Regional Theatre in Canadian Communities

Theatre Aquarius is part of a National Network of Category A Regional Theatres. The mission of these theatres includes:

- Establishing and nurturing a centre for theatre that creates classical, contemporary and musical works that reflect and serve the community.

- Producing world-class professional theatre that educates, challenges and entertains

- Developing new Canadian work; local artists, designers, skilled technicians and playwrights

- Educating and nurturing the broader creativity of individuals and groups

- Developing accessibility and affordability programs geared to make the theatre inclusive to all citizens
Theatre Aquarius – A Creative Catalyst

• 120,000 + visitors annually to Downtown Hamilton
• 2,080,000 patrons since 1991
• 141 public performances of 6 mainstage productions
• 230 professional theatre artists contracted annually, 65+ from the Hamilton region
• 138 volunteers give over 3000 hours annually
• Engage 10,000+ students annually with heavily subsidized tickets for school matinees
• 27 full season employees
• Stage and Shop Technicians are members of I.A.T.S.E. Local 129 and Local 828

Key asset in creating and marketing a City where people Live / Work / Play
Impact on the City

Theatre Aquarius – Economic Engine

**Economic activity generated annually** (incl. Approx. 100 person-years of employment) $6,200,000  
(Source: Ontario Arts Council – Assessing the Local Impact of the Arts)

55% patrons dine locally annually when attending (65,000+ diners avg. $30 each) $1,950,000  
(Source: 2008 Patron Survey)

Parking fees paid annually by patrons to city and private lots $55,000  
(Source: 2008 Patron Survey)

Materials and construction supplies purchased from local vendors annually $1,800,000

Direct Economic Benefits $10,005,000

Theatre Aquarius is an anchor for the revitalization of Downtown Hamilton and a key partner in Urban Renewal.
Theatre Aquarius has a strong history of giving back to the community.

- Holiday fundraising drive raised over $44,000 over the last 2 years for Hamilton Food Share, with which Hamilton Food Share was able to buy $220,000 worth of food.

- “Lawyers’ Show” Production of *A Man for All Seasons*, produced in co-operation with the Hamilton Lawyers’ Club, raised $103,500 for the Lawyers’ Legacy for Children Fund.

- Donate $150,000 + worth of tickets to local charities annually in support of fundraising efforts.
Theatre Aquarius is committed to ensuring that all members of our community, regardless of economic circumstance, are able to enjoy the benefits of professional regional theatre.

**Pay-What-You-Can Series**
- One performance of each Mainstage production
- Admission by donation in any amount
- Open to all members of the community
- Tickets also distributed through community organizations
- $221,580 worth of tickets made available annually

**New Low-Price Admissions**
- New price level created this season
- $25 orchestra-level tickets
- 20 tickets available for every performance (2800 annually)
Theatre Aquarius continues to show significant growth in production revenues in spite of a challenging economy.

- **2009** *Tuesdays With Morrie*, starring Jamie Farr sets new box-office records for a non-musical production

- **2010** *The Rocky Horror Show* becomes the highest-grossing show in Theatre Aquarius history

- **2011** *Buddy: The Buddy Holly Story*, starring Hamilton’s Jeff Giles, shatters the records set by *Rocky Horror* and sets a new high-water mark for box-office success.
Expenses and Revenues, 2010-11 (Audited)

Total Revenue

Net Ticket Sales; 65%
Other Revenues; 12%
Sponsorships/Fundraising; 10%
Government Grants; 14%

Total Expenses

Production; 55.4%
Marketing; 12.4%
Facility; 6.6%
Box Office; 6.6%
Fundraising; 3.5%
School; 2.8%
Other; 4.0%
Administration; 8.7%
Municipal Investment in Professional Regional Theatre

A comparison of the value of Category “A” Regional Theatres, as set by municipalities across Canada which are home to comparable institutions.

Regional A Theatres - Municipal Grant Comparisons

<table>
<thead>
<tr>
<th>Regional A Theatres</th>
<th>City</th>
<th>Population (2006 Census)</th>
<th>Operating Revenue</th>
<th>Box Office</th>
<th>Box Office as % of Oper.Rev</th>
<th>Earned Rev as % of Oper. Rev</th>
<th>Municipal Grant</th>
<th>Munic. % Oper Rev</th>
<th>Support Per Capita</th>
<th># of weeks</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>38</td>
<td>136,381</td>
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<tr>
<td>Playhouse Theatre</td>
<td>Vancouver</td>
<td>578,000</td>
<td>7,096,529</td>
<td>1,859,809</td>
<td>26%</td>
<td>36%</td>
<td>582,273</td>
<td>8%</td>
<td>$1.01</td>
<td>33</td>
<td>64,733</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>35</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>35</td>
<td>101,243</td>
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<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>33</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>39</td>
<td>105,053</td>
</tr>
<tr>
<td><strong>Theatre Aquarius</strong></td>
<td>Hamilton</td>
<td><strong>504,559</strong></td>
<td><strong>3,871,560</strong></td>
<td><strong>2,425,180</strong></td>
<td><strong>63%</strong></td>
<td>80%</td>
<td><strong>73,534</strong></td>
<td>2%</td>
<td><strong>$0.15</strong></td>
<td><strong>39</strong></td>
<td><strong>123,672</strong></td>
</tr>
</tbody>
</table>

Source: Business for the Arts, 2009-10

City of Hamilton – Municipal Grant Comparisons

<table>
<thead>
<tr>
<th></th>
<th>Budget Year</th>
<th>Total Revenue</th>
<th>City of Hamilton Municipal Support</th>
<th>Municipal Support as % of Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGH</td>
<td>2009</td>
<td>$4.4M</td>
<td>$1,000,000</td>
<td>22.70%</td>
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<tr>
<td>Opera Hamilton</td>
<td>2011</td>
<td>$1.5M</td>
<td>$127,000</td>
<td>8.50%</td>
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<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><strong>Theatre Aquarius</strong></td>
<td><strong>2011</strong></td>
<td><strong>$3.9M</strong></td>
<td><strong>$73,534</strong></td>
<td><strong>2.00%</strong></td>
</tr>
</tbody>
</table>
Our Team

Theatre Aquarius is a not-for-profit regional professional theatre which benefits from strong leadership

Artistic Director - Ron Ulrich
General Manager – Lorna Zaremba

Theatre Aquarius Board of Directors

Chair - Jon Jurus, Regional Director, Investors Group Financial
Vice Chair - Warwick Jones, President & CEO, Coppley Apparel Group
Treasurer - Blaine Cameron, Partner, KPMG, LLP
Past Chair - - Greg Button, President, the StressCrete Group
Ike Ahmed, President, Ike Ahmed Financial Services & Insurance Ltd.
Brian Benko, Vice President, Procurement and IT, ArcelorMittal Dofasco
Chad Collins, Hamilton City Councillor
Mary Dow, CA, Society of Management Accountants
Jason Farr, Hamilton City Councillor
Richard Koroscil, President & CEO, John C Munroe International Airport
Philip Lowry, National Manager, Whirlpool Canada
Madeleine Levy, Board Governance Consultant
Eric Nanayakkara, Associate, Evans Philp
Shendal Yalchin, General Manager, the Hamilton Club

THEATRE AQUARIUS is a non-profit corporation and a registered charitable organization. It is a member of the Professional Association of Canadian Theatres and engages under the terms of the Canadian Theatre Agreement, professional artists who are members of Canadian Actors’ Equity Association. Stage technicians are members of I.A.T.S.E. Local 129. CHARITABLE REGISTRATION NUMBER 11921 3957 RR0001 1973