



Annual Report 14/15

Vision

TAPA is the voice of theatre, dance and opera in Toronto.

Mission

To nurture an environment in which theatre, dance and opera may flourish and play a leadership role in the vitality of the City of Toronto.

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 exceptional marketing opportunities and professional development services to its membership.

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Board President

Andrea Vagianos

TAPA Board President

At the start of the 2014-15 season, my first as President of TAPA, we saw a sea change in municipal politics with the election of a new Mayor and the commitment to meet the \$25 per capita goal in arts funding by 2017. This buoyed us at the start of the season, with the promise of a new appreciation for the value of arts and culture in our community. Now well into the 21st century, we are art-makers in a new world, negotiating our way through the application of new technologies, new social media, new ways of reaching our audiences and understanding how they access information and make choices. In this “brave new world”, we benefit enormously from our membership in TAPA and the opportunities it provides for us to work together, in collaboration with important networks like Friends of the Arts, to achieve successes like this.

This past year, on behalf of its growing membership of 201 theatre, dance and opera companies, TAPA continued its mission of audience development, advocacy and professional development through a myriad of pro-

grams. I would like to highlight a few here.

Over the years, TAPA has launched several initiatives to offer affordable tickets to youth and new Canadians to TAPA member productions, such as hipTIX and citySpecial. In its ongoing efforts to respond to the changing ways audiences buy tickets to shows, TAPA launched a new app! After many months of research, planning and designing, the new app, TO Night, that was announced at the DORAs was launched this past October. This one-stop shopping opportunity for performing arts patrons is a fantastic new tool, and we are counting on the membership to spread the word. Hats off to Blair Francey and his team in the design of this brand new application, and a big thank you to the TAC for supporting this important initiative!

A big thank you also to Steve Beatty and Culture One as a founding supporter of TAPA’s well-loved TRIP program. TRIP enables TAPA members to bring artists to Toronto to work with them, and for members to travel abroad for artistic research, or go

up north to the ValleyView Artists Retreat to find some quiet retreat time to reboot.

Other program highlights include the ongoing TAPA Trade Series, which was fully subscribed last season with 12 events, supported by BMO and produced by Alexis Da Silva Powell, as well as \$24,000 in new revenue that was generated for venues TAPA members through Spacefinder Toronto.

And TAPA never forgets to celebrate its people and their work. Our prestigious Silver Ticket alumni were honoured with A Ticket To Canadian Theatre - The Silver Ticket Book – a beautiful testament to the accomplishments of the luminaries of our community launched at the Princess of Wales Theatre last January. This past June, we celebrated another exceptional year of theatre, dance and opera at the 36th Dora Awards Ceremony at the West Jet Stage of Harbourfront Centre.

Notwithstanding the late night showers, we enjoyed several hours under the stars by the lake, with our fantastic host Gavin Crawford, and a guest appearance by Premier

Kathleen Wynne. Thanks to the PAIS Board and the Dora team for organizing such a memorable event.

One of the things I value most about TAPA is the opportunities it creates to bring us together with our colleagues and share stories, frustrations, successes, and strategies to move ahead. In the fall of 2014, the Metcalf Foundation-supported Theatres Leading Change (TLC) initiative came to an end with a public presentation by Anne Dunning of Arts Action Research of our collective work entitled *Seizing Permission*. Anne described the project as “a consortium learning initiative like starting out on an ensemble creative process”. After two years of work with 20+ TAPA members, one of the most telling of her findings for me was: “Let’s not create new ‘innovation initiatives’ or chase after the ‘new model’.

Rather let’s start making smart investments in the future by committing to the arts leaders who are best suited to innovate and create the change they need.” The TAPA membership represents these arts leaders, the ones who are constantly adapting to the ever-changing climate in which we work. We – you – are the professionals best suited to identify new paths forward and TAPA is working to help fuel your efforts to effect the changes you envision.

