

Research Division Note # 45 - September 30, 1993

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**Census Reports 28% Increase in Number of Nonprofit Theaters: 1982-1987**

According to the most recent census, the 1987 Census of Service Industries, the Bureau of the Census counted 1,740 Producers of Live Theatrical Productions whose total receipts and revenues were more than \$1.362 billion. Live Theatrical Producers accounted for 19% of the 9,271 performing arts organizations counted by the census. The number of nonprofit (tax-exempt) theater producers (916) was somewhat greater than the number of taxable (for profit) organizations (824). This was a shift from 1982 when the Census counted 1,588 Producers of Live Theatrical Productions, of which 715 were nonprofit and 873 were taxable organizations. The number of nonprofit theaters increased by 201 or 28% over the five year period.

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Theater

Presenting &  
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Theater

Visual Arts

TABLE 1: Number of Theaters and Number of Performing Arts Organizations (1987 and 1982)

	<u>1987</u>	<u>1982</u>	<u>Percentage Change 1982-1987</u>
<b>Nonprofit Live Theatrical Producers</b>			
Number	916	715	28.1%
Revenues (\$1,000)	\$ 552,775	\$ 370,059	49.4%
<b>All Nonprofit Performing Arts Organizations</b>			
Number	2,038	1,610	26.6%
Revenues (\$1,000)	\$1,780,521	\$1,098,099	62.1%
<b>Taxable Live Theatrical Producers</b>			
Number	824	873	5.9%
Receipts (\$1,000)	\$ 809,222	\$ 750,487	7.8%
<b>All Taxable Performing Arts Organizations</b>			
Number	7,233	6,712	7.8%
Receipts (\$1,000)	\$4,904,224	\$3,301,101	48.6%

The Census Bureau divides the category of theater producers into nine detailed categories. All organizations sent a Census questionnaire are asked to designate the

appropriate category for the theater. In 1987, the numbers of nonprofit organizations, their average revenues, and the total revenues for each category were:

TABLE 2: Nonprofit Theater Producers (1987)

	Average Revenues (\$1,000)	Total Revenues (\$1,000)	Number of Theaters
Resident theater	\$ 2,276.8	\$ 216,292	95
Broadway productions and road shows	1,414.6	14,146	10
Off-Broadway productions	1,344.3	52,427	39
Stock theater	732.5	38,980	52
Off-off-Broadway productions	288.2	8,935	31
Dinner theater	256.8	1,027	4
Children's theater	250.0	17,252	69
Community theater	194.7	37,963	195
Other theatrical presentation	471.7	31,037	67
No designation given	381.5	135,037	354
<b>All nonprofit theaters</b>	<b>\$ 603.5</b>	<b>\$ 552,775</b>	<b>916</b>

It is important to note that 354 nonprofit theaters (39%) did not provide a designation. These theaters actually belong to one of the nine other categories. Therefore, the data in this note on these nine more detailed categories is somewhat incomplete and understates the actual numbers. (Also see the **Caveats...** section at the end of this note for more potential undercount of organizations.)

Of those that reported designation, resident theater has the second highest number of theaters among nonprofit theaters (95) and the highest average total revenues (\$2,276,800). Thus, they account for \$216.292 million (just under 40%) of the \$552.775 million total revenues for all nonprofit theaters.<sup>1</sup>

<sup>1</sup> For nonprofit theaters, this detail level of aggregated data allows comparison with statistics from the theater arts service organization, Theatre Communications Group (TCG). Because TCG gathers statistics only on member theaters, data on numbers of organizations would not be expected to match. However, average revenues (income) and average expenses can be compared for similar groupings of theaters and are quite close in number. TCG statistics (the year is FY1988) came from 189 nonprofit professional theaters from across the United States, including small and medium-size ensembles that perform new and experimental works, touring companies, and large, established cultural institutions (Westat, Inc. A Sourcebook of Arts Statistics: 1989. A report submitted to the National Endowment for the Arts, Washington, DC, April, 1990. Page 302.)

