

# CULTURE & ENTERTAINMENT

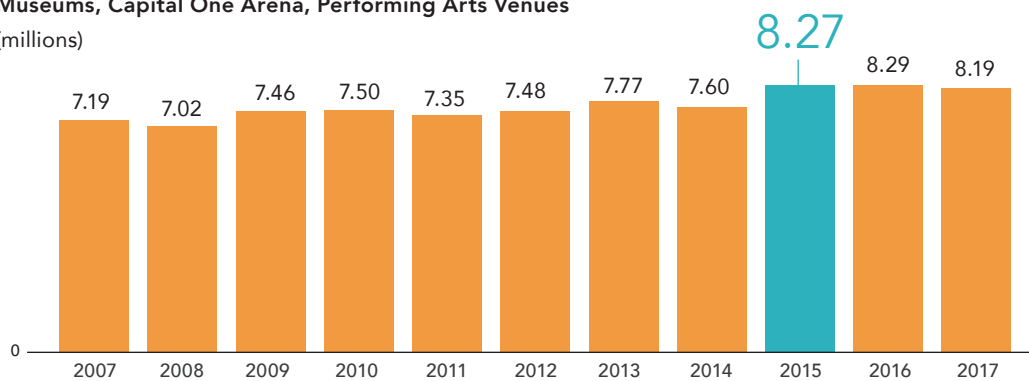
DOWNTOWNDC  
IS HOME TO THE  
**CAPITAL ONE ARENA,  
8 PERFORMING ARTS  
VENUES AND 10  
MUSEUMS**

## **EIGHT MILLION VISITED** BID VENUES IN 2017

DowntownDC's culture and entertainment economy continued to be propelled in 2017 by Monumental Sports & Entertainment's Capital One Arena, eight performing arts venues and 10 museums. Together, these venues drew 8.2 million visitors to DowntownDC in 2017.

### TOTAL VISITORS

Museums, Capital One Arena, Performing Arts Venues  
(millions)



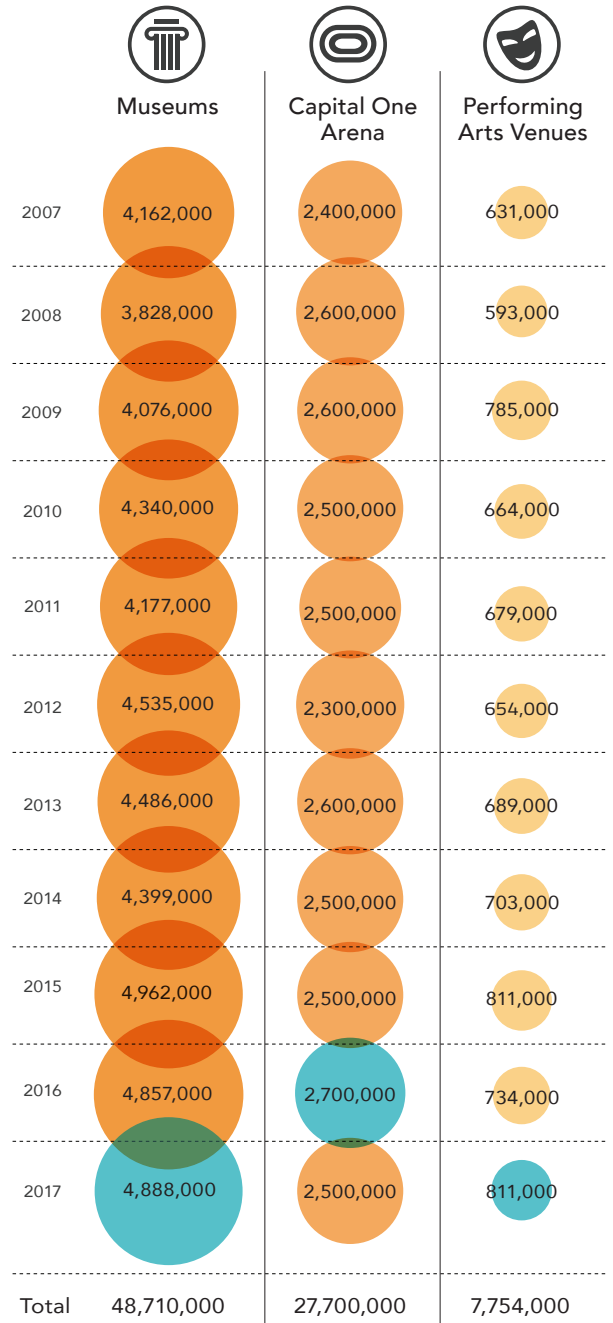
Source: Museums, Performing Arts Venues and Monumental Sports & Entertainment



