

By The Numbers

(December 2018 - November 2019)

Heyde Center for the Arts

TOTAL ATTENDANCE 2018

- 8,253 Performance Attendees
- 406 Performing Artists on Stage
- 2,010 Visual Art Exhibit Guests
- 358 Visual Artists in Galleries
- 5,160 Special Event Rentals
- 433 Arts Workshops Participants
- 479 Bus Tours Customers
- 2,945 Community Events

19,686 Visitors to the Heyde Center

Audience Age



34%
Adults



48%
Seniors
(62 and older)

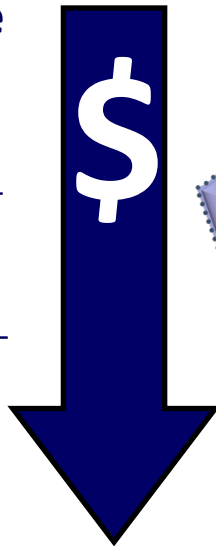


18%
Youth
(under 18 years)

Striving to be Accessible and Affordable!!

[compared to other venues]

- 35 to 40% difference in community theater ticket prices
- 25 to 28% difference in local musicians/group concert ticket prices
- 45 to 50% difference in touring groups concert ticket prices



Community & Economic Development Impact

- Free and/or Low Cost Tickets: 3,241
- Youth Participation as Artists, Performers, or Outreach Classes: 2,182
- Total Economic Impact of Heyde Center audiences: \$897,600
- Local Government Revenue: \$15,853
- State Revenue: \$19,201

There are over

320



MEMBERS of the Chippewa Valley Cultural Association



2220

Volunteers

(building maintenance, events, cast/crew) contributed 5,600 hours—for an estimated \$131,936 in volunteer labor.

100%

Audience evaluations say **THEY WOULD RECOMMEND** the Heyde Center to others.

98%

Audience evaluations say the performances **MET OR EXCEEDED EXPECTATIONS.**