

2018-19 SEASON

*Statistics
Report*



 **Tecumseh Center** for the Arts
Shirley Todd Herrick Theater

400 N. Maumee St. Tecumseh, MI | 517.423.6617 | www.TheTCA.org



Table of Contents

Summary	2
Season Categorization	4
Attendance	5
TCA vs. Renters	
Touring Season vs. Homegrown Season	
Reach	6
United States	
Michigan	
Social Media	
Ticket Sales	8
Touring Season Tickets	
Season Subscriptions	
Ticket Sales by Categorization	
Renters Ticket Sales Breakdown	
TCA Profit by Season Categorization	
Additional Revenue	11
Show Date	
Support	
Purchasing Trends	13
By Payment Type	
By Sales Channel	

Summary

Season Categorization

The Tecumseh Center for the Arts (TCA) 2018-19 Season consisted of 92 events. Of these 92 events 5.43% were part of the National Touring Season, 15.22% of the events were TCA Special Events, and 79.35% of events were produced by renting organizations.

Attendance

90.02% of patrons attended events by renting organizations and 9.98% of patrons attended events produced by the TCA. Of the TCA events, 5.99% of patrons attended the National Touring Season, while 3.99% of patrons attended TCA Special Events.

The TCA Homegrown Season consists of TCA Special Events and events by renting organizations. 94.01% of patrons attended events in the TCA Homegrown Season.

Reach

Patrons traveled from 27 different Michigan counties and 13 different states to attend events at the TCA. This was a 6.05% decrease in reach in Michigan from the previous season but we did reach into several new counties. We also saw no increase in the total of number of states reached but did gain patrons from several new states this season.

The TCA is active on six social media platforms and has 4,418 likes and followers. During the 2018-19 Season, the TCA had 10,573 engagements and 326,080 impressions on social media. The TCA also had 18,593 visitors to the TCA website.

Ticket Sales

The National Touring Season performances cost \$21,200 and ticket sales were \$38,296, with a profit of \$17,096.

The 2015-16 Season Ticket Subscription sales was the lowest number in the past 8 seasons, with 23 Season Ticket Subscriptions. This number increased by 126% for the 2016-17 Season, with 82 Season Tickets sold. This number stayed relatively the same for the 2017-18 Season, with 80 Season Tickets. This year, we had 139 season ticket holders, an increase of 42.2%.

The ticket sales for the Touring Season accounted for 17.73% of total ticket sales. Special Event ticket sales equaled \$13,550, which accounted for 6.27% of total ticket sales. Ticket Sales for Renter Performances was \$164,164.00, which accounted for 76% of total ticket sales.

Rent and service fees paid to the TCA by Renter Organizations was \$48,339.24 , which is 29.45% of Renter Ticket Sales.

Additional Revenue

In the course of the TCA 2018-19 Season, the theater received \$4,742.01 in additional show date revenue and \$141,544 in additional support. Additional support includes funding from grants, foundations, and individual donors.

Purchasing Trends

10.49% of ticket sales payments in the 2018-19 Season were made in cash, 3.34% were made by check, and 86.15% of sales were made by credit card. We continue to see a decrease in cash and check ticket sale payments overall and an increase in credit card sales. Based on the current data and purchasing trends, cash sales for the 2019-2020 Season are predicted to stay relatively the same and encompass 10% of ticket sales, while checks are predicted to be virtually non-existent, and credit card are predicted to account for 90% of ticket sales.

37.16% of ticket sales were conducted in the Box Office, while 62.84% of ticket sales were conducted online in the 2018-19 Season. Based on the current data and purchasing trends, 32.5% of orders for the 2019-20 Season are predicted to be placed through the Box Office, while 67.5% of orders are predicted to be placed online. Sales are predicted to be placed almost entirely online by either the 2022-23 or 2023-24 Season.

Season Categorization

National Touring Season

5 performances | 5.43%

- May Erlewine - National Touring Season
- Lawn & Disorder - National Touring Season
- The Cat's Pajamas - National Touring Season
- The Fitzgeralds - National Touring Season
- The Britins - National Touring Season

Special Events

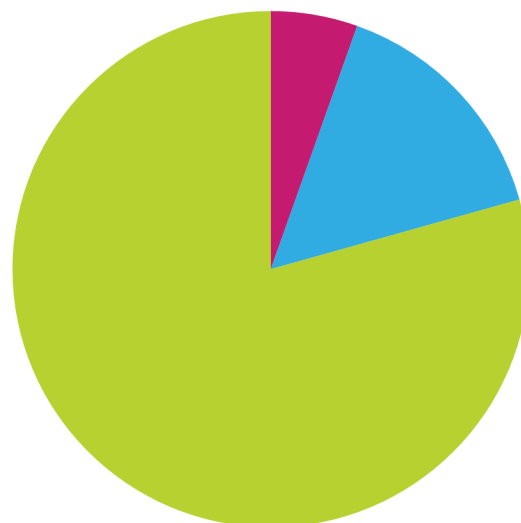
14 performances | 15.22%

- Season Preview
- Nature on the GO!
- Veterans Day Concert
- It's the Holiday Season! - TCA Big Band & VocalAires
- Princess Day - Troll Takeover (x2)
- Fashion Fundraiser
- Kentucky Derby Fundraising Gala
- TCA Big Band & VocalAires - Dance the Night Away
- 3rd - 6th Grade Summer Drama Camp (TYT collaboration)
- 7th - 12th Grade Summer Drama Camp (TYT collaboration)
- Tech Camp
- The Native Heart - TCA Summer Series
- Noah Martis - TCA Summer Series
- Travelin' Light - TCA Summer Series

