

Institute of Outdoor Drama
 College of Fine Arts and Communication
 East Carolina University
 201 Erwin Building
 Greenville, NC 27858-4353
 Phone (252) 328-5363 Fax (252) 328-0968
 Email: outdoor@ecu.edu
 Web: www.outdoordrama.org

**Final Report - 2012
 Outdoor Drama Attendance
 December 7, 2012**



| | Drama | Type | Paying Attendees | Comps | Total Attendance | Scheduled Performances | Completed Performances | Cancellations | (Total) Average Nightly Paying Attendees | (Total) Average Nightly Free Theatre Attendance | 2011 Comparison Total Attendance |
|----|--|------|------------------|--------|------------------|------------------------|------------------------|---------------|--|---|----------------------------------|
| 1 | American Players Theatre Spring Green, WI | S | 80,417 | 3,850 | 84,267 | 95 | 92 | 3 | 874 | | 93,073 |
| 2 | Canadian Badlands Passion Play Drumheller, Alberta Canada | R | 10,825 | 784 | 11,609 | 7 | 7 | 0 | 1,546 | | 14,023 |
| 3 | Charlotte Shakespeare Festival Charlotte, NC | S | 0 | 3,680 | 3,680 | 14 | 14 | 0 | | 263 | NA |
| 4 | Colorado Shakespeare Festival Boulder, CO | S | 15,496 | 2,084 | 17,580 | 30 | 26 | 4 | 596 | | 20,719 |
| 5 | Commonwealth Shakespeare Company Boston, MA | S | 0 | 62,000 | 62,000 | 18 | 13.5 | 4.5 | | 4,592 | 92,000 |
| 6 | Dock Brown: Legend of an Outlaw Pine Knob Theatre, Caneyville, KY | H | 1,524 | 152 | 1,676 | 36 | 35 | 1 | 44 | | 1,879 |
| 7 | Door Shakespeare Baileys Harbor, WI | S | 2,398 | 210 | 2,608 | 36 | 33 | 3 | 73 | | 4,186 |
| 8 | Drums Along the Mohawk American Heritage Living History Productions | H | 200 | 25 | 225 | 1 | 1 | 0 | 200 | | NA |
| 9 | Emily Ann Theatre & Gardens Wimberley, TX | S | 3,400 | 181 | 3,581 | 35 | 35 | 0 | 97 | | 2,845 |
| 10 | First For Freedom Eastern Stage, Inc., Halifax, NC | H | No Report | | | | | | | | 303 |
| 11 | From This Day Forward Old Colony Players, Valdese, NC | H | 566 | 123 | 689 | 12 | 11 | 1 | 51 | | 769 |
| 12 | Great Passion Play Elna Smith Fdn., Eureka Springs, AR | R | 71,739 | 1,645 | 73,384 | 110 | 107 | 3 | 670 | | 80,510 |
| 13 | Happy Canyon Co, Inc Pendleton, OR | H | 6,947 | 0 | 6,947 | 4 | 4 | 0 | 1,737 | | 7,395 |
| 14 | Harrisburg Shakespeare Festival Harrisburg, PA | S | 0 | 2,826 | 2,826 | 10 | 8 | 2 | | 353 | 2,826 |

| | Drama | Type | Paying Attendees | Comps | Total Attendance | Scheduled Performances | Completed Performances | Cancellations | (Total) Average Nightly Paying Attendees | (Total) Average Nightly Free Theatre Attendance | 2011 Comparison Total Attendance |
|----|---|------|------------------|--------|------------------|------------------------|------------------------|---------------|--|---|----------------------------------|
| 15 | Hatfields and McCoys/Honey in the Rock Theatre West Virginia, Beckley WV | H | 9,660 | 3,449 | 13,109 | 53 | 41 | 12 | 236 | | 24,231 |
| 16 | Hill Cumorah Pageant Church of LDS, Palmyra, NY | R | 0 | 33,100 | 33,100 | 7 | 7 | 0 | | 4,728 | 30,000 |
| 17 | Horn in the West Southern App. Hist. Assn., Boone, NC | H | 9,543 | 1,229 | 10,772 | 50 | 45 | 5 | 212 | | 12,638 |
| 18 | Idaho Shakespeare Festival Boise, ID | S | 52,622 | 5,790 | 58,412 | 92 | 92 | 0 | 572 | | 56,624 |
| 19 | Illinois Shakespeare Festival Normal, IL | S | 9,582 | 0 | 9,582 | 36 | 35 | 1 | 274 | | 12,040 |
| 20 | Jenny Wiley Theatre Prestonburg, KY | H | 6,827 | 1,391 | 8,218 | 35 | 35 | 0 | 195 | | 9,880 |
| 21 | Kentucky Conservatory/SummerFest Lexington, KY | V | No Report | | | | | | | | 15,066 |
| 22 | Kentucky Shakespeare Festival Louisville, KY | S | 0 | 9,081 | 9,081 | 18 | 15 | 3 | | 605 | 15,066 |
| 23 | Last of the Mohicans Lake George, NY | H | 1,613 | 160 | 1,773 | 15 | 11 | 4 | 147 | | 2,109 |
| 24 | Laura's Memories Ozark Mtn Players, Mansfield, MO | H | 2,500 | 0 | 2,500 | 13 | 13 | 0 | 192 | | 1,725 |
| 25 | Liberty: Saga of Sycamore Shoals Elizabethtown, TN | H | 4,200 | 0 | 4,200 | 9 | 7 | 2 | 600 | | NA |
| 26 | Lincoln Amphitheatre Lincoln City, IN | V | 8,155 | 778 | 8,933 | 35 | 35 | 0 | 233 | | 5,500 |
| 27 | Living Word Outdoor Drama Cambridge, OH | R | 2,942 | 250 | 3,192 | 35 | 31 | 4 | 95 | | 4,287 |
| 28 | Lost Colony Roanoke Island Hist. Assoc., Manteo, NC | H | 40,245 | 2,850 | 43,095 | 87 | 68 | 19 | 592 | | 45,258 |
| 29 | Miracle On The Mountain The Crossnore School, Crossnore, NC | H | 476 | 0 | 476 | 4 | 4 | 0 | 119 | | 446 |
| 30 | The Miracle Worker Helen Keller Fdn., Tuscumbia, AL | H | 3,200 | 0 | 3,200 | 12 | 11 | 1 | 291 | | 4,625 |
| 31 | Montford Park Players Asheville, NC | S | 711 | 8,147 | 8,858 | 55 | 54 | 1 | 71 | 185 | 6,340 |
| 32 | Nebraska Shakespeare Festival Omaha, NE | S | 0 | 18,000 | 18,000 | 12 | 12 | 0 | | 1,500 | 20,000 |
| 33 | Oklahoma Shakespeare in the Park Edmond, OK | S | 3,924 | 338 | 4,562 | 31 | 29 | 2 | 135 | | 4,057 |

