

Economic Engines Honoree

Category: Places

Arizona State University

Gammage Auditorium

www.asugammage.com



The M&I Bank Broadway Across America-Arizona series at Gammage resulted in \$41.3 million in spending in the Valley in 2005.

Besides bringing great entertainment to the Valley, Arizona State University's Gammage Auditorium also brings in the big bucks, especially through its M&I Bank Broadway Across America-Arizona series.

A study by the League of American Theatres and Producers found that the series at Gammage resulted in \$41.3 million in spending in the Valley in 2005. Theatergoers come from across the state and out of state, bringing money to Tempe and the Valley.

ASU works in partnership with the Tempe Convention and Visitors Bureau and the Downtown Tempe community to promote business prior to and following performances. As a result, ASU Gammage helps to generate revenue to area retailers, restaurants and hotels through guests attending its programs and performances.

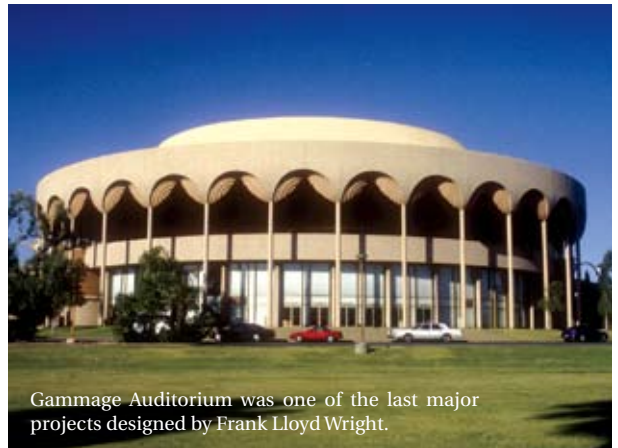
In addition, each year ASU Gammage presents a season of touring Broadway productions. In the 2007-2008 season, there were 16 weeks of Broadway shows at Gammage. Each show was comprised of a company of performers, designers, production and technical staff that were housed in area hotels and frequented area restaurants, retailers, spas, gyms, bars and clubs. Those activities alone bring a significant amount of outside revenue to the Valley each year.

Adding to the economic impact is the fact that a portion of the technical and production staffs for the Broadway touring productions include local laborers and musicians, thereby creating job opportunities for Valley residents.

The executive director of ASU Gammage is Colleen Jennings-Roggensack, who is instrumental to bringing the Broadway series to Gammage. Along with her work at Gammage, Jennings-Roggensack is heavily involved in the local arts and culture scene. She is a former board member on the Arizonans for Cultural Development and Western States Arts Federation. Jennings-Roggensack also serves on the Board of Governors of the Broadway League and as co-chair of the 2009 Annual Spring Road Conference. She currently serves on the board of directors for Child-splay and Creative Capital. She was also co-chair of the 2004 presidential debate at ASU.



Colleen Jennings-Roggensack is the executive director of ASU Gammage.



Gammage Auditorium was one of the last major projects designed by Frank Lloyd Wright.

Photos: ASU Gammage



Year Established

1964

AZ Employees

33 full time,

147 part time