1st Chicago International Latino Theater Festival
September 29th - October 29, 2017

FINAL REPORT

5 Weeks
10 Companies
61 Performances
9 Student Matinees
10 Roundtables

Produced by the Chicago Latino Theater Alliance
The Organization

Chicago Latino Theater Alliance (CLATA) is committed to inciting, fostering and showcasing new thought provoking works of emerging Latino playwrights, while preserving and promoting the best works of classic and contemporary artists, to inspire a cross-cultural audience.

A non-profit organization founded in 2016, dedicated to be a transformative cultural engine to help drive the local Latino theater community to a more prominent level. CLATA is positioned to shape Chicago’s cultural landscape by strengthening its diversity through theater.

Board of Directors
Marty Castro - President
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Christine A. Pérez - Manager of Artist & Community Partnerships

* Founding Members
Festival Overview

The 1st Chicago International Latino Theater Festival, Destinos, provided an excellent platform for local, national and international artists to showcase their works, engage with a large and diverse audience, and establish relationships with industry peers. This contributed to Chicago’s reputation of being one of the most exciting theater cities in the country, and stimulated the local economy.

The audience had the opportunity to see first-voice works that reflected the diversity of the Latino experience, and how it related to their viewpoints, from multiple perspectives, genres and styles. Five different countries were programmed (US, Colombia, Cuba, Mexico and Puerto Rico) and of course, four of Chicago’s homegrown Latino theater companies: Teatro Aguijon, Teatro Vista, Urban Theater and Water People Theater. Death and the Maiden, Worst of All and Medea were performed in Spanish with English supertitles. Amarillo, told their stories through projected images, monologues, movement, and a collage of atmospheric settings that evoked layers of national and individual identity. The festival also featured a local playwright, Ricardo Gamboa, with a play Meet Juanito Doe that is by, for and about us that are brown, down, and Chi-town.

Undoubtedly, theater transports people to a place that transcends boundaries, and towards a broader outlook on the world. We hope that the audience that attended Destinos were touched and enriched by the works of these Latino theater companies.

CLATA through Destinos theater festival hopes to transform humanity and encourage discourse on diversity and inclusion.
Theater Companies

Local

Aguijón Theater
*Death and Maiden*

Urban Theater Company
*Ashes of Light*

Teatro Vista
*Fade*

Water People Theater
*Worst of All*

Meet Juanito Doe
Theater Companies International

México - Teatro Linea de Sombra
Amarillo

Puerto Rico - Arte Boricua
Medea

Colombia - Vueltas Bravas
Miss Julie
Venue Partners

Chicago Latino Theater Alliance wishes to thank the festival venue partners and its amazing staff for their undeniable support and collaboration with Destinos. ¡Gracias!
Audience

The festival engaged approximately 8,000 people and hosted national and international companies. More than 800 students attended matinee performances and participated directly in conversations with artists, directors and playwrights.
Discussion panels organized by ALTA- Alliance of Latinx Theater Artists
Artist Meet & Greet at Sinha Restaurant
Artist Meet & Greet at Machu Picchu Restaurant
Collateral

Program books 15,000
Postcards 10,000
Posters 10,000
Theater Signage 5
Estimated impressions for 4 week run.

**JCDecaux**
50 shelters per week : 11 million
(2,755,050 impressions per week)

**Intersection**
20 Bus Kings : 2,041,300
200 Bus Interiors : 1,528,600
200 Rail Interiors : 1,012,800

Four week campaign in various business districts throughout the Chicagoland area
Cultural co-founders; National Museum of Mexican Art, International Latino Cultural Center and Puerto Rican Arts Alliance combined e-blast 2.0M
Facebook 60,220
Twitter- 6,810
Instagram 5,940

Mikey O. Comedy @ Facebook
Featured the weekly theater productions to 51,000 subscribers and social media posts to 16,000 followers.

Chicago Latino Network sent two (2) Destinos Eblast to 70,000 subscribers and social media posts to 16,000 followers.
La palabra “DESTINOS” tiene múltiples significados: explicó, directora ejecutiva de Chicago Latino Theater Alliance.

Inaugurando internacional de teatro Destinos
Una plataforma donde se expone latina a través de un grupo de arte internacional

29 DE SEPTIEMBRE - 29 DE OCTUBRE

Este festival marcará el debut en los Estados Unidos de Teatro Línea de Sombra, que ha colaborado con Chicago Shakespeare Theatre, y cuatro compañías de teatro latino de Chicago, como Water People Theatre, que presentarán obras nuevas y obras de teatro que reflejan la diversidad de la experiencia latina en los Estados Unidos.