I extend enormous thanks to the indefatigable Jacoba Knaapen, Executive Director of TAPA, and her fabulous TAPA team, Alexis Da Silva Powell, Scott Dermody, Kevin John McDonald, Bill van Heerden and Sam Zimmerman through the financial services of Young Associates. It is a privilege to work as President of TAPA alongside so many gifted

and dedicated artists and arts professionals in Toronto. A heartfelt thank you to the directors who volunteer their time to help guide TAPA, and to the many committee members who provide their indispensable input on advancing the work we do. There is no question that an organization like TAPA is only as strong as its membership and we are fortunate to have a vibrant, creative and dedicated group of members. Together, we are more effective in communicating the value of the work we do, and the impact we have on the greater Toronto community.

Andrea Vagianos, President TAPA Board of Directors



2014/2015 TAPA Board of Directors L - R: Natalie Ackers, Chris Goddard (PAIS Board President), Jennifer Bennett (Secretary), Michael Rubinoff (Past President), Ghislan Caron (Treasurer), Jim Aldridge, Andrea Vagianos (President), Shawn Daudlin, Liew Wong, Brad Lepp and Amy Mushinski

Executive Director

Jacoba Knaapen
Executive Director

PARTNERSHIPS in 2014 -15 were the KEY TO TAPA SUCCESS & GROWTH!

Last year we launched three significant new initiatives. SPACEFINDER Toronto was launched in November in partnership with ArtsBuild Ontario and WorkInCulture (and made possible by the generous funding support of the Metcalf Foundation). Essentially an online searchable database of venues, free to list and free to search, SPACEFINDER Toronto has become an invaluable tool for our sector. For those TAPA members operating venues, it has helped to increase revenue and to date has generated an impressive \$ 26,000+ in revenue. We are at 180,000 views in the past year and people spend about 5 minutes on average on SPACEFINDER TORONTO where we now have 431 spaces listed! The partnership with ArtsBuild and WorkInCulture was a key ingredient in the success of SPACEFINDER Toronto and we look forward to continuing to work with them.

Secondly we launched the new app TONight. This was a notable step in our commitment to Audience Development, and in helping TAPA members by provid-

ing a new tool to reach out to contemporary audiences. TONight also expanded our professional network to include two new partnerships: The Downtown Yonge BIA and the Greater Toronto Hotel Association. By working with our colleagues in the hotel and tourism industry, we have been able to reach more local restaurants and attractions, continuing to develop new opportunities for reaching new audiences for TAPA members.

Thirdly we launched a new TAPA website. In addition to being more visually appealing, the new website is better organized and much easier to navigate for TAPA members. Notably the new website introduced a single form to manage registration to a number of TAPA programs including the Dora Awards, T.O.TIX, hipTIX, the citySPECIAL and feeds directly into the new TONight app. We have received a lot of positive feedback about this improvement which has greatly reduced the admin time for the members and eliminated duplication of efforts and information. Our long-standing relationship with BFdesign was critical to the success of the TAPA website which was also linked to the T.O.TIX

website changes.

I am pleased to report that 2014-15 was a busy year at TAPA that saw our membership expand to 201 professional theatre, dance and opera companies!

The TAPA team works hard on behalf of this diverse membership. We are always working to improve communications with TAPA members, and at the same time to streamline our own internal administrative practices, making more time and energy available for TAPA's programs and services.

Furthermore, we are always interested in fresh approaches and methodologies that will encourage openness to new ideas, strengthening the TAPA community as a whole. The fact that the TAPA membership is so engaged is testament that we are continuing to move forward toward active change. Looking ahead, the team has been working together with the TAPA Board of Directors on our new Strategic Plan which will be launched in 2016. We remain committed to audience development, professional development and advocacy. And it is time to catch our breath! This new Strategic Plan gives us

us time to set the course for the next three years, while sustaining and consolidating the numerous projects and services that already exist. The work that we have carefully mapped out in the past decade, including the TAPA STATS Reports Phase 1, 2, and 3 will continue with the TAPA STATS Report Phase 4 so that we can continue to analyze trends in audience behavior in our sector and make decisions that are based on solid research.

