

San Diego Civic Theatre

A Cornerstone of San Diego's
Performing Arts Community

Presentation to the
Civic Core Committee

November 14, 2022

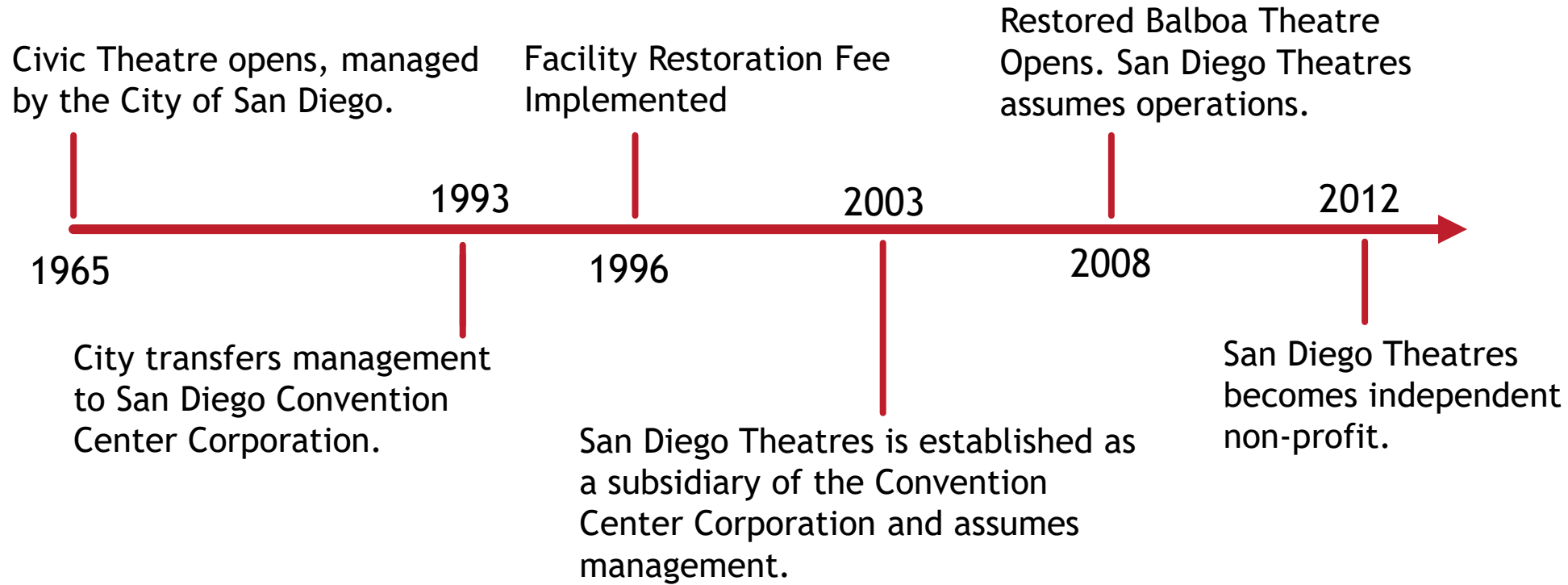


Presentation Overview

- Civic Theatre Timeline
- Economic & Community Impact
- Building on Success
- Planning for the Future
- Questions?



Civic Theatre Timeline



Our Mission

San Diego Theatres delivers exceptional performing arts and educational experiences, fosters collaboration and partnerships, and creates an accessible place for all people to enjoy the arts.

We accomplish this by managing, marketing, and operating the Civic Theatre and the Balboa Theatre.



