



# The Institute of Outdoor Theatre

## *Summary of Attendance for Outdoor Theatres, 2014*

A summary of year over year change in attendance for all outdoor theatres is provided below. The total number of reporting theatres and total attendance is shown by group and overall for 2013 and 2014.

### *Overall summary by theatre grouping*

	2013 Theatres	2013 Attendance	2014 Theatres	2014 Attendance
History	19	267,306	16	244,423
Variety*	16	461,726	22	526,075
"Pay" Shakespeare	21	453,975	26	592,114
"Free" Shakespeare	11	205,160	12	238,701
<b>Total Attendance</b>	<b>67</b>	<b>1,388,167</b>	<b>76</b>	<b>1,601,313</b>

Note: "Variety" includes Religious, Musicals, Children's Productions and Other Non-Historical shows.

To account for fluctuations in the number of theatres that report in a given year, a summary of year over year change in attendance for locations with the same production as last year is provided below:

### *Summary for theatres reporting in both 2013 and 2014*

	N	2013 Attendance	2014 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	16	241,120	244,423	+3,303	+1.4%	7 (44%)
Variety	12	423,474	425,248	+1,774	+0.4%	6 (50%)
"Pay" Shakespeare	16	415,332	427,721	+12,389	+3.0%	8 (50%)
"Free" Shakespeare	8	192,625	194,987	+2,362	+1.2%	4 (50%)
<b>All Theatres</b>	<b>52</b>	<b>1,272,551</b>	<b>1,292,379</b>	<b>+19,828</b>	<b>+1.6%</b>	<b>25 (48%)</b>



# The Institute of Outdoor Theatre

Year over year trends for paid attendance from 2013 to 2014 are provided below.

## ***Paid attendance summary by theatre grouping***

	2013 Theatres	2013 Attendance	2014 Theatres	2014 Attendance
History	19	240,380	16	225,319
Variety	14	342,345	17	396,979
Shakespeare	20	376,924	25	497,424
All Theatres**	53	959,649	58	1,119,722

## ***Paid attendance for theatres reporting in both 2013 and 2014***

	N	2013 Attendance	2014 Attendance	Change from Prior Year	Pct Change from Prior Year	N (%) with attendance up from last year
History	15	218,604	224,794	+6,190	+2.8%	9 (60%)
Variety	10	309,451	316,746	+7,295	+2.4%	6 (60%)
Shakespeare	15	352,135	379,507	+27,372	+7.8%	9 (60%)
All Theatres	40	880,190	921,047	+40,857	+4.6%	24 (60%)

\*\*Totals for "All Theatres" will not match subtotals as this is based on overall attendance at a production site.

## ***Ticket Income for theatres reporting revenue information in both 2013 and 2014***

	N	2013: Attendance, Ticket Income	2014: Attendance, Ticket Income	Change from Prior Year	% Change from Prior Year	N (%) with attendance, revenue up from last year
Non-Shakespeare	14	225,627	234,802	+9,175	+4.1%	7 (50%)
		\$4,383,809	\$4,476,266	+\$92,457	+2.1%	6 (43%)
Shakespeare	13	309,592	343,730	+34,138	+11.0%	9 (69%)
		\$12,493,780	\$14,182,178	+\$1,688,398	+13.5%	8 (62%)
All Theatres	27	535,219	578,532	+43,313	+8.1%	16 (59%)
		\$16,877,588	\$18,658,444	+\$1,780,856	+10.6%	14 (52%)

