

# LA Stage Alliance

## Organizational Membership Information



644 S. Figueroa St. LA, CA 90017 | 213.614.0556 | [www.LAStageAlliance.com](http://www.LAStageAlliance.com)

Your Organizational Membership can link you to the broadest, most dedicated coalition of local performing arts organizations and producers, and helps you and the entire performing arts community of the greater Los Angeles area to grow and flourish together.

LA Stage Alliance is a 501 (c) (3) not-for-profit organization dedicated to building awareness, appreciation and support for the performing arts in Greater Los Angeles through community building, collaborative marketing, advocacy, audience development, professional development and strengthening operations for members.

LA Stage Alliance serves Organizational Members in the counties of Los Angeles, Orange, Riverside, San Bernardino and Ventura.

### HISTORY

LA Stage Alliance has its origins in two separate organizations: The Los Angeles Theatre Alliance, a service organization founded in 1975, and The League of Producers and Theatres of Greater Los Angeles, a trade association founded in 1983. Since 1988, the two companies functioned as a single organization, sharing staff and office space. In 1993, the League formally dissolved and donated its assets to the Alliance (renamed Theatre LA, then LA Stage Alliance in 2003).

### STRATEGIC PLAN EXECUTIVE SUMMARY

LA Stage Alliance embarked on a strategic planning process in winter 2004 to assess its status and existing programs, to clarify and affirm its mission, to analyze challenges and opportunities ahead, to chart its immediate direction to inform the FY06 budget process, and to establish its goals and indicators for success in 2005 and beyond.

Key goals of the organization, as articulated in the plan, are to:

Continue to provide, develop and expand programs, products, services and activities that reflect its mission;  
Increase relevance, visibility, membership and financial support and in so doing,  
Ensure organizational sustainability and growth, in keeping with its stated mission.

LA Stage Alliance and its programs are funded in part by the Los Angeles County Arts Commission, the City of Los Angeles Department of Cultural Affairs, LA Inc., The Annenberg Foundation, Sony Pictures Entertainment, The James Irvine Foundation, Jewish Community Foundation, and American Express.

LA Stage Alliance's Organizational Membership is comprised of producing performing arts organizations. Membership requires an annual dues payment. As an Organizational member, you can take advantage of our core programs among many other additional perks:



- ◇ Build audiences by advertising in **LA Stage Times**, our cooperative advertising program with the *Los Angeles Times* appearing in the Calendar section every Thursday through Sunday that reaches up to 4.4 million readers. Our member's advertise at a discounted rate for as little as \$420 a week. That's one rate for four days of advertising in the *LA Times*.
- ◇ Receive our bi-monthly magazine, **LA Stage**. Participate in the creation of the magazine by advertising at discounted rates, by pitching story ideas, by listing your production in the Now Playing section by submitting your opening night photos in the pictorial Stages section.
- ◇ Nominate one Ovation Voter to represent your Organization each season.
- ◇ Participate in the **LA Stage Pass** Program building audiences with our Individual Members.
- ◇ Learn new business skills with **The Next Stage** workshops. LA Stage Alliance hosts seminars to increase business skills in the arts. Topics include marketing, sponsorship, ticketing, legal aspects, grant writing, etc.



On our website, [www.LAStageAlliance.com](http://www.LAStageAlliance.com) you can:



- ◇ Register your productions for the **Ovation Awards**, L.A.'s most high-profile theatre awards celebrating excellence in production, performance and design.
- ◇ List your current productions on **LAStageTIX**, which includes a Now Playing listing of our member's currently running productions and our half-price ticketing service. By listing your productions on **LAStageTIX**, you secure a 24hour a day presence on what's fast becoming *the site* to go to for performing arts events in the Los Angeles area.



- ◇ Participate in selling half-price tickets online at **LAStageTIX**. This service enables you to fill the house, gain untapped ticket revenue and check your sales reports at any time day or night. The productions of members who participate in the half-price ticketing service are included in our weekly email, which reaches 28,000 opt-in subscribers.
- ◇ Increase traffic to your website by placing a **Banner ad** on LAStageAlliance.com. For as little as \$100 you can advertise on our website, link up to yours, and reach new patrons!

Beyond our core programs, LA Stage Alliance is dedicated to raising the awareness of the performing arts community by creating strategic partnerships on behalf of its organizational members. Ongoing partnerships include Americans for the Arts, The National Arts Marketing Project, LA Inc., Grand Avenue Festival, ExperienceLA.com, 91.5 FM Classical KUSC, Edgefest, ELS Entertainment Lighting Services, Center for Cultural Innovation, LA Times, etc...

For member rates and access to the programs and services of LA Stage Alliance, Organizational membership must first be attained. For an application, information and for all your membership needs, please feel free to contact: Douglas R. Clayton, Member Services Manager, 213.614.0556 x12 or [DClayton@LAStageAlliance.com](mailto:DClayton@LAStageAlliance.com).