	TCG Data: 1988	Census categories closest to TCG data: 1987*
Number of theaters	189	227
Total revenues/income (\$1,000)	\$276,433.9	\$329,889.0
Average revenue/income (\$1,000)	\$1,462.6	\$1,453.3
Total Expenses (\$1,000)	\$277,876.3	\$322,512.0
Average Expenses (\$1,000)	\$1,470.2	\$1,420.8

\* includes tax-exempt categories: resident, stock, Broadway and road shows, off-Broadway, and off-off-Broadway

The category with the largest number of organizations is community theaters (195); these were much smaller theaters in terms of average total revenues (\$194,700). Also see Table A (at the end of this note) for the numbers of theaters in each category, their total and average revenues for 1977, 1982, 1987. The number of resident theaters reported in 1972 was 44; this grew to 74 in 1982 and to 95 in 1987. Their average revenues were \$1,286,000 in 1982 and if 1987 is adjusted for inflation, the comparative average total revenues for 1987 would be \$1,939,000 or just over 50% growth. Stock theaters grew in number in both periods (from 29 in 1977 to 37 in 1982 and then to 52 in 1987); but their average total revenues did not show much growth. There are very few nonprofit Broadway and road show theaters (10) and dinner theaters (4). Off-Broadway theaters grew in both numbers and in average dollar size. Between 1982 and 1987, they almost doubled in size (21 to 39) but almost tripled in average revenues (from \$462,400 to \$1,344,300). Children's theaters saw a small drop and community theaters saw a small rise in the number of organizations; both are on average small theaters as measured by total revenues, and both grew slightly.

The figures for taxable theaters in 1987 in the nine categories are:

TABLE 3: Taxable Theater Producers (1987)

	Average Receipts (\$1,000)	Total Receipts (\$1,000)	Number of Theaters
Broadway productions and road shows	4,388.9	280,891	64
Off-Broadway productions	1,591.3	30,235	19
Resident theater	623.0	3,115	5
Dinner theater	539.5	13,488	25
Stock theater	393.7	5,906	15
Children's theater	245.7	3,686	15
Off-off-Broadway productions	223.5	2,459	11
Community theater	194.7	2,531	13
Other theatrical presentation	622.9	88,453	142
No designation given	734.9	378,458	515
<b>All taxable theaters</b>	<b>\$ 982.1</b>	<b>\$ 809,222</b>	<b>824</b>

For taxable theaters, those that did not provide a designation (515) are 63% of the total number of theaters. This is up slightly from 1982 when the percent was 57%. Of those that did report, Broadway and road shows dominate the taxable category with the second highest number of theaters (64) and the largest average total receipts by far (\$4,388,900). This is also much larger than any nonprofit category. Off-Broadway is the next largest sized theater at \$1,591,300 average receipts; the category of other presentations is next (\$622,900). Since 1982, the number of Broadway and road show theaters decreased (86 to 64), but the average receipts rose by almost 50% (see Table A). Off-

Broadway grew in the number of reported theaters (13 to 19) and in average size between 1982 and 1987 (from \$484,400 to \$1,591,300, over a 200% increase.)

### Aggregate Financial Statistics for Nonprofit Theaters

Due to the fact that the Census Bureau holds the identification of individual organizations in confidence (thus preventing the construction of control groups of specific organizations from two or more censuses), it is impossible to draw conclusions about the "total" statistics from one census to another. However, averages can be calculated to find a "typical" organization. Then these averages can be compared from one census to another. To focus on the change, the figures below provide the percentage changes from 1977 to 1982 and from 1982 to 1987. These figures were prepared by calculating averages, adjusting for inflation, and calculating the percentage change between years.

