Northern New Jersey’s Finest Performing Arts Center

Prepared for:

The City of Englewood
N.J.
MISSION:

To make the live performing arts accessible to the entire population by building a creative home that guides and liberates the imagination of our young, inspires and expands the lives of our adults, and attracts established and emerging artists of excellence and relevance.

A CULTURAL LANDMARK:

The theater has been a vital part of the cultural landscape since 1926, operating as an artistic and educational hub throughout Northern New Jersey.

bergenPAC serves the approximate 900,000 individuals living in Bergen County as well as residents from Passaic, Hudson, Essex, Union, and Rockland (NY) counties.
Since its inception, bergenPAC has served as northern New Jersey’s premier performing arts center and cultural institution. Our 2012-2013 Season will feature 200 performances and events in a variety of genres including Rock and Pop, Jazz, Ballet, Traditional Arts, Adult Contemporary, Comedy, and Family Fun—to name a few!
In the 2011-2012 season, bergenPAC presented 170 commercial performances and events and approximately 159,934 people walked through the doors. In 2012-2013, bergenPAC anticipates an increase to 200 performances and events and 206,806 people.

<table>
<thead>
<tr>
<th>Performances/Events</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2011 -2012 Season</strong></td>
<td></td>
</tr>
<tr>
<td>Performances/Events</td>
<td>170</td>
</tr>
<tr>
<td>Visitors</td>
<td>159,934</td>
</tr>
<tr>
<td><strong>56% increase in attendance by 2013-2014</strong></td>
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</tr>
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<td><strong>2013 -2014 Season</strong></td>
<td></td>
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<tr>
<td>Performances/Events</td>
<td>225</td>
</tr>
<tr>
<td>Visitors</td>
<td>250,228</td>
</tr>
</tbody>
</table>
New Jersey Ticketbuyers

2012-2013 PROJECTION

- Bergen County: 88,500
- Essex County: 10,500
- Passaic County: 15,000
- Hudson County: 7,500
- Union County: 4,500
- Monmouth County: 4,500
- Other: 4,500
- Middlesex County: 6,000
- Somerset County: 3,000
- Sussex County: 3,000
- Morris County: 1,500

Ocean County: 1,500
bergenPAC’s arts education school and community outreach program offers students ages 2 months to 21 years old unique, real life experience in dance, theater, and music. Each year, bergenPAC reaches 30,000 children through live performances and "hands-on" instruction by professional performing artists. These initiatives allow bergenPAC to continue its mission to make the live performing arts accessible to all.

No child is denied access to the arts because of financial, cultural or physical limitations.

bergenPAC offers free tickets and scholarships to our tuition based programs.
A Home for Arts Education

beyondTHEATER
Northern New Jersey’s regional theater school presents student productions of musical theater and dramatic works, classes on acting, improvisation, voice, diction and audition technique, and "hands-on" experience with industry professionals.

beyondDANCE
Our resident dance school offers classes in a myriad of disciplines and college preparatory opportunities for students who are interested in pursuing dance as a profession.

beyondSTAGE
A series of master classes and artist talk backs where students experience classes with professional arts instructors and touring artists before or after their performance at bergenPAC. These sessions give students the opportunity to learn about the arts by interacting with artists who are masters in their field. beyondSTAGE also features a Technical Shadowing and Internship program for students interested in pursuing a career in the performing arts.

beyondMUSIC
beyondMUSIC features two components that introduce students to traditional and contemporary music as well as offer instruction on music theory and technique. Music Speaks, our newest initiative, offers classes that help young children foster an appreciation for music and aide in developmental and educational growth.

41% of bergenPAC’s students are considered “at-risk.”
School Residencies: Grades K-12

Customized arts curriculum complements any academic subject area: acting, dance, music, playwriting and musical theater. During and after school.

Shows at bergenPAC

Students experience live theater while expanding cultural learning and listening skills. They’ll meet and interact with performers, and often participate in a master class. Transportation provided by school. Evenings and weekends.

Student Directed One-Acts: Grades 9-12

Let your students run the show! Students learn how to design, direct, and manage a production from start to stage. Final projects take place in bergenPAC’s Drapkin Family Cabaret Room.

School-Time Series at bergenPAC

A school time performance series for students and teachers during the school day. Students have fun and interact with the performances with a line up this year that is sure to please! Transportation provided by school.

Assemblies at Your School

Students interact with live performers and learn about relevant issues right in their own school! Past programs have focused on: Anti- Bullying, Science, Interactive Dance and Music Festivals.
Education Achievements

In 2011, bergenPAC had the pleasure of hosting Bergen County finalists of “Poetry Out Loud”, a recitation contest created to increase awareness in the art of performing poetry. This year, bergenPAC will host New Jersey’s statewide finalists.

Since the performing arts school’s inception in 2010, bergenPAC has successfully implemented arts programming in schools that have eliminated arts from their curriculum and has given over $50,000 in scholarships in dance, theater, and music.

2011 marked the full implementation of the Performing Arts School’s programming, including the debut of Music Speaks with an initial 68 participating families. To date, this number has increased to 390 families.

In 2012, bergenPAC earned the distinction of “Major Performing Arts Center” and received a Citation of Excellence from the New Jersey State Council on the Arts for the fourth year in a row, positioning bergenPAC as one of the most select performing arts institutions in the state.
Education Achievements

Achievements

★ Successfully implemented arts programming in 9 schools.

