



# THE BROADWAY LEAGUE®



MEMBERSHIP GUIDE

# membership

## Why should you become a member of The Broadway League?

The League's membership includes theatre owners and operators, producers, presenters, and general managers in hundreds of North American cities, as well as suppliers of goods and services to the Broadway industry.

### Our Mission

- To oversee and support common interests and a sense of community among our members, while still addressing the unique needs of each one
- To increase awareness of, and interest in, Broadway theatregoing across North America
- To provide a full range of programs and services so that our members can produce theatre more profitably
- To strengthen the brand identity of Broadway as a national industry



## Members enjoy a variety of benefits, including:

- Networking
- Conferences and Forums
- Research
- Professional Development
- Labor and Employee Benefits
- Member Communications
- Government Relations
- Educational Programs and Grants
- Marketing Support
- Mentorship
- Events and Programs
- Audience Development
- Promotions and Sponsorships
- Product Awareness Programs
- Travel Discounts
- Publications
- Diversity Initiatives
- Road Awards and Honors
- Sponsorship Acquisition Support
- Hospitality Programs for VIPs



**We listen to you. In all of our programs and services, we are dedicated to improving your business.**

# professional development

**From mentoring emerging leaders to celebrating the icons of our industry, we provide Professional Development opportunities to all members.**

- Associate Member Lunches
- Town Hall conference calls and webinars for you and your staff
- Rising Stars Professional Development Program for emerging leaders
- Enhanced mentorship opportunities during the Spring Road Conference
- Access to Legacy Videos featuring industry icons
- Conferences and Forums
- Bibliography of relevant resources



From left: Professional Development Associate Member Lunch; Participants in the Rising Stars Professional Development Program; Paul Libin and Nick Scandalios filming a Legacy Video

# inclusion

## The changing face of the industry

The League is dedicated to working with our colleagues in the industry to ensure that our offices reflect the demographics of our country and that diverse young professionals and students in college and high school have an opportunity to learn about careers in the arts.

- **League/ATPAM Diversity Initiative**
  - College students around the country are paired with local Touring Broadway venues to shadow company managers for a week-long intensive.
  - Unique opportunity to gain an in-depth and behind-the-scenes look at managing a Touring Broadway production.
- **Fellowship Program**
  - Designed to give the next generation of theatre professionals hands-on experience working on a Broadway or Touring Broadway production.
- **Broadway Speakers Bureau®**
  - Promotes knowledge of non-performance careers in commercial theatre by inviting League Members to speak with high school and college students.
- **High School Broadway Shadowing Program**
  - New York City public high school students connect with general managers, press agents, marketing and advertising staff, and others in the industry.
  - Students learn components of mounting and maintaining a Broadway production.



Top to bottom: Alumni of the League/ATPAM Program during a reunion lunch at Sardi's; Tajianna Okechukwu, League/ATPAM participant; Charlotte St. Martin and students from the 2017 High School Broadway Shadowing Program

# development & engagement

## Together we work to raise Broadway's profile and get the word out about shows.

- **Viva Broadway** – builds bridges with Latino and Hispanic audiences
- **Kids' Night on Broadway**® – invests in new generations of audiences nationwide and helps sell tickets during the winter in NYC
- **The Broadway Fan Club** – monthly newsletter and weekly show offers sent to national fan-base of more than 100,000
- **Broadway Week** (with NYC & Company) – supports ticket sales in NYC during weak box office periods
- **Stars in the Alley**® - A free outdoor concert that celebrates the end of the Broadway season and adds to the festivities leading up to the Tony Awards®
- **Fathom Events Partnership** - brings video trailers for shows into cinemas nationwide

## Join us in keeping Broadway at the top of the consumers' entertainment choices.



From left: Cast members from *Beautiful: The Carole King Musical* performing at Stars in the Alley® 2018; Mandy Gonzalez and Lin-Manuel Miranda at a Viva Broadway Event; Family participating in a Family First Night at *School of Rock*

## Education and Engagement Initiatives

We support Broadway and Touring Broadway by funding and creating programs designed to develop, cultivate, and enrich national audiences of all ages.

- **Broadway Bridges**® – a new initiative which aims to ensure every New York City public high school student attends a Broadway production before graduation
- **Jimmy Awards**® – impacts over 100,000 students annually who participate in high school musical theatre competitions sponsored by 40 professional League member theatres throughout the US
- **Family First Nights**® – national audience development program encouraging economically at-risk families to regularly attend theatre
- **Grants** – supporting members' education and community engagement programs in NYC and across the country
- **Educator Apple Awards** – honoring teachers and administrators who partner with League-member education programs

## We help our members reach out to their communities.



From left: 2018 Jimmy Awards nominees at the Minskoff Theatre; 2018 Jimmy Award-winner Renee Rapp

# awareness

## We communicate with you — the way you want!

We keep you informed in the way you want it. In a crowded information marketplace, we offer communications tools to give you pertinent news on a consistent basis.

