



LIVE THEATRE WEEK 2008

*Cultivating Community
Creating Experiences
Building Audiences*



THEATRE PUGET SOUND

FESTIVAL
RECAP

&

PROGRAM
ANALYSIS

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THEATRE PUGET SOUND

For more than 10 years, Theatre Puget Sound (TPS) has been the Northwest's premiere arts advocacy and leadership organization, serving over 1,500 individual members and 150 organizations. TPS is a resource for theatres, performers and audiences across the Northwest. TPS programs directly impact more than 100,000 individuals annually, and our outreach and advocacy for the art form reaches over 2 million members of the general public.

Throughout our history we have built and maintained programs and services that serve to promote, strengthen and unify the regional performing arts community.

TPS Promotes the regional theatre community through audience development tools and initiatives such as the Seattle Performs website, cooperative advertising, Live Theatre Week and the TPS Stage at Bumbershoot.

TPS Strengthens the regional theatre community by providing educational programming, diverse and cost-effective resources for both individuals and organizations, advocacy on both local and national platforms, and services that strive to improve the quality of life for our region's theatre artists.

TPS Unifies the regional theatre community by acting as a physical and virtual gathering place. TPS manages affordable rehearsal and performance spaces and produces the Gregory A. Falls Sustained Achievement Award and the TPS Unified General Auditions. TPS also has one of the most active virtual communities in the nation, hosting an interactive website, talent database, message boards and community listserv.

Theatre Puget Sound is at a crucial point in our history. We have built tremendous momentum over the last few years. We have seen profound growth in programming, membership and our overall impact in the community. Our innovative programs and depth of service have garnered us national attention and allowed us to have a long-term impact on both audience development and the internal strength of our regional performing arts industry and the lives of its practitioners. **Live Theatre Week is a shining example of this progress and community impact.**

EVENT OVERVIEW

The 2008 Live Theatre Week Festival took place October 13 – 19. Over 3,100 audience members directly participated in a Live Theatre Week event or free performance. The combined marketing efforts resulted in an estimated outreach to over 2 million individuals across the Puget Sound region, providing tremendous visibility and exposure to our performing arts organizations.

2008 Live Theatre Week Participation

- 48 participating theatre companies
- 59 Free Night of Theater performances attended by over 2,500 people
- 32 Special Events attended by over 600 people
- 400 people directly participated in a Family Day event or performance
- Participating theatres donated more than 3,400 tickets for use by the general public, a subsidization of approximately \$72,783

Patron Demographics

The Live Theatre Week campaign specifically reached out to new and infrequent theatre attendees. A broad diversity of individuals participated - measured in age, income, attendance habits and ethnicity. The detailed demographics only reflect participation in the Free Night of Theater component of LTW, as that is where we require participants to provide this type of information in order to reserve tickets. Demographics are not available for special event participants. (Full demographics are attached)

- 67% of participants were infrequent theatre attendees
- 76% had never attended their selected theatre
- 45% of participants were under the age of 35
- 56% of participants had annual household income under \$50,000
- 22% of participants indicated an ethnicity that was other than White non-Hispanic

Live Theatre Week continues to provide a tremendous opportunity for our performing arts organizations to connect with and strengthen their local communities. The festival functions as a bridge between our region's performing arts community and the public at large – extending a collective invitation that transcends cultural, social, racial and economic barriers. The open door philosophy inherent in the Live Theatre Week programming creates a true culture of generosity that encourages participation and personal investment in our theatres, while simultaneously building relationships, strengthening neighborhoods and creating access to and awareness of our region's performing arts opportunities.

The festival succeeds at highlighting the strength of theatre as an art form – a truly communal experience that engages individuals on both personal and social levels and allows communities to gather and share stories. This arrangement provides ongoing and clear value to both theatre organizations and their communities.



PROGRAM ANALYSIS

This year marked the fourth anniversary of Theatre Puget Sound's Live Theatre Week festival. It was originally launched in 2005 and is now one of our most vital programs as it serves both our membership and the general public and every tenet of our three pronged mission: to promote, to strengthen and to unify.

Our main goals for Live Theatre Week are:

- Building awareness of and new audiences for our region's theatres.
- Encouraging and facilitating the cultivation of community and strengthening of neighborhoods.
- Providing access to underserved populations and extending invitations to infrequent theatre attendees.

