



Photo by Cylvia Low Federmann, The cast of *We Will Rock You* (Mirvish Productions)

The Dora Mavor Moore Awards, presented by TAPA, honour and celebrate the creators of over 200 theatre, dance and opera productions annually in five major categories:

- General Theatre
- Independent Theatre
- Theatre for Young Audiences
- Dance
- Opera

Since the inception of the Dora Mavor Moore Awards 28 years ago, there have been a total of 669 recipients who have been recognized for their outstanding contribution to theatre, dance and opera in the City of Toronto.

Spanning theatre, dance and opera from lavish musical spectaculars to indie theatre productions, Toronto companies are recognized and acclaimed internationally for their innovation and excellence, and have contributed to the excitement and vitality of the City of Toronto.

## TORONTO ALLIANCE FOR THE PERFORMING ARTS

Launched in 1980, the Toronto Alliance for the Performing Arts is a professional arts service organization dedicated to advancing the arts in the City of Toronto by promoting and advocating on behalf of local theatre, dance and opera companies and providing services to enhance the artistic, technical and administrative development of its membership. TAPA also supports a large number of allied members consisting of industry suppliers, managers, publicists, ticket agencies, educational institutions, training studios, talent and casting agents, and other businesses that contribute to the performing arts in the GTA.

Programs and services provided by TAPA include:

- **T.O.TIX** - Toronto's One-Stop Ticket Shop at Yonge-Dundas Square and online at [www.totix.ca](http://www.totix.ca)
- **Go Live Toronto** - an arts marketing campaign created to increase the awareness and profile of theatre, dance and opera in the City of Toronto. The campaign is comprised of various components:
  - *goliveto.ca*: an online guide to the theatre, dance and opera performances in Toronto
  - *The Theatre Guide*: a complete comprehensive theatre, dance and opera listing, including a Toronto theatre map
  - *hipTIX*: a dynamic program which sells \$5 tickets to high school and post-secondary students
  - *5 Star Experience*: affordable theatre packages combining innovative live theatre, dance and opera and delectable dining
  - *citySPECIAL*: a program offering free tickets to at-risk youth and communities across the GTA
- **Dora Mavor Moore Awards** - an annual award show celebrating the theatre, dance and opera community

The TAPA Stats brochure is a statistical snapshot based on an industry wide survey that was sent to TAPA members. The TAPA Stats survey was administered and analyzed by The Strategic Counsel, all stats in this brochure reflect the 2005/06 theatre season. Analysis and estimates are from The Strategic Counsel as of March 2007, unless otherwise noted. The TAPA Stats Report covers three disciplines of the performing arts: theatre, dance and opera. Eighty-six TAPA companies completed the survey that are comprised of professional not-for-profit and commercial companies, and it is focused exclusively within the City of Toronto.

The TAPA Stats Report and brochure has been made possible through the generous financial support of The John McKellar Foundation, the City of Toronto, Toronto Culture and the Ministry of Culture.

The TAPA Stats Committee: Linda Barnett, Chair (Linda Barnett Consulting Services), Derek Brasier (The Strategic Counsel), Heather Clark (The Corporation of Massey Hall and Roy Thomson Hall), Margot Charlton (Toronto Arts Council), Michael Choo (Ontario Arts Council), Jacoba Knaapen (Toronto Alliance for the Performing Arts), Michael Sullivan (The Strategic Counsel), Lillie Zendei (City of Toronto, Toronto Culture), Sybil Choles and Kate McConnell (Humber Arts Admin-Cultural Management Program).

Cover photo by David Cooper, Peter Anderson in *The Overcoat* (The Canadian Stage Company)

Design by BFdesign.

 Ontario
  Toronto
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 the voice of THEATRE, DANCE and OPERA in toronto  
 Toronto Alliance for the Performing Arts

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## SHOW BUSINESS IS BIG BUSINESS