Renters

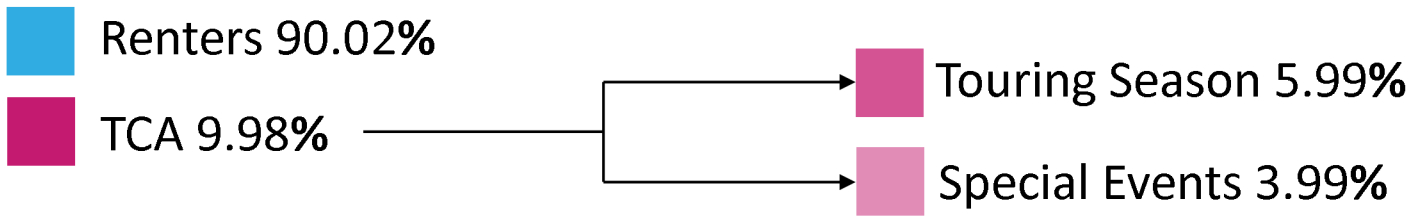
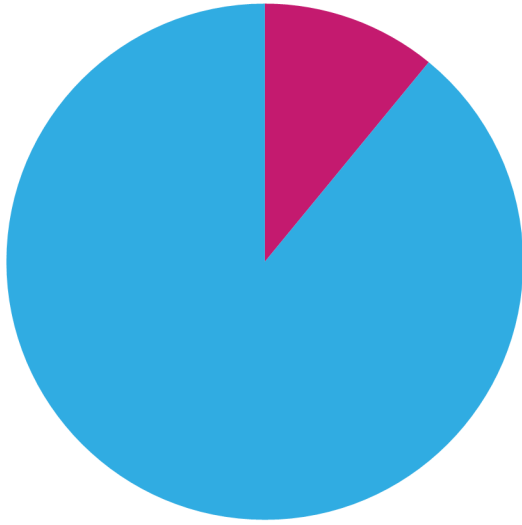
73 performances | 79.35%

- Kiwanis Club of Tecumseh - Ghosts of the Gold Rush
- TSO Costume Concert (x2)
- Tecumseh Public Schools Choir Concert
- Tecumseh Board of Education Candidate Forum
- Tecumseh Public Schools Choir Concert
- Kiwanis Club of Tecumseh - Scenes From An Italian Journey
- TYT - Disney's Cinderella Kids (x3)
- 'Tis the Season - Tecumseh Pops Orch. & Community Chorus
- MST Dance Center - Winter Showcase
- Compass Learning Center 2nd Grade Concerts (x2)
- 6-8 Grade Choir Concert

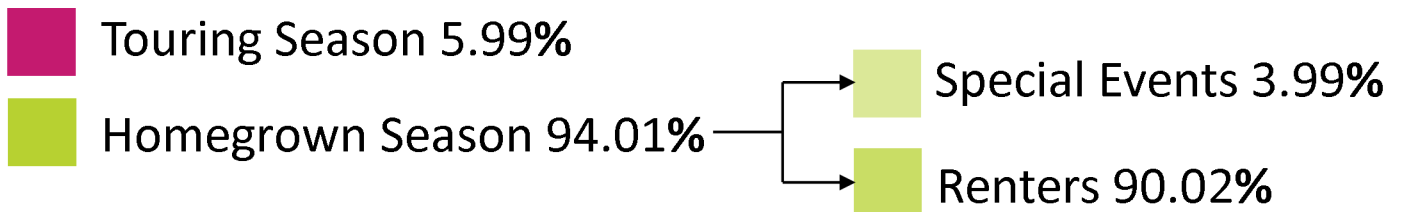
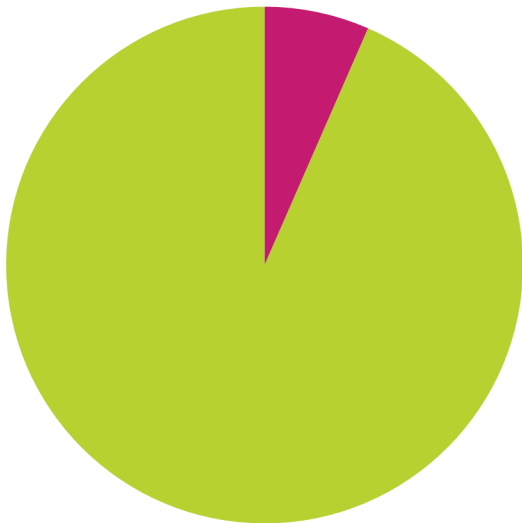


- Kiwanis Club of Tecumseh - Egypt to Gibraltar
- TYT - Roald Dahl's James and the Giant Peach Jr. (x3)
- Compass Learning Center 2nd Grade Concerts (x2)
- Kiwanis Club of Tecumseh - How to Travel the World for Free
- Pre-Festival Choir Concert
- TSO 7 & 8 Pre Festival Concert
- TSO Midwinter Fest 5 & 6
- Compass Learning Center 2nd Grade Concerts (x2)
- Tecumseh East & West STEAM Center Pre-Festival Choir Concert
- Kiwanis Club of Tecumseh - Colorado Plateau: Red Rock Country
- TYT - Disney and Cameron Mackintosh's Mary Poppins (x4)
- Early Learning Center Concerts - Kindergarten (x2)
- Early Learning Center Concerts - 1st Grade (x2)
- Compass Learning Center 3rd Grade Concerts (x2)
- Compass Learning Center 4th Grade Concerts (x2)
- Kiwanis Club of Tecumseh - Germany, Switzerland & Austria
- Tecumseh Band Aid
- Lenawee County's 6th Grade Honors Band
- Kiana June with the TSO (x2)
- Tecumseh Pops Orch. & Community Chorus - American Dreams
- The Ballet School - Dancing in my Garden
- NHME Spring Concert
- Dance Steps Studio - 27th Annual Spring Recital (x2)
- 6-8 Grade Choir Concert
- High School Spring Concert
- Tecumseh Schools Orchestra (TSO) Spring String Fling 5 & 8
- Tecumseh Schools Orchestra (TSO) Spring String Fling 6 & 7
- MST - 5th Annual Spring Showcase (x2)
- Encore Dance Studio - "Believe" Dance for a Cure (x4)
- Infusion Performing Arts - Sunday in the Park With George (x2)
- Music in the Park
- 3rd - 6th Grade Summer Drama Camp (TCA collaboration)
- 7th - 12th Grade Summer Drama Camp (TCA collaboration)
- Talent Show
- Tecumseh Public Schools Awards Program
- Tecumseh Public Schools Movies (x6)