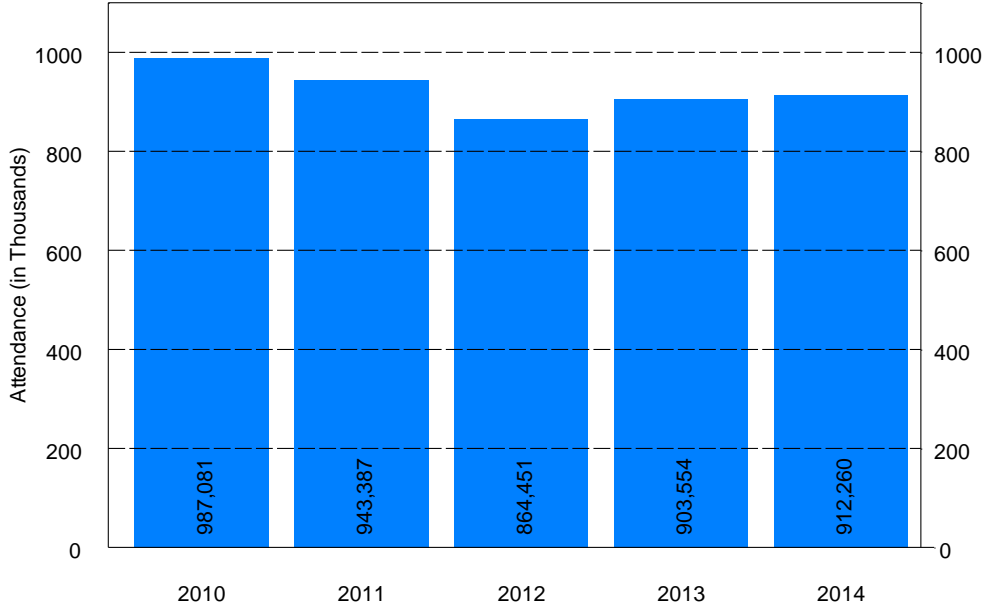
Note: Not all theatres that reported attendance provided ticket revenue information, therefore only the subset of theatres which provided both attendance and ticket revenue were compared.

Note: Total revenue for all theatres driven by the larger Shakespeare festivals.

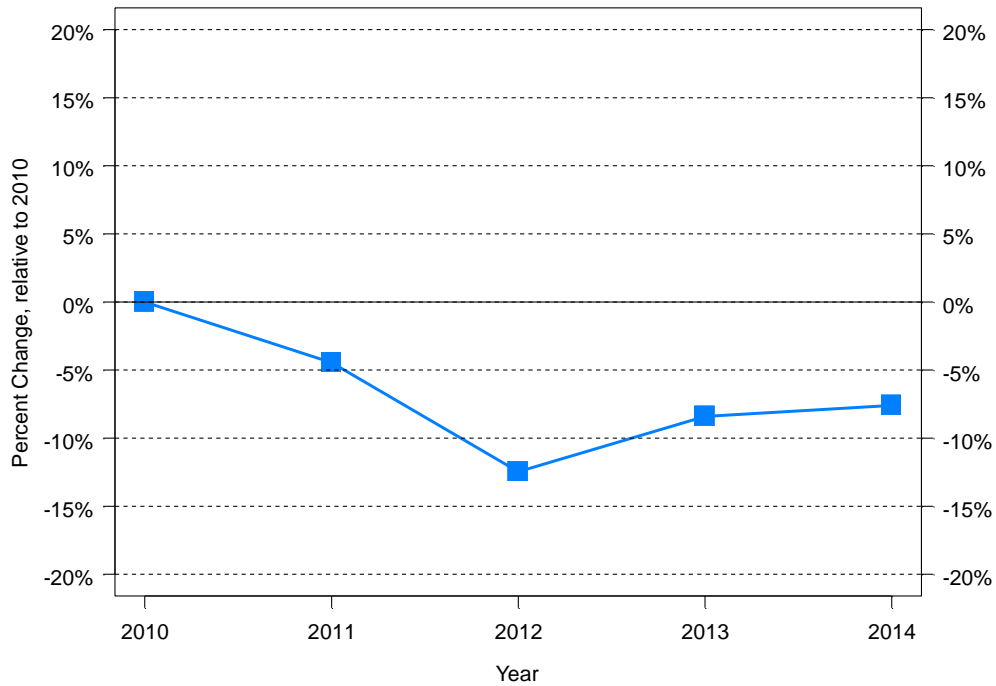


# The Institute of Outdoor Theatre

Outdoor Theatre Attendance 2010 - 2014  
Yearly Totals for 36 Consistently Reporting Productions



