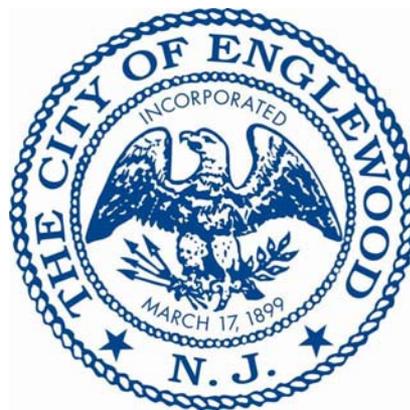


## Northern New Jersey's Finest Performing Arts Center

Prepared for:



# Mission

## 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:

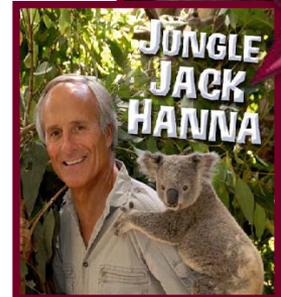
The theater has been a vital part of the cultural landscape since 1926, operating as an artistic and educational hub throughout Northern New Jersey.

**bergenPAC serves the approximate 900,000 individuals living in Bergen County as well as residents from Passaic, Hudson, Essex, Union, and Rockland (NY) counties.**



# Artistry and Programming

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!



# Programming Growth

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.

Performances/Events	170
Visitors	159,934

*2011 -2012 Season*

Performances/Events	200
Visitors	206,806

*2012 -2013 Season*

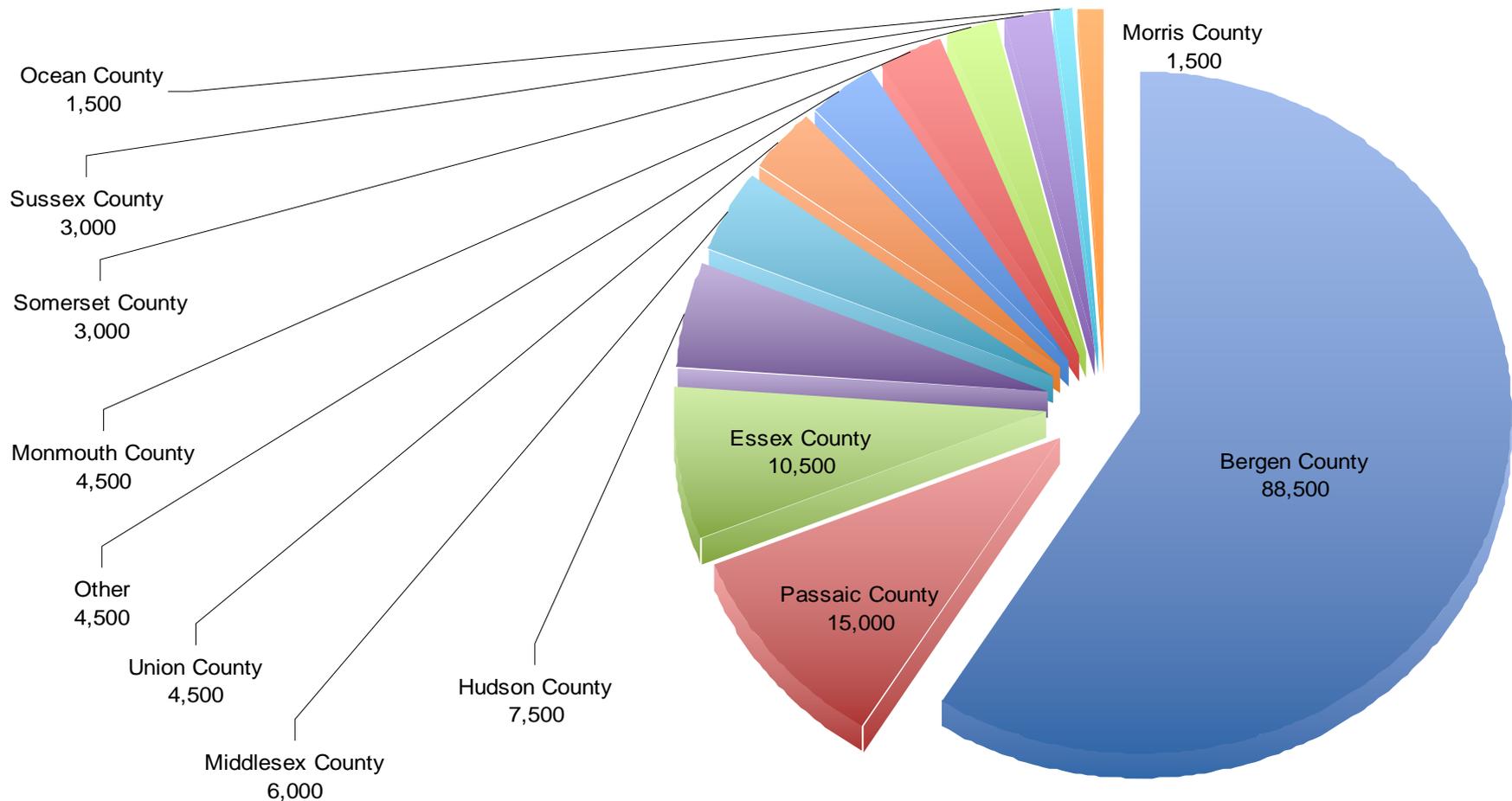
Performances/Events	225
Visitors	250,228