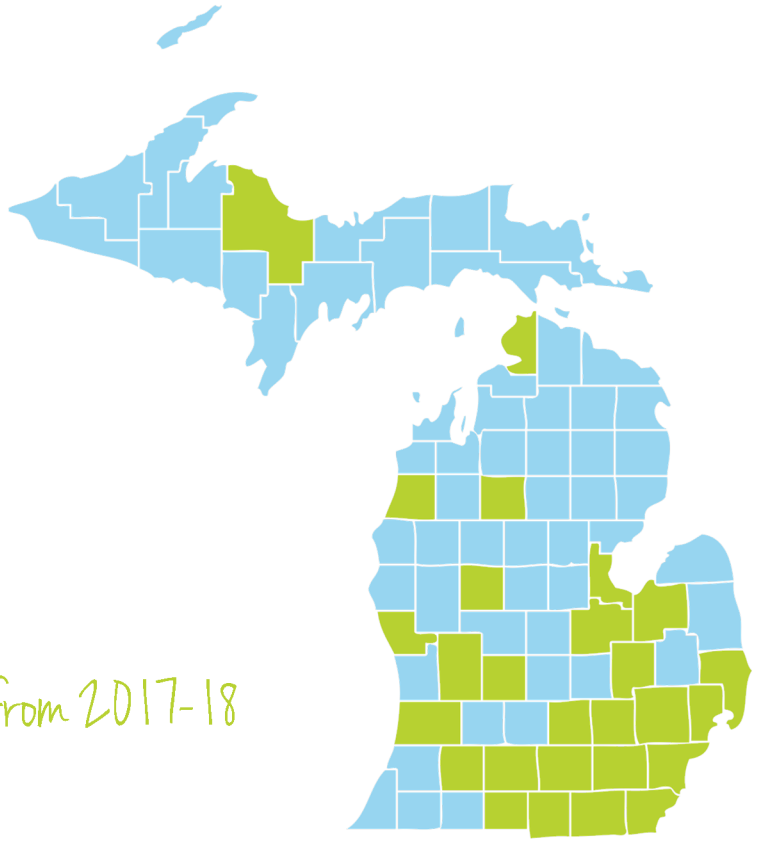
Attendance | TCA vs. Renters



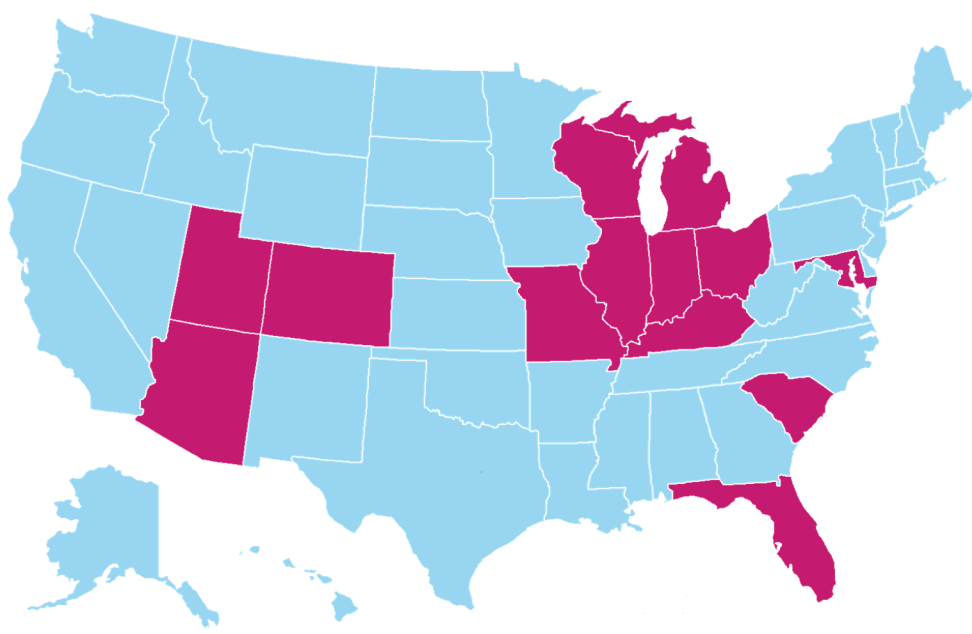
Attendance | Touring Season vs. Homegrown Season



TCA Reach in Michigan & the United States



32.5% reach
6.05 % decrease from 2017-18
7 new counties reached



26% reach
0% increase from 2017-18,
6 new states reached

Social Media Reach



Facebook

Likes | **2,994** Total | **275** New
Engagements | Average of **64** Per Day | **9,788** Total
Impressions | Average of **1,783** Per Day | **271,081** Total



Twitter

Followers | **563** Total | **26** New
Engagements | **328**
Impressions | Average of **97** Per Day | **46,100** Total



