



### Summary of Attendance for Outdoor Theatres, 2020

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 2019 and 2020. Note that due to the COVID-19 pandemic, these totals will be substantially lower, as local restrictions on capacity will limit attendance for those that were able/permitted to open.

#### Overall summary by theatre grouping

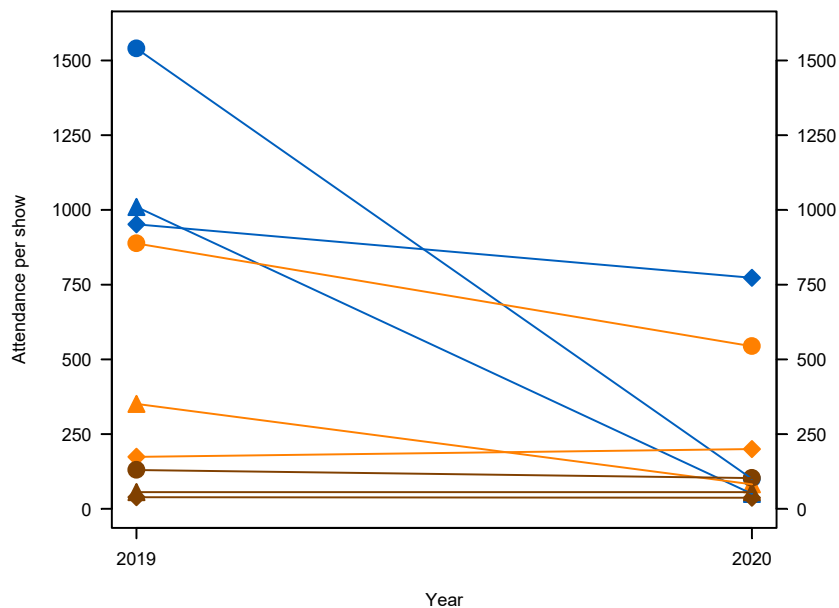
|                         | 2019<br>Theatres | 2019<br>Attendance | 2020<br>Theatres<br>Reporting | 2020<br>Theatres<br>Open | 2020<br>Attendance |
|-------------------------|------------------|--------------------|-------------------------------|--------------------------|--------------------|
| History                 | 8                | 151,789            | 12                            | 2                        | 764                |
| Variety                 | 12               | 385,173            | 14                            | 4                        | 39,069             |
| Shakespeare (all)       | 23               | 559,282            | 29                            | 5                        | 6,797              |
| <b>Total Attendance</b> | <b>43</b>        | <b>1,096,244</b>   | <b>55</b>                     | <b>11</b>                | <b>46,630</b>      |

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

Note: 6 theatres who reported in 2019 who did not submit an official report for 2020 were added to the reporting group, where cancellation of the 2020 season was verified via their respective websites.

Given the pandemic's obvious effect on attendance, the usual year-over-year summary table of those reporting in both 2019 and 2020 will not be provided. To help illustrate the effect of the pandemic on venues of differing sizes (i.e. many states had capacity limits imposed in order to open), a comparison of 2019 attendance per show versus 2020 attendance per show will be displayed for the 9 theatres who reported in both years and were open for some portion of 2020.

Attendance Per Show for Productions Open in 2020





Year over year trends for paid attendance from 2019 to 2020 is substantially similar with the reporting for the overall table. Of note, 93% of total attendance in 2020 was paid attendance. As expected, ticket revenue was substantially impacted by the COVID-19 pandemic. For this year, the table is split by venues who were or were not able to open to illustrate impact of losses from a cancelled or modified/limited capacity season.

***Ticket Income for productions reporting revenue information in both 2019 and 2020***

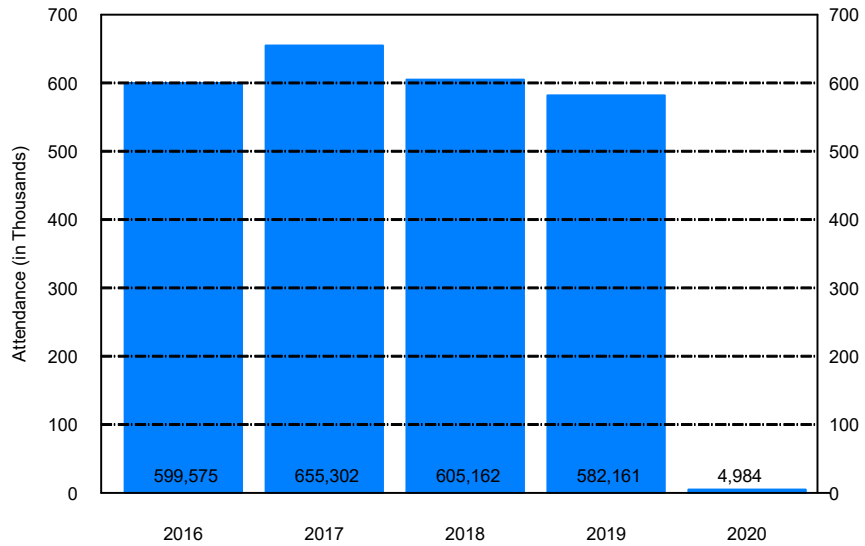
|   | N  | 2019 Attendance, Ticket Income | 2020 Attendance, Ticket Income | Change from Prior Year | % Change from Prior Year | N (%) with attendance, revenue up from last year |
|---|----|--------------------------------|--------------------------------|------------------------|--------------------------|--|
| Productions with a full or partial season | 8  | 107,643                        | 42,490                         | -65,153                | -61%                     | 2 (25%)  |
|   |    | \$2,439,775                    | \$909,361                      | -\$1,530,414           | -63%                     | 1 (13%)  |
| Productions Having to Cancel Season       | 35 | 701,438                        | 0                              | -701,438               | -100%                    | -  |
|   |    | \$26,667,070                   | \$0                            | -\$26,667,070          | -100%                    | -  |
| All Theatres                              | 43 | 809,081                        | 42,490                         | -766,591               | -95%                     | 2 (5%)   |
|   |    | \$29,106,845                   | \$909,361                      | -\$28,197,484          | -97%                     | 1 (2%)   |