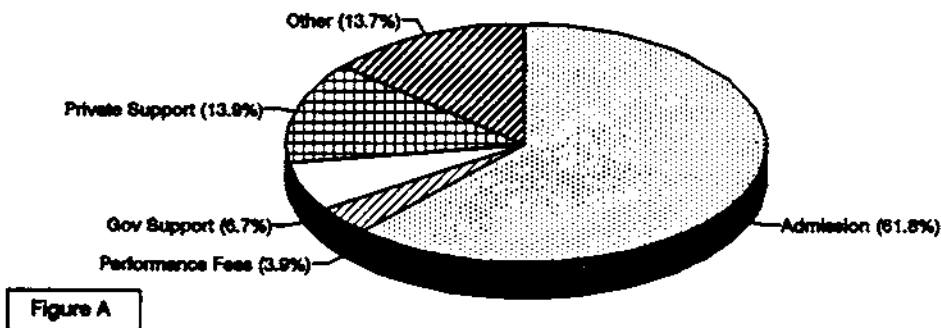
TABLE 4: Percentage Change in Revenue Items of All Nonprofit Theater Organizations (inflation adjusted averages)

	<u>1977-1982</u>	<u>1982-1987</u>
Admission receipts	6.2%	-16.2%
Contract fees for entertainment	102.4%	-7.4%
Sale of merchandise	60.7%	62.2%
Services to performing arts industry	33.2%	44.0%
Other patron, contract fees	75.1%	-36.8%
Royalties, residual fees, subsidiary rights	-85.0%	45.2%
Government contributions/grants:		
National Endowment for the Arts	-3.2%	-17.6%
All other government sources	1.1%	36.6%
Private Contributions/grants:		
Individuals	37.7%	74.2%
Foundations	-9.1%	55.7%
Business and industry	101.9%	60.7%
All other non-government sources	-17.5%	-21.7%
Other revenues	78.3%	15.9%
<b>TOTAL REVENUES</b>	<b>14.2%</b>	<b>-0.7%</b>

These figures show that the average live theater organization increased total revenue by 14.2% between 1977 and 1982, but decreased by 0.7% between 1982 and 1987. Average admission receipts overall were down; sales of merchandise were up substantially in both time periods (61% and 62%). Support from the National Endowment for the Arts was down in both time periods. Other government sources showed some growth. Private giving from individuals was up especially between 1982 and 1987; foundation giving was generally down; and business and industry giving was up in both time periods, although less in the second five years.

Figures A and B below present pie charts of the percentages of total revenues from various income sources for nonprofit theaters for 1982 and 1987. Earned income (Admissions, Performance Fees and all other categories except Government and Private Contributions) as a percent of total income (revenues) fell significantly for theaters, from 79% in 1982 to 70% in 1987. The proportion of income from admission (ticket sales) decreased almost 10% from 1982 to 1987. This was a further decline from 1977 when admission receipts were 66%. The decrease in earned income from almost 80% of the budget in 1982 to 70% in 1987 was replaced by mostly private support and some government support. During the 1980's the fund raising (development) staffs in arts organizations continued to grow and become more sophisticated. This resulted in an almost 10% increase in support income. Private support increased as a percentage of the total. The data from the previous table showed support from the Arts Endowment to be down. This was replaced by state and local giving, which showed an increase in the percent of the total budget in 1987.

**Distribution of Revenues by Source  
Nonprofit Theater Organizations: 1982**



**Distribution of Revenues by Source  
Nonprofit Theater Organizations: 1987**

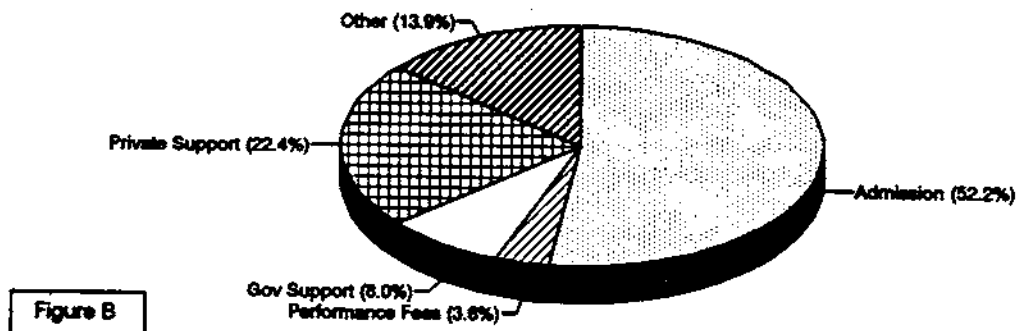


Table B (at the end of this note) presents the financial statistics for selected individual theater categories within the nonprofit theater group. The categories included are: resident, stock, off-Broadway, off-off-Broadway, children's, and community theaters. The top table gives the total

