



Portland Center for the Performing Arts

2011-2012

ANNUAL REPORT

MAKING A
GREAT
PLACE



about the Portland Center for the Performing Arts



Portland's undisputed cultural epicenter is the five venues that form the Portland Center for the Performing Arts – Keller Auditorium, Arlene Schnitzer Concert Hall and Dolores Winningstad Theatre, Newmark Theatre and Brunish Theatre located inside Antoinette Hatfield Hall. ■ Rich with history and regarded as one of the region's core economic facilitators, the five venues at PCPA have showcased countless musical and performance events

over the years, including rock concerts, comedy shows, classical music and operas, and much, much more. PCPA also has hosted events by nonprofits, educational groups and summer camps for aspiring performers of all ages across the region.

ABOVE: KELLER AUDITORIUM BRIGHTENS THE NIGHT-TIME CITYSCAPE AS PATRONS MINGLE DURING INTERMISSION. BUILT IN 1917 AS CIVIC AUDITORIUM, IT IS THE OLDEST THEATRE UNDER PCPA'S MANAGEMENT.



Portland's White Bird dance troupe performs MOMIX at PCPA's Newmark Theatre.

A CULTURAL HUB

Some of the country's most popular and acclaimed performers and shows called PCPA their home when visiting Portland. Musicals like "Mamma Mia!" and "Les Miserables" graced the stage for extended runs. Rock auteur Steely Dan, hometown favorites Pink Martini, comedians Gabriel Iglesias and Jerry Seinfeld, and celebrated humorist Garrison Keillor also wowed audiences. Perhaps the

year's highlight was the hit Broadway show "Wicked," which played for four weeks at Keller Auditorium in front of more than 80,000 people.

Anchoring the scene were resident cultural institutions that call PCPA home, including the Oregon Symphony, Oregon Ballet Theatre, Portland Opera, Oregon Children's Theatre, and Portland Youth Philharmonic.

FULL-TIME EMPLOYEES

46

PARTICIPATING IN SUMMER ARTS ON MAIN

1,500 kids

nine

MUSIC ON MAIN PERFORMANCES

3,100

IN ATTENDANCE

65,503,000

TOTAL SPENDING IN MULTNOMAH COUNTY

\$999,000

845,600

TOTAL ATTENDANCE AT PCPA EVENTS

seven hundred

JOBS CREATED AND SUSTAINED BY OPERATIONS FOR FY 11-12

MULTNOMAH COUNTY TRANSIENT LODGING TAX REVENUES GENERATED FROM PCPA EVENTS



An Economic Catalyst

Herbie Hancock, Natalie Cole, Itzhak Perlman, Renée Fleming and Joshua Bell electrifying audiences at the Arlene Schnitzer Concert Hall. Curtain calls for performances by Oregon Ballet Theater and Portland Opera. Music ringing through Portland's downtown streets during the summer evenings, thanks to Music on Main, the outdoor series located right outside PCPA.

These engaging, dynamic scenes inspiring throngs of visitors are what the public knows best and most visibly about PCPA.

But PCPA touches the metro region and

its residents in ways not easily seen.

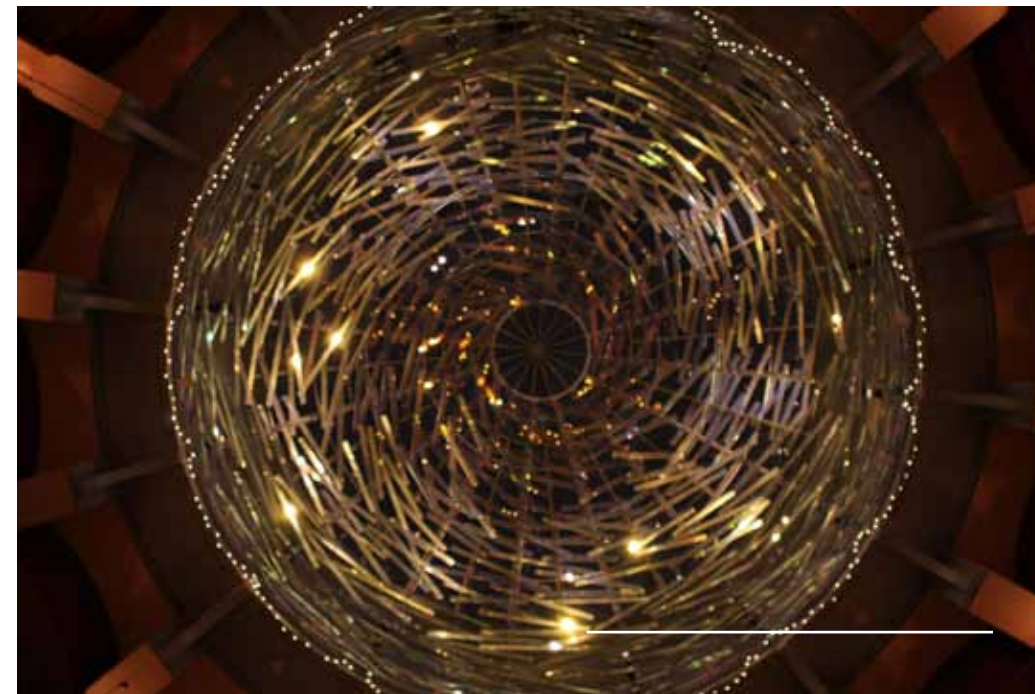
The 845,600 people who attended events at PCPA were directly responsible for an estimated \$65.5 million in spending around our region and an estimated 700 jobs. That spending included millions spent at the city's hotels, restaurants, shops and on transportation. Add in spending by the producers, casts and crews of the different performances coming through Portland, the \$65.5 million figure jumps to more than \$76 million pumped into the region's economy.