All of these goals were met, and even improved upon, with this year's festival and subsequent campaign. This year, in particular, TPS worked to enhance our public and media relations in order to drive participation and strengthen our focus on community building. We hired a communications and public relations manager for the festival that allowed us to greatly expand the visibility and impact of Live Theatre Week, as well as strengthen our message of community cultivation. We were also able to focus on and build more strategic partners, providing a larger platform for disseminating information about the festival and opportunities for participation.

All of this increased exposure allowed us to reach new audiences, particularly diverse audiences under the age of 35 and families. This provides a tremendous core of potential new patrons for our performing arts organizations and raises the visibility of our community as a whole. *For more detail on our marketing and communications efforts go to page 7.*

By having additional staff to focus on public relations, it allowed other staff members to increase their focus on helping member organizations craft events that engage the public in unique ways that move beyond the traditional "transactional" experience and work to strengthen community. It also allowed us to remain committed to our outreach efforts in underserved communities. Not only do we focus on disseminating materials in these areas, we also host sign-up events that allow members of particular communities to be the first to reserve free tickets. This year, we also included marketing collateral in Spanish to help promote several bilingual events within the Seattle Hispanic community.

TPS 2008 Accomplishments

- Increased overall participation in the festival
- Maintained our success at reaching diverse audiences under the age of 35 and infrequent theatre goers
- Increased media buys and in-kind media that allowed us to branch into other outlets & expand geographic reach
- Increased press coverage with a clearer focus on deeper message of community
- Increased in-kind sponsorships and strategic partners
- Provided special event financial support to participating theatre companies via our Live Theatre Week Cost Offset Grants

Looking Forward

Looking ahead to future festivals, we acknowledge the following key focus areas that require our attention as we continue to grow and improve this program:

- Increased programming support (both financial and conceptual) for our organizational members producing special events (these events and their potential for true community impact remain the heart and soul of this festival)
- Creating a more streamlined and user-friendly web experience for Live Theatre Week patrons
- Building relationships with past audiences and engaging them as ambassadors for the Live Theatre Week program, thereby utilizing them to help bring in new people and guaranteeing their continued participation in the performing arts community

PARTICIPANTS

The 2008 Live Theatre Week festival saw the direct participation of 48 organizations stretching from Edmonds to Olympia and Issaquah to Langley - with 24 companies offering a total of 32 special events and 13 companies participating in Family Day. Free Night of Theater was represented by 37 local theatres offering over 3,400 tickets to 59 performances, a value of approximately \$72,783!

Participating organizations included:

5th Avenue Theatre	Redwood Theatre
Absurd Reality Theatre	Renton Civic Theatre
ACT Theatre	Seattle Children's Theatre
Annex Theatre	Seattle Musical Theatre
Artattack Theatre Ensemble	Seattle Public Theatre
Auburn Regional Theatre	Seattle Repertory Theatre
Balagan Theatre	Seattle Shakespeare Company
Book-It Repertory Theatre	SecondStory Repertory Theatre
Capital Playhouse	SIS Productions
Cornish College of the Arts	Stage Door Productions
Eclectic Theater Company	Stone Soup Theatre
Edmond's Driftwood Players	StoryBook Theater
Ghost Light Theatricals	Taproot Theatre Company
Harlequin Productions	Theatre 9/12
INTIMAN Theatre	Theatre Puget Sound
Kirkland Performance Center	Unexpected Productions
Langston Hughes Performing Arts Center	Unicycle Collective
Little Red Studio	UW School of Drama
Live Girls!	Village Theatre
Marya Sea Kaminski (individual artist)	WARP
New Century Theatre Company	Washington Ensemble Theatre
Northwest Playwrights Alliance	Whidbey Island Center for the Arts
Our American Theater Company	Wing-It Productions
Outsiders Inn Collective	
ReAct Theatre	

WA Counties represented above:
Island, King, Pierce, Snohomish, and Thurston

WA Cities represented above:
Auburn, Burien, Edmonds, Enumclaw, Issaquah, Kirkland, Langley, Olympia, Redmond, Renton, & Seattle

Seattle Neighborhoods represented above and in community outreach events:
Ballard, Capitol Hill, Central District, Columbia City, Downtown, Green Lake, Greenwood, International District, Queen Anne, Sandpoint, South Lake Union, Univ. District & Wallingford



Live Theatre Week Kick-Off Fair

Once again, TPS launched Live Theatre Week with a Kick-Off Fair at Seattle Center's Fisher Pavilion. Patrons were able to chat with reps from local theatre companies, catch free performances by Unicycle Collective, and reserve advanced Free Night of Theater tickets. **Over 400 people and 27 theatre organizations attended this event.**

DEMOGRAPHICS

Patrons were required to complete a survey addressing the following areas before they could secure their Free Night of Theater tickets. Survey results reflect data on each individual who secured Free Night of Theater tickets and not the sum total of attendees. Total number of patron responses represented below is 1,419.