Outdoor Theatre Attendance 2010 - 2014  
Yearly Totals for 36 Consistently Reporting Productions





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## Theatres Reporting Attendance in 2014

*Theatres that have reported in all years from 2010-2014 are bolded*

A Company of Fools	<b>Montford Park Players</b>
American Folklore Theatre	Mormon Miracle Pageant
<b>American Players Theatre</b>	Mountain Play Association
Austin Shakespeare Festival	Muse of Fire Theatre Company
Bacon Theatre, The	<b>Nebraska Shakespeare Festival</b>
Bard on the Beach	<b>Oklahoma Shakespeare in the Park</b>
Bard on the Beach Shakespeare Festival	<b>Oregon Shakespeare Festival</b>
Canadian Badlands Passion Play	Pennsylvania Renaissance Faire
<b>Colorado Shakespeare Festival</b>	Piknik Theatre Festival
<b>Commonwealth Shakespeare Company</b>	<b>Pine Knob Theatre</b>
Driftwood Theatre Group	<b>Pioneer Playhouse</b>
Elm Shakespeare Company	Pulse Ensemble Theatre
<b>Emily Ann Theatre &amp; Gardens</b>	<b>Salado Legends</b>
First Folio Theatre	San Francisco Shakespeare Festival
Frolick Presents	Santa Cruz Shakespeare
<b>From This Day Forward</b>	Seattle Shakespeare
Genesis Theatre Foundation	Serenbe Playhouse
<b>Great Passion Play, The</b>	<b>Shakespeare by the Sea</b>
Green Word Tree, The	Shakespeare by the Sea Festival
GreenStage	<b>Shakespeare in Delaware Park</b>
<b>Harrisburg Shakespeare Festival</b>	Shakespeare in the Park
Heart of America Shakespeare	Shakespeare Western Australia
<b>Hill Cumorah Pageant</b>	Shakespeare's Associates
<b>Horn in the West</b>	Shakespeare's Players
Hudson Shakespeare Company	<b>Sleepy Hollow Theatre &amp; Arts Park</b>
Hudson Valley Shakespeare Festival	Starlight Theatre - Rock Valley College
<b>Idaho Shakespeare Festival</b>	<b>Stephen Foster-The Musical</b>
<b>Illinois Shakespeare Festival</b>	<b>Sword of Peace/Pathway to Freedom</b>
<b>Jenny Wiley Theatre</b>	<b>Tecumseh!</b>
<b>Kentucky Shakespeare Festival</b>	<b>TEXAS Musical Drama</b>
<b>Laura's Memories</b>	Theatre Calgary
Liberty: Saga of Sycamore Shoals	<b>Theatre In the Park</b>
Little Shepherd of Kingdom Come	Theatre SKAM
<b>Living Word Outdoor Drama, The</b>	<b>Tom Dooley: A Wilkes County Legend</b>
<b>Lost Colony, The</b>	<b>Trumpet in the Land/ The White Savage</b>
Man Who Ran, The	<b>Unto These Hills</b>
Marin Shakespeare	<b>Utah Shakespeare Festival</b>
<b>Miracle Worker, The</b>	Victoria Shakespeare Society, The

## **Summary of Marketing and Budgets for Outdoor Theatres, 2014**

A summary of marketing expenditure (percentage of total outdoor budget) for segments of the outdoor theatres is provided below. Summaries provided an account for theatres reporting income and budget along with attendance.

