In 2012, the City of Hamilton made it possible to complete the final stage of our Energy Retrofit of the Dofasco Centre for the Arts with a one-time Capital grant. This vital building renewal project encompassed the co-operation and support of the Federal Government, Private Sector support through Corporate Leadership and Private Donors, and a major gift of the Ontario Trillium Foundation. This Capital Support of the City of Hamilton was the final, crucial step in renewing this Cultural Landmark, for which we are enormously grateful – Thank You!

"Culture is the fourth pillar of sustainable development joining economic prosperity, environmental responsibility and social equality."

~ From City of Hamilton Cultural Policy
Theatre Aquarius is a home for artistic creation, where the efforts of professional, union performers and stage technicians come together to create unique, relevant theatre that is among the very best in the country.

- We create world-class theatre that educates, challenges and entertains.
- We are a pillar for core revitalization and an economic engine for the city.
- We are both a draw for tourism and a resource actively accessed by people in all parts of our city.
- We are inclusive and accessible to all members of our community.
- We are a proud standard bearer for the Creative Industries and help to deliver important principles of the City of Hamilton's Cultural Policy.
A Creative Industry Leader
Producing World Class Theatre

THEATRE AQUARIUS BY THE NUMBERS:

120,000+ visitors annually into Downtown
148 public performances of 6 mainstage productions
230 professional theatre artists contracted annually
65+ from the Hamilton region
140 volunteers give over 3000 hours annually
Culture is instrumental to city building; we value culture because it is:
- A source of economic growth, employment and wealth creation
- Critical to downtown renewal

~ From City of Hamilton Cultural Policy
In the past year our reservation book shows 246 Theatre Aquarius-related bookings with an average of 4-6 people per table because they always come in groups.

"Theatre Aquarius definitely makes a difference to our bookings."

Jennifer Berry
Acclamation
James North
"I know when it's theatre night because it's our crowd too... we definitely draw theatre patrons on these nights."

"Theatre Aquarius really keeps our weekdays going."

Stephen Berstein
*The Courtyard on Locke*
Locke St.
Economic Impact

“Being downtown, dinner is a challenge so when theatre is on, we’re busy.”

“Without Theatre Aquarius support, we’d have no dinner crowd.”

Vanh Kalong
My-Thai
John North
Economic Impact

"On theatre nights about 75% are Aquarius subscribers... We notice a big difference"

"When it's an Aquarius show night we definitely get extra reservations..."

Mike Daly & Mike Rabbitt
Incognito
John South
Economic Impact

"We have theatre people coming so often that I know them by name and by what they order... I can tell when someone comes to see the show twice because they come here BOTH TIMES!"

"Theatre Aquarius keeps us SO BUSY."

Annie
Forbidden City
King St. East
Economic Impact

"Arts and cultural events go hand in hand with dining out. Patrons make it a complete night out, an entire experience."

"We definitely know when Theatre Aquarius is in with the increase in reservations."

Mark Farrugia
La Piazza Allegra
James South
Economic Impact

“I schedule our staffing by the theatre schedule.”

“Theatre Aquarius makes a HUGE IMPACT on our dinner crowd on theatre nights.”

Wolfgang & Gabi Schoen
Black Forest Inn
King St. East
## Economic Engine

<table>
<thead>
<tr>
<th>Economic Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic activity generated annually (incl. approx. 100 person-years of employment)</td>
<td>$6,200,000</td>
</tr>
<tr>
<td>(Source: Ontario Arts Council - Assessing the Local Impact of the Arts)</td>
<td></td>
</tr>
<tr>
<td>86.2% of patrons dine locally when attending (103,400+ diners avg. $38 each)</td>
<td>$3,929,200</td>
</tr>
<tr>
<td>(Source: 2012 Patron Survey)</td>
<td></td>
</tr>
<tr>
<td>Parking Fees paid annually by patrons to private and city lots</td>
<td>$222,703</td>
</tr>
<tr>
<td>(source: 2012 patron survey)</td>
<td></td>
</tr>
<tr>
<td>Materials and construction supplies purchased from local vendors annually</td>
<td>$1,800,000</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DIRECT ECONOMIC BENEFITS</strong></td>
<td><strong>$12,150,000+</strong></td>
</tr>
</tbody>
</table>

Theatre Aquarius is an anchor for the revitalization of Downtown Hamilton and a key partner in Urban Renewal.
Serving Our City

"We value culture because it is how people define Hamilton's identity and shapes how people experience our city"

~ From City of Hamilton Cultural Policy

City of Hamilton

Each 📍 represents a unique household that attended Theatre Aquarius in the last year.
Welcoming Visitors

"We value culture because it is a magnet for tourism"
~ From City of Hamilton Cultural Policy

83.8% of survey respondents say that their opinion of Downtown Hamilton was Greatly Improved or Improved by attending Theatre Aquarius.
(Source: 2012 Patron Survey)

Each represents a unique household that attended Theatre Aquarius in the last year.
Keeping Theatre Accessible

"We value culture because it is a tool to honour inclusivity, build connections and strengthen social capital"

~ From City of Hamilton Cultural Policy

Through powerful community partnerships, Theatre Aquarius is more affordable and accessible than ever.