The extensive work and involvement of the individuals who work on the numerous TAPA Committees, and the collaboration and ongoing conversations with our members and the community are an essential part of the TAPA success story. I want to thank everyone who has participated in TAPA and PAIS committee meetings, round tables and working groups. I also wish to thank the extraordinary individuals who are on the TAPA and PAIS Board of Directors. Their ongoing

leadership and expertise are invaluable to the continued success of TAPA. And lastly, but certainly not least, I wish to thank the hardworking TAPA team for their continued inspiration and insightful problem-solving, always working to improve our services to YOU – the TAPA membership! I look forward to continuing to work with all of the TAPA members in the upcoming 2015-16 season.



TAPA Board Member Brad Lepp, Executive Director Jacoba Knaapen and Mayor John Tory at Arts Day at the City



Councillor Gary Crawford, TAC Executive Director Claire Hopkinson and Artistic Director John Van Burek

Membership

Alexis Da Silva-Powell Corporate Sponsorships and Membership Manager

Membership Breakdown for 14/15

At the end of the 14/15 season TAPA had a Membership of:

- Professional Members: 150
- Provincial Members: 2
- Non-producing Members: 9
- Community Theatre Members: 8
- Associate Members: 20
- Individual Members: 14
- Total: 203

Communiqué

The exclusive monthly membership newsletter sent to the membership at the beginning of each month, the Communiqué is designed to brief you on upcoming events, special notices and marketing opportunities being offered by or through TAPA. The two most interactive sections, “Announcements” and “Member Profile” continued to grow in popularity and help to increase communication between Members as identified by the Member-

ship in the annual survey.

The Launch of a New tapa.ca

After a year long development period we launched a brand new, redesigned tapa.ca in January 2014. The new website was a much needed upgrade with significant improvements including:

- Online Dora registration
- Online T.O.TIX inventory allocation
- Online payment for memberships
- Integration of the TAPA Industry Listings into the site
- Events calendar
- Increased graphics

We were able to maintain and better organize the popular Members Only section of the website which now includes artist and industry ticket offers for TAPA Members.

All of these changes have contributed to TAPA's ability to better serve our Members.

TAPA Industry Listings

With the launch of the new TAPA website The TAPA Blog was re-imagined as

the TAPA Industry Listings and incorporated into the new website. This new format conveniently allows TAPA Members to post their own notices with images to the Listings on an ongoing basis. As a result the TAPA Industry Listings continue to see a huge amount of growth and success thanks in part to this new listing feature and to the participation of the TAPA Membership.

Travel Retreat Initiatives Program-TRIP

TRIP is a program designed to assist TAPA members with travel associated with touring, international collaboration and professional development. In addition TRIP offers a unique retreat opportunity to the TAPA membership.

The Flight Component

The Flight Component allows TAPA members to apply for funding to cover air travel costs, nationally and internationally .

The Retreat Component

Valleyview Artist Retreat is located north-west of Toronto in the Hills of Caledon in a secluded rural setting.

Creative artists are free to pursue their work without interruption. It offers an environment conducive to inspiration and rejuvenation. Artistic Directors and General Managers are welcome to apply to this component of TRIP. As well, consideration is given to those working in arts administration seeking a day facility for visioning meetings and workshops suitable for 6-8 people.

In it's sixth Year TRIP:

- Received a total of 14 applications over two deadlines from TAPA Mem-

ber companies.

