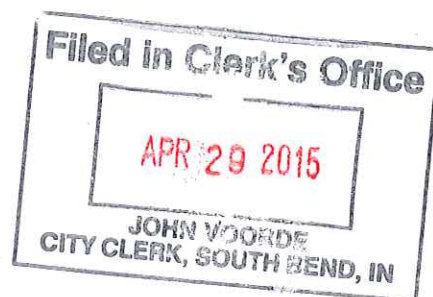


**MORRIS CENTER**  
Morris Performing Arts Center  
Palais Royale Ballroom  
2014 Year End Report



**Morris PAC Top Achievements for 2014:**

**Goal - Good Government**

- **\$1,005,962 Morris revenue earned**
- **21,695 Morris email fan Club members**
- **495 Morris Text Club members.** The new **Morris Text Club** was launched for patrons to receive special offers and ticket presale passwords to purchase show and concert tickets prior to the date tickets go on sale to the general public.

**Goal – Economic Development**

- **97,851 total tickets issued** through the Morris Box Office for a wide variety of events held at the Morris, Palais Royale, and other South Bend locations
- **76 Morris events contracted**
- **4 sold out shows**
  - Aziz Ansari (2 performances) - March 7
  - Disney Live! "Mickey's Musical Festival" - March 8
  - MOVE, Live on Tour - July 8
  - Theresa Caputo Live - October 28
- **Pollstar 2014 Year End Worldwide Ticket Sales Top 200 Worldwide Theatre Venues** (based on ticket sales reported to the nation's leading concert industry publication) Competition is intense to be included on the list as 44 international theaters are included in the list. Pollstar ranking helps attract new events and supports continued business from promoters, agents and artists throughout the USA.
- **"Prime Site Award" by Facilities Magazine** (voted by over 10,000+ readers of the national publication -- booking agents, promoters, talent buyers and special event planners)
- **"Certificate of Excellence" by www.tripadvisor.com** awarded to businesses that rank in the top 10% worldwide for traveler feedback
- **Visit South Bend Mishawaka "Industry Partner of the Year" Tourism Award**
- **South Bend Tribune "2014 Readers' Choice Award" for "Favorite Live Performance Theater"** for the 12<sup>th</sup> consecutive year (voted by readers)
- **International Association of Venue Managers (IAVM) Regions 1, 2, and 3 Conference** May 12-14 was hosted by the Morris, Palais Royale, and Century Center. A welcome dinner was held at the Palais Royale. Venue management seminars were held two days at Century Center. Participants toured the Notre Dame football stadium on May 14 and listened to a presentation by Andrew Berlin, owner of the South Bend Cubs (former Silver Hawks) team.
- **Celtic Woman "Emerald: Musical Gems" new DVD** was released and aired on PBS stations across the U.S. for pledge/fundraising campaigns. The DVD was filmed at the Morris during the 4-9-13 Celtic Woman live performance.

- **Fridays by the Fountain** outdoor summer concert series, held every year since 2001 in the Jon R. Hunt Plaza to increase downtown South Bend activities, was free and open to the public again this year with the generous support of sponsor Beacon Health System. The concert series was co-produced by The Morris with Sunny 101.5 Radio and 16 WNDU TV from June through August on 13 consecutive Fridays.

#### **Strategic Goals for 2015**

- The Morris will build upon our successes and continue to be the premier performing arts center in the region. Even more great events will be booked to present quality events with diverse programming. The Morris will increase the total number of tickets issued and the revenue earned which will bring more people into downtown and increase the economic impact the Morris currently has on downtown South Bend businesses.

#### **Important Initiatives for 2015**

- Planning is underway for the ***Fridays by the Fountain*** series of outdoor summer concerts to be held in the Jon R. Hunt Plaza. Beacon Health System has been secured again as a sponsor to underwrite the event costs and allow the event to again be held on 13 consecutive Fridays June 5 to August 28.

#### **Palais Royale Top Achievements for 2014:**

- **\$222,413 total revenue earned** from a wide variety of events hosted -- wedding receptions, corporate events, high school and college functions, fundraisers, awards and recognition programs, ballroom dancing, holiday parties and community events
- **South Bend Tribune "2014 Readers' Choice Award"** for **"Favorite Place for a Wedding Reception"** (voted by readers)
- **Northwest Indiana Quarterly Magazine "Best Meeting Site for Larger Groups in Greater South Bend/Michiana"** (voted by readers)
- **Visit South Bend Mishawaka "Hot August Nights" lunch tour** was hosted 8-13-14. **Twenty visiting meeting planners** attended from Indianapolis, IN; Nashville, TN; Dallas, TX; and Michigan representing sports, medical, business and religious organizations.
- **New Year's Eve Dinner Dance Party 12-31-14** was successful and open to the public to purchase tickets to attend.

#### **Strategic Goals for 2015**

- The Palais Royale will be the premier banquet/meeting facility in the region for all events demanding fine service, fine dining and exquisite historical atmosphere. The Palais Royale will strive to increase the positive economic impact on downtown South Bend businesses by booking an increased number of events to generate greater revenue.