Attended selected theatre previously?

no	76.39%
yes	20.37%
not sure	3.24%

Attended Professional Theatre in last 12 months?

0	11.84%
1	23.54%
2-3	31.57%
4-5	14.73%
6+	18.32%

Total Infrequent Attendees 67%

Age of Survey Respondent

Under 18	1.97%
18 - 24	13.82%
25-34	29.41%
35-44	23.20%
45-54	17.77%
55-64	10.08%
65 +	3.74%

Total Under Age 35 45%

Gender of Respondent

Female	67.07%
Male	32.93%

Education of Survey Respondent

High School Graduate or Less	5.01%
Some College	21.23%
College Graduate	45.70%
Graduate or Professional Degree	28.07%

Ethnicity of Survey Respondent

White Non-Hispanic	77.50%
Hispanic/Latino	3.12%
African-American	4.00%
Asian American/Pacific Islander	10.25%
Native American	0.32%
Multi-Racial	2.80%
Other	2.00%
Prefer Not to Answer	11.86%

Household Income of Survey Respondent

Less than 25,000	23.05%
25,000 - 34,999	15.61%
35,000 - 49,999	17.31%
50,000 - 74,999	18.12%
75,000 - 99,999	14.44%
100,000 - 149,999	9.42%
150,000 +	2.06%
Prefer Not to Answer	21.37%



MARKETING REPORT

Primary Objectives:

- Increase overall participation in Live Theatre Week 2008
- Build awareness of and new audiences for our region's theatres.
- Encourage and facilitate the cultivation of community and strengthening of neighborhoods
- Communicate LTW messaging and opportunities to underserved populations and infrequent theatre attendees
- Generate excitement about live theatre

Marketing Strategies Employed:

- Increased and deepened community partnership involvement (neighborhood chambers of commerce, business associations, community centers, coffee shops & neighborhood hubs)
- Increased advertising frequency and reach (radio, frequent neighborhood print ads, more online)
- Increased Public Relations effort to target select reporters on feature stories
- Established high profile partnership(s) to generate low cost exposure with a broad reach.

Primary Marketing Tactics:

Targeted print and online advertising campaign

- Print ads in *The Olympian*, *Seattle Gay News*, *Seattle Weekly*, *The Stranger*
- Print buys in neighborhood publications: *Queen Anne News*, *Capitol Hill Times*, *South Seattle Beacon*, *North Seattle Herald*
- Print buy in family-oriented publication: *ParentMap*
- Web banners via Crosscut.com, NWsource.com, RedTricycle.com, TheStranger.com and SeattleWeekly.com

Radio advertising campaign

- Airtime buys at KMTT, KNDD, KQMV and KPLU
 - ❑ Included web presence, event presence, e-newsletters, special programming (KMTT)

Outdoor Media, Signage & Collateral

- 40 King Size Metro Bus ads running in and out of the downtown core
- 600 LTW posters distributed throughout the Puget Sound region
- 20 LTW vinyl banners for venue locations, community centers, event signage, etc.
- 30,000 Seattle Performs Theatre Guides w/ LTW cover & event overview
- 1,000 LTW Family Day Spanish & English postcards distributed in Seattle area
- LTW Event Guide (90,000 distribution) – features all LTW special events and Free Night performances, special Family Day section, detailed info on participating theatres
 - ❑ Distributed via insertion in *The Stranger* (84,000 copies)
 - ❑ Distributed at outreach events, community centers, local businesses and sponsor events

Public Relations:

- Nancy Guppy/Seattle Channel mentioned it in *Art Zone* which aired in early September - mentioned again in early October.
- Print Features include: *Seattle Times*, *Seattle Weekly*, *Seattle PI*, *The Olympian* and various community papers
- Mentioned in the Seattle Hotel Concierge "Fresh Sheet".
- Long Lead Magazine mention: *City Arts Magazine*
- Online Features include: Crosscut, GoCityKids and NW Source
- KMTT hosts Jodi Brothers & Marty Reimer auditioned for *Beauty & the Beast* and their audition was edited into an 8 minute YouTube video and discussed multiple times on air.

