



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 17/18

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

Régine Cadet

TAPA Board President

I can say that for my first year as President of the TAPA Board of Directors, it was a busy and very productive one. It was a year during which we were able to achieve great and meaningful things.

The first major accomplishment I want to mention is the adoption of the new Gender-Neutral policy that is now effective for the current 2018-2019 season and will impact the *40th Anniversary Dora Mavor Moore Awards*. These critical changes to the Dora Awards enabled TAPA to be responsive to the changing cultural environment or our times and to the evolving needs of the TAPA membership. This decision came about after the extensive consultation process of the Dora Review Working Group that revealed that gender binary was an area of great concern as it prevented access to recognition for performers identifying as non-binary or gender non-conforming individuals.

I want to thank the Dora Review Working Group for their leadership and for undertaking this huge task that included five

Divisional Town Halls, as well as numerous community convening and consultations that gave an opportunity for members on the performing arts community to discuss potential changes to the awards. I also want to thank all those who spearheaded, gave their support, provided insights and facilitated dialogue. Thank you also to all the trans, 2 spirit, and non-binary people who have contributed this past year to the Dora Review Working Group and helped to make this historic change happen.

It is also very heartening to see that other award shows in other cities have picked up and have announced similar policy changes that are gender neutral - in San Francisco, Chicago and most recently also in Philadelphia.

To support this policy and facilitate the change, TAPA provided Anti-Bias training to its staff, board member as well as all of the incoming 65 Dora jurors for the 2018-19 season to increase awareness and understanding of gender issues.

TAPA will closely monitor the impact of

this policy in the upcoming years and will remain open and responsive to the needs of our membership and our society.

In keeping with the goals of the TAPA strategic plan we have also been very active on the advocacy front.

TAPA created a short survey that was sent to TAPA members this past spring in response to concerns that has been raised around changes to the Canada Council's funding model, as well as the most recent competition results, with particular emphasis on fairness and the equitable treatment of Toronto companies in comparison to our sister cultural capital, Montreal. The results of the TAPA survey revealed that half of those surveyed with operating budgets of \$500,000 or more were flat-lined, while 10% of the same cohort received increases ranging from 10% to 30%. Another 10% of the sample received increases of 50% or more. 5% of the sample was awarded operating funding for the first time.

Using the survey results as a tool, the TAPA Advocacy Committee and the Board of Di-

rectors wrote a letter to Simon Brault CEO and Director at the Canada Council, strategically focussing our message on the disparity between Toronto and Montreal. We specifically asked that Toronto be on par with Montreal at a minimum (\$11 currently). We also advocated for equity in relation to demographics and applying multiple diversity lenses (age, gender, Indigenous language, racialized/POC, ability, LGBTQ2S+, etc.) to achieve more equitable outcomes.

Our letter resulted in a brief face to face meeting between TAPA and the Canada Council on September 27 at the Betty Oliphant Theatre. In both situations we were met with the same unequivocal message, that “the money is available; Toronto artists need to just come and get it.” We are glad that they are now offering info sessions in different Toronto areas about their programs and we whole heartedly support this initiative.

Other concerns were brought forward at the town hall; particularly around the peer assessment process and we intend to support all actions arising from the community and our membership to address these concerns in a constructive way and in our continuing dialogue with Canada Council.

TAPA was invited to attend the National Arts Services Organizations Annual Meeting in December 2017 in Ottawa. The

theme for the gathering was Emerging Trends in Canadian Arts: Addressing the Challenges of Demographic Shifts, Digital Technology and Funding Changes. TAPA also joined the Canadian Arts Coalition and participated at ARTS DAY ON THE HILL this past fall on October 2nd. Our Executive Director Jacoba Knaapen was part of an arts team that had meetings with MP Adam Vaughan, Spadina-Fort York, MP John Brassard, Barrie-Innisfil and Minister of Tourism, Official Languages and Le Francophonie Hon. Melanie Joly.

Our local advocacy efforts continued also with the 8th Annual Arts Day at the City in November 2017 and TAPA once again led the “Friends of the Arts Network” in with our ongoing municipal advocacy in Toronto. A record number of meetings were held with Toronto city councillors with the ask to continue their support for cultural arts funding in Toronto to reach \$25 per capita, with a goal to the future of \$50 per capita. Lastly, TAPA Executive Director Jacoba Knaapen led ARTSVOTE Toronto in this municipal election year, and served her final year in capacity as volunteer co-Chair for ArtsVote. Under her leadership ArtsVote produced the MAYORAL ARTS DEBATE in the fall at TIFF and the summer was busy time in preparation for the debate as well as the ARTSVOTE survey to help determine

grading for the ARTSVOTE Report Card.

