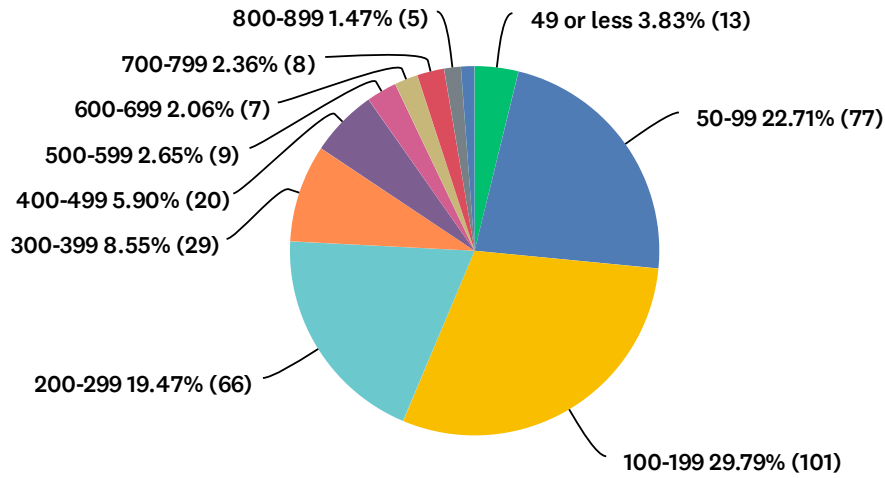


Q1 How many seats are in your main performance space

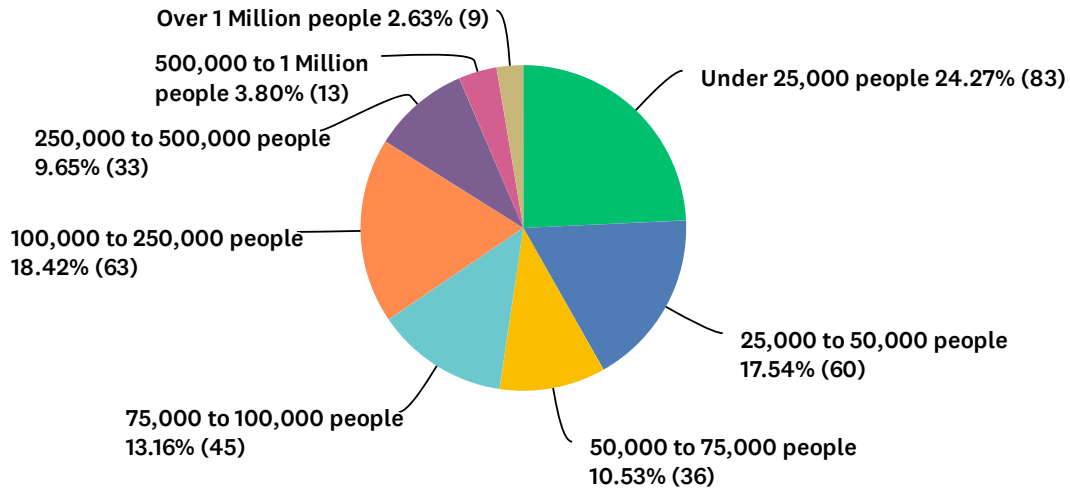
Answered: 339 Skipped: 3



ANSWER CHOICES	RESPONSES
49 or less	3.83% 13
50-99	22.71% 77
100-199	29.79% 101
200-299	19.47% 66
300-399	8.55% 29
400-499	5.90% 20
500-599	2.65% 9
600-699	2.06% 7
700-799	2.36% 8
800-899	1.47% 5
900-999	0.00% 0
Over 1,000	1.18% 4
TOTAL	339

Q4 What is the size population area you draw 50-60% or more of your audiences from?

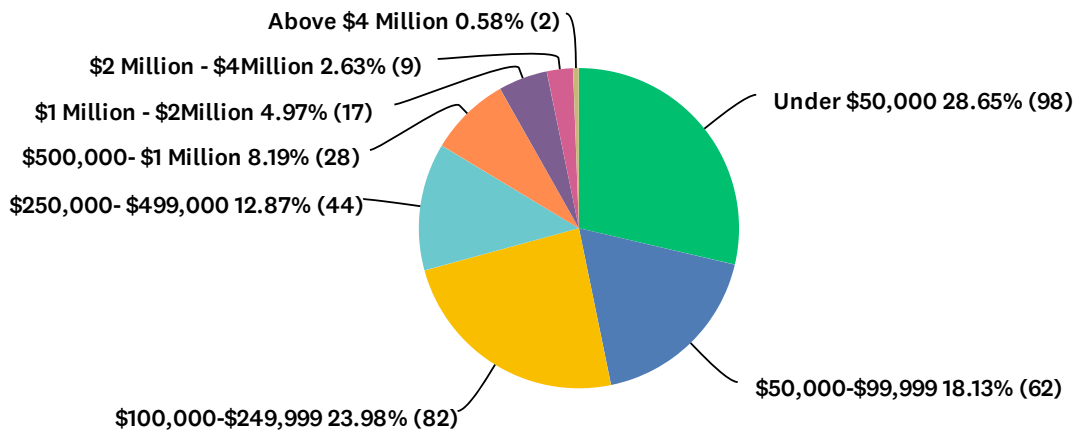
Answered: 342 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 25,000 people	24.27%	83
25,000 to 50,000 people	17.54%	60
50,000 to 75,000 people	10.53%	36
75,000 to 100,000 people	13.16%	45
100,000 to 250,000 people	18.42%	63
250,000 to 500,000 people	9.65%	33
500,000 to 1 Million people	3.80%	13
Over 1 Million people	2.63%	9
TOTAL		342

Q5 What is the current annual budget size of your theatre?

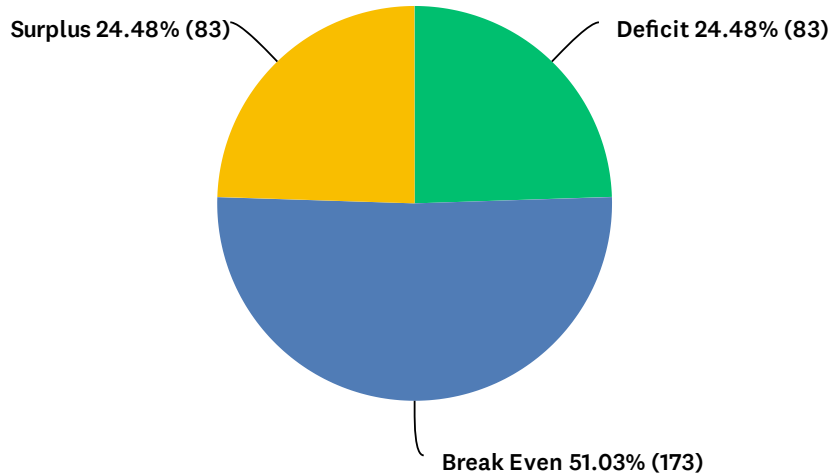
Answered: 342 Skipped: 0



ANSWER CHOICES	PERCENTAGE	RESPONSES
Under \$50,000	28.65%	98
\$50,000-\$99,999	18.13%	62
\$100,000-\$249,999	23.98%	82
\$250,000-\$499,000	12.87%	44
\$500,000-\$1 Million	8.19%	28
\$1 Million-\$2 Million	4.97%	17
\$2 Million-\$4 Million	2.63%	9
Above \$4 Million	0.58%	2
TOTAL		342

Q6 In the current fiscal year did you budget for a deficit, break even, or surplus?

