



Dora Mavor Moore Awards
celebrating excellence in toronto THEATRE, DANCE and OPERA



theatre
dance
opera

trip

theatre
dance
opera

Communiqué



trade series

theatre
dance
opera

Annual Report 16/17

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

It is hard to believe that I am writing this report as I come to the end of seven years on the TAPA Board of Directors, the last three of which I have served as President. My experience with TAPA has been invaluable to me, linking me to colleagues throughout the community, and allowing me to participate in important discussions influencing our sector.

This past year TAPA undertook significant advocacy efforts at all three levels of government. Jacoba Knaapen, Executive Director, and I attended Arts Day on The Hill in Ottawa last October, meeting with several Members of Parliament and their policy staff. At the provincial level, we met with Minister Eleanor McMahon and other key personnel at Ontario's Ministry of Tourism, Sports and Culture, including Deputy Minister Maureen Adamson, to acquaint them with our membership and encourage and support increased arts funding. And, of course, TAPA led the annual municipal event, *Arts Day at the City*, in conjunction with the Friends of the Arts Network. Our

sincere thanks to Amy Mushinski and the TAPA Advocacy Committee for all their time spent organizing our advocacy efforts. This past year *Arts Day at the City* included the very important launch of the *TAPA Stats Report Phase 4*. This report revealed significant findings, one of the most telling of which was that while we TAPA members have maintained our high level of artistic output, we have produced our work with 50% fewer staff. This statistic brought to the forefront a reality we all know firsthand: our human resources are over-extended and burning out, and we must find creative solutions to this challenge - as well as financial resources to support them. Ours is a industry entirely focused on the human experience, in the stories we tell and how we tell them. If we deplete the energy of our people, we will, quite simply, lose our soul.

Also of note this past year, in keeping with our strategic plan, TAPA launched what will be regular reviews of the Dora Mavor Moore Awards. Following our last Dora review process in 2012, it was recommended that the Awards be reviewed every five years

We initiated this process earlier this year and have held numerous community convenings and town halls, so that recommendations can be implemented for the 2018-19 season. This rigorous consultation process requires the engagement of the membership, and the generous spirit and creative brainstorming that have come from each of our community gatherings have offered us valuable feedback. Thank you to all of you for contributing to this process!

My sincere thanks and appreciation go to Jacoba Knaapen, for her exemplary leadership and true partnership these past three years. I never cease to be impressed with her tireless efforts on behalf of our constituency. I will miss our regular phone calls and heated discussions about the field and what we can do to make things better. Another big thank you to the TAPA staff, Alexis Da Silva-Powell, Scott Dermody and the part-time support of Anne Marie Krytiuk and Julia Gaunt-Rannala for the exceptional organization and support they provide to the membership.

I would also like to acknowledge Ghislain Caron, Treasurer of TAPA, with whom I have collaborated these last six years, and whose keen eye for detail and incredible good nature has made our work together a pleasure. We are proud to be leaving the organization on a solid financial footing (which you will hear more about shortly).

I have said it before, but I cannot leave TAPA without saying it again.

It is a privilege to work as President of TAPA alongside so many of the community's exceptional arts leaders. I am grateful to all the directors who have volunteered their time in service of Toronto's performing arts community, to the many committee members who provide their ideas and energy advancing the work we do, and to all of you, the membership, with whom we collaborate every day in support of the importance of the shared live theatre experience.

We are living in an important historical moment in our society, and I have had the extraordinary opportunity to be apart of this moment working with, and on behalf of, all of you. I thank you for the privilege of representing you these past seven years. I will continue to participate in TAPA's efforts in whatever ways I can be useful in the years ahead.

Andrea Vagianos, November 2017

Executive Director

Jacoba Knaapen
Executive Director

This past 2016/17 season was a year of transition at TAPA. Our staff size was significantly reduced to just 3 full-time employees (including myself) as a result of the closure of the T.O.TIX Booth. The delivery of all of the other TAPA programs & services continued full-tilt, and I recognized that the ability to do so lay in large part to the hard work and commitment of this small core team. So I want to begin by thanking and acknowledging Alexis Da Silva-Powell and Scott Dermody for their exceptional work at TAPA. It should be noted also that the TAPA Board of Directors are an incredible group of individuals who continue to amaze me with their commitment as volunteers to TAPA. Their deep engagement on the various TAPA Committees is critical to the ongoing success story of TAPA as an effective and impactful arts service organization.

