

Holland Center and Orpheum Theater



On May 11, Tim Dickmeyer from the Holland Center in Omaha, was the guest speaker. He works for the Mid American Direct Marketing Company.

Tim grew up in the Florence area of Omaha. He received his BS degree in Music Education in Lincoln. He was a trombone player in the Lincoln Symphony. He moved to Treynor 1 ½ years ago. His wife teaches in the Omaha Public Schools.

Omaha Performing Arts was formed to manage the Orpheum Theater and the Holland Performing Arts Center. Historically, the Orpheum was built in 1927 for Vaudeville performances. It was remodeled in 1975, 1989, and 1996. In September 2004 Ticket Omaha opened. In October 2005 the Holland

Center opened. In 2007 the Orpheum held an 8th year anniversary.

The Orpheum has 2600 seats. The Holland Center contains the Kiewit Concert Hall, with 2000 seats, the Scott Recital Hall with 200-350 seats, and the Courtyard which has 1000 seats.

Attendance over six years is about 2.1 million people. The two centers hold 275 to 300 events per year. The economic impact on the area was calculated as \$31.38M in 2011 and \$128.5M over five years.

The Education and Community Involvement programs hold more than 150 events each year, with 140,000 in attendance over six years. They also provide free community events, such as Jazz on the Green at Midtown Crossing. It began in July 2010 and has about 50,000 participants each year.

Music and movies has been held at the Holland Center since summer 2007. It has about 1000 participants each year. There are also 60-70 private events each year.

The Holland Center has 31 board members. Presenter Membership is over 100 people. They raise about \$2M. Ambassadors are volunteers. There are about 400 volunteers. They staffed 325 events in 2011 and 2012, contributing 40,000 hours of free labor. In the last seven years they have contributed 280,000 hours, valued at \$3.5M using \$12.50 per hour.