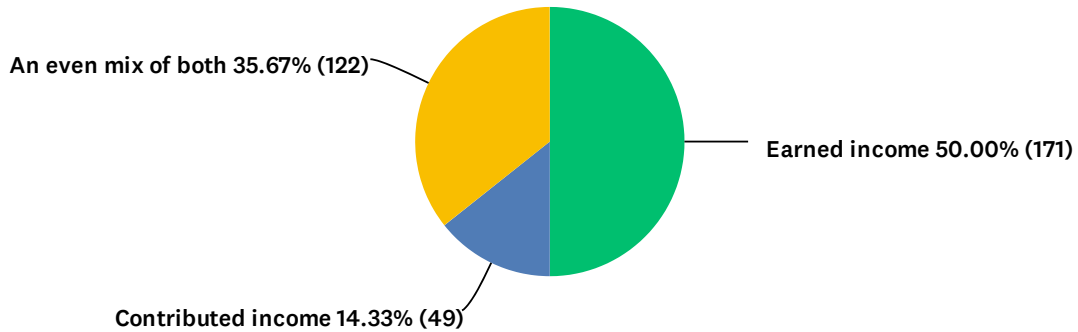
Answered: 339 Skipped: 3



ANSWER CHOICES	RESPONSES	
Deficit	24.48%	83
Break Even	51.03%	173
Surplus	24.48%	83
TOTAL		339

Q7 Do you rely more on earned income (ticket sales/class fees) or on contributed income (donations/sponsors/grants)?

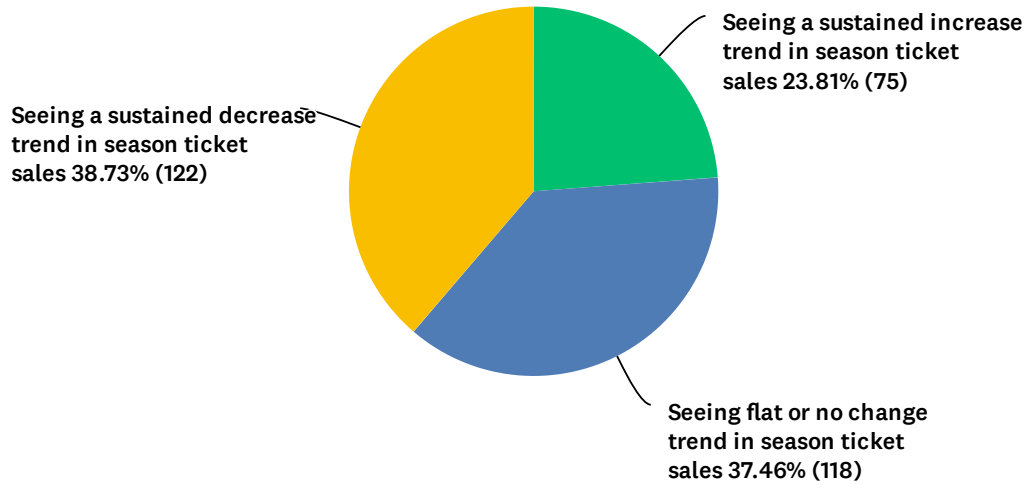
Answered: 342 Skipped: 0



ANSWER CHOICES	RESPONSES	
Earned income	50.00%	171
Contributed income	14.33%	49
An even mix of both	35.67%	122
TOTAL		342

Q8 Over the past 6 years what have you seen as the trend for Season Ticket sales at your theatre.

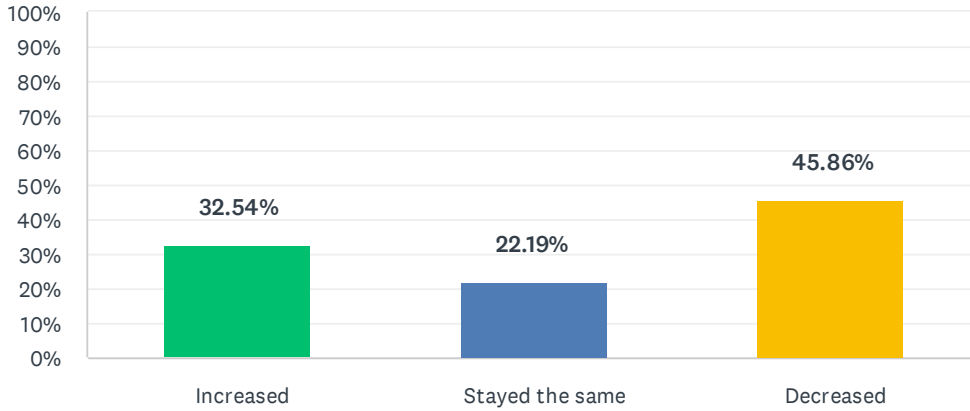
Answered: 315 Skipped: 27



ANSWER CHOICES	RESPONSES	
Seeing a sustained increase trend in season ticket sales	23.81%	75
Seeing flat or no change trend in season ticket sales	37.46%	118
Seeing a sustained decrease trend in season ticket sales	38.73%	122
TOTAL		315

Q9 Compared to 2019 (last complete year Pre Pandemic) has the total number of tickets sold in 2023 for your main season increased, stayed the same, or decreased?

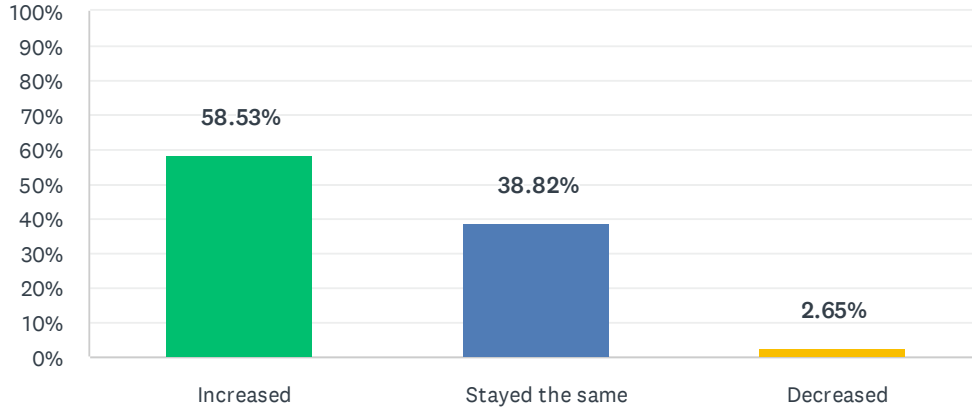
Answered: 338 Skipped: 4



ANSWER CHOICES	RESPONSES	
Increased	32.54%	110
Stayed the same	22.19%	75
Decreased	45.86%	155
Total Respondents: 338		

Q10 Compared to 2019 (last complete year Pre Pandemic) has your 2023 ticket prices increased, stayed the same, or decreased?

