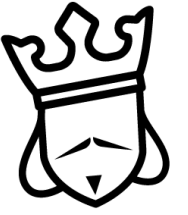




Park Board Meeting
April 4th, 2024

Our Mission

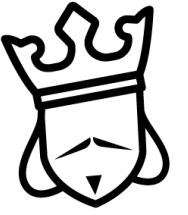


Using Shakespeare's works as a cornerstone, our mission is to bring fun and accessible indoor and outdoor theatre, integrated school programs, and cultural enrichment for people of all ages and backgrounds.

Our Vision

Shakespeare Dallas aspires to be a nationally-recognized "people's theatre" that creates and develops audiences and artists, provides an essential and beloved experience and is a company poised for future growth.

Our 'Why'



As North Texas' leading professional theatre company performing the works of William Shakespeare, we believe that Shakespeare is for Everyone, and the arts are a birthright.

That means providing **fun, accessible** indoor and outdoor theatre, integrated school programs, and cultural enrichment for people of all ages and backgrounds.



Shakespeare in the Park



Our 3 mainstage full-scale professional theatrical productions serve nearly **30,000 people annually** at Samuell Grand Amphitheatre in Southeast Dallas, which has been our artistic home since 1989.

Our open-air performances that span summer and fall and provide communities with an affordable, accessible experience that extends far beyond watching a play. Patrons create a **familial atmosphere that is a great equalizer**: they bring picnics (from simple to elaborate), sit in sand chairs and on blankets, eat, drink and share their food with **strangers who become friends**.

Shakespeare in the Park

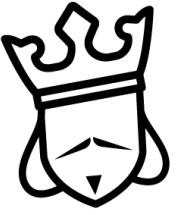


For many, it has also become a tradition that **crosses generations**: children often start coming with their parents and return as they become parents themselves.

Committed to the classics, we excel at **engaging, timeless storytelling** and finding the universality in Shakespeare's works that will resonate with audiences of today.



Shakespeare in the Park



We craft our productions to **reflect and include the community that we serve**. At any night at Shakespeare in the Park, you might encounter:

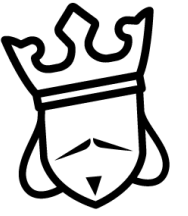
- A local business owner who has attended every season of Shakespeare in the Park since its inception in 1972;
- Young parents thrilled to take their new baby out to enjoy some fresh air without worrying about disturbing other patrons in a traditional theatre setting;
- Students from local middle and high schools and universities; and
- Someone who has never otherwise been able to afford tickets to live theater.

Shakespeare on the Go!



- Serving arts education programming to North Texas schools with over 600,000 students served since 1984
- Includes 2 age-specific tours, master classes, summer camps, student matinees, and residencies
- Serves 12,000 students annually
- Focuses on ethnically diverse middle and high schools in culturally underserved areas, either Title I/low-income schools, with preference for those close to Samuell Grand.
- All programs are aligned to the Texas Essential Knowledge & Skills

Community Outreach Efforts



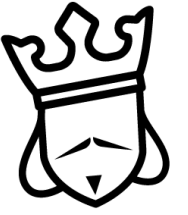
- Performances are open to all, regardless of ability to pay
- 30% of all seats offered free of charge
- Collaboration with Park and Recreation centers, community partners, and area schools.
- Participation in the Teen All Access Pass program
- Dedicated student matinees during the fall season
- Summer camps for kids grades 2 - 12
- Music in the Park

Co-Productions and Collaborations



- Annual partnership with Junior Players to create an all-teen production of Shakespeare at the end of the summer season
- Annual partnership with Woodrow Wilson High School to host CatFest, an outdoor music & food festival for the entire DISD community
- Annual host of J.L. Long Middle School music festival
- Additional collaborations with Ink Spark Theatre, Laughter League, Danielle Georgiou Dance Group, Theatre Three, amongst others with performances at Samuel Grand Amphitheatre

Community Impact



Access to the arts is transformative:

- Growth in arts sector employment has a positive and causal effect on overall state employment (Indiana U)
- Low-income students who are highly engaged in the arts are twice as likely to graduate college as their peers with no arts education (NEA)
- A high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare and lower poverty rates (U Penn)
- Professional arts programming can contribute to well-being and may contribute to brain health through promoting an enhanced ability to focus in children and elderly populations. (Cantu 2017)

Community Impact



We track our impact against these and other goals:

- Distribute 30% of all performance tickets for productions and lectures free of charge
- Serve **3,000 students** through 2 sold-out student matinees
- A minimum of **25 schools** are offered tickets priced between \$0 and \$10 and free transportation
- Provide **scholarships** for over 50% of summer camp participants
- Increase the percentage of attendees from outside the Dallas/Fort Worth metroplex by 25 percent (currently 7.2 percent)
- Offer over **150 jobs** through our Shakespeare in the Park program

Diversity Initiatives



Ensure equitable access to quality arts education. We identify and aim to address disparities in educational opportunities, resources, and outcomes among people of color.