Once again last June we had a memorable evening for the *39th Annual Dora Mavor Moore Awards* at the Elgin and Winter Garden Theatre Centre, this time hosted by Astrid Van Wieren; Our sincere thanks to the PAIS Board and to the Dora team for organizing a remarkable event.

I want to express a huge thank you to Executive Director, Jacoba Knaapen, for her tireless work and her dedication to the Toronto arts community. Thank you also to her committed TAPA team - Alexis Da Silva-Powell and Scott Dermody. It is a pleasure to work with TAPA’s excellent staff.

I will conclude by thanking my fellow ATPA board of directors. They are all exceptional arts professionals that dedicate a great amount of time and work to this organization. Your knowledge and counsel are invaluable and I’m very grateful to be working with all of you.

I am looking forward to another fruitful year, working on behalf of our membership and the entire Toronto arts community.

Sincerely,

Régine Cadet

President

Executive Director

Jacoba Knaapen
Executive Director

This past 2017-18 season was a year of unprecedented change at TAPA as you will read the highlights detailed in this Annual Report. I am grateful to the hard working and remarkably industrious TAPA team. As you all know too well, we are frequently working with limited financial resources, as well as limited human resources, and I marvel at the great team and bench strength of knowledge that TAPA has built over the past decade. This year marks my 15th year as the Executive Director at TAPA and so much has changed. When I started many of you will recall the organization was called the Toronto Theatre Alliance, and our impact and functionality as an ASO was in question, and in fact, we were on the verge of ceasing operations and closing down. To say that this was tumultuous period in the history of TAPA is an understatement. With the guidance of mentors Jenny Ginder and Jane Marsland, I was able to not only rename, but also to rebuild and revision TAPA into the successful ASO that you all know today. Many others were key in helping me to shift the order of op-

erations here at TAPA and I am deeply grateful to all current and past Board members, and to all TAPA members who have supported our work by engaging and trusting in helping to explode the paradigm, that resulted in many successful changes.

Advocacy

Notably TAPA Advocacy work and our role in the FRIENDS OF THE ARTS NETWORK has been most impactful in terms of increasing funding support from the city of Toronto. In addition to the national advocacy that was reported by Amy and Hamal earlier today, TAPA continues to be deeply committed to municipal advocacy and our ongoing focus as a municipal leader in helping to sustain arts funding in Toronto. As you all know there was a recent municipal election with a newly restructured Arts Council at city hall with a reduction from 44 to 25 wards. This means that we will be casting fewer arts teams for the upcoming 9th Annual Arts Day at the City. Our focus at the upcoming Arts Day at the City in February 2019 will be in support of the recent ARTSVOTE advocacy for Arts & Culture Champions,

Inclusion and Equity, and Growth & Livability. We will continue to work at raising our per-capita funding to be on par with Montreal, which we understand anecdotally to be at \$74 per capita, and we are just now at \$25 per capita after 14 long years of advocacy. The good news is that according to the ArtsVote Report card, the new council is composed of an A grade mayor, 52% A grade councillors - champions, 8% B grade -supporters and 12% who did not complete the ArtsVote survey. I am optimistic with the support of Mayor Tory and Budget Chief Councillor Gary Crawford we will be able to work with the progressive council to commit to instating annual increases of a minimum of \$2 million per year to help us account for population growth, inflation and ensure that the momentum and growth of our sector is maintained.

- TAPA has been participating in research and focus groups with CHRC and the Respectful Workplace training and resources that are being provided for the Performing, Visual and Literary Arts Sectors. CHRC is developing a bilingual website that will include branding, tools, and

resources pages and other outside resources. This work comes from a collective desire and recognition of the need for change, immediate, substantial, long-term and engaging.

New Funding Opportunity

TAPA was pleased to secure new funding with the Greater Toronto Airport Authority (GTAA) which enabled us to expand our outreach for both the citySPECIAL and hipTIX programs. I am glad to report that our numbers have increased significantly and last year we reached 3556 students with direct sales, an increase of 1500 from the previous year. To date hipTIX has reached just over 17,000 youth! Please refer to Scott Dermody's report.

