

THEATRE AQUARIUS

RON ULRICH ARTISTIC DIRECTOR



DOFASCO
Centre for the Arts



Report to General Issues Committee, Boards and Agencies, City of Hamilton
Friday, January 27th, 2012

Regional Theatre in Canadian Communities



Theatre Aquarius is part of a National Network of Category A Regional Theatres. The mission of these theatres includes:

- Establishing and nurturing a centre for theatre that creates classical, contemporary and musical works that reflect and serve the community.
- Producing world-class professional theatre that educates, challenges and entertains
- Developing new Canadian work; local artists, designers, skilled technicians and playwrights
- Educating and nurturing the broader creativity of individuals and groups
- Developing accessibility and affordability programs geared to make the theatre inclusive to all citizens



Return On Your Investment



Theatre Aquarius – A Creative Catalyst

- 120,000 + visitors annually to Downtown Hamilton
- 2,080,000 patrons since 1991
- 141 public performances of 6 mainstage productions
- 230 professional theatre artists contracted annually, 65+ from the Hamilton region
- 138 volunteers give over 3000 hours annually
- Engage 10,000+ students annually with heavily subsidized tickets for school matinees
- 27 full season employees
- Stage and Shop Technicians are members of I.A.T.S.E. Local 129 and Local 828

**Key asset in creating and marketing a City
where people Live / Work / Play**



Impact on the City



Theatre Aquarius – Economic Engine

Economic activity generated annually (incl. Approx. 100 person-years of employment) <i>(Source: Ontario Arts Council – Assessing the Local Impact of the Arts)</i>	\$6,200,000
55% patrons dine locally annually when attending (65,000+ diners avg. \$30 each) <i>(Source: 2008 Patron Survey)</i>	\$1,950,000
Parking fees paid annually by patrons to city and private lots <i>(Source: 2008 Patron Survey)</i>	\$55,000
Materials and construction supplies purchased from local vendors annually	\$1,800,000
Direct Economic Benefits	\$10,005,000

Theatre Aquarius is an anchor for the revitalization of Downtown Hamilton and a key partner in Urban Renewal

Community Involvement



Theatre Aquarius has a strong history of giving back to the community.



- Holiday fundraising drive raised over \$44,000 over the last 2 years for Hamilton Food Share, with which Hamilton Food Share was able to buy \$220,000 worth of food.
- “Lawyers’ Show” Production of *A Man for All Seasons*, produced in co-operation with the Hamilton Lawyers’ Club, raised \$103,500 for the Lawyers’ Legacy for Children Fund.
- Donate \$150,000 + worth of tickets to local charities annually in support of fundraising efforts.

Keeping Theatre Affordable For All

A poster for the play 'Queen Milli of Galt' by Gary Kirkham, running from November 9-26, 2011. The poster features a central image of a man in a top hat and a woman in a black dress, with a large black ribbon tied around the top. The text on the poster includes the title 'QUEEN MILLI OF GALT', the author 'By Gary Kirkham', the dates 'November 9 - 26, 2011', and a description: 'A Royal wedding... a homegrown fairy tale... and a love story you will never forget.' The poster also promotes a 'PAY WHAT YOU CAN PERFORMANCE' on Tuesday, November 8, 2011, at 8pm, with no advance ticket sales. The Sun Life Financial logo is visible as the Arts Accessibility Sponsor. At the bottom, it lists the founding partner as ArcelorMittal Dofasco Inc. and the season sponsor as 'MR. RON' & DONNA PATTERSON.

THEATRE AQUARIUS DOFASCO
RON ULRICH ARTISTIC DIRECTOR Centre for the Arts

QUEEN MILLI OF GALT
By Gary Kirkham
November 9 - 26, 2011

*A Royal wedding...
a homegrown fairy tale...
and a love story
you will never forget.*

A wonderful, witty love story
For tickets call the box office at **905.522.7529**
visit us on the web at **www.theatreaquarius.org**
Don't Miss This Royal Romance!

PAY WHAT YOU CAN PERFORMANCE
Tuesday November 8, 2011 at 8pm
(no advance ticket sales)

Sun Life Financial
Arts Accessibility Sponsor

FOUNDING PARTNER:
ARCELORMITTAL DOFASCO INC.

SEASON SPONSOR:
"MR. RON" & DONNA PATTERSON

Theatre Aquarius is committed to ensuring that all members of our community, regardless of economic circumstance, are able to enjoy the benefits of professional regional theatre.