By any measure, that's a blockbuster role for the regional economy.

ESTIMATED ECONOMIC BENEFITS FROM PCPA OPERATIONS FY 2012

Earnings represent the wages and salaries earned by employees of businesses associated with or impacted by the facility.

CATEGORY	AMOUNT
Spending	
Direct Spending	\$38,787,000
Indirect/Induced Spending	26,716,000
Total Spending	<u>\$65,503,000</u>
Total Jobs	700
Total Earnings	\$25,162,000



Metro contracts with Crossroads Consulting Services to conduct the annual economic and fiscal impact analysis of its visitor venues. Expenditures generated from facility operations from items such as personal services, food and beverage, goods and services, marketing, administration and capital outlay, as well as spending by attendees, sponsoring organizations, event producers and exhibitors outside the facility on items such as lodging, restaurants, retail, entertainment and transportation are included as the initial measure of economic impact in the marketplace. A calculated multiplier is applied to the amount attributed to direct spending to generate indirect and induced effects. The sum of direct, indirect and induced effects equals the total economic impact, expressed in terms of spending, employment and jobs.



\$20,100

VALUE IN RENT AND STAFF LABOR DONATED TO SUMMER ARTS CAMPS

304,316

VISITS TO WWW.PCPA.COM

TICKETS SOLD TO "WICKED"

80,000

WEB PAGE VIEWS

1.5 million

200,000 +

68.66 percent

INCREASE IN TRAFFIC OVER PREVIOUS YEAR

EMAIL SUBSCRIBERS TO PCPA BACKSTAGE PASS

From the Director



Robyn Williams
EXECUTIVE DIRECTOR

The guiding mission for Portland Center for the Performing Arts is to support local arts organizations through expert management of the city’s iconic theatres and performance spaces.

This year 845,600 patrons attended 886 events at PCPA, which ranged from sophisticated opera, symphony and ballet performances to edgy comedians, Aziz Ansari and Adam Carolla, to enthralling hit Broadway musicals and, always a favorite among kids who love the color pink, “Pinkalicious.”

Theatre-goers spent more than \$38 million in our theatres and local businesses before and after their event. Indirect spending tied to PCPA’s business totaled nearly \$27 million across the region. In addition to infusing cash into our local economy, 700 jobs were supported, translating into \$25.2 million in personal earnings. Significant income and transient lodging taxes were generated as well: \$856,000 for the State of Oregon and over \$1 million for local governments within Multnomah County.

Beyond the numbers and statistics, and perhaps most difficult to measure, are the impacts PCPA has on our local community.

Education programs held at PCPA venues reach thousands of youth each year who visit with classroom tours and participate in summer arts programs. PCPA’s talented volunteer corps produces the Noontime Showcase free monthly series of family-friendly performances that provide unique opportunities for nonprofit arts groups to increase their audience reach. Over 3,000 downtown workers and residents joined us for the ever-popular, Music on Main free summer concert series. And, our attention to special senior citizen guests earned the PCPA Elders in Action’s Age-Friendly certification, an accomplishment above and beyond the other accessibility services we offer our patrons.

The arts are alive and well in Portland! It continues to be an honor to serve our patrons and partner with our commercial and nonprofit clients to offer inspiring and memorable experiences in our city’s historic theatres and spaces.



Portland Center for the Performing Arts generates millions for the region’s economy but much of what it does for the community is free, done in the spirit of community support.

First-rate resident companies like the Oregon Symphony, Oregon Ballet Theater and Portland Opera are subsidized by PCPA. Summer camps that inspire creativity in our region’s youth are supported by PCPA through free rent and labor. Different community groups, including Art Spark and the Portland Arts Alliance are hosted by PCPA on a regular basis.

Exhibition space for artists in a region that boasts a surplus of them can often be scarce. PCPA’s gallery program offers an opportunity to showcase local talent.

MUSIC ON MAIN STREET
Every summer, downtown workers and residents convene at the Main Street Plaza linking PCPA’s Arlene Schnitzer Concert Hall and Antoinette Hatfield Hall on S.W. Broadway Street to enjoy free performances from some of the city’s top musical talent. Underwritten by PCPA and its generous sponsors and created to generate extra, off-season revenue, Music on Main now attracts over 3,100 in attendance over the 9-week series.



