



## 2016 Attendance Rankings Place DPAC Among America's Top Theaters

Almost 500,000 Guests Enjoyed DPAC Performances This Year

DURHAM, NC- January 10, 2017 – After setting attendance records in 2016, **DPAC** is once again ranked among the top theaters in America, according to three leading national magazines that cover live U.S. entertainment events and venues.

In their year-end published attendance and sales rankings, *Pollstar*, *Billboard* and *Venues Today* all placed **DPAC** among the country's top five venues among reporting venues of its size and type. **DPAC's** 2016 calendar year featured 235 events which drew a record-setting 490,883 guests and 108 sellouts. 2016 represents DPAC's eighth year of operation under the direction of **Nederlander** and **Professional Facilities Management (PFM)**.

**DPAC** ranked 5<sup>th</sup> in *Pollstar*, 4<sup>th</sup> in *Billboard*, and 3rd in *Venues Today*.

Pollstar 2016 Attendance Theatre Venues			Billboard Magazine 2016 Gross Sales Venues under 5,000 Seats			Venues Today 2016 Attendance Venues 2,001 to 5,000 seats		
	Venue	Capacity		Venue	Capacity		Venue	Capacity
1.	Radio City Music Hall – New York, NY	5,901	1.	The Colosseum at Caesars Palace - Las Vegas, NV	4,000	1.	The Colosseum at Caesars Palace – Las Vegas, NV	4,000
2.	The Colosseum at Caesars Palace – Las Vegas, NV	4,000	2.	The Fox Theatre – Atlanta, GA	4,600	2.	The Fox Theatre – Atlanta, GA	4,600
3.	The Fox Theatre – Atlanta, GA	4,600	3.	The Beacon Theatre - New York, NY	2,900	3.	<b>DPAC – Durham, NC</b>	<b>2,712</b>
4.	The Axis at Planet Hollywood – Las Vegas, NV	7,000	4.	<b>DPAC – Durham, NC</b>	<b>2,712</b>	4.	The Beacon Theatre – New York, NY	2,900
5.	<b>DPAC – Durham, NC</b>	<b>2,712</b>	5.	Orpheum Theatre – Minneapolis, MN	2,618	5.	Orpheum Theatre – Minneapolis, MN	2,618

“Our top priority has always been to be our guests’ favorite place for live entertainment – and that shows in DPAC’s rising attendance and its ranking as one of the top U.S. venues every year,” said Bob Klaus, General Manager at **DPAC**. “With the resources of **Nederlander** and **PFM**, DPAC competes to host every major live entertainment event in America playing venues of our size. Everything we do is done with our guests in mind.”

### **Broadway Leads the Way**

Heading the list of the highest attended shows in 2016 were encore presentations of Disney’s ***The Lion King***, which entertained sellout crowds every night during its multi-week run in February and March, and the ***Book of Mormon***. Both were part of DPAC’s signature series, SunTrust Broadway at DPAC. **Dr. Seuss’ How the Grinch Stole Christmas! The Musical** helped fill guests with the holiday spirit – and collaborated with the Autism Society of North Carolina and Duke Health to offer DPAC’s first-ever special sensory-friendly performance.

“DPAC is the home of the biggest Broadway blockbusters. Fans of live theater know they can count on us to bring the newest hit shows direct from Broadway before they play any other theaters in the region,” said Rachel Traversari, DPAC’s Senior Director of Marketing. “Our team in New York is already lining up commitments for the biggest new shows that will fill our stage for years to come.”

### **2016 - Top Five Broadway shows at DPAC**

1. Disney’s *The Lion King*
2. *The Book of Mormon*
3. **Dr. Seuss’ How the Grinch Stole Christmas! The Musical**
4. *Fun Home*
5. *42<sup>nd</sup> Street*

### **Something for Everyone**

In addition to Broadway blockbusters, DPAC again delivered an incredible variety of events that truly offered ‘something for everyone’. The legendary Queen of Soul **Aretha Franklin** led DPAC’s concert sellouts, followed by pop veterans **Duran Duran**, blues singer **Joe Bonamassa**, and Nobel Peace Prize winner **Bob Dylan**. Comedy also played a big role in DPAC’s year with **Jeff Foxworthy & the Cable Guy**, **Ron White** and **Lewis Black** each drawing large crowds to their multi-performance engagements. Special events included Food Network star **Alton Brown’s “Alton Brown Live: Eat Your Science,”** and a special run of ***Love Jones – The Musical***, a musical stage adaptation of the renowned 1997 film.

“As much as our fans love Broadway, DPAC is equally known for the many concert and comedy events that come here every year,” said Taki Pappas, Director of Programming for Concerts and Comedy at DPAC. “We work with the biggest talent agents and concert promoters in the world to bring incredible musicians and performers to DPAC so we can provide our guests with amazing concert and comedy experiences.”

### 2016 - Top 15 Concerts at DPAC

- |                     |                                    |                                   |
|---------------------|------------------------------------|-----------------------------------|
| 1. Aretha Franklin  | 7. The Moody Blues                 | 11. Yanni                         |
| 2. Duran Duran      | 8. The Temptations & The Four Tops | 12. Celtic Woman                  |
| 3. Joe Bonamassa    | 9. Mannheim Steamroller            | 13. Vince Gill                    |
| 4. Bob Dylan        | 10. The Piano Guys                 | 14. ARW – An Evening of Yes Music |
| 5. Il Divo          |                                    | 15. Weird Al Yankovic             |
| 6. Anthony Hamilton |                                    |                                   |

### 2016 - Top Five Comedy Events at DPAC

1. Jeff Foxworthy & The Cable Guy
2. Ron White
3. Lewis Black
4. Nick Offerman & Megan Mullally
5. Bill Engvall

### 2015 – Top Five Special Events

1. Ira David Wood III's A Christmas Carol
2. 2016 American Dance Festival
3. Love Jones
4. Alton Brown
5. Carolina Ballet's The Nutcracker

Download photos and videos from DPAC's **top five Broadway shows**:

Photos: <http://bit.ly/Broadway2016Photos>

Videos: <http://bit.ly/2016Broadway>

Download photos from DPAC's top **concerts and comedy shows**:

[http://bit.ly/2016Concerts\\_Comedy](http://bit.ly/2016Concerts_Comedy)

Download **photos of DPAC** including both interior and exterior shots:

<http://bit.ly/DPACBuilding1617>

---

### About DPAC

Since its opening in 2008, **DPAC**, Durham Performing Arts Center, has become the center for live entertainment in North Carolina. Recognized for its contemporary design, **DPAC** features 2,700 seats, intimate sightlines and state-of-the-art sound and video. Listed six times in the top five in *Pollstar* magazine's annual worldwide theater attendance rankings, **DPAC** is now the #5 ranked theater in the U.S.

With a mission of presenting one-of a-kind live entertainment events, **DPAC** truly has "something for everyone," hosting 200 performances a year, including spectacular touring Broadway productions, high-profile concert and comedy events, family shows and the heralded American Dance Festival. Owned by the City of Durham and operated under the direction of Nederlander and Professional Facilities Management (PFM), **DPAC** has been listed six consecutive years as the #1 performing arts organization in the region by the *Triangle Business Journal*. For more information please go to [www.DPACnc.com](http://www.DPACnc.com).