YouTube

Views | **457** Total



Pinterest

Followers | **58** Total | **5** New
Impressions | **8,442** Total



LinkedIn

Followers | **17** Total | **3** New



Instagram

Followers | **329** Total | **173** New

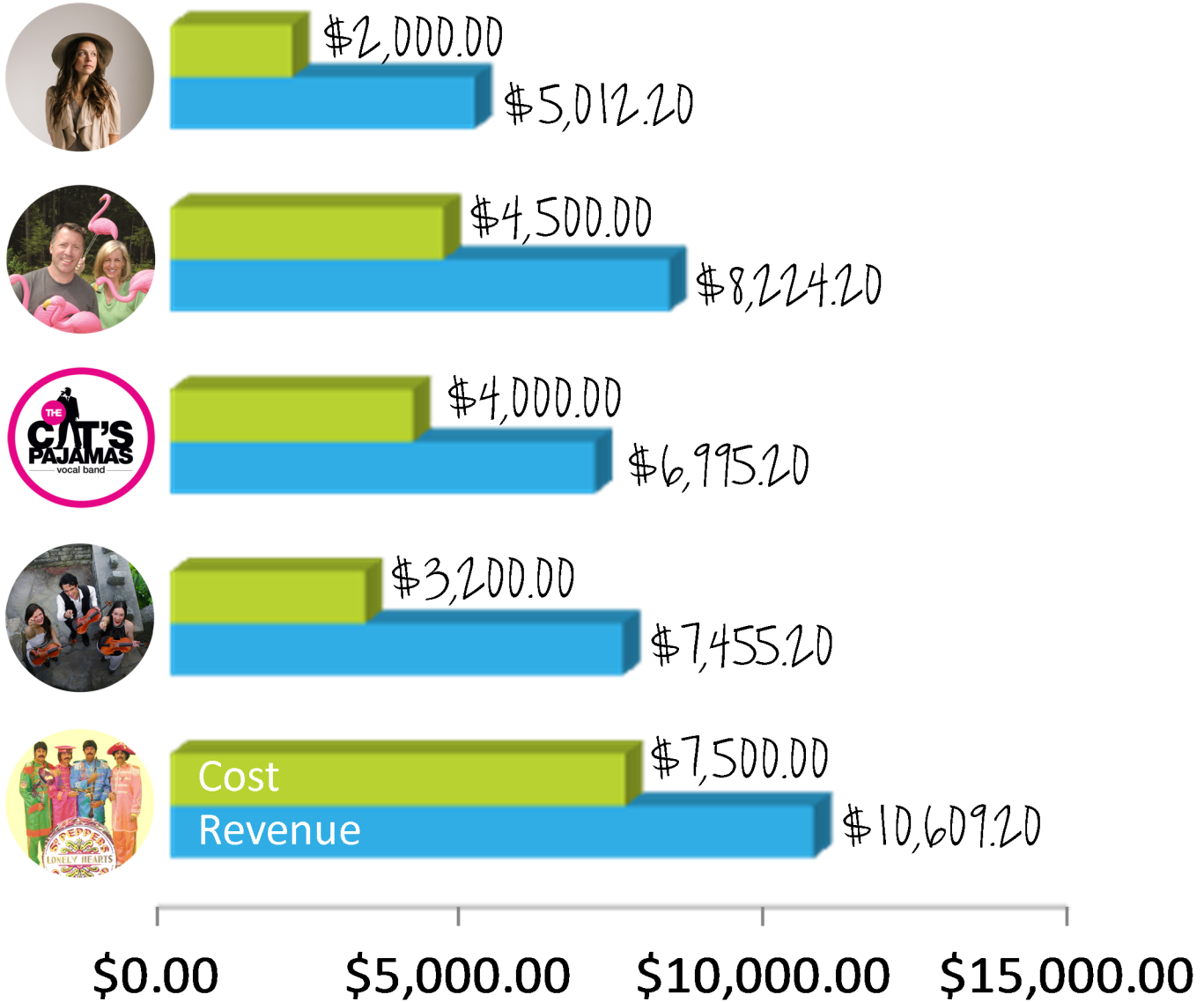


TCA Website

18,593 visitors

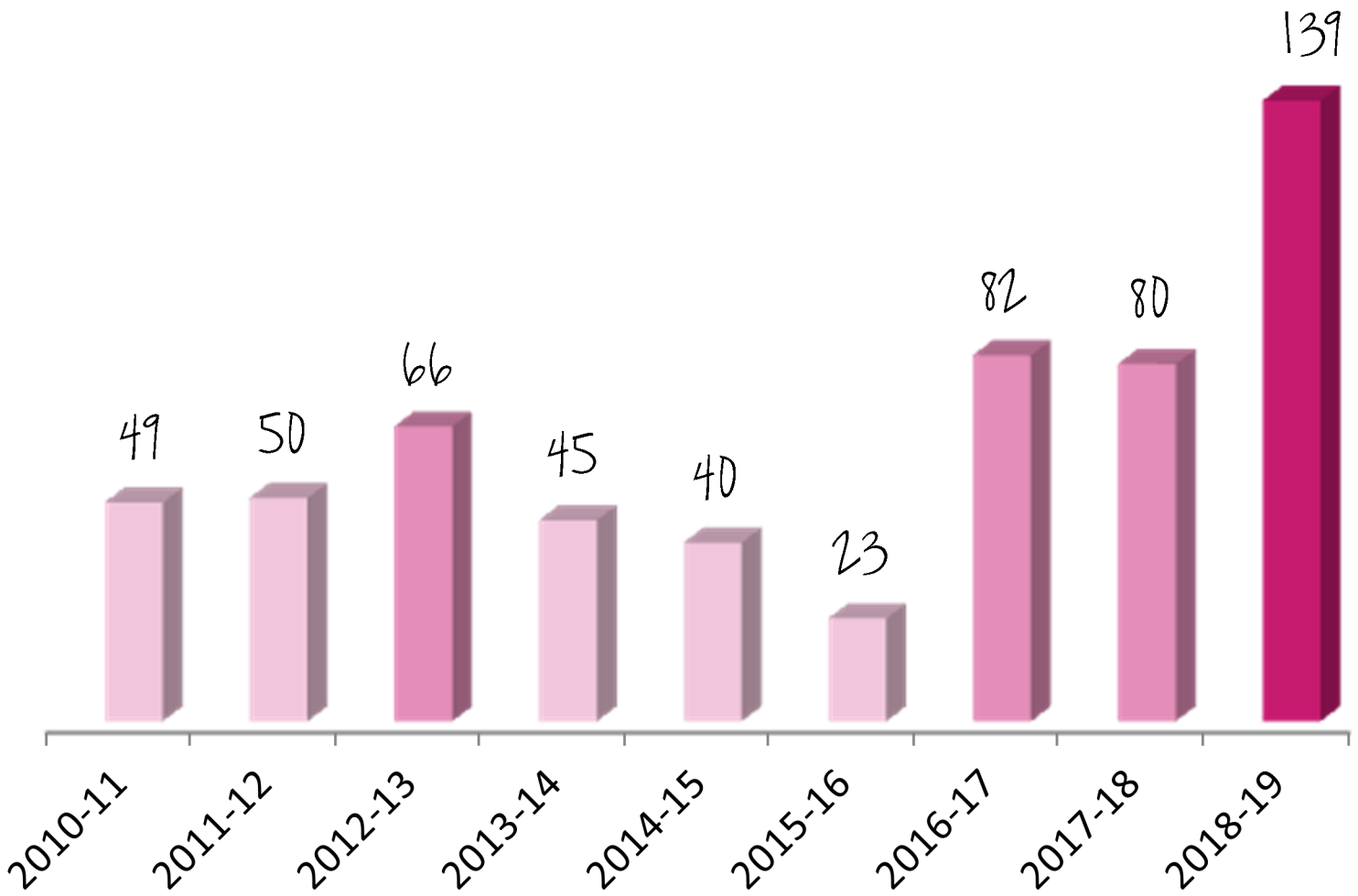
Touring Season Ticket Sales Profit

May Erlewine | Lawn & Disorder | The Cat's Pajamas | The Fitzgeralds | The Britins



