



MILLER THEATRE ADVISORY BOARD 2017 REVIEW

- Miller Outdoor Theatre will have hosted 127 artistically and culturally diverse performances and events, attracting nearly 427,550 Houstonians and visitors. With a total HOT investment of \$2.468 million in MTAB, ROI for the City was \$5.77. HOT distributed through 39 grants and 30 presented programs was \$1,752,500, with attendance at those programs of 417,250, ROI for the City was \$4.20.
- Total attendance exceeded goal by 27,550 in spite of Hurricane Harvey. 9 performances were cancelled; 3 were not able to reschedule; 6 were rescheduled to other dates.
- In response to Hurricane Harvey, MTAB partnered with Young Audiences to offer 3 unscheduled daytime performances for HISD schools that were late in opening; MTAB hosted the Houston Strong – A Theater District Benefit Honoring Local Heroes on September 27; made Miller Outdoor Theatre available to City Ballet of Houston for its annual performances of the Inner City Nutcracker, providing a venue for a small performing arts company displaced by Harvey damage to the Wortham Theater Center. MTAB hosted a memorial tribute to Theatre Under The Stars founder Frank M. Young.
- MTAB was awarded a first-time grant from the NEA in 2017, receiving \$40,000 for the June 19 production of A Gulf Coast Juneteenth 2017. Houston artists blues guitarist Milton Hopkins & the Hit City Blues Band and nouveau zydeco ensemble, J. Paul Jr. and the Zydeco NuBreedz, joined internationally renowned Mavis Staples. Through partnerships with Houston Museum for African American Culture and The Ensemble Theatre, the event included a Walk to Freedom and performances from *Simply Simone*. HAA's Folklife & Civic Engagement program produced 2 video vignettes of Houstonians young and old, elected officials and community activists, remembering Juneteenth celebrations from throughout the region and across generations.
<https://vimeo.com/222748496> <https://vimeo.com/222749099>
- MTAB continues to solicit grant applications from qualified minority performing arts groups in its quest to increase diversity in grantees and grants programming.
- MTAB has fulfilled reporting requirements in the HOT agreement including filing the 2016 audit by June 30, 2017; submitting monthly MWDBE utilization reports (exceeding the goal by more than 7.316% to date); and filing quarterly HOT expenditure reports on time.
- Fundraising goal of \$300,000 surpassed by \$66,000.
- MTAB leveraged marketing expenditures to increase exposure, tripling the reach of broadcast and print media, and garnering publicity value in excess of \$7.8 million.