



Theatre Communications Group
 520 Eighth Avenue 24th Floor New York NY 10018-4156
 T 212 609 5900 F 212 609 5901 www.tcg.org

Not-for-Profit Theatre in America The Field at a Glance

In 1961, the American theatre consisted of only 16 theatre companies established specifically for educational and charitable purposes. Today, thanks in large measure to the pivotal role played by the National Endowment for the Arts (NEA) since 1965, the not-for-profit theatre field consists of more than an estimated 1,800 theatres located in major metropolitan centers, urban neighborhoods, suburbs and rural communities. Their wide-ranging repertoire includes classics; modern plays and musicals; new plays, adaptations and translations by American and international writers; plays for culturally specific and young audiences; and experimental, multimedia and performance-art works.

Theatre Facts 2009, a study by Theatre Communications Group based on its annual Fiscal Survey, reported on an estimated universe of 1,825 not-for-profit professional theatres, including 180 profiled TCG member theatres. Combined, these theatres directly contributed nearly \$1.9 billion to the U.S. economy; the real economic impact is even greater when spending by theatres' attendees and employees in their local communities is taken into account. The universe of theatres employed more than 128,200 theatre workers, including actors, directors, playwrights, designers, administrators and technicians. For the 180 profiled theatres—ranging in size from \$172,000 in annual expenses to more than \$53 million—compensation of personnel represented more than 54.3% of total expenses, a reflection of the labor-intensive nature of the art form and the many cultural workers whose livelihoods theatres are preserving. The universe of not-for-profit theatres offered 187,000 performances that attracted 30 million patrons. The 180 profiled theatres served an additional 2.7 million people through 1,300 outreach and educational programs, including touring productions, artists-in-the-schools, teacher training, workshops and lectures in local community centers and libraries, internships for college students, special programs for at-risk children and life-long learning opportunities.

The direct impact of a theatre receiving funding from the NEA comes not only in the form of project grants, but also in the multiplier effect that NEA grants, through its 2-to-1 or 3-to-1 matching funds requirement, have on theatres' abilities to leverage and attract other private and public funding. Indirectly, NEA funding can be

Estimated 2009 Universe of U.S. Not-For-Profit Professional Theatres	
<i>1,825 Theatres</i>	
<u>Productivity</u>	
Attendance	30,000,000
Subscribers	1,500,000
Performances	187,000
Productions	17,000
<u>Finances</u>	
Earnings	\$810,800,000
Contributions	\$968,500,000
Total Income	\$1,779,300,000
Expenses	\$1,892,000,000
Changes in Unrestricted Net Assets (CUNA)	\$112,700,000
<u>Work Force</u>	
Artistic	80,400
Administrative	15,800
Technical	32,000
Total Paid Personnel	128,200

leveraged for its symbolic imprimatur, and can also be felt by theatres as it trickles down in the form of bloc grants to states. Forty percent of NEA funding goes to state arts agencies which is then distributed to organizations like not-for-profit theatres. In total, 92% of profiled TCG member theatres received funds from either or both the NEA and their State Arts Agency; 39% of these theatres received both NEA and State funding.

By supporting many of the nation's finest theatre institutions, the NEA has contributed far beyond the actual monetary value of its grants. Nearly every Pulitzer Prize-winning play since 1976 originated at an NEA-funded theatre, and a network of educational and outreach programs has sprung up across the country as a result of NEA support, ensuring access to all Americans and developing new generations of audiences.

Examples of Economic and Community Impact

With the support of a \$40,000 Access to Artistic Excellence grant from the NEA, Childsplay, located in Tempe, Arizona, will produce the world premiere of *The Color of Stars*. This play, written by Dwayne Hartford and directed by Artistic Director David Saar, follows 18-year-old Allie as she uncovers the stories, truths and childhood experiences of her grandfather Eddie's coming of age in rural Maine during early World War II. Expressed through the voice of a generation of children growing up in a post 9/11 America, *The Color of Stars* is designed to provoke meaningful dialogues and to build greater empathy for those touched by wartime experiences. This project will be produced on the mainstage reaching 20,000 school students and families. Founded in 1977, Childsplay offers arts education resources to more than 250 schools annually. The theatre has educated and inspired nearly 4 million Arizona residents, and has grown to serve an average annual audience of 200,000 children and families through its academy, teacher professional development and extensive residency work with classroom students.

