

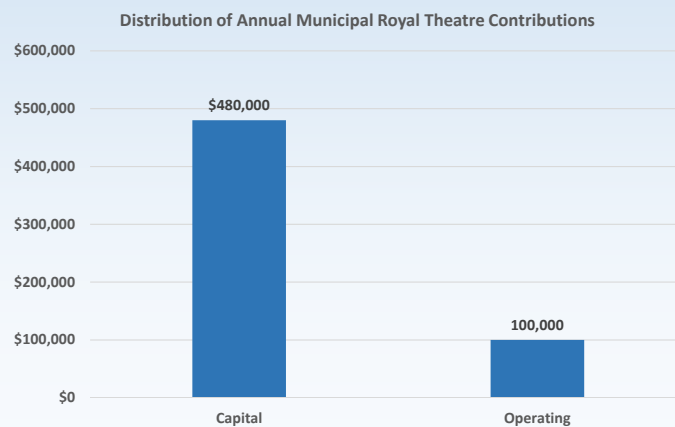
The Royal Theatre

A Theatre for All



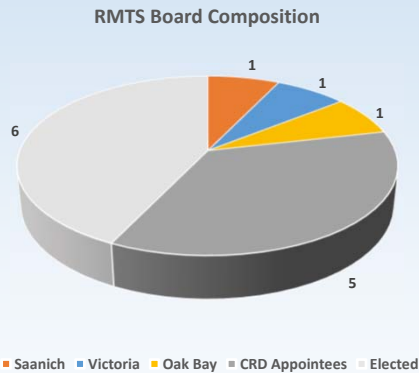
Royal Theatre Background & Funding

- Opened in 1913
- 1416 seats – the largest theatre on Vancouver Island
- Bought by Oak Bay, Saanich and Victoria in 1972 then transferred to CRD
- Operated by the RMTS since 1998



Governance

- The Royal and McPherson Theatres Society (RMTS) is a not-for-profit, charitable organization



RMTS Strategic Plan

Vision statement: *To be the integral hub of the performing arts in the region, recognized for diverse and valued performances, professional standards, and historic spaces*

- Enhancing Community Presence and Profile



- Presenting new Entertainment Options



- Reconstitution of CRD RMTS Advisory Committee



Royal Theatre Vision

The Royal Theatre is the Capital Region’s flagship venue for contemporary, classical and popular performing arts and entertainment.

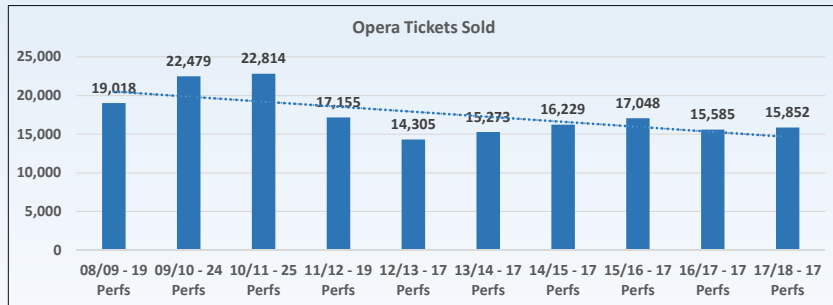
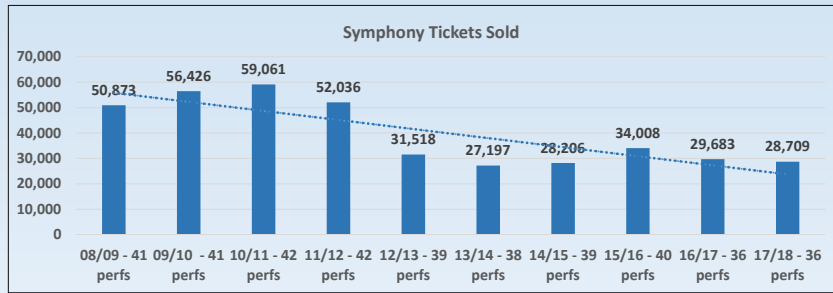
As it has done since 1913, the Royal Theatre serves the evolving tastes and live performance attendance patterns of our growing, changing population.

