

## Report to the Regina Little Theatre Annual General Meeting – September 6<sup>th</sup>, 2005

### Box Office & Memberships

Please refer to the hand-outs: Box Office Summary Stats, and Summary of Season Tickets and Members.

- During the 2004-2005 season RLT's box office activities were handled by the Regina Performing Arts Centre Box Office.
- This is our 3<sup>rd</sup> consecutive year receiving this service from Theatre Regina.
- RLT had a contractual agreement with them for services in return for the greater of 5% of RLT's box office revenues or \$3,750.00.
- According to our financial statements, the 5% of our box office revenues during 2004-2005 came to \$3,598.90, so RLT currently owes Theatre Regina \$151.10 for last year's box office services. (In addition we paid \$53.00 for box office for one-act plays, and there was \$49.09 in other box office expenses.)
- Box office services included:
  - ticket exchanges for \$1.00 per ticket plus any positive difference in ticket price;
  - ticket reprints for \$1.00 per ticket;
  - ticket mailing for \$1.00 per envelope sent,
  - the ability to pay for tickets by cash, cheque made out to Theatre Regina, by debit card thru Interac, or by credit cards including Visa, MasterCard, and American Express;
  - the ability to pay for tickets over the phone using a credit card, for an administration fee of \$2.50
- Box office hours normally are Monday thru Thursday from noon to 8:00 p.m., Fridays noon to 6:00 p.m., and Saturdays 1:00 to 4:00 p.m.. The box office is open longer hours on evenings when there is an RLT performance. The box office is closed on Sundays and on all statutory holidays.
- Thanks to RPAC Box Office Managers Val Maher and Shanna-Marie Tice for their hard work, and to all other RPAC staff members who worked at the box office during 2004-2005.
- Thanks to all the RLT volunteers who helped out at the box office during 2004-2005, including: Faye Daborn, Nils Clausson, Bonnie Senger, and Dallas Castle.
- Theatre Regina has been re-organizing its pricing structure. This has resulted in an increase in the cost of box office services for 2005-2006, coming to \$4,625.00 for the year, which was agreed to by the RLT board. This price is a compromise between what RLT paid last year and what Theatre Regina would really like to receive from RLT for box office services.
- I recommend that for RLT's 2006-2007 season the RLT budget include \$5,500.00 as the amount RLT will pay to Theatre Regina for RPAC box office services; this reflects the amount that Theatre Regina said in 2005 that they would like to receive from RLT for box office services for the year.

Respectfully submitted



Ken Spencer

**REGINA LITTLE THEATRE SOCIETY, INC.**  
**2004-2005 Box Office summary stats.xls**  
**TICKETS & REVENUE**

**TOTALS for the 2004-2005 Season:**

Tickets Sold = 6198 which is 68.6% of "full house" or "sold out".  
 Ticket Revenue = \$50,810.00  
 Average Ticket Price = \$8.20

**For the AVERAGE Main Stage Play during the 2004-2005 Season:**

Tickets Sold = 1240 which is 310 tickets sold per night.  
 Ticket Revenue = \$10,162.00 which is \$2,540.50 ticket revenue per night.

