



PRESENTATION TO THE CITY OF MARKHAM GENERAL COMMITTEE
Monday, October 7th, 2013

By: Members of the Flato Markham Theatre Advisory Board

Strategic Updates and Key Initiatives



2011-2015

STRATEGIC

PLAN

1. LEADING CENTRE



LEADING CENTRE

Markham Theatre will sustain leadership as a centre of excellence for performing arts in York Region.

Leading Centre Outcomes

- ❑ 365 Events Annually
- ❑ Key strategic Capital Improvements
- ❑ Rental business turnover
- ❑ Community group support

2. ARTISTIC EXCELLENCE



ARTISTIC EXCELLENCE

Markham Theatre will develop and sustain artistically brilliant performances, programs and services that connect with the community.

Artistic Excellence Outcomes

- ❑ Program development and branding with two signature series:

Diamond Series and Discovery.

DIAMOND
SERIES | 13 ♦ 14

Brilliant Performances

markham theatre
discovery

Building Live Arts Future Together!

Artistic Excellence Bringing Global Attractions...



Peking Acrobats



Artistic Excellence

Attracting giants...



Vanelli



Jarreau

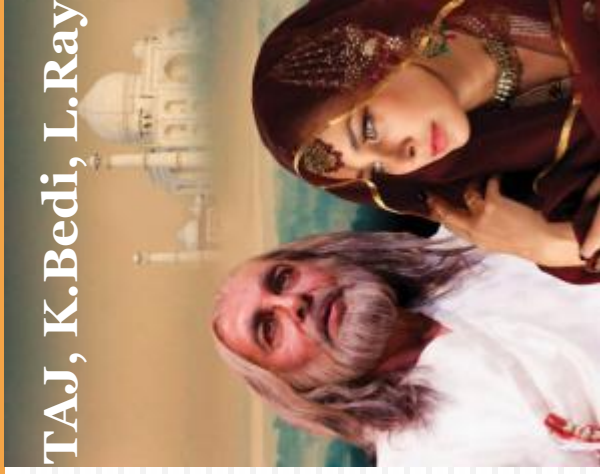


Manhattan Transfer



Sainte-Marie

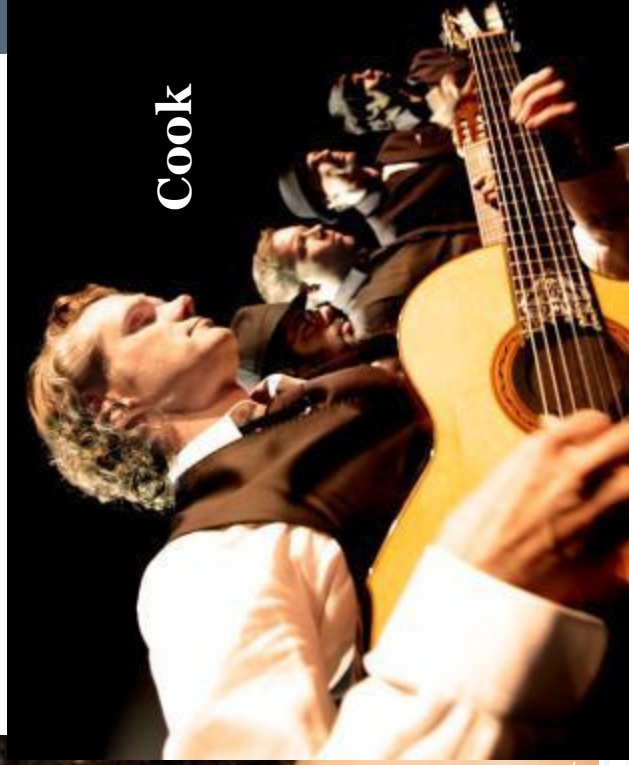
Diverse, sophisticated...



...and the Best of Canada's Scene



Bruggergosman



Cook



Black

Discovery...



markham theatre
discovery

Building Live Arts Future Together!

3. AWARENESS &

COMMUNICATIONS

Flato Markham Theatre
LIVE ARTS MATTERS. presents

DIRECT FROM LAS VEGAS!
POPOVICH
COMEDY PET THEATER

March 9, 2 p.m. & 7 p.m.

15 house cats, 10 dogs, 4 geese,
8 white doves, and 2 parrots
who love to show off onstage.

"PURR-FECT!"
The New York Choice

"People who have spent countless hours attempting to make their dog obedient to the simplest demands should prepare for their jaws to drop!"

VIP FUN GIFT PACK
3 Tickets to Popovich
for \$75

MARQUEE WEEKLY

BOWTIE "The Total String Experience"
March 15

"A dizzying array of fiddling talent."
— Tamara Armstrong, Globe & Mail

Call 905-305-7469
www.markhamtheatre.ca

Flato Markham Theatre
LIVE ARTS MATTERS.

2013年3月30日 星期三

Flato Markham Theatre
LIVE ARTS MATTERS.

Flato Markham Theatre is a community theatre located in Markham, Ontario. It is a non-profit organization that provides a wide range of live arts programming, including theatre, dance, and music. The theatre is committed to providing a high-quality experience for its audience and to supporting the local arts community.