Strategic Partnerships:

TPS also formed strategic partnerships with the following organizations to help disseminate information, build interest and generate excitement for the festival:

Barnes & Noble, The Stranger, Seattle Center, Seattle Convention and Visitor's Bureau, Seattle Department of Neighborhoods, Arts Alliance of Downtown Olympia, KMTT, KNDD, KQMV, various neighborhood chambers of commerce.



COME OUT & PLAY

Thanks so much for the free tickets to **The Three Musketeers**. My Mom and I went and had a great time. I probably wouldn't have gotten to go without your program. It was my first real play and a great introduction to theatre. I'll definitely do it again. - Chris Leuckel

My wife and I have not been able to go to the theatre for years. This was a thrilling experience. The performance was superb. And the discovery that theatre might not be out of reach excited us. We can save up and get tickets to Seattle Rep in the future....Seattle Performs is a valuable resource to our community. - David Dabling

Thank you for the chance to see **Artattack**. Everything from signing up to sitting down in our seats went smoothly. We saw a play that we would not have otherwise seen. We told 4 or 5 of our friends about it which we would not have otherwise done. - Andrew Brenner

We enjoyed the performance we saw, and have persuaded friends to visit the theater for other shows. So the idea works the way you thought it would. - Harmon Eaton

My daughter and I saw **The Mystery of Edwin Drood** at Renton Civic Theatre. I've worked in that city for 18 years and it's the first time I attended any of their performances. - Linda

We saw an improv performance at Unexpected Productions...We thought it was hilarious and enjoyed our introduction to this group. None of us had been there before. Thank you for making this available...this has encouraged us to try shows we wouldn't have otherwise seen, and to increase our theater attendance. - Holly C.

Thank you so much for the tickets to **Becky's New Car** at ACT. I am fairly new to Seattle and it was a great introduction. After Live Theatre Week I went to see shows at Book-It and another show at ACT. I will be watching a lot of Seattle theatre in the future. - Jamie Taylor

My girls really enjoyed **The Emperor's New Clothes** at the Story Book Theater- it was a great treat for them. Getting tickets during the Live Theatre Week was very simple and everything went very smoothly. Thanks for making it a great experience. We will certainly attend more shows at this theater. - Denise Skyba

We really enjoyed **The Drowsy Chaperone**...The experience has me toying with the idea of, once again, trying a subscription to the nose-bleed seats at the 5th Ave. It was also a good opportunity to see what other venues had to offer and I learned of some that were new to me. - Victoria Barr

My friend & I attended **Arabian Nights**...I appreciated being introduced to Balagan Theatre. I love theatre and go whenever I can. I look forward to going to more of the smaller theatres. - Ellen Bezona

The Live Theater Week program allows us to see the high-end shows at the 5th Ave, whose prices are usually out of our budget...this year, I saw **The Drowsy Chaperone**, and enjoyed it so much that I quickly spread the word to my group and beyond that it was the show not to miss. I believe at least 4 people I told bought full-price tickets later on my recommendation, and who knows how many they recommended it to? - Susan Connors

The theatre experience was wonderful...our 5 year old loved it! - Alice Lee

I took my daughter (age 13) to **The Three Musketeers**. We had a great time and hope to go to other plays in the near future. We will look for a lower price Christmas play to attend during the holidays. - Chris Miller-Panganiban

This is a great opportunity for locals like ourselves to check out companies/productions we might not have originally considered checking out. With the economy progressing as it is into next year, this should be a win/win for audience and companies alike. Thanks again for a wonderful service. - Steven Carzasty

I loved Live Theatre Week. The event at the center was much fun. I learned more about local theatres – didn't know half of what goes on around here before that. Keep up the good work! - Clare

We had a very lovely experience and plan on participating in future performance arts events in the Seattle area for date nights. - Debra Kaitschuck

We had a wonderful time. I received tickets to the Kirkland Performance Center, to see Charles Phoenix...Being at the theater also reminded to check out coming plays and I bought tickets to 2 other things. - Dawn Schink