

NAPAMA

NORTH AMERICAN PERFORMING ARTS MANAGERS & AGENTS

MAY 19-21, 2024
at the Tobin Center
in San Antonio, TX

Retreat Program &
Local Recommendations

PARTNERING FOR PROGRESS

The performing arts is an ever changing and difficult landscape to navigate, even in the best of times. As the field continues to evolve, Agents, Managers, Artists and Presenters have to work more collaboratively than ever to achieve the mutual goal of presenting live arts experiences to communities across the country. From the early stages of a project until the day of the show and afterwards, there are opportunities to work together in new ways and to create deeper partnerships/relationships that allow for a more successful engagement.

The 2024 NAPAMA Retreat explores all aspects of collaboration, ranging from negotiations and contracting to marketing and community engagement and beyond. With panels of industry leaders and experts, roundtable sessions of peer-to-peer sharing, and networking time, we will learn from one another how to PARTNER FOR PROGRESS.

Schedule Snapshot

Sunday

10am - Optional Alamo Excursion
2-4pm - Welcome & Opening
Round Table Session
4:30-6pm - Happy Hour
6:30-9:30pm - Dinner on your own or
Optional Excursion to Hopskotch!

Monday

8-9:am - Sponsored Breakfast
9-11am PD - New Ways of Working
11am-12pm - Tobin Center Tours
12-1:15pm - Sponsored Lunch
1:15-2:15pm PD - Marketing Essentials Pt 1
2:15-2:30pm - Break
2:30-3:30pm PD - Marketing Essentials Pt 2 / 3
3:30-4:30pm PD - Sales Strategy Forum
5:30-6:30pm - Riverwalk Boat Tour
7pm+ - Optional Dine Arouds

Tuesday

8:15-9:15am - Sponsored Breakfast
9:15-10:45am - Round Table Session
10:45-11am - Break
11am-12:30pm PD - Performances in
the Time of Controversy/ Censorship
12:30-2:30pm - Sponsored Lunch
2:30-3:30pm - Closing Reflection
4pm+ - Optional Closing Night Hang!

Schedule Details

Sunday

10am Optional Alamo excursion!

Recommended nearby outings include Briscoe Museum or the Historic Market Square. See more details on the enclosed "Things To Do in San Antonio" pages. Or, meet Board Members Josh Benson & Micah Christian in the Hotel Indigo lobby at 10am to walk over to the Alamo together!

2-4pm WELCOME & OPENING ROUND TABLE SESSION

At Tobin Center Feik Rotunda room
Generously sponsored by: DC Jazz Festival

The retreat will open with a Welcome from the NAPAMA Board President Karen Kennedy and Guest Speaker David Fraher, President Emeritus of Arts Midwest, who will be attending the sessions all 3 days and will lead the Closing Reflections on Tuesday afternoon. After the opening provocation, we will break into roundtables about hot topics with time for a larger group conversation. Topics may include: rising touring costs, green touring methods, international touring, wild card subjects and more!

4:30-6pm HAPPY HOUR

Drinks & Apps on the Hotel Indigo Patio
Generously sponsored by: 24/Seven Artist Development & CWA Management

6:30-9:30pm Dinner on your own or Optional Excursion to Hopscotch!

Meet at Hotel Indigo patio and walk over as a group. Hopscotch has over 15 immersive installations, created by 40+ artists. Information [here](#).

Monday

8-9am SPONSORED BREAKFAST

Continental Breakfast at Tobin Center
Generously sponsored by: Gail Boyd Artist Management

9-11am PD SESSION: NEW WAYS OF WORKING TOGETHER

At Tobin Center Feik Rotunda room

With budgets tighter than ever and costs continuing to rise, how can Agents, Artists, Managers, and Presenters work together to better support each other? How does each side ask for what they need and collaboratively find a solution that works for everyone?

Part 1) "Contracting for Cash" 9-10am

At the beginning of the Covid "pause", agents and presenters pushed for advancements in contract equity that acknowledges the disproportionate balance of costs that an artist has to cover upfront before an engagement even happens. Some relationships successfully opened conversations and dialogue around potential changes to force majeure clauses, deposit vs first payment structures (and legal implications), and creative deal making, including merch fees. Now that budgets are tightening again, where are we now as a field in this movement and what contract negotiation strategies can be successful going forward?