- Allocated \$7,500.00 in international flights
- Helped TAPA Member companies travel as far a field as Singapore and as close as Vancouver

TAPA Trade Series

Generously sponsored by BMO Financial Group 2014-2015 was the seventh year of the TAPA Trade Series offering ongoing workshops. The expanded format allowed more TAPA Members to participate in these amazing opportuni-

ties throughout the year and also allowed Members to focus on topics/workshops that were most relevant to them. Among the many excellent workshops and panels that took place, the most popular was *Email Marketing*, offered in partnership with Camp Tech. Thank you to all the speakers for sharing their expertise and to the various venues that hosted workshops over the course of the year.

I look forward to continuing to work with all the TAPA members in the upcoming 2015-2016 season!

Deadline	Company	Recipient	International Component	Retreat Component
January 2015	Jumblies Theatre	Angela Loft	\$500 /Vancouver	
	Nightswimming	Brian Quirt	\$500/Denmark	
	UNIT Productions	Derrick Chua	\$1,000/ Edinburgh	
June 2014	Driftwood Theatre Group	Jeremy Smith	\$250/New York City	
	Princess Production	Yvonne Ng	\$500/Singapore	
	Roseneath Theatre	Andrew Lamb	\$500/Scotland	
	Harbourfront Centre	Tina Rasmussen		Writing/Research



Morro and Jasp of U.N.I.T Productions who received TRIP support during the 2014/15 season

Dora Mavor Moore Awards

Scott Dermody
Dora Coordinator

2014/15 Dora Season

During the 2013-2014 Dora Season, 212 productions were eligible in 48 categories.

- The jurors in the General Theatre Division judged 48 productions
- The jurors in the Musical Theatre/Opera Divisions judged 39 productions
- The jurors in the Independent Theatre Division judged 61 productions
- The jurors in the Dance Division judged 42 productions
- The jurors in the TYA Division judged 22 productions

Of the 148 productions in the Theatre, Musical and Opera Divisions, 77 were eligible for Outstanding New Play/Musical/Opera awards. 56 Dance pieces were eligible for Outstanding Original Choreography.

The jurors for the 2014/15 Dora Season were:

Theatre for Young Audiences

Jury Chair: Sandy Tulloch

- Naz Afsahi
- Jill Harper

- Lindsay Jenkins
- Stephanie Jung
- Daniel Krolik
- Krista MacIsaac
- Katherine Sanders
- Andrea Scott

Musical Theatre/Opera

Jury Chair: Marcia Johnson

- Liza Balkan
- Tamara Bernier-Evans
- John Goddard
- Robert Gontier
- Caroline Hollway
- Astrid Jansen
- Leslie Lester
- Tenny Nigoghossian
- Patti Powell

Independent Theatre Production

Jury Chair: Joan Burrows

- Brenley Charkow
- Shari Hollett
- Mina James
- Lisa Li
- Jivesh Parasram
- Adriana Rosselli Londono
- Lilya Sultanova
- Clinton Walker

General Theatre

Jury Chair: Lascelle WIngate

- Sean Baker
- Shari Caldwell
- Briony Glassco
- Richard Lee
- Arwen MacDonnell
- Jane Marsland
- Gail Packwood
- Kaitlyn Riordan
- Birgit Schreyer Duarte
- Sugith Varughese
- Jean Yoon

Dance Division

Jury Chair: Dave Carley

- Robert Abubo
- Meryem Alaoui
- Aviva Fleising
- Roshanak Jaberi
- Emily Law
- Natasha Powell
- Andrea Roberts
- Jennifer Wan

It was a delight working with the 2014-2015 Dora jurors and jury chairs, and I would like to thank each and every one of them for their immense dedication.

The Dora Eligibility Committee man-

ages the ongoing assessment of the Dora revisions and their implementation. For additional details on the Dora Awards, please consult the Dora Handbook, available in the Dora section of the TAPA website (www.tapa.ca/doras).

2015 Dora Mavor Moore Awards

The Press Conference to announce the nominees for the **36th Annual Dora Mavor Moore Awards** was sponsored by Sony Centre for the Performing Arts. The Dora nominations were announced by Allegra Fulton and Allen McInnis in the lobby of the Sony Centre.

