



# DPAC Oversight Committee Members



**Ed Binanay**  
Chair  
Business  
Representative



**Susan Callaghan**  
Vice Chair  
Community  
Relations



**Marty Belin**  
Finance



**Phillip Powell, Sr.**  
Facility  
Management



**Chris Ogden**  
Arts and  
Culture

# A Wicked Good Year



Only at  DPAC



# Season Highlights

2014 / 2015 Season

Only at  DPAC

## Wicked

- Third DPAC Engagement
- 24 Sellout Performances
- 64,570 Guests



Only at  DPAC

# SunTrust Broadway at DPAC

- 15,167 Season Members
- New Season Record
- #1, One-week Broadway Series in the U.S.



Only at  DPAC

## Attendance

- 448,998
- New DPAC Record
- Beats 2011 / 2012 mark of 420,958



# Events

- 224
- New DPAC Record
- Beats 2011 / 2012 mark of 200 events



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# Sellouts

- 112
- (50% of all Shows)
- New DPAC Record
- Beats 2013 / 2014 mark of 76 sellouts



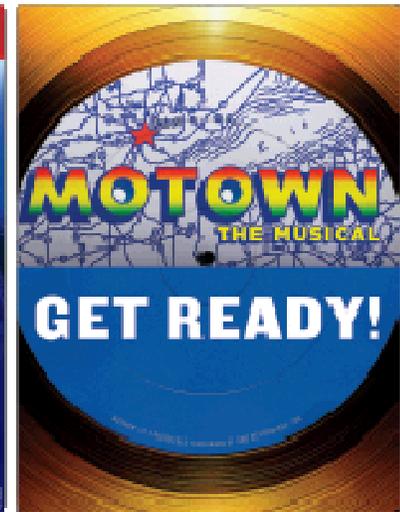
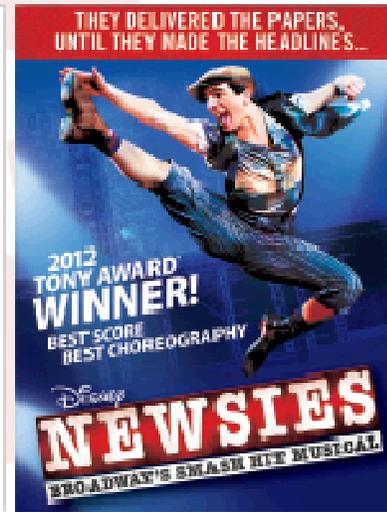
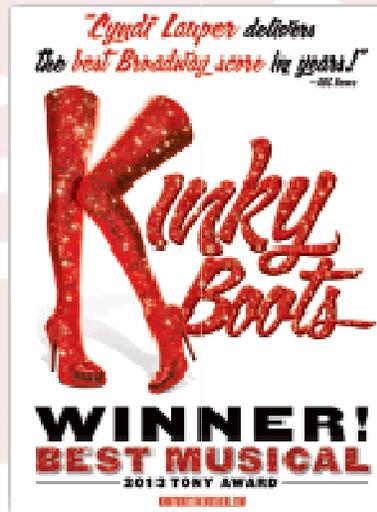
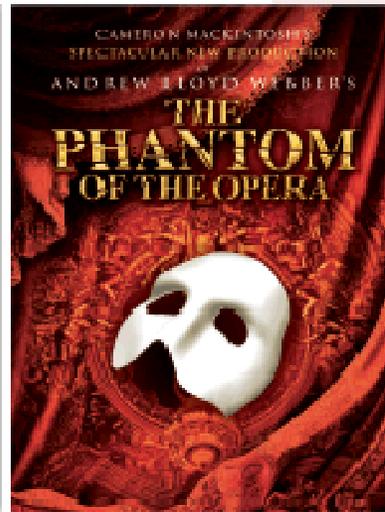