It is a theatre for all.

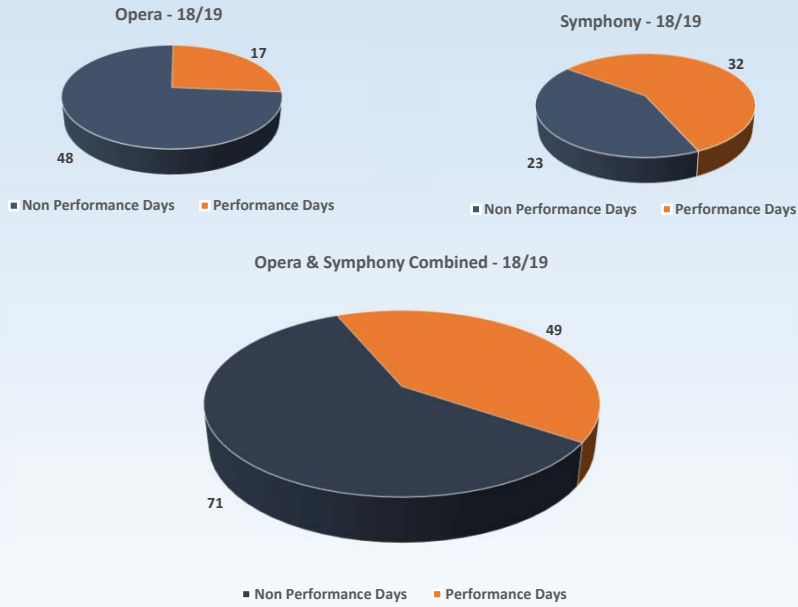
Efficient use of this community resource provides our citizens access to the best, diverse entertainment the world has to offer, while supporting the work of our local not-for-profit organizations.



Royal Theatre Ticket Sales – VS & POV



Royal Theatre Use



Arts and Entertainment Survey of Greater Victoria Residents



Public Opinion Survey Preliminary Highlights
April 17, 2019

Methodology

- Online surveys were conducted with adult residents of the Capital Region District, including Victoria, Saanich, Oak Bay, Central and Northern Saanich, Sidney, Langford, Colwood, View Royal, Esquimalt, the Highlands, Metchosin, Sooke, Juan de Fuca, Salt Spring and the Gulf Islands:
 - Preliminary results (as of April 16) were derived from 414 surveys out of 500 planned surveys.
 - Participants were contacted via a representative online panel reflective of the regional population by age, gender and geographic location.
- The margin of error for a random representative sample of that size is +/- 4.4% at a 95% confidence level (19 times out of 20).



Greater Victoria Arts & Entertainment Survey, April 2019

Initial Conclusions: Access, Efficiency and Adaptation

- There is widespread agreement among citizens of the region with positions taken by the RMTS, namely:
 - **Access:** 84% agree with the RMTS changing rental rates to achieve greater access for a wider range of acts at the Royal Theatre. On a related note, two thirds of residents think that the Royal Theatre should not be reserved mainly for performances by the Symphony and Opera.
 - **Efficiency:** Nine in ten residents (89%) agree with the goal of encouraging more efficient use of the Royal Theatre and reducing the number of dark days.
 - **Adaptation:** Almost all residents (87%) agree with RMTS changes to booking and pricing to encourage more and different types of acts to use the Royal Theatre, to reflect the changing demographics and interests of Greater Victoria residents.



