WEBB CENTER
DEL E. WEBB CENTER
FOR THE PERFORMING ARTS
FIND YOUR CENTER

Cathy Weiss – Executive Director
A 600–seat state of the art performance hall in Wickenburg, AZ
Wickenburg, AZ

Coordinates: 33°57′54″N 112°44′53″W

Maricopa & Yavapai Counties

Estimated Population 6,685 souls

11.5 square miles

One area code – 928

Two Zip Codes – 85358 & 85390

Four Traffic Lights!
Once Known As:

The Dude Ranch Capital of America

The Treatment Center of America

NOW

A center for arts and culture!
But is Wickenburg really a rural community?
47 miles to the nearest Walmart!
Mission
To present culturally diverse, live performing arts and educational experiences that inspire audiences and artistically transform our community.

Vision
To make Wickenburg a destination where artists perform, live and create new work in a community that fosters a lifelong relationship with the arts.
Body of work includes:

**Presenting** - National and international touring artists that represent all genres of the performing arts

**Arts for Kids Programs** - Provide in classroom residencies and special student performances for the 1,600 children in the region

**Made In Wickenburg Residency Program** - Development new performance work with entire artistic companies that will tour the US and the world

**Camp Imagination** – Produce a summer arts camp for children that enlivens their creative spirits and fosters self confidence

Average: 195 events each year
Clint Black
December 13
Big Bad Voodoo Daddy
November 19

Dustbowl Revival
January 8
Comedienne
Rita Rudner
March 17
Australia's
The Ten
Tenors
Jo Dee Messina
Feb 11 & 12
Gold Rush Days

Terri Clark
February 29

Del E. Webb Center
Pink Martini with Storm Large
January 27
Jesse Cook
February 6

Poncho Sanchez
April 1
The Hot Sardines
February 18
Charlie Daniels Band – March 4
And many more artists...

But how do you know if you are hosting successful events?
Presenting by the Numbers:
2014-2015 Season

26 Performances
16 Sold-out Shows
90% Capacity
12,285 Tickets Sold
28,520 Audience Members
72% Average Number of Out-of-town Patrons
Utilizing the West Valley Region of Arizona’s results from research conducted by the Americans for the Arts; “Arts & Economic Prosperity IV” report. Attendees of non-profit arts and culture event spend on average:

<table>
<thead>
<tr>
<th># of Patrons</th>
<th>Spending per</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,232 Local</td>
<td>$14.05</td>
<td>$45,409</td>
</tr>
<tr>
<td>9,053 Non-Resident</td>
<td>$25.38</td>
<td>$229,765</td>
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Total Patron Spending $275,174
Webb Center Total Expenditures and Reinvestment

Percentage of Spending

- Out-of-State: 39%
- Arizona: 22%
- Wickenburg: 39%
Paton Spending $275,174

Webb Center In Town Expenditures $465,827

Total Economic Impact in Wickenburg $741,001
Webb Center’s Economic Impact in Arizona

$1,005,833
An economic impact study conducted by ASU and sponsored by the Wickenburg Chamber of Commerce just published these numbers:

**In 2014:**

Wickenburg had 252,322 visitors
These visitors generated $34.7 million in terms of direct spending
In 2014, visitors to attractions in Wickenburg:

Generated $24.36 million in visitor expenditures

$8.1 million in labor income

Total - 225 jobs
Why are numbers important?

To be successful, you must be able to tell your story.

A lot … is not a number!

Using hard numbers is a vital way to tell your story and speak of your success

Grantors, corporations, philanthropist, etc. need numbers.

We never give out a ticket at the Webb Center, not even a FREE ticket without collecting data!
So how do you create successful events?
Begin with your community

What makes your community unique?

What is the history of the community?

What attracted to you come there?

What kind of engagement is your community missing?
Identify the WHAT.

What is the event?

What is the series?

Be clear in the WHAT.
Who are you trying to engage?

- Who is your target market or audience?

- Is it socio-economic, regional/local, age, ethnicity, etc.

- An event for your community or to drive tourism?

- Can it be both?

Who are you trying to engage?
Most importantly: will “your” community engage?
INVOLVE EVERYONE!
Police Department

Fire Department

Ambulance Service
The Webb Center has 150 volunteers!
The power of partnerships

DEL E. WEBB CENTER
We trade everything

**Real Estate** - We live on a high school campus and provide the District with free arts and educational experiences for the students

**Office Space** - We have a beautiful 2,000 sq ft office owned by Meridian/UMB Bank

**Advertisement** - We advertise in 7 newspapers and they double the size of our ads

**Lodging** - Our artist stay at a guest ranch while performing in Wickenburg

**Professional Services** - Legal council, accounting services, graphic design
Even Cupcakes!
Why does everyone want to enter into a trade with the Webb Center?

What do we have that could be of benefit?

28,500 Patrons
INVOLVE EVERYONE!
We have a 28% market penetration rate in the town of Wickenburg

Our community is engaged!
More partnerships
More volunteers
More community involvement

= Success!
ADVERTISE – PR
WEB SITE – PR
ADVERTISE – PR
WEB SITE – PR
ADVERTISE – PR
WEB SITE – PR
FREE LISTINGS - PR
Have realistic expectations
Here we are in 1999. The Webb Foundation, the Wickenburg Unified School District and our new foundation.
Our keys to success:

* Always had a mission – a clear path to follow
* Always had a target audience
* Always sought out partners
* Kept our overhead low
* Personally engaged with our audiences
* Stayed for the long haul
* Always provided exceptional service
In the theater business:

If you can’t hear it

If you can’t see it

It doesn’t count!
Always Exceed Expectations
Can you underestimate your success?

Yes!

Adapt and overcome!
Why are festivals, fairs and events popular?

Why do we gather?
WE ARE ALL
HUMAN
WE enjoy a shared experience!
Dinner with family and friends

Singing around a camp fire

Celebrating Milestones
We gather to protest – to have our voices heard
We gather for sporting events
We gather for the energy from a shared experience
You could sit at home and FaceBook (verb)

But - you will miss the energy!
We gather for the shared experience of enjoyment.
LIVE music, dance, theater…

Arts & Culture
Seriously. You could listen to music alone in the dark.
Or, you could go to the an outdoor festival and see Dwight Yoakam LIVE. And you and your friend, work your way right down front.

So close, you could almost touch him - and sing and dance like you were 20.

And tell that story for the rest of your life!
Music, dance and theater isn’t for everyone.
KEEP CALM AND GO TO THE THEATRE
Thank you!

Dewpac.org