



2010-2011 Season Recap



August 18, 2011

Our Vision



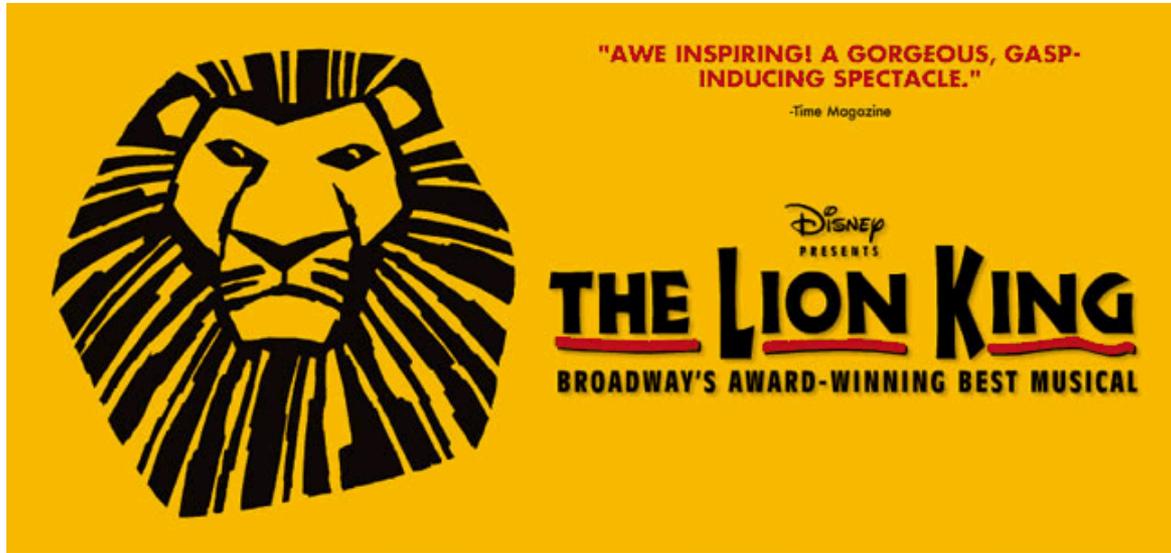
We believe in great
entertainment experiences.

We want to be our Guest's
favorite place for live events.



2010-2011 Highlights





\$5,430,383.00 Gross Sales

81,883 Guests

Economic Impact

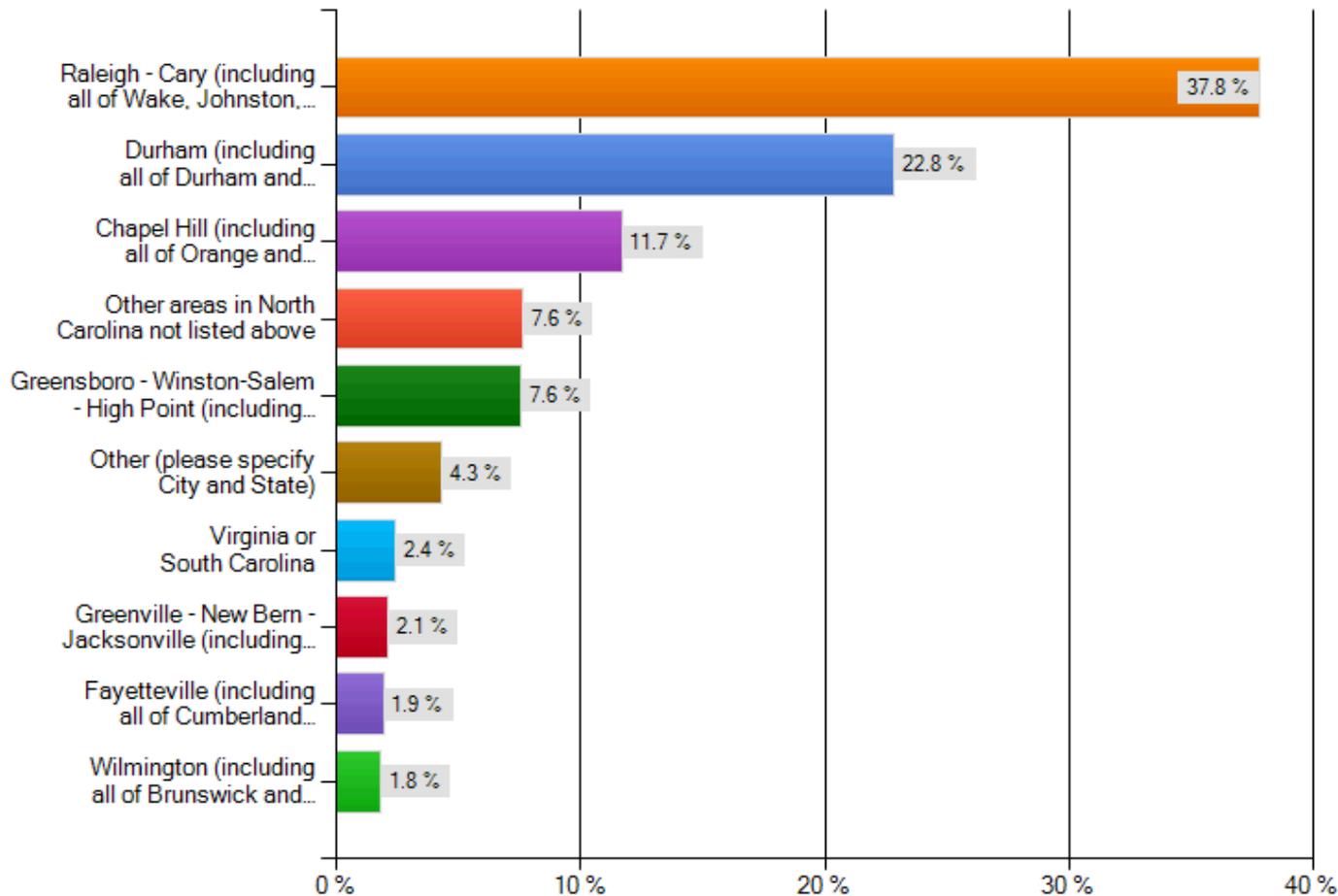


- **THE LION KING** generated a \$16.2 million economic benefit to the Region.
- Impact included travel, hotels, restaurants, parking and other businesses patronized by both theatergoers and production staff.
- Metrics based upon a Broadway League (national trade association for the Broadway industry) metrics.