Partnerships & New Networks

TAPA continued our partnership with **PACT** and **Theatre Ontario** and working on “ALL IN”. This past June 17 artistic directors and managers from 10 companies, members of either TAPA and/

or PACT, took part in a two-day foundational workshop in anti-oppressive practice lead by Michele Decottignies in the Aki Studio by Native Earth Performing Arts. This was the first training as part of a multi-layered program to develop equity-based knowledge in the leaders in Toronto’s theatre community. These cohort participants will be supported with equity self-assessment tools and resources and will take part as a shared-learning network over the next eighteen months, similar to TAPA’s wildly successful Theatres Leading Change program. Wider community activities and conversations will take place throughout the program, which is the first cohort launched in a national initiative, with cohorts for Ontario (outside Toronto), British Columbia, Saskatchewan and Alberta to follow. ALL IN has been generously supported by the Ontario Arts Council and the Canada Council. The participating companies in ALL IN are: Buddies in Bad Times Theatre, Cahoots, Canadian Stage, Common Boots, Necessary Angel, Outside the March, Nightwood Theatre, Roseneath Theatre, Soup Can Theatre, Studio 180, Soulpepper Theatre Company, Tarragon Theatre, Theatre Passe

Muraille, Veritas and Young People’s Theatre.

TAPA has been participation in research and focus groups with **CPAMO’s** Pluralism and Organizational Change through Inclusive Equity Education in the Arts for the past year. This work comes from a collective desire and recognition of the need for change, immediate, substantial, long-term and engaging. The work includes an in-depth examination of diverse values and their systems, modes of expression in the arts and within diverse communities. “It calls for immediate attention to the desires and interest in arts and culture of Indigenous, racialized and other diverse communities and the need to address this now.”. TAPA is working to increase public awareness of the importance of these societal changes in part through out work on the DORA REVIEW process - through researching and exploring opportunities around gender equality/non-binary awards as well as through preliminary work that we are doing surrounding land acknowledgements.

New Funding Opportunities

TAPA was pleased to participate in the Business for the Arts Toronto

ARTSVEST program this past year. Canada's only national charitable organization with a mandate to strengthen the arts and culture sectors across Canada by building partnerships between the private and cultural sectors, ARTSVEST gave us an opportunity to participate in workshops, peer to peer advisement, webinars, and become eligible for the popular ARTSVEST matching funds program. TAPA was pleased to participate in this program and in the process recognized our unique role as an ASO and the unique challenges of fundraising therein. As previously noted in my report we have a committed Board of Directors which is deeply engaged with our organization. In the past decade TAPA has also developed foundation & corporate sponsorship templates. Yet the current competitive fundraising environment and the challenge to TAPA has never been greater. In spite of our successful sponsorship history, we are in constant competition with producing arts companies – our members - that have a very different profile and serve a different function from an ASO. As an ASO we are precluded from applying to many corporations/foundations and are deemed ineligible. Despite these chal-

lenges, we are always working to achieve better results and break new sponsorship ground. I am pleased to report that we successfully met the matching funds criteria and were successful.

Dora Mavor Moore Awards Review

At the 2016 AGM, TAPA announced that the Dora Awards would undergo a review process, adhering to TAPA's commitment to conducting a formal review every five (5) years. I am pleased to review that the process is well under-way and we are on track to deliver changes to the TAPA membership for a vote in good timing for the upcoming 2018-19 Dora Awards Season.