<b>TICKETS SOLD:</b>							
PLAY:	Wed.	Thu.	Fri.	Sat.	TOTAL:	AVERAGE:	
1-AMSONS	202	333	295	264	1094	274	👉
2-LWOMEN	255	460	456	330	1501	375	👍
3-BITPARK	243	390	377	311	1321	330	
4-UNITY	224	320	330	277	1151	288	
5-WINDFALL	254	299	354	224	1131	283	
<b>TOTAL:</b>	1178	1802	1812	1406	6198	1550	
<b>AVERAGE:</b>	236	360	362	281	1240	310	
<b>Full House:</b>	452	452	452	452	1808	452	
1-AMSONS	44.7%	73.7%	65.3%	58.4%	60.5%	60.5%	👉
2-LWOMEN	56.4%	101.8%	100.9%	73.0%	83.0%	83.0%	👍
3-BITPARK	53.8%	86.3%	83.4%	68.8%	73.1%	73.1%	
4-UNITY	49.6%	70.8%	73.0%	61.3%	63.7%	63.7%	
5-WINDFALL	56.2%	66.2%	78.3%	49.6%	62.6%	62.6%	
<b>AVERAGE:</b>	52.1%	79.7%	80.2%	62.2%	68.6%	68.6%	
<b>BOX OFFICE REVENUE:</b>							
PLAY:	Wed.	Thu.	Fri.	Sat.	TOTAL:	AVERAGE:	
1-AMSONS	\$1,428.00	\$2,352.50	\$2,426.00	\$2,388.00	\$8,594.50	\$2,148.63	
2-LWOMEN	\$2,176.00	\$3,960.00	\$4,119.50	\$3,526.00	\$13,781.50	\$3,445.38	👍
3-BITPARK	\$1,900.00	\$2,996.00	\$3,268.00	\$3,016.00	\$11,180.00	\$2,795.00	
4-UNITY	\$1,603.00	\$2,225.00	\$2,664.00	\$2,459.00	\$8,951.00	\$2,237.75	
5-WINDFALL	\$1,770.00	\$2,028.00	\$2,748.00	\$1,757.00	\$8,303.00	\$2,075.75	👉
<b>TOTAL:</b>	\$8,877.00	\$13,561.50	\$15,225.50	\$13,146.00	\$50,810.00	\$12,702.50	
<b>AVERAGE:</b>	\$1,775.40	\$2,712.30	\$3,045.10	\$2,629.20	\$10,162.00	\$2,540.50	

**REGINA LITTLE THEATRE SOCIETY, INC.**  
**2004-2005 Box Office summary stats.xls**  
**ATTENDANCE**

**TOTALS for the 2004-2005 Season:**

People who attended = 5661 which is 91.2% of the Total Tickets Sold,  
 and which is 62.6% of "full house" or "sold out".

**For the AVERAGE Main Stage Play during the 2004-2005 Season:**

People who attended = 1132 which is 283 people per night.

**OTHER DETAILS, from a Box Office point of view:**

- Play #2 "Little Women" was the most successful play.
- Play #5 "Windfall" was the least successful play.



ACTUAL ATTENDANCE:							
PLAY:	Wed.	Thu.	Fri.	Sat.	TOTAL:	AVERAGE:	
1-AM Sons	198	313	271	254	1036	259	
2-LW Women	248	443	416	302	1409	352	👍
3-BIT Park	228	360	328	299	1215	304	
4-Unity	204	289	277	256	1026	257	
5-Windfall	215	269	299	192	975	244	👎
<b>TOTAL:</b>	1093	1674	1597	1303	<b>5661</b>	1415	
<b>AVERAGE:</b>	219	335	318	261	<b>1132</b>	283	
<b>Full House:</b>	452	452	452	452	1808	452	
1-AM Sons	43.8%	69.2%	60.0%	56.2%	57.3%	57.3%	
2-LW Women	54.9%	98.0%	92.0%	66.8%	77.9%	77.9%	👍
3-BIT Park	50.4%	79.6%	72.6%	66.2%	67.2%	67.2%	
4-Unity	45.1%	63.9%	61.3%	56.6%	56.7%	56.7%	
5-Windfall	47.6%	59.5%	66.2%	42.5%	53.9%	53.9%	👎
<b>AVERAGE:</b>	48.4%	74.1%	70.4%	57.7%	<b>62.6%</b>	<b>62.6%</b>	
<b>Of Tickets Sold:</b>							
1-AM Sons	98.0%	94.0%	91.9%	96.2%	94.7%	94.7%	👍
2-LW Women	97.3%	96.3%	91.2%	91.5%	93.9%	93.9%	
3-BIT Park	93.8%	92.3%	87.0%	96.1%	92.0%	92.0%	
4-Unity	91.1%	90.3%	83.9%	92.4%	89.1%	89.1%	
5-Windfall	84.6%	90.0%	84.5%	85.7%	86.2%	86.2%	👎
<b>AVERAGE:</b>	93.0%	92.6%	87.7%	92.4%	<b>91.2%</b>	<b>91.2%</b>	