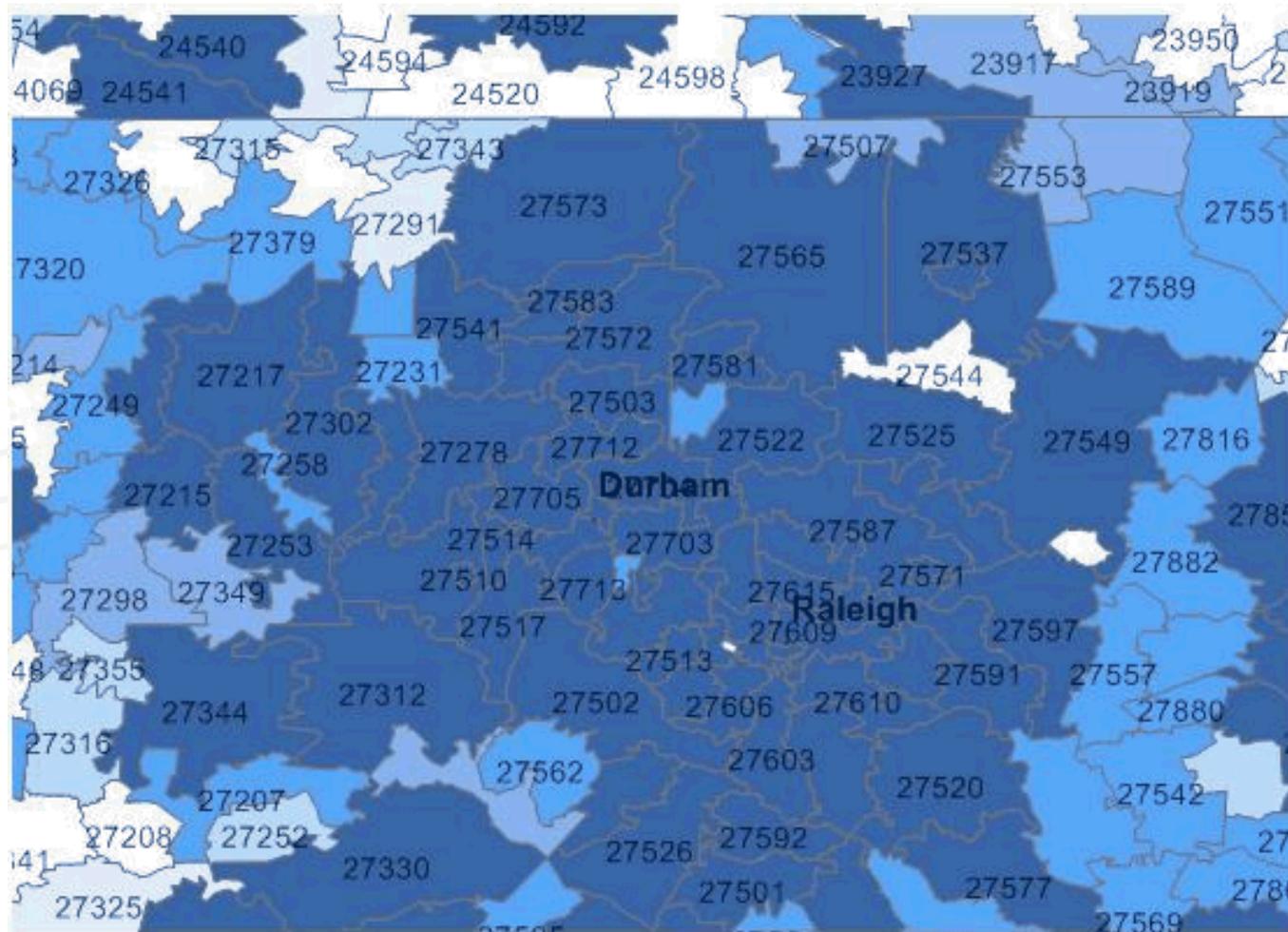
Regional Impact

Total Attendance - 357,430



THE TRIANGLE'S AWARD-WINNING HOME FOR SUPERSTAR ENTERTAINMENT

Regional Impact



THE TRIANGLE'S AWARD-WINNING HOME FOR SUPERSTAR ENTERTAINMENT

National Attendance Ranking

- #9 – US Theaters – 2010
- #2 – US Theaters – 2011 January - June



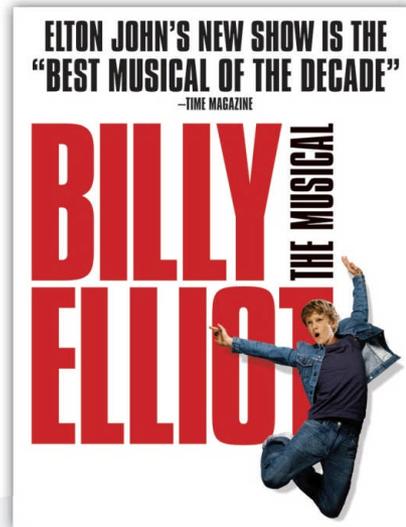
Total Events

	2009-2010	2010-11
Broadway	112	95
Concerts	23	24
Comedy	3	7
Family Events	5	10
Speaker Events	0	3
Ticketed Rentals	33	40
Private Rentals	23	13
Total Events	199	192