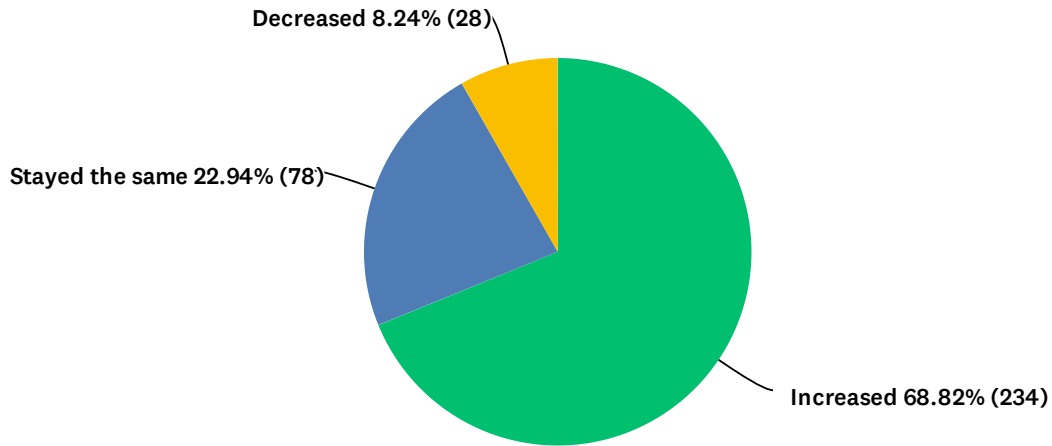
Answered: 340 Skipped: 2



ANSWER CHOICES	RESPONSES	
Increased	58.53%	199
Stayed the same	38.82%	132
Decreased	2.65%	9
Total Respondents: 340		

Q11 Compared to 2019 (last complete year Pre Pandemic) has your 2023 operating expense budget increased, stayed the same, or decreased?

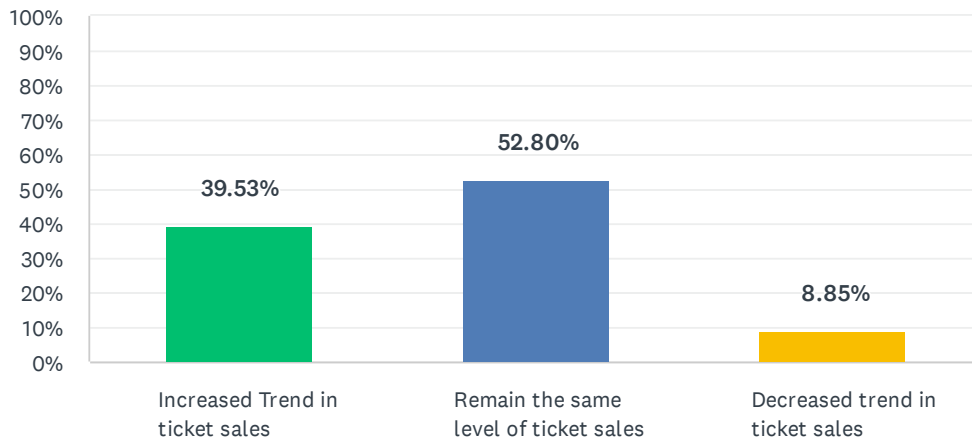
Answered: 340 Skipped: 2



ANSWER CHOICES	RESPONSES	
Increased	68.82%	234
Stayed the same	22.94%	78
Decreased	8.24%	28
TOTAL		340

Q12 What Trends do you see for the rest of the current season?

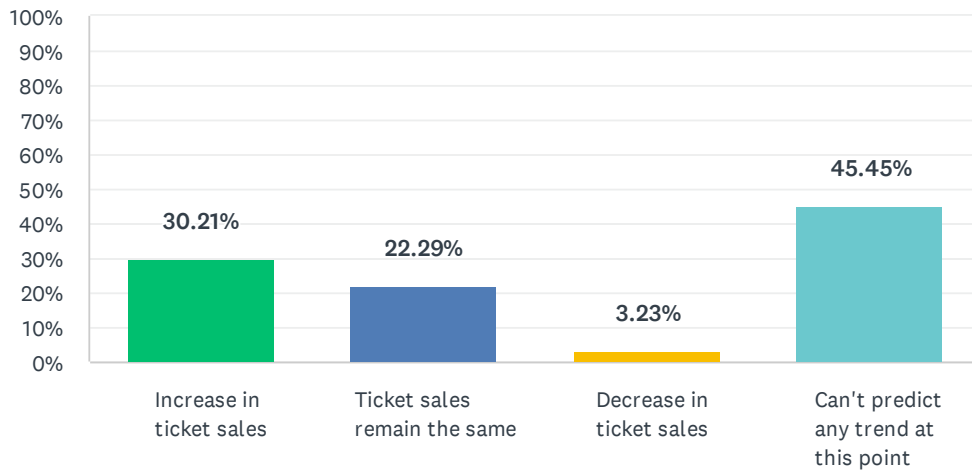
Answered: 339 Skipped: 3



ANSWER CHOICES	RESPONSES	
Increased Trend in ticket sales	39.53%	134
Remain the same level of ticket sales	52.80%	179
Decreased trend in ticket sales	8.85%	30
Total Respondents: 339		

Q13 What trends do you see for the next season?

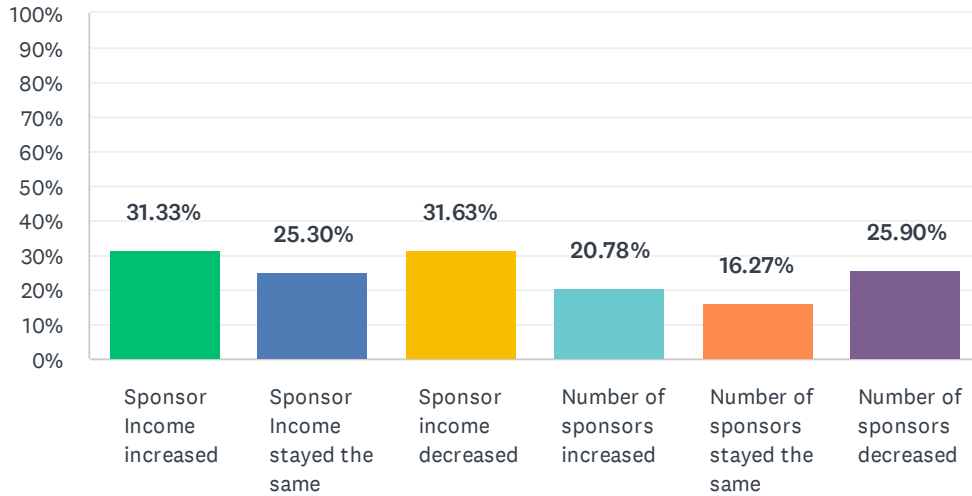
Answered: 341 Skipped: 1



ANSWER CHOICES	RESPONSES	
Increase in ticket sales	30.21%	103
Ticket sales remain the same	22.29%	76
Decrease in ticket sales	3.23%	11
Can't predict any trend at this point	45.45%	155
Total Respondents: 341		

Q14 Compared to 2019 has your sponsorship income and number of sponsors increased, stayed the same, or decreased. Check all that apply.

