Destinos

3rd Chicago International Latino Theater Festival

2019 Report

Produced by Chicago Latino Theater Alliance
2019 FESTIVAL DATA

7 WEEKS
September 19 - October 27, 2019

9 VENUES
- Aguijon Theater
- Chicago Shakespeare Theater
- Chopin Theatre
- The Den Theatre
- Goodman Theatre
- National Museum of Mexican Art
- Repertorio Latino Theater Company
- Steppenwolf 1700 Theater
- UrbanTheater Company

11 THEATER COMPANIES

87 PERFORMANCES

123 ARTISTS

13 TECHNICAL THEATER STAFF

10 STUDENT MATINEES

11 PANELS
Supported by the Illinois Humanities

76 TALK BACKS

14 CONTRACTED PROFESSIONAL SERVICES

144 VOLUNTEERS
DEMOGRAPHICS

ETHNICITY/RACE
70.6% LATINO
22.6% CAUCASIAN
3.3% AFRICAN AMERICAN
1.2% ASIAN
2.3% NATIVE AMERICAN

AGE
4% UNDER 20
18.4% 20 - 29 YRS
31.7% 30 - 45 YRS
21.2% 46 - 55 YRS
24.6% OVER 55

EDUCATION
8.6% HIGH SCHOOL
51.5% UNDERGRADUATE
39.9% MASTERS/DOCTORATE

ENGAGING
7,000+
ATTENDEES

*generated from 593 audience surveys excluding student matinees
LOCAL

EXQUISITA AGONÍA
AGUIJON THEATER

HOTEL-Ó
REPERTORIO LATINO THEATER COMPANY

HOPE: PART II OF A MEXICAN TRILOGY
TEATRO VISTA

BACK IN THE DAY: AN '80S HOUSE MUSIC DANCESICAL
URBAN THEATER COMPANY

THE DELICATE TEARS OF THE WANING MOON
WATER PEOPLE THEATER

4 WORLD PREMIERES
• AGUIJON THEATER
• REPERTORIO LATINO THEATER COMPANY
• URBAN THEATER COMPANY
• WATER PEOPLE THEATER

1 MIDWEST PREMIERE
• TEATRO VISTA

5 CHICAGO NEIGHBORHOODS
• BELMONT-CRAGIN
• BRIDGEPORT
• WICKER PARK
• HUMBOLDT PARK
• LINCOLN PARK
The artistic team of La Tia Mariela was denied touring visas by the U.S. Department of Citizenship Immigration Services (USCIS) causing a cancellation in DESTINOS. This denial garnered national/international headlines, and further unified presenters who have experienced increased artist visa denials in recent years.
CLATA’s first successful international exchange presented in Mexico City in partnership with the National Museum of Mexican Art and the Universidad del Claustro de Sor Juana. The production of Water People Theater’s La Peor de Todas (The Worst of All) had two full houses of 500 audience members.
SPECIAL EVENTS

**KICK-OFF**
**250 GUESTS**
Honoring Commissioner Mark Kelly for his unwavering support for the Chicago Latino theater community and spearheading the 2019 Year of Chicago Theatre. Event emceed by local theater artist, Melissa DuPrey.

**11 PANELS**
**76 AUDIENCE TALK BACKS**
Supported by the Illinois Humanities and curated by Yolanda Cursach. Panels featured experts in various industry areas and included a cooking demonstration immersing audiences in authentic Puerto Rican cuisine.

**STUDENT MATINEES**
**800 STUDENTS**
With the participation of 13 schools spanning the greater Chicagoland area.

**PROGRAMMERS**
CLATA for the first time invited and hosted programmers and artistic directors from the Americas representing: National; **FundArte** (Miami), **GALA Theatre** (D.C.), **Los Angeles Theatre Center/ Encuentros**, International; **FITAM** (Chile), **FIDAE** (Uruguay), **FIBA** (Argentina), **Medellín en Escena** (Colombia), **FONCA** (Mexico), and **Casa de Teatro** (Dominican Republic); to view and consider Chicago Latino theater productions for mobility.
DESTINOS: 3rd Chicago International Latino Theater Festival made a big splash in U.S national and International news due to the artist visa denial for La Tia Mariela and the international exchange of bringing Water People Theater's production of La Peor de Todas to Mexico City.

In Mexico City, a special press conference was held featuring Mexican celebrities Angelica Aragon and Astrid Hadad, and the Chicago teams of CLATA, National Museum of Mexican Art, and Water People Theater. 10 television stations were in attendance, as well as various news and entertainment magazine columnists reported on the successes of this historical event.

23% INCREASE IN COVERAGE
MARKETING

TRADITIONAL MEDIA IMPRESSIONS
24.9 M

COLLATERAL
15K PLAYBILLS
20K FLIERS
5K POSTERS
90 BUS KINGS
140 RAIL CARDS
55 BUS SHELTERS
1 DIGITAL I90 BILLBOARD

ONSITE MARKETING ACTIVATIONS
• YEAR OF CHICAGO THEATER KICK-OFF
• MY HOUSE MUSIC FEST
• MOVIES IN THE PARK
• SUMMER DANCE
• POETRY FOUNDATION BLOCK PARTY
• MAXWELL STREET MARKET
• SANGRIA FEST
• 9 THEATER VENUES
CLATA has a robust social media strategy entailing an ambassadorship program coordinated by Jorge Valdivia consisting of 11 social media influencers who advocate and attend festival events.
The Chicago Latino Theater Alliance (CLATA) is a non-profit organization co-founded in 2016 by Carlos Tortolero, Founder & President NMMA, Carlos Hernandez, Founder & Executive Director PRAA, Pepe Vargas, Founder & Executive Director ILCC, and Myrna Salazar. CLATA is committed to inciting, fostering, and showcasing new thought provoking works of emerging Latino playwrights, while perserving, and promoting the best theatrical works to inspire cross-cultural audiences. CLATA through Destinos creates a platform where Latino stories are represented, celebrated, and amplified, which in turn, demonstrates that Chicago is a mecca of diverse quality theater.