

WaterTower Theatre



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WaterTower Theatre

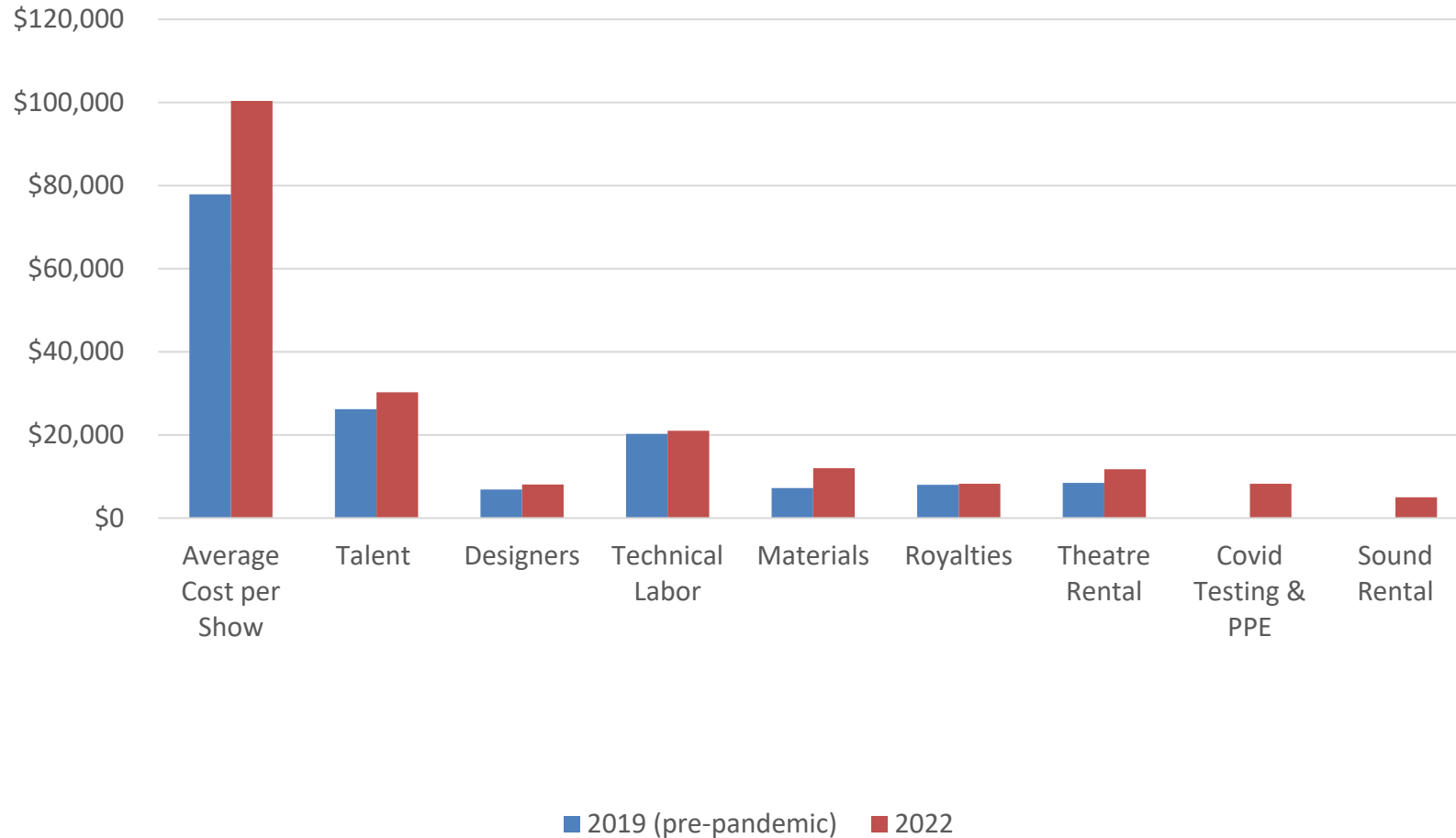
Season 27



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Average Cost Per Show 2019 vs. 2022