# The Biggest Shows

2014 / 2015 Season

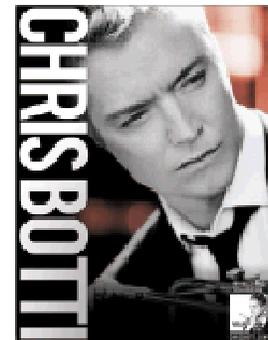
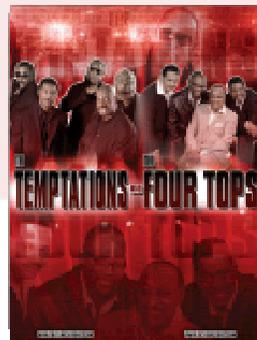
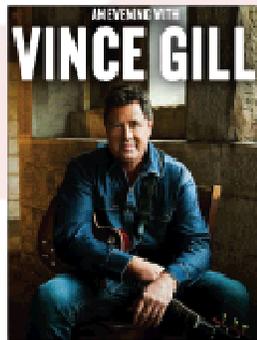
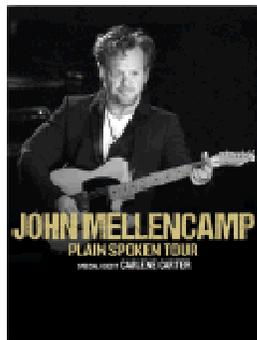
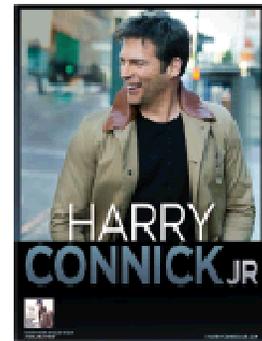
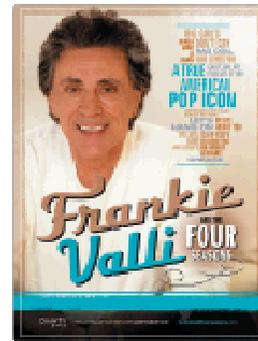
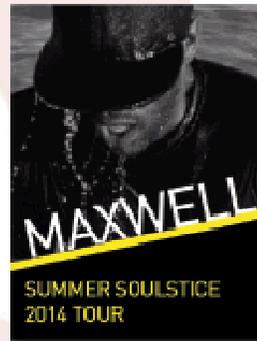
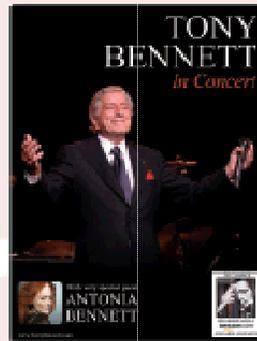
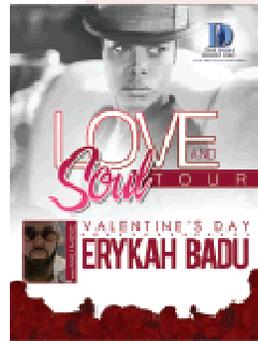
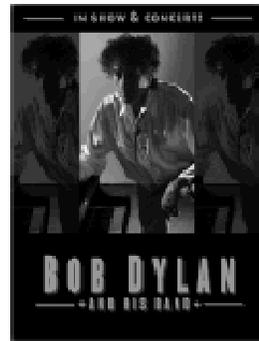
Only at  DPAC

