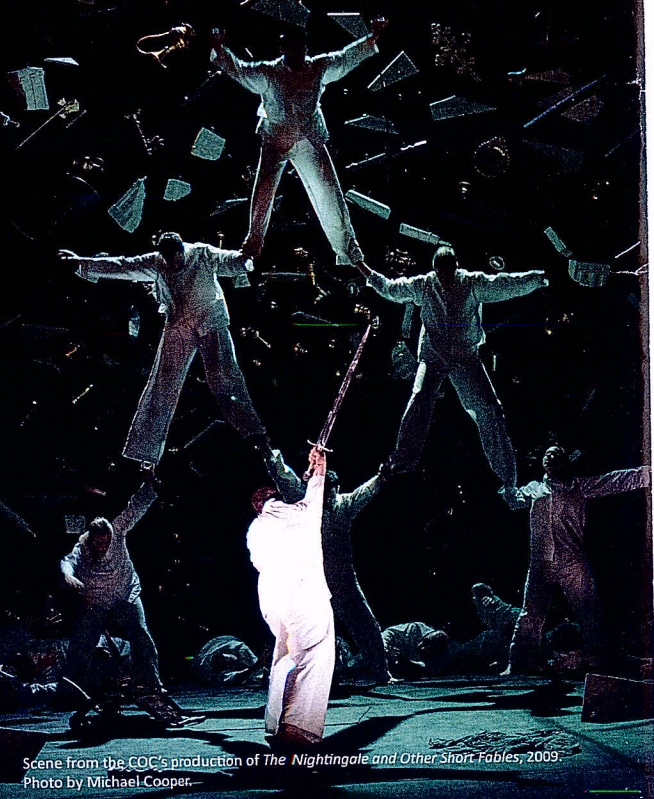
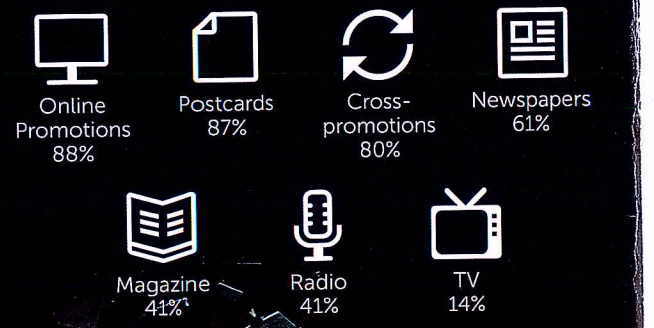


# Communications

TAPA members are engaging with contemporary audiences and the primary advertising tool utilized by TAPA members is web media which accounts for 88%. Web media communications include Facebook, Twitter, Instagram and others. This reflects a significant shift in marketing strategy compared to previous years; and magazines and newspapers have now declined and dropped by more than 10%.



Scene from the COC's production of *The Nightingale and Other Short Fables*, 2009. Photo by Michael Cooper.

# About TAPA

Launched in 1980, the Toronto Alliance for the Performing Arts (TAPA) is an arts service organization that represents nearly 200 professional theatre, dance and opera companies in the city of Toronto, including commercial and not-for-profit companies. The Toronto Alliance for the Performing Arts:

- Unites the disciplines of theatre, dance and opera to celebrate and strengthen the performing arts in Toronto;
- Promotes and advocates on behalf of a large and diverse membership of professional performing arts practitioners, to legislators, public and private sector funding bodies and to the general public; and
- Provides marketing opportunities and professional development services to its membership.

TAPA believes that a city is enriched by participation in culture and supports a wide network of associate members and partners consisting of industry suppliers, publicists, ticket agencies, educational institutions, training studios, talent and casting agents. The Alliance works together with other related businesses through partnerships with various BIAs, as well as Toronto attractions to improve the environment for all performing arts in Toronto.

Programs and services provided by TAPA include: the Dora Mavor Moore Awards; Toronto's Official Theatre Guide featuring comprehensive theatre, dance and opera listings and Toronto's only theatre map; hipTIX, offering \$5 tickets to students; the citySPECIAL, offering tickets to newcomers and communities at-risk; the Commercial Theatre Development Fund; the Travel Retreat Initiatives Program (TRIP); SpaceFinder, the online searchable venue database; the TONight app available for iOS and Android; and WhatsOnTonight.ca, Toronto's most comprehensive online listing of theatre, dance and opera performances. For more information visit [www.tapa.ca](http://www.tapa.ca).

This TAPA Stats Brochure is a statistical snapshot highlighting data gathered in an industry wide survey for the TAPA Stats Report Phase Four. The data collected from the TAPA membership was from the 2014/15 and 2015/16 performing arts seasons. Results are based on an online survey of TAPA members conducted between August 26 - November 15, 2016. The survey was sent to 140 member organizations via an online distribution mechanism. Of the 140 member organizations able to complete the survey, 69 did so. As such, the response rate is 49%. The TAPA Stats Survey was administered and analyzed by The Strategic Counsel. Analysis and estimates are from The Strategic Counsel. The TAPA Stats Report Phase Four covers three disciplines of the performing arts; theatre, dance and opera. The TAPA companies that completed the survey include professional not-for-profit and commercial companies. The survey focused exclusively on the City of Toronto.

The TAPA Stats Report Phase Four has been made possible through the generous support of Metcalf Foundation, Ontario Arts Council, and City of Toronto, Cultural Services.

Cover photo: *Century Song* (Volcano). Photo by: John Lauener. Report design by BFdesign Inc.



# BV15.1.5

## SHOW BUSINESS IS BIG BUSINESS

### A snapshot of Toronto's live performing arts industry

## Phase Four

### December 2016

Compiled by the Toronto Alliance for the Performing Arts

# 2.4 MILLION TICKETS WERE SOLD TO THEATRE, DANCE AND OPERA IN 2015/16

*Kinky Boots* (Mirvick Productions). Photo by Cylla von Tedeman.



