

Broadway at the Fox: Tailoring Theater to the Inland Empire



The Inland Empire can not be put in a box. We are a diverse Southern California community with eclectic interests and unique buying habits—case in point: the rebirth of the Fox Performing Arts Center. Season one was eye-opening and exciting. Testing our market and discovering what it meant to be the premier theater experience brought challenges and successes amplified by both recession and civic enthusiasm.

When Bill Malone of FX Arts Management and the Nederlanders organization saw that their standard formula for presenting a theatrical series was not the best fit for Riverside audiences, they did what any successful business would do—reach out to partners and begin reinventing the model. The answer came when they hit on the idea of bringing Nederlander affiliate McCoy Rigby from La Mirada on board.

This new structure keeps decision-making and sales functions local and incorporates McCoy Rigby's in-depth knowledge of our regional market to create a more seamless and satisfying experience for customers. This season will feature subtle differences in programming, scheduling and pricing—touches that enable management to tailor entertainment offerings to the tastes and interests of Riverside patrons.

Theater-goers can expect a continuation of the high caliber, nationally acclaimed productions that are hallmarks of the Nederlander standard, from musicals and plays to children's programming, but with increasing variety that suits our unique market. Season ticket-holders will be able to renew their subscriptions and maintain their prime seating but a change in purchasing flexibility will allow a "build your own season" option and the fluid availability of single ticket buying as well.

This strategic transition is an innovative response to the needs of the community aimed at ensuring that Broadway Theater is successful and accessible in Riverside.