# Broadway



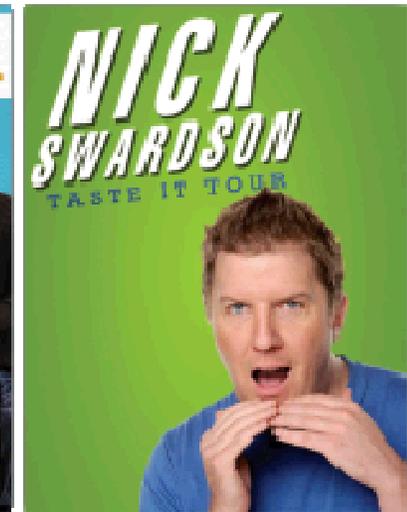
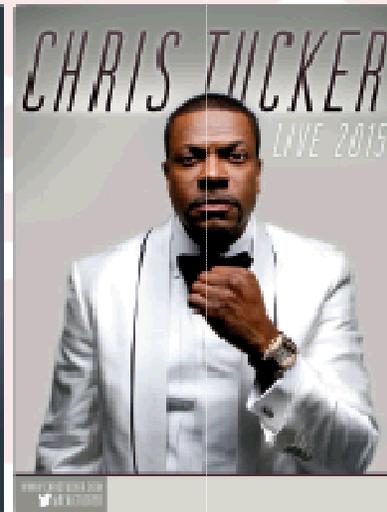
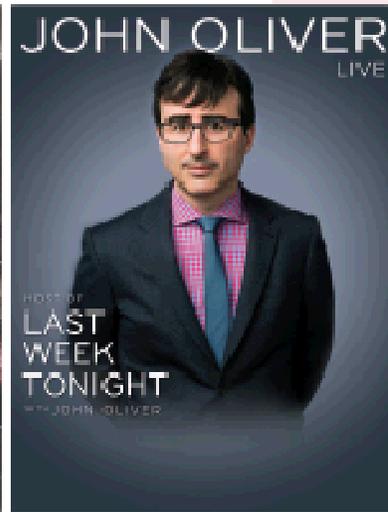
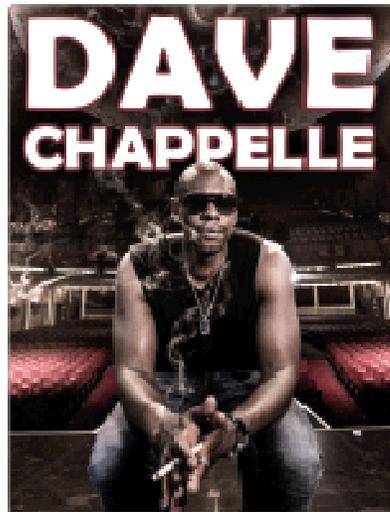
Only at  DPAC

# Concerts



Only at  DPAC

# Comedy



Only at  DPAC

# Special Events



Only at  DPAC

# Performing Arts Groups, Family Shows & Rentals



Only at  DPAC

# Award Winning

2014 / 2015 Season



Only at  DPAC

# 2014 / 2015 Best Place Awards

CAROLINA  
parent

**Best Place to Go for  
“Performing Arts” in the Triangle**  
2014 & 2015 Reader’s Choice “Family Favorite”

A SOURCE FOR THE  
MIDTOWN

**Best Place to See a Show**  
2014 & 2015 Diamond Awards



Only at  DPAC

# 2014 / 2015 Reader's Choice Awards



**INDY**<sup>week</sup>

**Best Live Theater Venue**  
in the Triangle for 7 straight years

**durham**  
magazine

Best Place for **Live Theatre** & **Live Music** Best Place for



**The Herald-Sun**  
Trusted & Essential

Reader's Choice Award for  
**Best Live Entertainment**

Only at  **DPAC**

# 2014 / 2015 Certificate of Excellence



**For the 4th consecutive year,  
TripAdvisor has recognized DPAC with their  
Certificate of Excellence.**

This prestigious award places DPAC among the top-performing 10% of all businesses worldwide on TripAdvisor, the world's largest travel and destination website.

- Based on ratings submitted by visitors
- Awarded to top-performing 10% of all businesses rated worldwide
- 90% of DPAC Guests give DPAC a 5-Star Rating

Only at  DPAC

# Nationally Ranked

2014 / 2015 Season



Only at  DPAC

# #2 Ranked Theater in the U.S.

## Top Ten Venues:

1. Fox Theatre – Atlanta
- 2. DPAC – Durham**
3. Dreyfoos Hall – West Palm Beach
4. Broward Center, Ft. Lauderdale
5. Carol Morsani Hall – Tampa
6. Microsoft Theater – Los Angeles
7. Colosseum at Caesars Palace – Las Vegas
8. Chicago Theatre – Chicago
9. Belk Theater – Charlotte
10. Verizon Theatre – Dallas / Ft. Worth