In the summer of 2006, LA Stage Alliance became the Los Angeles affiliate for the National Arts Marketing Project offering marketing workshops to all arts organizations across the Greater Los Angeles area. Funded by American Express, NAMP workshops are open to both members and non-members. [www.artsmarketing.org](http://www.artsmarketing.org)



In October of 2006, LA Stage Alliance and its members participated in Free Night of Theatre, a national campaign aimed at attracting new and returning audiences to live theatre. Free Night of Theater 2006 was produced nationally by Theatre Communications Group, and was regionally produced by LA Stage Alliance. [www.FreeNightofTheatre.Net](http://www.FreeNightofTheatre.Net)

# LA Stage Alliance Board of Governors and Staff

## Board of Governors

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caryn desai	General Manager, International City Theatre
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Barbara Sanders	Producer, East of Doheny
Robert Scales	USC School of Theatre
Dennis Slon	Vice President, University Relations Loyola Marymount University

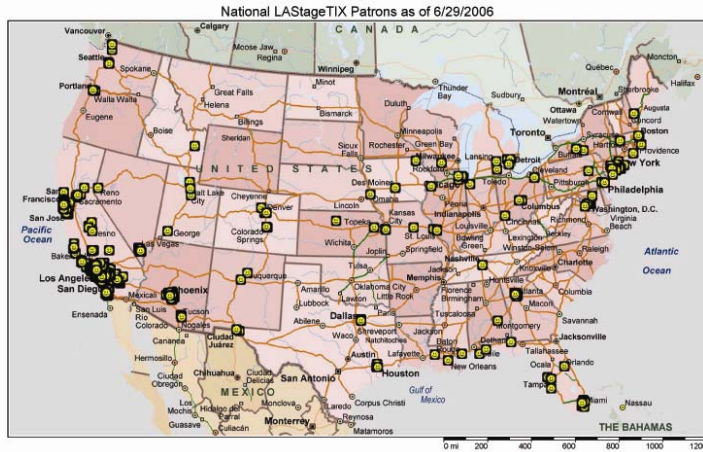
## LA Stage Alliance Staff

Terence McFarland	Executive Director
Douglas R. Clayton	Member Services Manager
Darren R. Schroader	Member Services Coordinator
Lee Melville	Publisher/Editor LA Stage Magazine
Rich Comito	IT Manager
Julie Briggs	Accounts Manager

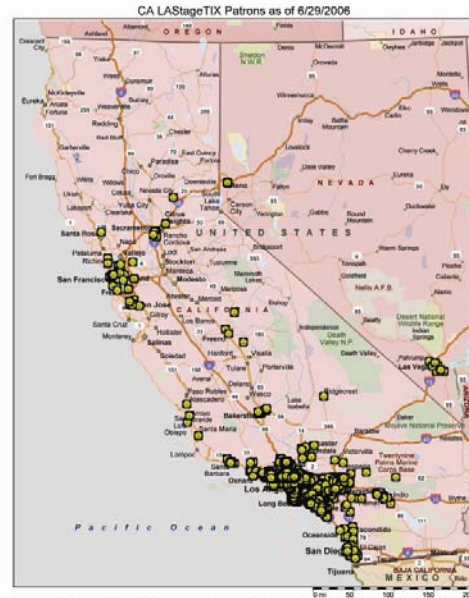
## LA Stage Alliance Organizational Members (June 2007)

