



BAY AREA HOUSTON BALLET & THEATRE

Post Report

Seabrook City Council

August 4, 2020

# Next Giant Leap

## Our 2019-20 season



has  
FUNDED IN PART BY THE  
CITY OF HOUSTON  
THROUGH RECEIPTS OF AN ALLIANCE



We thank The City of Seabrook  
for their generous contribution to THE ARTS!

Our year....

- 4 productions-  
October/December/April
- 20 full stage productions  
(7,892 patrons)  
(2,893 students attended The Nutcracker at UHCL)
- Annual fund raiser  
(632 patrons)
- 22 Community Support Appearances  
(pro bono)

For an over all audience of over 12,000

# Advertising

\$ 12,154 was spent on advertising (3.1% of our budget)

Bay Area Magazine (4 full page ads)

Community Impact Magazine (6 half page ads)

Galveston Daily News (4 ads)

The Scene Magazine (3 full page ads)

Billboards on Egret Bay and Hwy 3 (2 per season)

Community Magazines (each month)

Houston Arts Magazine ( each month)

Houston Chronicle (4 ads)

Space City Parent Magazine (2 ads)

Houston Press ( 3 ads)

Arts and Culture TX Magazine (3 ads)

DanceSource (monthly ads)

Clear Lake and League City Chamber news blasts

Visit Bay Area Visitor Bureau – social media blasts

I 45 Now – video clips

Posters and rack fliers for each production all over the city and in hotels

(500 posters printed for each production / 2500 rack fliers for each)

Constant contact to 12, 963 on mailing list – 74 emails throughout the season

Social Media – daily

All advertising included The City of Seabrook logo  
(few examples to follow)

BAHBT

BAY AREA HOUSTON BALLET & THEATRE  
NELSON MADRIGAL | ARTISTIC DIRECTOR

# NEXT GIANT LEAP

IN CELEBRATION OF



CAITLIN CANNON PHOTOGRAPHY

## 2019-2020 SEASON :: 44<sup>TH</sup> SEASON



haa  
FUNDED IN PART BY THE  
CITY OF HOUSTON  
THROUGH HOUSTON ARTS ALLIANCE

dance  
source  
houston

League City  
TEXAS

NASSAU BAY  
Charting New Waters

SEABROOK  
Sustaining the Environment & Community

Webster  
TEXAS

GAY  
FAMILY AUTO  
SINCE 1948

MERRILL LYNCH  
CLEAR LAKE

Michelob  
ULTRA

Amigos  
FOODS





BAHBT

BAY AREA HOUSTON BALLET & THEATRE  
NELSON MADRIGAL | ARTISTIC DIRECTOR

*The Nutcracker*  
2019

DECEMBER 6 - 8  
DECEMBER 13 - 15

BAYOU THEATER  
UNIVERSITY OF HOUSTON  
CLEAR LAKE

BAHBT.ORG

HOUSTON  
**Methodist**  
LEADING MEDICINE



BAHBT  
BAY AREA HOUSTON BALLET & THEATRE

# COPPELIA

NELSON MADRIGAL  
ARTISTIC DIRECTOR

April 3 - 5, 2020  
Bayou Theater  
University of Houston  
Clear Lake

BAHBT.ORG

CAITLIN CANNON PHOTOGRAPHY

BAHBT.ORG



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BAY AREA HOUSTON BALLET & THEATRE  
NELSON MADRIGAL | ARTISTIC DIRECTOR

# The Nutcracker 2019

DECEMBER 6 - 8  
DECEMBER 13 - 15

BAYOU THEATER  
UNIVERSITY OF HOUSTON - CLEAR LAKE



*A classical holiday tradition filled with  
toy soldiers, dancing snowflakes and the  
magical Land of Sweets.  
Bay Area Houston's perennial family favorite.*

[BAHBT.ORG/NUTCRACKER](http://BAHBT.ORG/NUTCRACKER)

HOUSTON  
**Methodist**  
LEADING MEDICINE

BAY AREA HOUSTON  
BALLET & THEATRE  
2019-2020 SEASON IS  
SPONSORED BY:



