



Photo by John Oswald from *Radiant*, choreographed by Holly Small  
a part of evenscience: made in canada/fait au canada presented by priness productions

## TOURISM AT A GLANCE ...

The performing arts offered TAPA members are clearly a draw for audiences living outside the city of Toronto. This is evident because TAPA members report that on average, 22% of their audience members are from outside the city of Toronto. This is consistent with findings from 2005/06.

According to Statistics Canada in 2007, 11.6% of all overnight visitors to Toronto attended a performance such as a play or dance performance.

In addition according to Statistics Canada in 2007, 28.8% percent of visitors to Toronto attended 'cultural activities' including plays, festivals, concerts and museums/galleries.

## TORONTO ALLIANCE FOR THE PERFORMING ARTS

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

- Brings together the disciplines of theatre, dance, and opera to celebrate and strengthen the performing arts as a whole in Toronto;
- Promotes and advocates on behalf of a large and diverse membership base 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.

TAPA also supports a network of associate members and partners consisting of industry suppliers, managers, publicists, ticket agencies, educational institutions, training studios, talent and casting agents, and works with other related businesses through partnerships with various BIA's and Toronto attractions and other national and provincial arts service organizations.

Programs and services provided by TAPA include the **T.O. TIX Booth—Toronto's One-Stop Ticket Shop** at Yonge-Dundas Square and online at [www.totix.ca](http://www.totix.ca); the **Dora Mavor Moore Awards**; **5 STAR EXPERIENCE Theatre & Dining Packages**, Toronto's official **Theatre Guide**, featuring comprehensive listings for theatre, dance and opera performances & theatre map; **hiPTIX**, offering \$5 tickets to students between the ages of 15 and 29, the **citySPECIAL** offering tickets to at-risk communities and at-risk youth, and the **Commercial Theatre Development Fund**. For more information visit [www.tapa.ca](http://www.tapa.ca) and [www.totix.ca](http://www.totix.ca).

This TAPA Stats Brochure is a statistical snapshot highlighting data gathered in an industry wide survey for the TAPA Stats Report Phase Two. The data collected from the TAPA membership was from the 2006/07 and 2007/08 performing arts seasons. Results are based on an online survey of TAPA members conducted between January 29 and May 4 2009. The survey was sent to 153 member organizations via an online distribution mechanism. Of the 118 member organizations able to complete the survey, 92 did so. As such, the response rate is 78%. The TAPA Stats Survey was administered and analyzed by The Strategic Counsel. Analysis and estimates are from The Strategic Counsel. The TAPA Stats Report Phase Two covers three disciplines of the performing arts; theatre, dance and opera. The TAPA companies that completed the survey include professional not-for-profit and commercial companies; and is focussed exclusively within the City of Toronto.

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

The TAPA Stats Committee: Linda Barnett, Chair (Linda Barnett Consulting Services), Margo Charlton (Toronto Arts Council), Michael Choo (Ontario Arts Council), Ira Glasner (The Strategic Counsel), Jacoba Knaapen (TAPA), Michael Sullivan (The Strategic Counsel), Lilie Zendel (City of Toronto, Cultural Services) and Jossee Rekers.

Cover photo: Artists of The National Ballet of Canada in *Emergence*.  
Photo by Cylla von Tiedemann | design by BFdesign.ca



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## SHOW BUSINESS IS BIG BUSINESS



A snapshot of Toronto's live performing arts industry

Phase Two  
Sept 2009

Compiled by the  
Toronto Alliance for the Performing Arts

2.4 MILLION  
TICKETS WERE  
SOLD TO  
THEATRE, DANCE  
AND OPERA IN  
2007/08

Full Company - Toronto Production of *Jersey Boys* produced by Dancap Productions Inc., Dodger Theatricals, Joseph J. Grano, Tamara and Kevin Kinsella, Pelican Group, Latitude Link and Rick Steiner  
Photo by Joan Marcus

## GROWING AUDIENCES

Students are an important audience for Toronto producers. In 2007/08, nearly 100,000 students attended in-school and theatre performances. It is notable that the majority of these performances took place in Toronto's 13 priority at-risk neighbourhoods.

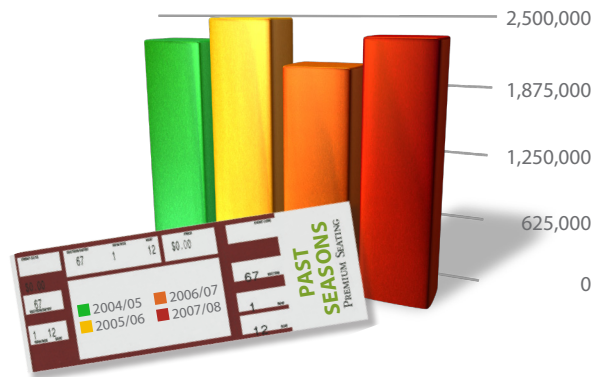
TAPA members are actively reaching out to high schools and providing cultural experiences to young people. Nearly half (45%) of TAPA members surveyed have designated high school matinee performances, and in fact the number of high school groups attending performances has doubled between 2004/05 and 2007/08 from 2469 groups to 5039 highschool groups who attended a performance in Toronto.