24th Street Theatre  
3KO Broadway Theatre Company  
49th Parallel Theatre  
68 Cent Crew Theatre Company  
A Noise Within  
Accent Theatre Group  
Acme Comedy Theatre  
Actors Art Theatre  
Actors Co-op/Crossley Theatre  
Actors Forum Theatre  
Actors' Gang  
Advent Theatre  
Alliance Repertory Company  
American Girl Theatre- Los Angeles  
Andak Stage Company  
Angry Amish Productions  
Apartment A  
Ark Theatre Company  
art/works performance space  
Athena Theatre Company  
Attic Theatre and Film Center  
Atwater Playhouse & Method Acting School  
Bark Productions, LLC  
Bird in the Hand Productions  
Black Dahlia Theatre  
Bluebonnet Productions  
Buffalo Nights Theatre Company  
By George Productions  
Cabrillo Music Theatre  
CalStateLA/Segway Theater  
Camelot Artists Productions  
Cedarburg Productions  
Celebration Theatre  
Center Theatre Group: Ahmanson Theatre  
Center Theatre Group: Kirk Douglas Theatre  
Center Theatre Group: Mark Taper Forum  
Chaotic Entertainment  
Chapeaux Productions  
Chromolume Theatre Company  
Circle X Theatre Company  
Circus Theatricals  
City of Los Angeles Department of Cultural Affairs  
Civic Light Opera of South Bay Cities  
Closet Space Theater  
ComedySportz Los Angeles  
Company of Angels  
Complete Actors Place  
Cornerstone Theater Company  
Deaf West Theatre  
DIJO Productions Theatre Company  
DMS Productions  
Dreamhouse Theater Ensemble  
East West Players  
Eclectic Company Theatre  
Edgemar Center for the Arts  
Electric Lodge  
Elephant Stageworks  
Ensemble Studio Theatre-LA  
Falcon Theatre  
Fire Rose Productions  
Fountain Theatre  
Fremont Centre Theatre  
Fullerton Civic Light Opera  
Furious Theatre Company  
Geffen Playhouse  
Gene Bua Acting for Life  
Ghost Road Company  
Grain of Sand Productions  
Greenway Arts Alliance  
Grove Theater Center  
Grove Theatre  
Hollywood Court Theatre  
Hollywood Food Chain Productions  
Indecent Exposure Theater Company  
Interact Theatre Company  
International City Theatre  
It Ain't No Fairy Tale Productions  
John Anson Ford Theatre  
Kentwood Players  
Knightsbridge Theatre  
LA Gay & Lesbian Center's Village at Ed Gould Plaza  
La Mirada Theatre for the Performing Arts  
LA Stage Alliance  
Latino Theater Company  
Laurelgrove Theatre  
Le Studio  
Lee Strasberg Creative Center  
Lemonade Productions  
Little Fish Theatre  
Lodestone Theatre Ensemble  
Lonny Chapman Group Repertory Company  
Los Angeles Children's Theatre  
Los Angeles City College Theatre Academy  
Lost Angels Theatre Company  
Luckman Fine Arts Complex  
Lucy DeVito  
Luna Playhouse  
Macha Theatre/Films  
Mad Scene Theatre  
Madrid Theatre  
MainStreet Theatre Company  
Malibu Slage Company  
Marvelous Dreams LLC  
Me and My Big Mouth Productions  
MET Theatre  
Mormon Boy Productions  
Moving Arts  
Multi-Task Productions  
Murder Mystery Weekend, Inc.  
Musical Theatre Guild  
Musical Theatre West  
MYE Theatre Company  
Native Voices at the Atry  
Nine O'Clock Players  
Oc Nalb Productions  
Odyssey Theatre Ensemble  
Open at the Top Productions  
Open Fist Theatre Company  
Over and Over Productions  
Pacific Resident Theatre  
Padua Playwrights Productions  
Park Ravine Productions  
Parsons Nose Productions  
Pasadena Playhouse  
Peking Gourmet  
Pico Playhouse  
Playwrights 6  
Playwrights' Arena  
Playwrights Ink  
Powerhouse Theatre  
Prime Production  
Promenade Productions  
Range View Productions  
Ray Bradbury's Pandemonium Theatre Company  
Rebel Theatre Works  
Red Ladders  
REDCAT  
Repertory East Playhouse  
Reprise! Broadway's Best  
Richmark Entertainment  
Road Theatre Company  
Rosalind Productions  
Rose and Thistle Productions  
Rosen-Bender Productions  
Rubicon Theatre Company  
Rushforth Productions  
Ruskin Group Theatre Co.  
Sacred Fools Theatre Company  
Santa Monica Civic Light Opera  
Santa Monica Playhouse  
Santa Monica Theatre Guild  
Shakespeare Festival/LA  
Shakespeare Orange County  
Shoreditch Theatrical Productions  
Sidewalk Studio Theatre  
Sierra Madre Playhouse  
Son of Semele Ensemble  
Speak Theater Arts  
Sphere; An Artists Corporation  
Stages Theatre Center  
Stella Adler Theatre  
The Actors Repertory  
The Antaeus Company  
The Blank Theatre Company  
The Blue House Theatre Company  
The Celtic Arts Center  
The Center for New Performance  
The Chance Theater  
The Colony Theatre Company  
The Complex  
The Coronet Theatre  
The Echo Theater Company  
The Gangbusters Theatre Co.  
The Scene Players  
The Hayworth  
The Inkwel Theater  
The J. Paul Getty Trust  
The Lost Studio  
The Lounge Theatre  
The Lyric Theatre  
The Matrix Theatre Company  
The Next Arena  
The Quest Theatre Company, Inc.  
The Secret Order of Revolutionary Operettists  
The Sherry Theater  
The Sight Unseen Theatre Group  
The Syzygy Theatre Group  
The Theatre @ Boston Court  
The Theatre District  
The Victory Theatre Center  
The Virtual Theatre Project, Inc.  
Theatre Banshee  
Theatre East  
Theatre Forty  
Theatre Neo  
Theatre of NOTE  
Theatre Palisades  
Theatre Tribe  
Theatre Unlimited  
Theatre West  
TheSpyAnts  
Tier 4 Company  
Triple MMM Productions, LLC  
Troubadour Theater Company  
Tugboat Productions LLC  
UCLA Live  
UCLA School of Theater, Film & TV  
Underground Theatre  
Unknown Theater  
Venice Theatre Works  
Vikrik Productions  
Vox Humana Theatre Company  
W Productions  
Watts Village Theater Company  
West Coast Ensemble  
West Coast Jewish Theatre  
West of Broadway Theater Company  
Whitefire Theatre  
Windy City Players  
Woodland Hills Theatre at the West Valley Playhouse  
Workshop 360  
Write Act Repertory Company  
Zephyr Theatre  
Zoo District

# Patrons utilizing LAMStageTIX from March of 2004 to June of 2006



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## Greater LA LAMStageTIX Patrons as of 6/29/2006



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On behalf of the LA Stage Alliance Board of Governors, members, and staff,  
 we are delighted that you are interested in joining us as an  
 Organizational member of LA Stage Alliance.