



**DPAC**

DURHAM PERFORMING ARTS CENTER

**WELCOME**

# 2013 / 2014 Season



- **DPAC's 6<sup>th</sup> Season**
- **Report covers activity from:**
- **July 1, 2013 - June 30, 2014**

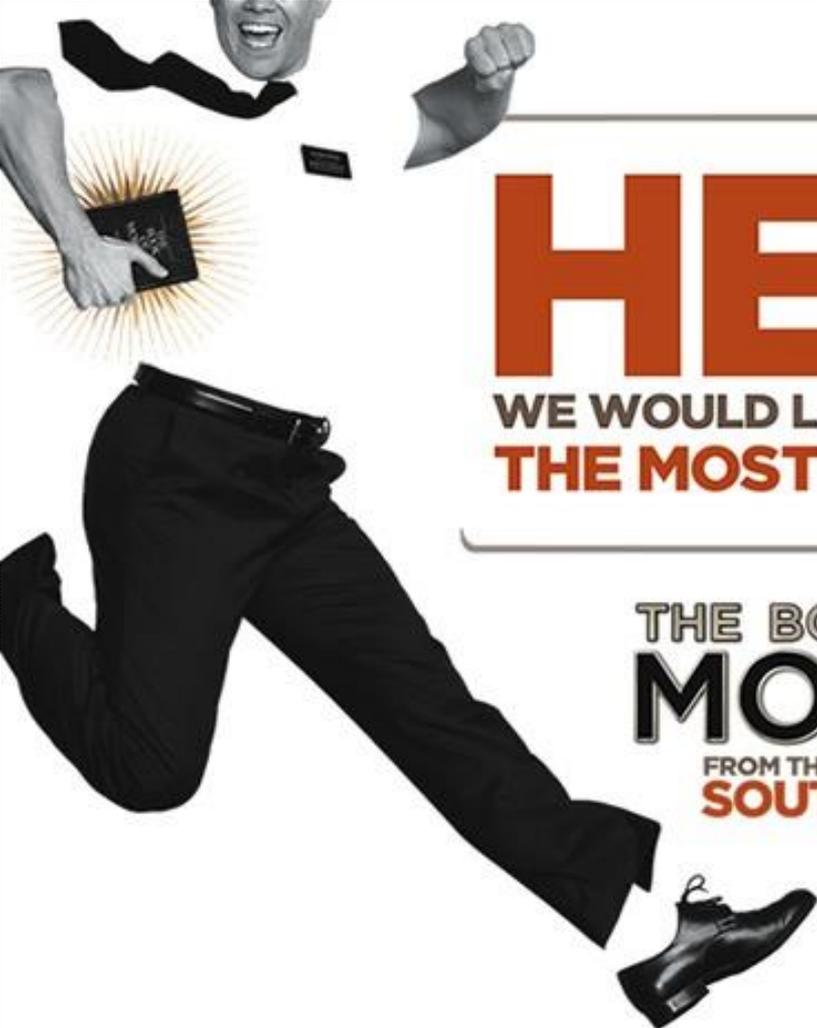
2013 / 2014 Season

# HIGHLIGHTS



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# Season Highlights



**HELLO.**  
WE WOULD LIKE TO SHARE WITH YOU  
**THE MOST AMAZING SEASON.**

THE BOOK OF  
**MORMON**  
FROM THE CREATORS OF  
**SOUTH PARK**



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# Season Highlights



*The Book of Mormon* on-sale October 26, 2013

- *The Book of Mormon*
- 16 Sellouts
- 42,928 Total Tickets
- 600 fans lined up at DPAC for the first days of sales

# Season Highlights



- Season Seat Growth of 25%
- 14,000 + Season Seat Members
- #1 One-Week Broadway Series in the US
- Season Packages range from \$150 to \$600 per seat for eight show packages

# Season Highlights

- Cheryl Pettiford of Raleigh was DPAC's 2 Millionth Guest
- Broadway Season Seat Member on Tuesday night





## • #3 Theater in U.S.

### National Attendance Rankings of Peer Theaters/Performing Arts Centers

#### Current Rankings: January 1 - June 30, 2014

1. Caesars Palace, Las Vegas, NV
2. Fox Theater, Atlanta GA
3. \*DPAC, Durham, NC
4. Dreyfoos Hall, West Palm Beach, FL
5. Smith Center, Las Vegas, NV
6. Nokia Theatre, Los Angeles, CA
7. Fox Theater, Oakland, CA
8. Bob Carr Performing Arts Centre, Orlando, FL
9. Carol Morsani Hall, Tampa, FL
10. Orpheum Theatre, Minneapolis, MN