amounts of each revenue source, the number of theaters in each category, and the percent of total revenues accounted for. Other statistics include total expenses, percentage of revenues to expenses (a figure over 100% implies a surplus), and a percentage of contributions and grants (both government and private) to total revenues. Also a number is shown that is the percent of total revenues for which the Bureau got data. The second (bottom) table gives averages for the revenue sources. Below are presented the income sources as percentages of total revenues.

TABLE 5: Income Sources as Percent of Total Revenues for Nonprofit Theater Organizations: 1987

	Resident	Stock	Off-Broadway
Admission receipts	50.1%	69.3%	52.5%
Contract fees for entertainment	2.0%	3.9%	2.0%
Sale of merchandise	1.5%	4.1%	0.7%
Services to performing arts industry	0.4%	0.4%	3.6%
Other patron, contract fees	3.0%	2.3%	2.0%
Royalties, residual fees, subsidiary rights	0.2%	0.0%	1.8%
Government contributions/grants:			
National Endowment for the Arts	2.4%	0.7%	2.0%
All other government	6.6%	4.2%	6.3%
Private contributions/grants: Individuals	11.9%	5.4%	7.0%
Foundations	6.4%	4.2%	7.6%
Business and industry	8.1%	2.3%	4.5%
All other non-government sources	1.0%	0.1%	0.1%
Other revenues	6.4%	2.9%	10.0%
TOTAL REVENUES	(%)	100.0%	100.0%
	(\$ 1000's)	\$ 216,292	\$ 38,089
Number of theaters		95	52
			39
	Off-Off-Broadway	Children's	Community
Admission receipts	27.1%	42.3%	49.7%
Contract fees for entertainment	3.0%	22.2%	2.9%
Sale of merchandise	0.5%	1.0%	1.6%
Services to performing arts industry	0.7%	(D)	1.5%
Other patron, contract fees	1.7%	4.8%	10.2%
Royalties, residual fees, subsidiary rights	4.7%	(D)	(D)
Government contributions/grants:			
National Endowment for the Arts	9.8%	1.1%	0.4%
All other government	16.4%	6.3%	4.2%
Private contributions/grants: Individuals	11.7%	3.6%	12.8%
Foundations	15.8%	5.7%	4.0%
Business and industry	4.8%	8.2%	5.1%
All other non-government sources	0.8%	0.5%	0.4%
Other revenues	2.9%	3.5%	7.0%
TOTAL REVENUES	(%)	100.0%	100.0%
	(\$ 1000's)	\$ 8,935	\$ 17,252
Number of Theaters		31	69
			195

Resident theaters had a small surplus as did all nonprofit theater categories. Contributions and grants made up 36% of total revenues. This was up from 23% in 1982. The bulk of money from the National Endowment for the Arts that went to theater went to this category of theater. Stock theater received a greater share (69%) from admission receipts (ticket sales) than did other types of theater, although this share decline from 76% in 1982. Only 16.5% of total revenues came from contributions and grants. Nonprofit off-Broadway was very similar in its proportions to resident theater, except that it got less of its income from private support. Off-off-Broadway theaters are small organizations. The average total revenue for this category is \$288,200. This group receives over half of its income from contributions and grants, with half coming from private sources and half coming from government. The National Endowment for the Arts contributed just under 10% of the income to this field. Children's theater and community theater have the smallest average total revenue at \$250,000 and \$194,700 respectively. Both get just under 25% of their income from contributions and grants and about half of their income from admission receipts.

