

- Fractured Atlas \$200,000 (2010)
Evaluation: (2010-11 grant program is currently in progress)
- Lark Play Development Center \$160,000 (2010)
Evaluation: (2010-11 grant program is currently in progress)
- Lincoln Center Theater \$200,000 (2010)
Evaluation: (2010-11 grant program is currently in progress)
- New Dramatists \$150,000 (2009)
Evaluation: New Dramatists launched Full Stage NYC, a program that enabled three playwrights to forge partnerships with three producing theaters to develop new work in a mutually beneficial environment, with the playwrights receiving commissions and the theaters receiving production grants. A series of workshops and other developmental opportunities led to Jordan Harrison's Futura (a model for a co-premiere at NAATCO and two theaters outside of New York), Daniel Alexander Jones' Jomama Jones' RADIATE at Soho Rep (the partners on this project are coordinating a subsequent national tour that will begin later in 2011), and Sylvan Oswald's Nightlands, which will be produced by New Georges next year. TSC funding of this program was leveraged to secure major funding from other sources to expand the program nationally as Full Stage USA.
- Playwrights Horizons \$77,000 (2010)
Evaluation: (2010-11 grant program is currently in progress)
- Signature Theatre \$150,000 (2010)
Evaluation: (2010-11 grant program is currently in progress)

The grant program is operating in furtherance of the TSC's mission and has been effective in developing new plays and musicals.

III. How efficiently or effectively has the TSC been in developing new audiences for theatrical productions?

The TSC awards grants, among other purposes, designed to develop new audiences for theatrical productions. The approximately \$1.97 million in grants awarded for programs, which have or are expected to result in the development of new audiences for theatrical productions have been awarded to the following organizations:

- Alliance for Inclusion in the Arts \$240,000 (2010)
Evaluation: (2010-11 grant program is currently in progress)
- Broadway League \$50,000 (2009); \$50,000 (2010)
Evaluation: Thanks to TSC funds, the Broadway League's Family First Nights program grew to include more than 100 families in the 2009-10 season (415 individual participants) from all five boroughs. By encouraging family attendance, the program aims to foster theatergoing at an early age and create lifelong theatergoers. Through partnerships with local social service agencies, the League identified families that were invited to attend three Broadway productions chosen from In the Heights, Memphis, The Phantom of the Opera, and Shrek for \$10 per ticket for orchestra or front mezzanine seats. All participants received study guides and other related materials in advance of each theater outing, and met with cast members after each show. The 2010-11 grant program is currently in progress.

- **Fund for Public Schools** \$123,000 (2009)
 Evaluation: The Fund for Public Schools used its TSC grant to enhance the theater and performing arts programs at four high-needs NYC public schools over the course of the 2009-10 school year. The schools worked with a professional theater consultant to determine their needs for upgrading their theater spaces; enhanced lighting, sound, drapes and choral risers were procured and installed; and rehearsal cubes were purchased for all schools in the Arts SPACE project. In addition to the physical transformation of theater spaces, the schools also participated in enrichment and training programs with outside theater professionals that served to increase student and teacher exposure to theater arts, participated in the Shubert /MTI Broadway Juniors program, and attended Memphis.
- **New 42nd Street** \$150,000 (2009); \$200,000 (2010)
 Evaluation: The New 42nd Street established a new audience development program for family theater attendance. Bring Your Family to the New Vic encouraged students at ten Title 1 schools (serving low-income families) to bring their family members to see a show at the New Vic. Reaching out directly to families at site visits to the schools with informational materials translated into Russian, Chinese and Spanish, the New Vic offered \$5 tickets and pre-show special events for attendees. Additionally, the New Vic used TSC funds to enhance its ongoing theater education program for pre-K through 12th grade, partnering with 151 schools and after-schools during the 2009-10 academic year for 850 in-classroom workshops with teaching artists reaching 16,800 students, as well as New Vic performances for 27,000 students. The 2010-11 grant program is currently in progress.
- **Rosie's Broadway Kids** \$100,000 (2010)
 Evaluation: (2010-11 grant program is currently in progress)
- **Roundabout Theatre** \$100,000 (2009); \$100,000 (2010)
 Evaluation: Roundabout Theatre was able to add a second production to its Roundabout Underground program with the assistance of the TSC. In addition to producing Adam Gwon's musical Ordinary Days and Kim Rosenstock's Tigers Be Still, the theater increased marketing efforts for the productions, maintained a \$20 ticket price, awarded five commissions to emerging playwrights and conducted twelve readings and workshops of new work. Roundabout used the TSC grant as a matching grant, raising additional private funds to expand the initiative. The 2010-11 grant program is currently in progress.
- **Signature Theatre** \$75,000 (2009)
 Evaluation: A TSC grant enabled Signature Theatre Company to begin a multi-year analysis of the impact of the Signature Ticket Initiative ticket program on audiences, the theater, and the broader NYC theatrical community. The in-depth study is designed to evaluate audience preferences and trends over a three-season period by adding an online component to Signature's traditional in-house survey process for patrons whose first ticket purchase was subsidized through the Signature Ticket Initiative. Preliminary results indicate that the Initiative motivates attendance and inspires patrons to engage deeply with Signature by purchasing subscriptions or making a contribution. After the second phase of the analysis is completed, Signature will publish a report with the results of this in-depth study for dissemination to the theater field.
- **Theatre Development Fund** \$150,000 (2009); \$200,000 (2010)
 Evaluation: Theatre Development Fund launched New Audiences for New York, a program designed to stimulate theatergoing among individuals who are under-represented in Broadway audiences. TDF partnered with a diverse variety of community organizations throughout NYC including faith-based groups, seniors, teens, college students and neighborhood organizations. 32 groups of 35-50 people each attended two or three Broadway shows as well as workshops designed to enhance and contextualize their