Total Touring Season Ticket Sales Profit **\$17,096.00**

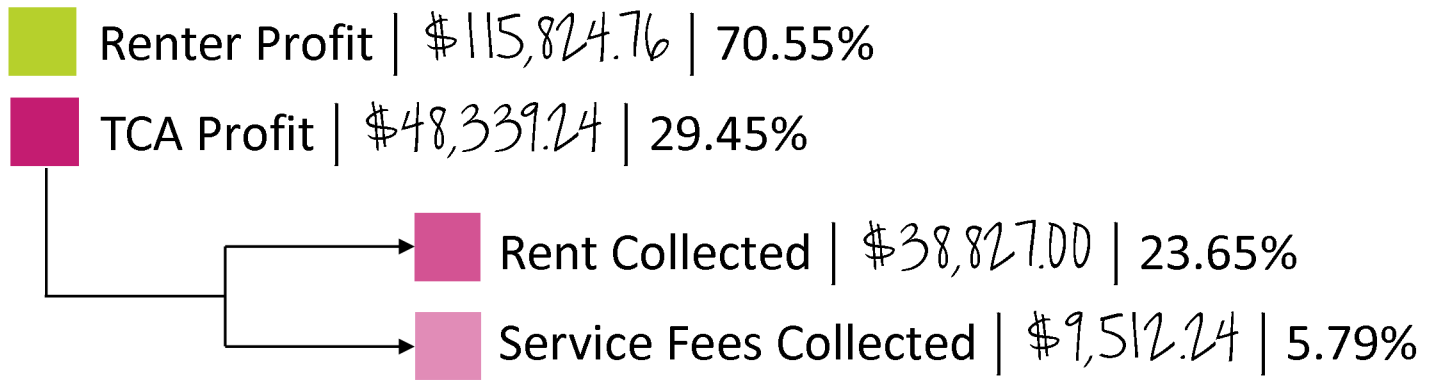
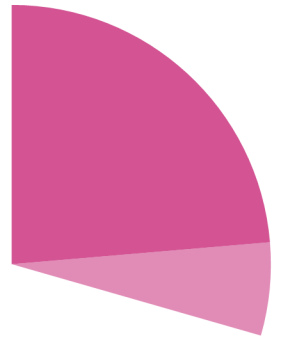
Touring Season Subscriptions Sold