The Dora Review Working Group

- Margo Charlton, Chair, Toronto Arts Foundation and Toronto Arts Council, Research and Impact Manager
- Jim Aldridge, Musical/ General Theatre Rep ** TAPA BOARD, General Manager, Ticketing
- Brad Lepp, General Theatre Rep, Director of Communications, Soulpepper Theatre Company
- Amy Mushinski, Opera Rep ** TAPA BOARD, Manager of Government Rela-

tions, Canadian Opera Company

- Annemieke Wade, Theatre for Young Audiences Rep ** TAPA BOARD, Managing Director, Roseneath Theatre
- Gein Wong, Independent Theatre Rep, Artistic Director, Eventual Ashes
- Shana Hillman, Dance Rep ** TAPA BOARD, Director of Operations, East End Arts
- Chris Goddard, PAIS Board President
- Jacoba Knaapen, TAPA Staff Support
- Scott Dermody, TAPA Staff Support
- Stacey McMillan, Intern, TAPA Staff Support

The Dora Awards Review and Mandate

The Dora Awards Review Working Group overarching premise is to maintain the sustainability, integrity, relevance and prestige of the Dora Mavor Moore Awards. The Dora Awards review process is in response to the evolving TAPA membership and in response to changing artistic practices. Additionally PAIS faces financial and practical limitations in sustaining the current Dora Awards structure. The Review Working Group is tasked with addressing these challenges by evaluating existing award Divisions,

Categories and certain administrative processes. The Review Working Group must consider recommended solutions toward reducing the total number of awards while taking into account limitations and changes. Recommendations will be arrived at and supported by:

- 1) TAPA via research & support tools and recommendations;
- 2) Experience of Working Group members;
- 3) The TAPA membership & community, via Town Halls and Community Convenings.

The Dora Review Working Group will make recommendations for amendments/changes to the Dora Mavor Moore Awards for approval by the TAPA Board of Directors, with certain amendments/changes submitted for a vote to the TAPA membership at large, results of which to be applied in good timing for the 2018-2019 Dora registration season.

Townhalls

TAPA hosted a series of Dora Town Hall meetings for each Dora Division as an opportunity to listen to community feedback and to assess where changes should

be made to best address the evolving needs of the TAPA membership.

All TAPA members were invited to send up to two (2) staff/core team members, as well as a “plus one (1)”, who could be a performer, a designer, a Board member, or anyone from the community.

- Independent Theatre Town Hall mod: Andrea Vagianos – assoc. with TDT
- TYA Town Hall mod: Kelly Straughan - assoc. with FRINGE FESTIVAL
- Dance Town Hall mod: Jennifer Brewin - assoc. w CDA
- General Theatre Town Hall mod: Jenny Ginder - assoc. w PACT
- Musical/Opera/Touring Town Hall mod: Jenny Ginder - assoc. w Opera.ca

Community Convenings

In response to specific issues raised by TAPA members and the community at large, two (2) Community Convenings were held in partnership with existing events, open to anyone to attend.

Gender Fluidity and Theatrical Practice *Moderator:* Brendan Healy
In partnership with Modern Times Stage

Company’s Beyond Representation Symposium.

This facilitated community convening served as a guided open forum asking how performance award categories might better acknowledge artistic practices that move beyond the gender binaries of “Outstanding Performance-Female” and “Outstanding Performance-Male.” Using Toronto’s Dora Mavor Moore Awards as the conversation starter, an invited panel of speakers will help unpack the practice of gender fluidity and equality beyond issues of representation and identity politics. What new aesthetic and political possibilities are generated for directors, designers, and actors in rehearsal and performance? How might critics and juries take such opportunities and possibilities into account? Audience participation was strongly encouraged during this discussion. **PANELISTS:** Sze-Yang Ade-Lam, Alec Butler, Brendan Healy (Chair), Gein Wong.

Design Recognition *Moderator:* David Abel In partnership with Associated Designers of Canada

This community convening was held

in August, and was live-streamed on TAPA's FACEBOOK account. Topics included: Assessing current and evolving world of design for stage and how to best reflect in award categories. Design categories of particular interest were Projection/ Video Design, as well as revised definitions for other design categories.