# REGINA LITTLE THEATRE SOCIETY, INC.

2004-2005 Box Office summary stats.xls

## COMPARISONS

		2004-05		Recent Avg	2003-04	2002-03
<b>TICKETS SOLD:</b> ⇐ VS. ⇒						
<b>Totals</b>	<b>TOTAL</b>	<b>6198</b>	<b>-11.9%</b>	<b>7034</b>	<b>6868</b>	<b>7199</b>
	Play 1	1094	-23.0%	1420	1365	1475
	Play 2	1501	-1.1%	1517	1528	1506
	Play 3	1321	-9.4%	1458	1329	1586
	Play 4	1151	-7.4%	1243	1188	1297
	Play 5	1131	-19.0%	1397	1458	1335
	<b>Average</b>	<b>1240</b>	<b>-11.9%</b>	<b>1407</b>	<b>1374</b>	<b>1440</b>
Averages	Wed.	236	-23.9%	310	304	315
	Thu.	360	-1.6%	366	362	370
	Fri.	362	-8.0%	394	378	409
	Sat.	281	-16.5%	337	329	345
	<b>Average</b>	<b>310</b>	<b>-11.9%</b>	<b>352</b>	<b>343</b>	<b>360</b>
-1.1%	Comedies	307	-16.4%	367	373	360
-9.4%	Dramas	281	-13.4%	324	297	351
+21.1%	Others	375	+5.2%	357	337	377
<b>TICKET REVENUE:</b> ⇐ VS. ⇒						
<b>Totals</b>	<b>TOTAL</b>	<b>\$50,810.00</b>	<b>+6.0%</b>	<b>\$47,925.25</b>	<b>\$50,407.50</b>	<b>\$45,443.00</b>
	Play 1	\$8,594.50	-15.2%	\$10,134.50	\$10,608.50	\$9,660.50
	Play 2	\$13,781.50	+20.4%	\$11,447.25	\$12,595.00	\$10,299.50
	Play 3	\$11,180.00	+10.5%	\$10,116.00	\$9,267.00	\$10,965.00
	Play 4	\$8,951.00	+23.1%	\$7,274.00	\$7,499.00	\$7,049.00
	Play 5	\$8,303.00	-7.3%	\$8,953.50	\$10,438.00	\$7,469.00
	<b>Average</b>	<b>\$10,162.00</b>	<b>+6.0%</b>	<b>\$9,585.05</b>	<b>\$10,081.50</b>	<b>\$9,088.60</b>
Averages	Wed.	\$1,775.40	-13.3%	\$2,047.60	\$2,100.30	\$1,994.90
	Thu.	\$2,712.30	+15.1%	\$2,356.60	\$2,404.30	\$2,308.90
	Fri.	\$3,045.10	+17.8%	\$2,584.85	\$2,738.10	\$2,431.60
	Sat.	\$2,629.20	+1.3%	\$2,596.00	\$2,838.80	\$2,353.20
	<b>Average</b>	<b>\$2,540.50</b>	<b>+6.0%</b>	<b>\$2,396.26</b>	<b>\$2,520.38</b>	<b>\$2,272.15</b>
-4.1%	Comedies	\$2,435.38	-5.1%	\$2,565.44	\$2,879.13	\$2,251.75
-13.7%	Dramas	\$2,193.19	+9.2%	\$2,007.97	\$1,874.75	\$2,141.19
+35.6%	Others	\$3,445.38	+36.2%	\$2,529.66	\$2,484.44	\$2,574.88
	<b>Price per ticket:</b>	<b>\$8.20</b>	<b>+20.3%</b>	<b>\$6.81</b>	<b>\$7.34</b>	<b>\$6.31</b>
<b>ATTENDANCE:</b> ⇐ VS. ⇒						
<b>Totals</b>	<b>TOTAL</b>	<b>5661</b>	<b>-8.1%</b>	<b>6158</b>	<b>6081</b>	<b>6235</b>
	Play 1	1036	-20.6%	1305	1249	1361
	Play 2	1409	-0.4%	1415	1420	1410
	Play 3	1215	-7.7%	1316	1149	1483
	Play 4	1026	+3.5%	991	1013	969
	Play 5	975	-13.8%	1131	1250	1012
	<b>Average</b>	<b>1132</b>	<b>-8.1%</b>	<b>1232</b>	<b>1216</b>	<b>1247</b>
Averages	Wed.	219	-19.3%	271	264	278
	Thu.	335	+3.0%	325	329	321
	Fri.	318	-4.6%	334	333	334
	Sat.	261	-13.7%	302	290	313
	<b>Average</b>	<b>283</b>	<b>-8.1%</b>	<b>308</b>	<b>304</b>	<b>312</b>
-3.3%	Comedies	274	-14.5%	320	334	307
-8.9%	Dramas	258	-6.3%	275	253	297
+24.4%	Others	352	+8.0%	326	300	353