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



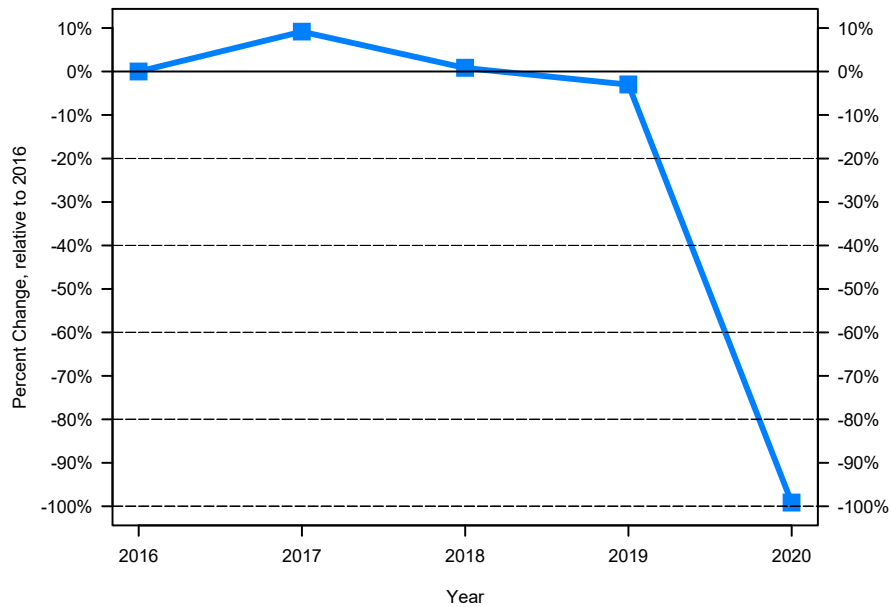
Summary of total attendance for theatres that have reported every year from 2016 to 2020 is shown below. Note that among the consistently reporting productions, only 7 of the smaller venues were able to open out of the 24 consistently reporting productions.

Outdoor Theatre Attendance 2016 - 2020  
Yearly Totals for 24 Consistently Reporting Productions



Summary of attendance trend since 2016 for theatres reporting every year from 2016 to 2020:

Outdoor Theatre Attendance 2016 - 2020  
Yearly Totals for 24 Consistently Reporting Productions





**Theatres Reporting Attendance in 2020**

*Theatres that have reported in all years from 2016-2020 are **bolded**.*

*New reporting theatres are starred\*.*

|  |   |
|--|---|
| <b>4th Line Theatre</b>                      | <b>The Lost Colony</b>                                    |
| <b>American Players Theatre</b>              | Marin Shakespeare Festival                                |
| <b>Bard on the Beach</b>                     | <b>Montford Park Players</b>                              |
| Bleu Moon Productions (Tom Dooley)           | <b>Nebraska Shakespeare Festival</b>                      |
| Bremer Shakespeare                           | Ohio Outdoor Historical Drama Association                 |
| <b>Canadian Badlands Passion Play</b>        | Old Colony Players (From This Day Forward)                |
| <b>Colorado Shakespeare Festival</b>         | <b>Oregon Shakespeare Festival</b>                        |
| Commonwealth Shakespeare Festival            | Pacific Repertory Theatre                                 |
| Elm Shakespeare Company                      | Picture in Scripture                                      |
| Endstation Theatre*                          | Piknik Theatre Festival                                   |
| First Folio Shakespeare Festival             | Pine Knob Theatre   |
| Gamut Theatre                                | <b>Pioneer Playhouse</b>                                  |
| Great Passion Play                           | Producers Association – Woodminster Summer Musicals       |
| Happy Canyon Theatre Company                 | <b>Seattle Shakespeare</b>                                |
| Hawaii Shakespeare Festival                  | Shakespeare by the Sea                                    |
| <b>Heart of America Shakespeare Festival</b> | <b>Shakespeare in Delaware Park</b>                       |
| Horn in the West                             | Shakespeare Santa Cruz                                    |
| <b>Hudson Valley Shakespeare Festival</b>    | Sleepy Hollow Summer Theatre                              |
| Idaho Shakespeare Festival                   | <b>Stephen Foster Story</b>                               |
| Illinois Shakespeare Festival                | <b>Syracuse Shakespeare Festival</b>                      |
| <b>Kentucky Shakespeare Festival</b>         | Tablerock Festival of Salado                              |
| Kingsmen Shakespeare Company                 | <b>Tecumseh! (The Scioto Society)</b>                     |
| Kitsap Forest Theatre                        | Theatre in the Park (Kansas)                              |
| <b>Little Shepherd of Kingdom Come</b>       | Tuacahn Amphitheatre                                      |
| <b>Livermore Shakespeare Festival</b>        | <b>Unto These Hills (Cherokee Historical Association)</b> |
| <b>The Living Word Outdoor Drama</b>         | <b>Utah Shakespearean Festival</b>                        |
| The Lord Chamberlain's Men*                  | <b>Victoria Shakespeare Society</b>                       |
|  | Wilder Pageant  |