Broadway



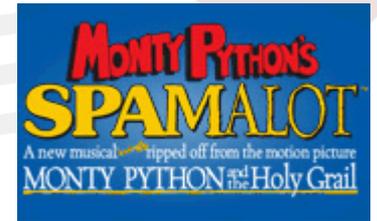
April 19-20, 2011



November 2-14, 2010



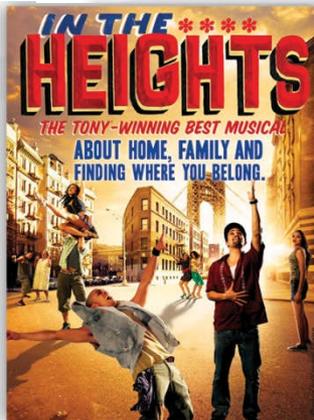
January 4-30, 2011



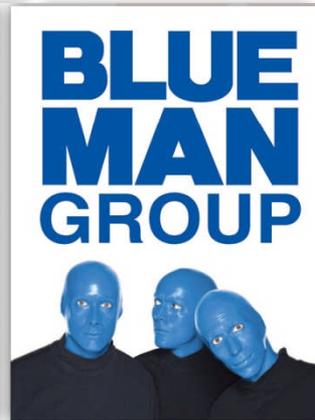
May 24-25, 2011



December 7-12, 2010



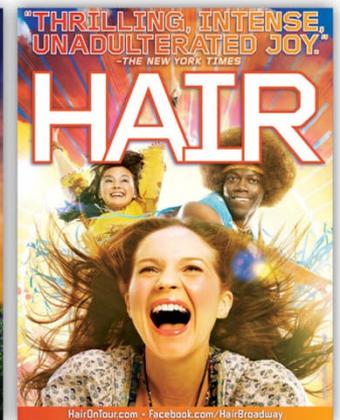
February 22-27, 2011



March 15-20, 2011

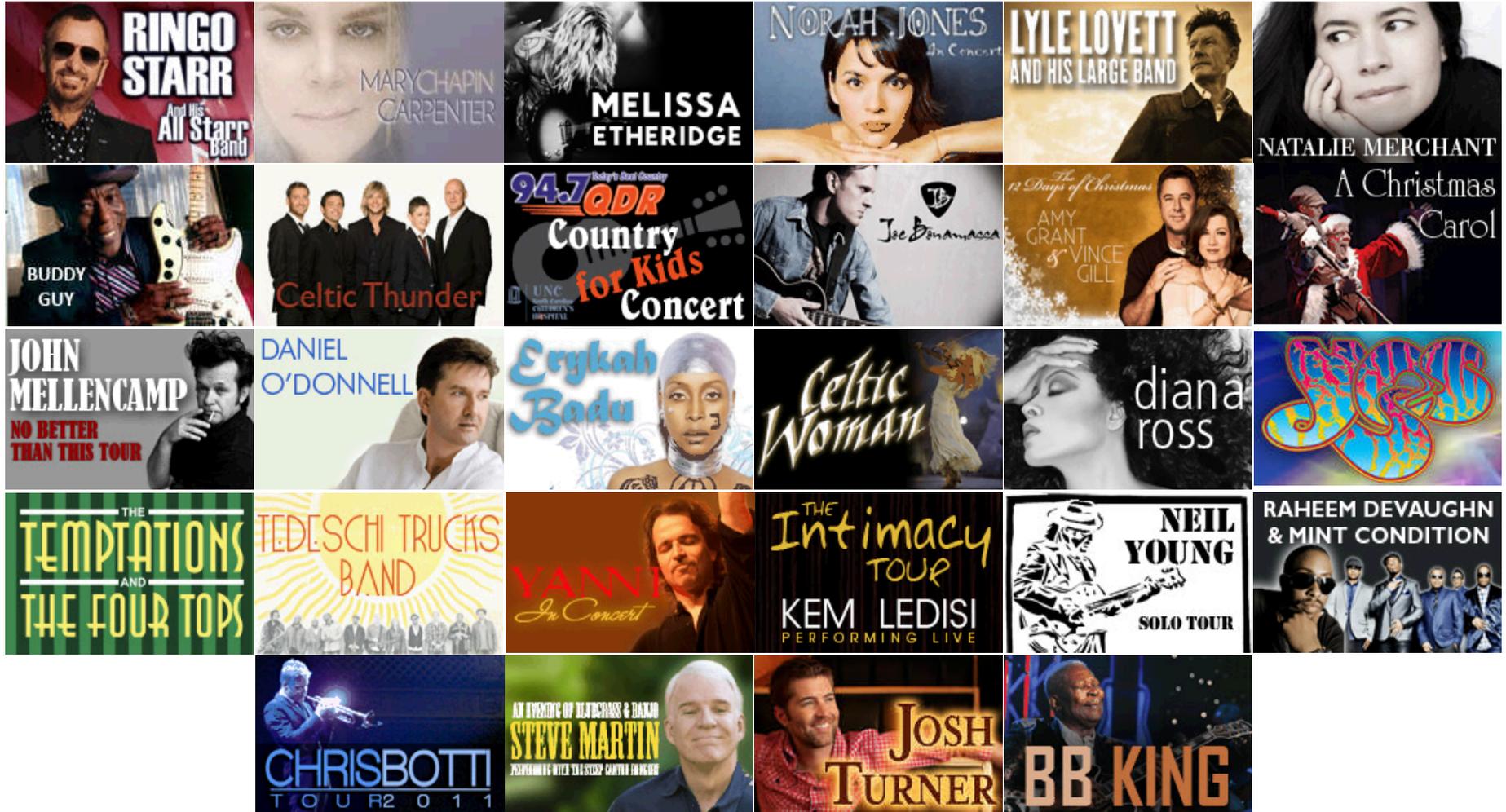


April 5-10, 2011

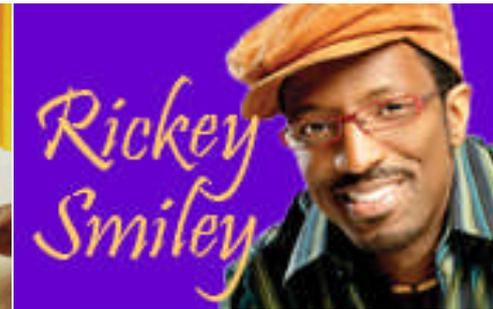
