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CATS, TOOTSIE, BLUE MAN GROUP and CHARLIE & THE CHOCOLATE FACTORY to Tech and Rehearse Upcoming Broadway Tours in Syracuse!

Economic Impact of \$10 Million for Syracuse!

Syracuse, NY: Thanks to the Empire State Music and Theatrical Production Tax Credit, Samara Hannah (The Redhouse), Mike Intaglietta (Landmark Theatre) along with Assemblyman William Magnarelli, Senator Rachel May, and Mayor Ben Walsh announced today that three national tours will rehearse, and that two shows will tech in Syracuse this fall resulting in more than a \$10 million dollar impact for Syracuse! All four of the shows will launch their National Tours in Upstate NY.

The Redhouse will host the studio rehearsals for **CATS, TOOTSIE** and **BLUE MAN GROUP**. In addition to the touring cast, crew & musicians, creative team members and management staff will also be on site representing over 2500 hotel room nights not to mention 2-3 meals eaten locally per person per day, for 9 weeks.

Andrew Lloyd Weber's Musical Spectacular **CATS** and the new comedy Musical, based on the movie with the same name **TOOTSIE** will both rehearse for approximately a month each with **TOOTSIE** moving on to Shea's in Buffalo, NY where it will launch its national tour. **CATS** will go on to the Auditorium Theatre in Rochester, NY where it will launch its national tour, returning to Syracuse April 26-30 for 6 performances.

BLUE MAN GROUP is not only holding studio rehearsals in Syracuse at The Redhouse, but they will also be teching at the Landmark Theatre where it will open and launch its national tour in February of 2022 playing 5 performances.

"When Redhouse decided to expand and relocate, the idea of moving to the center of downtown Syracuse across from the Landmark Theatre was an amazing opportunity for us to take advantage of. Our venue was designed to not only serve Redhouse but also allow us to be a part of the arts and cultural ecosystem and to serve as an economic driver for downtown Syracuse. The tax credits provided by New York State create the foundation for Redhouse, Landmark Theatre and Broadway in Syracuse to leverage our abilities and partnerships to attract out of market programs to Syracuse." – Samara Hannah, Redhouse Arts Center Executive Director.

The Landmark Theatre will also host the technical rehearsals for **CHARLIE & THE CHOCOLATE FACTORY** opening and launching the National Tour as the first show on The M&T Bank Broadway Season, Broadway in Syracuse. This will add an additional 1000 hotel nights for cast, crew and management that will be living in Syracuse during the tech period, spending money locally in restaurants and stores as well as hiring local stagehands who are eager to get back to work.

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Since its inception, the Empire State Music and Theatrical Production Tax Credit has incentivized the launching of 25 tours from across upstate, NY. The Landmark Theatre has been the host to five of those national Broadway tour launches since 2017. This Broadway Season 10 National Tours will launch in western and upstate New York thanks to the Tax Credit, with a combined economic impact of \$100 Million.

“The introduction of theatrical techs has been a game changer for the Landmark, providing over 47,000 labor hours for our local stagehands, and allowing Landmark to launch high profile national tours before they get to larger markets. We’re so excited to host the teams from Charlie and the Chocolate Factory and Blue Man Group this season.” – Mike Intaglietta, Landmark Theatre Executive Director

The Empire State Music and Theatrical Production Tax Credit provides incentives for qualified production companies to conduct technical rehearsals and other pre-tour activities and perform shows in qualified regional theaters throughout Upstate New York. The program encourages the use of Upstate entertainment venues, making them competitive with other venues located in Northeastern states that offer similar tax incentives to musical and theatrical productions produced on Broadway.

“Syracuse has become a preferred city for launching Broadway tours as a result of the New York State Theatre Tax Credit Program. Area hotels, restaurants, and retailers in Armory Square and proximity to the Landmark have welcomed the cast and crews with open arms, and the community has responded with an outpouring of support,” stated Albert Nocciolino, President of Famous Artists / Broadway in Syracuse. “The effect of this investment will be seen across our region and across the state, with a collective economic impact of this year’s Upstate NY tour launches estimated to exceed \$100 million dollars.”

For more information on the upcoming seasons or to purchase season tickets please visit: www.theredhouse.org and www.BroadwayinSyracuse.com. For more Information upcoming events, becoming a member or donating to the Landmark Theatre please visit: www.landmarktheatre.org

The Redhouse 2021-2022 Season includes:

SISTER ACT · December 3-19, 2021
FENCES · February 25 – March 6, 2022
MACBETH · April 1-10, 2022
DIRTY ROTTEN SCOUNDRELS · June 10-19, 2022

The 2021-2022 M&T Bank Broadway Season – Broadway in Syracuse includes:

CHARLIE & THE CHOCOLATE FACTORY · October 12-16, 2021
WAITRESS · December 7-12, 2021
HAMILTON · March 15-27, 2022
CATS · April 26-30, 2022

Rescheduled from the 2019-2022 M&T Bank Broadway Season:

BLUE MAN GROUP · February 24-27, 2022
RIVERDANCE · April 5-7, 2022

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