



CIVIC CENTER • STONER THEATER • TEMPLE THEATER • COWLES COMMONS

Des Moines Performing Arts Mission

As a not-for-profit organization, engage the Midwest by offering world-class entertainment, education programs and cultural activities. Be a national leader in the presentation of performing arts by engaging our community through world-class arts, entertainment, education, and cultural activities.

Des Moines Performing Arts By-The-Numbers

- Total number of performances since opening in 1979: 8,774
- Total attendance since opening in 1979: More than 9.5 million 9,503,644
- Total number of venues: Four – the Des Moines Civic Center, the Stoner Theater, the Temple Theater and Cowles Commons
- Number of Civic Center seats: 2,744
- Number of performances in 2014-2015: 242 among the Civic Center, the Stoner Theater and the Temple Theater
- Overall attendance in 2014-2015: 325,308
- 2015-2016 Willis Broadway Series Season Ticket Holders: 10,826
- On average, the Willis Broadway Series generates about \$30 million in economic impact annually**
- 2015-2016 Applause Series record-breaking attendance: 56,000+
- Cost of a ticket to an Applause Series presentation: \$1
- Fundraising: Must raise \$2.5 million annually to support operations, programming and community engagement (in addition to ticket sales revenue)
- *Triple Espresso* –The longest-running show in Iowa history
 - Opened the Temple Theater in October 2002
 - Total number of performance weeks: 106
 - Total number of performances: 726
 - Total number of engagements: 5
- Frequently ranked as a Top 30 world venue in *Pollstar Magazine*
- National Broadway Tour Launches: 4 - *State Fair* 1995, *The Music Man* 2001, *Frost/Nixon* 2008, *La Cage aux Folles* 2011, *The Bridges of Madison County* 2015
- North American Tour Launch: *Matthew Bourne's Sleeping Beauty* 2013

Des Moines Performing Arts - Presented Series

(*denotes series added in the last 10 years)

- Willis Broadway Series
- Prairie Meadows Temple Comedy Series*
- Live at the Temple Concert Series*
- Wellmark Blue Cross and Blue Shield Family Series*
- The Dance Series*
- Applause Series

**The \$30 million economic impact is derived from a formula developed by the Broadway League, the national trade association for the commercial theater industry, which calculates that every dollar of touring Broadway ticket revenue creates a national average of three and a half dollars of local economic impact - benefiting hotels, restaurants, retail, and other businesses in the Des Moines area.