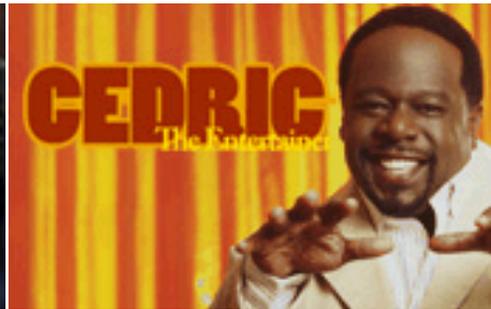
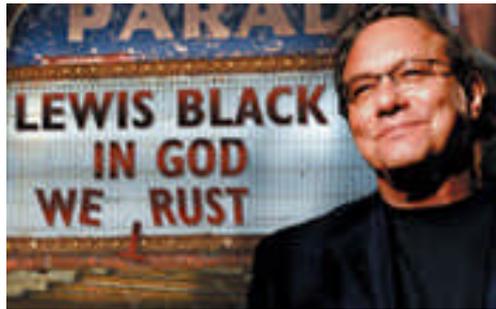


May 10-15, 2011

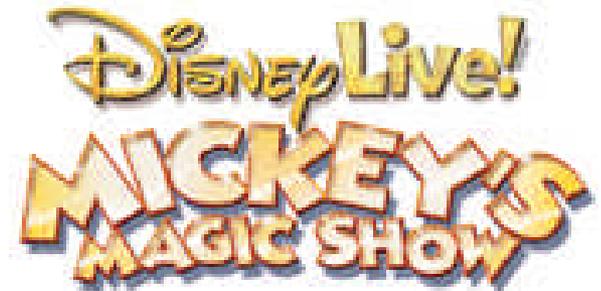
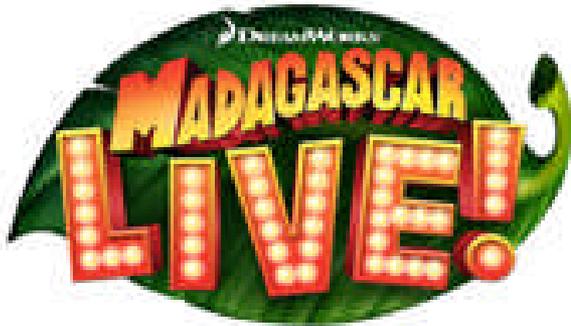
Concerts



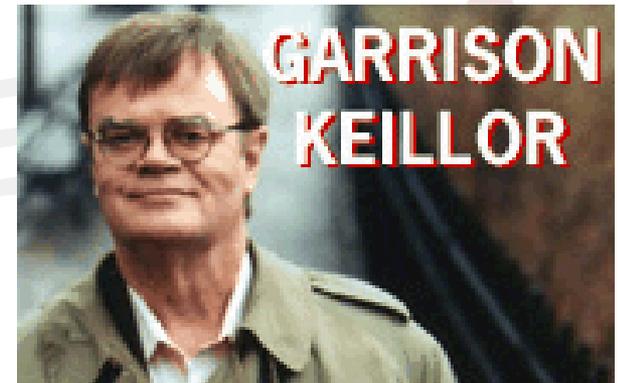
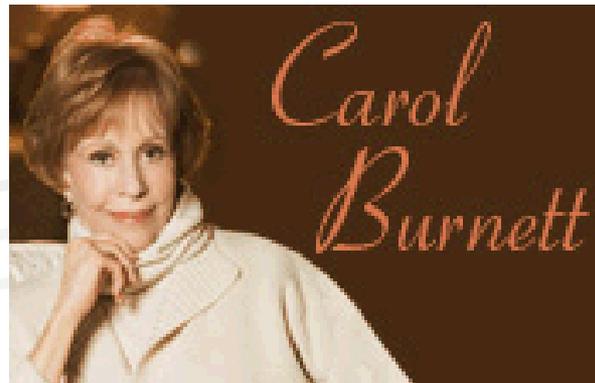
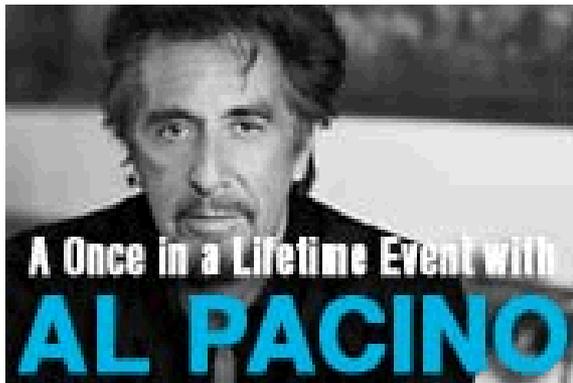
Comedy



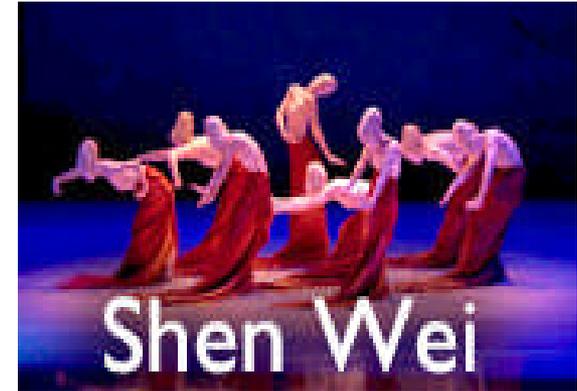
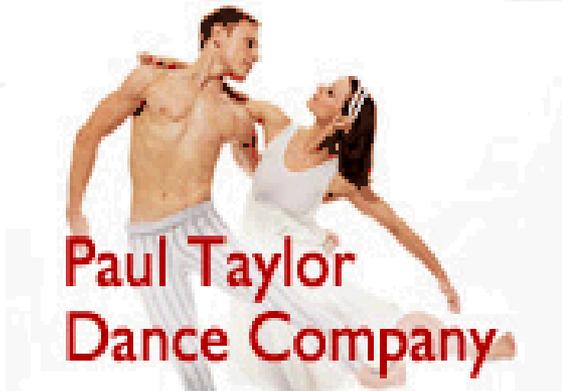
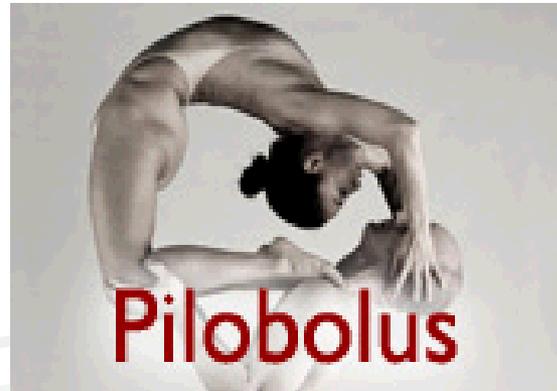
Family Events



