

## Tourism at a Glance ...

The performing arts presented by TAPA members are clearly a draw for audiences living outside the city of Toronto. This is evident because TAPA members report that on average, 27% of their audience members are from outside the City of Toronto. This is a slight increase from 2005/06.

According to Statistics Canada data available at time of printing, 11.6 of all overnight visitors to Toronto attended a performance such as theatre or dance.

In addition, 28.8% of visitors to Toronto attended 'cultural activities' including plays, festivals, concerts and museums/galleries.



Scene from the COC's production of *The Nightingale and Other Short Fables*, 2009. Photo by Michael Cooper.

## About TAPA

Launched in 1980, the Toronto Alliance for the Performing Arts (TAPA) is an arts service organization that represents 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:

- 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 marketing opportunities and professional development services to its membership.

TAPA believes that a city is enriched by participation in culture and supports a wide network of associate members and partners consisting of industry suppliers, publicists, ticket agencies, educational institutions, training studios, talent and casting agents. The Alliance works together with other related businesses through partnerships with various BIAs, as well as Toronto attractions to improve the environment for all performing arts in Toronto.

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); the Dora Mavor Moore Awards; Toronto's Official Theatre Guide featuring comprehensive theatre, dance and opera listings and Toronto's only theatre map; hipTIX, offering \$5 tickets to students; the citySPECIAL, offering tickets to youth at-risk and communities at-risk; the Commercial Theatre Development Fund; and the Travel Retreat Initiatives Program (TRIP). For more information visit [www.tapa.ca](http://www.tapa.ca) and [www.totix.ca](http://www.totix.ca).

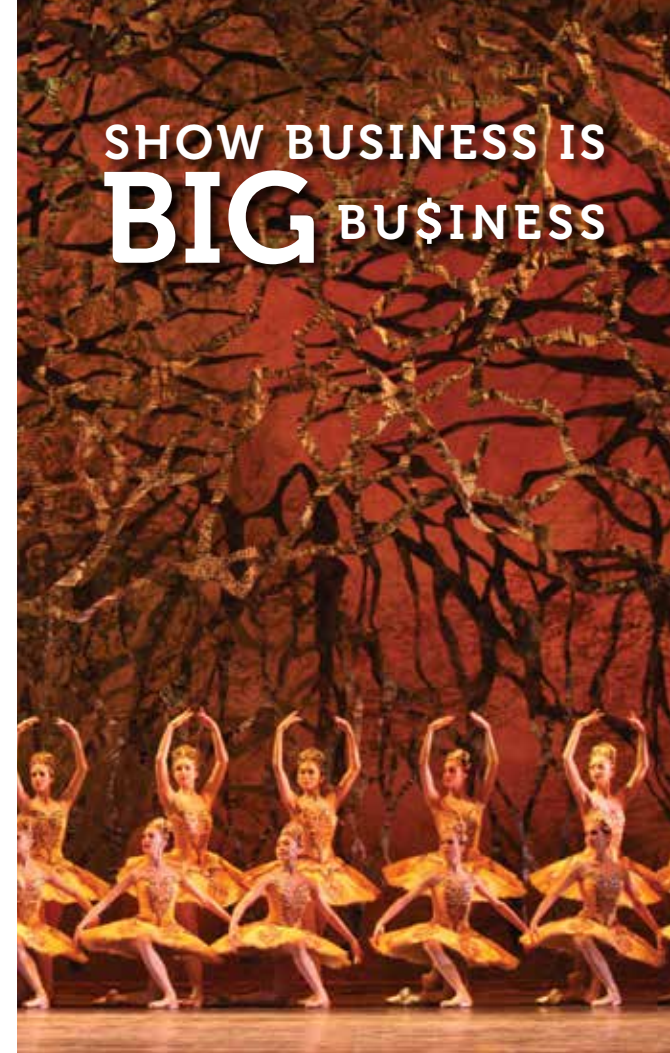
This TAPA Stats Brochure is a statistical snapshot highlighting data gathered in an industry wide survey for the TAPA Stats Report Phase Three. The data collected from the TAPA membership was from the 2008/09 and 2009/10 performing arts seasons. Results are based on an online survey of TAPA members conducted between October 4, 2011 and February 4, 2012. The survey was sent to 186 member organizations via an online distribution mechanism. Of the 148 member organizations able to complete the survey, 80 did so. As such, the response rate is 54%. 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 Three 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. The survey focused exclusively on the City of Toronto.

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

Cover: Artists of the Ballet in *The Sleeping Beauty*. Photo by Aleksandar Antonijevic. Report design by BFdesign Inc.



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## SHOW BUSINESS IS BIG BUSINESS



A snapshot of Toronto's live performing arts industry

Phase Three  
October 2012

Compiled by the  
Toronto Alliance for the Performing Arts

2.3 MILLION  
TICKETS WERE  
SOLD TO  
THEATRE, DANCE  
AND OPERA IN  
2009/10

Kofi Payton, Alison Sealy-Smith and Abena Mallika in *A Raisin in the Sun* (Soulpepper)  
Photo by Cylla von Tiedemann.