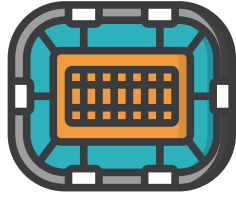


The School for Lies: Shakespeare Theatre Company

### DOWNTOWNDC CULTURE & ENTERTAINMENT VISITORS



Source: Museums, Performing Arts Venues and Monumental Sports & Entertainment



THE  
CAPITAL  
ONE ARENA  
DREW  
**2.5**  
MILLION  
ATTENDEES

Performing arts attendance in DowntownDC grew by 11% in 2017 to 811,000 patrons, led by increased attendance at the Warner Theatre and the National Theatre. DowntownDC's eight performing arts venues each attracted between 49,000 and 201,000 patrons in 2017.

**DOWNTOWNDC THEATRE STALWARTS RETIRING**

The DowntownDC theatre community learned in 2017 that its two longest-serving artistic directors would retire: Michael Kahn of the Shakespeare Theatre Company after 32 years, and Howard Shalwitz of Woolly Mammoth Theatre after 38 years. Under their direction, both theatres won dozens of awards, including Shakespeare's 2012 Regional Theatre Tony Award. Maria Manuela Goyanes, the director of producing and artistic planning at the Public Theater in New York City, has been chosen to succeed Shalwitz at Woolly Mammoth.