WORKING TOWARD METRO’S SUSTAINABILITY GOALS

Replacement of the Arlene Schnitzer Concert Hall’s aging strip light system is expected to produce dramatic effects for theater-goers and PCPA’s budget. The former system demanded frequent maintenance and replacement of bulbs which are no longer produced. By installing 36 ETC Selador Classic Vivid-R™ LED luminaries, the theatre’s color capabilities were greatly enhanced and energy consumption is expected to be reduced by 90%. A cash incentive from the Energy Trust of Oregon helped to offset project costs.

PCPA operations director Jason Blackwell and house electrician Justin Dunlap stand proudly below the new LED stage lights.



SURPRISE, DELIGHT



Investing in the Future

PCPA welcomed two theatre companies to its list of presenting arts organizations: Brunish Theatre was selected by musical theatre company Stumptown Stages for its intimacy and diversity of space and Third Rail Repertory Theatre, founded in 2003 and likened to Chicago's Steppenwolf Theatre, performs exclusively at the Dolores Winningstad Theatre. Both theatres are located inside Antoinette Hatfield Hall.

But the year's magic wasn't only on stage.

An open captioning system was introduced at certain Broadway performances for those with disabilities. PCPA was awarded a grant so this service could be provided at no cost to the shows. The improvement earned PCPA an "Age Friendly" certification from the nonprofit Portland-based advocacy group, Elders in Action."



AND MAGIC

Education and schools is a core tenant of PCPA's community support. Thousands of Oregon school kids visit the PCPA theatres each year through organized classroom field trips, attending summer arts camps and enjoying monthly Noontime Showcase free family-oriented performances.

Inspiring Future Artists

Back-stage tours of "Wicked" during the show's visit for the Broadway Across America series delighted students from George Middle School and Roosevelt High School, as well as guests from the Urban League's Young Professionals. These special, behind-the-scenes peeks revealed secrets about costumes, set design and the lives of a traveling actor troupe.

BEHIND THE SCENES OF A BROADWAY SHOW

Ray Leary, Metropolitan Exposition Recreation Commissioner since 2007, mentors youth and young adults to enhance their exposure to the arts and explore a wide range of professional careers. He is pictured here with students from George Middle School in North Portland after a behind-the-scenes tour of the Broadway production of *Wicked*.



ESTIMATED FISCAL BENEFITS FROM PCPA OPERATIONS FY 2012

MUNICIPALITY/TAX	AMOUNT
State of Oregon	
Personal Income Tax	\$690,000
Corporate Excise & Income Tax	79,000
Transient Lodging Tax	87,000
Total	\$856,000
Multnomah County	
Transient Lodging Tax	\$999,000
Business Income Tax	17,000
Total	\$1,016,000
Grand Total	\$1,872,000

SUMMARY OF KEY COMPARATIVE DATA

CATEGORY	FY 2009	FY 2010	FY 2011	FY 2012
Utilization				
Performances	1,091	934	880	886
Total Use Days	1,615	1,229	1,129	1,335
Total Attendance	938,100	776,800	769,600	845,600
Financial Operations				
Operating Revenues	\$9,259,000	\$7,999,000	\$7,605,000	\$8,706,000
Operating Expenses	10,886,000	10,866,000	11,089,000	\$11,371,000
Net Operating Results	(\$1,627,000)	(\$2,867,000)	(\$3,484,000)	(\$2,665,000)
Economic/Fiscal Impacts				
Direct Spending	\$37,682,000	\$33,649,000	\$33,625,000	\$38,787,000
Indirect/Induced Spending	27,613,000	23,868,000	23,845,000	\$26,716,000
Total Spending	\$65,295,000	\$57,517,000	\$57,470,000	\$65,503,000
Total Jobs	730	610	640	700
Total Earnings	\$24,692,000	\$22,280,000	\$22,234,000	\$25,162,000
Total Tax Revenues	\$1,721,000	\$1,407,000	\$1,356,000	\$1,872,000



PORTLAND CENTER FOR THE PERFORMING ARTS FOUNDATION
 The PCPA Foundation is a nonprofit organization dedicated to supporting the capital needs of the PCPA theatres since 1994. Its efforts are instrumental in maintaining and preserving the five historic theatres within the PCPA family.
Foundation Board president Gary Maffei is joined by Julie Vigeland and Jeanne Newmark, long-time supporters of PCPA.





Portland Center for
the Performing Arts



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p5: PCPA; p6 lower: PCPA; p7 upper, bottom left: PCPA, bottom right: Helmuth Rilling courtesy of Oregon Bach Festival; p8 upper: courtesy of Portland Opera;
p9 upper: Owen Carey, lower second from right: Robert Banks; p10, p11 left: PCPA.