## Mid-Year Attendance Rankings



**POLLSTAR** *The Concert Magazine*

**#2 Attendance**

January 1, 2015 to June 30, 2015

Only at  **DPAC**

# Current Mid-Year Rankings

venues  
TODAY

**#2 Attendance**

Venues 2,001 - 5,000 Capacity

Billboard

**#3 Gross Revenues**

Capacity of 5,000 seats or Less

Only at  DPAC



# The DPAC Experience

2014 / 2015 Season

Only at  DPAC

# Team DPAC

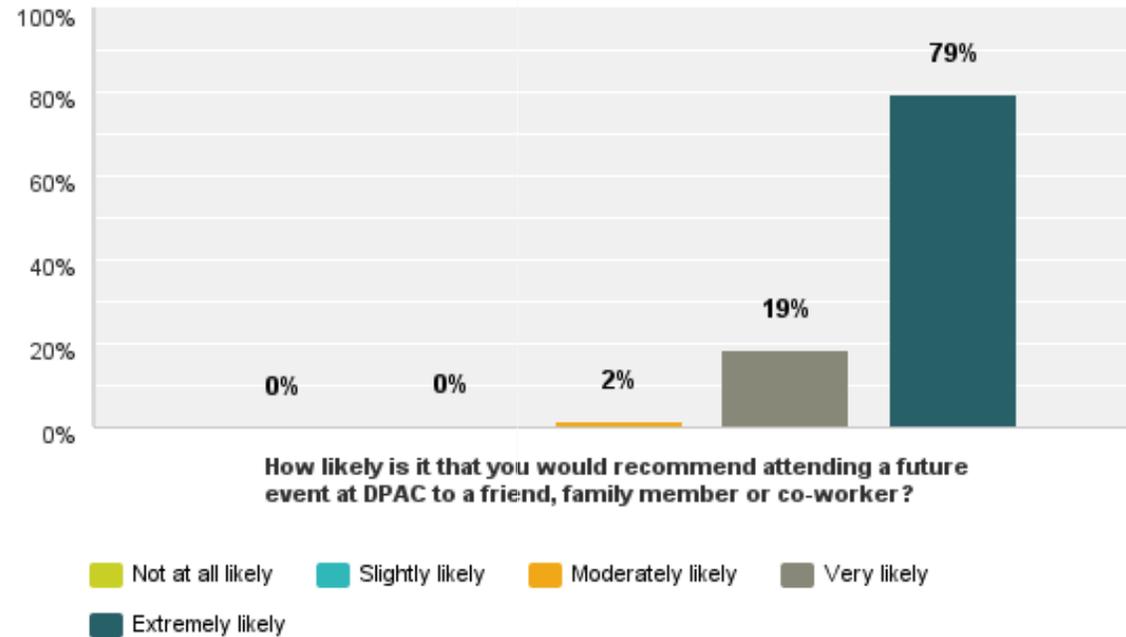


Only at  DPAC

# 98% of Guests Highly Likely to Recommend DPAC

## Q4 Would you recommend us?

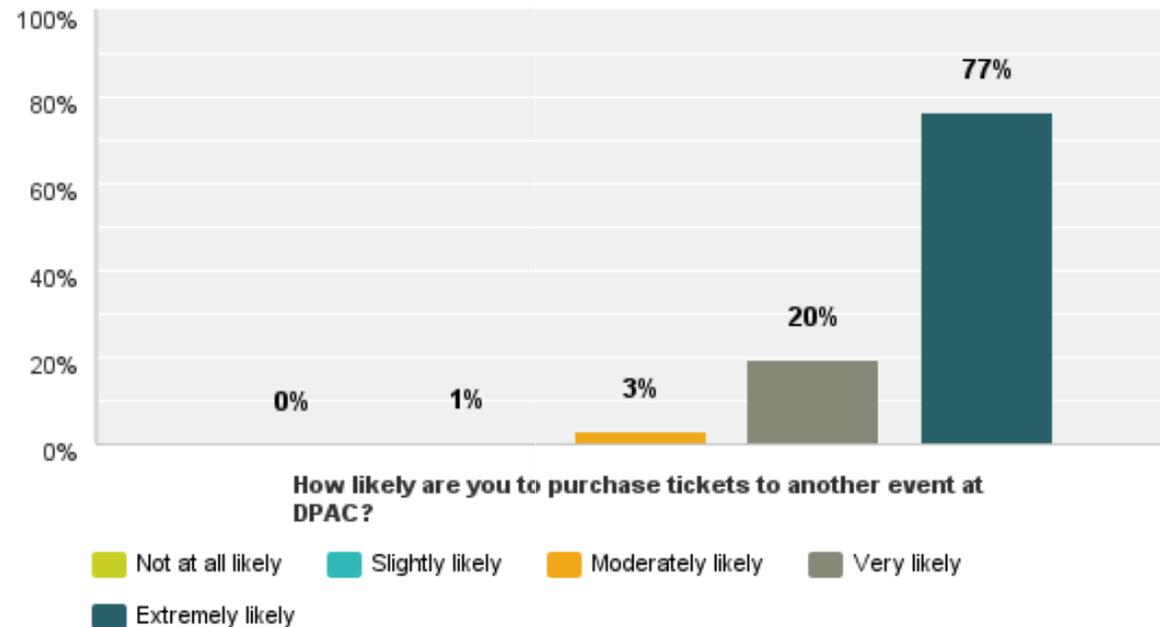
Answered: 41,549 Skipped: 321



# 97% of DPAC Guests are Highly Likely to Purchase Again

## Q8 Will you be back?

Answered: 41,028 Skipped: 842





# Connecting with Durham

2014 / 2015 Season

Only at  DPAC

# Broadway Cast and Crew Visits to Durham High Schools



## Participating Schools:

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

# Triangle Rising Stars



**TRIANGLE  
RISING  
STARS**

PART OF THE NATIONAL HIGH SCHOOL MUSICAL THEATER AWARDS

Presented in partnership with

**DPAC** **THEATRE  
IN THE PARK** **PLAYMAKERS  
REPERTORY COMPANY**

**The 2015  
Top 20  
Finalists  
