

MEDIA RELEASE

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2006/2007 Professional Performance Season is a Box Office blockbuster

Foundation officials cheer as full-year goals for ticket sales are exceeded half-way through the season

Poway, CA – (Feb 5, 2007) When the Poway Center for the Performing Arts Foundation raised the curtain on a dance performance on January 21st, Foundation officials had plenty to celebrate. Not only did that evening's gala presentation of the internationally acclaimed Hungarian State Folk Ensemble play to a sold out house, but the mid year extravaganza featuring a cast of fifty pushed the Foundation over it's ticket sales goals for the entire year with over half the shows planned for the season yet to be performed.

"Poway is now a serious performing arts presenter," says Liza Pille, Foundation President. "We book shows that are as good if not better than much of what I used to drive downtown to see. North County audiences are discovering a priceless cultural treasure that used to be buried in our own backyard." Like many professional arts organizations in San Diego, the Foundation weathered trying financial times in the early part of the decade but the Poway City Council stepped up in 2002 and stabilized the Foundation's shaky balance sheet. In 2002-2003, with the encouragement of City staff, the Foundation's Board of Directors crafted a new business plan and hired Henry Korn, a seasoned cultural manager as Executive Director and CEO. Since then, the Foundation has hosted numerous sold out shows and has reported an operating surplus totaling three hundred and thirty six thousand dollars (\$336,000) since the close of 2004.

"Any year you reach your ticket sales goals is a good year, " said Korn who also makes Poway's artistic selections, "but to have this happen half-way through the year is just about as good as it gets. It's very gratifying to learn that our audience supports what we are doing with such tangible enthusiasm!"

(more)

(Ticket sales add 1)

Michael Rennie, Associate Director for Marketing and Development, credits much of the Foundation's recent success to a bolder and more artistically ambitious programming profile coupled with an aggressive telesales campaign in support of the Foundation's Flex Pass program. According to Rennie, "Flex Passes allow patrons to purchase seats at a discount without committing to specific performances. They are redeemed at the Box Office much like a gift certificate."

The Poway Center for the Performing Arts Foundation is the not-for-profit organization responsible for booking professional performances into the city-owned Poway Center for the Performing Arts. Each year the Foundation puts together an eclectic mix of concerts, plays, dance performances, family events, comedy and more. The Foundation is governed by a volunteer Board of Directors and advised by a Business Council that reads like a "Who's Who" of Inland North County civic leaders. At the January 2007 meeting of the Foundation Board, Poway Community Services Department Director Robert Clark announced that the Poway City Council recently approved several significant capital improvements to the seventeen year old facility including a much needed digital sound system and a state of the art electronic marquee that will have a substantial impact on the success of future community, PUSD and Foundation sponsored performances at the PCPA.

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