

“ One of the funniest, most entertaining CULT FOLLOWINGS so far...and another SOLD OUT crowd! I'm not the only one that enjoys the CULT!! It had everything...Girl on Girl, Guy on Guy, whores, aliens, chocolate and a visit from Chewbacca... who was that chick stealing the billy club?!?!? ”

- AUDIENCE MEMBER ON FACEBOOK



A monthly live movie in real 3-D where six recurring actors improvise their way through a story that intertwines movie moments selected by the audience

An experiment in isolated collaboration: ten original photographs inspired ten different audio recordings that became the backdrop and soundtrack for a live performance by 3rd Law Dance/Theater



KRISTIN ZIEGLER, OUTFRONT COLORADO REVIEW:

“ Ultimately, what comes together is a vibrant, fun, and whimsical production that offers just the right amount of laughs, emotion, and showy intellectual provocation (it is, after all, modern performance art). ”

JULIET WITTMAN, WESTWORD REVIEW:

“ The goal of Off-Center @ The Jones, part of the Denver Center Theatre Company, is to work with local talent, explore exciting new forms, and create lively and informal theater - and DRAG MACHINE is as much a party and celebration as it is a production. ”



In her Drag Queen Time Machine, Captain Shirley Delta Blow takes us on a journey through the history of drag and the gay rights movement

OFF CENTER*

@ THE JONES

SEASON 2 RECAP

“ Thanks for opening up the playground to me. I loved it. ”

- MARE TREVATHAN, DIRECTOR

LINKS AROUND
CLICK AROUND

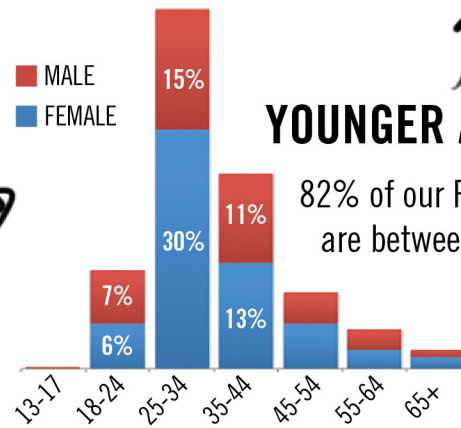


* A TEST KITCHEN AND AUDIENCE GENERATOR FOR THE DENVER CENTER THEATRE COMPANY

Off-Center brought in **7% of DCTC's new audiences** with a budget that is **1.8% of DCTC's total expenses**

60% of ticketed accounts were **new to the DCTC**

74% of the DRAG MACHINE audience surveyed was between 18 and 44



YOUNGER AUDIENCES

82% of our Facebook fans are between 18 and 44



BEST DATE NIGHT AT THE THEATRE

collaborated with **OVER 90 LOCAL ARTISTS**

they bring their friends and fans

our audience grows

NEW ENTRY POINT FOR ARTISTS AND AUDIENCES



Ranked #6
Denver's Best Performing Arts

LET THEM DRINK BEER



Our article about curating new theatrical experiences was featured on the Theatre Communications Group blog

BikeDenver trended on Twitter while promoting SWEAT

HOW'D YOU HEAR ABOUT US?

#1 answer every time:

WORD OF MOUTH

more than social media, email blasts, or paid advertising



PROTOTYPE 1: CULT FOLLOWING

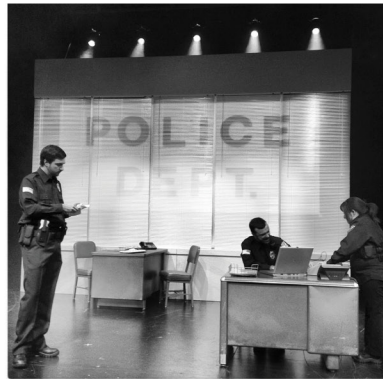
INSPIRATION: Can we continue what we started in Season 1 and grow a loyal audience that keeps coming back?

EXPERIMENT:

- **Monthly improv show** with recurring actors and characters inspired by audience-suggested movie moments
- **Movie-themed audience experience:** free beer and popcorn, costumes in the bathrooms, 3-D glasses, improvised live movie trailers
- **VIP treatment** for people who submit a movie moment that is selected, plus a promo code to bring their friends for \$5 off
- **New setting** (police station) and other adjustments to the format and content based on learning from Season 1

RESULTS:

- **78% Total Show Capacity** down from 86% in Season 1
- **57% Total Paid Capacity** down from 64% in Season 1
- **21% attended 2 or more shows**, down from 30% in Season 1
- We enjoy a **small loyal audience** but did not have much repeat attendance
- When we scheduled CULT FOLLOWING and another show too close together, we taxed our human resources and **competed with ourselves for audience**



NEXT STEPS:

While we didn't achieve the level of capacity growth desired, we still believe we can successfully build a loyal audience through CULT FOLLOWING. Based on our learning this season, we will change the creative process and **reinvent the show for next season** to include more audience involvement, a livelier environment, and more unplanned longform improvisation.

PROTOTYPE 2: AUDIO KICKS

INSPIRATION: How can we bring together a variety of different artists and art forms into one cohesive show?