FUNDED IN PART BY THE  
**CITY OF HOUSTON**  
THROUGH HOUSTON ARTS ALLIANCE



GEORGE AND MARY JOSEPHINE  
HAMMAN FOUNDATION

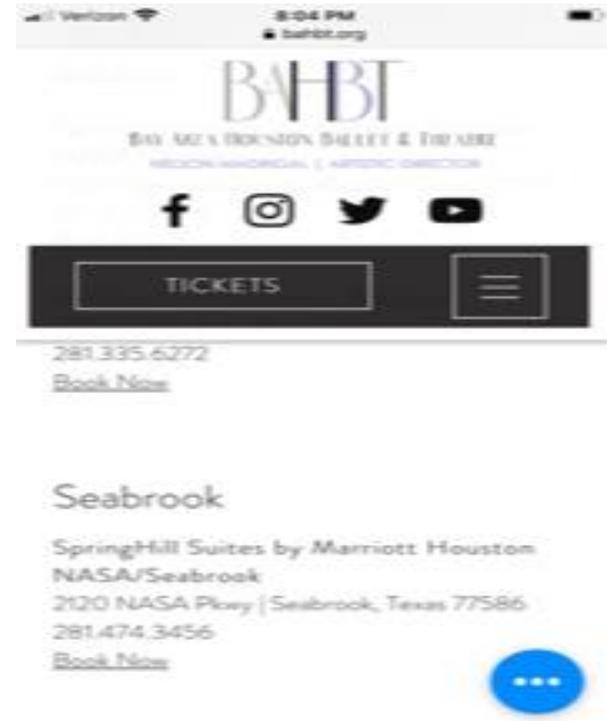
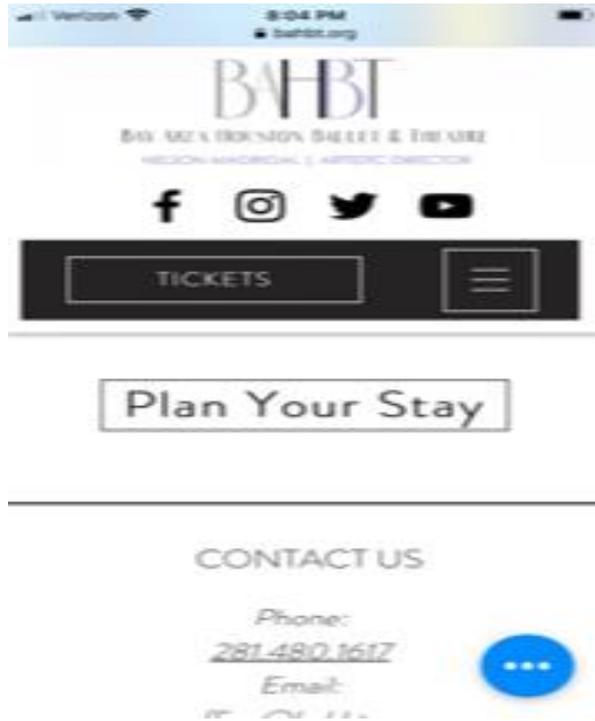
University of Houston Clear Lake



# PLAN YOUR STAY

on our web site

As patrons purchase tickets, they can click - Plan Your Stay takes them directly to Seabrook Hotels (link directly)



# After performances, patrons are sent a survey to allowing us to track hotel visits



BAY AREA HOUSTON BALLET & THEATRE

- **To assist our organization in its reporting and meeting the requirements of its various federal, state and city grants, you are asked to complete this brief survey.**

Which best describes your age group?

- Under 18     18-45     45-65     over 65
- Your gender please:
- Female     Male
- Your ethnicity please. (This is very important in our grant reporting)
- African American
- Asian or Asian American
- White/Caucasian
- Hispanic or Hispanic American
- Native American
- Multicultural or mixed ethnicities
- Do you have a legal disability?
- Yes     No
- Your ZIP code please:
- Did you travel more than 50 miles to attend? If so, did you stay at an area hotel? Which one?
- \_\_\_\_\_

With the help of The City of Seabrook funding, we can continue to maintain the high level of artistry of our dancers, as well as sustain the level of professionalism and quality for which Bay Area Houston Ballet & Theatre has become known for.



We are excited for our 45<sup>th</sup> season and thank you for your continued support!