Jon Kaplan Memorial

Last year we lost our dear friend and long-time theatre writer at NOW MAGAZINE Jon Kaplan. This was a huge loss to the entire community, and TAPA renamed the AUDIENCE CHOICE AWARD the JON KAPLAN AUDIENCE CHOICE AWARD at the recent Dora Awards that were held in June.

On September 19th, TAPA hosted and produced an event A CELEBRATION OF JON KAPLAN at the Bluma Appel Theatre at the St. Lawrence Centre for the Arts. This event was also livestreamed via TAPA FACEBOOK and reached 13,500 people with people tuning in to watch from across Canada including British Columbia, Alberta, Montreal, the Maritimes, as well as in New York, New Jersey, San Francisco and in London, England/

I am looking forward to continuing to work with you all...on TAPA committees, at TAPA events, and workshops & forums. TAPA is a strong ASO because of your participation and your engagement. THANK YOU!

AND lastly ... I encourage you to read this annual report and please get in touch with me directly if you have any comments and/or areas of interest that you want to explore. Together we are better!

Membership

Alexis Da Silva-Powell
Corporate Sponsorships
and Membership Manager

Membership Breakdown for 16/17

At the end of the 16/17 season TAPA had a Membership of:

- Professional Members: 135
- Provincial Members: 2
- Non-producing Members: 4
- Community Theatre Members: 8
- Associate Members: 23
- Individual Members: 5
- Total: 177

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 helped to increase communication between Members as identified by the Membership in the annual survey.

The First Year of the TONight App

The TONight app and it’s companion website whatsontonight.ca were offally

launched in 2016/2017. TONight is the first comprehensive app that brings the Toronto performing arts events to your mobile device. The app provides listings of all TAPA member productions. By simply loading TONight onto mobile devices, users have instant access to: up-to-date information about what’s on stage, a virtual theatre, map, the ability to share show details via social media, email and text messages, and to purchase tickets while on the go. Both TONight and whatsontonight.ca have allowed TAPA to increase the reach and exposure of TAPA member productions by responding to the evolving ways in which audiences are purchasing tickets thereby increasing audience awareness of all TAPA member productions. To date TONight has been downloaded onto over 2,678 devices with new downloads happening each day. Whatsontonight.ca receives on average 3,400 active users monthly with the hip-TIX page being the most popular destination on the site.

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 a secluded rural setting. 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 Eighth Year TRIP:

- Received a total of 7 applications over two deadlines from TAPA Member companies.
- Allocated \$5,000.00 in flights
- Helped TAPA Member companies

travel as far afield as Argentina and as close as Prince Edward Island

TAPA Trade Series

2016-2017 was the ninth year of the TAPA Trade Series. We renewed our important partnership with Camp Tech which continued to offer over 40 workshops to TAPA members. Camp Tech offers half and full day workshops for adults who want to learn web and digital skills. This ongoing opportunity allowed TAPA members access to all Toronto area Camp Tech workshops at a 25% discount. The expanded format allowed more TAPA Members to participate in these amazing opportunities throughout the year and also allowed members to

focus on topics/workshops that were most relevant to them.

After it's success in 2015/2016 we once again offered INDIE X as part of the TAPA Trade Series. This one-day conference targeted to the indie community was a vital networking and learning opportunity. With an inspiring key note speech from Cahoots Theatre Company's Marjorie Chan, INDIE X included panel discussions, and presentations on a wide variety of topics which aimed to provide every artist with the tools they need to produce art in today's competitive theatre, dance and opera environment. Other panelists and speakers included:

- Speed IDEating

- Interdisciplinary: Get FANCY!
- Write? Produce? Establish your own company?
- Budgeting 101
- DIY Marketing for Indie Artists

Thank you to the Indie X Working Group, all the speakers for sharing their expertise and 918 Bathurst for hosting INDIE X. I look forward to continuing to work with all the TAPA members in the upcoming 2017-2018 season!