Pay-What-You-Can Series

- One performance of each Mainstage production
- Admission by donation in any amount
- Open to all members of the community
- Tickets also distributed through community organizations
- \$221,580 worth of tickets made available annually

New Low-Price Admissions

- New price level created this season
- \$25 orchestra-level tickets
- 20 tickets available for every performance (2800 annually)

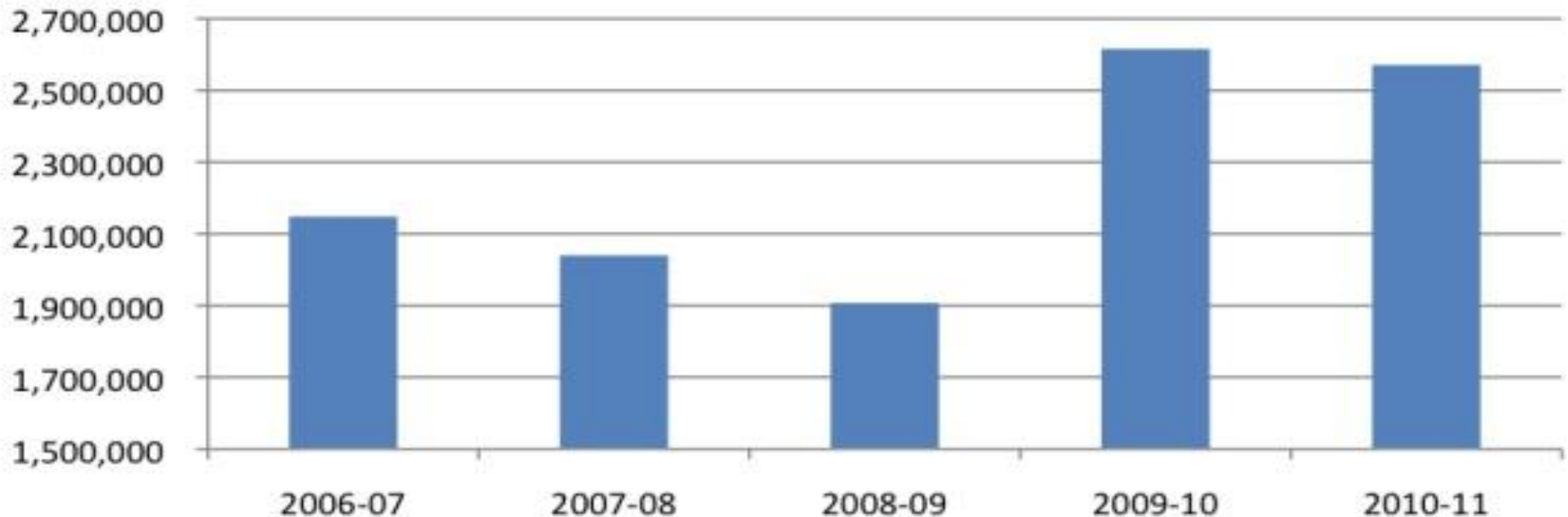
Theatre Aquarius – Strong Growth, Enormous Potential



Theatre Aquarius continues to show significant growth in production revenues in spite of a challenging economy.

- 2009 *Tuesdays With Morrie*, starring Jamie Farr sets new box-office records for a non-musical production
 - 2010 *The Rocky Horror Show* becomes the highest-grossing show in Theatre Aquarius history
- 2011 *Buddy: The Buddy Holly Story*, starring Hamilton's Jeff Giles, shatters the records set by *Rocky Horror* and sets a new high-water mark for box-office success.

