OFF-BROADWAY COMMERCIAL INVESTMENT OPPORTUNITY

Falling Stars: Hamilton & Welles

Two gripping one-act dramas examining the private price of Hollywood immortality—*Maggie & The Witch* and *Eating with Orson*.

PLAYWRIGHTS
J. A. Merolla & A. Kanevsky

FORMAT
Dual 45-Min One-Acts

STAGING FOOTPRINT
Unit Set • Repertory Cast

EXECUTIVE SUMMARY

Two Legends. One Unforgettable Evening.



Behind the Iconic Masks

Paired in a 90-minute evening, these two dramas strip away studio myth to expose the human vulnerability of Margaret Hamilton and Orson Welles.

Commercial Advantage

Engineered with modular scenic elements and a shared repertory ensemble for lean Off-Broadway capitalization and fast recoupment.

MARKET OPPORTUNITY

The Straight-Play Renaissance

Lower Capitalization

$650K–$850K Off-Broadway budget vs. $15M+ musicals.

Built-In Icon Recognition

Immediate box-office hook via two beloved cultural icons.

Rapid Recoupment

~$42,000 weekly operating nut accelerates investor payback.

ACT I • 45 MINUTES

Maggie & The Witch

Written by James Anthony Merolla

In her final days, gentle former schoolteacher Margaret Hamilton confronts a young caregiver haunted by childhood terror of the Wicked Witch of the West.

Emotional Core: Grace, legacy, and separating artist from archetype.

Lead Showcase: Tour-de-force role starring Broadway veteran Elaine Lynn.



ACT II • 45 MINUTES

Eating with Orson



Written by Alan Kanevsky

Desperate to finance his final independent film, a larger-than-life Orson Welles spars over dinner with an advertising executive over wine commercials and artistic dignity.

Dramatic Tension: Uncompromising genius colliding with commercial survival.

Lead Showcase: Producer and actor Jay Michaels as Orson Welles.

ARTISTIC PEDIGREE

Proven Playwrights & Accomplished Cast

The Playwrights

James Anthony Merolla: Veteran journalist, director, and acclaimed dramatist.

Alan Kanevsky: Veteran NYC theater producer, lighting designer, and playwright.

Direction by Jay Michaels: Four decades of Off-Broadway producing and directing.

Featured Stage Company

Elaine Lynn & Jay Michaels: Anchoring the dual bill as Hamilton and Welles.

Supporting Principals: Heather Preston, Michael Pichardo, and Joy Foster.

Ensemble Cast: Octavio Lahiri Vourvoulias, Alex Silverman, Ted Doyle, Chris Connolly, Adam Lyons.

AUDIENCE REACH

Cross-Generational Ticket Demand

Classic Cinema Devotees

Captures film historians, cinephiles, and lifelong fans of *The Wizard of Oz* and *Citizen Kane*.

Core NYC Theatergoers

Appeals directly to loyal Off-Broadway subscribers drawn to sharp biographical drama.

Multi-Generational Families

Bridges older nostalgia seekers with younger audiences fascinated by Hollywood lore.

COMPARABLE COMPS

Commercial Benchmarks

PRODUCTION TITLE	CORE CONCEPT & STRUCTURE	COMMERCIAL OUTCOME
Frost/Nixon	Intimate two-hander clash of public legends	Tony winner; global tour; Oscar-nominated film
Red	Iconic artist wrestling with integrity and commerce	6 Tony Awards; fast commercial recoupment
The Audience	Behind-closed-doors portraits of iconic figures	Sold-out West End and Broadway runs
Good Night, Oscar	Golden-age Hollywood icon behind the curtain	Box-office smash; strong tourist & subscriber draw

DEVELOPMENT PHASE 1 • SHOWCASE BUDGET ($40K TARGET)

Proof-of-Concept NYC Showcase

CATEGORY	ALLOCATION	KEY DETAILS
Theater Rental & Venue	**$13,500**	3–4 week NYC showcase run in 74–99 seat venue
Talent & Creative Fees	**$12,500**	AEA showcase stipends, director, and stage manager
Production & Rehearsal	**$5,500**	Modular unit set, period props, and costume styling
Marketing, PR & Press	**$5,000**	JMGC press campaign, trade outreach, industry invites
Insurance & Contingency	**$3,500**	Liability coverage, legal setup, emergency reserve

COMMERCIAL CAPITALIZATION • OFF-BROADWAY ($750K TARGET)

Disciplined Capital Allocation



RECOUPMENT TIMELINE • 199-SEAT HOUSE | 8 SHOWS/WK @ $75 AVG TICKET ($42K WEEKLY NUT)

Box Office Projections

BOX OFFICE CAPACITY	GROSS WEEKLY REVENUE	NET WEEKLY PROFIT	RECOUPMENT ($750K)
45% Capacity	~$42,900	~$900	Break-Even Threshold
70% Capacity	~$66,800	**~$24,800**	**30–32 Weeks**
85% Capacity	~$81,100	**~$39,100**	**19–21 Weeks**
100% Capacity	~$95,500	**~$53,500**	**14–16 Weeks**

EQUITY STRUCTURE & SECONDARY UPSIDE

Investor Offering

100%

Preferred Return

Followed by a 50/50 Net Profit Split between Investors and Producers.

Priority Recoupment: Investors receive 100% of net profits until full capital return.

Seed Rollover ($40K Target): Showcase backers convert directly into Phase 2 equity.

Global Licensing & Audio: Pro-rata share in regional runs, anthology film, and audio dramas.

JOIN US FOR THE NEXT CHAPTER

Step Behind the Curtain

Iconic legends. Intimate drama. Commercially disciplined.

JAY MICHAELS GLOBAL COMMUNICATIONS, LLC

Investment & Co-Production Inquiries • info@jaymichaelsarts.com

Image Sources



https://www.out.com/media-library/margaret-hamilton-wicked-witch-of-the-west-wizard-of-oz-movie-still.jpg?id=54616945&width=1245&height=700&coordinates=0%2C0%2C0%2C0

Source: www.out.com



https://i.ebayimg.com/images/g/59gAAOSwLgdjPyTG/s-l400.jpg

Source: www.ebay.com