EXPERIMENT:

Curate an isolated collaboration:

Step 1: Commission photographer Jennifer Davidson to take a **series of photographs** on a subject of her choosing (shoes)

Step 2: Give 10 of the photos to 10 different musicians to create **audio tracks** inspired by the photographs

Step 3: Give the 10 songs and 10 photos to 3rd Law Dance/Theater to create a **live performance** bringing it all together



RESULTS:

- **STEREO SOLE:** a pre-show event at an off-site live music venue - 3 bands played sets and their song from AUDIO KICKS - **reached 100 new people**, 19% used a promo code to buy tickets to the show



- AUDIO KICKS was Off-Center's first foray into "fine arts," but it was **still accessible**
- Artists enjoyed the **challenge**
- Each part was **individually successful**, yet audience members told us that all 3 art forms together were **greater than the sum of their parts**

NEXT STEPS:

Off-Center is gaining a reputation for curating unique theatrical experiences that bring together diverse artists/art forms, and we look forward to **continued experiments in process and product.**

PROTOTYPE 3: DRAG MACHINE

INSPIRATION: How far can we expand the show to create the best and most engaged audience?

EXPERIMENT:

Create our most **cohesive pre-show experience** yet:

- Decorate the **lobby as an airport terminal** - arrivals and departures screen with flights delayed for reasons like “raining men”
- “Drag Queens” and “Drag Kings” bathroom signs - inside we provided makeup and mustaches to **assist with gender transformation**
- **Drag Name Generator** to help choose your name for the evening
- **Themed snacks and drinks** included pink cotton candy and “Dirty Shirley” cocktails
- Flight attendants conducted **random security screenings with fairy wands**
- Comprehensive (and fun) audience polling by **airline-themed paper surveys**, stored in your seat back pocket



Marketing stunts to garner attention:

- Drag Queen Daniella Decoteau walked around the 16th Street Mall handing out flyers and posing for pictures
- 30-second video spot featured on the jumbo screen on the side of the Convention Center
- **Drag Queen Makeover** became our most popular YouTube video yet with **over 4,200 views**
- Marketing firm gyro: created **special posters** for the show that were carefully placed around town

RESULTS:

- The most successful Off-Center production yet: **2 sold-out shows, 2 added performances** based on demand, and a huge line outside of the theatre waiting for the doors to open
- The audience loved all of the pre-show activities and **almost everyone created a drag name** each night
- We built **relationships with the LGBT community** that resulted in many new audience members

NEXT STEPS:

We are **taking the Recipe to scale** and curating *THE LEGEND OF GEORGIA MCBRIDE* on the DCTC mainstage next season. This is the first time we will **directly apply Off-Center learning** to a larger project. We can take what we tested in DRAG MACHINE and leverage the relationships we built to create a more complete audience experience for the show and attract new people to the DCTC.

PROTOTYPE 4: SWEAT

INSPIRATION: Can we create a show celebrating Denver's bike culture and leverage community partnerships to get new people there?

EXPERIMENT:

Goal: Create an awesome **outdoor experience** with the help of Denver's bike community:

- **BikeDenver** provided a complimentary bike valet, bike safety tips, and connected us to many others
- **Salvagetti Bicycle Workshop** refurbished the show bikes and lent us bicycle trainers
- **Denver Cruisers** promoted SWEAT on social media and allowed us to perform with the musical trike at the "Circle of Death" in front of over 1,000 people at their first Wednesday ride of the season
- **Denver B-Cycle** donated a bike blender so people could blend their own margaritas before the show
- **Biker Jim's Gourmet Dogs** parked their food cart outside of The Jones and sold many delicious dogs
- **Tour de Fashion, CO** parked their mobile store outside and sold bike-themed clothing/accessories

RESULTS:

- Almost **20%** of our audience **used the bike valet**
- **60%** of those surveyed were **new to Off-Center**
- Our outdoor block party was made successful by our **many community partners**

NEXT STEPS:

- Working to get **bike racks** outside of The Jones for every show
- Planning **more expanded outdoor pre-show experiences** for next season
- Looking for ways to continue our relationship with the Denver Cruisers



RECIPE



Off-Center is a test kitchen for the Denver Center Theatre Company that prototypes new ideas while engaging the next generation of audiences and artists. Everything we do incorporates the five ingredients in our Recipe:

IMMERSIVE

- Extending the experience beyond the show – before, during, and after
- Designing the atmosphere to enhance the audience's experience of the show
- Audiences influence and interact, they don't just watch

CONVERGENT

- Incorporating a variety of art forms and collaborating across genres
- New and unexpected uses of technology to engage (not isolate) the audience
- Technology used to further the storytelling – it serves a dramatic purpose

CONNECTIVE

- Collaborating with and fostering local talent
- Building a community of local artists and audiences
- Creating a cultural and social hub in Denver

INVENTIVE

- A safe space for experimentation, risk-taking, and learning
- A new model for curating theatre
- Performances and events that expand our ideas of what theatre can be

NOW

- In conversation with rapidly-changing pop and Internet culture
- Centered around the work of young artists
- The flexibility to be spontaneous and immediate with programming

Off-Center is Curated by
CHARLIE MILLER & EMILY TARQUIN