

Royal City Musical Theatre Society – 2018

For Royal City Musical Theatre's 29th season, the non-profit society presented the great American musical, Cabaret. Darker in tone than the typical musical productions mounted by Royal City, the production received very positive reviews from local papers and theatre publications for its focus on themes of greed, prejudice, radicalism and complacency. Fifteen performances were presented at the Massey Theatre between April 12 – 29, 2018.

While individual tickets sold in great numbers, the society continues to face a drop off in large group sales, including both corporate groups and local associations. Sponsorships also saw a decline from 2017 although were consistent with the five year-average. Ticket sales to adults and seniors increased year-over-year while kids tickets declined to a five-year low.

Bright spots for the society were memberships, which saw a 34% rise over 2017, and donations. In September 2017, the society launched a new honorariums program for the cast. Four members of the cast each year are paid performers whereas the remaining 25+ cast members are volunteers. Nearly \$6k was raised in donations over a three-week period towards a new program that will see \$2500 paid out annually to additional members of the cast, compensating them for their valuable time, expenses and artistic talent.

Other local initiatives for the society received positive community support as well. The Outreach Committee team continues to attend festivals such as the Hyack Parade, Sapperton Days, Canada Day in Queens Park, the New West Pride Festival and the Christmas Parade. The newly created Emerging Artists Committee mounted two successful shows, Into the Woods in Concert, held at the Massey Theatre on Nov 14, and A Night with Kander & Ebb, held at the Heritage Grill on March 13. Finally, a second annual theatre camp for kids aged 13-18 was held the first week of July, with teachers focusing on developing skills in dance, vocals and acting.

Anticipating a drop-off in kid's tickets to Cabaret, for 2019 Royal City is implementing a previously planned 30-year anniversary pricing strategy that will drop the price of kid tickets from \$29 (a standard amongst most Lower Mainland theatre companies) to \$19, and \$14 for members and groups. With Singin' in the Rain being a very family-friendly musical, the goal is to focus the marketing campaign on drawing young families into the theatre in greater numbers.