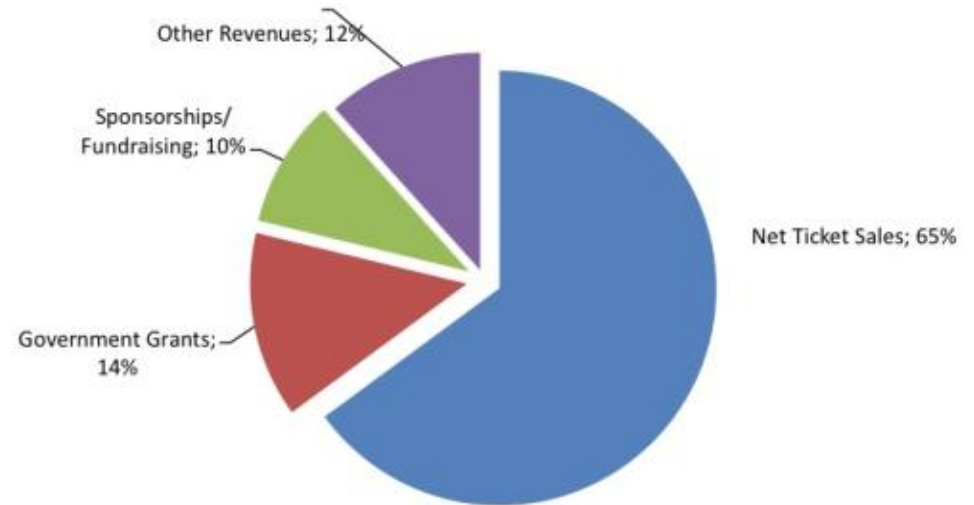
Production Revenue by Season



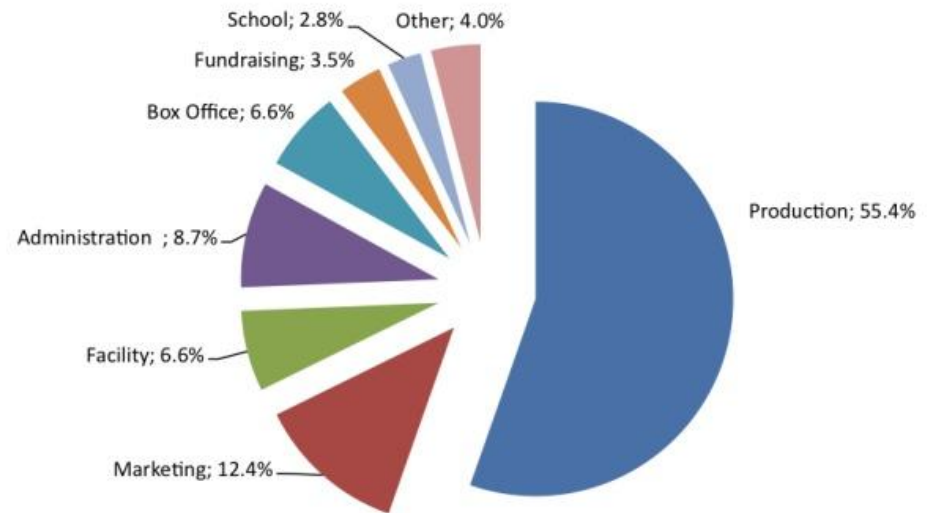
Expenses and Revenues, 2010-11 (Audited)



Total Revenue



Total Expenses



55% of total revenues invested directly into onstage product

Municipal Investment in Professional Regional Theatre



A comparison of the value of Category "A" Regional Theatres, as set by municipalities across Canada which are home to comparable institutions.

Regional A Theatres - Municipal Grant Comparisons

Regional A Theatres	City	Population (2006 Census)	Operating Revenue	Box Office	Box Office as % of Oper.Rev	Earned Rev as % of Oper. Rev	Municipal Grant	Munic. % Oper Rev	Support Per Capita	# of weeks	Audience
Citadel	Edmonton	782,439	12,070,528	5,545,421	46%	68%	763,722	7%	\$0.98	38	136,381
Playhouse Theatre	Vancouver	578,000	7,096,529	1,859,809	26%	36%	582,273	8%	\$1.01	33	64,733
Grand Theatre	London	352,395	6,107,396	4,108,363	67%	75%	500,000	8%	\$1.42	35	125,375
Neptune	Halifax	372,679	4,891,389	2,916,244	60%	77%	348,000	7%	\$0.93	35	101,243
Manitoba Theatre Centre	Winnipeg	633,451	8,463,731	4,275,382	51%	66%	320,000	4%	\$0.51	33	132,000
Theatre Calgary	Calgary	988,193	7,022,042	3,789,348	54%	57%	307,000	4%	\$0.31	39	105,053
Theatre Aquarius	Hamilton	504,559	3,871,560	2,425,180	63%	80%	73,534	2%	\$0.15	39	123,672
Source: Business for the Arts, 2009-10											

City of Hamilton – Municipal Grant Comparisons

	Budget Year	Total Revenue	City of Hamilton Municipal Support	Municipal Support as % of Total Revenue
AGH	2009	\$4.4M	\$1,000,000	22.70%
Opera Hamilton	2011	\$1.5M	\$127,000	8.50%
HPO	2011	\$1.3M	\$114,000	8.80%
Boris Brott	2011	\$1.6M	\$90,000	5.60%
Theatre Aquarius	2011	\$3.9M	\$73,534	2.00%

Our Team



Artistic Director Ron Ulrich

Theatre Aquarius is a not-for-profit regional professional theatre which benefits from strong leadership

Artistic Director - Ron Ulrich
General Manager – Lorna Zaremba

Theatre Aquarius Board of Directors

Chair - Jon Jurus, *Regional Director, Investors Group Financial*
Vice Chair - Warwick Jones, *President & CEO, Copley Apparel Group*
Treasurer - Blaine Cameron, *Partner, KPMG, LLP*
Past Chair - - Greg Button, *President, the StressCrete Group*
Ike Ahmed, *President, Ike Ahmed Financial Services & Insurance Ltd.*
Brian Benko, *Vice President, Procurement and IT, ArcelorMittal Dofasco*
Chad Collins, *Hamilton City Councillor*
Mary Dow, *CA, Society of Management Accountants*
Jason Farr, *Hamilton City Councillor*
Richard Koroscil, *President & CEO, John C Munroe International Airport*
Philip Lowry, *National Manager, Whirlpool Canada*
Madeleine Levy, *Board Governance Consultant*
Eric Nanayakkara, *Associate, Evans Philp*
Shendal Yalchin, *General Manager, the Hamilton Club*

THEATRE AQUARIUS is a non-profit corporation and a registered charitable organization. It is a member of the Professional Association of Canadian Theatres and engages under the terms of the Canadian Theatre Agreement, professional artists who are members of Canadian Actors' Equity Association. Stage technicians are members of I.A.T.S.E. Local 129. CHARITABLE REGISTRATION NUMBER 11921 3957 RR0001 1973