



FOR IMMEDIATE RELEASE  
September 12, 2011

## **Columbus Premiere of *Jersey Boys* Has \$14 Million Impact on Local Economy**

The Columbus premiere of the Tony, Grammy, and Olivier Award-winning hit musical *Jersey Boys* entertained more than 50,000 patrons over its recent three-week engagement at the Ohio Theatre, generating an estimated \$14 million in economic impact for the city of Columbus.

"The entire community benefits when *Jersey Boys* tours," said Bill Conner, President and CEO of CAPA. "Having a production that well-loved and well-attended creates far-reaching, positive financial benefits for the local economy."

*Jersey Boys* patrons contributed to local economic impact through peripheral spending on items such as dining, clothing, dry cleaning, child care, gas, or parking.

"Thanks to CAPA and Broadway Across America for bringing another premier production to Columbus," said Jeff Mathes, owner of downtown's Due Amici and Barrio restaurants. "In what would generally be a slow time for restaurants, August was a huge success for us. *Jersey Boys* was pure economic stimulus for downtown."

"Our restaurants were thrilled with the tremendous economic impact of *Jersey Boys*. Our slowest nights were busy and our busiest nights were off the hook, feeding happy, hungry theatre patrons both before and after the show," stated restaurateur Liz Lessner. "On behalf of the Betty's Family of Restaurants, thanks to CAPA and Broadway Across America for bringing so much fun to downtown Columbus."

Additionally, the production brought 15 trailers of sets, costumes, and special effects equipment to Columbus, as well as a cast and crew of 52 that were housed in local hotels, attended community attractions, and patronized area businesses such as dry cleaners, restaurants, grocery stores, and retail establishments.

*Jersey Boys* also employed more than 100 local stagehands, hairdressers, and wardrobe assistants over the three-week run.

*Jersey Boys* concludes the 2010-11 Fifth Third Bank Broadway Series for CAPA and Broadway Across America. The 2011-12 Fifth Third Bank Broadway Series includes *Shrek the Musical*, *Blue Man Group*, *Billy Elliot the Musical*, *West Side Story*, and *Memphis*. Subscriptions to the 2011-12 season are on sale now. Single tickets to *Shrek the Musical* will go on sale November 3. Single tickets to the remaining productions go on sale December 1. *MAMMA MIA!* is not on subscription, but will play the Palace Theatre December 13-18. Tickets go on sale September 29.

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**About CAPA**

Owner/operator of downtown Columbus' magnificent, historic theatres (Ohio Theatre, Palace Theatre, Southern Theatre) and manager of the Riffe Center Theatre Complex, Lincoln Theatre, and Shubert Theater (New Haven, CT), CAPA is a not-for-profit, award-winning presenter of national and international performing arts and entertainment. For more information, visit [www.capa.com](http://www.capa.com).

**About Broadway Across America**

Broadway Across America part of the Key Brand Entertainment family of companies which includes *Broadway.com*, is owned and operated by British theatre producer John Gore (CEO) and entertainment industry veteran Thomas B. McGrath (Chairman). Broadway Across America presents first-class touring musicals and plays across 40 North American cities. *Broadway.com* is the premier theater website for news, exclusive content and ticket sales. Under the supervision of Beth Williams (CEO-Theatrical), Broadway Across America is also dedicated to the development and production of new and diverse theatre. Current Broadway productions include *How To Succeed in Business Without Really Trying* starring Daniel Radcliffe and John Larroquette, *Million Dollar Quartet*, *Priscilla Queen of the Desert*, *Jerusalem*, *Memphis*, and the West End production of *Million Dollar Quartet*. For more information, please visit [BroadwayAcrossAmerica.com](http://BroadwayAcrossAmerica.com) and [Broadway.com](http://Broadway.com).

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