Since 1982, the percentages of total revenue from various sources have changed somewhat. The biggest overall shift is the growth of private support. For resident theaters, Arts Endowment and foundation support as a percentage of total revenue fell between 1982 and 1987, while giving from individuals, business, and government went up. For stock theater, admission receipts were down; private support and other government support went up. Admission receipts and individual support rose for off-Broadway theaters, while government and business and industry support fell in 1987. Off-off-Broadway was almost the opposite. Admissions fell from 1982 to 1987, while government and private giving rose. In children's theaters, admission receipts, and foundation and business giving were up, while individual giving fell. For community theaters all private giving categories rose while other categories dropped slightly.

**Caveats and Notes about methodology:** An Economic Census is conducted by the U.S. Bureau of the Census every five years. The reference years are the second and seventh year of the decade. The National Endowment for the Arts commissioned the Census Bureau to produce special tables of previously unpublished data collected in these censuses.

The universe of organizations that receive questionnaires is obtained from two sources: filers of FICA reports (payroll tax report sent to the Social Security Administration and filers of IRS business income tax or informational reports (Form 990). The counts of numbers of organizations and their receipts/revenues in the tables and the analysis probably understate somewhat the actual levels of activity that occurred for two reasons. First, very small theater organizations are likely not to be included, because they have no personnel who are "employees" and do not file Form 990's if their gross receipts are under \$25,000. Secondly, some theaters are operated as subsidiaries of organizations that are in a different industry (such as colleges, universities, and art centers). These subsidiary performing organizations would not be part of the Economic Census universe of performing arts organizations, but may be counted as part of the universe of higher education, or entertainment

facilities.

Because the Census Bureau releases only aggregated information, thus making it impossible to construct control groups of the same organizations from one census to the next, direct comparisons from one census to the next should be made with caution. It is a common experience of ongoing periodic surveys that the survey process, especially the development of the universe, improves with each survey. This probably results in more organizations being included each time. So an increase may be due in part to better coverage. Also, over time, more organizations may have become FICA report or Form 990 filers. It is not possible to sort out the relative importance of the various factors for increases in numbers; therefore, characterizations of "growth" should be used cautiously.

The difference between "receipts" (used for taxable/for-profit establishments) and "revenues" (used for tax-exempt/not-for-profit establishments) is that revenues include contributed (or unearned) income such as grants and contributions from individuals, corporations, and governments. These monies can be accounted for by the organization over a period of years, making comparisons with data from funders difficult.

For further analysis, to compare real growth in total revenues, receipts, or expenses between the 1977, 1982 and 1987 censuses, the monetary figures of 1977 and 1987 can be adjusted using the GNP Implicit Price Deflator (1982 = 100). Figures for 1987 can be deflated by dividing them by 1.174, and those for 1977 can be inflated by dividing them by .674.

For more details on the economic censuses and discussion about other arts organizations, see **ARTS ORGANIZATIONS AND THE 1987 CENSUS OF SERVICE INDUSTRIES**. For more data and analysis aimed at understanding the conditions of the professional theater in America and the evolving relationship between commercial (taxable) and nonprofit theater, see **CONDITIONS AND NEEDS OF THE PROFESSIONAL AMERICAN THEATRE** (Research Division Report # 11). Copies of these reports are available from:

Research Division  
National Endowment for the Arts  
1100 Pennsylvania Avenue, NW  
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TABLE A: NUMBER OF NONPROFIT THEATER ORGANIZATIONS AND THEIR REVENUES (\$1,000) BY YEAR