Dora Mavor Moore Awards Review

At the 2017 AGM, TAPA announced that the Dora Awards were undergoing a review process, adhering to TAPA's commitment to conducting a formal review every five (5) years. The Dora Awards Review Working Group overarching premise was to maintain the sustainability, integrity, relevance and prestige of the Dora Mavor Moore Awards. In response to the evolving TAPA membership and in response to changing artistic

practices, we created significant changes as a result of the Dora Awards Review which resulted in the introduction of the first non-binary awards in professional theatre, dance and opera in this country. This new structure will be celebrated at the upcoming 40th Anniversary Dora Mavor Moore Awards in June 2019. My sincere thanks to:

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 Relations - 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 process will continue this year with an evaluation of the Design Categories across all six award Division. The new Dora Review Working Group will consider recommended solutions toward reducing the total number of awards while taking into account limitations and changes.

- The Dora Statue: TAPA is engaging a group of TAPA member volunteers who will be meeting to review the Dora statuette. Based on the feed

back that we received at the Dora Town Halls last season, we heard the TAPA membership loud and clear: the Dora statue is outdated and does not reflect the range of art forms being presented on our stages. We are going to be working on tight timeline and aiming to unveil the Dora Statuette at the upcoming 40th Anniversary this June.

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 17/18

At the end of the 17/18 season TAPA had a Membership of:

- Professional Members: 111
- Provincial Members: 2
- Non-producing Members: 5
- Community Theatre Members: 6
- Associate Members: 20
- Individual Members: 3
- Total: 147

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 Second Year of the TONight App

The TONight app and companion website whatsontonight.ca were officially

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 7,494 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.

TRIP 2017 Report:

- Received a total of 14 applications over two deadlines from TAPA Member companies.
- Allocated \$5,000.00 in flights
- Helped TAPA Member companies

travel as far afield as Spain and as close as Newfoundland.

TAPA Trade Series

For the 2017-2018 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!

2017/2018 TRIP Recipients				
Deadline	Company	Recipient	International Component	Retreat Component
February 2018	Dance Umbrella of Ontario	Robert Sauvey	\$800/USA/Conference	
	Kaeja d'Dance	Karen Kaeja	\$500/Newfoundland/Retreat	
	Volcano Theatre	Phloeun Prim	\$1,000/To Toronto/Workshop	
May 2018	Shadowland	Brad Harley	\$500/Vancouver/Conference	
	Citadel and Compagnie	Laurence Lemieux	\$500/Cuba/Performance	
	Roseneath Theatre	Courtney Pyke	\$600/New York City/Professional Development	
	Aluna Theatre	Beatriz Pizano	\$500/Spain/Conference	
	Fringe Toronto	Lucy Eveleigh	\$500/Scotland/Conference	
	Tapestry Opera	Jaime Martino	\$850/Newfoundland/Workshop	
	Fringe Toronto	Fringe Toronto Team		Fall Retreat

Dora Mavor Moore Awards

Scott Dermody

Dora Coordinator

2017/18 Dora Season

During the 2016/17 Dora Season, **193** productions were eligible in 48 categories.

- The jurors in the General Theatre Division judged **57** productions
- The jurors in the Musical Theatre/Opera Divisions judged **32** productions
- The jurors in the Independent Theatre Division judged **50** productions
- The jurors in the Dance Division judged **33** productions
- The jurors in the TYA Division judged **21** productions

Of the **160** productions in the Theatre, Musical and Opera Divisions, **72** were eligible for Outstanding New Play/Musical/Opera awards. **41** Dance pieces were eligible for Outstanding Original Choreography.

Total number of producing companies that registered their productions: **106**

The jurors for the 2017/18 Dora Season were:

Theatre for Young Audiences

Jury Chair: Sandy Tulloch

- David S. Craig
- Madeleine Donohue
- Colin Doyle
- Molly Gardner
- Shruti Kothari
- Jacob MacInnis
- Anita Majumdar
- Isorine Marc
- Zorana Sadiq

Musical Theatre/Opera/Touring

Jury Chair: Greg Peterson

- Diana Belshaw
- Beau Dixon
- Shawna Green
- Michael Mori
- Matt Murray
- Sabryn Rock
- Mark Selby
- Siobhan Sleath

Independent Theatre Production

Jury Chair: Joan Burrows

- Chelsea Dab Hilke
- Joanna Falck
- Aaron Jan
- Marcie Januska
- Sebastian Marziali
- Michael Orlando

