

## Theatre Facts 2009

### **Financial**

1. In 209 theatres contributed nearly \$1.9 billion to the economy in the form of salaries, benefits and payment for goods and services.
  - While a majority of theatres operated in the black from 2005 to 2007, more than half had a negative bottom line in 2008 and 2009. An increasing percentage of theatres experienced shortfalls greater than 20% of operating expenses over the last two years.
2. In 2009, not-for-profit theatres presented the creative work force of 80,000 professional artists to 30 million audience members.
  - Earned income rose annually from 2005 to 2007 and then diminished in 2008 and dropped sharply in 2009.
  - Total income exceeds expense in 2005-2007, expenses exceed total income in 2008 and 2009.
4. The proportion of theatres with severely negative CUNA was far more dramatic in 2009 than in previous years (2005-39%, 2009-60%)
5. Earned income, including investment income, increased steadily from 2005 to 2007, fell of from 2007 to 2008 and dropped another 21.3% in 2009.
6. Educational and outreach income was at its highest 5 year level in 2009.
  - The collective number of world premieres increased annually from 142 in 2005 to 165 in 2009.
- Advertising income was down 8.3% in 2009 after 4 consecutive years of growth.
8. Average number of paid employees peaked at 218 in 2006 and reached its lowest level of 204 in 2009, Job cuts affected full-time, part-time and jobbed in employees.
10. Occupancy/building and maintenance costs increased each year, rising 7.7% in the past year alone, 13.9% above inflation over the five years.
11. On average, theatres finished 2009 with unrestricted net assets of \$5.4 million compared to unrestricted net assets of \$4 million at the beginning of 2005. 83 of the Trend Theatres experienced budget growth that exceeded inflation over the five years. One theatre more than doubled its budget.

12. Average federal funding rose 27.8% in 2009 from its 2005 level, and it accounted for 0.2% more of the average theatres budget over time.

13. Combined individual contributions from trustees and non-trustees were at a 5 year high in 2009. Individuals were far the greatest source of contributed funds each year.

- Total trustee donations at trend theatres were at a low of \$833.7 million in 2006 and a high of \$44.3 million in 2008, ending the five-year period at \$43.9 million in 2009.

### **Attendance, Performance and Pricing Trends**

16. Total attendance declined 5.7% to its lowest level in 2008 – whilst the total number of performances remained fairly unchanged.

17. Over the five-year period, the number of staged readings and workshop performances decreased 10.2% while attendance of such performances rose 0.9% peaking in 2009.

- Annual decreases in tour performances amounted to a 28.1% drop overall for the five-year period, which was accompanied by a 34.1% decrease in tour attendance.

- The number of theatres reporting touring decreased annually from 35 in 2005 to 23 in 2009.

### **The 180 Profiled Theatres from across the US**

26. On average, in 2009 the profiled theatres spent:

\$391,263 on development  
\$654,644 on marketing  
\$249,174 on front of house  
\$199,591 on education

- In general, smaller theatres tend to spend a larger proportion of their budget on artists.

- The 180 profiled theatre attracted over 11.3 million patrons, sold 843,000 subscriptions and held over 35,000 main series performances.

- They provided 86,025 weeks of actor employment

- They collectively offered 5,487 weeks of performance around the country.