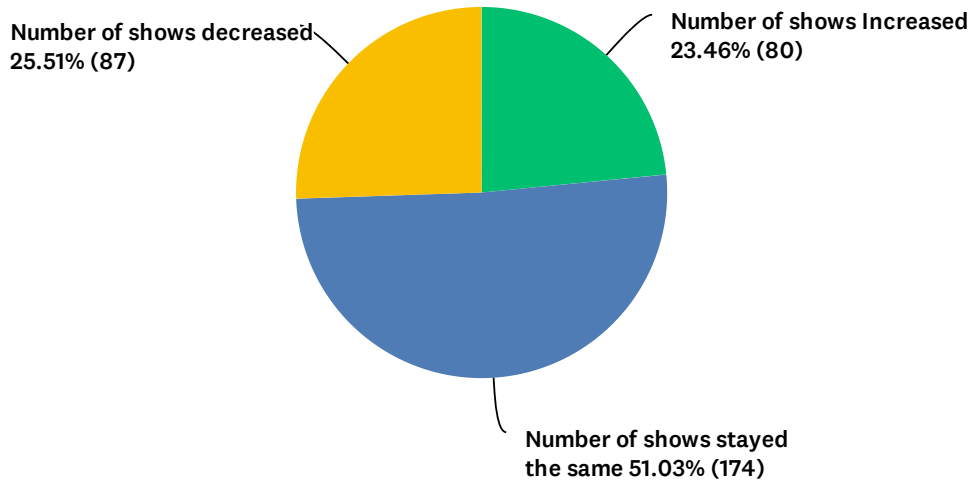
Answered: 332 Skipped: 10



ANSWER CHOICES	RESPONSES	
Sponsor Income increased	31.33%	104
Sponsor Income stayed the same	25.30%	84
Sponsor income decreased	31.63%	105
Number of sponsors increased	20.78%	69
Number of sponsors stayed the same	16.27%	54
Number of sponsors decreased	25.90%	86
Total Respondents: 332		

Q15 Have you changed your programming in terms of number of shows?

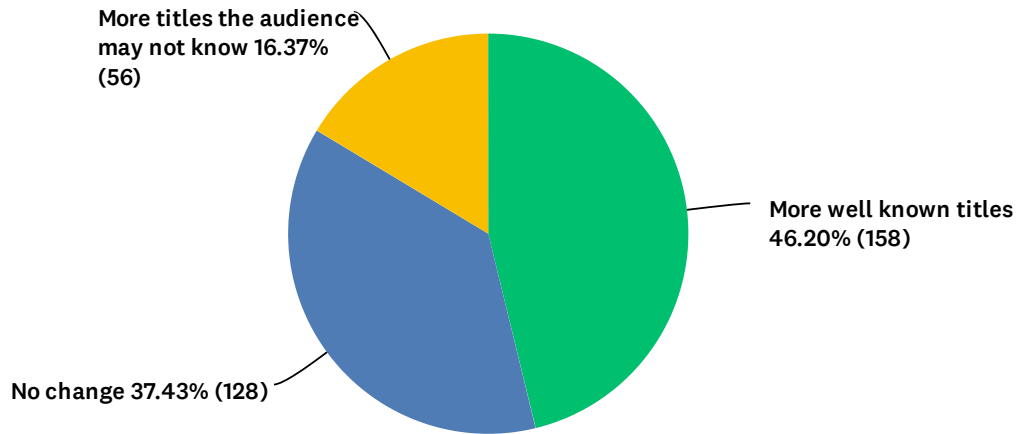
Answered: 341 Skipped: 1



ANSWER CHOICES	RESPONSES	
Number of shows Increased	23.46%	80
Number of shows stayed the same	51.03%	174
Number of shows decreased	25.51%	87
TOTAL		341

Q16 Are you choosing more well known titles or taking chances with titles the audience may not know compared to pre pandemic years.

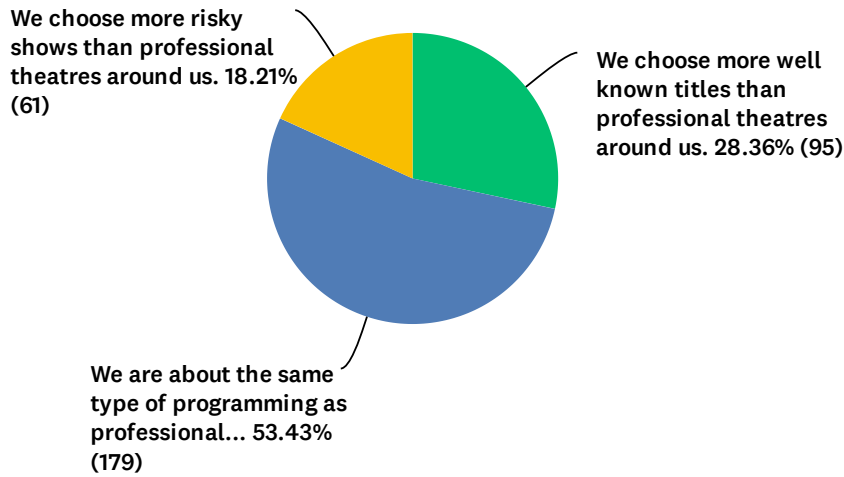
Answered: 342 Skipped: 0



ANSWER CHOICES	RESPONSES
More well known titles	46.20% 158
No change	37.43% 128
More titles the audience may not know	16.37% 56
TOTAL	342

Q17 How do you compare your programming choices in relation to professional theatres near you?

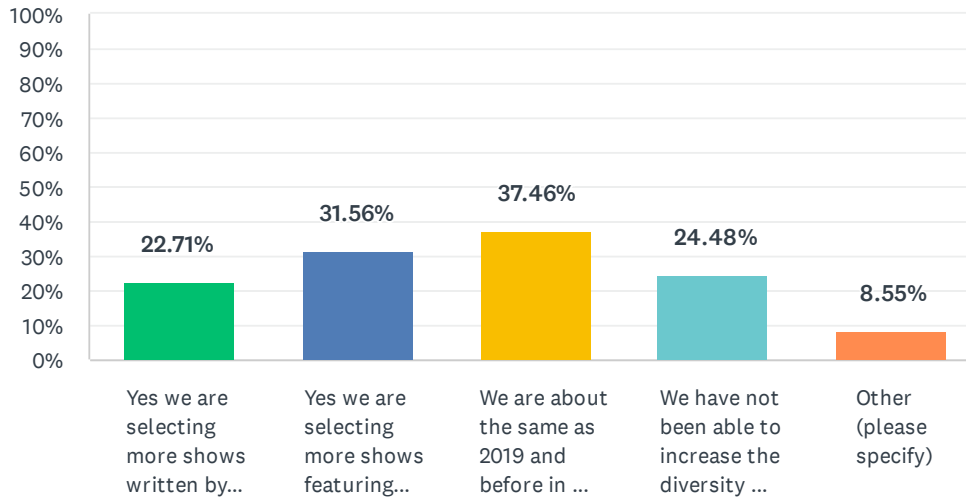
Answered: 335 Skipped: 7



ANSWER CHOICES	RESPONSES	
We choose more well known titles than professional theatres around us.	28.36%	95
We are about the same type of programming as professional theatres around us.	53.43%	179
We choose more risky shows than professional theatres around us.	18.21%	61
TOTAL		335

Q18 Are you choosing more shows written by diverse writers or shows with more roles for diverse actors in your programming? Check all that apply.