There were three ancillary awards that were presented at the Dora Press Conference this year. The first was the **Pauline McGibbon Award** administered by the Ontario Arts Council which was awarded to director **Mumbi Tindyebwa**. The second ancillary prize was the **Leonard McHardy & John Harvey Award for Arts Administrators** and was awarded to **Sue Edworthy**.

And last but not least, the recipient of this year's **George Luscombe Award for Mentorship in Theatre** was **Peggy Baker**.

The 36th Anniversary Dora Mavor Moore Awards were held on June 22nd, 2015 at Harbourfront Centre's WestJet Stage. For only the second time, the ceremony was held outdoors at the sun set.

The VIP reception in honour of the evening's nominees was held at Harbourfront Centre's Lakeside Terrace, with – for the fifth year in a row – hugely popular red carpet hosts screen and radio veteran Elley-Ray Hennessy who welcomed guests as they arrived. Additionally this year, the Dora Red Carpet was animated by popular clown duo Morro and Jasp, the Sisters of Perpetual Joy, the Waterfront BIA Singers and freestyle-rapper Ellevan.

The awards were by multi-award-winning comedian and actor Gavin Crawford. Acclaimed and award-winning

theatre director, actor, writer Ed Roy took the helm as director for the third time while playwright Chris Earle returned for his fifth time as writer for the show. Lighting and scenic design was by Andrea Lundy, who returned for her fourteenth consecutive year, while the Musical Director for the evening was Dora-winning composer Waylen Miki.

The Producer of the 2015 Dora Awards was the ever-energetic Jacoba Knaapen, TAPA's Executive Director. The after-party under the stars at the World Café beside the lake was a resounding, if somewhat wet, success.

This year, designer **fina macDonell** was presented with the prestigious Silver Ticket Award.

The Audience Choice Award for Outstanding Production co-sponsored by NOW Magazine went to **Brantwood**.

T.O.TIX

Kevin John McDonald
Operations Manager

T.O.TIX 2014-2015

2014 – 2015 saw T.O.TIX go through some significant advances. The most prominent was the implementing of our new online submission form, TONight APP for iPhones and Androids and an all new totix.ca.

The online submission form combines the old multiple paper forms for DORA Awards, T.O.TIX sales, hipTIX sales, citySPECIAL allotments and website/APP listings into one form the entire process online making it paperless and environmentally friendly. Member companies now have their own log in usernames and passwords allowing different departments to double check the forms before final submissions.

The completely redesigned totix.ca provides our customers with much richer experience making it easier than ever to explore shows and purchase tickets. Some of these new website features include:

- A new visual design and rebranding incorporating the T.O.TIX logo in a dynamic new look
- A search function allowing customers to search by date range, keyword (including show title or company name), venue and genre.
- A Home page featuring all productions currently on sale at T.O.TIX
- An “On Stage” page anyone can submit their listing too (even if it’s not on sale at T.O.TIX)
- A page dedicated to the many special events and attractions on sale at the Booth
- An “About T.O.TIX” page providing information on our history, staff, policies, and advertising opportunities and Frequently Asked Questions.
- A graphic layout representing your shows with large thumbnails.
- Individual show pages that offer an additional banner image for your show, a video link, a link directly to your company’s website, a buy link for your T.O.TIX sales (including separate buy buttons for hipTIX), space to feature your show’s creators, 4 featured cast member names,

the dates, location, genre, show length, venue accessibility, synopsis and Google Map feature pinpointing your venue location.

- A link to video media for your show via Vimeo or YouTube.
- The ability to sell advertising on the website to generate additional income for TAPA
- Deeper visual integration with Ticketpro
- Additional web pages for special features and highlights such as the weekly That’s the Ticket.
- A sign up page for the T.O.TIX E-Bulletins.

