



2017 Report

Committee Members: John Bottomley, Sheila Duggan (Co-Chair), Lawrence Garner (Co-Chair), Flora Hall, Janet Larkman (General Manager).

It was a busy year for the Marketing and Programming Committee as King's Theatre offered an expanded and diverse season of Live Performance, Film and Stage to Screen. Audience numbers have increased significantly this year, due in part to an increased number and variety of events. As well, the Theatre is attracting a growing audience from around the Annapolis Valley and Southwest Nova Scotia.

CANADA 150

The extended range and number of Live Performance shows in 2017 was due in part to *Canada 150 Performance Series* funding which underwrote a substantial part of the artist fees. This initiative gave Atlantic Presenters Association members the chance to present some artists who would normally be beyond their price range. Artists chosen for the program celebrated Canada, its people, values and diversity, and represented six Canadian Regions. Artists presented by King's in 2017 under the *Canada 150* banner included, Corb Lund, Lennie Gallant, Breabach and Old Man Luedecke, Buffy Sainte-Marie, Kaha:wi Dance and Alex Cuba.

Canada 150 extended its funding into early 2018. This has allowed King's to present three additional performances under the program: Dave Gunning and James Keelaghan, Susan Aglukark and H'SAO.

WINTER SEASON

The Committee branched into new terrain in 2017. Collaborating closely with the General Manager, the Committee examined revenue and cost projections and made the decision to initiate a Live Performance Winter Season. The Theatre traditionally has not presented live performances during this time period. "Winter at King's" launched on January 14, 2018 with Dave Gunning and James Keelaghan. Attendance figures have been healthy and have included a sell-out for the Susan Aglukark show. Supported by the Town of Annapolis Royal, local businesses and sponsors, this expanded programming has allowed King's to present a full season of live performance.

SPONSORSHIP

Seeking out and increasing sponsorship is a key focus of the Committee. Increased sponsorship allows the Theatre to present a season that is high calibre, and appeals to a broad range of interests and demographics. Thanks to a concerted effort to expand sponsorship for 2017-2018, King's has received strong



support from businesses and organizations which has increased the level of sponsorship over the previous season by 30%. Many of these sponsors have made a commitment to support the Theatre for the 2018-2019 season.

COMMUNITY ENGAGEMENT

King's continues to maintain and expand strong ties with groups within the community. These include the Annapolis District Drama Group, Annapolis Region Community Arts Council, Festival of Dance Annapolis Royal, Annapolis Royal Historic Gardens, Annapolis West Education Centre and Clark Rutherford Memorial School.

MARKETING AND PROMOTIONS

Audience retention and development is also a major focus of the Marketing and Programming Committee. In addition to traditional media, digital marketing and promotion is taking on a larger role in reaching audiences.

New Website

This year kingstheatre.ca received a new updated look. The clean, mobile-friendly design has visual impact and allows visitors to filter by type of event. It features videos and links to more information on the artists. The calendar of events is central to the site. It is detailed and easy to use, providing short show summaries as overlays which can be clicked for more information. In 2017 website unique visits to the site averaged around 600 a week.

Newsletter

The weekly King's newsletter continues to be an effective way to get the word out about what's happening at King's. It is emailed to subscribers and with a click, can also be viewed on your browser. The newsletter continues to grow in popularity with subscriber numbers currently at 1,350.

Facebook

With 1.9k followers, the King's Theatre Facebook page remains a powerful tool for expanding our audience base. We are so grateful to Peter Mansour who oversees the administration of our Facebook and spends many hours posting and boosting posts. Thanks to an increasing number of posts which invite interaction, we have noticed a broader engagement with the page. In just over a year the number of people who follow King's has climbed from 1,300 to 1,900. On an average, our Facebook page attracts from 10 to 20 new followers a week.

Respectfully submitted,
Sheila Duggan, Co-Chair.