Foster an intersectional approach to language acquisition programs. We recognize and promote the idea that language is deeply connected to one's identity, and that by bringing their unique linguistic backgrounds and dialects to Shakespeare's works, our learners are proven to identify more with this body of work and language.

Promote economic empowerment for people of color and women. SD believes that representation and equality of opportunity matters. By providing artistic and leadership opportunities for people of color and women, and continually assessing our practices to ensure we are successful in our engagement, we aim to build a pipeline of economically empowered women and artists of color in North Texas.

In 2023, all programs employed at least 60% BIPOC artists & 65% female or gender-nonconforming artists.

Diversity Initiatives

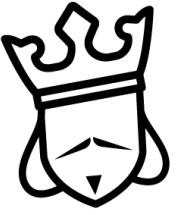


We have presented or will present the following productions focused on **highlighting the experiences of women and people of color** not historically included in classical works:

- *Don Quixote* (2017) - Bilingual production in English and Spanish
- *The Taming of the Shrew* (2018) - A feminist production set in the height of the Suffragist movement.
- *Pride & Prejudice* (2020) - Directed by Christie Vela, a latina woman, featuring an all latina Bennet family.
- *Hamlet* (2022) - Featured an all-female cast and a female-led production team.
- *Much Ado About Nothing* (2023) - Director Jenni Stewart set the well-loved comedy in Hawaii, with two local Asian American actors playing primary roles.

Our 2024-25 season includes **female-led productions** of *The Odyssey*, *Julius Caesar*, *Measure for Measure*, and *The Merry Wives of Windsor*, as well as productions of *Othello* and *The Taming of the Shrew*, a **bilingual production** in English and Spanish.

Diversity Initiatives



“One of my students could not stop talking about how the Bennet family looked like her and even sounded like her. As an English as a second language student who is a first-generation immigrant, I previously struggled to get her to participate in my theatre class. **After she saw the production of Pride and Prejudice, her abilities and confidence soared. Representation matters.** Thank you for showing my students that all of them belong on the stage.” - Teacher from Ennis High School

“I think Hamlet is one of the greatest, if not the greatest, achievements in Western art. I simply want everyone to be **able to see themselves in these characters**, not just as pawns to powerful men. We’re not doing anything “gimmicky”. . . we are trying to tell this story honestly just as people who have all experienced, or are experiencing, or will surely experience, the same emotions/questions that Hamlet is grappling with in the play.” - Director, Christie Vela

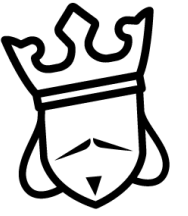
“I have never in my career had an Asian American man play my father. It feels **like magic to perform with him and process some Asian American grief in that moment** just because of the relationship between Leonato and Hero. The father/daughter relationship is very prominent.” - Actor portraying Hero, Thi Li

Board Composition



- The Shakespeare Dallas Board of Directors consists of members from diverse backgrounds and areas of the metroplex
- Sitting at the Board's round table are lawyers, businesspersons, creative professionals and public servants who are passionate about Shakespeare and its ongoing contributions to our Dallas arts community
- Currently 13 members, 54% are women, and 33% are BIPOC
- Advisory Board is composed of community leaders and past Board chairs

Board Efforts



- 100% participation in Board dues
- Committee service on 2 committees including Executive, IDEA, Finance, Earned Income, Development, and Marketing & PR
- Serve as community advocates
- Attend Shakespeare Dallas programs and events
- In 2023, our Board was successful in raising 15% of our annual budget

The Challenge



Currently, SD offers 30% of all tickets free of charge with a moderate top ticket price of \$20. Because of this, the company is struggling to reach its financial goals.

Currently our revenue breakdown is 70% contributed income and 30% earned income.

With audiences not returning at pre-pandemic rates and rising production costs, due to inflation, the company has developed a \$150,000 deficit against a \$1.1 million budget

Expenses have increased by 35% between 2021 and 2023 despite programming remaining the same and audiences remaining flat or in some cases seeing a decrease in headcount.

