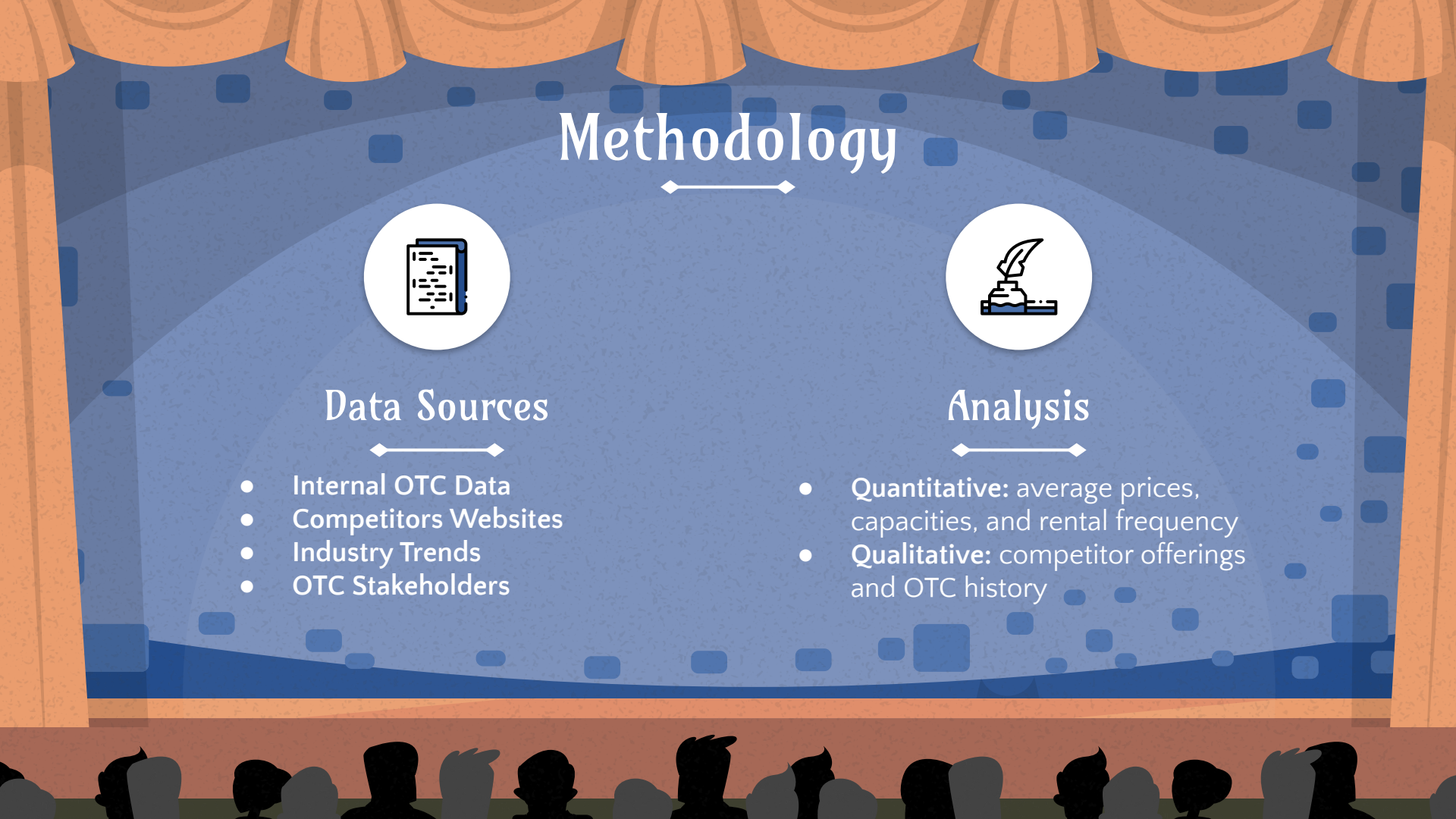
Undergrad: Computer
Science & Finance

Our Goal

The goal of this project was to explore how OTC could use its renovated spaces to generate new revenue, such as through rentals and educational programming, while continuing to prioritize its core mission of producing live theater.