*Create Moments
That Matter*

Partners in Success

Collective Bargaining Agreements



Carpenters - Building Maintenance



IATSE -Stagehands



Concessions/Food & Beverage Staffing



Operating Engineers - Systems Maintenance & Central Power Plant Operation



Ticket Sellers, Ushers, Housekeepers

Civic Theatre

Economic and Community Impact

Kelly Bargabos, CFO Consultant



By the Numbers

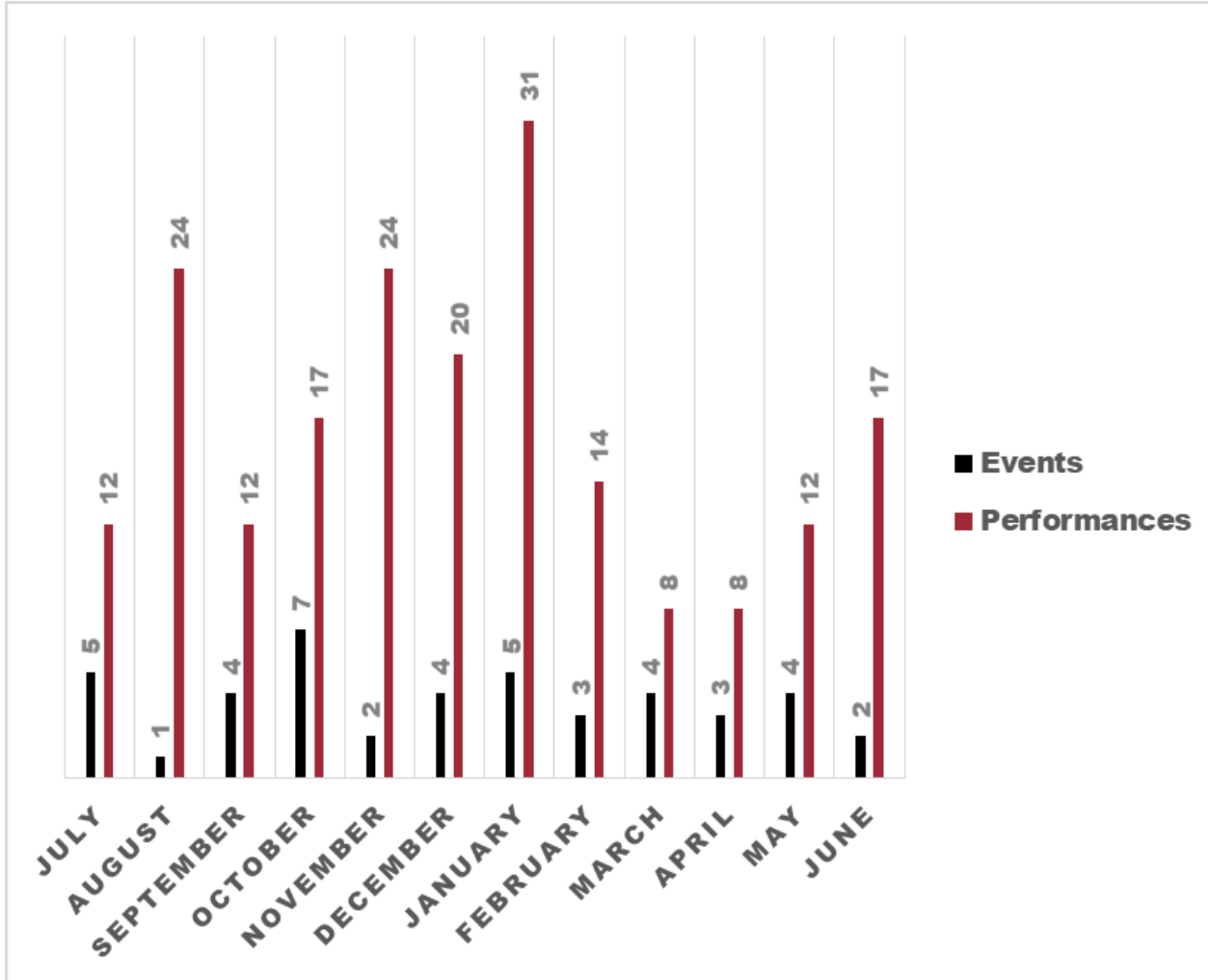
	FY19	FY20*	FY21**	FY22	FY23
EVENTS HOSTED	45	32	-	44	44
PERFORMANCES HELD	186	105	-	109	200
GUESTS RECEIVED	420,000	235,000	-	171,000	350,000
TOTAL REVENUE	\$7.7M	\$4.5M		\$3.5M	\$5.8M
TOTAL EXPENSE	(\$6.9M)	(\$5.3M)	(\$2.2M)	(\$3.7M)	(\$5.8M)
NET PROFIT/(LOSS)	\$1.1M	(\$0.8M)	(\$0.3M)	\$2.5M	\$0.3M