2016/2017 TRIP Recipients				
Deadline	Company	Recipient	International Component	Retreat Component
February 2017	Roseneath Theatre	Annemieke Wade	\$600/USA/Conference	
	Nightwood Theatre	Beth Brown	\$400/PEI/Conference	
	Toronto Masque Theatre	Subiksha Rangarajan	\$1,000/To Toronto/Performance	
	Buddies in Bad Times Theatre	Evalyn Parry	\$1,000/Iqaluit/Creation	
	The Company Theatre	Intermission Team	–	Spring Retreat
June 2017	Volcano Theatre	Simeilia Hodge-Dallaway	\$1,000/To Toronto/Workshop	
	Aluna Theatre	Beatriz Pizano	\$1,000/Argentina/Conference	

Dora Mavor Moore Awards

Scott Dermody
Dora Coordinator

2016/17 Dora Season

During the 2016/17 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 2016/17 Dora Season were:

Theatre for Young Audiences

Jury Chair: Sandy Tulloch

- Marie Beath Badian
- Amiee Bouchard

- Beth Brown
- Raven Dauda
- Wayne Fairhead
- Patty Jarvis
- Michelle Ramsay
- Noah Spitzer
- Jennifer Villaverde

Musical Theatre/Opera/Touring

Jury Chair: Dave Carley

- Michael Barrs
- Sherri Helwig
- Iris Nemani
- Katherine Semcesen
- Wayne Strongman
- Tahirih Vejdani
- Kevin Wong

Independent Theatre Production

Jury Chair: Joan Burrows

- Caroline Azar
- Rachel Blair
- Tom Arthur Davis
- Camila Diaz-Varela
- Jeff Ho
- Melanie McNeill
- Luke Reece
- Alison Wong
- Beth Wong

General Theatre

Jury Chair: Lascelle WIngate

- Elizabeth Asselstine
- Adam Bailey
- Andrew Bunker
- Jackie Chau
- Beverley Cooper
- Jonathan Heppner
- Banuta Rubess
- Tania Senewirante
- Ken James Stewart
- Geim Wong

Dance Division

Jury Chair: Pat Fraser

- Carol Anderson
- Camille Dziewurski
- Aria Evans
- Fanny Ghorayeb
- Ming-Bo Lam
- Jeremy Loughton
- Robyn MacDonald
- Anjelica Scannura
- Kaitlin Standeven

It was a delight working with the 2016-2017 Dora jurors and jury Chairs, and I would like to thank each and every one of them for their immense dedication.

Jurors for the Dora Mavor Moore Awards

are experienced and respected members on Toronto's professional performing arts community. Jurors are nominated by two (2) TAPA member companies of by members of the Dora Jury Selection Committee.

For additional details on the Dora Awards, please consult the Handbook, available in the Dora Awards section of the TAPA website (www.tapa.ca/doras).

2017 Dora Mavor Moore Awards

The Press Conference to announce the nominees for the **38th Annual Dora Mavor Moore Awards** was sponsored by Sony Centre for the Performing Arts. The Dora nominations were announced by power-couple **Nina Lee Aquino** and **Richard Lee** in the lobby of the Sony Centre.

There were three ancillary awards that were presented at the Dora Press Conference this year. The **Pauline McGibbon Award** administered by the Ontario Arts Council which was awarded to **Joanna Yu**. The **Leonard McHardy & John Harvey Award for Outstanding Leadership in Administration** went to **Mitchell Marcus**.

And the recipient of this year's **George Luscombe Award** was **Marjorie Chan**.

The *38th Annual Dora Mavor Moore Awards* were held on June 26th, 2017 at the Elgin Theatre of the Elgin and Winter Garden Centre, a first for the Elgin Theatre in the history of the Dora's.

The Pre-Show VIP reception in honour of the evening's sponsors was held in the Cascading Lobbies of the EWGTC.

The awards were hosted by acclaimed actor and musician **Raoul Bhaneja**. Award-winning theatre director, actor, writer **Ed Roy** took the helm as director for the fifth consecutive year with the prolific **Diane Flacks** provided the writing for the evening. Lighting and Production design was by **Andrea Lundy**, who returned for her sixteenth consecutive year.

