DESTINOS AT A GLANCE

Destinos
2nd Chicago International Latino Theater Festival
Sept 20 - Nov 4, 2018

PRODUCED BY:
CHICAGO LATINO THEATER ALLIANCE
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.

**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.

**CLATA** works tirelessly year-round to support local Chicago theater artists to provide access to foundations and corporate sponsors, promote their work, augment their audiences and forge collaborations.
FESTIVAL OVERVIEW

6 International Theater Companies:
- Argentina — “Quiero Decir Te Amo”
- Colombia — “Acéléré”
- Costa Rica — “El Patío”
- Mexico — “Mendoza” & “La Prietty Guoman”
- Puerto Rico — “Luna de Cristal”

2 National Theater Companies:
- Dallas — “WET: A DACAmented Journey”
- Los Angeles — “An American Odyssey”

6 Chicago Latino Local Theater Companies:
- Aguijón Theater — “Casa Propia”
- The Miracle Center — “There’s a Coqui in My Shoe”
- Ricardo Gamboa — “The Real Life Adventures of Jimmy de la Rosas”
- Teatro Vista — “American Jornalero”
- UrbanTheater Company — “Not For Sale”
- Water People Theater — “Musas”
*co-presented by: The American Writers Museum and The Poetry Foundation

DESTINOS undoubtedly transported the audience 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 that aimed to transform and enrich humanity and encourage discourse on diversity and inclusion.

CLATA established presenting collaborations with The Latino Policy Forum, The Poetry Foundation and The American Writers Museum, which included their expertise in post-show panels.
LOCAL PRODUCTIONS

Aguijón Theater
Casa Propia

UrbanTheater Company
Not For Sale

Water People Theater
Musas

Teatro Vista
American Jornalero

Ricardo Gamboa
Real Life Adventures of Jimmy de la Rosas

The Miracle Center
There’s a Coqui in My Shoe
Los Angeles
Culture Clash
An American Odyssey

Dallas
Cara Mia Theatre & Ignite/Arts
Co-presented by Latino Policy Forum
WET: A DACAmented Journey

NATIONAL PRODUCTIONS
INTERNATIONAL PRODUCTIONS

Puerto Rico
Cuarzo Blanco Inc.
Luna de Cristal

Argentina
Humo Negro
Quiero Decir Te Amo

Colombia
Circolombia
Acéléré

Mexico
Los Colochos Teatro
Mendoza

Costa Rica
Teatro Abya Yala
El Patio

Mexico
César Enríquez Cabaret
La Prietty Guoman
VENUE PARTNERS

Goodman Theatre

Shakespeare Theatre

Steppenwolf

Victory Gardens Theater
COLLATERAL & OUTDOOR ADVERTISING

Total printed impressions through transit ad including Bus Kings, Bus Shelter, Bus/Rail Interiors: 8,691,900

Wintrust Bank billboard impression over 4 weeks: 1.2 million
Facebook Followers: 322,838 collaborators combined
- **Change:** 1500% increase in mentions

Instagram Followers: 230,563 collaborators combined
- **Change:** 380% Increase in mentions

Twitter Followers: 124,181 collaborators combined
- **Change:** 330% Increase in mentions

**TOTAL SOCIAL MEDIA FOLLOWERS:** 677,582
E-MAIL CAMPAIGNS

Email impression info?
XXXXXXXXXXX
- ANY INFORMATION ABOUT RADIO & TV APPEARANCES????
PRESS RELEASES

Total of 8 press releases issued over the course of the festival, sent to local Chicagoland area media. 7 out of 8 of them were also translated and sent in Spanish to Latinx press.
PRINT & ONLINE MEDIA COVERAGE

"Destinos," the Chicago International Latino Theater Festival, showcases unique perspectives on the Latino experience through the work of local, national, and international theater artists.

Seeing Seventy: A Select Slice of This Fall’s Theater Season

Destinos: Un escenario de experiencias latinas

Chicago Tribune: "Destinos" estrena la segunda edición de su festival internacional de teatro para hispanos

'Destinos,' the Chicago International Latino Theater Festival to return for another year of "new Latino theater"

Chicago Sun-Times: "Destinos" expands to showcase more Latino theater

"La Prietly Guaman" abordará la intolerancia desde la comedia

"Acelere" by Circolombia at Chicago Shakes
PANEL DISCUSSIONS
SPECIAL EVENTS

KICKOFF PARTY

ARTIST MEET & GREET AT SINHA RESTAURANT

MENDOZA OPENING NIGHT
SPECIAL EVENTS: LATINICITY LUNCHEON
**Demographics**

- 57% Latino
- 41% Caucasian
- 186 Other

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 of the co-presentation and collaboration with The Chicago Shakespeare Theatre and the Goodman Theater, which both have predominantly Caucasian audience.

**Estimated Local Economic Impact**

- 258 hotel room nights
- 5 International flights
- Ground transportation (Taxi, Uber, Lyft rides)
- Props rentals and lighting
- Street material distribution
- Printing services
- Advertising & marketing outlets

**Estimated Overall Audience Attendance**

- 10,000

**Special Events**

- 850 guests

**Technical Support**

- 11

**Contractual Services**

- 11

**Volunteers**

- 30

Including social media ambassadors

**Venues**

- Aguijon Theater | Free Street Theater
- Goodman Theatre | The Miracle Center
- National Museum of Mexican Art
- Chicago Shakespeare Theater
- Steppenwolf 1700 Theatre
- UrbanTheater | Victory Gardens Theater

**Performances**

- 81

**Companies**

- 14

**Artists**

- 186

**Student Matinees**

- 10

**Panels & Talk-backs**

- 13
  
  Supported by the Illinois Humanities Council

**Estimated attendance**

- 10,000

**Age Group**

- 15-18% 18 & Under
- 38% 18-40
- 47% Over 40
ACKNOWLEDGEMENTS

The success of the 2nd 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.

Myrna Salazar, Co-Founder & Executive Director
Sara Carranza, Executive Assistant
Daniel Arizaga & Kiyomi Negi-Tran, Creative Direction & Design
Gretchen Hasse, Photographer

And, the collaboration of a dedicated Board of Director, Staff, and Volunteers. To all...¡MIL GRACIAS!