* 8 1/2 months

** Business shutdown



Behind the Numbers



- **70%** occupancy
- **256** days in use
- **350,000** people in attendance
- **200** performances
- **\$25M** in ticket sales
- **\$5M** Wages to **235** workers

Demographics*

IDENTIFIED FANS
43,047

MARRIED
50%

CHILD PRESENT
58%

MALE
41%

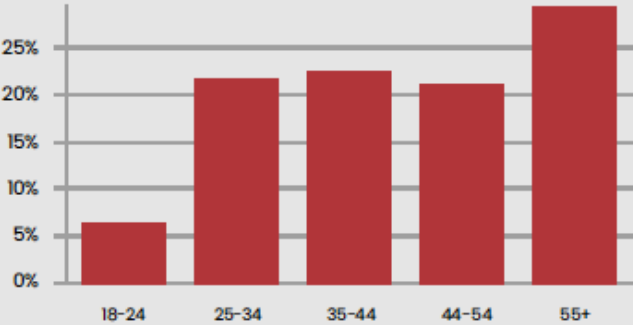
FEMALE
59%

EDUCATION LEVEL

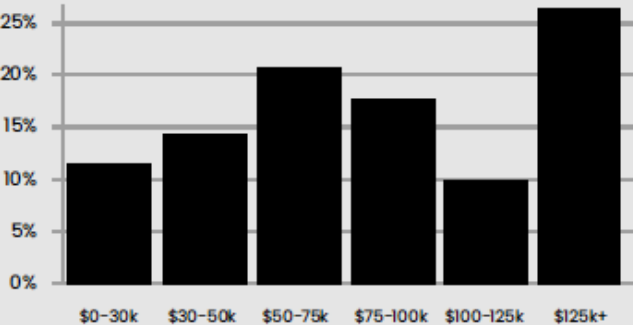
- HIGH SCHOOL OR LESS (55.63%)**
- COLLEGE (28.62%)**
- GRAD SCHOOL (15.75%)**



AGE RANGES



INCOME



*Source: Ticketmaster data collected from single-ticket sales only

Community Impact

NON PROFIT PARTNERS	EVENTS	PERFORMANCES	ATTENDEES
SAN DIEGO OPERA ASSOCIATION, INC.	3	12	18,000
BALLET	1	9	14,000
THE SAN DIEGO SYMPHONY ASSOCIATION	2	7	6,000
LA JOLLA MUSIC SOCIETY	4	4	5,800
VAPA FOUNDATION (Visual and Performing Arts)	1	1	1,000
OUR LADY OF PEACE	1	1	2,000
Grand Total	12	34	46,800

Moments That Matter

GENRE	EVENTS	PERFORMANCES	ATTENDEES
BROADWAY	13	141	256,200
OPERA	3	12	18,000
BALLET/DANCE	2	10	15,200
COMEDY	5	6	12,700
ROCK/POP	5	6	12,300
FAMILY	6	8	12,100
CLASSICAL/SYMPHONIC	5	10	10,600
WORLD MUSIC	3	4	6,850
ADULT CONTEMPORARY	1	1	2,500
PODCAST/OTHER	1	2	3,550
Grand Total	44	200	350,000



Regional Economic Impact*

- ▶ **\$19M** Total Expenditures
- ▶ **529** Full Time Equivalent Jobs
- ▶ **\$12M** Household Income
- ▶ **\$2M** Local and State Government Revenues

* Source: *Americans for the Arts*--Arts & Economic Prosperity Calculator



A large, ornate theatre with red seats and a grand piano in the foreground. The theatre has multiple levels of seating and a stage with a blue carpet. The piano is black and has its lid open, showing the internal mechanism. The background is a large, multi-tiered auditorium with red seats and a stage. The lighting is warm and focused on the stage.