Speaker Events



American Dance Festival



Accolades



Awards

- The Independent Weekly Winner of Best Live Theatre Venue (Third Year)
- The Herald Sun Readers Choice Award for Best Entertainment (Third Year)
- Metro Magazine Standing Ovation (Second Year)



The Herald-Sun
Trusted & Essential

Our Values



Quality and Service. We deliver these values with warmth, friendliness, and an attention to detail that is the hallmark of our legendary red carpet customer service.





THE TRIANGLE'S AWARD-WINNING HOME FOR SUPERSTAR ENTERTAINMENT



THE TRIANGLE'S AWARD-WINNING HOME FOR SUPERSTAR ENTERTAINMENT

Fans Rave

- “Every detail was taken care of and just PERFECT!”
Sandra Thomas, New Bern, NC
- “It was a perfect evening.”
Matthew Kline, Fayetteville, NC
- “DPAC is a FABULOUS venue!”
Hannah Lee, Wilmington, NC
- “First class!”
Jennifer Doscher, Durham, NC
- “The quality of performances has been superb.”
Michael Higgins, Raleigh, NC



Guest Surveys

- Deployed via email after every event
- 35,263 respondents last season
- Data confidence levels of 99% +/- 0.65%
- 38 total questions



Areas of Excellence

- **Guest Loyalty**

- How likely are you to recommend DPAC

- **Box Office**

- Time you waited in line
- Friendliness of staff
- Staff knowledge on options, prices, etc
- Time it took to process order

- **Entry Experience**

- Feeling of safety and security from where you parked
- Appearance of sidewalks around DPAC
- Time it took to pass through security
- Friendliness of staff as you entered

- **Staff Assistance**

- Ability to quickly locate staff
- Friendliness of staff
- Ability to respond to your request
- Knowledge of staff

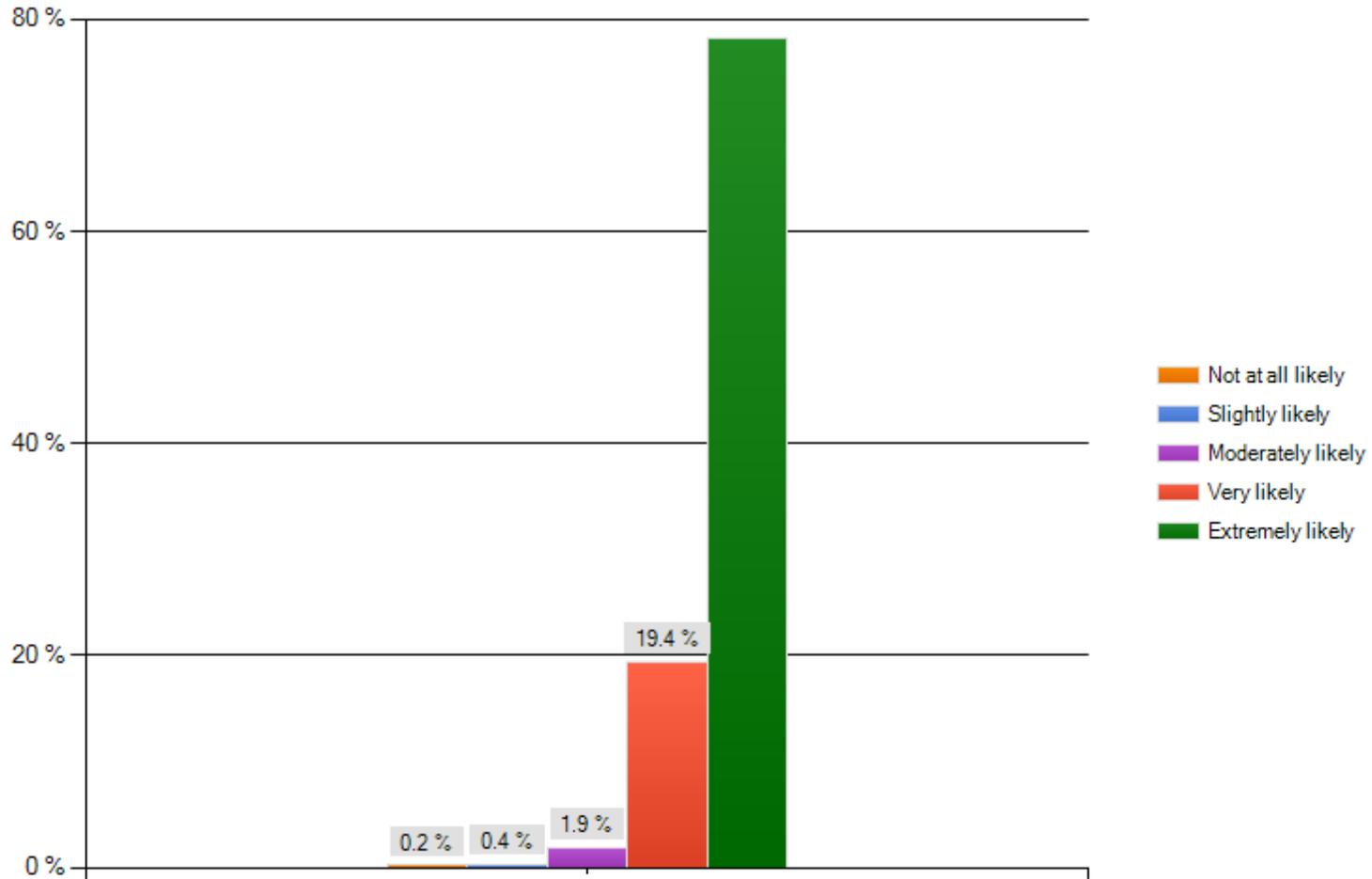
- **Staff Greeting**

- Greeting
- Smiles
- Assistance in seating area
- Thank you's or farewells when leaving



