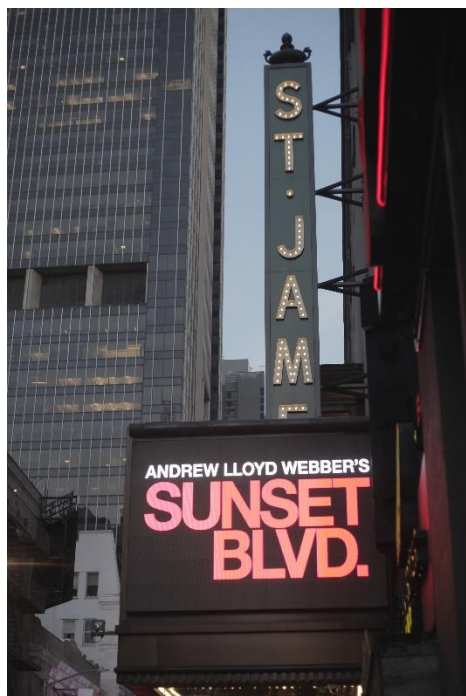


Broadway Bound – NYC, What is it about you?



Whenever I think of New York City or Broadway, my theatre-centric mind goes to the Charles Strouse music and Martin Charnin lyrics from *Annie*, sung by the featured ensemble member aptly named “Star to Be” :

NYC

Just got here this morning

Three bucks

Two bags

One me

NYC

I give you fair warning

Up there

In lights

I'll be

.....

New York City. Whether you love to watch Broadway shows or dream of being on the stage one day, there is something about the city that excites many with just those three letters, NYC.

Every year, The Phoenix Theatre Company takes a group of theatre lovers on a guided trip through New York City. The trip, entitled Broadway Bound, is led by our Director of Development, Marisa Butler. She and her team work for months putting together an extraordinary and memorable trip for all. The 2025 trip was no different. Broadway Bound attendees don't have to plan a single thing for their trip – from hotels and tickets to 4 Tony Award-nominated Broadway productions to private tours and excursions around the city – it's all booked for them through TPTC. “I loved that everything was arranged in advance for me and took no effort on my part”, 2025 Broadway Bound attendee

The group of Broadway Bounders arrived in New York City on Tuesday, April 22nd, and enjoyed a welcome dinner at the Chart House which boasts one of the best views of the city from its dining room. There, introductions and need-to-know information was given before the Broadway Bounders were taken to their hotel in the heart of the city. The next morning, they attended an Artistic Director's Series with TPTC's Producing Artistic Director,

Michael Barnard and actor, Cole Newburg. They discussed Cole's experiences in *Gypsy* and talked about what it is like to be a working performer in NYC! Patrons who have been with us for a while may remember that Cole graced our stages when he was kid!

Including ADS events throughout the trip allows Broadway Bound attendees to ask Michael Barnard, Vincent VanVleet, and other guest speakers about what it takes to mount a musical production. One attendee stated, "[I have a] Much better understanding of how many moving pieces must come together. Really appreciate Michael and Vincent's vision when putting together shows for the season. I feel more a part of a community at the theater."

Later that evening, they went to the St. James Theatre to see *Sunset Blvd.*, their first production of the trip. Starring Tony Award winner, Nicole Scherzinger!

On Thursday, our attendees took a Broadway Up Close tour, where they toured The New Victory Theatre, which has a fascinating history dating back to 1900 when it was initially built. The theatre has gone through many names and uses but now lends itself to children's programming for New York kids.

"New Victory brings kids to the arts and the arts to kids in and beyond New York City. Powered by [New 42](#), whose mission is to make extraordinary performing arts a vital part of everyone's life from the earliest years onwards, New Victory connects its audiences to new cultures, artists and stories through its international programming in its historic Times Square theater."

After their tour, they went to show #2 of the trip, *Gypsy*, which starred the incomparable Audra McDonald in the iconic role of Mama Rose.

Friday morning allowed our attendees to enjoy some non-theatrical art, with a tour of the Museum of Food and Drink in Brooklyn, which was a welcome break from the bustle of Times Square. Then, they were taken to the newly named James Earl Rouse Theatre to attend a performance of *Real Women Have Curves*, a new musical on Broadway this year produced by the same team that produced our production of *Let the Good Time Roll: A New Orleans's Gumbo*, which will be closing our 24/25 Season in August.

On Saturday, our Broadway Bounders attended a second Artistic Directors series, this time learning from Michael Heitzman, who talked about his work as the Artistic Director for Musical Development at the Lucille Lortel Theatre and the importance of new works. Then they attended their fourth and final show of the trip, *Maybe Happy Ending*,

which stars Darren Criss of *Glee* fame. *Maybe Happy Ending* and Darren Criss went on to win Best New Musical and Best Lead Actor in a musical at this year's Tony Awards, respectively!

On the final day of the trip, our attendees took part in a final Artistic Director's Series, where they discussed the four productions they saw throughout the week. They then had a celebratory dinner on the Bateaux Cruise ship at the Chelsea Pier.

Broadway Bound is a chance for TPTC patrons to learn up close and personal about the making of a musical production, be it Broadway or Regional, like The Phoenix Theatre Company. Through the performances they see, the discussions they take part in with Michael and guests, and the tours they go on, our hope is that the Broadway Bound trip is not only fun but also a learning experience to connect and learn about the work we do at The Phoenix Theatre Company.

Patron Feedback from the 2025 Broadway Bound Trip:

“Getting to hear how your work, energy, dedication, and passion is to bring us, the patrons, a most enjoyable, remarkable, and memorable experience. That everyone involved, (and there are so many more than the writers, directors, and actors), prioritize audience experience and not just personal gain or admiration. Often, the realms of theater are seen as just “glamorous.” I appreciate so much more those that choose this demanding, grueling, fascinating, exciting, and yes, sometimes glamorous career. Thank you, Phoenix Theatre Company for your dedication to bringing the best of the best to us! “

“The Broadway Bound excursion provides an insider's look to all aspects of a Broadway production. We treasured our time spent with The Phoenix Theatre staff and patrons. We loved meeting with cast members before and after the productions as well as hearing from producers of some of Broadway's greatest shows!”

“Broadway Bound is guaranteed to be a theater trip you won't soon forget! Broadway Bound is an opportunity to meet new people, re-engage with alumni, that all share the love of live theater! Broadway Bounders are the family you actually love to be around!”