# Growing Audiences

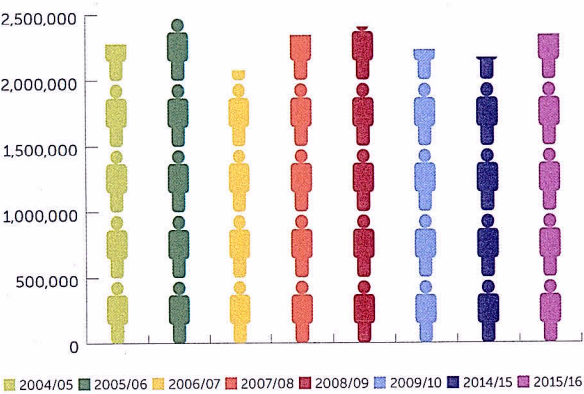
Students remain an important audience group for Toronto producers. 6 in 10 TAPA members report that schools and school groups are part of their audiences. TAPA members are actively reaching out to youth, and providing cultural experiences through special matinee performances, education programs and youth focused programming. Among those dedicated to this group, 68% have designated school matinee performances.



Mistatim (Young People's Theatre presents Red Sky Performance). Photo by: David Hou.

## Over 2.4 Million Tickets Sold

During the 2015/16 season, over 2.4 million single and subscription tickets were sold by TAPA members surveyed to theatre, dance, and opera events in Toronto.

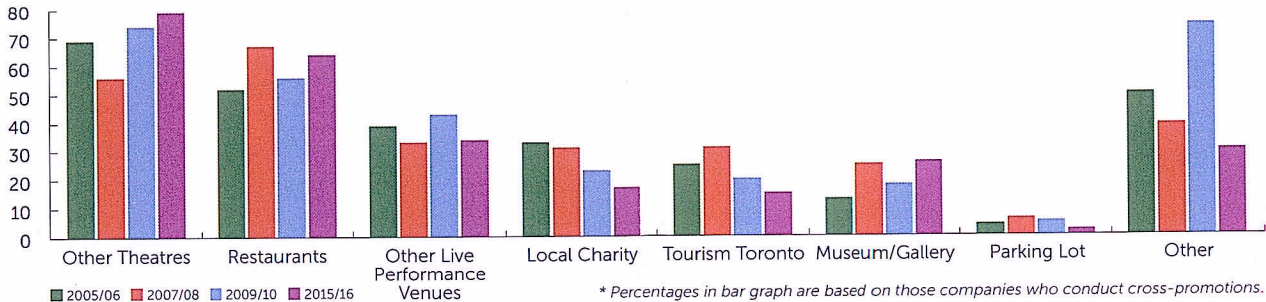


2004/05 2005/06 2006/07 2007/08 2008/09 2009/10 2014/15 2015/16

## Audiences

TAPA members surveyed indicate that single ticket sales are stable and have grown significantly. Consistent with normal fluctuations in ticket sales reported in 2007/08 and 2008/09, members have since reported selling over 2.4 million tickets in 2015/16. An increase of over 100,000 tickets since the 2009/10 season. Ticket sales are being augmented by a steady increase of total number of individuals buying single tickets. The number of paid subscribers has decreased from 135,631 in 2014/15 to 133,114 in 2015/16, and has only increased slightly from 132,455 in 2009/10. While the number of subscriptions has decreased from 2014/15 to 2015/16 the revenue from subscriptions has increased.

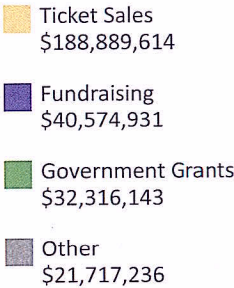
## Partnerships & Cross-Promotions



\* Percentages in bar graph are based on those companies who conduct cross-promotions.

## Over \$188 Million Spent on Tickets

Torontonians spent over \$189 million on tickets at TAPA member companies surveyed during the 2015/16 season, and those companies' fundraising revenue increased to over \$38 million in 2015/16.



## Marketing

Compared to previous phases of research, TAPA members are less-likely to be actively engaged in partnerships and cross-promotions with local businesses. In fact it has decreased about 10% from 70% in 2009/10 to 60% in 2015/16.

While there has been a significant decline in the use of newspapers and magazines to promote performances, the use of posters and postcards remains near universal among TAPA members;

- ★ Social media use, especially Facebook and Twitter is also nearly universal among members;
- ★ When asked which medium provides the greatest value for the money, social media is easily rated ahead of other channels and with newspapers/magazines rated as providing the least value;
- ★ Their website and brochures are rated second and third highest in providing value for money.

## Toronto Theatre by the Numbers

- ★ In 2015/16, 221 productions were eligible for the Dora Mavor Moore Awards. Of these, 73 were new Canadian plays or musicals.
- ★ In 2016, the Dora Mavor Moore Awards celebrated its 37th Anniversary, marking nearly four decades of outstanding theatre, dance and opera in the city of Toronto. Since the inception of the Doras, there have been 5,506 nominations and 1,071 recipients.
- ★ For many TAPA members, touring continues to be an important part of their season. In 2015/16, 26% of TAPA members went on tour, producing 54 tours and visiting 241 venues.
- ★ hipTIX has reached over 20,000 youth since its inception a decade ago. hipTIX sold 2,639 tickets to youth ages 14 - 29 during the 2015/16 season.
- ★ 75% of TAPA members surveyed report that they are optimistic about the future — in fact, 45% say that they are *very* positive.



The Great War (VideoCab). Photo by: Michael Cooper.