



IOWA COMMUNITY THEATRE ASSOCIATION

Spring Edition
2016

Sioux City Community Theatre Invites You to the ICTA State Convention June 10-11, 2016

Our organization meets in even-numbered years to attend workshops to learn more about theatre, conduct business, elect board members, celebrate excellence, and network with like-minded people. Sioux City Community Theatre will host this year's gathering at its facility located at 1401 Riverside Blvd.

Festivities get underway Friday, June 10, with early registration and Happy Hour from 6:30-10:00 pm at the theatre.

On Saturday, June 11, registration will be from 9:00-10:30 am with pastries, coffee and juice available. The official welcome will be at 10:30 am.

Each of the three workshops will be offered three times so everyone has an opportunity to attend them all.



AACTFest Kristi Quinn, Dakota City, NE, has been active in community theatre for over 20 years. She has experience directing, acting, set decoration, costume design, public relations, grant writing, and development.

She has adjudicated several state and regional festivals, is a former AACT Vice President for Festivals, and served six years as our Region V rep on the AACT Board. Kristi will be one of the three adjudicators for AACTFest 2017 at nationals in Rochester, MN June 26-July 1.

In her workshop, she will furnish information about participating in state, regional, and national competitions.

Concept & Design Presenter Mike Rohlina is a professional scenic and lighting designer. In his workshop, he will offer ideas that you can take home to your theatre and apply to design the sets and lighting for your productions.

Big Theatre for a Small Stage Members of Shot in the Dark Productions will lead a workshop that organizations who perform in small spaces will find useful. You will learn how you can put on a large production on a small stage.

The annual membership meeting will be held during the noon lunch on site. Election of board members to serve three-year terms will be held at that time.

Rounding out the event, is the Gala Awards Banquet at 6:30 pm. The top nominees in each of the eleven Awards of Excellence categories will be recognized and the winners announced.

The package price for convention is \$60 until June 1. (It goes to \$65 after that.) A la Carte prices are \$50 for convention only; \$25 for Awards Gala only.

The Holiday Inn Downtown is holding a block of rooms. Call 712-277-9400 to reserve your room.

A registration form is included in this newsletter. Feel free to make copies of it so multiple members of your organization can attend this worthwhile gathering.

ICTA Board Seeking Nominees

The terms of five current members of the Iowa Community Theatre Association board will expire in July: Peg Brown, Gerard Schwickerath, Loween Getter, Bobbi Lutzen, and R.J. Lundgren.

If you are interested in placing your name in nomination for a three-year term, please contact one of the following members of the nominating committee: Carol Brehmer, Helen Beneke, Mel Wilson, Cheryl Zieringer, and Christine Wolf. Their contact information is on the last page of this newsletter.

The election will be held at the ICTA State Convention's annual meeting.



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Congratulations to Waterloo Community Theatre! The organization was founded in 1916 and is celebrating its 100th anniversary this year. WCP is believed to be the oldest, continuously running community theatre in Iowa.

When was your theatre founded? Are you celebrating a milestone anniversary this season? Please send an article about the “birth” of your theatre to the *Center Stage* editor at loweengetter@wmtel.net so the information can be shared with other ICTA members.

On a related note, Cranston Dodds, AACT Membership Engagement Director, is working on an article for the July/August *SPOTLIGHT*. Does your theatre have an artistic director who is celebrating a milestone anniversary? If so, how many years? Please forward the information and a photo of your theatre or your logo to cran@aact.org by MAY 11. (Sorry for the late notice.)

This space is blank because your theatre did not submit an article to *Center Stage*!

***CENTER STAGE* is YOUR newsletter.**
Members around the state want to read about what makes your theatre special and the shows you are staging.
Be sure to send your upcoming production information and news about your theatre to the editor at loweengetter@wmtel.net by July 15, 2016 for the Summer Issue of *Center Stage*.
A special edition will be printed following the ICTA State Convention.
Electronic submissions are very welcome!

Festival 2017 Dates to Remember

Marshalltown Community Theatre will be hosting the Iowa AACTFest 2017 on March 17-19. The Iowa festival is one of approximately 40 such state competitions at which more than 200 theatrical productions will be adjudicated.

The Region V AACTFest 2017 will be hosted by Central Lakes College and Brainard Area Community Theatre in Brainard, Minnesota April 27-30. A total of nearly 60 theatres will compete in the twelve regionals.

The top production from across the nation and a European military base will be brought to the National AACTFest 2017 to be held in Rochester, Minnesota June 26-July 1 at the Mayo Civic Center with performances in the Rochester Civic Theatre in the Civic Center complex.

A theatre management conference, educational workshops, top vendor displays, social events, sightseeing, and networking opportunities are capped with the festival award presentations.

Plan to get involved and attend the 2017 festivals. With them located so close, all Iowa theatres should be represented. Once you

AACT 2016 TEAM Conference Coming to Des Moines

AACT is offering an expanded education conference August 19-21 at the Des Moines Playhouse. The four tracks will focus on

- Educational Programming Directors is for anyone who is responsible for their theatre’s educational programming.
- Directing the Theatre’s Artistic Vision is for anyone who is responsible for the overall artistic direction of their theatre.
- Development / Marketing Skills is for anyone who raises funds or promotes their theatre.
- Technical Theatre Skills is for those who work behind the scenes on costume design/construction, makeup, scenic design/construction, sound, and lighting.

Registration Fees (per person)

By July 19

AACT Member \$235

Non-member \$310

By Aug 2

AACT Member \$260

Non-member \$335

After August 2

AACT Member \$285

Non-member \$360

For more information, go to aact.org/team.

The four tracks will be held simultaneously so participants from the same community theatre can share rides and rooms. A block of rooms are reserved through July 17 at the Holiday Inn Express Downtown at \$139 per room.

