

# Attack Theatre

PITTSBURGH, PA

## THE STATS

OPERATIONAL SINCE 1994

EMPLOYEES: 4 FULL-TIME ADMINISTRATIVE

STAFF, 8 FULL-TIME ARTISTIC STAFF

ANNUAL BUDGET: \$615,000 IN 2015

NUMBER OF DATA PROFILES SUBMITTED: 10



## What They Do

Founded in 1994 by Artistic Directors Michele de la Reza and Peter Kope, Attack Theatre combines modern dance, original live music, multimedia and interdisciplinary art forms with “ninja-like intensity” (*Pittsburgh Tribune-Review*) to present work in traditional and non-traditional spaces throughout the United States and around the world. The theatre is Pittsburgh’s largest contemporary dance company and has produced over 200 contemporary dance based productions in theatrical and site-

specific settings. Whether in theaters, street-corners, or in the classroom, Attack Theatre’s programs create a personalized connection between artist, audience, and environment with the core philosophy that movement is an essential part of life and learning.

## The Challenge

“We aren’t a theatre company with a typical ‘season.’ We were having trouble explaining the large swings in our earned to contributed income ratio over time, especially as it related to the number of people served and projects managed in any given year. DataArts reports allowed us to effectively communicate the reason why our income shifts so dramatically each year,” said Rebecca Humberger, Executive Director, Attack Theatre.

## How DataArts Helps

Attack Theatre uses DataArts’ data to support funding requests, strengthen program proposals, and make a more persuasive case for its work. The organization includes specific DataArts reports and CDP data in the materials regularly presented to its Board of Directors. Attack uses these data for planning, committee work, and internal meetings.



*“Because we are a founder-led contemporary dance company, deciding to move forward on a project is often met with specific questions: Is it financially sustainable? Are we interested in it? It’s at this point that data related to people served, return on investment/future investment, and capacity come into play. We turn to DataArts to help inform these discussions.”*

**Rebecca Humberger**

Executive Director

## How Data Makes a Difference

“Because we’re the largest contemporary dance company in Pittsburgh, we found ourselves making (and believing) sweeping generalizations about the work we do and the people we serve. By incorporating data into our decision-making processes, we are now choosing to produce work that is directly informed by both our own learnings and the experience of the cultural community at large. This is

not to say that we don’t continue to take risks — for that is an essential part of everything that we do — but now in our third decade of operations, we take calculated, data-informed risks, where measurement of those risks has become a priority.”

## DataArts, in a Word

“**Transformative.** As a result of data-informed decision making, we’ve seen great results from funders and in our local community. Plus, our administrative and artistic staff values data and its role within the organization. The company dancers and teaching artists play a part in capturing audience data, especially when it comes to the hundreds of arts education and community engagement programs we conduct annually. The dancers are critical in

data management and upkeep, and it’s built into our organizational habits.

Attack Theatre will continue to value data (input and analysis). As the tools become more streamlined, integrated in our own systems, and used more widely in the sector, we will only get better at understanding how data can help us become more relevant and responsive.”



## About DataArts

DataArts is a nonprofit organization that empowers the arts and cultural sector with high-quality data and resources in order to strengthen its vitality, performance, and public impact. The Cultural Data Profile (CDP) is DataArts’ flagship service, which thousands of cultural nonprofits use annually to report their financial and programmatic information. DataArts is a catalyst for data-informed decision-making that results in stronger management for arts and cultural organizations, better-informed philanthropy, and a rich information resource for advocates and researchers.

For more information, visit us at [www.culturaldata.org](http://www.culturaldata.org).

Photos courtesy of Attack Theatre, Pittsburgh, PA.  
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