★ Awarded $50,000 in scholarships in dance, theater, and music to students in need.

★ Participation in our Music Speaks program, which debuted at 68 families, has increased to 390 families.

★ Received a Citation of Excellence from the New Jersey State Council on the Arts for the fourth year in a row.
A Home for Arts Education

The Performing Arts School will be an economic force that enhances business and quality of life in our Englewood community. The school’s studios will be open from 9AM to 10PM every day with classes, productions, and workshops—keeping the school busy, city bustling, and local businesses flourishing.

By having the Performing Arts School housed at One Depot Square, North Van Brunt Street will become an avenue of the arts for the City Englewood and a model arts complex for all of Bergen County.

- Operating from 9:00 a.m. to 10:00 p.m., 7 days a week.
- Will keep the city busy with parents supporting local businesses.
- Create an ‘Avenue for the Arts.’
Performing Arts School Classes

With the addition of suitable classroom studios, bergenPAC will be able to increase the number of classes offered in 2013-2014 by 67%.
Performing Arts School Employees

In the next five years, The Performing Arts School @ bergenPAC will see a 92% increase in Employment to meet the growing demand for more classes.
bergenPAC is an economic engine—creating a business that supports jobs and businesses, enhances real estate values, and generates significant revenue for local government.

According to a recent arts and economic prosperity study conducted by Americans for the Arts, last year, an estimated 264 full-time equivalent jobs were sustained by bergenPAC and its audiences. In addition, bergenPAC generated $410,943 for local government and $522,117 for the state.

The typical arts attendee spends $22.41 per person, per event, (not including the cost of admission) on items such as meals, parking, and travel. Attendees who live outside Bergen County typically spend twice as much as their local counterparts—valuable revenue for local businesses and the community. Of total audiences in 2011, 98.3% came from outside of Englewood.

"With its vibrant downtown and the Bergen Performing Arts Center, Englewood attracts indigenous empty nesters as well as returning natives in their 20s and 30s."

--- New Jersey Monthly
Englewood’s Economic Engine
Local and State Government Revenue

<table>
<thead>
<tr>
<th>Season</th>
<th>Local Government Revenue</th>
<th>State Government Revenue</th>
<th>Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 - 2012</td>
<td>$410,943</td>
<td>$522,117</td>
<td>$933,060</td>
</tr>
<tr>
<td>2012 - 2013</td>
<td>$563,734</td>
<td>$713,925</td>
<td>$1,277,659</td>
</tr>
<tr>
<td>2013 - 2014</td>
<td>$620,329</td>
<td>$785,581</td>
<td>$1,405,910</td>
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</table>

50% increase by 2013-2014
### Englewood’s Economic Engine

#### Impact on Employment

<table>
<thead>
<tr>
<th>Season</th>
<th>Full Time Equivalent Jobs</th>
<th>Average Wages</th>
<th>Total Payroll Generated</th>
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</thead>
<tbody>
<tr>
<td><strong>2011 -2012</strong></td>
<td>264</td>
<td>$24,350</td>
<td>$6,428,400</td>
</tr>
<tr>
<td><strong>2012 -2013</strong></td>
<td>309</td>
<td>$24,837</td>
<td>$7,674,633</td>
</tr>
<tr>
<td><strong>2013 -2014</strong></td>
<td>339</td>
<td>$25,334</td>
<td>$8,588,226</td>
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</table>

*25% increase by 2013-2014*
### bergenPAC Attendee Per Capita Spend

<table>
<thead>
<tr>
<th>Season</th>
<th>Average Annual Per Capita Spend Bergen County Residents</th>
<th>Average Annual Per Capita Spend Non-Bergen County Residents</th>
<th>Total Per Capita Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 - 2012</td>
<td>$1,724,756</td>
<td>$2,821,069</td>
<td>$4,545,825</td>
</tr>
<tr>
<td>2012 - 2013</td>
<td>$2,055,893</td>
<td>$3,364,189</td>
<td>$5,420,082</td>
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<tr>
<td>2013 - 2014</td>
<td>$2,467,910</td>
<td>$4,038,399</td>
<td>$6,506,309</td>
</tr>
</tbody>
</table>

*Note: Average annual spend is exclusive of ticket cost.*

- 43% increase by 2013-2014
bergenPAC is a successful public/private partnership drawing nearly $1.2 Million in donations last year.

**Private Sector: 82%**
- Foundations (7%)
- Corporations (17%)
- Individuals (47%)
- Special Events (11%)

**Public Sector: 18%**
- State and Local Government (18%)

FY 2012 included support from:
"...What landed Englewood in the number one spot on our list is the walkability between dining, shopping, housing, and the added bonus of a rich performing arts center."

"A step from romantic restaurants and right in the heart of Englewood’s downtown is bergenPAC, northern New Jersey’s most entertaining, non-profit performing arts center. In any given season, you can enjoy performances from artists such as Paul Anka, Gladys Knight, Wilson Phillips, Salt N’ Pepa and the Steve Miller Band."
bergenPAC
is a theater of and for the community …

Creating a home that guides and liberates the imagination of our young, inspires and expands the lives of our adults, and attracts established and emerging artists of excellence and relevance.

We look forward to continuing to work in partnership with The City of Englewood