The Ask...



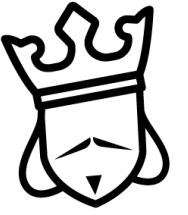
\$30 top ticket price (Phased in through 2026):

- \$10.00 discount for students and seniors
- Free for anyone 10 and under

Shakespeare Dallas will distribute additional free tickets to the following:

- 4,000 free tickets to Dallas Park & Recreation Centers
- 2,000 free tickets to area schools through teachers
- 2,000 free tickets distributed through collaborators such as Junior Players
- Annual participation in the Teen All Access Pass program
 - Free tickets to all performances in July for ages 13 to 17 with up to three friends and/or family members
 - 10,000 passes made available in 2023
- Anyone can request free entry on any night and get in for free

Implementation



2024

\$20 top ticket price

- \$5.00 discount for students and seniors
- Free for anyone 10 and under

2025

\$25 top ticket price

- \$10.00 discount for students and seniors
- Free for anyone 10 and under

2026

\$30 top ticket price

- \$10.00 discount for students and seniors
- Free for anyone 10 and under



Free Ticket Redemption

5,757 Free tickets redeemed in 2023:

- 1,480 tickets from Parks and Recreation Centers
- 744 Teen All Access Pass tickets
- 1,712 tickets distributed through community partners
- 1,821 tickets for children 10 and under

41% of total tickets were given away free of charge

5,959 Free tickets redeemed in 2022:

- 1,512 tickets from Parks and Recreation Centers
- 688 Teen All Access Pass tickets
- 1,870 tickets distributed through community partners
- 1,889 tickets for children 10 and under

34% of total tickets given away free of charge

Recent Timeline of Admission Costs



2015-2019

\$15 with \$3 discount for seniors and students – Friday - Saturday

- \$5 discount for all – Thursday, Sunday
- Free – Tuesday, Wednesday

Children 12 years and under always free

Free tickets provided to:

- 4,000 tickets to Dallas Park & Recreation Centers
- 4,000 tickets to area schools through teachers
- Anyone can request free entry on any night and get in for free



Timeline of Admission Costs

2020-2024

\$20 nights – Tuesday - Sunday

- \$5 discount for students and seniors all nights

Children 10 and under are always free

Free tickets provided to:

- 4,000 tickets to Dallas Park & Recreation Centers
- 4,000 tickets to area schools through teachers
- Anyone can request free entry on any night and get in for free

Patron Feedback from 2023



“Great plays, great acting, **great value.**”

“It's an incredible value for the price. The actors are fantastic and you can sit super close . . . **Bringing your own food and drink adds to the fun.**”

“Fun! And **quality theatre** outside.”

“**Great environment** and brilliant performances.”

“Great value, **unique experience.**”

“It's lovely to spend an evening outdoors with friends seeing some of the **best theatre in town!**”

“I loved my **first time** at Shakespeare in the Park!”

“It's an **affordable night out; local theater is just fun**; the crowd is friendly; it's the most exposure I've had to Shakespeare since high school.”

“I've lived in Dallas my whole life and always wanted to go but never did. Really happy with my experience this year and **looking forward to going again in 2024.**”

Teacher Feedback from 2023 King Lear



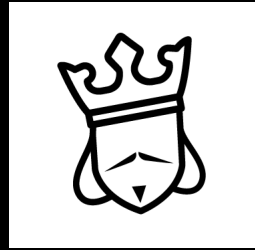
“This was a **great first experience** with live Shakespeare for almost all of my students, and it was a great one. They left truly curious and **engaged with the text** and the production.” - Hughes Middle School

“Thank you so much for offering matinees for students! I especially **appreciate that my learning different students had a section to ourselves** - it definitely helped us concentrate without the distraction of other noisy groups in our immediate vicinity.” - Oak Hill Academy

“Our kids enjoyed the blood and the eye gouging! But it's also a real treat to connect students with a local art organization, and **grow their appreciation of Shakespeare.**” - Bryan Adams High School Leadership Academy

“Thank you so much for your generosity and continued support of our DISD campus! **Our students would not have been able to attend without the free tickets and buses.** For many of them it was their very first time attending a play” - Emmett J. Conrad High School

“**The venue is awesome for young theater goers,** but the strength of the supporting cast this year was particularly memorable. Edgar, Goneril, Edmund and the fool stood out.” - Lancaster High School



shakespeare.
dallas
the people's theatre

Thank you!