*2013 -2014 Season*

**56% increase  
in attendance  
by 2013-2014**

# New Jersey Ticketbuyers

2012-2013 PROJECTION



# Arts Education and Outreach

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."*

# beyond bergenPAC

## 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.

## 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.



## 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.

## 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



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.

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.



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.



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.

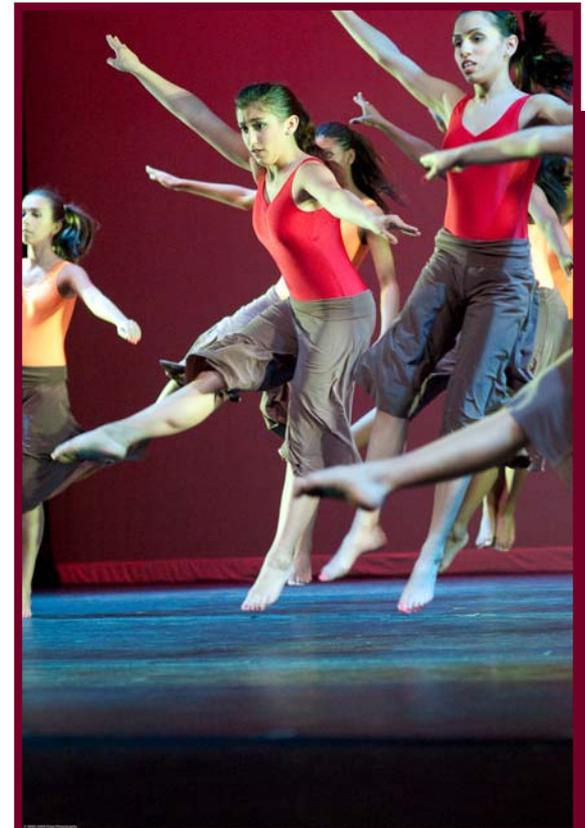


# Education Achievements



## 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

## One Depot Square

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.