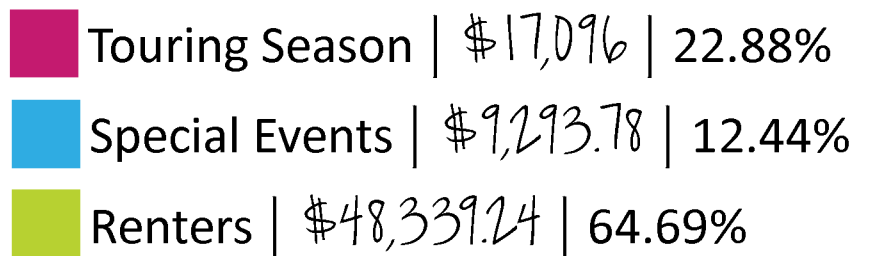
Ticket Sales by Categorization



Renters Ticket Sales Breakdown



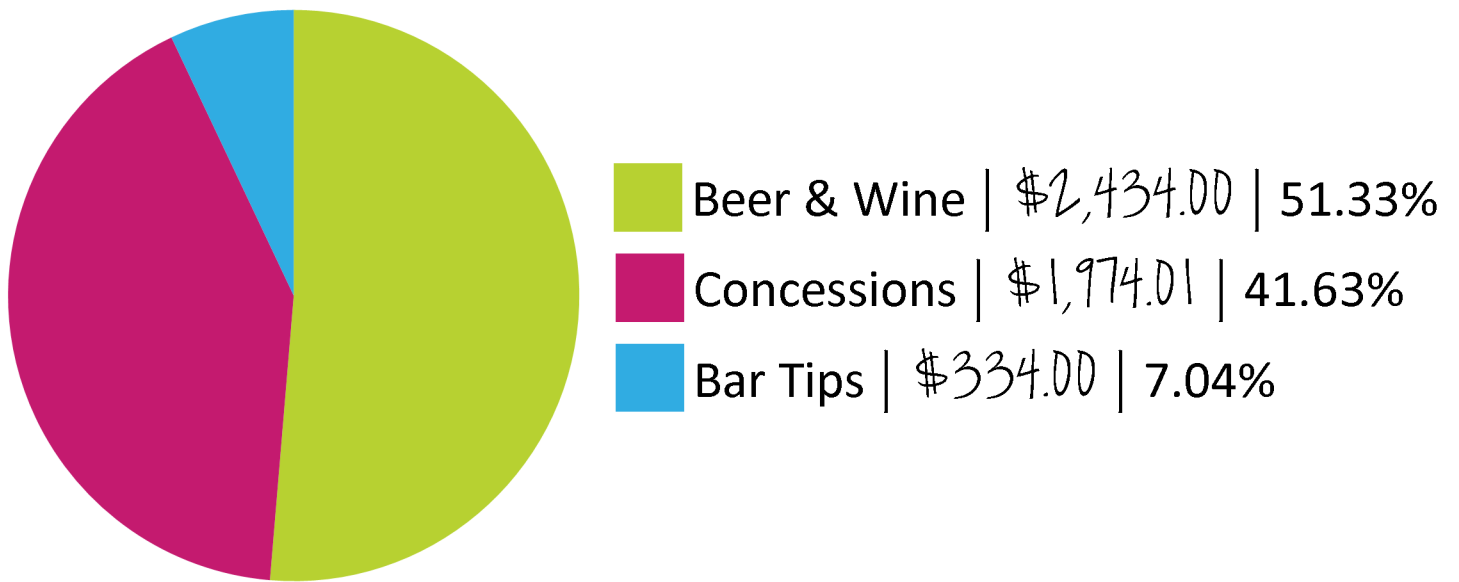
TCA Profit by Season Categorization



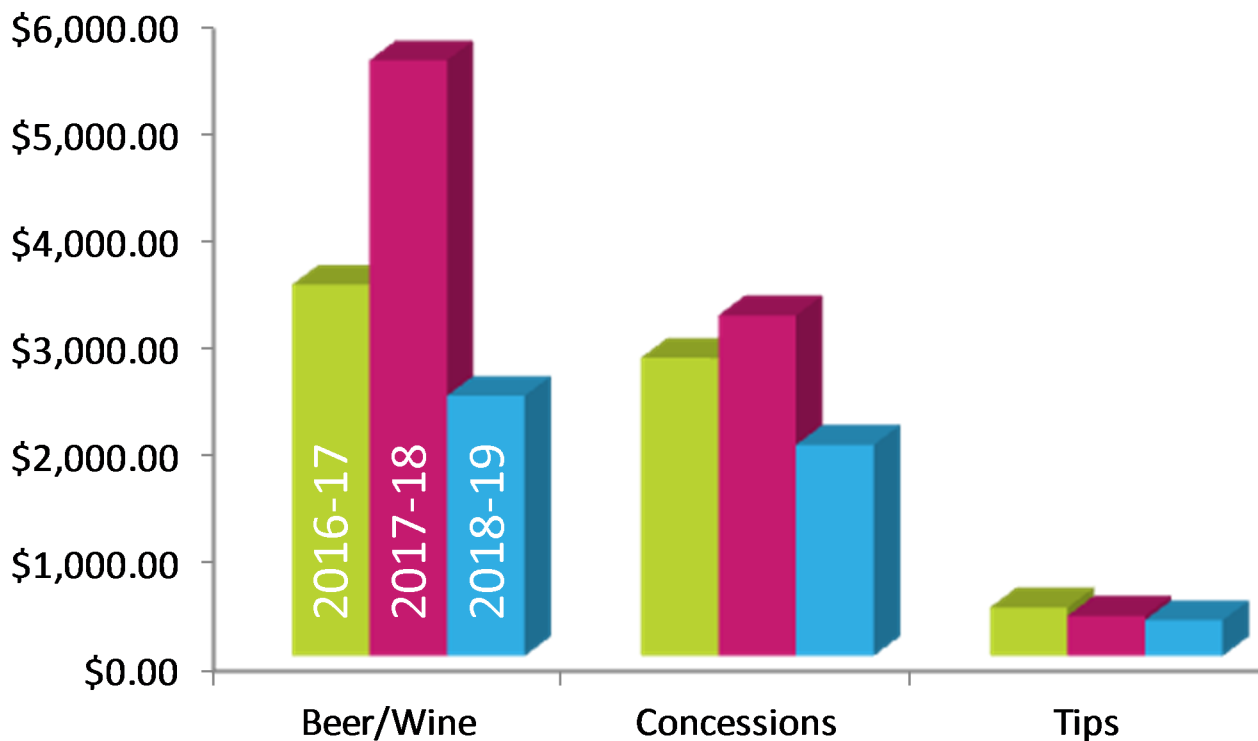
TCA Ticket Sales/Rent Profit

\$74,729.02

