SEPTEMBER 16 — OCTOBER 16, 2022
AGENDA

- Concept
- Program
- Program details
- Venues
- Marketing
- Benefits for community
- Participation
- Q&A
An annual performing arts Festival…

- Offering a variety of uplifting theater performances, concerts and immersive multimedia experiences
- Led by NYC’s and Nyack’s critically-acclaimed Phoenix Theatre Ensemble
- Happening throughout Nyack and Upper Nyack
- Spanning five long weekends from mid-September to mid-October 2022
- Utilizing Nyack’s great outdoor venues during the beautiful fall season: Marydell Center, garden at Edward Hopper House Museum & Study Center
- Complemented by Nyack’s unique recreational opportunities, shopping, dining, entertainment scene
- Attracting 1,500+ arts enthusiasts from the tri-state area
- Providing a major boost to the local economy
- Engaging local community groups, schools, arts organizations and other non-profits
Program highlights

• Award-winning Phoenix Theatre Ensemble presents three classic plays in captivating outdoor settings
  • The Skin of our Teeth by Thornton Wilder
  • The Importance of Being Earnest by Oscar Wilde
  • The Harmfulness of Tobacco by Anton Chekov

• The Rockland Symphony Orchestra
  • two outdoor performances

• Children’s Shakespeare Theater
  • two outdoor performances

• Explore Nyack Utilizing Technology (augmented reality)
  • walking tour through Nyack's history and culture
  • from the seaport, to African American leaders, to skateboarding
  • A Phoenix Theatre Ensemble program

• Under consideration: Patrons visit Nyack businesses to pick up free raffle tickets for prize drawings
Program Details

• **The Importance of Being Earnest** by Oscar Wilde
  - Considered by many to be the best comedy of all time, this Victorian satire has endured for over 125 years as Oscar Wilde’s most popular play—full of famously witty dialogue that still brings joy to audiences today. A frothy farce of pure escapism for all of us who clearly need a break.

• **The Skin of Our Teeth** by Thornton Wilder
  - A Pulitzer prize-winning play on how a family triumphs over seemingly insurmountable odds. George and Maggie Antrobus from Excelsior, New Jersey, married with children for 5,000 years, survive the Ice Age, floods and a world war. A funny, deeply moving and visionary masterpiece, as relevant today as it was at its premiere.

• **The Harmfulness of Tobacco** by Anton Chekov
  - A hilarious precursor to *Uncle Vanya* from the great master. A middle-aged man, residing at #13 Three Dogs Lane with seven grown daughters, must appease his wife by giving a public lecture on tobacco. He’s nervous, very nervous…and gets a little side-tracked by the ridiculousness of life.

• **Rockland Symphony Orchestra** under the leadership of Maestro Brent Chancellor
  - Symphonic Scenes on the Hudson…

• **Children’s Shakespeare Theater** under the leadership of Brady Amoonclark
  - Scenes by Rockland’s famous children’s theatre

• **Nyack Cultural Immersion Tour**
  - A walking exploration of the village, featuring local history, lore and legends, from founding days to contemporary culture. Interactive multimedia experience.

• **Special presentations by local organizations and non-profits**
  - Rivertown Film, ArtsRock, Nyack Library and others
Venues

• Marydell
  640 North Midland Avenue, Upper Nyack, NY 10960
  • Capacity: 100 seats
  • Parking: Marydell (50), Nyack State Beach Park, Bus shuttle from RCC parking lot

• Edward Hopper House Museum and Study Center
  82 North Broadway, Nyack, NY 10960
  • Capacity: 60 seats
  • Parking: Street and Parking Lot on Main Street
Target Audience

- **Arts enthusiasts**
  - Focus on tri-state area
- **Opportunity for different visit and pricing options**
  - Day trips
  - Weekend
  - Individuals
  - Groups
- **Goal**
  - To attract 1500+ festival attendees
- **Tactics**
  - Multimedia campaign covering 7 months leading up to Festival rollout
  - Including advertising, press relations, social media and local networking
Community benefits

- **Rockland residents**
  - Great live art events at our doorstep
  - Adding dimensions to Nyack’s dynamic culture
  - Active, programmed promotion for Nyack as a highly desirable place to live, work and enjoy the arts

- **Local workers and vendors**
  - Jobs for sound engineers, carpenters, audience amenities
  - Backstage crews
  - Internships for set-building, administration, etc.
Local businesses

- Over five long weekends, increased consumer traffic for:
  - Retail shops
  - Restaurants and bars, entertainment (all performances are day-time performances)
  - Personal services, spas
  - Hotels

- Commercial, residential property owners/brokers
  - Increased exposure to potential buyers / renters
  - Increased longer term residential and commercial property values
Economic impact

• Market research by Brockport Research Institute
  • Survey sent to 2000 arts enthusiasts
  • 58% outside of Rockland

• Response results
  • 76% likely to attend festival
  • 64% attend more than one weekend
  • 86% will shop in Nyack
  • 96% will dine in Nyack
  • 34% will take advantage of Nyack nightlife
  • 39% will stay overnight in hotel or Bed&Breakfasts

• Economic impact for Nyack per 500 attendees
  • Approximately $184 k on meals, entertainment, shopping and lodging!
Youth involvement

- Special performance and ‘talk-back’ for East Ramapo School District
- Internships in collaboration with BOCES
  - Up-close hands-on experience in audience services, collaborate with professional production directors, designers, sound engineers, set builders, etc.
Participation opportunities

Residents
- Become an Ambassador (Sell tickets to friends, groups, etc.)
- Apply to posted job opportunities
- Attend performances and related special performances
- Serve on Festival Board of Advisors

Businesses
- Sponsorship
  - Name/logo displayed in promotional and program materials (Email blasts, Social Media, Website, etc.)
- Bundling
  - Inclusion of promotion with ticket sales (e.g.; voucher for hotel, restaurant, retail)
- Raffle (raffle tickets for prizes obtained in person at local businesses)
  - Drawing or drawings to be done virtually
- Bid on contracts for Festival work
  - Stage production, catering, etc.
- Use Festival participation as a promotional tool for your business!
Participation opportunities

Community organizations and other Rockland non-for-profits

- Piggy-back on Festival schedule with special events
- Increase visibility, engage new audience
- Show Nyack’s special “wares”
- Attract donations
Q&A
Questions, Ideas, Concerns …
Please let us know …

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(Under Development)

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