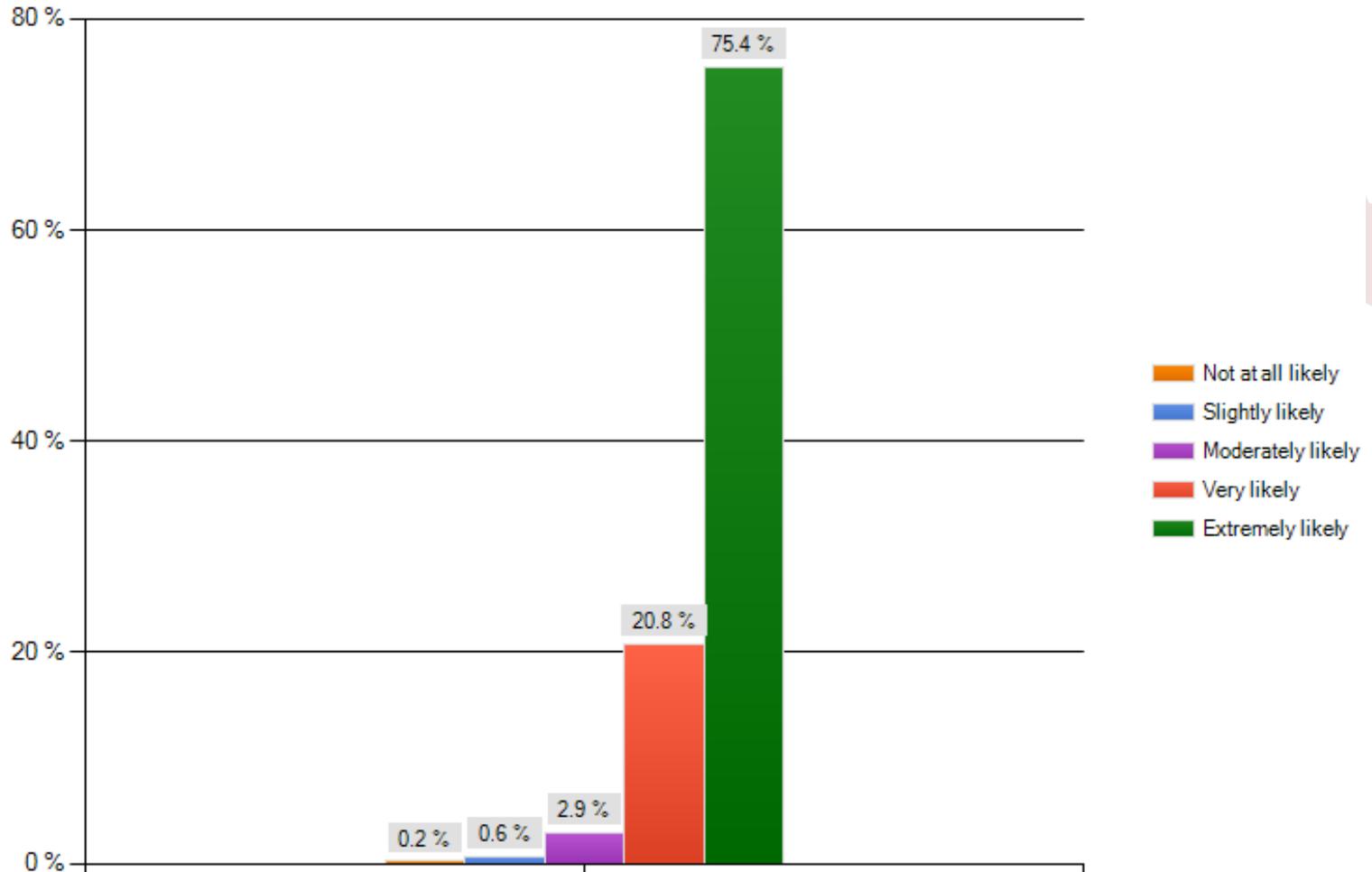
Would You Recommend Us?

98% Very Likely / Extremely Likely to Recommend DPAC



Will You Be Back?

