

# Shakespeare

D A L L A S

*presents*

## Shakespeare in the Park



# History of Shakespeare in the Park

- Began in 1971 as a summer Shakespeare Festival located in Dallas.
- Expanded to include a second summer show in 1973.
- Summer performances added in the Town of Addison, as well as Dallas, in 2001.
- In 2005, Shakespeare Dallas and the Town of Addison partner to create a fall season of Shakespeare in the Park, adding a third title to the season.



# 2015 Season

In celebration of the upcoming 11<sup>th</sup> year of the fall season, Shakespeare's great tragedy, **King Lear** will be presented starring international performance artist Fred Curchack in the title role.

Fred Curchack has created over seventy original ensemble theatre pieces and twenty-six solos. His performances have been featured at dozens of international theatre festivals. He has received the Gold Medal at the International Festival of Solo Theatre, the American Theatre Wing Award and critics' awards in L.A., S.F., Dallas and Austin. Fred's work has been "Best of the Week" in the L.A. Times, "Top Ten of the Year" in The New York Times, "Top Ten of the Decade" in the Austin Chronicle, and in the "Top Ten of All Time" in The Dallas Morning News.



# Community Impact



# Community Impact

- Due to popular demand, Shakespeare in the Park expanded from 5 performances to 10 performances at Addison Circle Park in 2009.
- Fall Season attendance numbers at Addison Circle Park:
  - *Julius Caesar* (2009)- 3,796 attendees
  - *The Two Gentlemen of Verona* (2010)- 3,846 attendees
  - *Hamlet* (2011)– 6,913 attendees
  - *Macbeth* (2012)- 4,979 attendees
  - *The Winter's Tale* (2013)- 2,712 attendees\*
  - *Antony and Cleopatra* (2014)- 3,267 attendees\*

\* Denotes years with bad weather



# Community Impact

## **Audience Demographic Highlights:**

- Age: Comparable to the general population.  
70% between the ages of 26 and 55
- Education: Over 80% have a 4-year college degree; 40% have a graduate degree
- Income: 60% have an annual household income of approximately \$75,000
- Marital Status: 52% married, 33% single (never been married), 11% divorced, 4% “other”
- Race: 73% White, 10% African American, 8% “other”, 6% Hispanic, 3% Asian



# Community Impact

## Marketing Impressions

- *Julius Caesar* (2009)- 850,000 impressions
- *The Two Gentlemen of Verona* (2010)- 850,000 impressions
- *Hamlet* (2011)– 1,500,000 impressions
- *Macbeth* (2012)- 1,500,000 impressions
- *The Winter's Tale* (2013)- 2,850,000 impressions
- *Antony and Cleopatra* (2014)- 2,850,000 impressions



# Community Impact

## In the Press:

"As with Shakespeare's Egyptian queen, age cannot wither *Antony and Cleopatra*. Shakespeare Dallas' handsome production of the Bard's great tragedy offers a compelling look at a seesawing battle between cunning and passion."

- Nancy Churnin, The Dallas Morning News

"Shakespeare Dallas' *Macbeth* is best where the play is greatest. A new version is always welcome, however, when it looks and sounds as good as this one and has stars like Chris Hury and Joanna Schellenberg." -

Lawson Taitte, The Dallas Morning News

"Shakespeare Dallas' *Hamlet* has everything going for it. Such all-around excellence in the play usually conceded to be the greatest ever written is way less common that it should be."

- Lawson Taitte, The Dallas Morning News



# Community Impact

## Return on Investment

- Shakespeare in the Park provides affordable and accessible entertainment with ticket prices benchmarked against a movie ticket with a top price of \$10.
- Patrons are encouraged to bring in their own food and alcohol with most patrons stopping at Addison businesses to make their purchases prior to performance time.



# Community Impact

## Return on Investment

- Shakespeare in the Park spurs economic development by bringing thousands of attendees to the Town of Addison each season and employing hundreds of artists each year.
- As a meeting place for the community, Shakespeare in the Park engages residents to exercise their empathy, expands cultural experience, and provides high quality entertainment.



# Community Impact

## Return on Investment

- Each season provides educational opportunities to area schools.
- Hundreds of students receive in-school instruction prior to performances as well as free or discounted tickets to Shakespeare in the Park each season.





# Mission Fulfillment

- The mission of Shakespeare Dallas is to make the works of William Shakespeare accessible to all!
- Partnership with the Town of Addison allows us to make Shakespeare accessible to a larger audience in terms of proximity and also guarantees access for students to live classical performance while school is in progress.



# Production Overview

YEAR	PRODUCTION	ATTENDANCE	SPONSORSHIP	TOA CPP	SFD FEES PAID	SFD PRODUCTION \$
2009	Julius Caesar	3,796	\$ 46,500.00	\$ 12.25	\$ 5,000.00	\$ 97,310.00
2010	Two Gentlemen of Verona	3,846	\$ 46,500.00	\$ 12.09	\$ 5,000.00	\$ 106,234.00
2011	Hamlet	6,913	\$ 46,500.00	\$ 6.73	\$ 5,000.00	\$ 122,881.00
2012	Macbeth	4,979	\$ 46,500.00	\$ 9.34	\$ 5,000.00	\$ 137,400.00
2013	The Winter's Tale	2,712	\$ 46,500.00	\$ 17.15	\$ 5,000.00	\$ 144,250.00
2014	Antony and Cleopatra	3,267	\$ 46,500.00	\$ 14.23	\$ 5,000.00	\$ 145,335.00
2015	King Lear	TBD	\$ 46,500.00		Waive in lieu of increase	



# Shakespeare

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looks forward to continued partnership with the Town of Addison for many years to come!