Type of Organization	1977			1982			1987		
	Number of Establishmnts	Total Revenues	Average Revenues	Number of Establishmnts	Total Revenues	Average Revenues	Number of Establishmnts	Total Revenues	Average Revenues
Producers of Live Theatrical Productions	508	**	**	715	\$370,059	\$517.6	916	\$552,775	\$603.5
Resident Theater	44			74	\$95,172	\$1,288.1	95	\$216,292	\$2,278.8
Stock Theater	29			37	\$25,106	\$678.6	52	\$38,089	\$732.5
Broadway Productions & Road Shows	9			10	(D)	(D)	10	\$14,146	\$1,414.6
Off-Broadway Productions	8			21	\$9,711	\$462.4	39	\$52,427	\$1,344.3
Off-Off Broadway Productions	18			37	\$5,935	\$160.4	31	\$8,935	\$288.2
Children's Theater	41			71	\$11,582	\$163.1	69	\$17,252	\$250.0
Dinner Theater	2			2	(D)	(D)	4	\$1,027	\$256.8
Community Theater	159			184	\$25,805	\$140.2	195	\$37,963	\$194.7
Other Theatrical Presentation	26			47	(D)	(D)	67	\$31,607	\$471.7
Theater Not Self-designated*	170			232	\$111,726	\$481.6	354	\$135,037	\$381.5

NUMBER OF TAXABLE THEATER ORGANIZATIONS AND THEIR RECEIPTS (\$1,000) BY YEAR

Type of Organization	1977			1982			1987		
	Number of Establishmnts	Total Receipts	Average Receipts	Number of Establishmnts	Total Receipts	Average Receipts	Number of Establishmnts	Total Receipts	Average Receipts
Producers of Live Theatrical Productions	750	\$303,482	\$404.8	673	\$750,487	\$859.7	824	\$809,222	\$982.1
Resident Theater	3	(D)	(D)	4	\$708	\$177.0	5	\$3,115	\$623.0
Stock Theater	32	\$6,893	\$215.4	33	\$18,160	\$489.7	15	\$5,906	\$393.7
Broadway Productions & Road Shows	45	\$68,206	\$1,515.7	86	\$253,251	\$2,944.8	64	\$260,891	\$4,068.9
Off-Broadway Productions	9	\$1,697	\$188.6	13	\$6,297	\$484.4	19	\$30,235	\$1,591.3
Off-Off Broadway Productions	1	(D)	(D)	8	\$2,705	\$338.1	11	\$2,459	\$223.5
Children's Theater	22	\$16,350	\$743.2	20	\$12,431	\$621.6	15	\$3,686	\$245.7
Dinner Theater	38	\$23,633	\$621.9	56	\$53,022	\$948.8	25	\$13,468	\$539.5
Community Theater	15	\$1,509	\$100.6	14	\$2,393	\$170.9	13	\$2,531	\$194.7
Other Theatrical Presentation	26	\$7,538	\$290.9	143	\$26,696	\$186.7	142	\$66,453	\$622.9
Theater Not Self-designated*	559	\$177,654	\$317.8	496	\$376,822	\$759.7	515	\$376,456	\$734.9

\* Organizations in this group did not provide the specific classification.

\*\* Revenue in 1977 were unavailable for this level of breakout.

(D) means that data are withheld to avoid disclosure of individual organizational data. The data, however, are included in the totals.

