

# At a Glance



## Overview

Playhouse Square is one of the world's premier arts districts, located in the heart of downtown Cleveland, OH. Utilizing the arts, Playhouse Square engages and educates individuals of all ages and attracts more than 1 million guests to 1,000+ events annually. These audiences serve as the catalyst for economic growth and vitality within the region.

With an innovative business model, the not-for-profit organization has sustained and expanded its operations since 1970 while minimizing reliance on financial assets of the community through pioneering collaborations, income-generating ventures in area development and conservative fiscal management.

## Facts

- Welcomes more than 1 million guests and hosts 1,000+ events, on average, each year
- Is home to the largest base of season tickets holder for touring Broadway in North America
- Completed the Dazzle the District neighborhood makeover in 2014, featuring North America's largest outdoor chandelier, which is generously presented by GE Lighting, a Savant company
- Restored its five historic theaters to their original 1920s splendor, making Playhouse Square the world's largest theater restoration project
- Earns 90 percent of its operating budget through a unique business model centered around real estate services supporting arts operations; performing arts industry averages only 74 percent nationwide
- Contributes in excess of \$359 million in regional economic impact annually (Tourism Economics 2019 study)
- Provides an unheard-of 80 percent annual return on the community's initial restoration investment of \$55 million

## Our Mission

*To be a leader in placemaking, the advancement of arts education, and the presentation and production of performing arts experiences.*