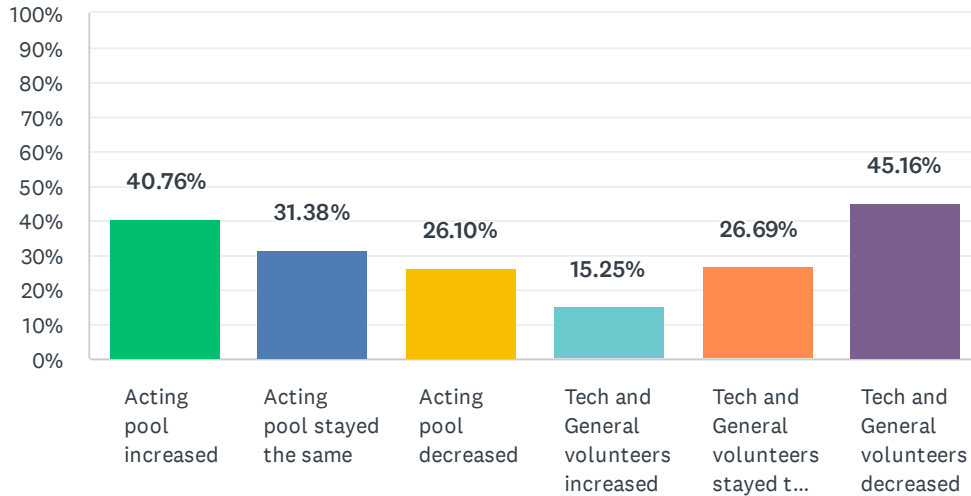
Answered: 339 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes we are selecting more shows written by diverse writers than 2019 and before.	22.71%	77
Yes we are selecting more shows featuring more diverse roles than 2019 and before.	31.56%	107
We are about the same as 2019 and before in the diverse shows and roles we offer	37.46%	127
We have not been able to increase the diversity in our shows because we don't have the resources	24.48%	83
Other (please specify)	8.55%	29
Total Respondents: 339		

Q19 Has your acting/volunteer pool changed in numbers. Check all that apply.

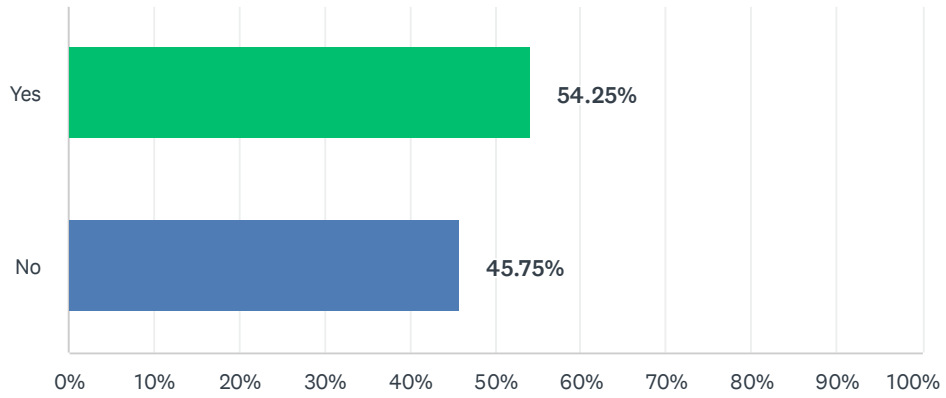
Answered: 341 Skipped: 1



ANSWER CHOICES	RESPONSES	
Acting pool increased	40.76%	139
Acting pool stayed the same	31.38%	107
Acting pool decreased	26.10%	89
Tech and General volunteers increased	15.25%	52
Tech and General volunteers stayed the same	26.69%	91
Tech and General volunteers decreased	45.16%	154
Total Respondents: 341		

Q20 Do you have paid staff?

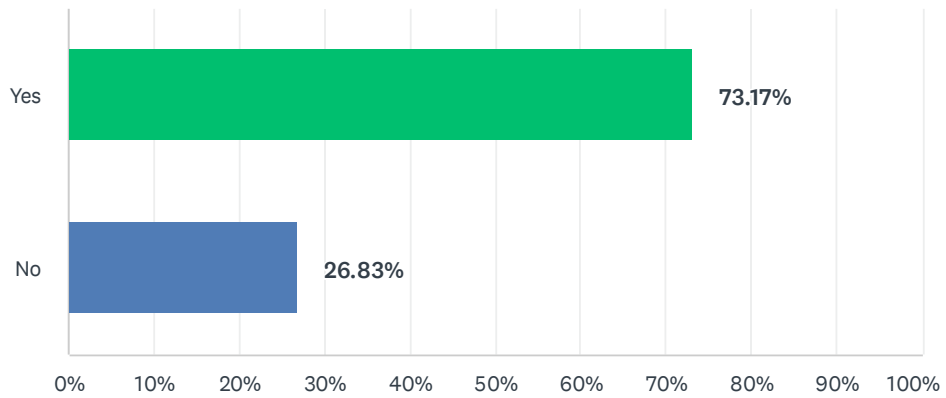
Answered: 341 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	54.25%	185
No	45.75%	156
Total Respondents: 341		

Q21 If you have paid staff are all of your positions filled?

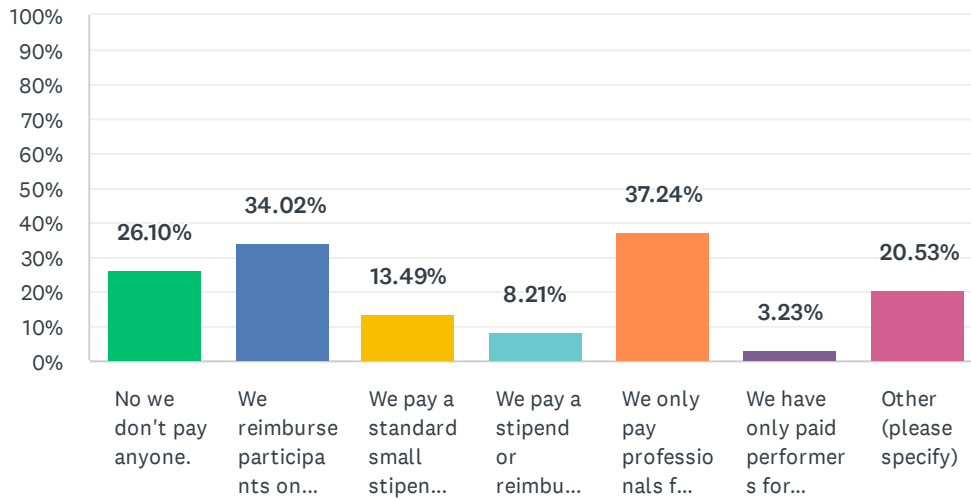
Answered: 205 Skipped: 137



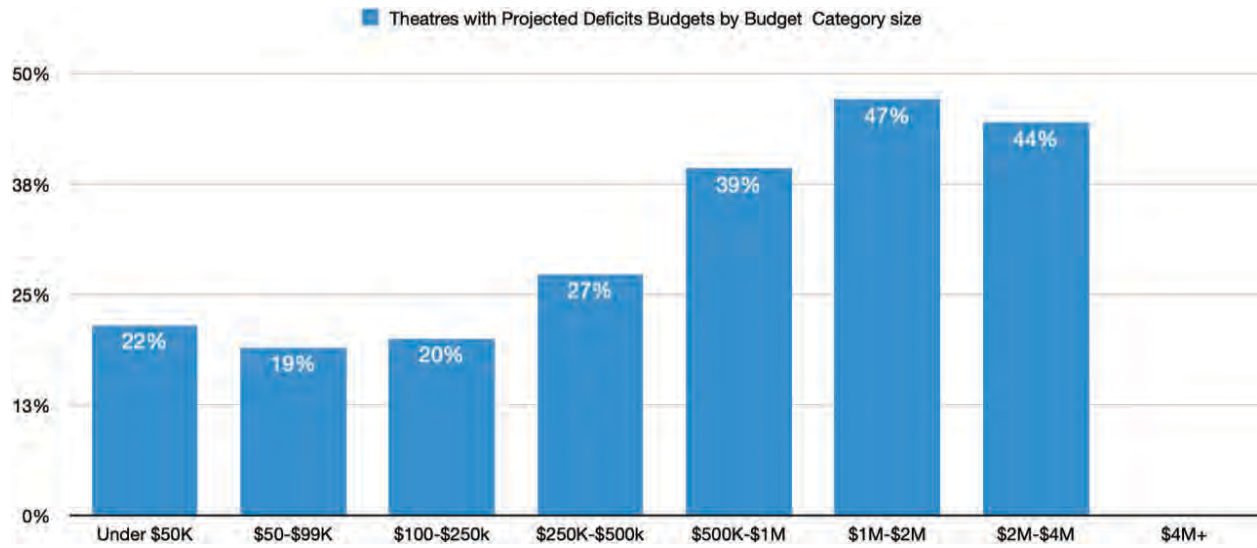
ANSWER CHOICES	RESPONSES	
Yes	73.17%	150
No	26.83%	55
TOTAL		205

Q22 Do you pay participants a stipend or reimbursement for their participation? Click all that apply.