- Member Website
  - Upcoming Broadway events and opening nights
  - Research and industry trends
  - League activities
- The Flash: Monthly e-newsletter targeted to NYC and Road members
- Annual Meeting with reports from all standing committees
- Digital Membership Directory
- Digital Resource Guide
- Annual Report
- Communications about labor negotiations and government relations efforts
- Special apps and social media channels

## We keep you informed about all things Broadway.



From left: Attendees of the 2017 Biennial Conference; Attendees of the 2017 Road Marketing Forum; President Charlotte St. Martin



## We put you together with the people you want to meet, to discuss the topics that matter to you most.

- Annual Meeting
- Holiday Party and events
- Mentorship opportunities
- Winter Road Meeting
- Conferences and Forums
  - Biennial Leadership Conference
  - Spring Road Conference
  - Road Marketing Forum
  - Group Sales Forum
  - Education and Engagement Forum

# networking

From left: Thomas Schumacher, Margo Lion, and David Stone at the 2017 Biennial in Fort Lauderdale; Mentorship lunch at the 2017 Spring Road Conference; Attendees of the 2018 Road Marketing Forum

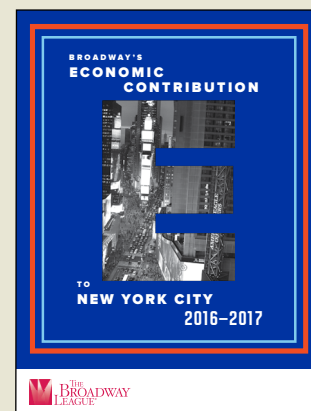
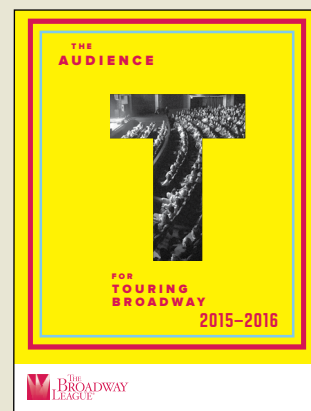
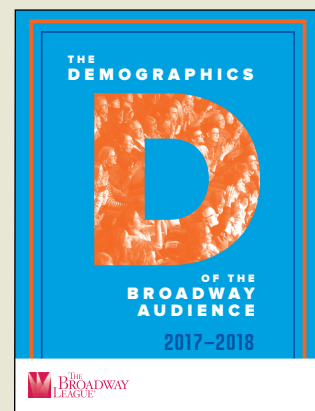
# research

## All about Broadway on stage, behind the scenes, and in the audience.

Research supports our marketing, lobbying, and sponsorship efforts

- Weekly and annual grosses reporting for New York and National Tours
- Internet Broadway Database (IBDB.com)
- Annual New York Demographic Report
- Biennial Demographic Report for the Road
- New York and Touring Economic Impact Reports
- Customized audience surveys

## What else do you want to know? We can find out.



## Negotiating and administering your labor contracts and providing stewardship of our industry's employee benefit funds.

### New York City

- Negotiations with 14 theatrical unions on 17 union contracts, covering virtually all theatrical employees on Broadway and in Touring Broadway
- Guidance from experienced, in-house labor relations counsel/staff that is results-oriented, focused, and practical
- Contractual provisions with various industry unions that are preferential to those found in non-League member contracts
- Daily counsel to members on individual issues
- Synergies and strategies are enhanced due to unified positions
- Cost certainty throughout the industry
- Grievances and arbitrations of industry-wide significance handled by the League
- Collective management of all benefit funds
- The Labor Committee—providing guidance, advice, and an opportunity for labor related discussions and updates.

### The Road

- National agreements benefitting the Road
- Counsel focused on Touring Broadway
- Guidance for Presenters on local labor issues

### Employee Health & Retirement Benefits

- Coordinated trustee oversight of 11 pension funds, six health funds, and five annuity/401(k) funds
- Stewardship of over \$7 billion pension and health fund assets
- General guidance on employee benefit issues, including advice on the Affordable Care Act and pension reform, among other matters

# labor

# government

## Advocating for you at City Hall, your State Capitol, and in Washington, D.C.

- Legislative consultants working on behalf of member interests at national, state, and local levels
- Regular Government Relations newsletters
- Road Lobbying Toolkits

### National

- Successfully advocated for the introduction and passage of the Better Online Ticket Sales (BOTS) Act of 2016
- Advocated for National Endowment for the Arts funding
- Income tax parity for investors in live theatre
- Annual advocacy visit to Capitol Hill

### State

- Incentivize investments in live theatre
- Successfully advocated for the introduction of ticket resale legislation in New York State.
- Counter deceitful practices in the secondary ticketing market
- Fight sales tax on admissions to places of live entertainment

### Local

- Address quality-of-life concerns that might deter visitors from patronizing your venues
- Opposing commercial tax on outdoor advertising



**We invite you to keep us updated on issues that are important to you.**



## Broadway takes to the airwaves and the Internet with the Tony Awards®.

The League has partnered with the American Theatre Wing since 1968 to present and administer this annual salute to theatrical excellence, giving Broadway its biggest national media platform.