Show Date Revenue | 2018-19 Season



Show Date Revenue | Comparing Seasons

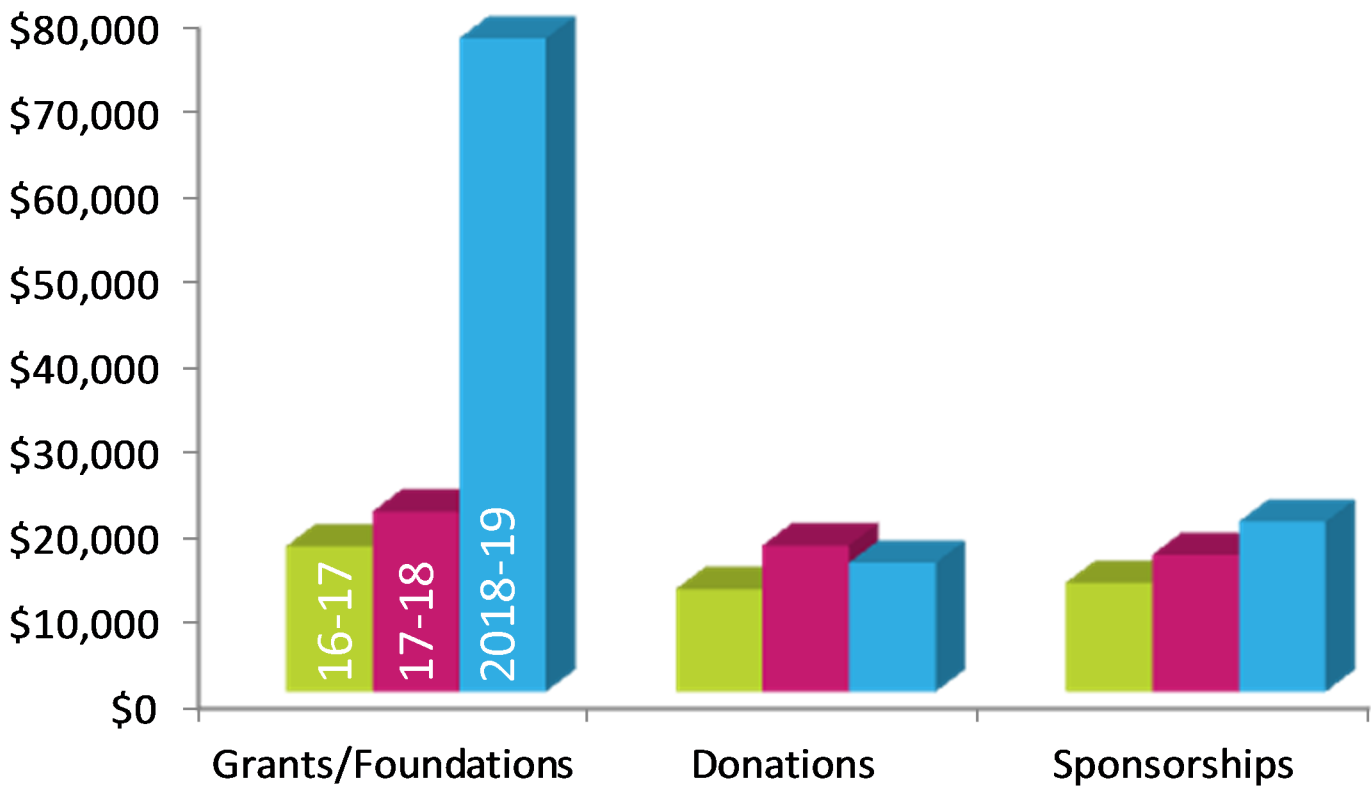


Support | 2018-19 Season

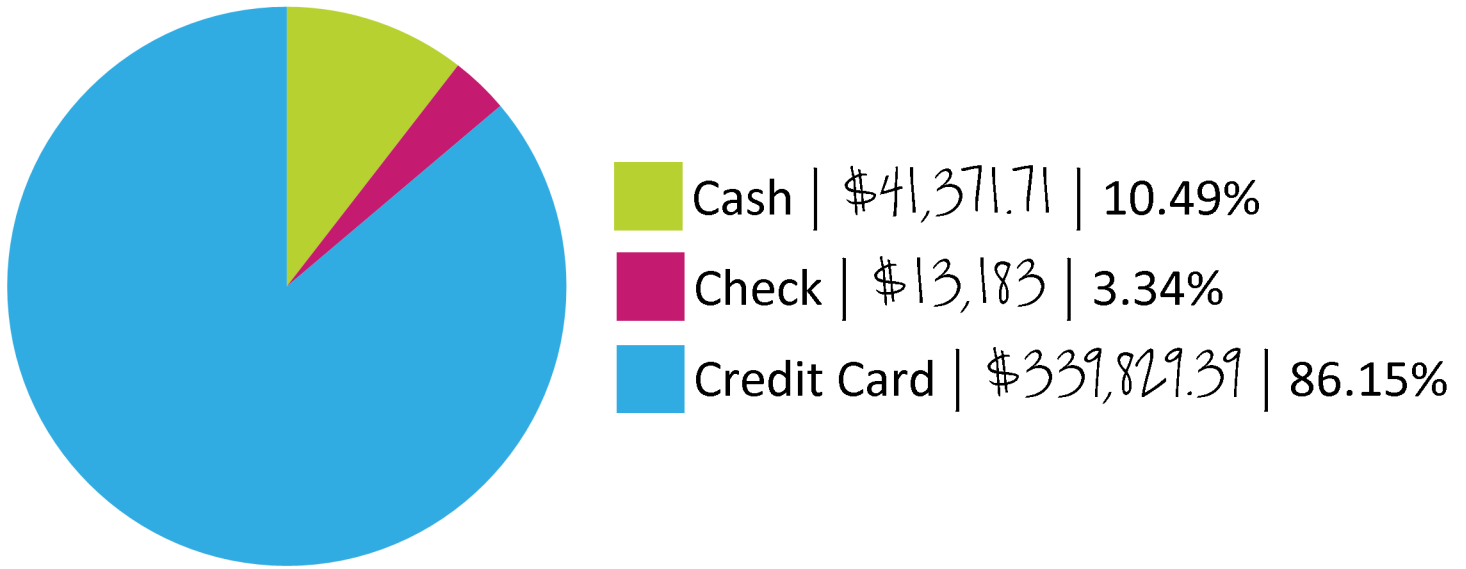


- Grants/Foundations | 76,882.00 | 68.61%
- Donations | \$15,182 | 13.55%
- Sponsorships | \$20,000.00 | 17.85%