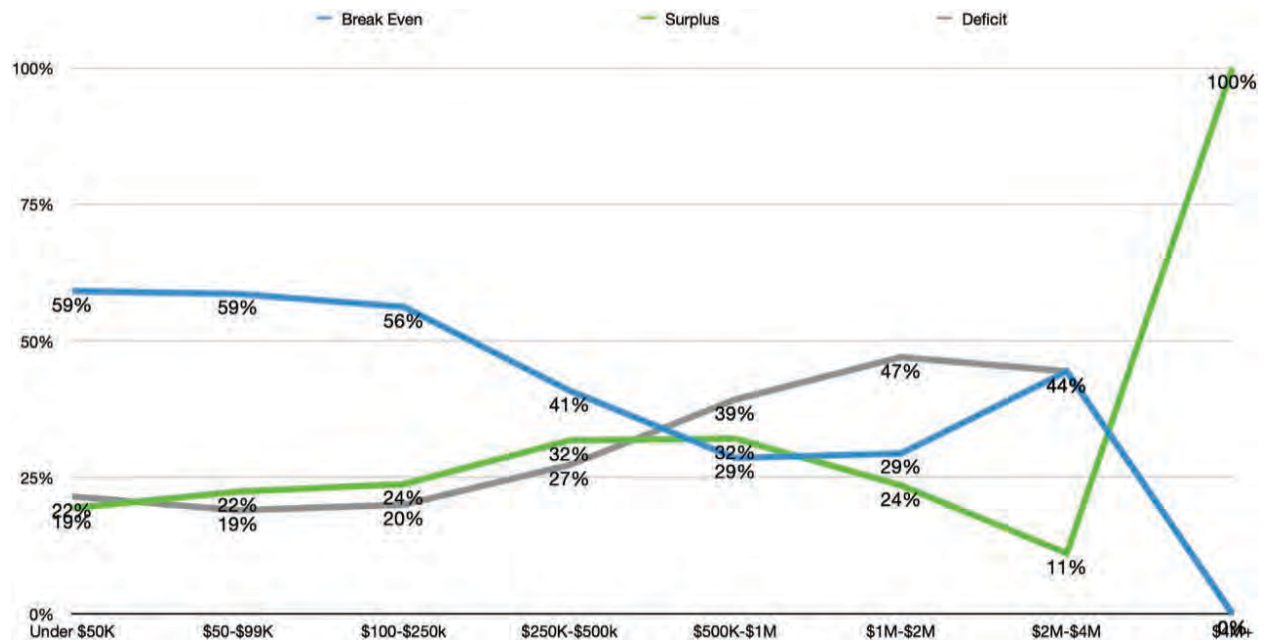
Answered: 341 Skipped: 1



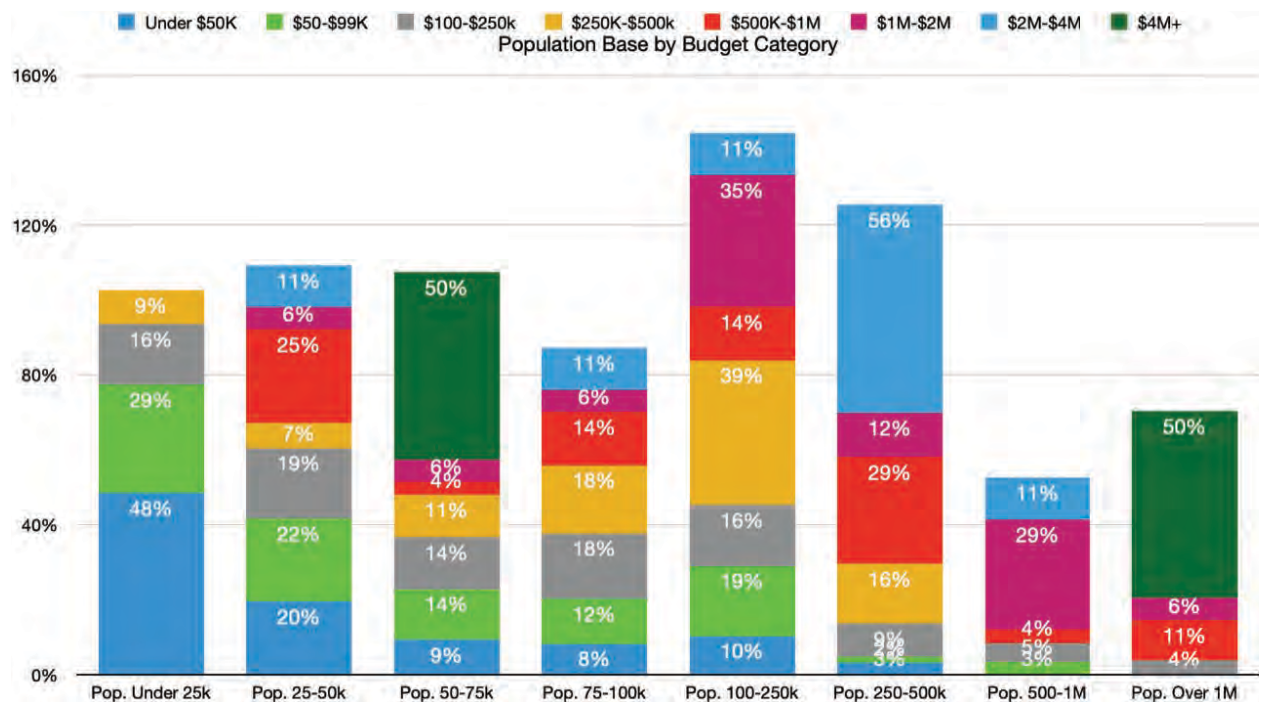
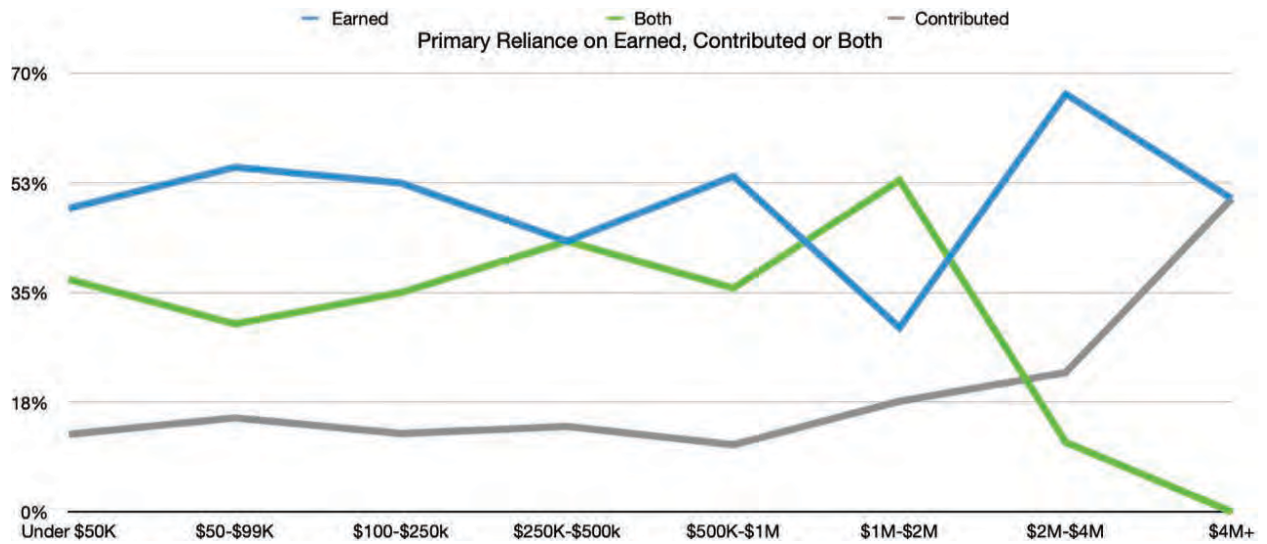
ANSWER CHOICES	RESPONSES	
No we don't pay anyone.	26.10%	89
We reimburse participants only for out of pocket expenses for items they buy for props, costumes, sets, etc...	34.02%	116
We pay a standard small stipend or reimbursement to help cover gas/travel or baby sitting or other personal expenses related to rehearsing or performing the shows.	13.49%	46
We pay a stipend or reimbursement on a sliding scale to certain people depending on how much time participants put in for the show.	8.21%	28
We only pay professionals for services they do for a living. (musicians, directors, designers, etc...)	37.24%	127
We have only paid performers for specific roles when we couldn't find anyone local to do them so we didn't have to cancel the show.	3.23%	11
Other (please specify)	20.53%	70
Total Respondents: 341		