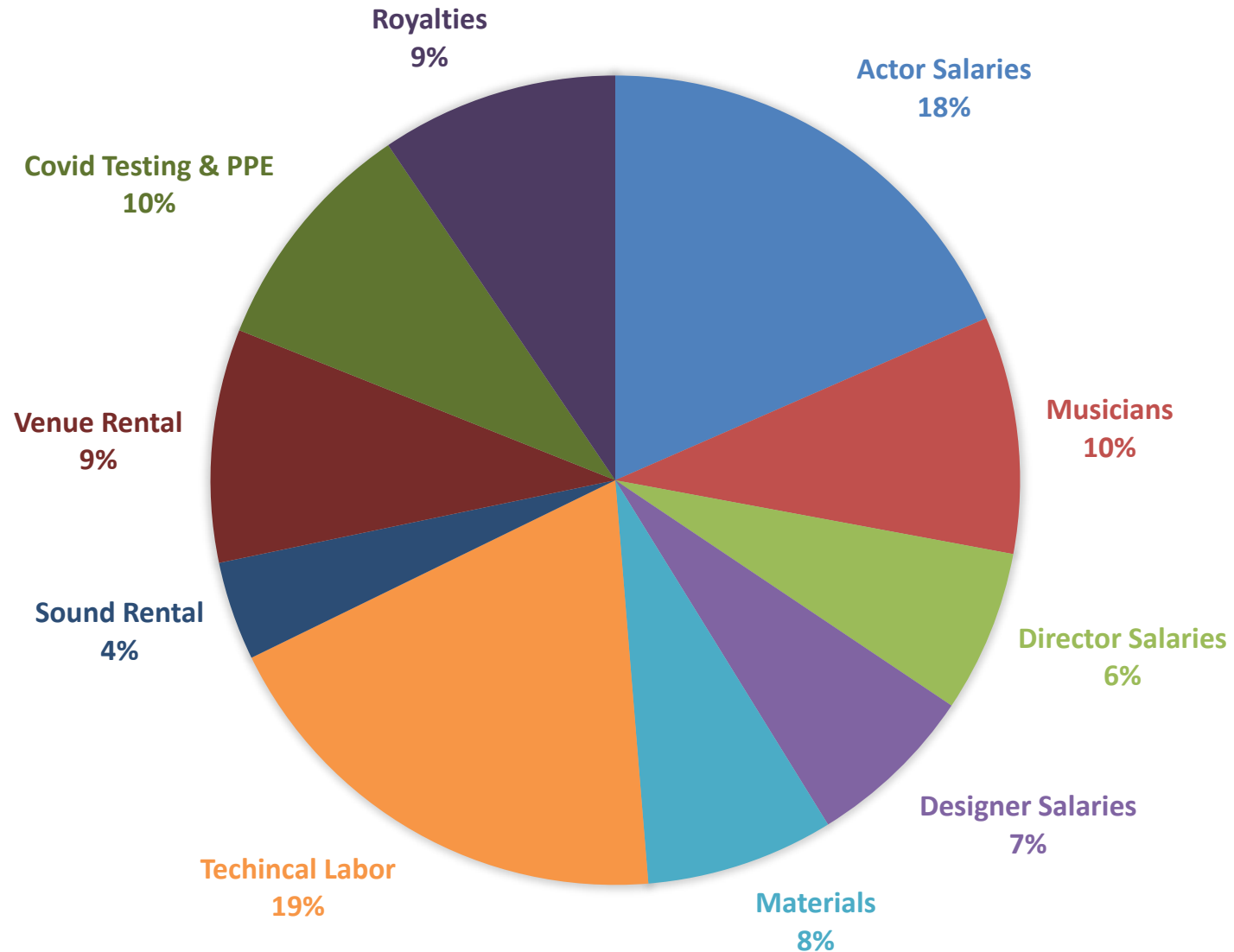


Note: Administrative Salaries & Benefits were cut from \$338,000 to \$229,000

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WaterTower Theatre

Where your money goes – on the stage



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WaterTower Theatre

Your investment & ROI

**“A great city can’t live without great performing arts!”
– The Honorable Mayor Joe Chow**

WaterTower Theatre is a destination that brings visitors and commerce to Addison. Arts attendees spend an average of \$24.60 per person, not including the price of the ticket to the show.*

Current Season- **5000** audience members are expected to attend WaterTower productions, injecting around **\$123,000 dollars** into local restaurants and other businesses.

Next Season WTT is on trend to see a robust increase to upwards of **8000** audience members, increasing the resulting local spending to nearly **\$200,000** during Season 27!

**Arts & Economic Prosperity IV report published by Americans for the Arts*



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Thank you for 27 years of professional live theatre!



THE ODD COUPLE

By Neil Simon
March 30-April 10, 2022

ELLA'S SWINGING CHRISTMAS

A tribute to Ella Fitzgerald
December 9-12, 2021



THE TAMING

By Lauren Gunderson
October 13-24, 2021



Thank you!