experience. Individual group leaders were trained by TDF teaching artists to facilitate the workshops and group discussions, and groups were given specific information that made them more knowledgeable about the theater, demystifying the theatergoing experience and building a sense of community and shared discovery within each group. Approximately 50% of the pilot year participants have either attended a Broadway show independently of the TDF program or have plans to attend. Building on the pilot year's experience, New Audiences for New York will continue to bring new groups to the theater. The 2010-11 grant program is currently in progress.

- Walker International \$115,805 (2009); \$115,000 (2010)
Evaluation: Walker Communications (Donna Walker-Kuhne) and Cherine Anderson founded Impact Broadway, a multi-pronged audience development initiative for a diverse group of NYC high school and college students from all five boroughs. Through a variety of key program elements – a program launch emceed by Will Power with Coleman Domingo, LaChanze and others; an interactive Impact Broadway website; outings to three Broadway shows (Fela!, In the Heights, and Memphis), post-show talkbacks with actors; postshow dinners in the theater district to discuss the shows; a special Arts in My Backyard newsletter highlighting local arts events and offering complimentary tickets; a Broadway Speakers Bureau seminar, attendance at the Tony awards ceremony dress rehearsal, and a Tony viewing party in Harlem hosted by Coleman Domingo and Kevin Anthony; and more – participating students were deeply and actively engaged in New York theater. Many of the pilot year students have continued their involvement with Impact Broadway as it continues to bring new students to Broadway. The 2010-11 grant program is currently in progress.
- 52nd Street Project \$100,000 (2010)
Evaluation: (2010-11 grant program is currently in progress)

The grant program is operating in furtherance of the TSC's mission and has been effective in developing new audiences.

IV. How efficiently or effectively has the TSC been in monitoring the preservation and use covenants applicable to Broadway's "listed theaters"?

Six theaters have transferred development rights pursuant to New York City Zoning Resolution Section 81-744. These theaters are subject to restrictive declarations that require continuing operation of the theaters for legitimate theater uses, and maintenance of the physical and operational soundness of the theaters. The restrictive declarations require that every five years a licensed professional architect or engineer, acceptable to the Landmarks Preservation Commission, prepare a report on the physical condition and operational soundness of the theaters, and identify any work necessary to maintain the theaters in a state of good repair. Following receipt of such reports, the Chairperson of the City Planning Commission will provide the TSC with copies, as well as any comments or issues identified by City staff through review and, if necessary, inspection. The TSC will then have an opportunity to provide the Chairperson and the Landmarks Preservation Commission with comments, and may identify issues or recommend corrective actions. Although it is not anticipated that the TSC will incur expenses relating to these functions, a replenishing fund of \$75,000 has been reserved for the purpose of monitoring the preservation and use covenants.

The TSC has put mechanisms in place, which will insure effective monitoring of the preservation and use covenants.