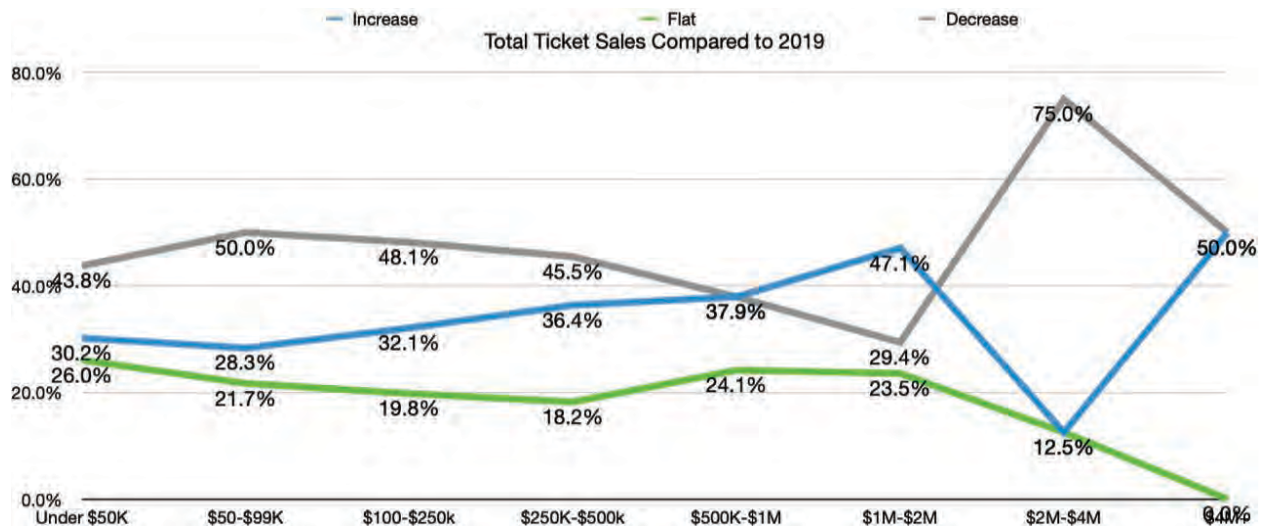
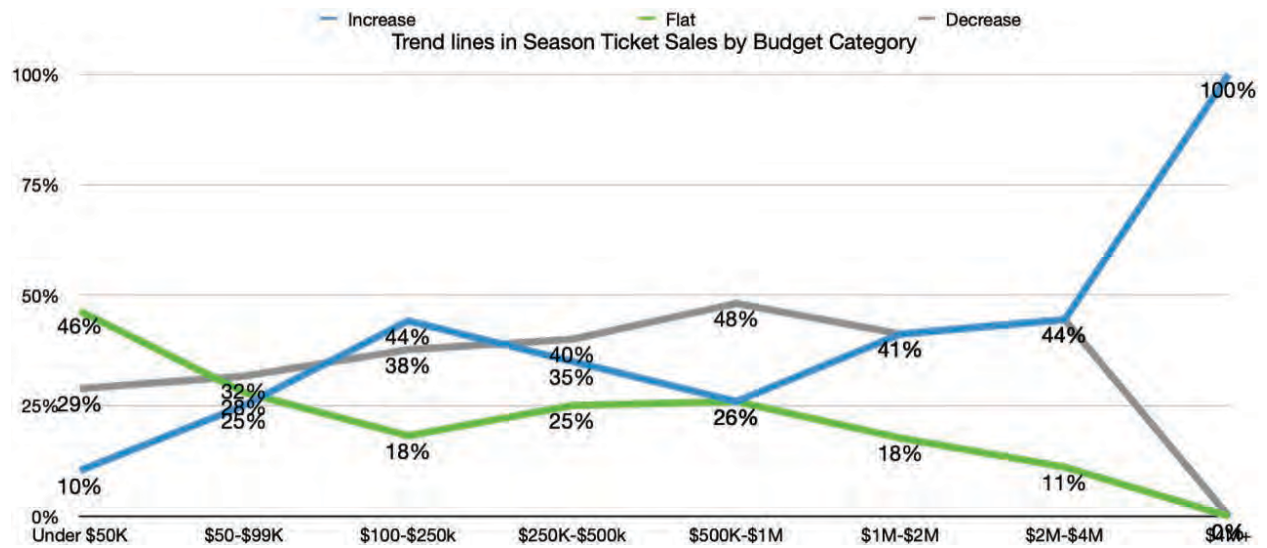
The Chart below represents all budget projections and categories for the current season.