Be sure to submit your upcoming productions to the *Center Stage* editor at loweengetter@wmtel.net by **July 15, 2016** for the spring issue. Submit your production information any time to the Iowa Community Theatre Association's website calendar at iowacommunitytheatre@gmail.com.

2016 PRODUCTION CALENDAR

You are encouraged to support your peers and broaden your theatre experience by attending performances at their theatres. Check the ICTA website for more details.

May 6-7	"The Little Mermaid" at Waterloo Community Playhouse
May 6-8	"1776" at City Circle Acting Company in Coralville
May 6-8	"Oscar and Felix" at Great River Players in Keokuk
May 5-6	"Best Seats in the House" (staged reading) at Oster Regent Theatre in Cedar Falls
May 6-22	"Sideways Stories from Wayside School" at Des Moines Playhouse
May 13-15	"You're a Good Man, Charlie Brown" at Ottumwa Community Theatre
May 13-21	"Leaving Iowa" at Newton Community Theatre
May 13-21	"Exit Laughing" at Old Fort Players in Fort Madison
May 13-22	"Mary Poppins" at Chanticleer Theatre in Council Bluffs
May 13-June 4	"The Little Mermaid" at Theatre Cedar Rapids
May 20-June 11	"Now. Here. This." at Theatre Cedar Rapids
June 2-12	"Curtains" at Judge Story's Theatrical Troupe in Story City
June 3-12	"Picasso at the Lapin Agile" at Waterloo Community Theatre
June 3-19	"You Can't Take It with You" at Des Moines Playhouse
June 9-19	"State Fair" at The Wilson Performing Arts Center in Red Oak
June 10-19	"The Odd Couple (Female Version)" at Southwest Iowa Theatre Group in Shenandoah
June 10-19	"Hello, Dolly!" at Oster Regent Theatre in Cedar Falls
June 10-26	"Kiss Me Kate" at ACTORS in Ames
June 10-26	"A Tree with Arms" at Ankeny Community Theatre
June 17-26	"Honk, Jr." at Story Theatre Company in Ames
June 17-19	"Kiss Me Kate" at City Circle Acting Company in Coralville
June 24-26	"Fiddler on the Roof" at New Minowa Players in Decorah
July 1-23	"Green Day's American Idiot" at Theatre Cedar Rapids
July 7-17	"Fiddler on the Roof" at Webster City Community Theatre
July 15-August 7	"Mary Poppins" at Sioux City Community Theatre
July 15-August 7	"Rock of Ages" at Des Moines Playhouse
July 23-31	"Guys and Dolls" at Marshalltown Community Theatre
July 28-31	"Sabrina Fair" at Union Street Players, Pella
August 5-21	"The Trouble with Cats" at Ankeny Community Theatre
September 9-11	"The Guys" at Waterloo Community Playhouse
September 10-11	"110 Stories" at Ankeny Community Theatre
Sept 23-October 1	"All Shook Up" at Players Workshop in Burlington
October 7-23	"Done to Death" at Ankeny Community Theatre
October 7-30	"West Side Story" at Des Moines Playhouse
November 11-20	"A Nice Family Christmas" (Midwest premier) at Webster City Community Theatre
December 1-9	"The Christmas Post" at Union Street Players, Pella
December 3-11	"In-laws, Outlaws and Other People (That Should Be Shot)" at Players Workshop in Burlington
December 2-18	"The Very Merry Xmas Carol Holiday Adventure Show" at Ankeny Comm Theatre

FYI

Member theatres are reminded to acquire rights to each production before they announce shows in their season's lineup. Requirements are different with each royalty house. Be sure you follow all terms of each contract to avoid heavy fines. Seek permission instead of forgiveness!

Know your audience in order to grow them even when they are graying

Thanks to our ICTA treasurer, Gerard Schwickerath, for sharing these thoughts.

Let's face it we love theater and we often perform a production even when we don't know that it fits our demographics, we perform a show because we want to perform a show. In today's financial reality we need to know who the show is targeting and if that target fits our demographics. By this I mean does the show fit the profile of the audiences that has traditionally seen our shows or does the show touch a demographic that is outside our audience profile?

This becomes a key question as we determine how it fits in our season ticket package and what additional advertising could be required in order to get the audience we need in order for the show to be profitable. First you need to know your audience – when was the last time you talked to them? When, if ever, have you polled them as to know what they enjoy seeing (never ask for a specific show or you will never hear the end – ask for a genres). If you do not know your audience, how do you know what drives them to purchase your season pass every year? And if you don't have that strong season ticket group how can you financially move forward?

If the show does not fit your season ticket audience, how will that effect the sales of season tickets? Will you lose a block of audience because they see no value? And if they see no value can you entice them to see the value when you mail the season ticket offer letter? If you cannot convince your season ticket holders, then how will you draw the audience required?

Every show has a sweet spot in the audience's heart, you need to know where that spot is and if you have the audience to make it work. If you don't have the audience, should you advertise or reach outside your normal area, or do you make the decision that this is a production for artistic sake and that you won't make money. Provided your coffers have enough funds, and you can afford to do this, then move forward. If you do not have the funds, then your board needs to review and acknowledge the decision to not make a profit.

In theatre, we are selling a commodity (a ticket). There are a number of substitutions available in the market, ranging from the cinema to a quiet evening at home with a downloaded movie. The thought that we are performing does not equate to ticket sales and does not guarantee butts in seats. The key is knowing your audience, and then creatively finding a way to not only give the current patrons what they want, but a way to attract the next generation of viewers. It is a never ending battle to find and retain those people that love theatre like we do and to entice them to fill their calendar with our productions.

Your ICTA Board Members

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