REGINA LITTLE THEATRE SOCIETY, INC.

# 2004-2005 Season

## SUMMARY OF SEASON TICKETS and MEMBERS (Subscribing and Donating)

	TOTAL:	WED:	THU:	FRI:	SAT:	NO Season Tickets	2003- 2004 TOTAL:		
Seats / Season Tickets available:	1808	452	452	452	452		1808		
Seats / Season Tickets taken/given:	909	185	279	269	176		1061	down	14.3%
	50.3%	40.9%	61.7%	59.5%	38.9%		58.7%		
Individual People identified:	781	158	241	140	221	21	899	down	13.1%
Addresses (households/businesses):	595	123	190	94	167	21	684	down	13.0%
	<b>Seats:</b>			<b>Individuals:</b>		<b>Addresses:</b>			
TOTALS:	909		781		595				
Life Members	18	2.0%	12	1.5%	10	1.7%			
Corporate Sponsors	12	1.3%	9	1.2%	5	0.8%			
Complimentary Voucher Memberships	31	3.4%	22	2.8%	17	2.9%			
No Ticket or Donation Members	0	0.0%	14	1.8%	14	2.4%			
Subscribing Members	638	70.2%	553	70.8%	424	71.3%			
Donating Members (TOTAL)	210	23.1%	171	21.9%	125	21.0%			
Donating Members (Friends)	121	57.6%	103	60.2%	79	63.2%			
Donating Members (Contributors)	72	34.3%	57	33.3%	38	30.4%			
Donating Members (Sustainers)	10	4.8%	8	4.7%	5	4.0%			
Donating Members (Sponsors)	2	1.0%	1	0.6%	1	0.8%			
Donating Members (Benefactors)	5	2.4%	2	1.2%	2	1.6%			
Donating Members (TOTAL)	<b>\$8,786.00</b>		which is	\$67.07	average per Donating Member				
Corporate Sponsor Monetary Donations =	<b>\$775.00</b>	Knife Zone \$200, Crystal Financial Consultants \$175, Westeel \$100 (Green Room) Auto Electric Service Ltd. \$100 (1-act festival), DirectWest \$200 (1-act festival)							
Grants & Bequests =	<b>\$11,700.00</b>	the estate of Hazel Robinson \$7700, City of Regina Arts Commission \$2000, Theatre Saskatchewan (festivals) \$1500, RBC Financial Services \$500							
AGE CATEGORY BREAK-DOWN:	Seats:	Adults:	Seniors:	Students:	Youths:				
	909	284	601	16	8				
		31.2%	66.1%	1.8%	0.9%				