Las salas de presentación incluyen Teatro Luna, el Teatro Línea de Sombra, el Victory Gardens Theatre y el The Silverman Group, Inc.

En inglés, la palabra “DESTINOS” no significa “destinaciones” o “destinos”, sino “destinos” o “fate”.

22 de junio de 2017 (Chicago, IL) – Las principales compañías de arte de Chicago, exhibidas en Destinos, el primer festival internacional de teatro latino de Chicago Latino Theater Alliance (CLATA), se presentan en el teatro de la ciudad de Chicago. Las salas de presentación incluyen Teatro Luna, el Teatro Línea de Sombra, el Victory Gardens Theatre y el The Silverman Group, Inc.

El estreno en los Estados Unidos de Cuba el Teatro Ludi, Puerto Rico, Arte Boricua & Teatro Vista.

El grupo mexicano teatro Línea de Sombra presentado con Chicago Shakespeare Theatre.

Las salas de presentación incluyen el Chi Arts, el Teatro Línea de Sombra, el Victory Gardens Theatre y el The Silverman Group, Inc.

22 de junio de 2017 (Chicago, IL) – Las principales compañías de arte de Chicago, exhibidas en Destinos, el primer festival internacional de teatro latino de Chicago Latino Theater Alliance (CLATA), se presentan en el teatro de la ciudad de Chicago. Las salas de presentación incluyen Teatro Luna, el Teatro Línea de Sombra, el Victory Gardens Theatre y el The Silverman Group, Inc.

In Spanish, the word “DESTINOS” has multiple meanings: destinies, destinations or fate.

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In Spanish, the word “DESTINOS” has multiple meanings: destinies, destinations or fate.
• One (1) mention in Despierta Chicago (TV Show)
• One (1) Half-Hour interview in Nuestra Comunidad radio show.
  This show airs on 4 radio stations during the weekend.
• Radio PSA’s on our four stations during the month of October:
  Latino Mix 93.5 FM
  Que Buena 105.FM
  Amor 106 .7FM
  Univision America 1200AM
• One (1) mention in Entre Café y Café con Vicky (Facebook Live Show)
• Two 1/2 hour interviews during the festival on the Ray Rubio Show
  1240AM Radio
• One 20 min interview with Javier Salas “Mi Gente”
• ½ hour interview on WBEZ and VOCALO 89.5FM
• WGN TV’s Adelante – Interview
The U.S. premiere of Ludi Teatro has been canceled after the Cuban theatre group faced visa complications. The company was to perform at the Chicago International Latino Theatre Festival.

BY RYAN MCPHEE
OCT 11, 2017
### Number of performances / plays
- 61 performances over 5 weeks
- 10 total plays (5 local, 2 national, 3 international, 1 international cancellation - Cuba)

### Number of participants / ticket buyer
- 8,170 total approximate general attendance
  - 7,320 at public performances
  - 850 at special student matinee performances

### Number of artists contracted
- 10 Production companies
- 82 Artists
- 34 Technicians
- 113 Professional / Support staff
- 28 Volunteers

### Estimated Local Economic Impact
- 325 Hotel room nights
- 60 Ground transportation rides
- 20% patron consumption at Theater concessions
- 15% of theater goers expenditures at local restaurants
- Retail economy boost
- Set/ Design and Prop materials
- Rental Furniture and Electronic equipment

### Demographic information collected
#### Ethnic Background
- 47 % Latino
- 44 % Caucasian
- 7% African American
- 2 % Other

#### Age group
- 12 % Under 18
- 30 % 18-40
- 58% Over 40

It is important to note that the overall ethnic/demographic breakdown of the venues combined, shows an almost equal distribution between Latino and Caucasians. This is due in part, that The Chicago Shakespeare Theatre, the largest of all the venues, had a predominately Caucasian audience. The other four venues, had a 75% majority Latino attendance.
Acknowledgments

The success of the 1st Chicago International Latino Theater Festival DESTINOS was achieved in part by the generous support of Foundations, Corporate Sponsors, Government Agencies, and the artistic contribution of the local Chicago Latino theater community.

And, the collaboration of a dedicated Board of Director, Staff, and Volunteers. To all...

¡MIL GRACIAS!

Report prepared by:

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