The TONight APP (“A virtual box office in your pocket”) includes many of these functions plus additional features such as:

- Integration with Google Maps and the device GPS to show the location of nearby theatres, restaurants, hotels and special venues populated by our APP partner - the Downtown Yonge BIA.
- Buy links to purchase shows via the Ticketpro mobile website.

- The ability to create a personalized list of upcoming shows you are interested in seeing.

Our E-Bulletins went through a redesign to match the look and feel of the website and APP. The weekly E-Bulletin was rethought from a static text listing of all of our shows to a more dynamic listing highlighting a smaller number of select shows sorted by genre and adding graphics, synopsis and additional show info. This now goes out on Tuesday mornings and features shows opening that week so that customers can plan their weekends well in advance. Periodically we substitute this with a “Special Edition” featuring shows and attractions with related themes (Spotlight on Shakespeare, Spotlight on Attractions, Spotlight on Comedy, Holliday Preview, etc.). Subscriptions to this weekly E-Bulletin have almost tripled since this time last fall.

In response to audience demand, a new daily E-Bulletin was also added featuring an email version of the Daily Listings Sheet featuring all discounted and regular price events for that day with

click-through links for more information or to purchase each show. The audience response has been very positive with most weekly E-Bulletin Subscribers opting in to the daily subscription as well.

Our social media presence continues to grow with our Facebook page and Twitter account. This has been augmented by our ticketing partner Ticketpro who routinely tweets about or TAPA member shows and includes them in the Ticketpro e-newsletters, often highlighting our hipTIX offerings.

Attractions offerings through the Booth continue to grow including very successful partnering with Cavalia, Cirque du Soliel, Spiegel World, Medieval Times, Toronto Haunted Walk, CityPASS, the Royal Ontario Museum, the Ontario Science Centre the Gourmet Food and Wine Show, the Hard Rock Café, Pirate Life, Signs restaurant and Mariposa Cruises. Other partnerships offered our customers deals including OLG slots and casinos.

We continue to serve as a tourist information touchpoint in Yonge Dundas

Square offering NOW magazines, Where Magazines, free maps, Toronto Visitors Guide, Downtown Steps, Shop-Dine-Tours, Yonge Dundas Square events. Our staff participated and contributed regularly as a member of the Toronto Attractions Council, Toronto Tourism and the Downtown Yonge Business Improvement Association forging new partnerships and building new relationships throughout the year.

T.O.TIX Sales Figures 2014-2015

- T.O.TIX sold 10,703 tickets during the 2014-15 season
- In total, \$364,073.86 in ticket revenue was returned to TAPA Members



hipTIX & citySPECIAL

Scott Dermody
Youth Outreach
Coordinator

TAPA would like to recognize the tremendous ongoing financial support of TD Financial Group for TAPA's outreach activities. Our sincere thanks to TD Financial Group for their long-history of sponsorship of hipTIX and citySPECIAL.

2014/15 hipTIX Season

We are pleased to announce that TAPA joined CNAL – The Canadian Network for Arts and Learning (<http://www.eduarts.ca/>). I attended a networking hub as well as a Toronto-based conference, representing hipTIX in discussions about arts education.

TAPA's hipTIX outreach for 2014/15 focused on secondary schools with 37 classrooms visited between September and June.

As a result, hipTIX sales for 2014/15 increased by **3.7%** compared to 2013/14, peaking in March with 288 tickets sold in that month, setting a new single-month sales record for hipTIX and accounting for 15% of target sale for the year. This reflects the trend of continued slow &

steady growth of the hipTIX program.

- hipTIX sales target 2014/15: 1584 tickets
- hipTIX sales actual 2014/15: 1890 tickets

Newsletter

The bi-weekly hipTIX listings e-newsletter swiftly recovered from the setback experienced with the introduction of the Canadian Anti-Spam Legislation (CASL) during the 2013/14 season. After falling from **3200** subscribers to **850**, the list rebounded to **2209** by the end of the 2014/15 season. Open rates stabilized with an average of **23.2%** per newsletter.