### **Marketing as a Percentage of Outdoor Budgets**

Theatre Segment	#	Mean Total Outdoor Budget	Mean Outdoor Marketing Budget	% Outdoor Budget for Marketing
Small Outdoor Non-Shakespeare (< \$100k)	9	\$32,840	\$2,146	7%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	10	\$274,101	\$25,511	9%
Large Outdoor Non-Shakespeare (> \$500k)	8	\$1,245,313	\$68,549	6%
Small Outdoor Shakespeare (< \$250k)	13	\$89,414	\$6,288	7%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	13	\$524,904	\$23,538	4%
Large Outdoor Shakespeare (> \$2M)	6	\$4,956,341	\$230,570	5%

### **Mean Income From Ticket Sales by Segment**

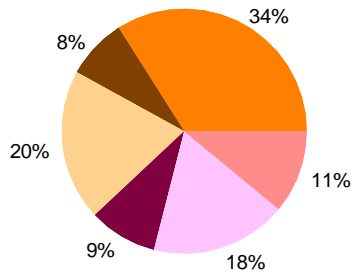
Theatre Segment	Paying Attendee Average	Ticket Income Average	Use Online Sales	% OL tix*
Small Outdoor Non-Shakespeare (< \$100k)	1,659	\$10,566	6 of 7	18%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	9,605	\$141,185	6 of 9	18%
Large Outdoor Non-Shakespeare (> \$500k)	30,159	\$606,855	8 of 8	41%
Small Outdoor Shakespeare (< \$250k)	1,793	\$41,430	7 of 8	41%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	9,760	\$201,632	7 of 9	30%
Large Outdoor Shakespeare (> \$2M)	64,947	\$2,926,484	6 of 6	47%

\* - Percentage of online ticket sales for theatres who have online sales capability  
 Note: Ticket income figures do not include Free Outdoor Shakespeare Festivals.

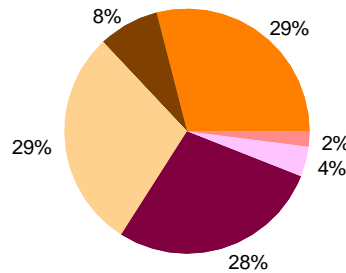
### Distribution of Marketing Budget Expenditures, Outdoor Theatres

Theatre Segment	N	Brochures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Non-Shakespeare (< \$100k)	9	34%	8%	20%	9%	18%	11%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	10	29%	8%	29%	28%	4%	2%
Large Outdoor Non-Shakespeare (> \$500k)	6	12%	12%	23%	21%	25%	8%

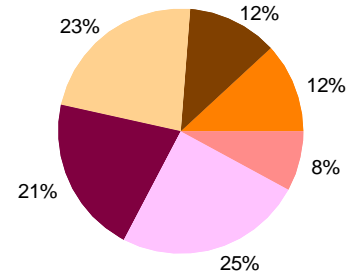
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 ■ Direct Mail  
 ■ Print Ads  
 ■ Radio/TV Ads  
 ■ Web  
 ■ Other



Small (<\$100K)



Medium (\$100K to \$500K)

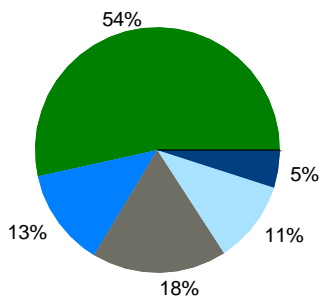


Large (>\$500K)

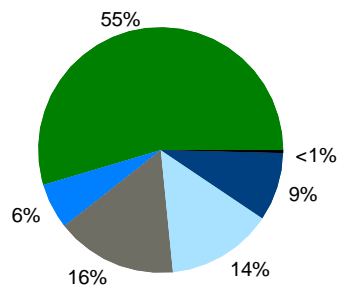
### Distribution of Theatre Income, Outdoor Theatres

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Outdoor Non-Shakespeare (< \$100k)	9	54%	13%	18%	11%	5%	0%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	10	55%	6%	16%	14%	9%	<1%
Large Outdoor Non-Shakespeare (> \$500k)	8	67%	7%	8%	7%	8%	3%