96% Very Likely / Extremely Likely to Return

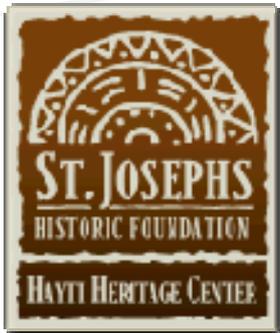


Community Outreach



Community Outreach

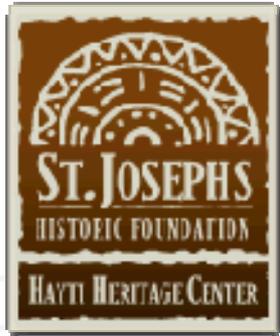
Joint Events & Cross Marketing



THE TRIANGLE'S AWARD-WINNING HOME FOR SUPERSTAR ENTERTAINMENT

Community Outreach

Broadway In Durham Playbill



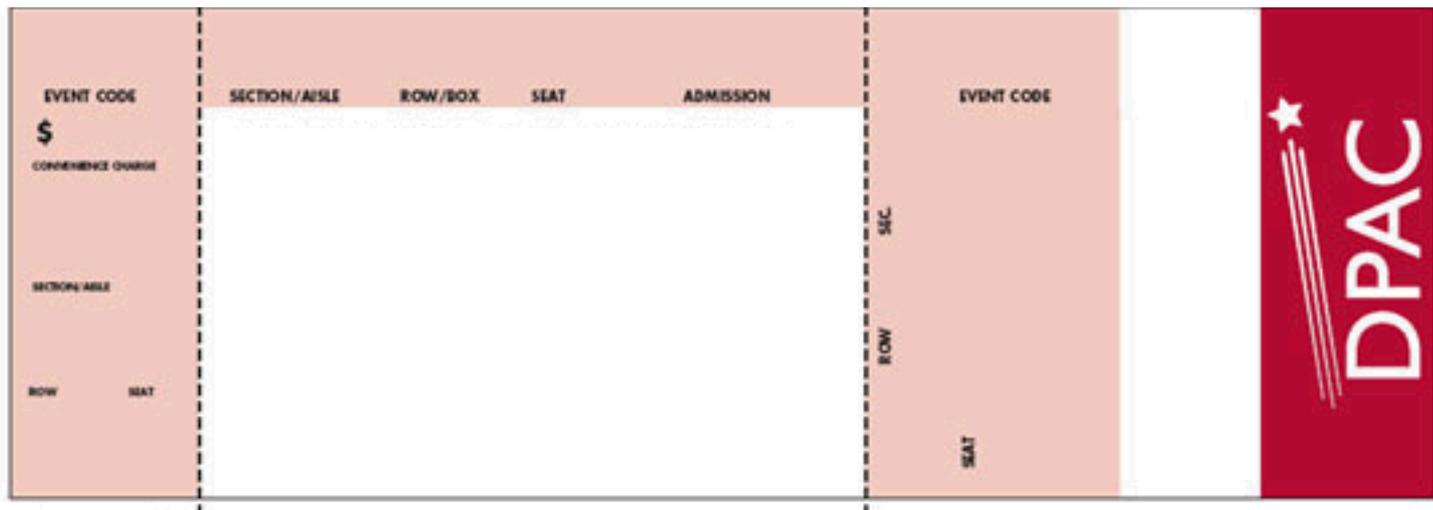
THE
CAROLINA
THEATRE
DOWNTOWN DURHAM



Complimentary Full Page color ads given to Hayti Heritage Center, Carolina Theatre and Durham Arts Council for our SunTrust Broadway Season Playbill. These booklets were given out at every SunTrust Broadway show and valued at \$18,000 total (\$6,000/per full page color ad).

Community Outreach

VIP Ticket Charity Package



For groups that can purchase tickets for their fundraising events, DPAC will add at no charge VIP amenities. These include VIP parking, complimentary drinks in our President's Lounge before an event, and possible VIP components such as signed show posters or a pre-show backstage tour.

Community Outreach

Bull Durham Blues Festival



The Festival is produced to serve several purposes; to provide an increased awareness and appreciation for the blues as a unique African American art form that is reflective of the African American experience and for Durham's rich musical heritage in the blues particularly as a showplace for the Piedmont/Carolina blues styles made popular in this part of the southeast; and to provide financial resources.

Community Outreach

Chris Botti and Tedeschi Trucks Band

THE
CAROLINA
THEATRE

DOWNTOWN DURHAM



Profitable Co-Promotions

Community Outreach

Country Concert for Kids



94.7 Today's Best Country
QDR



UNC
North Carolina
CHILDREN'S
HOSPITAL



Presented by 94.7, Country for Kids Concert featured live performances from four artists. The event was a celebratory culmination of a day full of miraculous stories being broadcast live from N.C. Children's Hospital lobby on nearly 20 radio stations. All proceeds went to N.C Children's Hospital – raised \$24,391.36.

Community Outreach

Pre-Show Gala Reception



100 Guests attended the event for the Durham Arts Council. They were able to raise over \$3,800.00. The reception featured complimentary drinks, food and a private meet and greet.

Community Outreach

Broadway Cast School Visit



20 Cast Members from The Lion King spent an entire afternoon at Durham School of the Arts teaching a Master Class and demonstration for over 300 students.

Community Outreach

Broadway Cast Site Visit



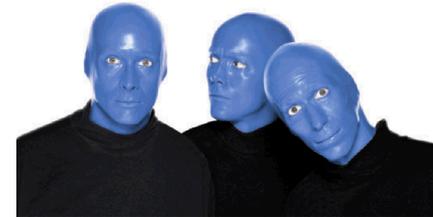
The Penguins from Madagascar Live! waddled their way over to Duke Children's Hospital to spend time with the patients and their families.

Community Outreach

Broadway Cast School Visit



**BLUE
MAN
GROUP**



Musicians and Broadway cast members from the Blue Man Group traveled through Durham to visit Public Schools giving live demonstrations and spending time with students. The students were brought on stage to perform with them and allowed to ask questions.

Community Outreach

Pre-Show Gala Reception



Prevent Child Abuse
North Carolina

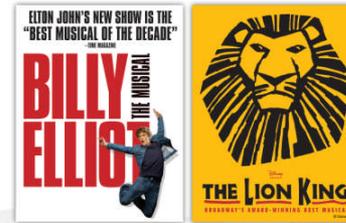


Be a Hero Event. Over 100 Guests purchased a Gala ticket for this show to benefit which raised \$6,500.00 for Prevent Child Abuse NC. The reception featured complimentary drinks, face painting and art projects by Durham's Scrap Exchange.

Community Outreach

Books to Broadway

From Books *to* **BROADWAY**
© PJ Prokop/PPAC



340 local Durham children and teens attended all SunTrust Broadway shows. The goal of Books to Broadway is to provide a chance for younger library patrons to experience a Broadway show while exploring the production-inspired universal themes. For instance, the theme of Billy Elliot essay contest was “Following your Dream.”

Community Outreach

National High School Musical Theater Awards



The Triangle Rising Star Awards is a member of The National High School Musical Theater Awards, a national program that unites high school musical theater awards programs from across the country. DPAC choose 2 Triangle High School winners and sent them to New York City for a week of solo coaching, auditions, rehearsals and a final performance “on Broadway.”

Our Mission



To present unique, one-of-a-kind live entertainment events. From Broadway to concerts, comedy to family shows...there is something for everyone at DPAC.