Methodology



Data Sources



- Internal OTC Data
- Competitors Websites
- Industry Trends
- OTC Stakeholders



Analysis



- **Quantitative:** average prices, capacities, and rental frequency
- **Qualitative:** competitor offerings and OTC history

Who is Olney Theatre Center

Founded in: 1938

Founded By: Stephen E. Cochran, Harold Smith, and Leonard McLaughlin

Located in: Olney, Maryland

- One of the two **official state theaters** of Maryland
- A staple of the **Montgomery County** community
- Produces **theatrical performance** for **diverse** audiences
- Educates and supports more **inclusive theater-makers**



OTC Indoor Areas



Roberts Mainstage

- Fixed seating for 429
- **Theatrical performances**
- Primarily for OTC productions, rentable when schedule allows



Bernard Family Theatre

- 200–350 seated dinner; up to 250 performance seating
- **Receptions**, banquets, professional gatherings
- **Rentable** based on production schedule



Mulitz-Gudelsky Theatre Lab

- ~130 seated performance; up to 300 standing;
- **Banquets**, parties, community meetings
- **Rentable** when not in production use

Other OTC Areas



Root Family Outdoor Stage at Omi's Pavilion

- Up to **600** seated & standing combination
- **Concerts**, festivals, large community gatherings
- **Rentable** when not in use for OTC events



The Trawick Education Center

- Three classroom spaces (**25-50 per room**)
- **Educational** programs, workshops, meetings
- **Rentable** as schedule permits

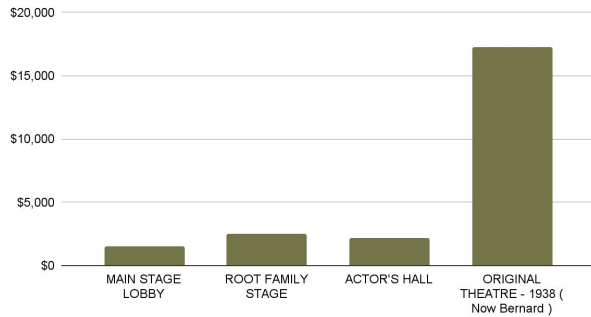


Support Areas

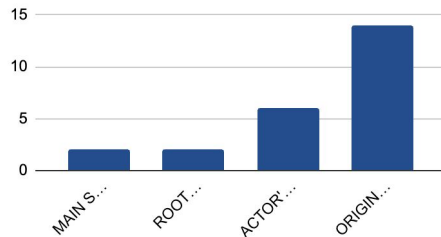
- Lobbies, rehearsal rooms, **adaptable** areas
- **Supplemental** event spaces, breakout sessions
- **Not** directly **Rentable**

Current State of Rentals

Sum of Potential Income in 2024 from Rentals



Count of Events in 2024



Most Used Spaces

Bernard Family Theatre with 14 rentals



Highest Revenue Spaces

Bernard Family Theatre with ~\$17,265



Overall Rental Volume

OTC had 29 rentals for ~\$26,875

Rental Solutions

Event Type	Target Rates	Considerations
Weddings	\$4500-\$5000	Tents, DJ, Food, Alcohol, etc..
Bar/Bat Mitzvahs	\$4000-\$4500	Tables, Stage Use, DJ, etc...
Other Large Events	\$2500-\$3500	Tables or Standing-Only

Weddings are most popular between June and October, and most often occur on weekends. Bat/Bar Mitzvah occur year round but most commonly occur on Saturdays. The winter holidays may be desirable to some companies hosting large parties. Rentals are always subject to the programming of the theatre.

OTC Current Education Programs



Camps

- **Largest participation**
- Covers **all age groups** but primarily youth
- Peak season: **Summer**



School Programs

- Partnerships with local schools
- Mix of residencies and curricular connections
- Peak season: **Spring**



Classes

- **Year-round** programming
- Range of topics for **different age groups**
- **Curricular Connection** partners with local schools

Education Solutions

New Class: Self-Tape Audition Skills



- Target: Ages 16–20, BFA pipeline students
- Technical setup, performance techniques, and best practices

Expand Age Range for Camps



- Increase adult and senior-focused workshops
- Especially during summer months

Seasonal Intensives



- Offer winter and spring break bootcamps
- Profit off peak seasons

Grow School Programs



- Increase number of schools in “Curricular Connection” program

Our Impact

- Provided OTC with clear and data backed strategies for rentals and education
- Identified underutilized spaces and program gaps for targeted growth
- Developed solutions based on OTC's community and mission



Lessons Learned



- How to **analyze large datasets** to identify competitive pricing and market positioning



- How to **integrate stakeholder perspectives** into research and recommendations



- How to **benchmark against competitors** to uncover program and rental opportunities



- How to constantly be **adapting strategies** as new information and constraints come up



Next Steps



Step 1 (Immediate)

Finalize rental and
education pricing
strategies.



Step 2 (Next 3–6 months)

Launch programs
(self-tape workshop and
seasonal intensive).



Step 3 (6–12 months)

Expand marketing to
targeted rental
audiences and partner
schools.

Thank You!

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Debbie Ellinghaus

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