COMEDIAN  
**DAVE CHAPPELLE**

HELD

**17**



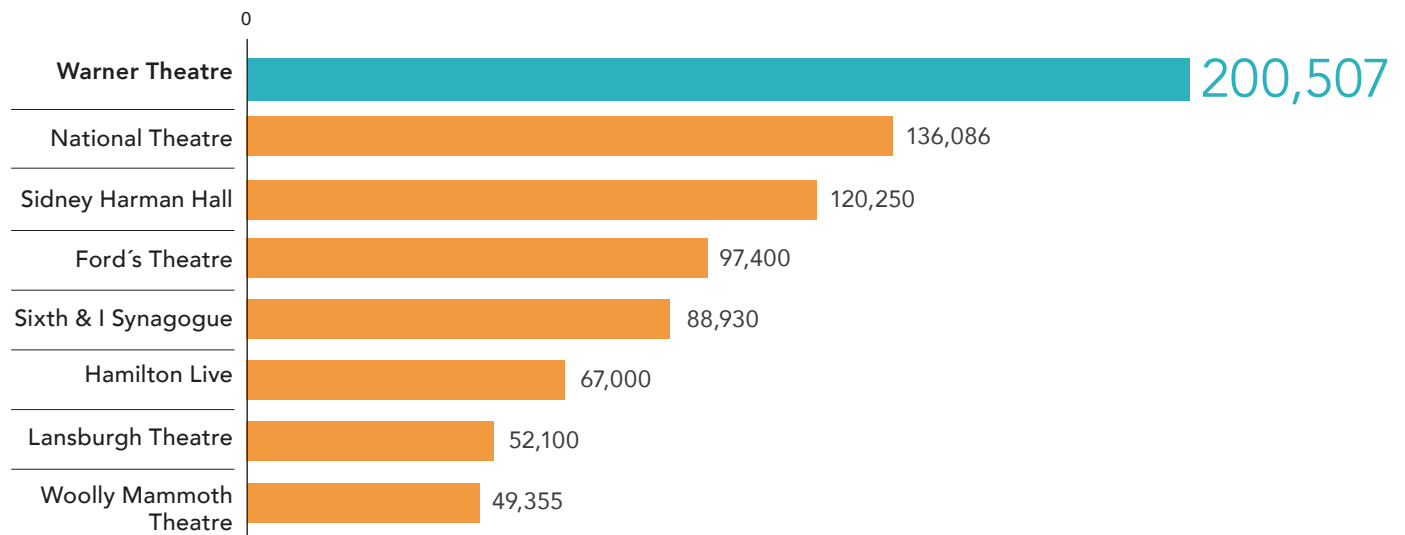
PERFORMANCES

FOR

**24,747**  
ATTENDEES

AT THE WARNER  
THEATRE IN  
SEPTEMBER 2017

**PERFORMING ARTS ATTENDANCE IN DOWNTOWNDC**

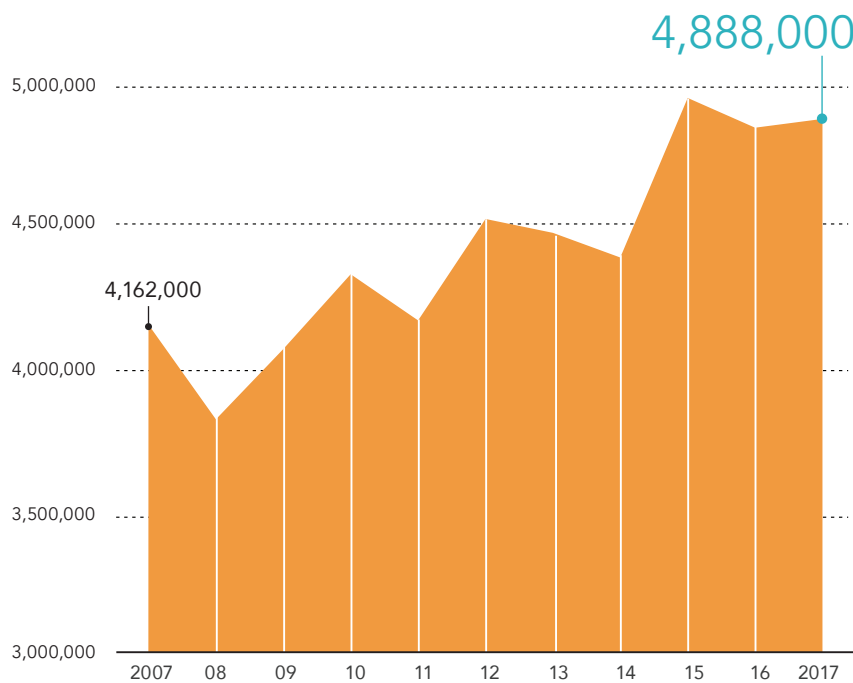


Source: Performing Arts Venues



**MICHAEL  
KAHN AND  
HOWARD  
SHALWITZ,**  
TWO HIGHLY ACCLAIMED  
ARTISTIC  
THEATRE DIRECTORS,  
**ANNOUNCED  
THEIR  
RETIREMENTS**  
IN 2017