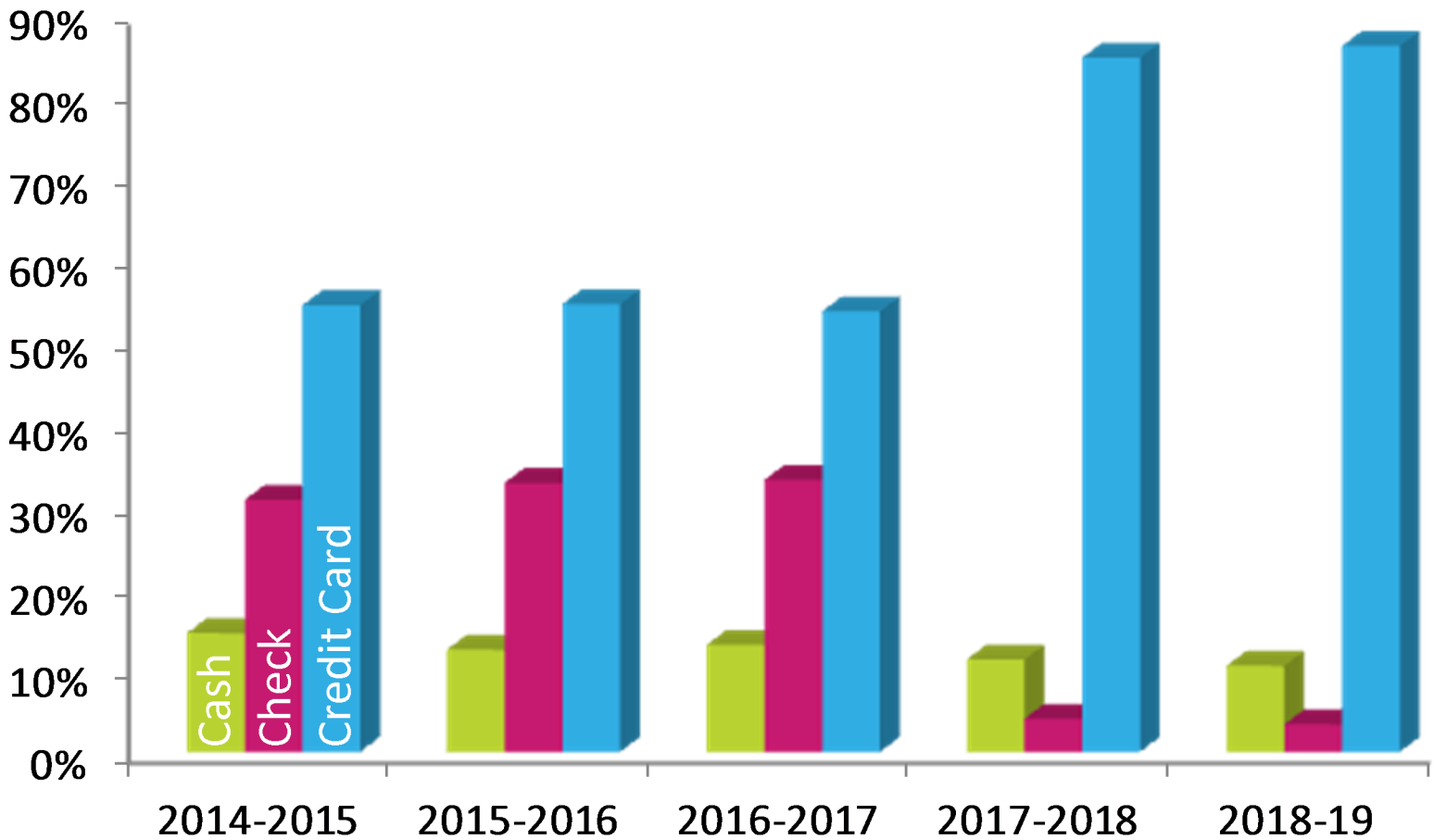
Support | Comparing Seasons



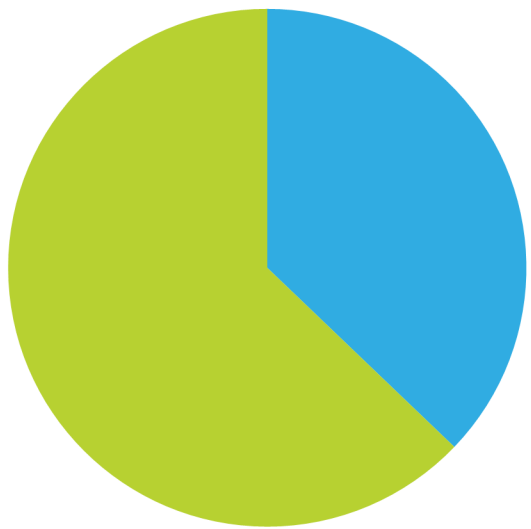
Sales by Payment Type | 2018-19 Season



Sales by Payment Type | Comparing Seasons

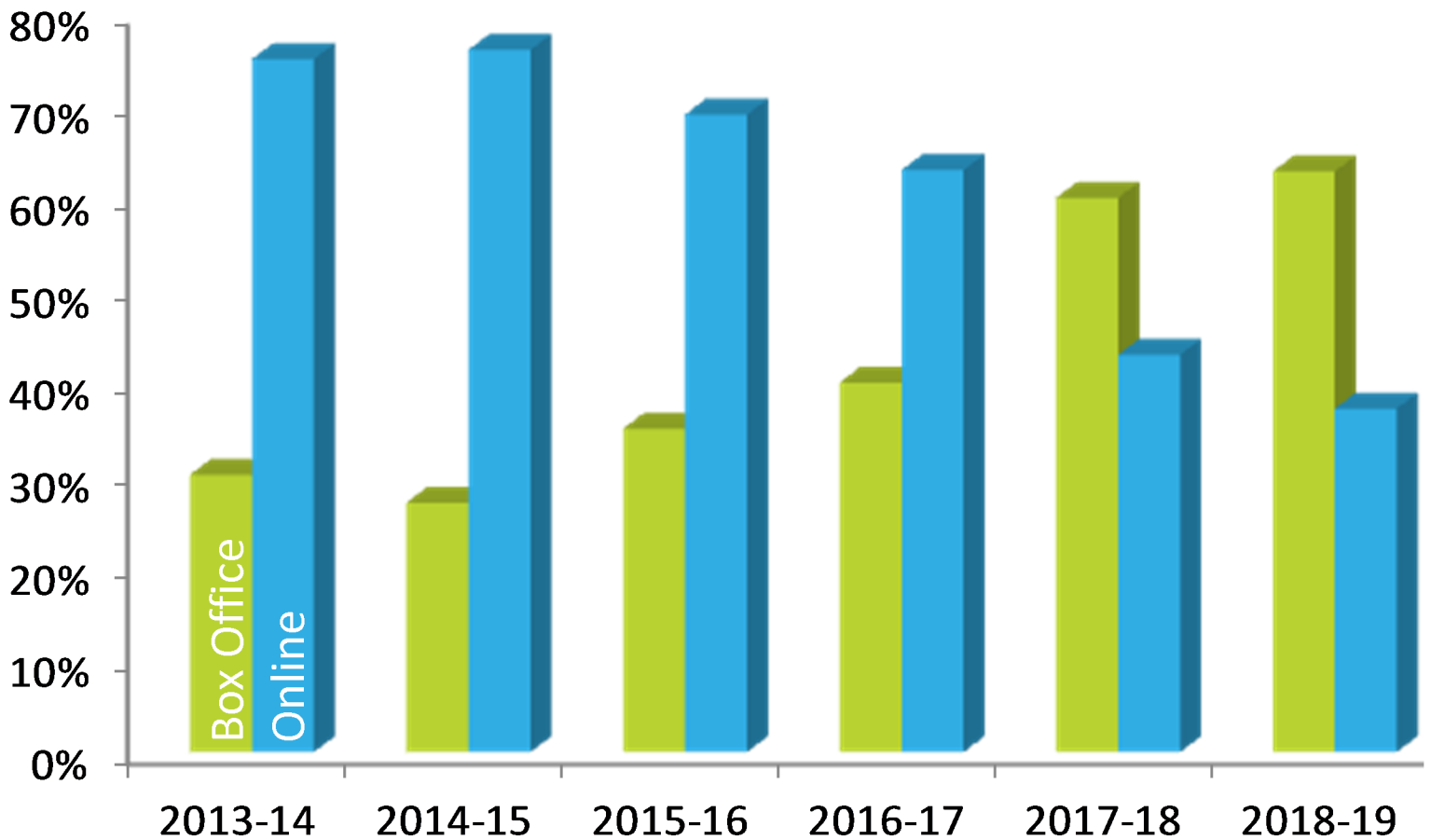


Sales by Channel | 2018-19 Season



Box Office | \$146,590.00 | 37.16%
Online | \$247,880.64 | 62.84%

Sales by Channel | Comparing Seasons





Tecumseh Center ^{for} the Arts
Shirley Todd Herrick Theater

400 N. Maumee St. Tecumseh, MI | 517.423.6617 | www.TheTCA.org