with  
Best Actor  
and Best  
Actress**

Only at  **DPAC**

# Triangle Rising Stars Awards Show at DPAC

May 19, 2015

- 20 Area High Schools Participate
- Durham participating schools include:
  - C.E. Jordan High School
  - Cresset Christian Academy
  - Durham Academy
  - Durham School of the Arts
  - Hillside High School
  - Voyager Academy
- Winners receive a \$1,000 scholarship and an all-expense paid trip to New York to compete in the National High School Musical Theater Awards and the chance to win a “Jimmy Award” named after James M. Nederlander Sr.



Only at  DPAC

# Triangle Rising Stars - 2015 Scholarship Winners

- Faith Jones –  
Durham's Jordan  
High School
- Alex Fernandez –  
Enloe High School



# Cross Promotion with Leading Durham Non-Profits

THE  
CAROLINA  
THEATRE



Only at  DPAC

# Economic Impact – 2014 / 2015 Season

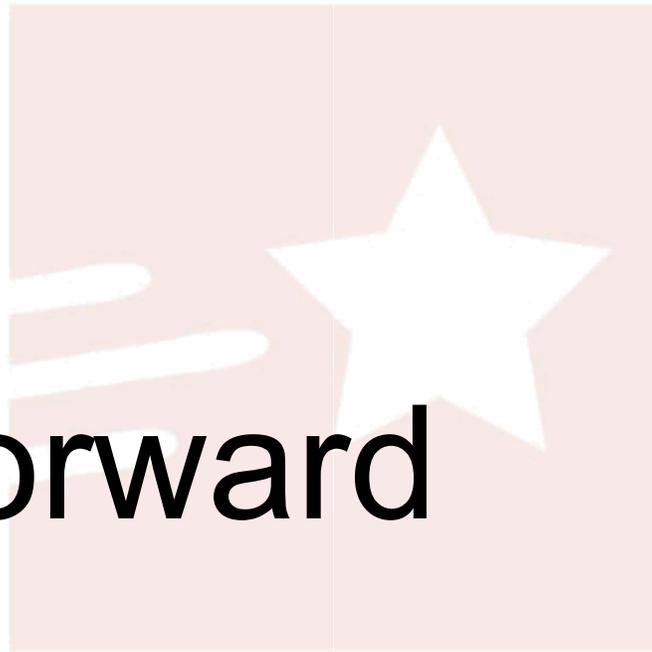
- Based on Durham Convention and Visitors Bureau Analysis
- Total Value Added to Durham's Economy: \$63.5 Million



Only at  DPAC

# Looking Forward

2015 / 2016 Season



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# Season Tickets Have Again Topped 15,000