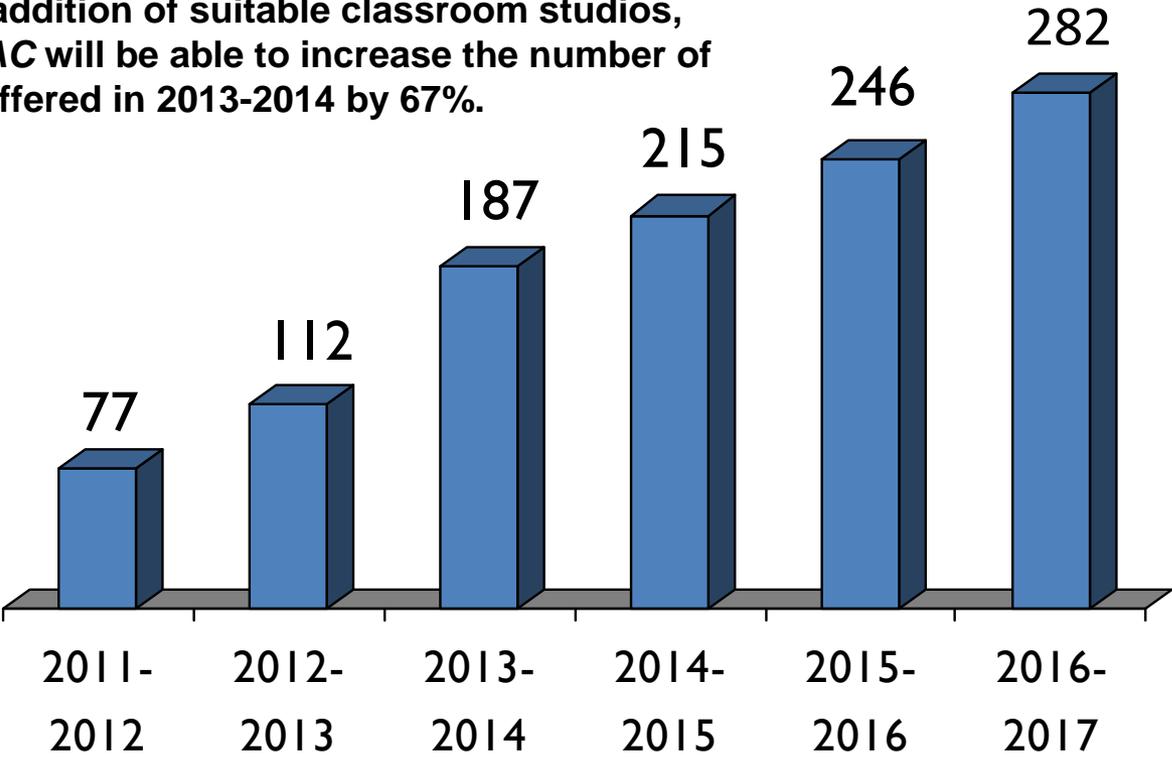
By having the Performing Arts School housed at One Depot Square, North Van Brunt Street will become an avenue of the arts for the City Englewood and a model arts complex for all of Bergen County.