Naoko Murakoshi in *The Four Horsemen Project* produced by Volcano  
Photo by John Lauener

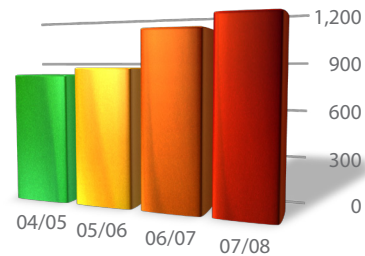
## OVER 2.4 MILLION TICKETS SOLD

In the 2007/08 season over 2.4 million single and subscription tickets were sold by TAPA members surveyed to performing arts events in Toronto.



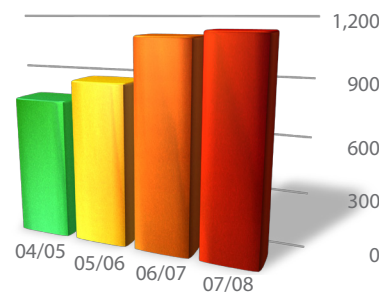
## OVER 11,000 IN-THEATRE PERFORMANCES

TAPA members surveyed report a sustained and substantial increase in the number of performances presented since 2004/05. The total number of performances reported for 2007/08 season is 11,916.



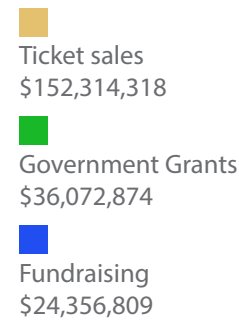
## OVER 1,000 PRODUCTIONS

The total number of theatre productions increased from 1,111 to 1,140 productions between 2006/07 and 2007/08. This represents healthy growth from 2004/05 when there were 762 productions and 2005/06 when there were 875 productions.



## OVER \$152 MILLION SPENT ON TICKETS

Torontonians spent over 152 million on tickets at participating TAPA member companies during the 2007/08 season and TAPA member sponsorships increased to over \$10.25 million in 2007/08.



## OVER 6,000 EMPLOYED

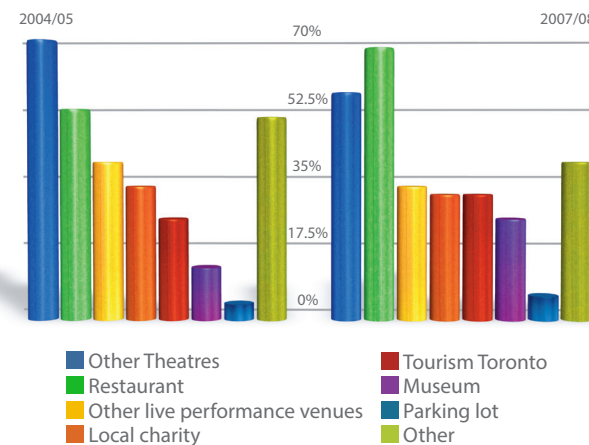
TAPA members surveyed employ over 6,000 artistic and non-artistic employees. Of these, more than 30% are employed full time.

Toronto is home to 2,390 professional artists in the live performance field.\*

\*Source: Canadian Actors' Equity Association

## PARTNERSHIPS & CROSS-PROMOTIONS

TAPA members participate in a wide network of organizations and businesses that contribute to general economic wealth. More than half (57%) participate in cross-promotions with local businesses, with an average number of 10 partnerships.



## TORONTO THEATRE BY THE NUMBERS

- Of the 1,140 productions in 2007/08, 218 were Dora Mavor Moore Award eligible. Of these, 65 were new Canadian plays or musicals.
- In 2008/09 the Dora Mavor Moore Awards celebrated its 30<sup>th</sup> Anniversary, marking three decades of recognizing outstanding theatre, dance and opera in the City of Toronto. Since the inception of the Doras 30 years ago, there have been 774 recipients who have been recognized for their outstanding contribution.
- For many TAPA members, touring is an important part of their activity/season. In 2007/08 27% toured. TAPA members produced a total of 54 tours, visiting 474 venues while on tour.
- The T.O.TIX Booth sold 28,235 tickets in the 2007/08 season.
- TAPA returned \$608,383 in net revenue to TAPA member companies who sold their tickets at the T.O.TIX Booth.
- 78% of TAPA members surveyed report that they are optimistic about the future — in fact, 38% say that they are very positive.



Vasil Garvanliev, Kresimir Spicer, and Artists of Atelier Ballet in W.A. Mozart's *Idomeneo* produced by Opera Atelier | Photo by Bruce Zinger