2013 / 2014 Season

# ATTENDANCE



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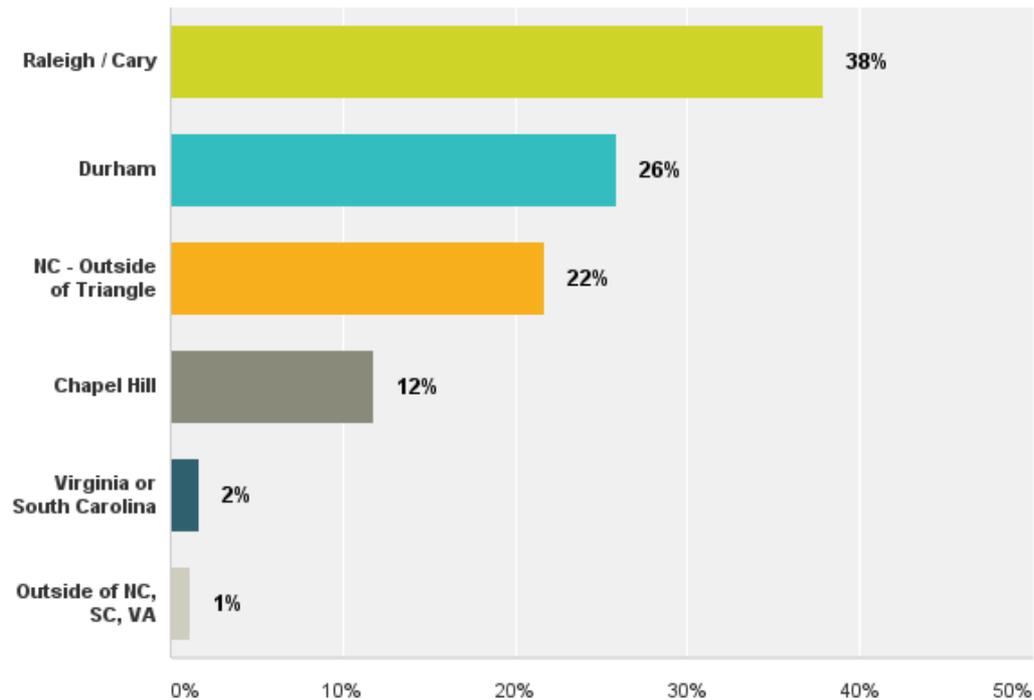
# Attendance Highlights

- Total: 383,415
- 3% growth over 2012 / 2013 season
- Second-highest season attendance since opening
- Almost 10,000 greater than Five-Year Average
- 76 Sellouts

# Three of Every Four DPAC Guests Come From Outside of Durham

Q2 Where do DPAC guests come from?

Answered: 33,716 Skipped: 358



2013 / 2014 Season

# CUSTOMER SERVICE



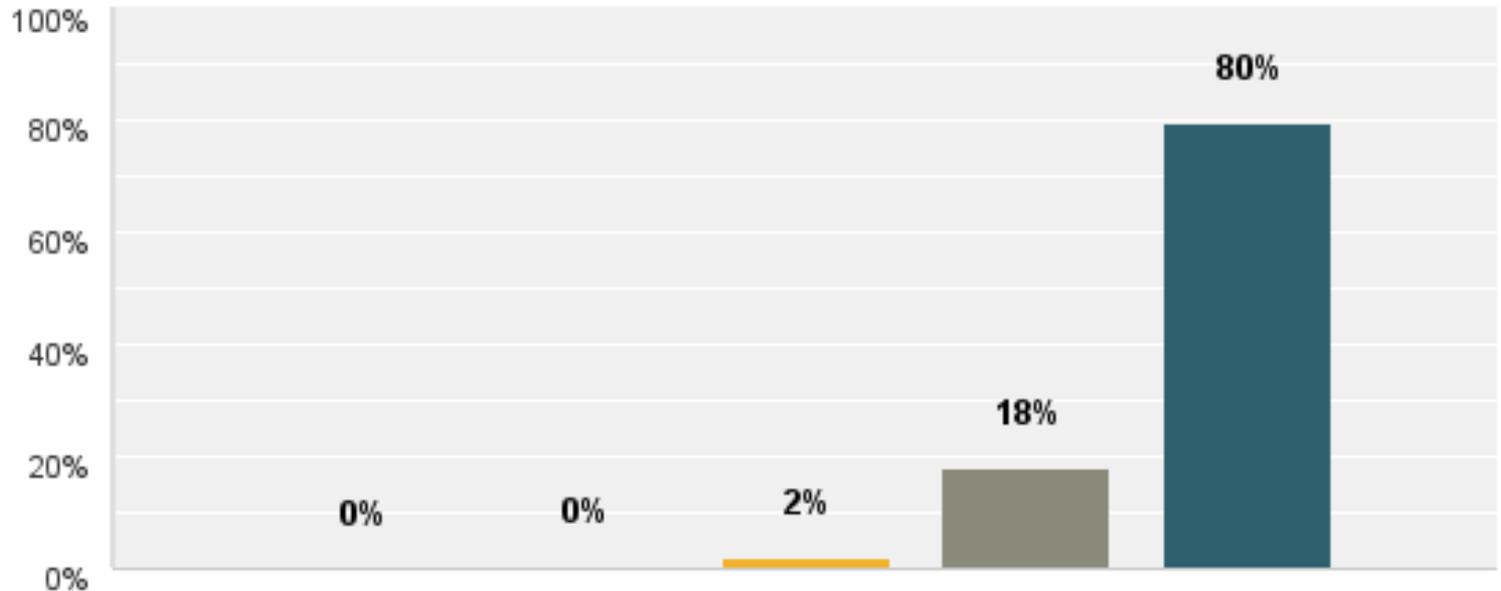
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# Guest Surveys