- ★ **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.'**



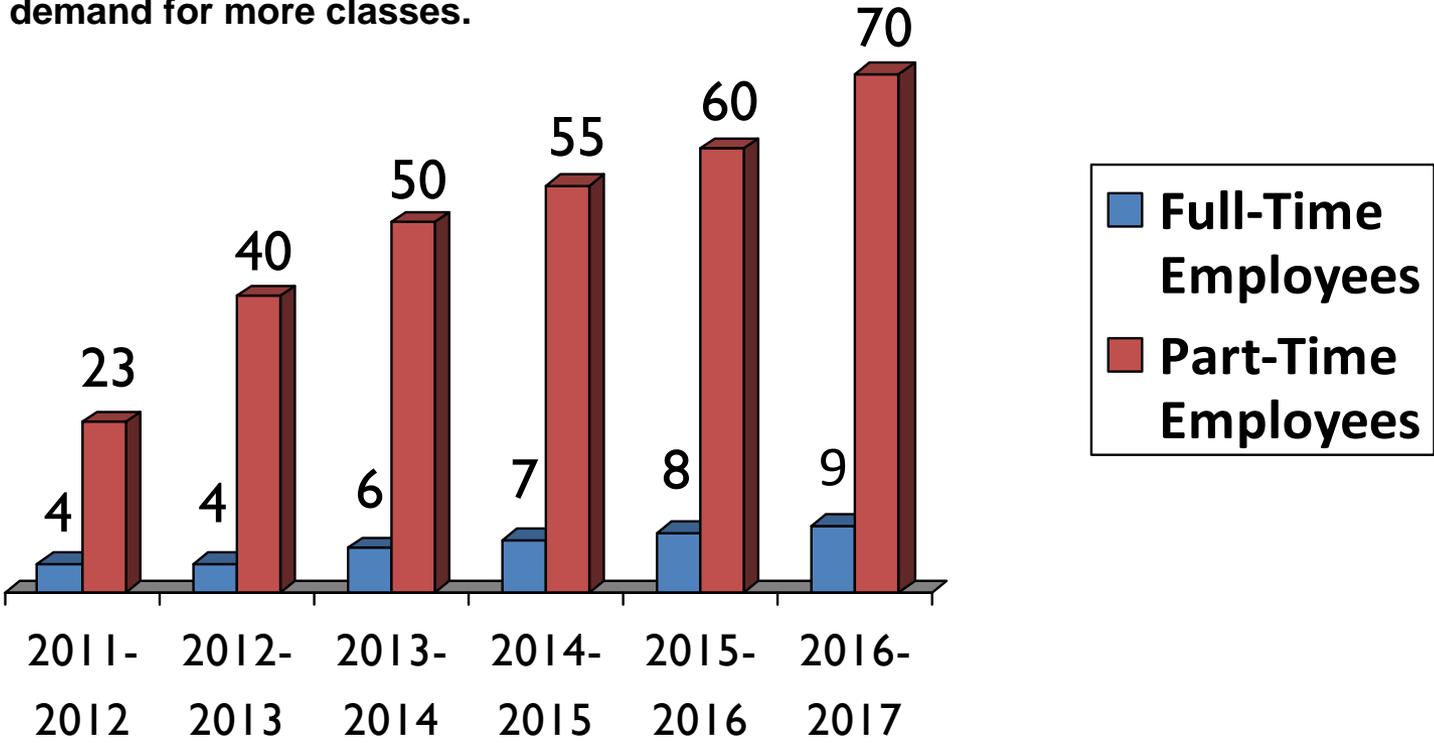
# Performing Arts School Classes

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.



# Englewood's Economic Engine

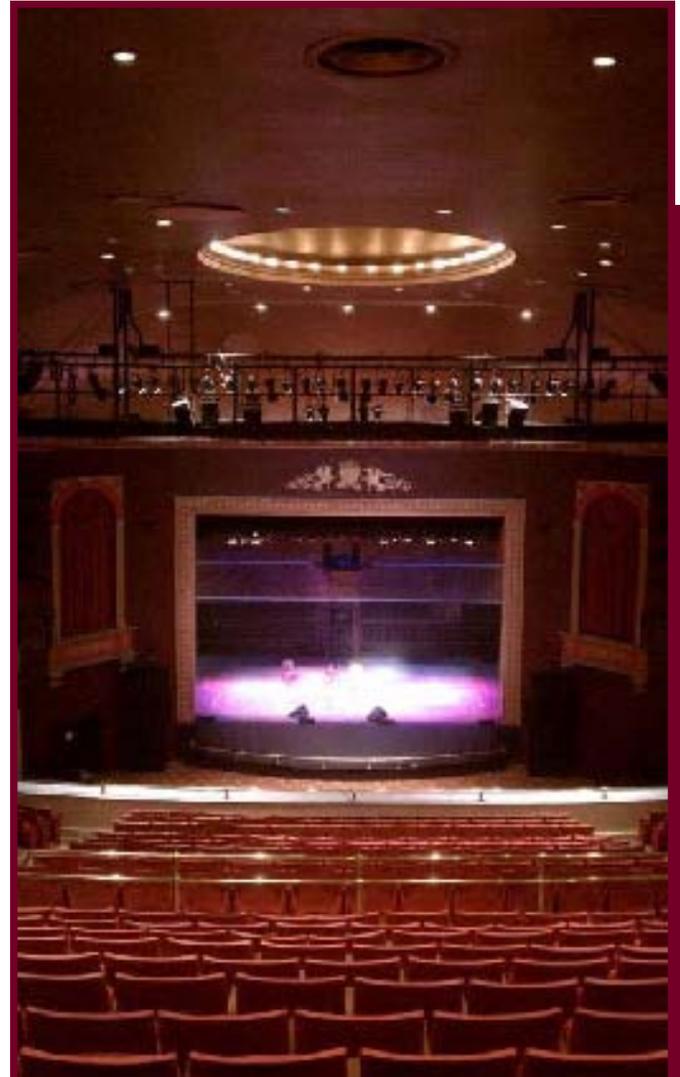
bergenPAC is an economic engine—creating a business that supports jobs and businesses, enhances real estate values, and generates significant revenue for local government.

