

## How Much Does It Cost to Run a Small Theatre?

The Greater Philadelphia Cultural Alliance is periodically asked how much money it takes to run a small theatre in Southeastern Pennsylvania. This question is often asked by individuals looking to start or grow a theatre, from community groups interested in arts-based community development, and from existing theatres interested in knowing more about peer organizations.

To help answer this question, the Greater Philadelphia Cultural Alliance has analyzed financial and programmatic data from small theatres in order to present a picture of how they operate. In each set of data presented, there is some variation depending on the location, history, works presented by each particular theatre. However, we believe that this snapshot should present some useful context for theaters and community organizations.

**What do we mean here by a "small theatre"?** Those asking this question tend to mean a theatre company performing a full season of productions (normally 3 to 6 per year) in a facility holding 200 to 800 people. (This is a difference from our 2006 and 2008 Portfolio reports, where "small" means organizations with budgets under \$250,000.)

	Total Annual Expenses	Total Annual Attendance	Expenses per Attendee	Estimated Budget Required for Theatres hosting 20,000 Attendees annually	Estimated Budget Required for Theatres hosting 30,000 Attendees annually
<i>most numbers rounded to nearest 100</i>					
Average for small theatres that do not own performance venues (17)	\$899,300	18,970	\$47.41		
Average for small theatres that do own performance venues (6)	\$660,700	16,650	\$39.67		
<b>Average for all small theatres</b>	<b>\$837,200</b>	<b>18,370</b>	<b>\$45.59</b>	<b>\$911,700</b>	<b>\$1,367,600</b>
Median for small theatres that do not own performance venues (17)	\$550,800	10,060	\$54.76		
Median for small theatres that do own performance venues (6)	\$441,500	14,600	\$30.23		
<b>Median for all small theatres</b>	<b>\$517,000</b>	<b>10,340</b>	<b>\$50.00</b>	<b>\$999,900</b>	<b>\$1,499,900</b>

Note 1: One company had data for years in which they owned their venue and for years in which they did not own their venue

Note 2: Does not include construction costs for a new theatre.

Data Analyzed for the above charts is drawn from 22 theatre companies in Southeastern Pennsylvania with Total Annual Attendance of 5,000 to 50,000 per year. An average of 3 budget years per theatre were analyzed. (Date source: Pennsylvania Cultural Data Project)

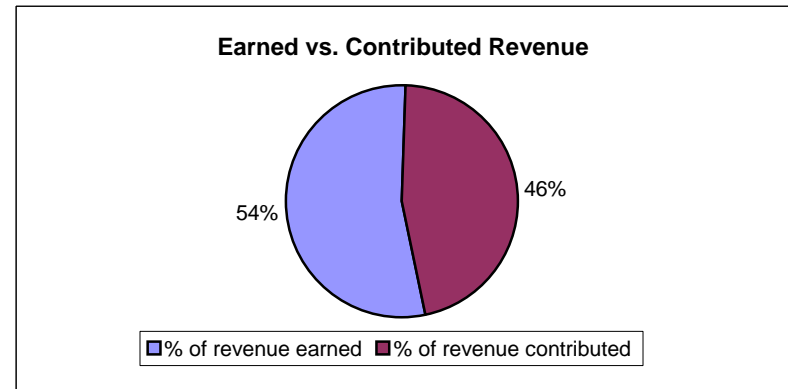
Research data and analysis are provided for use by members of the Greater Philadelphia Cultural Alliance, other organizations or entities, and the general public. Research data and analysis are not an endorsement or approval for any particular project or course of action.

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The following analysis is for 24 theatre companies of all sizes for the 2006 Portfolio report (see report for details, including list of participating organizations).

<b>% of revenue earned</b>	54%
<b>% of revenue contributed</b>	46%
<b>Average Unrestricted Revenue</b>	\$1,676,162

<b>Paid Attendance as % of total</b>	89.3%
<b>School Children Attendance as % of total</b>	20.8%



<b>Salaries and Benefits</b>	48%
<b>Physical Plant expenses</b>	23%
<b>all other expenses (communications, prof. services, other)</b>	29%

**Marketing expenses** (includes portions of all above, totalled for marketing) 14.6%

<b>EVENTS</b>	
<b>Productions</b> (e.g. "Miss Saigon", for # of Performances - see below)	244
<b>Perm. Exhibitions</b>	-
<b>Temp. Exhibitions</b>	-
<b>Public Classes</b>	569
<b>Prof. Classes</b>	36
<b>Films</b>	210
<b>Lectures</b>	193
<b>Total Events</b>	1,252
<b>Home Performances</b>	3,010
<b>Away Performances</b>	514
<b>Openings</b>	42