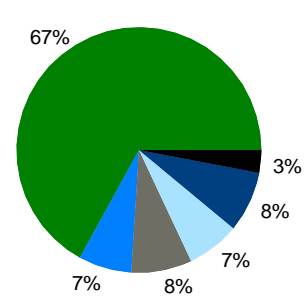
■ Earned Income  
 ■ Foundations  
 ■ Corporations  
■ Government  
 ■ Individual Donations  
 ■ Endowment



Small (<\$100K)



Medium (\$100K to \$500K)

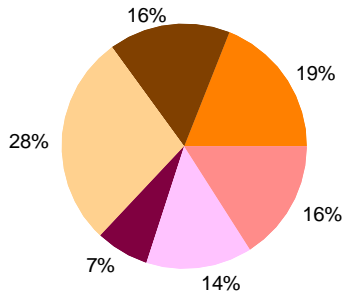


Large (>\$500K)

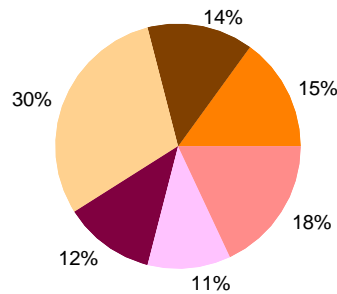
### Distribution of Marketing Budget Expenditures, Outdoor Shakespeare

Theatre Segment	N	Bro-chures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Shakespeare (< \$250k)	13	19%	16%	28%	7%	14%	16%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	13	15%	14%	30%	12%	11%	18%
Large Outdoor Shakespeare (> \$2M)	6	11%	15%	25%	14%	14%	22%

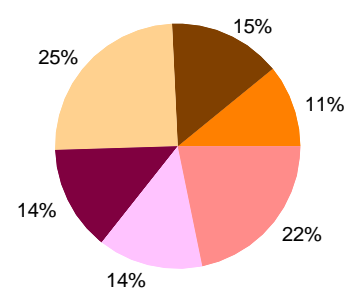
■ Brochures 
 ■ Direct Mail 
 ■ Print Ads 
 ■ Radio/TV Ads 
 ■ Web 
 ■ Other



Small (<\$250K)



Medium (\$250K to \$2M)

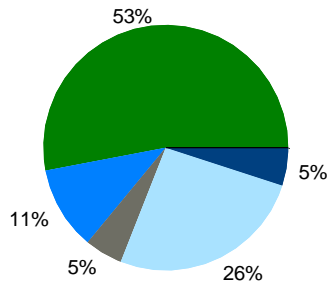


Large (>\$2M)

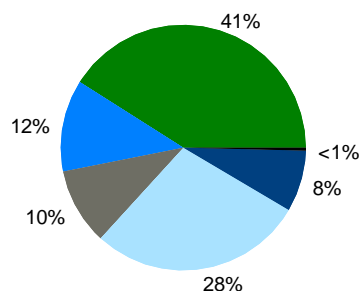
### Distribution of Theatre Income, Outdoor Shakespeare

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endow-ment
Small Outdoor Shakespeare (< \$250k)	13	53%	11%	5%	26%	5%	0%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	13	41%	12%	10%	28%	8%	<1%
Large Outdoor Shakespeare (> \$2M)	6	75%	3%	2%	15%	5%	<1%

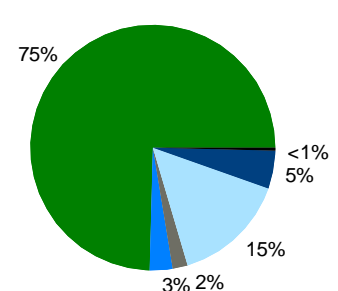
■ Earned Income 
 ■ Foundations 
 ■ Corporations 
 ■ Government 
 ■ Individual Donations 
 ■ Endowment



Small (<\$250K)



Medium (\$250K to \$2M)



Large (>\$2M)