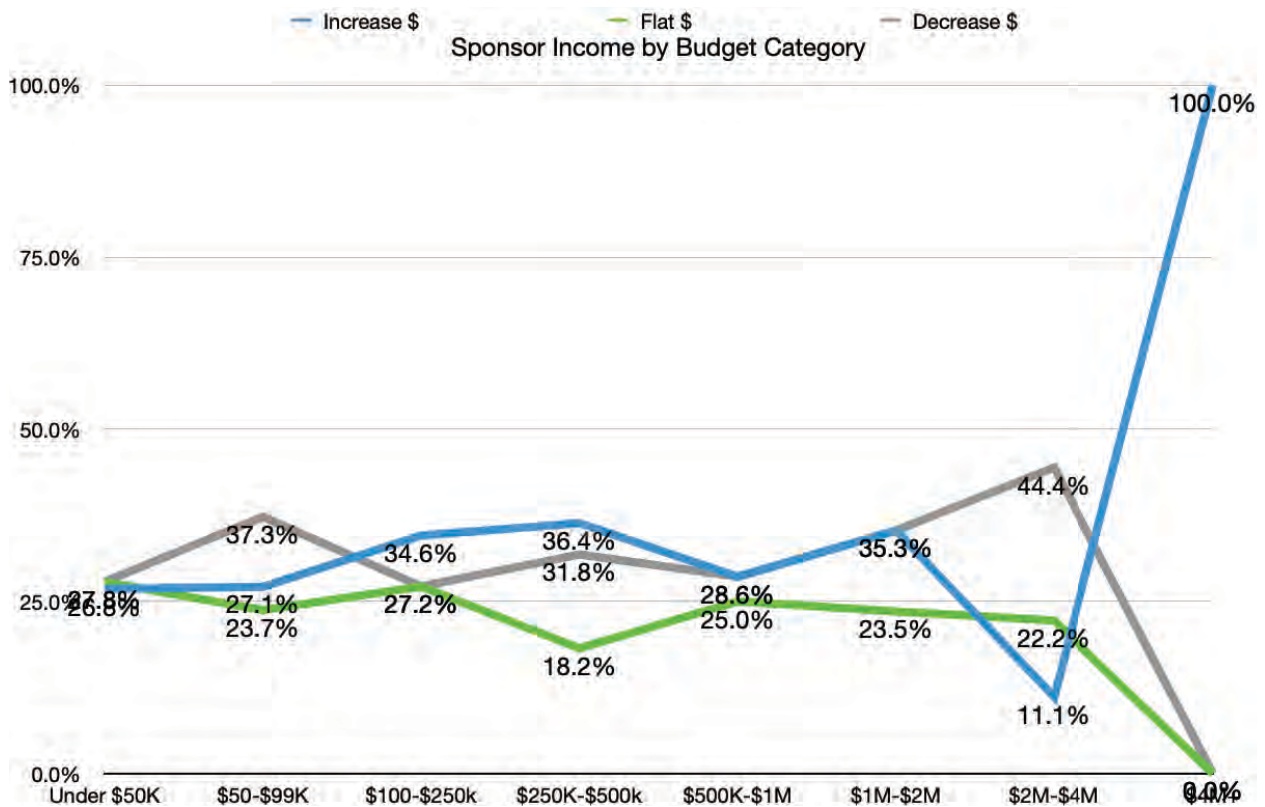
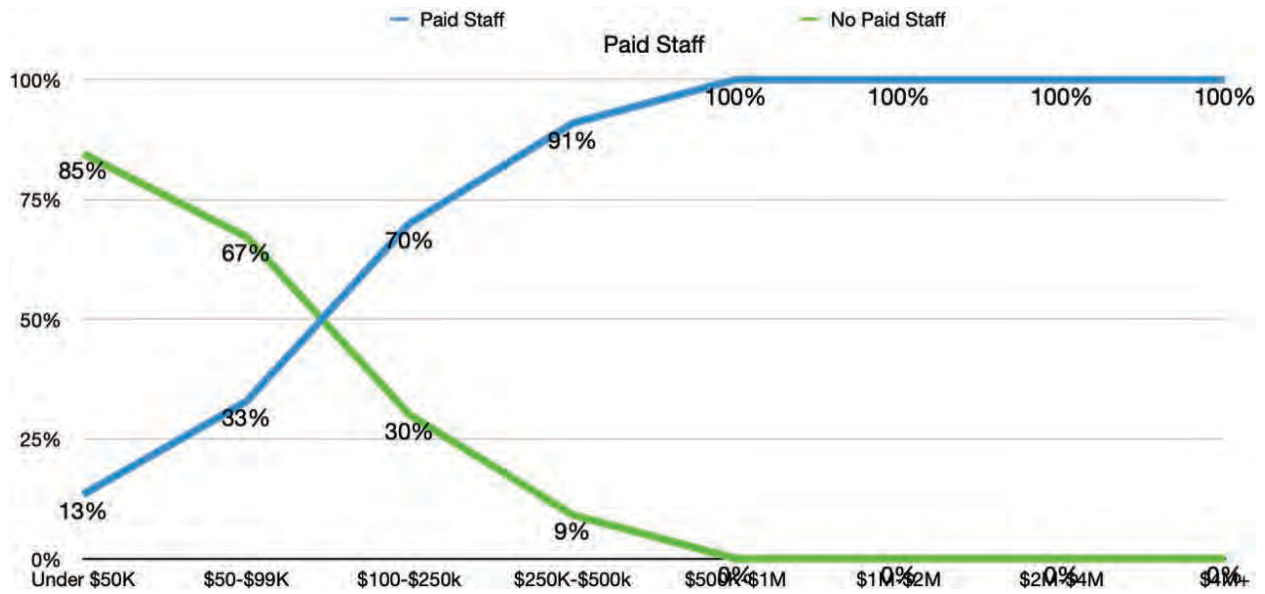


The Chart below represents the income breakdown by type.

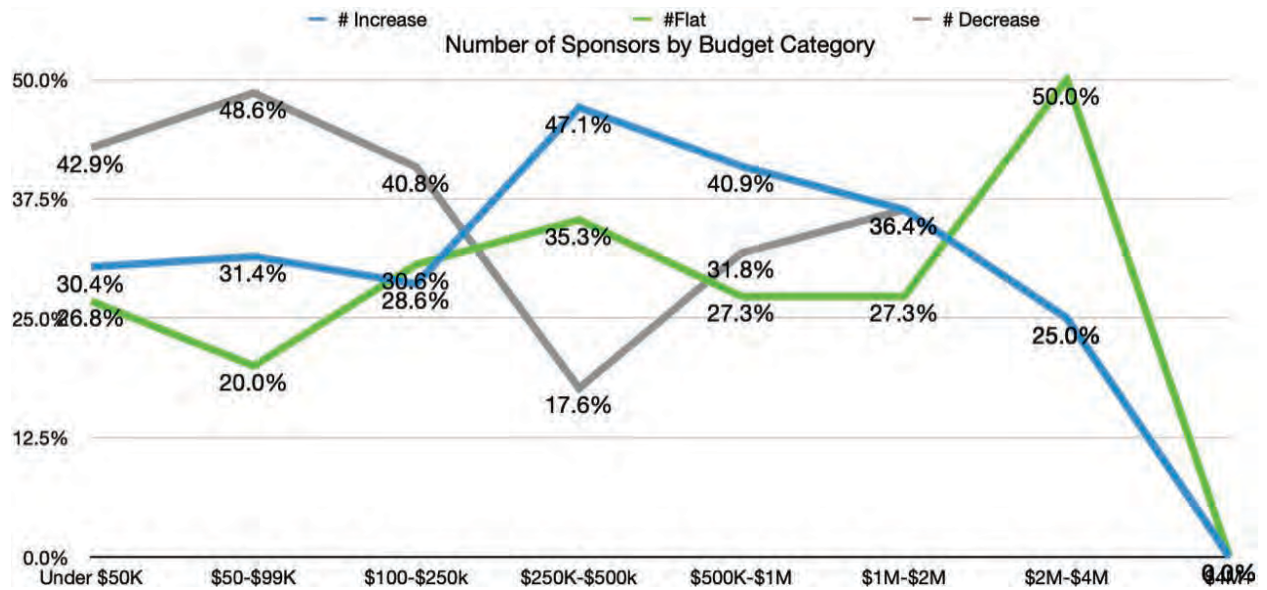


**Note each of the bar graphs represent the number of theatres from a budget category in that population base market. There were two theatre in the \$4Million + budget category. One is in the 50-75k population base that shows as 50% and the other is in the Pop over 1M base.





The last blue line popping up at 100% is the two theatres in that category both reported sponsor income up.



* Note the decrease at the \$2M-\$4M budget is on the same % path as the blue increase line.