Cleveland Public Theatre in Ohio received a \$10,000 Access to Artistic Excellence grant for the Y-Haven Theatre Project to serve homeless men in recovery. The program develops capacities the men can draw upon to maintain sobriety and transition to employment, permanent housing and independent living. Participants are engaged in intensive vocal, movement and acting training and writing exercises. The 2010 original play, *Taking Care of Business*, drew from the men's experiences to tell a story of shame and redemption. An eight-performance tour played to audiences of homeless people, incarcerated youth, college students and the general public—1,030 people in total. Performances helped to raise awareness in the community and reinforce that homeless people and those coping with addictions can lead productive lives. As one participant commented, "Now the doors are wide open. I can

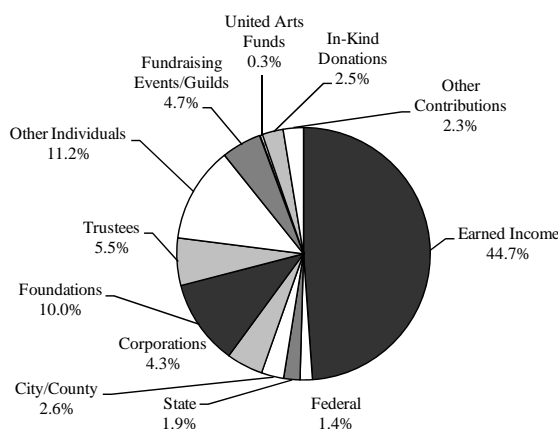
become what I am meant to be, not by my own design, but with the help of my peers. I finally completed something I made a commitment to do."

Thanks to a \$25,000 grant from the NEA, La Jolla Playhouse will present the world premiere play *Shah Mat*, by playwright Naomi Iizuka. San Diego is home to many military installations and the corporate headquarters of several major defense contractors. It is also home to the third-largest Iraqi refugee community in the U.S. and a burgeoning Afghani community. *Shah Mat* will utilize extensive interviews with members of all of these communities, alongside original scenes and monologues, to examine the impact of the current wars in Iraq and Afghanistan on a city that serves as a microcosm of the nation as a whole. Playing an important role in attracting tourism to the region, over 100,000 people, 20,000 of whom were from outside the County, attended performances in 2010. In addition, the Playhouse's flagship education touring initiative brought a musical for young audiences to 43 schools across the County, reaching 15,500 children through 66 performances. La Jolla Playhouse is not only a vital cultural resource for the County of San Diego, but also a provider of hundreds of jobs. In 2010 alone, the Playhouse employed over 450 people and engaged 1,085 volunteers.

A \$25,000 NEA Access to Artistic Excellence grant to Idaho Shakespeare Festival supported the Festival's two annual school touring programs, Idaho Theater for Youth and Shakespeareance. These tours bring fully staged, professional theatre productions into K-12 classrooms in all regions of Idaho. In 2010, Idaho Theater for Youth, serving grades K-6, presented *Aesop's Network: Broadcasting Theatrical Fables*, by E. Gray Simons III, while Shakespeareance, serving grades 7-12, presented William Shakespeare's *Othello*. The 168 in-school performances, together with related study guides and interactive workshops, reached a total of 46,730 students and teachers in 141 schools.

INCOME AS A PERCENT OF EXPENSES*
(180 Profiled Theatres)

*Percentages total 91.4% because total expenses exceeded total income by 8.6%.



BREAKDOWN OF EXPENSES
(180 Profiled Theatres)