**MUSEUM ATTENDANCE IN DOWNTOWNDC  
TOTAL VISITORS**



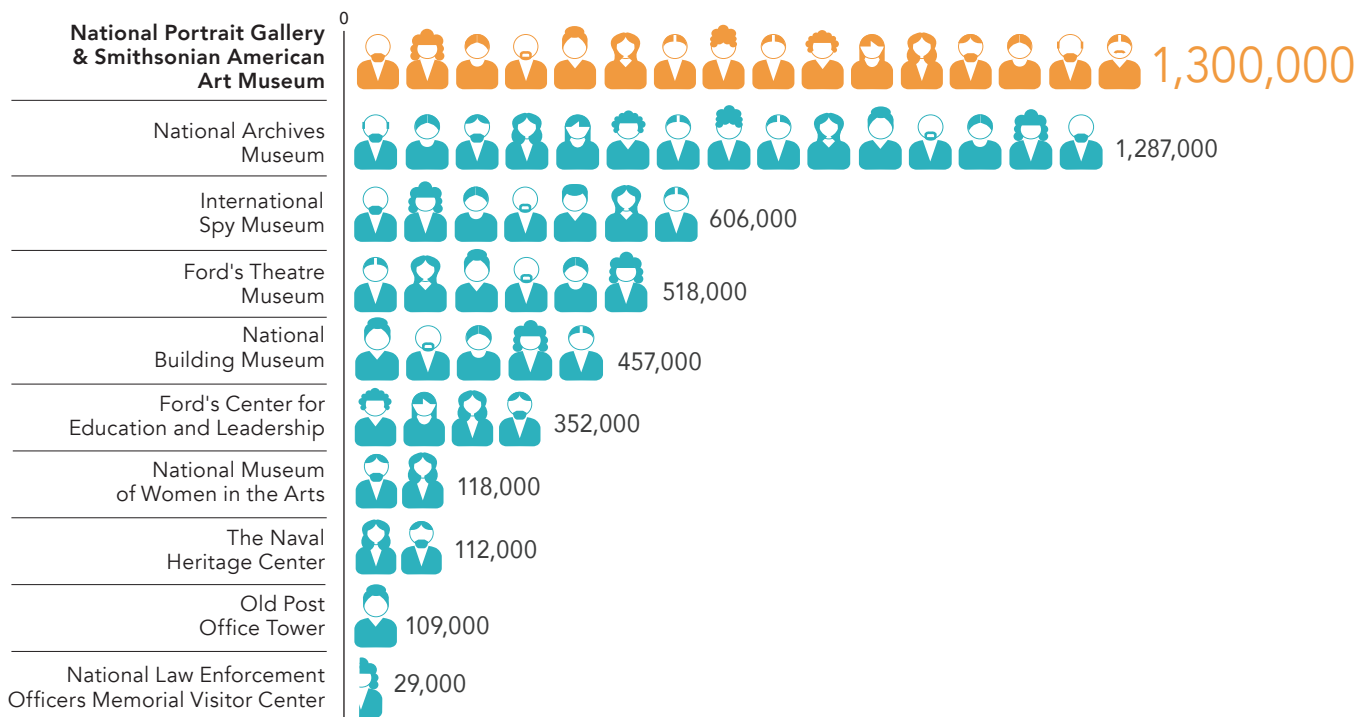
Source: Museums

**EVENTS AT THE  
CAPITAL ONE ARENA**

2017	<b>231</b>
2016	218
2015	202
2014	204
2013	208
2012	197
2011	201
2010	207
2009	212
2008	204
2007	213

Source: Monumental Sports & Entertainment

## MUSEUM ATTENDANCE IN DOWNTOWNDC



Sources: From the Museums

## STRONG MUSEUM ATTENDANCE GROWTH

DowntownDC museum attendance was 4,888,000 in 2017, up slightly over the previous year. Museum attendance is likely to grow further over the next few years following the opening of four new museums in DowntownDC:

1. The National Law Enforcement Museum, to open in Fall 2018 in the 400-block of E Street
2. Planet Word, to open in Winter 2019 in the historic Franklin School at 693 13th Street


3. The National Children's Museum, to open in March 2019 at 1300 Pennsylvania Avenue

4. The Milken Institute is in the planning stages for a museum of the American educator

## CAPITAL ONE ARENA'S INFLUENCE

With 231 events in 2017, Monumental Sports & Entertainment's Capital One Arena drew 2,548,000 patrons to DowntownDC. Though attendance decreased from 2,700,000 in

2016, Capital One's 2017 visitor number in the region trailed only Nationals' Park, which had 2.6 million attendees but has twice the amount of seating as the Capital One Arena. In 2018, Monumental Sports & Entertainment will invest \$40 million to improve the fan experience at the Capital One Arena.



The Hive exhibit  
opened in the summer  
of 2017 at the National  
Building Museum

**2.7 K**

**WOUND PAPER  
TUBES USED TO  
BUILD THE HIVE  
INSTALLATION**