



2009-10 SUBSIDIZED RENTAL PROGRAM

The Joyce Theater is available for booking in weekly increments on a subsidized rental basis by not-for-profit dance companies. To assist companies with the presentation of their engagements, The Joyce provides a complete package of services as part of each subsidized rental engagement. Our subsidized rental package includes the following:

The basic **HOUSE CREW** of five includes a board operator, carpenter, electrician, sound technician and property person. This crew is available for: an 8-hour load-in (per engagement); 8 hours of technical rehearsal (per engagement); up to 8 performance calls (per week); and a 4-hour load-out (per engagement). Any additional crew time is billed to the company at the prevailing rate. Additional technicians are also available for the company to hire as needed.

The **BOX OFFICE** is located at the 8th Avenue entrance lobby of the Theater. All mail-order and window sales are expertly managed by the box office staff, utilizing the Shubert Organization's computerized ticketing system. Special features of this system include: automatic accounting of each ticket sale by price and method of payment; sale of tickets according to a programmed plan for dressing the house; computer-generated box office statements; and up-to-the-minute sales reports. The companies keep all of the net box office receipts. The Joyce Theater Box office can receive orders via mail, phone, fax, internet and TTY. The participating company keeps all of the net box office income.

The Joyce finances a **MARKETING PROGRAM**, The Joyce Theater Membership Program, designed to sell discount tickets in advance of each company's engagement. Brochures advertising the entire season are produced by The Joyce and mailed from 75,000 - 100,000 dance-goers in the New York area. Additionally, the Theater places season advertisements in many of the leading New York City publications including *The New York Times*, *Time Out New York*, *The New Yorker*, and *New York Magazine*. Only a small charge (currently \$1.00 per ticket) is deducted from the resulting ticket orders to help finance the marketing program. Patrons who purchase tickets to four or more companies will be entitled to a 25% discount on tickets as well as other Membership benefits. During the 2007-08 season, The Joyce Theater Membership Program generated over 28,000 admissions; an average of 25% of The Joyce's audience.

In conjunction with our marketing program, The Joyce maintains a computerized mailing list. All mail order, phone order, fax, and internet transactions are recorded on file and coded by attraction. The Joyce provides companies with a list of their ticket buyers for future marketing and fundraising efforts. The Joyce also manages a **GROUP SALES** program, booking theater parties and groups for each attraction.

Each performance at The Joyce is professionally managed by a **FRONT-OF-HOUSE STAFF** of ten, under the supervision of the Director of Theater Operations. This staff includes a house manager,

ushers, ticket takers, maintenance personnel and bar staff. In the lower lobby, a full service bar is operated before and after each performance and during intermissions. Professionally printed performance **PROGRAMS** are also provided by the Theater.

Providing these facilities and services to dance companies costs approximately \$66,000 per week, but The Joyce charges only \$23,000 for both domestic and foreign companies, subsidizing the cost to the company by over 60%.

In addition to the services above, **Audience development/outreach programs** have been developed to help build current and future audiences for dance. Companies that perform at The Joyce have the opportunity to participate in The Joyce Theater Foundation's award-winning Dance Education Program, the Humanities Series of post-performance discussions, the Family Matinee series and the adult education Dance Talks lecture series.

- **The Dance Education Program**, developed in conjunction with the New York City Department of Education, provides an introduction to the art of dance to thousands of New York City public school students annually. Program elements include curriculum development workshops for teachers, in-school sessions with students, and special Thursday matinee performances at The Joyce by the companies who appear in our season.
- **The Humanities Series** of post-performance discussions gives audience members the opportunity to ask questions and to better understand a choreographer's work. The series has proven to be very popular with our audiences. Performances connected to Humanities events often sell better than any other performance by the same company.
- **Family Matinees** feature some of our regularly scheduled companies in family-oriented programs, with reduced prices for children. This series is designed to build a family audience and to develop the next generation of dance goers.
- **Dance Talks** provide our adult audience members with the opportunity to learn about various aspects of the art of dance from choreographers, dancers and experts in the field. Formats range from panel discussions to open rehearsals, focusing on the companies performing at the theater.