Panel: Sandy Garcia, Director of Booking, Pentacle Dance; Hillary Kane, Owner, Kane Legal; Cassandra Parker-Nowicki, Executive Director, Carver Community Cultural Center.

Part 2) "What do you need? What do you have?" 10-11am

Even though "cash is king", what are other ways artists can be supported by presenters? Hear stories from the field of how in-kind, development and commissioning support, creation of resources/assets, and early presenting commitments can further the life of a show, with an eye to increasing its marketability and future touring. How do you find and nurture those partnerships? How do you set mutual, achievable expectations? What considerations should you think of before starting and/or ending these conversations?

Panel: Sarah McCarthy, Agency Owner, Creative Producer, Dandelion Artists
Brian Fahey, Senior Director of Education, Paramount & State Theatres in Austin, TX

11am-12pm TOBIN CENTER TOURS

Two groups - 30 minutes each.

12-1:15pm SPONSORED LUNCH

Boxed Lunch featuring sandwiches or wraps, at Tobin Center
Generously sponsored by: Western Arts Alliance & Arts Northwest

Schedule Details

Monday continued

1:15-3:30pm PD SESSION

MARKETING ESSENTIALS: THE IMPORTANCE OF CONTROLLING YOUR BRAND

Tobin Center Feik Rotunda room

Usually, presenters know their audiences best and artists/agents/managers know the work best, but the goal is the same - to connect with audiences. More and more, agents/artists and venues are working collaboratively to plot out and deliver a marketing plan and assets that work for everyone. How does each interest use their expertise and knowledge to connect with audiences?

Panel:

Josh Benson, Executive Director, Marion Cultural and Civic Center, Marion, IL
Christopher Novosad, Vice President of Brand Engagement, Tobin Center & the Marketing Team of the Tobin Center, San Antonio, TX

Part 1) 1:15- 2:15pm

An in-depth look at marketing plans, different marketing strategies and what to be mindful of when you advertise your show. Whether you start a targeted social media marketing campaign or come up with something outrageous to get the audiences' attention to fill some last-minute seats, there's always something that you can do!

2:15-2:30pm BREAK

Part 2) 2:30- 3pm

Creative add-ons to your show that you can offer your fans. Whether this may be a whiskey-tasting for an Irish act, swing dancing lessons for a jazz band or simply a VIP experience, the possibilities are endless.

Part 3) 3- 3:30pm

How do marketing materials help connect with ticket buyers and communities? As an artist/agent, are there differences in the ways or materials we use to market to venues during the booking process compared to how presenters market to their audiences? Are you actually getting across your message & the experience of the art? Present your marketing assets and pitch-materials to the Tobin Center Marketing Team and get their unfiltered opinions and advice.

3:30-4:30pm PD SESSION “THIS IS HOW WE DO IT” SALES STRATEGY FORUM

Tobin Center Feik Rotunda room

There are many different ways to approach the booking process and ways of working have changed since the Pandemic. As an agent or self represented artist, how do you make a sale or pitch your work in a way that feels both authentic and communicates effectively? In this intergenerational and interactive forum conversation, colleagues across all levels of experience will share their perspectives on creating deeper relationships with your booking contacts as well as practical strategies and tips that help move the conversations along.

Panel:

Lisa Conlon, Director of Tour Engagements, Paul Taylor Dance Company
Leah Keith, Founder/Creative Producer/Agent, Rhythm of the Arts
Mister Mojo, Mojo and the Bayou Gypsies
David Wannan, Executive Director, New York Gilbert & Sullivan Players

5:30-6:30pm RIVERWALK BOAT TOUR

Leave from Hotel Indigo's Water Taxi Pick Up spot

Drop-off on Riverwalk

Generously sponsored by: Ohio Arts Professional Network & The Marion Cultural & Civic Center

7pm+ Optional Dine Arouds or Dinner on Own!

Choose one of our suggested restaurants for a nice meal, casual conversation, and connection with a small group of colleagues (some of whom you may know, others are new friends you just haven't met yet!) Sign Up in Advance for one of the Dine Around groups [here!](#)

Schedule Details

Tuesday

8-9am SPONSORED BREAKFAST

Continental Breakfast at Tobin Center
Generously sponsored by: Vanguard Arts

9:15-10:45am ROUND TABLES

Generously sponsored by: The DC Commission on the Arts and Humanities

Start the morning with hot topic round tables and lively conversations with your colleagues. Round Table Topics may include: recruitment and retention for new agents, AI use, CRMs and software options, agent & artist matchmaking, wild card subjects, and more!