- Online surveys deployed after event
- About one in every four ticket buyers respond
- Over 34,000 completed surveys
- Confidence level of 99%, margin of error +/- 1%

## Q4 Would you recommend us?

Answered: 33,658 Skipped: 415

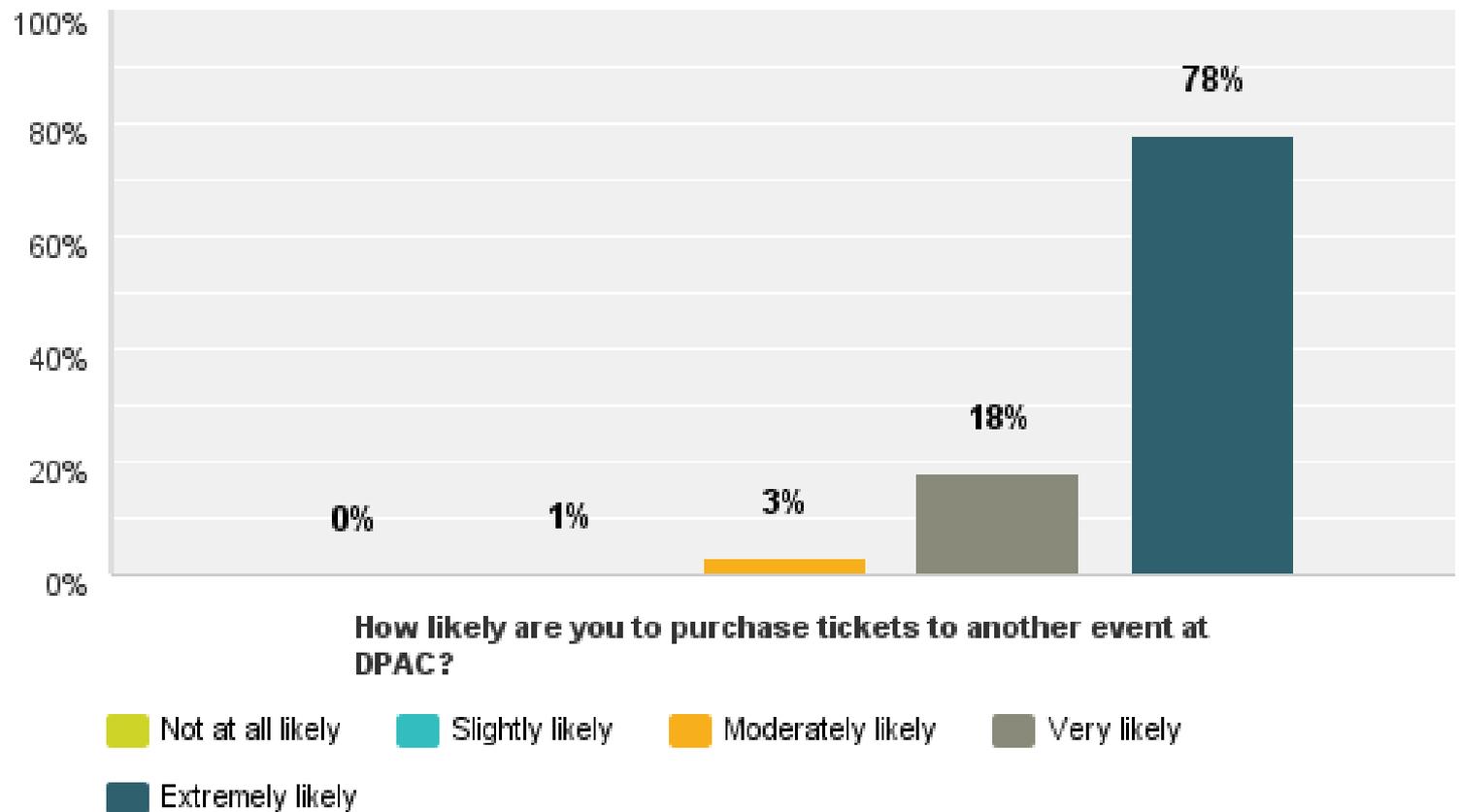


How likely is it that you would recommend attending a future event at DPAC to a friend, family member or co-worker?



## Q8 Will you be back?

Answered: 33,350 Skipped: 723





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2013 / 2014 Season

# COMMUNITY OUTREACH



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# High School Visits with Cast and Crew - Broadway



Four Durham High Schools participated, including:

- Jordan High School
- Riverside High School
- Hillside High School
- Durham School of the Arts

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# Cross-Marketing

## Donated Advertising and Tickets

- The Carolina Theatre
- Durham County Library
- Durham Arts Council
- St. Joseph's Historic Foundation / Hayti Heritage Center
- The Salvation Army
- Eno River Association
- Doing Good In the Neighborhood – Duke Employee Giving



