

From Executive Director Terence McFarland

I WRITE THIS THREE DAYS BEFORE Free Night of Theater 2006 begins.

What a tremendous success!

We sold out. TWICE! We feel like Rock Stars!

49 theatres participated. 53 unique performances. Nearly 4,000 free tickets reserved!

Over \$50,000 worth of tickets were donated by the following theatres: 24th Street Theatre, 3KO Broadway Theatre Company, A Noise Within, Alliance Repertory Company, Ark Theatre Company, Center Theatre Group: Mark Taper Forum, Company of Angels, East West Players, Falcon Theatre, Fire Rose Productions, Fullerton Civic Light Opera, Furious Theatre Company, Hamilton Music Academy, International City Theatre, It Ain't No Fairy Tale Productions, La Mirada Theatre for the Performing Arts, Lonny Chapman Group Repertory Company, Marvelous Dreams LLC, Musical Theatre West, Odyssey Theatre Ensemble, Open at the Top Productions, Open Fist Theatre Company, Pacific Resident Theatre, Padua Playwrights Productions, Pasadena Playhouse, Powerhouse Theatre, Range View Productions, Rebel Theatre Works, Repertory East Playhouse, Road Theatre Company, Sacred Fools Theatre Company, Santa Monica Playhouse, Santa Monica Theatre Guild, Sidewalk Studio Theatre, Son of Semele Ensemble, South Coast Repertory, The Chance Theater, The Colony Theatre Company, The Theatre @ Boston Court, The Victory Theatre Center, Theatre East, Theatre of NOTE, Theatre Tribe, Theatre West, TheSpyAnts, Vox Humana Theatre Company, West Coast Jewish Theatre and Write Act Repertory.

We hope for this Theatre Communication Group (TCG) audience development program to become an annual Los Angeles event. Stay tuned!

Free Night of Theater 2006 would not have been possible without the support of the following sponsors: Annenberg Foundation, Sony Pictures Entertainment, The James Irvine Foundation, The Jewish Community Foundation.

Our media sponsors helped extend our reach: *Los Angeles Times* | latimes.com, *LA WEEKLY*, U-entertainment.com, LA.com network, KUSC 91.5 fm, National Promotions and Advertising

Our community partners helped make it happen: DEMAND PR, Department of Cultural Affairs City of Los Angeles, Downtown Business Improvement District, ExperienceLA.com, Goldstar Events, Grand Avenue Festival, Hollywood & Highland Center, Interlex USA, LA Inc the Los Angeles Convention and Visitors Bureau, Los Angeles County Arts Commission, NOHO Arts District, Riordan Volunteer leadership Development Program and Volunteer Center of Los Angeles.

THANK YOU TO EVERYONE WHO PLAYED A ROLE IN THE SUCCESS OF FREE NIGHT OF THEATER 2006!

FOLLOW THE LEADERS

In my three years at LA Stage Alliance I've not experienced such intense momentum regarding increased support for the arts as there is right now. With little room but to merely mention a few highlights...check the sites for further information, if you're so inclined, speak up and speak out, critical mass is forming!

Arts for LA is off and running full tilt with convenings and meetings in its work to advocate for more support for the arts in greater Los Angeles.
www.artsforla.org

Irvine Foundation published a working paper: Critical Issues Facing the Arts in California
This paper asks the right questions while placing context around the discussion. Required reading if you make or support art, comments welcome at www.californiaculture.blogspot.com
www.irvine.org

RAND corporation hosted a conversation: A Vision for the Arts in Los Angeles: Opportunities and Challenges. The biggest point? The need for more discussion and funding for research to understand the current Los Angeles art ecosystem.
www.rand.org

Karen Constine, Interim General Manager of Department of Cultural Affairs of the City of Los Angeles discussing collaborative efforts and effective support of a revitalized cultural plan for the city at a series of community discussions hosted by LA Inc, Arts for LA and LASA.
www.culturela.org

The Los Angeles County Arts Commission doubled its grant budget. Doubled! Bravo!
www.lacountyarts.org

California Arts Advocates and California Assembly of Local Arts agencies are in conversations following a convening with WESTAF, California Arts Council and Americans for the Arts identifying ways to leverage their strengths through collaboration in support of increased funding for the arts throughout California.
www.californiaartsadvocates.org
www.westaf.org
www.cac.ca.gov
www.artsusa.org

I recently spoke to the board of the Community Redevelopment Agency in support of the Hollywood Arts Retention project. CRA is thisclose to getting the project off the ground bringing much needed assistance to arts organizations affected by gentrification.
www.crala.org

California Alliance for Arts Education led the effort resulting in \$105 million in ongoing funds and \$500 million in one-time block grants for art equipment and supplies in California's education system.

I'm sensing seismic shifts of support for the arts in greater LA for 2007.

As the year comes to a close, if you see Santa, tell him I'd like at least \$1 per capita invested in state arts spending in California. If you don't see Santa, tell an elected official and ask them to pass it on. Three cents doesn't cut it. Californians deserve more and better! We remain 50th in per capita arts funding. Simply, not enough!

Here's hoping that you get yours, I get mine and we get ours in 2007.