

# Keeping The Arts Alive



A HOME FOR ARTISTS ■ A CLASSROOM FOR STUDENTS ■ A GATHERING PLACE FOR NEIGHBORS



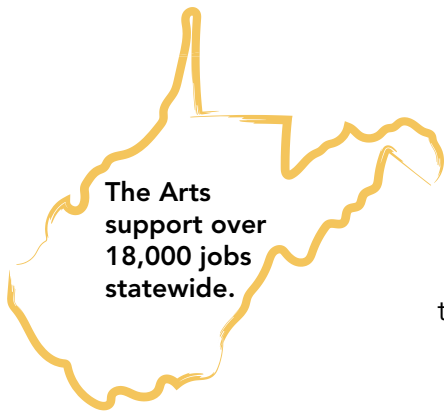
**GVT's mission is to create live, professional, quality theatre in West Virginia and, through theatre, enlighten, enrich, and enliven the life of our region.**



## THEATRE POWERS OUR COMMUNITY

Theatre is not a luxury. It is an economic driver, an educational resource, and a gathering place that strengthens our community. Nonprofit theatre and arts organizations generate millions in ripple spending, benefiting hotels, restaurants, shops, and public services.

According to the National Endowment for the Arts and the U.S. Bureau of Economic Analysis, **THE ARTS ADD \$1.6 BILLION TO WEST VIRGINIA'S ECONOMY EACH YEAR.**



Audiences travel for the arts, and more than one-third of arts attendees are non-local visitors who spend twice as much as local residents when they come to town. GVT brings thousands of those visitors to downtown Lewisburg each year, helping sustain the restaurants, shops, and businesses that make our town thrive.



Every dollar spent on theatre tickets generates \$3-\$5 dollars in local spending.



# EDUCATION

In 2025, over 4,500 students experienced theatre through Greenbrier Valley Theatre's educational matinees, tours, classes, and workshops. Theatre teaches confidence, public speaking, and empathy.

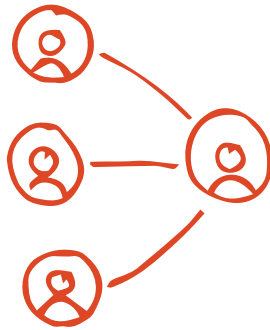


In 2025, GVT programming reached  
**4,500+ STUDENTS**



# GVTEAM

Behind every show or event at GVT, there is a team of dedicated professionals working together to make the magic happen: costume designers, directors, lighting and sound designers, set builders, painters, and technicians. All are skilled, trained workers who bring their craft and passion to every production we share with our community. Many of these artists work long hours behind the scenes to bring unforgettable stories to life. Your support helps us provide fair pay, housing, and the tools they need to keep creating world-class theatre right here in West Virginia.



Your gift supports jobs, education, tourism, and preserves the shared cultural life of our entire region.

Your ticket lets you see the show.

**YOUR DONATION  
MAKES THE SHOW  
POSSIBLE.**

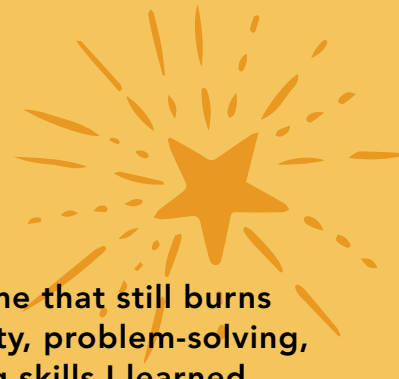


**Please donate today.  
Together, the show can go on.**



**"The magic of having a year-round live theatre in our storybook downtown is a gift to all, and specifically to our guests at the Historic General Lewis Inn. We are deeply grateful to Greenbrier Valley Theatre for bringing the arts to life."**

—Sparrow Huffman,  
Owner of the Historic General Lewis Inn  
[generallewisinn.com](http://generallewisinn.com)

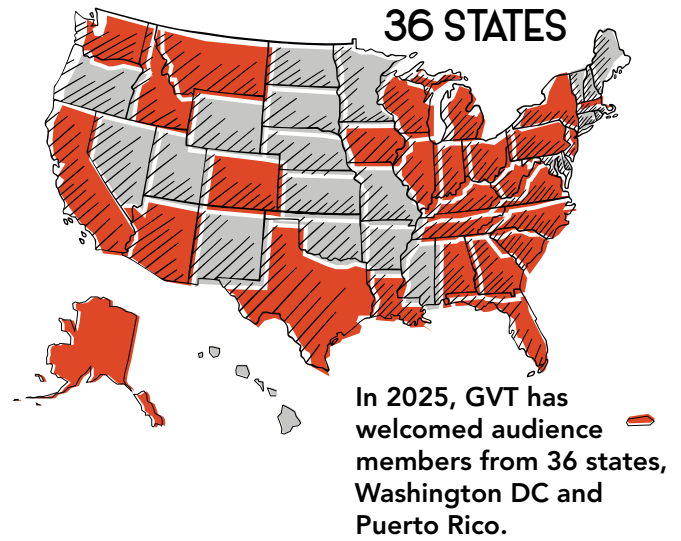


**"GVT lit a spark in me that still burns bright. The creativity, problem-solving, and public speaking skills I learned there continue to shape my life, even outside the theatre. What I learned at GVT still shapes the way I approach situations every single day."**

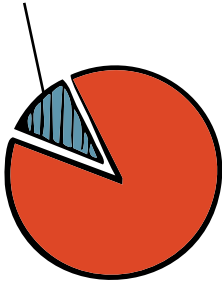
—Youth Education Alum, Ryan Vaughan, Marketing Manager at Friends of Southwest Virginia



# JAN-OCT 2025 AT A GLANCE



Operating expenses covered by ticket sales



For nearly six decades, Greenbrier Valley Theatre has been a place where people gather to laugh, to feel, and to experience the magic of a story unfolding live, together in the same room.

Ticket sales alone are not enough to keep our doors open. A ticket covers only a fraction of what it actually costs to produce a show and operate a year-round professional theatre. Performance royalties, artist pay, housing, printing programs and tickets, marketing, travel, utilities, and building upkeep far exceed what ticket revenue can provide. **Your support bridges that gap, and without it, we cannot continue to serve our community.**



## Help The Show go on!

### WAYS TO DONATE

Your support keeps the arts alive in the Greenbrier Valley. There are many ways to make a difference and ensure that the show goes on.

**ONLINE** Make a secure donation anytime at <https://ci.ovationtix.com/35773/store/donations> You can choose a one-time gift or set up an automatic monthly contribution.

**BY MAIL** Send your donation to:  
Greenbrier Valley Theatre  
1038 Washington Street East  
Lewisburg, WV 24901

**BY PHONE** Call our Box Office at 304-645-3838 ext 114 to make a contribution by credit card.

**IN PERSON** Stop by the theatre during box office hours to make a donation or learn more about our giving programs.

#### Standard Hours

Tuesday – Saturday 12 – 6pm  
(Closed for lunch from 2:30 – 3pm)

#### Performance Hours (during the mainstage shows)

Wednesday – Saturday 2 – 8pm  
(Closed for dinner from 5:30 – 6pm)  
Sunday 12 – 3pm