# Triangle Rising Star Awards



Regional competition for the National High School Musical Theater Awards in New York City. 20 Triangle-area high schools participated, including **Jordan High School**, **Voyager Academy**, **Hillside High School** and **Durham School of the Arts**.

# Triangle Rising Stars



Our two **Triangle Rising Stars** finalists, **Matthew Washington** and **English Bernhardt**, took home two of only four awards given out before the ceremony. Matthew won the Spirit of the Jimmy's Award, and English was awarded Best Ensemble Member.

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2013 / 2014 Season

# ECONOMIC IMPACT



# Impact to Durham Economy

Overall Visitor Spending –  
\$66.3 Million

Total Economic Impact –  
\$48.4 Million



2013 / 2014 Season

**2015 AND BEYOND**

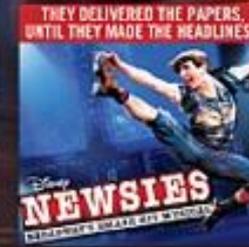


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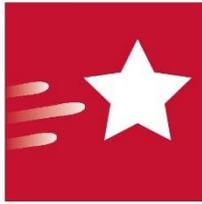
IT'S OUR  
I ♥ VE NY  
SEASON!

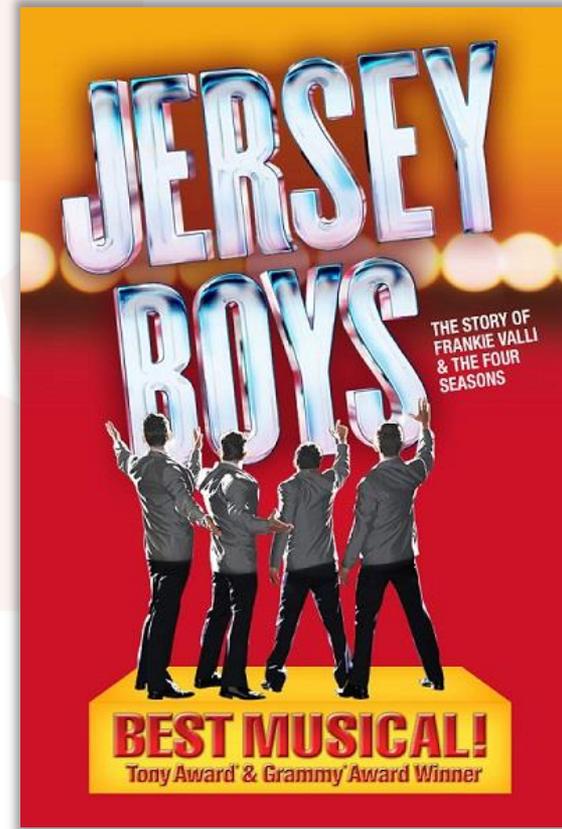
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Nederlander and PFM

**THANK YOU FOR THIS OPPORTUNITY  
TO SERVE THE CITY OF DURHAM**

...AND THANK YOU DURHAM!