| | Drama | Type | Paying Attendees | Comps | Total Attendance | Scheduled Performances | Completed Performances | Cancellations | (Total) Average Nightly Paying Attendees | (Total) Average Nightly Free Theatre Attendance | 2011 Comparison Total Attendance |
|----|---|------|------------------|--------|------------------|------------------------|------------------------|---------------|--|---|----------------------------------|
| 34 | Oregon Shakespeare Festival Ashland, OR | S | 91,909 | 10,940 | 102,849 | 114 | 114 | 0 | 806 | | 112,629 |
| 35 | Pennsylvania Renaissance Faire Manheim, PA | V | 164,500 | 14,000 | 178,500 | 31 | 31 | 0 | 5,306 | | 126,000 |
| 36 | Picture in Scripture/The Man Who Ran Disney, OK | R | 2,258 | 429 | 2,687 | 12 | 12 | 0 | 188 | | 2,602 |
| 37 | Pioneer Playhouse Danville, KY | V | 9,640 | 370 | 10,010 | 57 | 57 | 0 | 169 | | 9,689 |
| 38 | The Promised Land Walk in the Light Productions, Bath, NC | H | 0 | 850 | 850 | 2 | 2 | 0 | 425 | | 995 |
| 39 | Ramona Ramona Bowl, Hemet, CA | H | 5,638 | 3,467 | 9,105 | 5 | 5 | 0 | 1,128 | | 10,081 |
| 40 | Salado Legends Tablerock Festival, Salado, TX | H | 2,559 | 37 | 2,596 | 13 | 13 | 0 | 197 | | 2,330 |
| 41 | Seattle Shakespeare/Wooden O Seattle, WA | S | 0 | 10,400 | 10,400 | 40 | 40 | 0 | | 260 | 11,640 |
| 42 | Serenbe Playhouse Chattahoochee Hills, GA | V | 2,771 | 424 | 3,195 | 46 | 39 | 7 | 71 | | 2,797 |
| 43 | Shakespeare by the Sea Redondo Beach, CA | S | 0 | 19,240 | 19,240 | 41 | 41 | 0 | | 469 | 19,249 |
| 44 | Shakespeare in Delaware Park Buffalo, NY | S | 0 | 44,717 | 44,717 | 44 | 41 | 3 | | 1,090 | 42,236 |
| 45 | Shakespeare Players Rochester Community Players, Rochester, NY | S | 0 | 2,600 | 2,600 | 12 | 11 | 1 | | 236 | NA |
| 46 | Sleepy Hollow Summer Theatre Bismark, ND | V | 9,088 | 96 | 9,184 | 24 | 23 | 1 | 395 | | 4,035 |
| 47 | Stephen Foster-The Musical Bardstown, KY | H | 21,736 | 5,605 | 27,341 | 68 | 66 | 2 | 329 | | 31,724 |
| 48 | Story of Noah Power & Light Prod., Wauchula, FL | R | 13,359 | 1,218 | 14,577 | 10 | 10 | 0 | 1,336 | | 15,276 |
| 49 | Sword of Peace/Pathway to Freedom Snow Camp, NC | H | 2,713 | 635 | 3,348 | 36 | 33 | 3 | 82 | | 3,740 |
| 50 | Tecumseh! Scioto Society Inc., Chillicothe, OH | H | 36,999 | 2,914 | 39,913 | 74 | 71 | 3 | 521 | | 42,898 |
| 51 | TEXAS Musical Drama TX Panhandle Hrtg. Fdn., Canyon, TX | H | 54,888 | 3,800 | 58,680 | 67 | 67 | 0 | 819 | | 54,660 |
| 52 | Theatre In the Park Springfield, IL | V | 8,181 | 24 | 8,205 | 36 | 35 | 1 | 234 | | 9,623 |