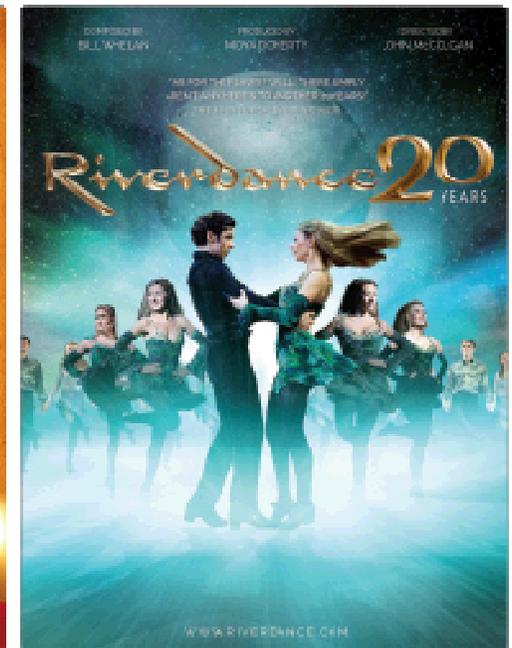
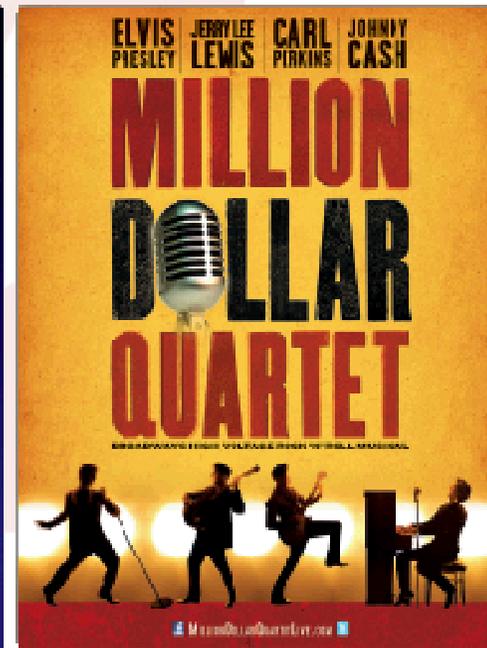
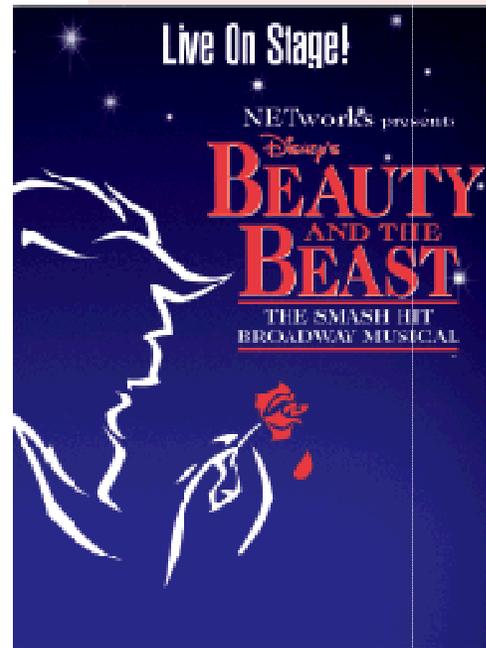
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# SunTrust Broadway - Our Eighth Season



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# Second Series



Only at  DPAC

# Book of Mormon Returns

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

**BACK BY  
POPULAR  
DEMAND!**

**DEC 29, 2015-JAN 10, 2016**

SEASON SEAT MEMBERS GET FIRST PRIORITY AT BEST SEATS BY ADDING THE BOOK OF MORMON TO YOUR SEASON PACKAGE

Only at  DPAC

# Lion King: 40 Performances

"THERE IS SIMPLY  
**NOTHING ELSE LIKE IT.**"  
—The New York Times

Disney PRESENTS  
**THE LION KING**

**THE WORLD'S #1 MUSICAL**

Hurry for Best Seats

**ENCORE**  
BROADWAY  
BROADWAY'S GREATEST HITS AT DPAC

Only at  **DPAC**

## 2015 / 2016 Season **250** Planned Events

- Broadway – 143
- Concerts – 38
- Comedy – 10
- Special Events – 7
- Performing Arts, Family shows and Rentals – 40
- Private Events – 12





# Thank you from Team DPAC!

Nederlander and PFM

Only at  DPAC



DURHAM PERFORMING ARTS CENTER

# 2014 / 2015 Season



#2 Ranked Theater in America  
448,998 Fans



224 Performances  
112 Sellouts



Only at  DPAC