- 2209 subscribers to hipTIX e-newsletter as of August 31, 2015
- 23.2% average open rate (10-15% is industry average for similar youth newsletters)

Social Media

hipTIX continued to actively participate in social media via Facebook and Twitter. We share new show listings, previews & reviews for registered productions, volunteer, workshop and audition opportunities for youth and a handful of insightful arts-related articles and news. Looking ahead, hipTIX will be joining the ranks of Instagram users in order to engage

with students in a new medium. Recent statistical reports and anecdotal evidence suggest that Instagram is rapidly replacing Facebook as the social media medium of choice for teens. We are meeting them on Instagram starting in 2015/16.

- **607** Likes on Facebook hipTIX Page as of August 31, 2015
- **702** Followers on Twitter hipTIX Page as of August 31, 2015

hipTIX Sales

Updated totals as of August 31, 2015.

8441 hipTIX tickets purchased (from inception to August 31, 2015)

- 2014/15 Season – **1890 tickets**
- 2013/14 Season – 1823 tickets
- 2012/13 Season – 1089 tickets
- 2011/12 Season – 719 tickets
- 2010/11 Season – 774 tickets
- 2009/10 Season – 760 tickets
- 2008/09 Season – 499 tickets
- 2007/08 Season – 459 tickets
- 2006/07 Season – 608 tickets
- 2005/06 Season – 259 tickets (pilot year)

citySPECIAL Sales

Updates as of August 31, 2015.

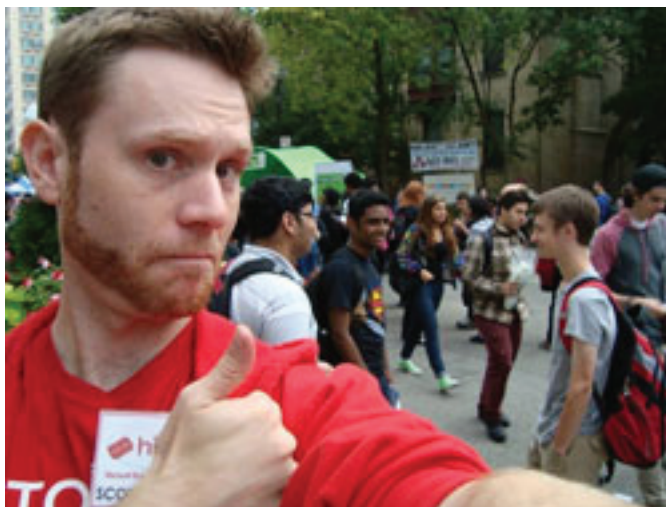
Barbara Fingerote began volunteering at TAPA in the autumn of 2015, specifically assisting me in building the citySPECIAL subscriber database. It is a pleasure working with Barbara and she brings much-appreciated additional support to the citySPECIAL.

15,922 citySPECIAL tickets allotted
(from inception to August 31, 2015)

- 2014/15 Season – **1824** tickets
- 2013/14 Season – 2004 tickets
- 2012/13 Season – 2111 tickets
- 2011/12 Season – 1660 tickets
- 2010/11 Season – 2878 tickets
- 2009/10 Season – 1489 tickets
- 2008/09 Season – 1324 tickets
- 2007/08 Season – 1210 tickets
- 2006/07 Season – 1777 tickets (pilot year)

5,636 citySPECIAL tickets redeemed
(from inception to August 31, 2015)

- 2014/15 Season – **482** tickets
- 2013/14 Season – 440 tickets
- 2012/13 Season – 612 tickets
- 2011/12 Season – 439 tickets
- 2010/11 Season – 925 tickets
- 2009/10 Season – 776 tickets
- 2008/09 Season – 610 tickets
- 2007/08 Season – 516 tickets
- 2006/07 Season – 919 tickets (pilot year)



Scott at Ryerson University



hipTIX prize winner



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for the
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arts

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