

# City of Dallas News Release

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City of Dallas

**FOR IMMEDIATE RELEASE**

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FOR MORE INFORMATION, CONTACT

Greg MacPherson – 214-671-0971  
Cultural Programs Coordinator – Office of Cultural Affairs  
[greg.macpherson@dallascityhall.com](mailto:greg.macpherson@dallascityhall.com)



## NATIONAL RESEARCH STUDY SHOWS DALLAS' INAUGURAL FREE NIGHT OF THEATER OVERWHELMINGLY SUCCESSFUL

DALLAS, TX – The City of Dallas Office of Cultural Affairs (OCA) is pleased to announce that, according to the findings of a research study commissioned by Theatre Communication's Group (TCG, New York) and conducted by Shugoll Research (Bethesda, MA), the Free Night of Theater 2008 program was a tremendous success for Dallas.

Managed by the Office of the Cultural Affairs and presented in conjunction with Theatre Communications Group, *Free Night of Theater Dallas 2008* partnered with 27 Dallas-area theaters to give over 5,000 free tickets away during the 4 week-event held October 16 – November 10, 2008. Dallas was one of 120 communities across the country participating in the event, which campaigns to attract new audiences to live theatrical performances.

Maria Muñoz-Blanco, director of Cultural Affairs for the City of Dallas, says, "We are excited that the study's findings strengthen what we already felt about Dallas' inaugural Free Night of Theater program. We look forward to working with the theatre community again in 2009 to build further on these results."

### Study Highlights for Dallas

- 95% of Dallas audiences rated the program as Excellent/Very Good (ranked in top 3 nationally)
- 99% of Dallas audiences said they were very likely to attend Free Night again
- 70% of Dallas audiences reported that they attended a theatre they'd never been to before (national average - 69%)
- 49% of Dallas audiences reported that they returned to the theatre they attended and purchased a ticket. (national average - 34%)
- 43% of Dallas audiences report that they attend theatre more since Free Night
- And 85% say they attend more because of Free Night

The complete final report on TCG's Free Night 2008 program can be found at:

<http://www.tcg.org/events/freenight/2009/research.cfm>

### How the Research Was Conducted

Shugoll Research conducted online interviews with nearly 6,000 people who attended the 2008 Free Night of Theater program. The interviews were conducted in May, 2009, about six months after the Free Night event, in order to see whether participation in the program motivated people to attend theatre more often. The study was commissioned by Theatre Communications Group, the national service organization for the professional not-for-profit American theatre.

### Office of Cultural Affairs

The City of Dallas Office of Cultural Affairs (OCA) works to enhance the vitality of the City and the quality of life for all Dallas citizens by creating an environment wherein arts and cultural organizations can thrive so that people of all ages can enjoy opportunities for creative expressions and the celebration of our community's multicultural heritage. More information on the programs and services provided by the OCA can be found at [www.dallasculture.org](http://www.dallasculture.org).