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

Local Government Revenue	\$410,943
State Government Revenue	\$522,117
<b>Total Revenue</b>	<b>\$933,060</b>

2011 -2012  
Season

Local Government Revenue	\$563,734
State Government Revenue	\$713,925
<b>Total Revenue</b>	<b>\$1,277,659</b>

2012 -2013  
Season

Local Government Revenue	\$620,329
State Government Revenue	\$785,581
<b>Total Revenue</b>	<b>\$1,405,910</b>

2013 -2014  
Season

**50% increase by  
2013-2014**

# Englewood's Economic Engine

## Impact on Employment

Full Time Equivalent Jobs	264
Average Wages	\$24,350
Total Payroll Generated	\$6,428,400

2011 -2012  
Season

Full Time Equivalent Jobs	309
Average Wages	\$24,837
Total Payroll Generated	\$7,674,633

2012 -2013  
Season

Full Time Equivalent Jobs	339
Average Wages	\$25,334
Total Payroll Generated	\$8,588,226

2013 -2014  
Season

**25% increase by  
2013-2014**

# bergenPAC Attendee Per Capita Spend

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

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

**43% increase by  
2013-2014**

# Public Private Partnership

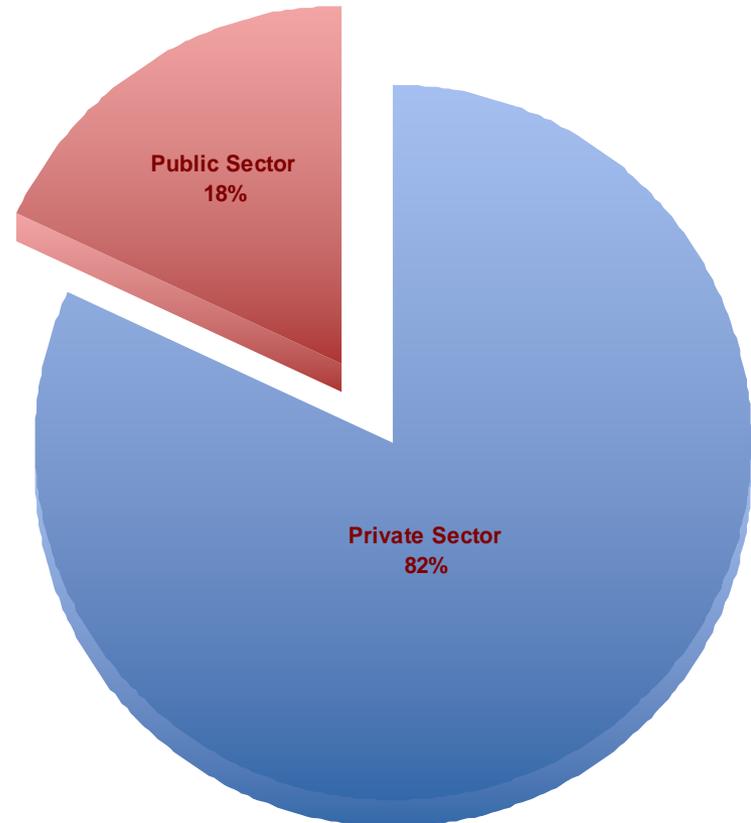
bergenPAC is a successful public/private partnership drawing nearly \$1.2 Million in donations last year.

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:



# In a New Jersey Downtown State of Mind

BC The Magazine//September 2012

## In a New Jersey **DOWNTOWN** State of Mind

Three of Bergen County's top downtown areas entice visitors with quality and variety.



### #1 Englewood Has It All

"...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

