



2009 Fringe Festival FACT SHEET

(For press inquiries, contact Kristen Evans at kristen@nofringe.org or 504-941-3640)

November 11-15, 2009, New Orleans Fringe will host its second annual theater festival: **over 40 theater groups** from New Orleans and around the country will present **over 100 shows at venues throughout the city**. The shows included drama, comedy, dance, improvisational, multimedia, musical theater, performance art, puppetry, storytelling, spoken word, and other creative projects. The Festival organizes seven venues at grassroots theaters and unusual spaces in the downtown neighborhoods of the Bywater and Marigny, including the Marigny Theatre, Sidearm Gallery, Hi-Ho Lounge, Skull Club, Backyard Ballroom, Peter's Piano Place and the Church of the Fringe on St. Ferdinand. There is also a Bring Your Own Venue option, where artists organize their own venues. In total, over 15 venues throughout the city will be presenting innovative, wild, weird and original theater at the 2009 Festival.

In 2009, we expect **attendance to top 5000**. **Tickets are \$7** with the one-time purchase of a festival button (\$3), and attendees can buy a 5-show pass for \$30. One ticket is good for any one show. There are **free events** too: Paint Party, Busker's Happy Hour, and free parties and performances at the Festival Tent. On Saturday November 14 at 3 pm the **Fringe Parade** will roll down St. Claude, organized and hosted by the Good Children Social Aid and Pleasure Club.

The 2008 Fringe Festival

The 2008 Festival was a great success with over 4400 attendees at the various venues and received rave reviews, with articles in the Times-Picayune, Country Roads, Gambit Weekly, Antigravity, Ambush, and on television stations WWL and WYES. The city showed us that it loved Fringe, and the theater community embraced Fringe. In March 2009, the Fringe was awarded a Special Recognition Award by the Big Easy Theater Awards in New Orleans.

Community Support

Festival Partners:

Arts Council of New Orleans
Ashe Cultural Arts Center
Bywater Neighborhood Association
Entertainment Law Legal Assistance (ELLA)
Faubourg Marigny Improvement Association
Good Children Social Aid and Pleasure Club
Hi-Ho Lounge
Marigny Theatre
New Orleans Contemporary Arts Center
New Orleans Jazz and Heritage Foundation
NOCCA

What the press said:

"The inaugural New Orleans Fringe Festival was full to overflowing with exciting new work — too much for any one person to see and much too much to discuss in the limited space here. Theater suddenly seemed to be everywhere — in scattered oases for aesthetic Crescent City nomads. And the nomads came in droves."

-- Dalt Wonk, Gambit Weekly

New Orleans Fringe - 732 France Street - New Orleans, LA 70117
Tel/Fax 504-941-3640 - www.nofringe.org

Peter Spring
Sidearm Gallery
St. Claude Arts District (SCADNOLA)
St. Claude Main Street Project
XO Gallery
Whole Foods Market

Economic benefits to the community

The Fringe benefits a range of local performers and businesses with direct economic impacts to the community:

- Ticket sales are split 50/50 with **performers**. In 2008 performers were paid a total of \$14,939.50. Some performers earned as much as \$1064 for their shows. Average payout was \$433.65.
- In 2008 **venues** were paid a total of \$3,600 (many venues also made bar business).
- In 2008 **venue technicians** were paid a total of \$4,465.
- Other **local businesses** (Gambit, equipment rental companies, merchants) were paid over \$15,000 in 2008.

Fringe Continues

The fall festival is the flagship event, but the Fringe vision is bigger than the Festival: we plan to transform Fringe into a year-round alternative theater incubator, called the Fringe Alternative Theater Incubator (FATI). FATI includes remounting successful Fringe productions throughout the year, providing training workshops for Fringe artists, and hatching new talent in New Orleans through youth events. Our activities so far have included the Adult Petting Zoo, a mini-Fringe event that showcased a successful Fringe Show with several new works (held March 12-14) and the Fringe Encore July 30-August 1. Pending financing, we are planning Fringe workshops on theater production and management issues and an original children's production.

The Fringe Organization

New Orleans Fringe Inc. is a 501(c)(3) non-profit. We are organized by a core group of New Orleanians who are passionate about theater.

Fringe Organizers:

Artistic Director: Dennis Monn, dennis@nofringe.org
Executive Director: Kristen Evans, kristen@nofringe.org
Volunteer Coordinator: Ben Moren, ben@nofringe.org
Development Coordinator: Damon Rosenzweig, damon@nofringe.org
Technical Director: Jeff Zielinski

Volunteers: Dozens of people step up to run the box offices and take tickets at the venues, manage the festival tent, paint signs, build-out venues and handle many important details.

What the audience said:

"It was just the kind of event that, in my opinion, this city needs and deserves. I went to 6 shows, all but one of which completely blew my intellectual socks off, drank, danced, discovered new ideas and new art, got inspired, and generally had a ball for four days, all for under \$60."

-- Festival Fan

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