TABLE B: FINANCIAL STATISTICS AND INCOME SOURCES OF NONPROFIT THEATER CATEGORIES: 1987

Type of Receipt/Revenue	TOTAL AMOUNTS (\$,1000)					
	Resident (LORT) Theater	Stock Theater	Off-Broadway Theater	Off-Off-Broadway Theater	Children's Theater	Community Theater
Admission receipts	\$106,866	\$25,484	\$26,737	\$2,290	\$7,034	\$16,689
Contract fees for entertainment	\$4,206	\$1,425	\$1,013	\$254	\$3,693	\$977
Sale of Merchandise	\$3,205	\$1,513	\$334	\$42	\$169	\$548
Services to performing arts industry	\$807	\$150	\$1,824	\$63	(D)	\$506
Other patron, contract fees	\$6,380	\$863	\$1,026	\$145	\$600	\$3,426
Royalties, residual fees, subsidiary rights	\$360	\$0	\$901	\$363	(D)	(D)
Government contributions/grants						
National Endowment for the Arts	\$5,210	\$270	\$1,023	\$826	\$183	\$134
All other government sources	\$14,152	\$1,560	\$3,189	\$1,385	\$1,043	\$1,406
Private contributions/grants						
Individuals	\$25,491	\$1,981	\$3,575	\$984	\$603	\$4,307
Foundations	\$13,701	\$1,554	\$3,867	\$1,336	\$943	\$1,348
Business and industry	\$17,193	\$847	\$2,295	\$407	\$1,360	\$1,708
All other non-government sources	\$2,214	\$55	\$36	\$68	\$83	\$123
Other receipts/revenues	\$13,635	\$1,083	\$5,099	\$243	\$575	\$2,347
<b>TOTAL CALCULATED REVENUES</b>	<b>\$213,529</b>	<b>\$36,785</b>	<b>\$50,921</b>	<b>\$8,436</b>	<b>\$16,486</b>	<b>\$33,521</b>
Number of Establishments	95	52	39	31	69	195
Percent of total revenues reported*	98.7%	96.6%	97.2%	94.5%	96.4%	88.4%
<b>TOTAL REVENUES (all Establishments)</b>	<b>\$216,292</b>	<b>\$38,089</b>	<b>\$52,427</b>	<b>\$8,935</b>	<b>\$17,252</b>	<b>\$37,963</b>
<b>TOTAL EXPENSES</b>	<b>\$206,767</b>	<b>\$37,020</b>	<b>\$50,784</b>	<b>\$8,767</b>	<b>\$17,174</b>	<b>\$37,482</b>
Revenues/Expenses (%)	103.6%	102.9%	103.2%	101.9%	100.5%	101.3%
Contributions & Grants/Revenues (%)	36.0%	16.5%	26.7%	56.0%	24.4%	23.8%

Type of Receipt/Revenue	AVERAGE AMOUNTS (\$1,000)					
	Resident (LORT) Theater	Stock Theater	Off-Broadway Theater	Off-Off-Broadway Theater	Children's Theater	Community Theater
Admission receipts	\$1,140.8	\$507.3	\$705.3	\$78.2	\$105.7	\$96.8
Contract fees for entertainment	\$44.9	\$28.4	\$26.7	\$8.7	\$55.5	\$5.7
Sale of Merchandise	\$34.2	\$30.1	\$8.8	\$1.4	\$2.5	\$3.2
Services to performing arts industry	\$8.6	\$3.0	\$48.1	\$2.2	(D)	\$2.9
Other patron, contract fees	\$68.1	\$17.2	\$27.1	\$4.9	\$12.0	\$19.9
Royalties, residual fees, subsidiary rights	\$3.8	\$0.0	\$23.8	\$13.4	(D)	(D)
Government contributions/grants						
National Endowment for the Arts	\$55.6	\$5.4	\$27.0	\$26.2	\$2.8	\$0.8
All other government sources	\$150.9	\$31.1	\$84.1	\$47.3	\$15.7	\$8.2
Private contributions/grants						
Individuals	\$271.9	\$39.4	\$94.3	\$33.6	\$9.1	\$25.0
Foundations	\$146.1	\$30.9	\$102.0	\$45.8	\$14.2	\$7.8
Business and industry	\$183.4	\$16.9	\$60.5	\$13.9	\$20.4	\$9.9
All other non-government sources	\$23.6	\$1.1	\$9.9	\$2.3	\$1.2	\$0.7
Other receipts/revenues	\$145.4	\$21.6	\$134.5	\$8.3	\$8.6	\$13.6
<b>TOTAL RECEIPTS/REVENUES</b>	<b>\$2,276.8</b>	<b>\$732.5</b>	<b>\$1,344.3</b>	<b>\$288.2</b>	<b>\$250.0</b>	<b>\$194.7</b>

\* includes figures that are in (D), "not disclosed amounts"

(D) means that data are withheld to avoid disclosure of individual organizational data. The data, however, are included in the totals.