- Expanding our low-price admissions by more than 1000 tickets annually
- Our new Education Accessibility program, sponsored by TD Bank
- Our Pay-What-You-Can series, sponsored by Sun Life Financial
- INCITE Foundation for the Arts, accessibility sponsor for Where the Blood Mixes
Revenues & Expenses 2011-12 (Audited)

Total Revenue

- Ticket Sales: 58.4%
- Grants: 15.8%
- Development/Fundraising: 9.9%
- Theatre School: 4.0%
- Other Revenue: 7.2%
- Rentals: 4.5%

Total Expenses

- Productions: 54.7%
- Marketing: 12.6%
- Administration: 8.2%
- Facility: 6.7%
- Box Office: 5.4%
- Other Expenses: 4.3%
- Theatre School: 3.4%
- Development/Fundraising: 2.7%

55% of total revenue invested directly into onstage product
### Regional "A" Theatres - Municipal Grant Comparisons

<table>
<thead>
<tr>
<th>Regional &quot;A&quot; Theatres</th>
<th>City</th>
<th>Population (2006 Census)</th>
<th>Operating Revenue</th>
<th>Box Office</th>
<th>Box Office as % Oper. Rev.</th>
<th>Earned Rev. as % Oper. Rev.</th>
<th>Municipal Grant</th>
<th>Muni. % Oper. Rev.</th>
<th>Support Per Capita</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citadel</td>
<td>Edmonton</td>
<td>782,439</td>
<td>12,070,528</td>
<td>5,545,421</td>
<td>46%</td>
<td>68%</td>
<td>$763,722</td>
<td>7%</td>
<td>$0.98</td>
<td>136,381</td>
</tr>
<tr>
<td>Grand Theatre</td>
<td>London</td>
<td>352,395</td>
<td>6,107,396</td>
<td>4,108,363</td>
<td>67%</td>
<td>75%</td>
<td>$500,000</td>
<td>8%</td>
<td>$1.42</td>
<td>125,375</td>
</tr>
<tr>
<td>Neptune</td>
<td>Halifax</td>
<td>372,679</td>
<td>4,891,389</td>
<td>2,916,244</td>
<td>60%</td>
<td>77%</td>
<td>$348,000</td>
<td>7%</td>
<td>$0.93</td>
<td>101,243</td>
</tr>
<tr>
<td>Manitoba Theatre Centre</td>
<td>Winnipeg</td>
<td>633,451</td>
<td>8,463,731</td>
<td>4,275,382</td>
<td>51%</td>
<td>66%</td>
<td>$320,000</td>
<td>4%</td>
<td>$0.51</td>
<td>132,000</td>
</tr>
<tr>
<td>Theatre Calgary</td>
<td>Calgary</td>
<td>988,193</td>
<td>7,022,042</td>
<td>3,789,348</td>
<td>54%</td>
<td>57%</td>
<td>$307,000</td>
<td>4%</td>
<td>$0.31</td>
<td>105,053</td>
</tr>
<tr>
<td>Theatre Aquarius</td>
<td>Hamilton</td>
<td>504,559</td>
<td>3,871,560</td>
<td>2,425,180</td>
<td>63%</td>
<td>80%</td>
<td>$73,534</td>
<td>2%</td>
<td>$0.15</td>
<td>123,672</td>
</tr>
</tbody>
</table>

**City of Hamilton - Municipal Grant Comparisons**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Budget Year</th>
<th>Total Revenue</th>
<th>City of Hamilton Municipal Support</th>
<th>Muni. Support as % of Total Rev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGH</td>
<td>2009</td>
<td>$4.4M</td>
<td>$1,000,000</td>
<td>22.70%</td>
</tr>
<tr>
<td>Opera Hamilton</td>
<td>2011</td>
<td>$1.5M</td>
<td>$127,000</td>
<td>8.50%</td>
</tr>
<tr>
<td>HPO</td>
<td>2011</td>
<td>$1.3M</td>
<td>$114,000</td>
<td>8.80%</td>
</tr>
<tr>
<td>Boris Brott</td>
<td>2011</td>
<td>$1.6M</td>
<td>$90,000</td>
<td>5.60%</td>
</tr>
<tr>
<td>Theatre Aquarius</td>
<td>2011</td>
<td>$3.9M</td>
<td>$73,534</td>
<td>2.00%</td>
</tr>
</tbody>
</table>
Theatre Aquarius

This presentation demonstrates that Theatre Aquarius:

- Is a creative industry leader
- Is a key partner in delivering the City’s cultural plan
- Profoundly impacts the economic health of our downtown

Theatre Aquarius awaits the results and recommendations of the City of Hamilton’s Arts Funding Task Force, which is expected to equitably resource Theatre Aquarius in respect to our sister pillar arts organizations, in accordance with the contribution made to our city by each organization based on merit, measurement and impact.