Greater Victoria Arts & Entertainment Survey, April 2019

Initial Conclusions: Direction, Funding, Governance

- **Right Direction.** Nine in ten residents who expressed an opinion on the matter (89%) think the RMTS is moving in the right direction with changes to booking and pricing policies, while only one in ten (11%) think the changes proposed by RMTS are going in the wrong direction.
- **Funding.** The current funding model is not supported by most residents, who want to see funding for the Royal Theatre rise with inflation (77%) and for that funding to be shared fairly among all municipalities within the Capital Region District (74%).
- **Governance** is not viewed as a problem by residents of the region. When asked about how RMTS is managing and maintaining the theatres, about one third could not offer an opinion. Among those with an opinion, 87% believe the RMTS is well managed, and only one in seven residents (13%) disagree.



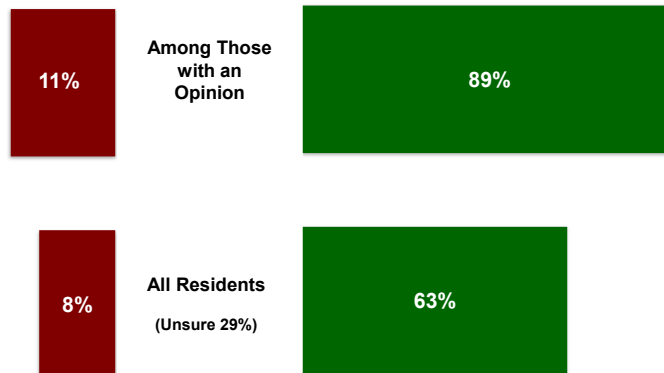
Greater Victoria Arts & Entertainment Survey, April 2019

Approval of the Approach Taken by the RMTS Toward Changing Booking and Pricing Policies

“How would you summarize your feelings about the use of the Royal Theatre and the changes being proposed by the RMTS to encourage more access, variety and efficient use? Would you say that overall the RMTS is moving in the right direction with the changes being implemented, or is it moving in the wrong direction?”

Wrong Direction

Right Direction



Greater Victoria Arts & Entertainment Survey, April 2019

Royal Theatre Facts

- New rental rates for not-for-profits at the Royal Theatre are comparable to other Canadian theatres.
- There are no restrictions on the number of performances for the three large not-for-profit clients at the Royal Theatre.
- The three large not-for-profit clients generate 55% of the Royal Theatres audiences but occupy 91% of the theatre's peak performance dates.
- Discussions about changes at the theatre have been transparent and lengthy. The RMTS Board has a representative from each owner municipality and the CRD has been informed.
- Since 1913, touring shows have been a key part of the Royal Theatre.
- The RMTS regularly turns away bookings at the theatre for lack of dates. Recently this includes David Blaine, Buddy Guy, Morrissey, Virtue and Moir.



Royal Theatre Discussions on Needed Changes

- Requests from the RMTS to the three large not-for-profit clients to voluntarily reduce non-performance days to increase access to the Royal theatre for others, to rehearse in alternate venues, and to utilize the McPherson for shows that traditionally sell few tickets have all gone ignored.
- After multiple meetings in 2018, the RMTS sent letters with new Royal Theatre booking policies and rental rates on October 29, 2018. Subsequently, the four organizations met twice in January 2019, where the three large not-for-profit clients requested more time to adapt to the changes.



Royal Theatre Discussions on Needed Changes

- In letters of March 19, 2019, the RMTS communicated that it is providing a full 2 years' notice for price changes and 3 full years' notice for changes to booking policies.
- Symphony, Opera and Dance will still have two years advance booking privileges.
- New dates are freed up without asking Symphony, Opera and Dance to reduce performances.
- The RMTS still supports local not-for-profits through discounted rates at the Royal Theatre that are as much as 50% less than for commercial shows.



Royal Theatre – Moving Forward

The Royal Theatre is alive with classical, contemporary and popular performing arts and entertainment.

New efficiencies means the number of performances is increasing and there is more choice for more audiences on the Royal Theatre's stage.