## Growing Audiences

Students remain an important audience group for Toronto producers. There has been a steady year-to-year increase in the number of high school groups attending TAPA members' performances. TAPA members are actively reaching out to youth, and providing cultural experiences through special matinée performances, education programs and youth focused programming. Nearly half (41%) of TAPA members surveyed provide designated high school performances. In fact, the number of high school groups attending has almost tripled between 2004/05 and 2009/10 from 2,469 groups to 8,798 groups.



John Blackwood and Lisa Codrington in *El Número Uno* at Young People's Theatre/LKTP. Photo by Iden Ford Photography

## Over 2.3 Million Tickets Sold

During the 2009/10 season, over 2.3 million single and subscription tickets were sold by TAPA members surveyed to theatre, dance, and opera events in Toronto.



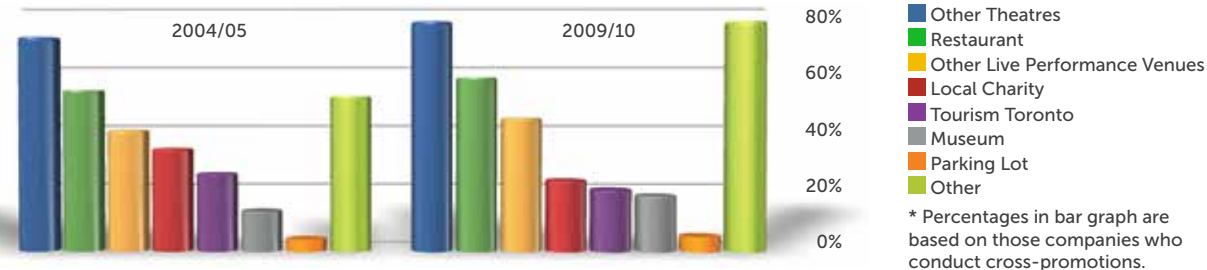
## Audiences

TAPA members surveyed indicate that single ticket sales are stable. Consistent with normal fluctuations in ticket sales reported since 2004/05, these members have reported selling over 2.2 million single tickets in 2009/10.

Ticket sales are being augmented by a steady increase in the total number of individuals buying subscriptions. The number of paid subscribers has increased from 84,673 in 2004/05 to 132,455 in 2009/10. This constitutes a 56% increase between 2004/05 and 2009/10. While the number of subscriptions has increased, revenue from subscriptions has declined. This can be attributed to TAPA members' creativity – reduced prices and greater flexibility for the subscriber – when faced with economic challenges.

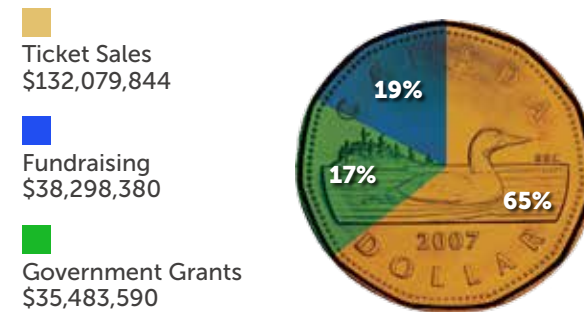
## Partnerships & Cross-Promotions

Compared to previous phases of research, TAPA members surveyed are significantly more likely to be actively engaged in partnerships and cross-promotions with local businesses. In fact, more than ¾ (78%) participate in such cross-promotions.



## Over \$132 Million Spent on Tickets

Torontonians spent over \$132 million on tickets at TAPA member companies surveyed during the 2009/10 season, and those companies' fundraising revenue increased to over \$38 million in 2009/10.



## Take Your Seat!

Combined, TAPA Member organizations surveyed seat nearly 25,000 audience members. The size of theatres operated by TAPA members ranges widely from 40 seats to nearly 3,200.



## Toronto Theatre by the Numbers

- In 2009/10, 225 productions were eligible for the Dora Mavor Moore Awards. Of these, 63 were new Canadian plays or musicals.
- In 2010, the Dora Mavor Moore Awards celebrated its 31st Anniversary, marking over three decades of outstanding theatre, dance and opera in the city of Toronto. Since the inception of the Doras, there have been 4,222 nominations and 809 recipients.
- For many TAPA members, touring continues to be an important part of their season. In 2009/10, TAPA members produced a total of 85 tours, visiting 358 venues while on tour. For these companies tours within Toronto and the GTA rose by 33%.
- The T.O.TIX Booth sold 24,500 tickets during the 2009/10 season.
- TAPA returned \$338,500 in revenue to 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*.



Ken Chamberland, Aidan deSalaiz, Jiegh Madjus and Eric Morin in *Altar Boyz* (Angelwalk Theatre). Photo by Ted Belton