10:45-11am BREAK

11am-12:30pm PD SESSION: PROGRAMMING IN THE TIME OF CENSORSHIP/CONTROVERSY

Tobin Center Feik Rotunda Room

From book bans to anti-CRT and anti-drag laws, legislation around the country is becoming more restrictive in ways that has far-reaching impact on the performing arts - we're seeing "Appropriate" content clauses in offers/contracts with perimeters around language, physical movement, and costume/wardrobe; City presenters & school districts requiring script review before confirmation; and more. How do we stand up for our artists and their artistic autonomy but also work with our presenters to listen to their concerns and push past fear? Hear from colleagues who are trying to work around these obstacles and share ideas around communication, programming and advocacy strategies.

Panel: Sara Barasch - Senior Vice President, Booking Manager, IMG Artists;
Dr. Kimberly Stephenson - Director of Education, The Tobin Center;
Gail Boyd - Gail Boyd Artist Management

12:30-2:30pm SPONSORED LUNCH

Buffet featuring San Antonio Tex-Mex specialties.
At Tobin Center
Generously sponsored by: Georgia Players Guild & Ann Summers Dossena

2:30-3:30pm CLOSING REFLECTION

Tobin Center, Feik Rotunda Room

Special Guest Speaker David Fraher will lead us through a closing reflection and wrap up discussion.

4:30pm+ Optional Closing Night Happy Hour!

Staying another night in San Antonio? We recommend checking out The Saga light show on the outside of the San Fernando Cathedral. See more details on restaurants, bars, and sites to see on the enclosed "Things To Do in San Antonio" pages. Or meet Board Members Carey Reynolds & Kevin Peters at 4:30pm in the Hotel Indigo Lobby to walk to a nearby Happy Hour at the rooftop bar The Moon's Daughters!

Things to do in San Antonio

NEIGHBORHOODS TO EXPLORE

Downtown/ Riverwalk

"Also known as Paseo del Rio, this 15-mile-long city park & special pedestrian path winds through 3 distinct neighborhoods: Museum Reach, Downtown, and Mission Reach. Lined with beautiful cypress trees, shops, hotels and restaurants, the downtown loop is approximately 1.5 miles long." Learn more [here](#).



The Pearl

"A historical district and culture hub, the property was a brewery from the early 1880s until 1999. Visit the beautiful Hotel Emma, along with numerous eateries, bars, and shops." Learn more [here](#).

North Main Street

"The 1300 through 1900 blocks of North Main is home to landmark LGBTQ+ nightclubs including Heat, Pegasus and Sparky's Pub, and it hosts an annual Pride parade and festival." Learn more [here](#).

North St. Mary's Strip

"The North St. Mary's Strip is a bustling hub of culinary, retail and nightlife entertainment just north of downtown San Antonio. Explore a variety of live music venues, dance clubs, cocktail bars, gift shops, food trucks and 5-star restaurants." Learn more [here](#).

Westside Deco District

"The area's Deco District is part of the historic Old Spanish Trail, the first paved coast-to-coast U.S. highway. Tex-Mex cuisine emerged in this neighborhood and elaborate murals fill the walls of historic buildings across the area." Learn more [here](#).

Southtown Arts District

"Comprised of 3 overlapping neighbourhoods – King William, Lavaca, and Blue Star, this area is packed with history, hipsters, art galleries, and a buzzing nightlife scene. Lots of street art & murals." Learn more [here](#).

VENUES

THE TOBIN CENTER

"Situated along the banks of the San Antonio River in the city's heart, the historic Municipal Auditorium, with its original facade preserved, has been transformed into a world-class venue. There is no better place — anywhere — to see and hear a live performance... The [Tobin Center spaces include] the remarkable flexibility of the 1,738 seat H-E-B Performance Hall, with its distinctive "flat-floor" capability, the Studio Theater, and the 600-seat River Walk Plaza." Learn more [here](#).



Other Live Performance Venues:

[The Majestic & Empire Theatres](#) (Downtown)

[The Aztec Theatre](#) (St. Mary's)

[Jazz TX](#) (Pearl)

[Stable Hall](#) (Pearl)

Getting Around Town

Uber & Lyft are pretty prevalent.