The Producer of the 2017 Dora Awards was the incomparable **Jacoba Knaapen**, TAPA's Executive Director. The After-Party held in the Cascading Lobbies of the EWGTC was a multi-layered delight.

This year, revered arts manager **Jane Marsland** was presented with the prestigious Silver Ticket Award.

Of particular note this year, **The Audience Choice Award for Outstanding Production** co-sponsored by NOW Magazine and Yonge-Dundas Square was renamed "**The Jon Kaplan Audience Choice Award**" after the beloved theatre writer. This year's recipient was **Come From Away**.

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.

2016/17 hipTIX Season

TAPA's hipTIX outreach for 2016/17 focused on post-secondary schools with 34 classrooms visited between September and June. Boosting the program's profile within the TDSB and TCDSB.

Sales for 2016/17 were comparably on track overall with a modest increase from 2014/15 sales, the 2015/16 season anomalously high. With an ambitious target of 2213 ticket sales for the season, we came in at 92% of that target. Tickets sales peaked in November with 350 hipTIX sold (includes hipTIXplus). Ticket allotments from member companies dropped dramatically from 2015/16, down by more than 700 potential tickets. The most likely cause of this drop is the removal of ticket allotments as a requirement for Dora Award registration.

- hipTIX sales **TARGET** 2016/17: **2,213** tickets
- hipTIX sales **ACTUAL** 2016/17: **2,027** tickets (92% of target)

hipTIXplus

Building on the success of the hipTIX \$5 student discount ticket program, TAPA expanded the scope of available ticket inventory to include larger-scale venues and productions by introducing **hipTIXplus**.

In this pilot year of hipTIXplus, TAPA partnered with Mirvish Productions to offer \$25 students tickets to select shows in the Mirvish calendar. The first two productions available were *FIGHT NIGHT*, at the Panasonic Theatre and *Cuisine & Confessions* at the Princess of Wales Theatre, with seating assigned by the box office on arrival based on best available. hipTIXplus shows were, and continue to be featured alongside existing hipTIX inventory on the TONight app, whatsontonight.ca and www.hiptix.ca websites.

Newsletter

The bi-weekly hipTIX listings e-newsletter grew to over **3,000** subscribers by the end of the 2016/17 season. Open rates

dipped slightly with an average of 20% per newsletter.

Social Media

hipTIX continued to actively participate in social media via **Facebook**, **Twitter** and **Instagram**. 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.

- **684** Likes on Facebook hipTIX Page as of August 31, 2017
- **817** Followers on Twitter hipTIX Page as of August 31, 2017
- **262** Followers on Instagram hipTIX Page as of August 31, 2017

hipTIX Sales

Updated totals as of August 31, 2017.

13,426 hipTIX tickets purchased (from inception to August 31, 2017)

- 2016/17 Season – **2027** tickets
- 2015/16 Season – 2639 tickets
- 2014/15 Season – 1890 tickets
- 2013/14 Season – 1823 tickets
- 2012/13 Season – 1089 tickets
- 2011/12 Season – 719 tickets

2016/17 citySPECIAL Season
Updates as of August 31, 2017.

19,692 citySPECIAL tickets allotted
(from inception to August 31, 2017)

- 2016/17 Season – **1513** tickets
- 2015/16 Season – 1902 tickets
- 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)

6,796 citySPECIAL tickets redeemed
(from inception to August 31, 2017)

- 2016/17 Season – **573** tickets

- 2015/16 Season – 504 tickets
- 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)



hipTIX Testimonial

“I just wanted to take a moment to thank the entire hipTIX team for their hard work, and dedication to allowing young people to access live theatre at an affordable price. As a student, certain luxuries like live entertainment) become financially difficult. Thanks to hipTIX, I can now see a show for LESS than a movie ticket. Now with the addition of hipTIXplus, I can now also see a slew of amazing Mirvish shows at the lowest price possible. I thank you all again for your continued and tireless effort, and I hope hipTIX stays alive forever!”

-Shan Fernando

hipTIX School Sit Visit from 2016/2017 at Kipling Collegiate Institute



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