



FOR IMMEDIATE RELEASE:
Dec. 28, 2009

CONTACT:
Michael Kilgore, vice president of marketing, 813.222.1058
michael.kilgore@tbpac.org
or Paul Bilyeu, director of public relations, 813.222.1050
paul.bilyeu@tbpac.org

***Wonderland* creates significant economic impact on Tampa**

Broadway Genesis Project generates commerce in the local community

* * *

Tampa, Fla. — The estimated local economic impact of the world premiere of *Wonderland: Alice's New Musical Adventure* at the David A. Straz, Jr. Center for the Performing Arts is more than **\$8.1 million**. The source is the Americans for the Arts & Economic Prosperity III Calculator*.

With nearly **750 full and part-time jobs** impacted by the project, *Wonderland*, the first initiative of the Straz Center's Broadway Genesis Project, has proven to be an economic catalyst for the region.

"We've always known that the arts impact lives in positive ways," said Judy Lisi, president and CEO of the Straz Center. "We're especially thrilled that *Wonderland* has been not just a cultural success, but also an economic boon as well."

Beginning in early October 2009, a team of more than 50 designers, musicians, performers, etc., descended on Tampa and began spending money in the area's restaurants, markets and shops. By the time the show concludes its Tampa engagement, they, their families, friends and fans from around the world will have booked more than **10,000 room nights** in local hotels. Using area services and merchants, the local and state tax revenue from their direct spending will be nearly **\$1.4 million**. Sets, costumes and props were all fabricated in the area, further increasing the show's economic footprint.

Performances of *Wonderland* continue through Jan. 3, 2010, on Tuesday, Wednesday, Thursday and Sunday evenings at 7:30 p.m., Friday and Saturday evenings at 8 p.m. with matinee performances on Saturday and Sunday afternoons at 2 p.m. A special matinee performance has been added at 2 p.m. on Dec. 24 (Christmas Eve). Regularly priced tickets begin at \$38.50 and may be purchased by calling 813.229.STAR (7827) or 800.955.1045 outside Tampa Bay, in person at the Straz Center Ticket Office or online at www.strazcenter.org.

TBPAC is now the Straz Center.

*Analyses by the *Arts & Economic Prosperity III* Calculator are based on research findings from 156 communities and regions examined by the Americans for the Arts' national economic impact study of nonprofit arts and culture organizations and their audiences. Nationally, the nonprofit arts and culture industry generates \$166.2 billion in economic activity every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by their audiences.

Events, days, dates, times, performers and prices are subject to change without notice.

PAC2010-049

The David A. Straz, Jr. Center for the Performing Arts and its programs are funded in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Council on Arts and Culture, and the National Endowment for the Arts; the Arts Council of Hillsborough County and the Hillsborough County Board of County Commissioners; the Tourist Development Council/Hillsborough County; and the City of Tampa.