Preview 2011-2012





Direct from New York, Nederlander Presents

SUNTRUST BROADWAY

2011-2012 SEASON AT DPAC

10 Shows

122 Performances

10,000 Season Ticket Holders

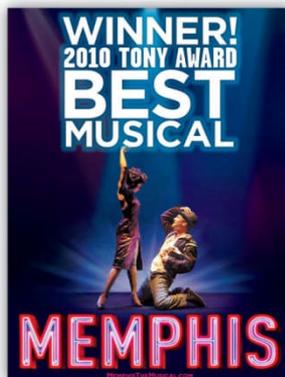


THE TRIANGLE'S AWARD-WINNING HOME FOR SUPERSTAR ENTERTAINMENT

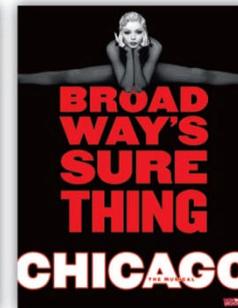
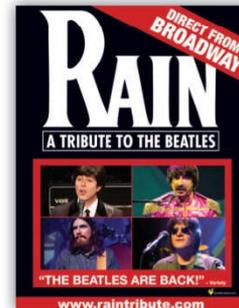
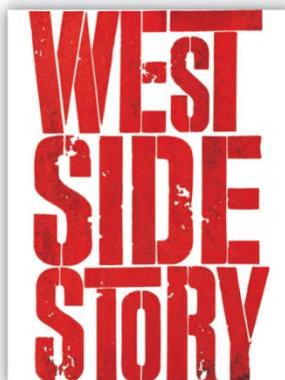
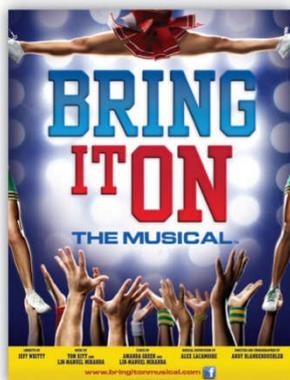
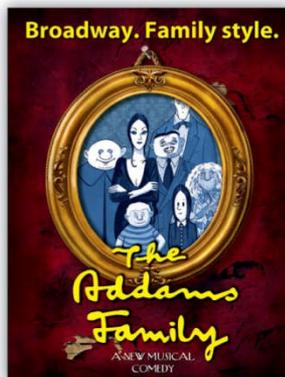
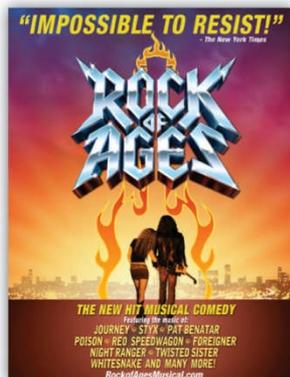
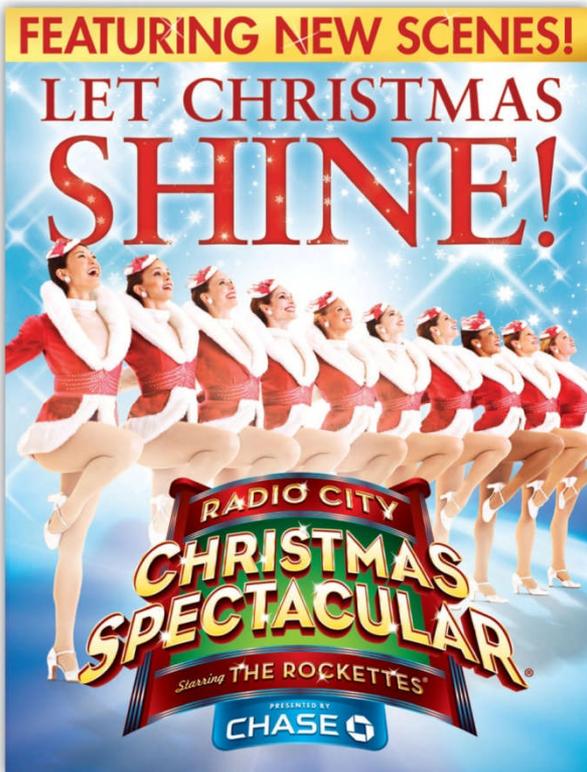
Direct from New York,
Nederlander Presents

SUNTRUST BROADWAY

2011-2012 SEASON AT DPAC



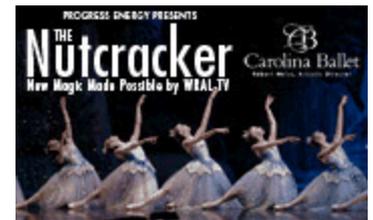
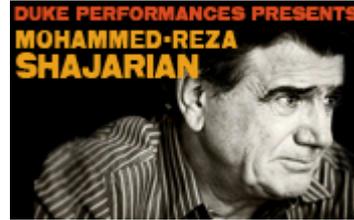
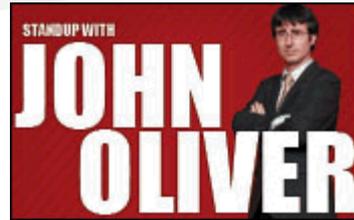
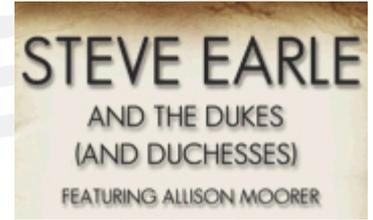
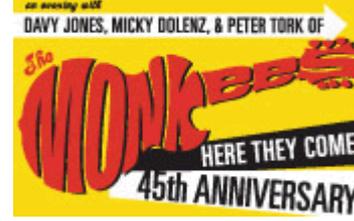
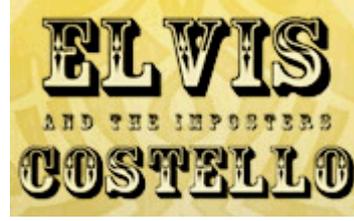
ADD THESE GREAT SHOWS
TO YOUR SEASON TICKET!



919.680.2787

THE TRIANGLE'S AWARD-WINNING HOME FOR SUPERSTAR ENTERTAINMENT

Upcoming Shows



Thank You