- Broadcast and streamed nationally by CBS each June
- Telecast internationally on five continents
- National marketing campaign supports tune-in
- Robust digital and social media complement to telecast
- 3-hour program contains performances from new and current Broadway shows
- Numerous Emmy Awards for the Tony show

**We're proud to co-present the most entertaining awards program on television.**

# tony awards

# Benefits At-A-Glance

Benefits

	FULL	LIFETIME	HONORARY	ASSOCIATE	AFFILIATE	INDUSTRY SPECIALIST	INTERNATIONAL
Conferences and forums	●	●	●	●	●	●	●
Tony Awards® vote	●	●	●	○	○	○	○
League vote	●	●	●	○	○	○	○
Inclusion in League collective bargaining agreements & labor services	●	●	●	●	○	○	○
Member website access	●	●	●	●	●	●	●
Inclusion in online League Membership Directory	●	●	●	●	●	●	●
League publications, including Annual Report, newsletters, & research reports	●	●	●	●	●	●	●
Marketing programs and special event participation	●	●	●	●	○	○	○
Once-a-year mail/e-mail privileges to entire membership	●	●	●	●	●	●	●
Sponsorship opportunities	●	●	●	●	●	●	●
League Standing Committee participation	●	●	●	●	●	●	○
dotBroadway domain names	●	●	●	○	○	○	○
Inclusion in online League Member Resource Guide	○	○	○	○	●	●	○
Seminars and networking events	●	●	●	●	●	●	●
Mentoring opportunities	●	●	●	●	●	●	●
United Airlines and NYC hotel discounts	●	●	●	●	●	●	●
Various Professional Development opportunities	●	●	●	●	●	●	●

**Join us!** To request a membership application, contact Ed Sandler, Director of Membership and Professional Development, at (212) 703-0223 or esandler@broadway.org.

Learn about specific Broadway League programs and services by visiting us at BroadwayLeague.com, or contact us directly with questions.

The Broadway League, 729 Seventh Avenue, 5th Floor, New York, NY 10019 • (212) 764-1122

## Board of Governors

Thomas Schumacher, Chairman of the Board	Richard Baker Meredith Blair Michael Brand Maggie Brohn Stephen Byrd Jeff Chelesvig Robert Cole Jeff Daniel Ken Davenport Michael David John Ekeberg Nina Essman	Charles Flateman Sue Frost Tom Gabbard Hal Goldberg John Gore Elliot Greene Barry Grove Todd Haimes Colleen Jennings- Roggensack Susie Krajsa Hal Luftig	Aaron Lustbader Kevin McCollum Stacey Mindich James L. Nederlander Joseph Z. Nederlander Al Nocciolino Alecia Parker Joey Parnes Eva Price Jordan Roth Nick Scandalios Jeffrey Seller	Philip J. Smith Joan Squires David Stone Gina Vernaci Tom Viertel Barry Weissler Barbara Whitman Charlotte Wilcox Allan Williams Beth Williams
---	---	---	--	---

## League Staff

### Executive Department

Charlotte St. Martin, President  
Colin Gibson, Co-CFO Celebrate Broadway, Inc.  
Lexie Routh, Assistant to the President

### Audience Engagement

Rachel Reiner, Director  
Robin Aronson, Senior Manager of Broadway Bridges®  
Amanda Ogorzalek, Audience Engagement Associate  
Abigail Friedman, Data Management Coordinator

### Communications

Martine Sainvil, Director  
Madison Summers, Communications and Government Affairs Coordinator  
Claudia Velez, Communications and Marketing Partnerships Coordinator

### Digital & Technology

Neal Freeman, Director  
Kayla Kreidell, Manager of Digital and Technology  
Tyler Emeney, Digital Content Associate

### Employee Benefits

Chris Brockmeyer, Director  
Robin Fox, Receptionist

### Finance & Administration

Cheri Phillips, Director  
Laura Fayans Klauzov, Comptroller  
Lindsay Florestal, Assistant Comptroller

### Government Affairs

Tom Ferrugia, Director

### Labor Relations

Scott Irgang, Director  
Alison Corinotis, Associate Director  
Jessica Owens, Labor Relations Associate/Contract Analyst  
Zenovia Varelis, Secretary to Labor Relations

### Marketing & Business Development

Ellen Greenwald, Director of Marketing and Business Development  
Christine Giordano, Senior Partnership Manager  
Ben Pesner, Manager of Creative Services  
Josh Cacchione, Marketing Manager, Programs and Hospitality  
Chris Brucato, Marketing Coordinator

### Membership and Professional Development

Ed Sandler, Director  
Diana Moran Macuil, Membership and Professional Development Associate  
Blaire Townshend, Membership and Professional Development Associate

### Research

Karen Hauser, Director  
Michael Abourizk, Manager of Research  
Rachel Brandt, Research Associate

### Tony Awards® Administration

Jean Kroeper Murphy, Director and Office Manager

**Photos:** Jeremy Daniel, Henry McGee, Brad Ogbonna, Amy Randall, Ken Richardson, Lois Spatz, Shevett Studios, and Times Square Alliance





JANUARY 2019