

Summary of Marketing and Budgets for Outdoor Theatres, 2017

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)	5	\$35,500	\$1,506	4%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	7	\$277,023	\$19,643	7%
Large Outdoor Non-Shakespeare (> \$500k)	9	\$1,175,361	\$66,337	5%
Small Outdoor Shakespeare (< \$250k)	10	\$84,854	\$7,051	8%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	11	\$583,796	\$23,399	4%
Large Outdoor Shakespeare (> \$2M)	4	\$5,550,100	\$300,354	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)	1,640	\$15,563	2 of 3	51%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	8,320	\$148,958	6 of 7	35%
Large Outdoor Non-Shakespeare (> \$500k)	38,695	\$911,625	9 of 9	44%
Small Outdoor Shakespeare (< \$250k)	1,671	\$43,636	8 of 8	28%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	16,163	\$319,768	6 of 6	64%
Large Outdoor Shakespeare (> \$2M)	62,543	\$3,262,859	4 of 4	54%

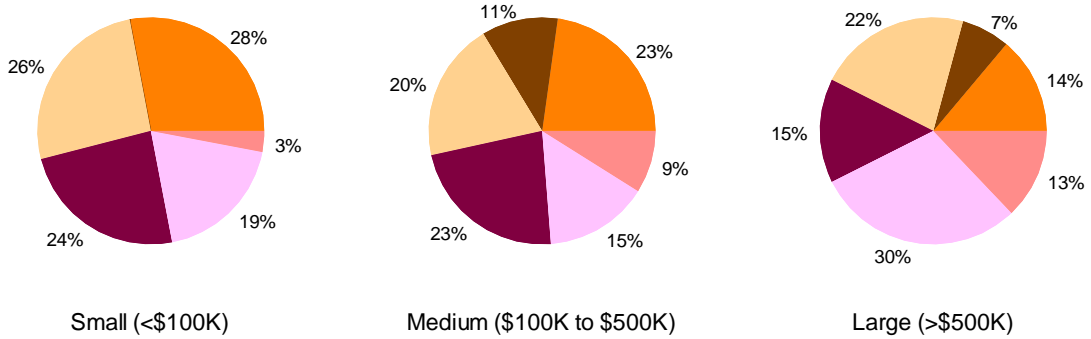
Note: Ticket income figures do not include Free Productions.

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)	5	28%	0%	26%	24%	19%	3%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	5	23%	11%	20%	23%	15%	9%
Large Outdoor Non-Shakespeare (> \$500k)	8	14%	7%	22%	15%	30%	13%

Note: Not all theatres provided marketing responses.

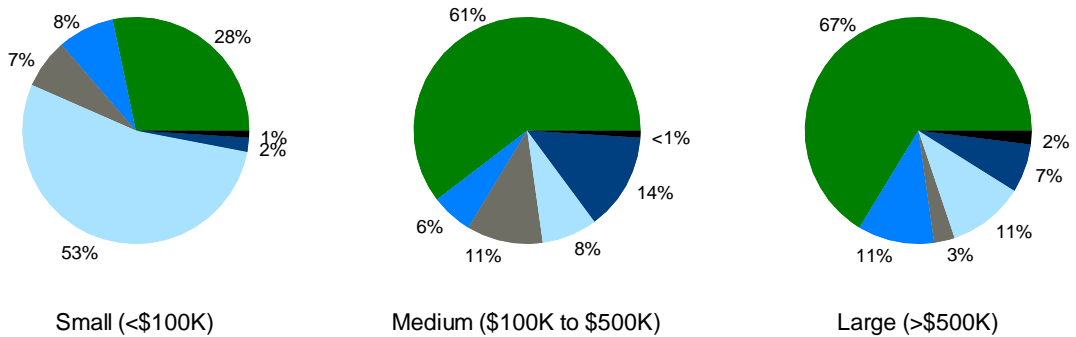
■ Brochures
 ■ Direct Mail
 ■ Print Ads
 ■ Radio/TV Ads
 ■ Web
 ■ Other



Distribution of Theatre Income, Outdoor Theatres

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Outdoor Non-Shakespeare (< \$100k)	5	28%	8%	7%	53%	2%	1%
Mid-size Outdoor Non-Shakespeare (\$100k - \$500k)	6	61%	6%	11%	8%	14%	<1%
Large Outdoor Non-Shakespeare (> \$500k)	8	67%	11%	3%	11%	7%	2%

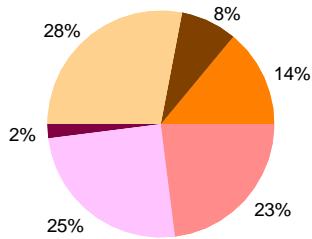
■ Earned Income
 ■ Foundations
 ■ Corporations
■ Government
■ Individual Donations
■ Endowment



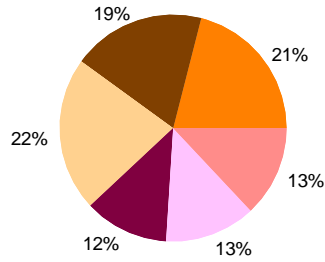
Distribution of Marketing Budget Expenditures, Outdoor Shakespeare

Theatre Segment	N	Brochures	Direct Mail	Print Adv	Radio/TV Adv	Web	Other
Small Outdoor Shakespeare (< \$250k)	9	14%	8%	28%	2%	25%	23%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	10	21%	19%	22%	12%	13%	13%
Large Outdoor Shakespeare (> \$2M)	4	31%	20%	12%	10%	22%	5%

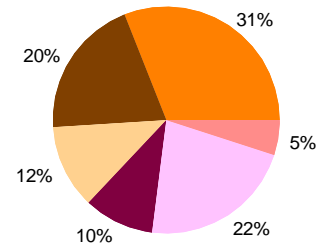
■ Brochures
 ■ Direct Mail
 ■ Print Ads
 ■ Radio/TV Ads
 ■ Web
 ■ Other



Small (<\$250K)



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

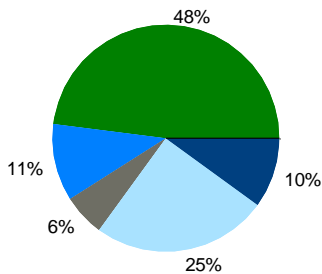


Large (>\$2M)

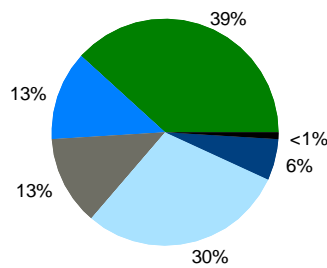
Distribution of Theatre Income, Outdoor Shakespeare

Theatre Segment	N	Earned	Gov't	Foundations	Indiv. Donation	Corp.	Endowment
Small Outdoor Shakespeare (< \$250k)	10 (2/10 free)	48%	11%	6%	25%	10%	0%
Mid-size Outdoor Shakespeare (\$250k - \$2M)	11, (5/11 free)	39%	13%	13%	30%	6%	<1%
Large Outdoor Shakespeare (> \$2M)	4, (0/4 free)	64%	2%	7%	23%	4%	1%

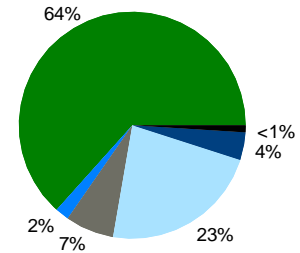
■ Earned Income
 ■ Foundations
 ■ Corporations
 ■ Individual Donations
 ■ Endowment
 ■ Government



Small (<\$250K)



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



Large (>\$2M)