- Kelly Read
- Andrea Scott
- Genevieve Trottier
- Jessica Zededa

General Theatre

Jury Chair: Dave Carley

- Lisa Amerongen
- Rebecca Burton
- Ron Cameron-Lewis
- Frank Cox-O'Connell
- Sunny Drake
- Deborah Drakeford
- Rachel Forbes
- Veronika Hurnik
- Raha Javanfar
- Isaac Thomas

Dance Division

Jury Chair: Pat Fraser

- Arsenio Andrade
- Nancy Cardwell
- Sharon DiGenova
- Alison Keery
- Esie Mensah
- Newton Moraes
- Atri Nundy
- Charles Smith
- Samara Thompson

The 2017-2018 Dora Jurors and Jury

Chairs were a remarkable group of individuals, and TAPA would like to thank each and everyone 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 or by members of the Dora Jury Selection Committee.

The Dora Jury Selection Committee casts a range of professional artists that include performers, designer, directors, producers and arts educators to serve on the 5 juries. In order to be considered, candidates for the Dora Juries must agree to:

- Have their name submitted to the Jury Selection Committee for consideration
- Have their name submitted to the TAPA Board of Directors for consideration
- Aim to attend 100% of productions registered in their Division
- Attend all 3-4 jury meetings throughout the year
- Adhere to all Dora policies regarding confidentiality, conflict of interest and voting
- Maintain regular communication with their Jury Chair regarding attendance
- Keep diligent notes on all eligible productions attended

Dora Jurors receive:

- 2 tickets to every eligible production that is registered in their Division
- 2 VIP tickets to the Dora Mavor Moore Awards at the end of the year

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).

2018 Dora Mavor Moore Awards

The Press Conference to announce the nominees for the **39th Annual Dora Mavor Moore Awards** was sponsored by Sony Centre for the Performing Arts. The Dora nominations were announced by **Heather Marie Annis** and **Amy Lee** in the lobby of the Sony Centre.

There was one ancillary award presented at the Dora Press Conference this year. The **Leonard McHardy & John Harvey Award for Arts Administrators** went to **Sue Balint**.

The *39th Annual Dora Mavor Moore Awards* were held on June 25th, 2018 at the Winter Garden Theatre of the Elgin and Winter Garden Centre.

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 *Come From Away* star **Astrid Van Wieren**. Award-winning theatre director, actor, writer **Ed Roy** took the helm

as director for the sixth 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 seventeenth consecutive year.

The Producer of the 2018 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.

The Pauline McGibbon Award, administered by the Ontario Arts Council, was awarded to **Sarah Conn**.

This year, revered performer **David Fox** was presented with the prestigious **Silver Ticket Award**.

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

The John Kaplan Audience Choice Award for Outstanding Production co-sponsored by NOW Magazine and Yonge-Dundas Square was presented to **Jerusalem**.

The TAPA team has already begun working on the 2019 ceremony, which will be the historic *40th Anniversary Dora Mavor Moore Awards*.

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.

In addition, we welcomed a new sponsor of the TAPA outreach programs during 2018: **The Greater Toronto Airport Authority (GTAA)** supported the geographic expansion of our outreach work in neighbourhoods surrounding Pearson International Airport. hipTIX school visits and city SPECIAL social service agencies now include parts of Etobicoke, Mississauga and Brampton.

2017/18 hipTIX Season

"I love hipTIX! The program allows me to see a great deal of wonderful theatre, which would not be possible if I had to purchase all of the tickets at full price. As a theatre studies student, I have been able to use some of the shows I see via hipTIX to write performance analyses."

-Rachel Kuipery

Schools

TAPA's hipTIX outreach for 2017/18 focused on secondary schools with **40** classrooms visited between September and June, boosting the program's profile within the TDSB and TCDSB. In addition, the hipTIX program has become an official educational partner of the TDSB, confirming a new **Theatre Careers** workshop for 2018/19 to supplement our existing in-class content.

hipTIXplus

In the second year of hipTIXplus, offering \$25 tickets to larger scale productions, TAPA continued the partnership with **Mirvish Productions** and expanded the program to include **Soulpepper Theatre Company**. The first two productions available through Soulpepper were **Idomeneus** and **Animal Farm**, 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 hiptix.ca website.

Newsletter

The bi-weekly hipTIX listings e-newsletter grew to over **3500** subscribers by the end of the 2017/18 season. Open rates dipped slightly with an average of **19%** per newsletter.

- **3587** subscribers to hipTIX e-newsletter as of August 31, 2018
- **19%** average open rate (10-15% is industry average for similar youth newsletters)
-

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**

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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