

CASE STUDY: TALK IS FREE THEATER (BARRIE) / RULE BRITANNIA! (2012)**ABOUT THE ORGANIZATION**

Talk Is Free Theatre (TIFT) was founded in Barrie in 2001 and has a history of presenting productions that are innovative, unique and "pushing the envelope", while developing an audience to support the experimental or rare theatrical forms and genres.

**PROJECT DESCRIPTION**

In order to commemorate the Bicentennial of the War of 1812, TIFT commissioned two new works: (1) a musical version of Charles Dickens' "Great Expectations" and (2) a contemporary version of a classic J.M. Barrie fantasy, "Peter Pan", set in contemporary Canada. Both "Great Expectations" and "Parkdale Peter Pan" reflected upon the role British culture played in the formation and in the history of the Barrie region. They had their world premiere at TIFT, as part of its 10th Anniversary Season. The two productions were marketed together and were accompanied by ancillary activities; including historical exhibits in the theatre lobby and talk back conversations with experts in history and English literature. Over a ten week period between March 29th - June 9th, **attendance totaled 4,404 – a 33% increase over the previous year.**

OCAF CONTRIBUTION

\$ 15,000. \$ 4,500 repaid (30% of contribution).

HOW OCAF HELPED

"The support of OCAF has been vital to our organization in the following ways:

TIFT has achieved greater organizational self-reliance through improved box office revenue. Our ability to attract tourist audience through innovative partnerships with other local cultural and hospitality organizations, as well as better positioning in the touring milieu resulted in greater ticket sales, thus greater organizational stability and less reliance on government funding in the future.

We were able to build capacity and enable growth. The success of this project enabled us to expand and to diversify our audience thus enabling the company to grow its resource base, as well as the scope of activities and production longevity.

We were able to increase our sponsorship programs by demonstrating perceived value of our work, on an economic basis.

More importantly, we were able to develop new audiences (from public and high schools from outside of Barrie, to the north) for theatre among groups who have had little access, if any, to such experiences in the past."

ECONOMIC IMPACT OF PROJECT SPENDING (BASED ON THE TREIM MODEL)

GDP GENERATED = \$ 53,853

LABOUR INCOME GENERATED = \$ 37,187

DIRECT PROVINCIAL TAXES GENERATED = \$ 6,232

TOTAL PROVINCIAL TAXES GENERATED = \$ 21,275