A snapshot of Toronto's live performing arts industry

Compiled by the Toronto Alliance for the Performing Arts

## 2.5 MILLION TICKETS WERE SOLD TO THEATRE, DANCE AND OPERA PERFORMANCES IN TORONTO

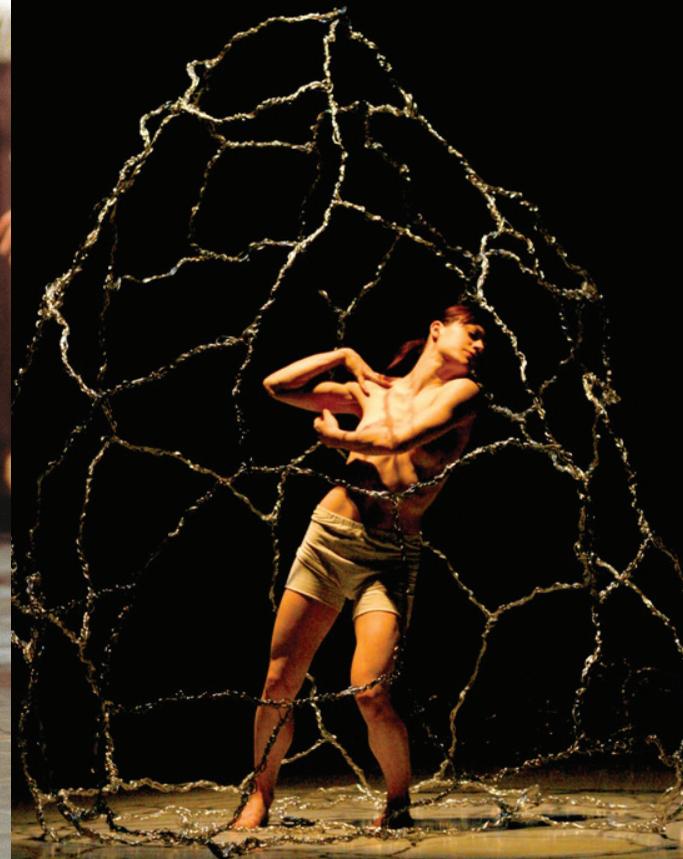


Photo by David Hou, Valerie Calam in *Sly Verb* (Toronto Dance Theatre)

## LET'S GO

Toronto's performing arts industry brings recognition and distinction to the city as an international centre for culture and the arts.

The performing arts offer leisure activities not only for the enjoyment of local residents, but also for domestic and international tourists.

According to Statistics Canada in 2004, 15% of all overnight visitors to Toronto participated in cultural performance activities.

This is supported in the 2007 City of Toronto *Premier Ranked Tourism Destination Project* report. It identifies Culture and Heritage (performing arts, festival and events, art galleries, museums and historic sites) as a CORE Attractor for visitors to the City of Toronto.



Photo by Michael Cooper, Allyson McHardy, Laura Whalen and Krisztina Szabó in *Götterdämmerung* (Canadian Opera Company)

## JUST THE TICKET

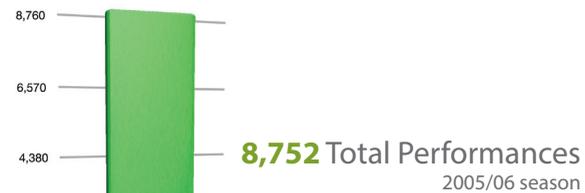
During the 2005/06 season over 2.5 million single and subscription tickets were sold by TAPA members surveyed to performing arts events in Toronto.



## THE PLAY'S THE THING

TAPA members surveyed produce a vast selection of live performances in the city of Toronto including theatre (70%), dance (14%) and opera (3%).

In 2005/06, TAPA members surveyed were responsible for 168 performances on average per week.



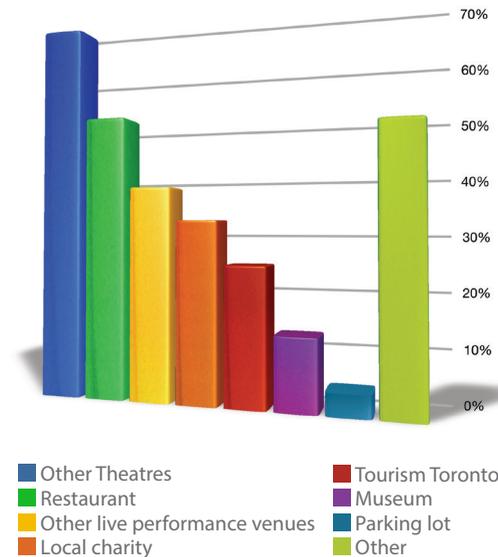
## MONEY MATTERS

Torontonians spent over \$169 million on tickets at participating TAPA member companies during the 2005/06 season.



## PARTNERSHIPS & CROSS-PROMOTIONS

TAPA members are part of a wider network of organizations and businesses benefiting from the performing arts industry through partnerships and cross-promotion. Almost two thirds of TAPA members surveyed participate in this network, each with an average number of 14 partnerships.



## MAKING IT WORK

- TAPA companies surveyed employ over 7,700 artistic and non-artistic employees. Of these, more than 20% are employed full-time
- Toronto is home to 2,740 actors \*
- Toronto employs 13,015 artsworkers \*

## AT A GLANCE

- 128 members of TAPA produced a total of 197 productions
- 55 of these productions were new Canadian plays or musicals
- 2,808 high school groups attended a performance in Toronto
- TAPA has distributed 260,000 copies of the Theatre Guide
- Over 80% of TAPA members surveyed advertise in newspapers, and over 70% use web media
- The T.O.TIX Booth, Toronto's One-Stop Ticket Shop, sold 20,316 tickets in the 2005/06 season
- T.O.TIX returned \$485,143 in net revenue to TAPA member companies who sold their tickets at the T.O.TIX Booth

\* Source: Artists by region in Ontario: Based on the 2001 Census. A report prepared by Hill Strategies Research for the Ontario Arts Council, 2006



Photo by Guy Bertrand Photography Inc., Dale Yim, Richard Lee, David Yee, Insurp Choi, Derek Kwan in *Banana Boys* (fu-GEN Asian-Canadian Theatre Company)