March 15
Vice People
March 2

March 15
No Supply
March 7

March 15
The Best Thing Experience

2月10日
星期三
Citytv
6P
TELEVISION

Leila Josefowicz
大提琴家Leila Josefowicz的演奏會將在Citytv電視台播出。Leila Josefowicz是一位著名的俄羅斯大提琴家，她將在Citytv電視台播出她的演奏會。這是一場精彩的音樂會，不容錯過。

Outerbridge
Outerbridge is a television series that follows the lives of a group of people in a small town. The series is known for its realistic portrayal of life in a small town and its focus on the relationships between the characters. The series is currently airing on Citytv.

Citytv
Citytv is a Canadian television network that broadcasts a variety of programming, including news, entertainment, and sports. The network is known for its high-quality programming and its commitment to providing a diverse range of content to its audience.



AWARENESS & COMMUNICATIONS

**Markham Theatre will broaden
attendance and participation for
live arts in Markham.**

Awareness & Communications

Outcomes

- ❑ Marketing realignment
- ❑ Supporting program expansions
- ❑ Reaching out to the community
- ❑ Press coverage increase
- ❑ +35% new patrons

Awareness & Communications Outcomes

“...the theatre has served the community for almost 28 years, paralleling its dramatic growth with programming of increasing scale and sophistication... Today...it plays host annually to some 340 events and represents one of the most active venues of its kind in the Toronto region.”

William Littler, Music Columnist

“Markham Theatre’s move into dance programming is a major bonus for GTA dance lovers.”

Michael Crabb, Toronto Star Dance Critic

4. CAPACITY BUILDING



CAPACITY BUILDING

Markham Theatre will champion building partnerships, generating contributed income, and increasing operational efficiency.

Capacity Building Outcomes

- ❑ Flato Naming Right: \$1M over 10 years
- ❑ Weins Canada: \$124K over 3 years
- ❑ 85 partners
- ❑ Contributed Income: +164% in 3 years

5. SUCCESS



- **Measuring Success for Markham Theatre**
- **New Metrics**
- **32 Measures**

SUCCESS

Markham Theatre will strive to reach the goals and objectives established through a series of 32 measures distributed in 5 categories: General Activities, Professional Entertainment Season, Discovery, Rentals, and Financials.

Benchmark municipal support to similar Theatres in Ontario FY 2012

Theatre	Actual (1)	Municipal Investment (2)	% Actual (1÷2)	Population (3)	\$ Municipal investment Per Capita (2÷3)
Markham 530 seats	\$2,718,410	\$ 619,500	23%	320,000	\$ 1.94
Burlington 718 seats 225 seats	\$ 1,513,451	\$ 743,500	49%	178,000	\$ 8.50
Guelph 785 seats 225 seats	\$ 2,197,223	\$ 556,662	25%	118,000	\$ 4.18
Oakville 470 seats 126 seats	\$ 2,291,400	\$ 721,200	31%	185,000	\$ 3.90
Milton 500 seats	\$ 1,180,000	\$ 445,000	38%	100,000	\$ 4.45
Brantford 1,125 seats	\$1,946,020	\$ 857,068	44%	93,650	\$ 9.15

Success Outcomes

Evolution of municipal investment vs. Population and Operation

YEAR	2009	2010	2011	2012	2013 Projection
\$ Actual	\$1,968,992	\$2,235,187	\$2,473,256	\$2,718,410	\$2,700,000
City Investment	\$602,393	\$663,468	\$577,252	\$619,500	\$638,000
Population ¹	300,000	300,000	310,000	320,000	327,000
\$I/Capita	\$2.01	\$2.21	\$1.86	\$1.94	\$1.95
\$I/\$Actual	31 %	30 %	23 %	23 %	24 %

Success Outcomes

Evolution of Ticket Sales

YEAR	2009	2010	2011	2012
Ticket sales	\$528,000	\$649,000	\$754,000	\$795,000

Note: Total ticket sales include price of tickets plus handling fee.



Key Initiative

Every Child, Every Year

Enriching children through live arts!



The Vision

To nurture children's lifelong appreciation for the arts, and to ensure that the program is fully inclusive and available to all elementary school children in Markham



The experience...

- ❑ **Every Child**
- ❑ Educational performances
- ❑ Align with provincial curriculum
- ❑ **Every Year**, Once a year
- ❑ Free of all charge
- ❑ Exclusive to ALL Elementary Schools in Markham



The Impact...

- ❑ Academic
- ❑ Cognitive
- ❑ Personal
- ❑ Social and Civic

The Impact...

- ❑ Legacy program
- ❑ + 20,000 children
- ❑ + 70 schools
- ❑ + 40 performances

High Priority Initiative...

- ❑ Legacy to the youth and community
- ❑ Increase access to live arts
- ❑ Sustain robust performing arts sector in Markham
- ❑ Community leading the initiative through Civic and Business leaders

Project funding...

- ❑ Theatre Annual Gala
- ❑ Naming Sponsor and Grants
- ❑ Within Theatre Operations and City Investment of 25% of budget.

Project implementation...

- ❑ Pilot project Grades 1 and 2 for 2013-14 Season

- ❑ Target for full implementation: 2016.

THANK YOU!