Civic Theatre

Building on Success

Abigail Buell, Vice President
Strategy & Business Development

A Legacy of Performing Arts



Only at the Civic



A Civic Theatre for the Future



Civic Theatre

Planning for the Future

Carol Wallace, President & CEO

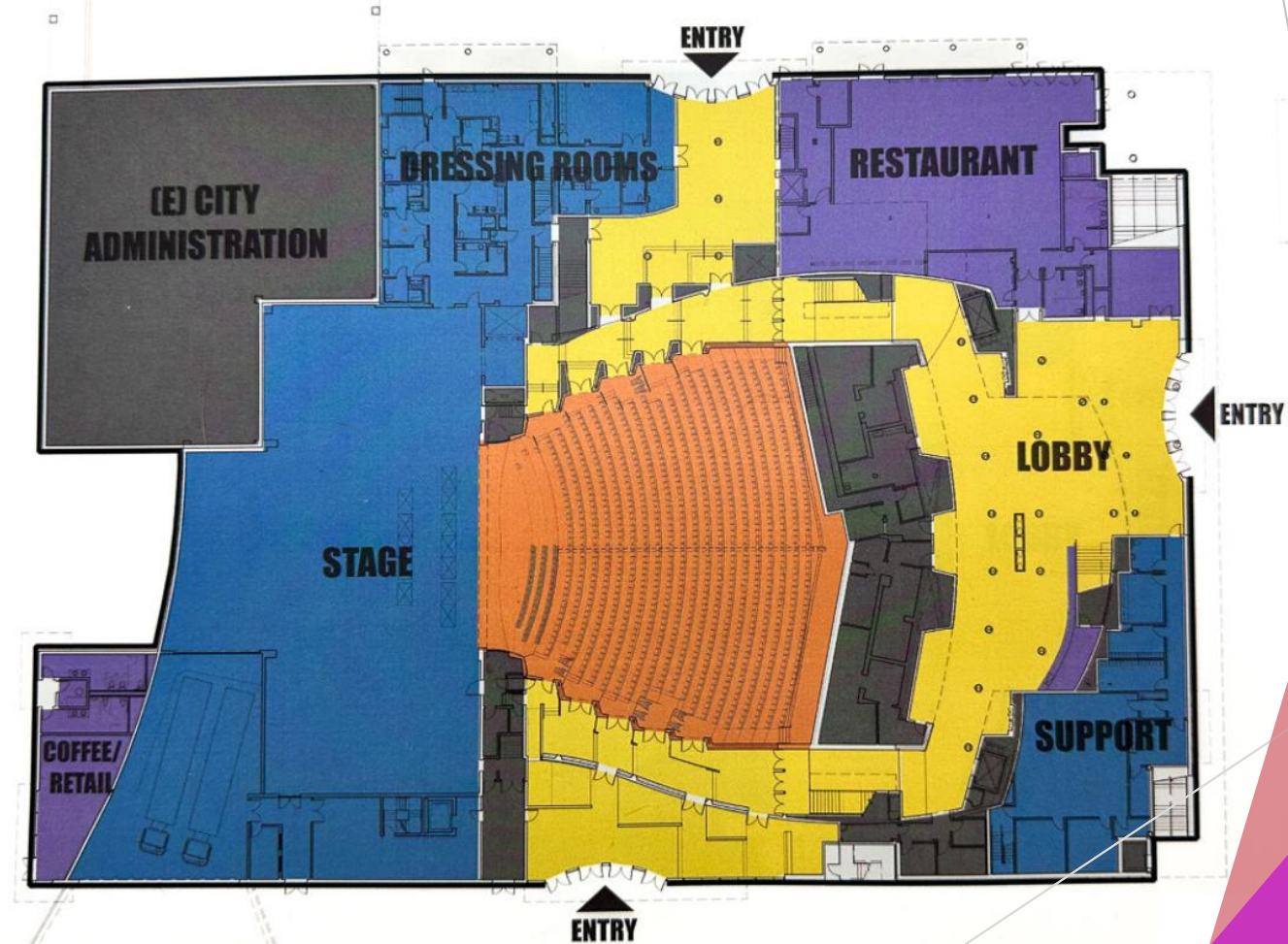




Lower Level

HIGHLIGHTS:

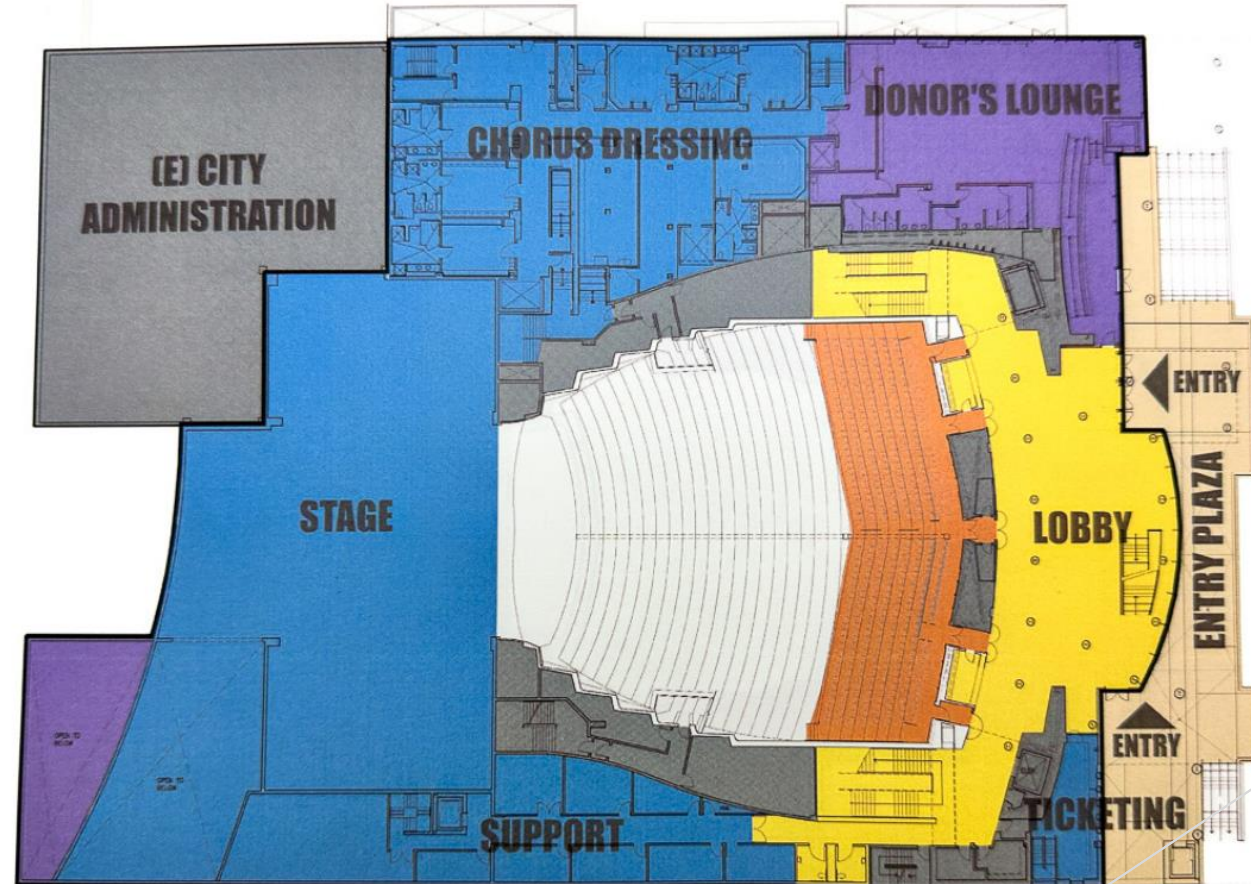
- New Entries
- Redesigned Seating
- Guest Amenities
- Updated Stage Lighting & Sound Equipment
- Expanded Lobby



Grand Salon Level

HIGHLIGHTS:

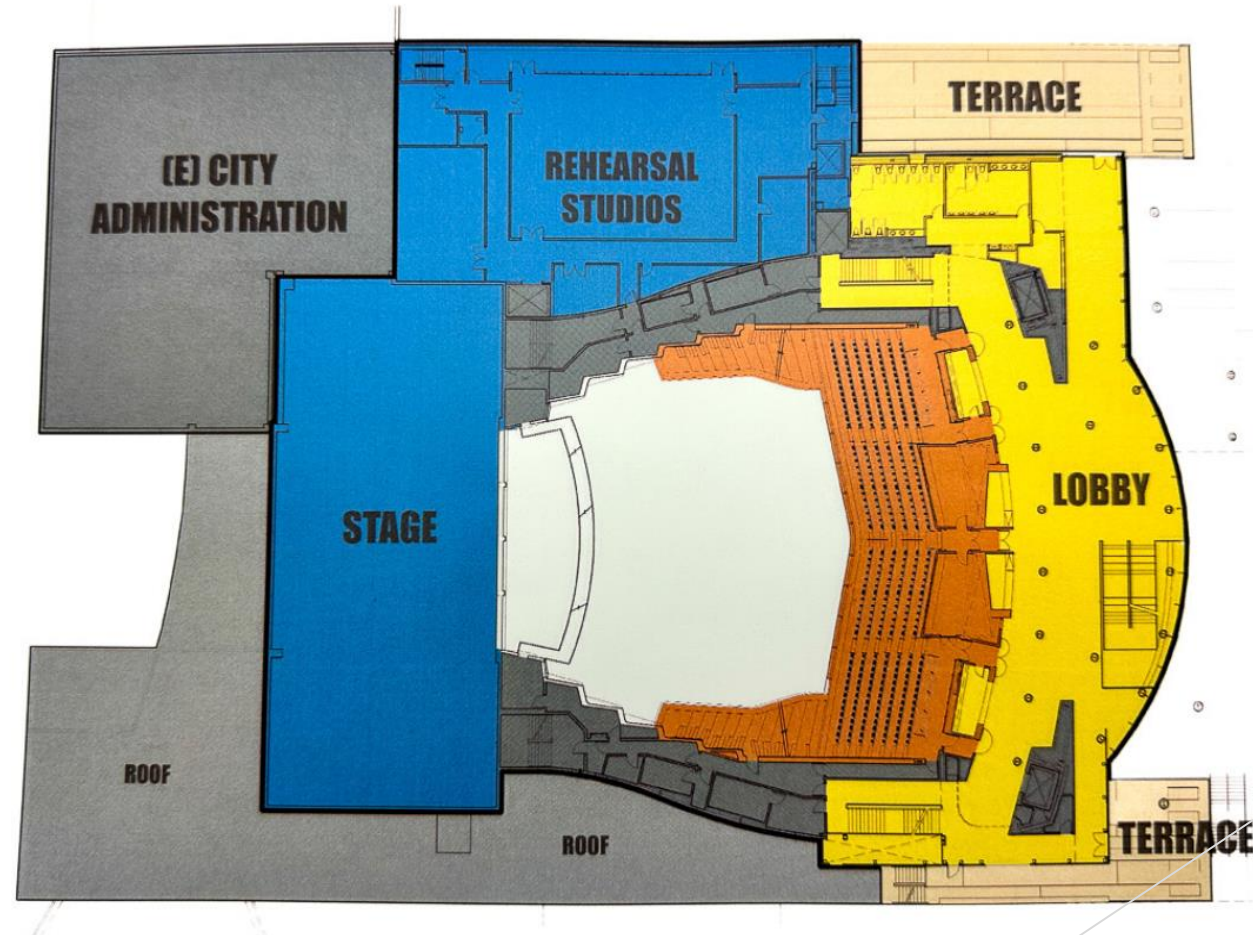
- New Entry Plaza
- Expanded Reception
- New Donor Lounge
- New Dressing Rooms
- New Program Space



Mezzanine Level

HIGHLIGHTS:

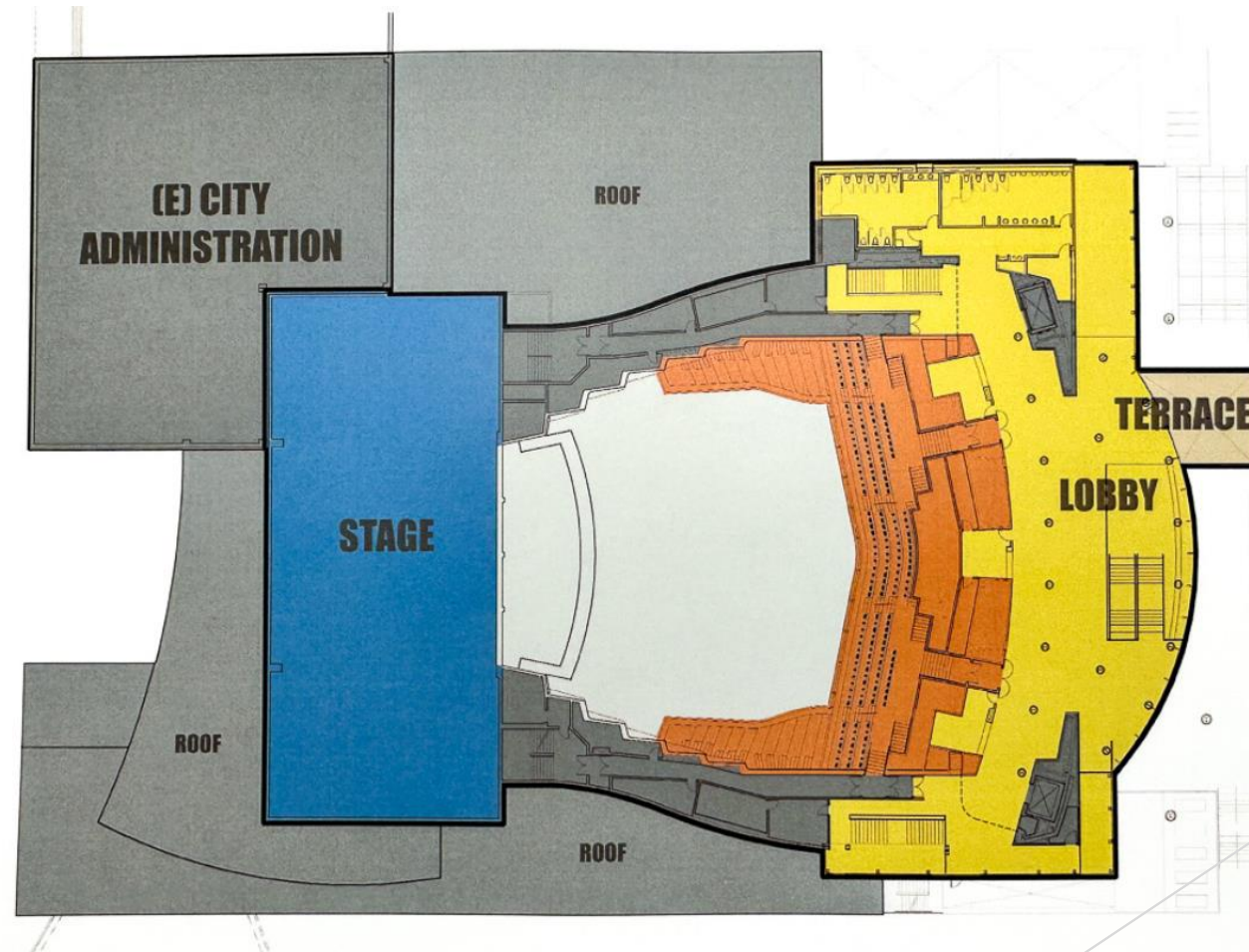
- Rehearsal Studios
- Education Space
- Outdoor Terraces
- Expanded Lobby



Balcony Level

HIGHLIGHTS:

- Modified Box Seating
- New Lobby & Terrace
- Redesigned Acoustics





Questions?