

# FOCUS 20/20: Your Theatre, Your Town 33<sup>rd</sup> Annual Conference and Theatre Tour Cleveland, Ohio July 15-18, 2009



*Last updated 4/2/09; Subject to change.*

## Opening Luncheon

Wednesday, July 15, 2009

12 Noon – 1:30 PM

*Wyndham Hotel Palace Ballroom, 2<sup>nd</sup> level*

## ***A Time of Change! A Time for Change?***

**Steven A. Wolff**, founding Principal of AMS Planning & Research Corp. and Audience Insight LLC, reports on trends associated with the current economic crisis to help us better understand how the economy is impacting historic theatres.

## **SPEAKER BIO**



**Steven A. Wolff**, CMC, is the founding Principal of AMS Planning & Research Corp. and Audience Insight LLC. He works from the firm's Connecticut headquarters. For 25 years, Steven has provided counsel to leading arts and entertainment enterprises in the planning and development of capital facilities, strategic initiatives and arts market and consumer research.

Steven has participated in the development of more than \$3 billion of new and renovated capital facilities for the arts. He has provided counsel to owners and developers on a wide array of projects, from large-scale arts centers to the reactivation of historic theatres and the development of community facilities, as well as complicated mixed-use developments. Steven has been instrumental in the planning of many of the most significant arts center projects in North America, including the proposed international dance center at the World Trade Center site, the Dallas Center for Performing Arts, the Dr. Phillips (Orlando) Performing Arts Center, the Orange County Performing Arts Center and many others. Steven has guided projects through all stages of development from project definition through needs assessment to site selection, financing and project implementation and operation.

In the area of strategic planning, research and management counsel, Steven has conducted assignments in program design and evaluation, management audits, long-range strategic planning and market research for national philanthropic foundations, including the Wallace Foundation, the Heinz Endowments, the Pew Charitable Trusts and the Knight Foundation and leading producers, presenters and national service organizations. Current efforts include a national scan and planning effort for Americans for the Arts and an international benchmarking study for major performing arts centers. He has guided innovative strategic planning efforts for clients from Harlem's Apollo Theater to the Miami-Dade Department of Cultural Affairs. Steven has been instrumental in the development of innovative "shared services" businesses which expand the capacity of arts producers and presenters across the country. AMS's research practice, Audience Insight is an acknowledged industry leader in arts consumer and market information. All's clients include performing arts centers, symphony orchestras, commercial theatrical producers, presenters, children's theater companies, ballet companies, museums and other arts agencies.

Steven is on the faculty at the Yale School of Drama, where he received a Master of Fine Arts degree in theater administration, and teaches Decision Support. He is a frequent speaker at national conferences and a guest lecturer at many major universities, including the Bolz Center for Arts Administration at the University of Wisconsin-Madison.

**FOCUS 20/20: Your Theatre, Your Town  
33<sup>rd</sup> Annual Conference and Theatre Tour  
Cleveland, Ohio July 15-18, 2009**



Prior to founding AMS in 1988, Steven was a manager in the New York office of London-based Theatre Projects Consultants. He is a member of the Institute of Management Consultants and holds the designation Certified Management Consultant (CMC). Steven served as an officer on the Board of the nationally-known Westport Country Playhouse (2001 - 2006) and is currently on the Executive Committee of the New York Yacht Club.