[River Shuttles](#) up and down the riverwalk are a thing! Shuttles run from 12pm-8pm.

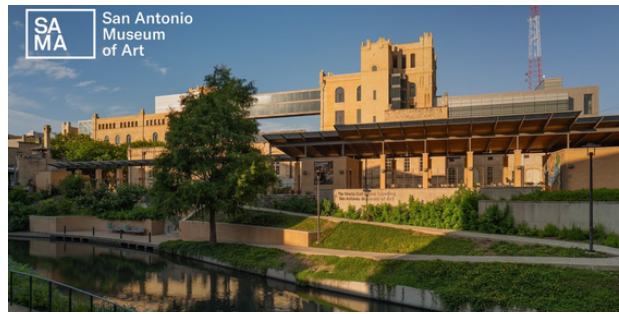
Things to do in San Antonio

ACTIVITIES

The Missions

“Explore the San Antonio Missions National Historical Park, a designated World UNESCO Heritage Site. Follow along the River Walk’s Mission Reach, an eight-mile stretch with recreational trails, pedestrian bridges, pavilions, and portals to four Spanish colonial missions—Concepción, San José, San Juan, and Espada.

The Alamo, founded in 1718, was the first mission in San Antonio, serving as a way station between east Texas and Mexico. Located on Alamo Plaza in downtown San Antonio, the Alamo houses exhibits on the Texas Revolution and Texas History.” Learn more at [Visit San Antonio](http://www.visit-san-antonio.com).



Museums

History:

[Briscoe Western Art Museum](#)
[Buckhorn Saloon & Museum](#)
[The Witte Museum](#)

Art:

[San Antonio Museum of Art](#)
[McNay Art Museum](#) (has a Performing Arts Library!)
[ArtsSpace](#)
[Hopscotch Interactive Musuem](#)
[Bluestar Arts Complex](#)



Other Ideas

[Ghost Tours](#)
[Mural Bike Tours](#)
[San Antonio Botanical Garden](#)
[Japanese Tea Garden](#)
[Hemisfair Park](#) - 1968 Worlds Fair & Tower of the Americas
[San Fernando Cathedral](#) - catch The Saga, evening light show on the outside of building!

Shopping

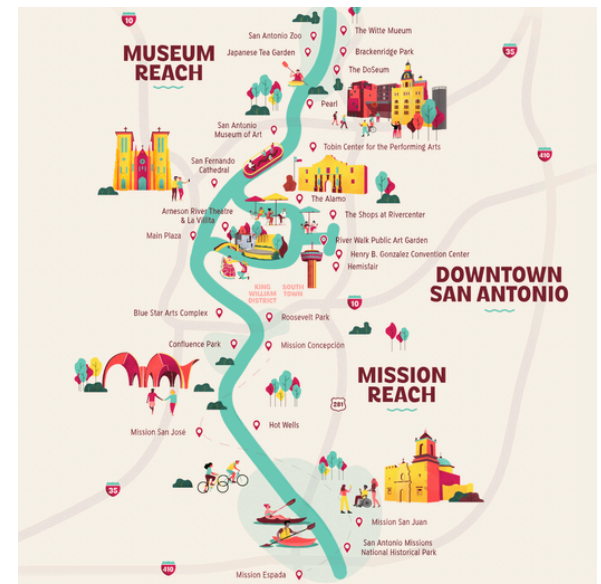
[Historic Market Square](#) (Downtown)
[La Villita Historic Arts Village](#) (Downtown)
[Pullman Market](#) (Pearl)

Books:

[Guadalupe Latino Bookstore](#) (Westside)
[The Twig](#) (Pearl)

Vinyl/Records:

[Hogwild Records](#)
[Southtown Vinyl](#)
[Janie's Record Shop](#)



Map from <https://www.thesanantonioriverwalk.com/>

The Spurs!

The San Antonio Spurs are 5-time NBA World Champions and play their home games at the Frost Bank Center. The NBA season runs Oct-April, with playoffs and finals May-June. Check out the schedule [here](#).

Things to do in San Antonio

EAT & DRINK

Breweries/ Distilleries

[Maverick Whiskey](#) (5 min walk from Tobin)
[Devils River Whiskey](#) (7 min walk from Tobin)
[Road Map Brewery](#) (5 min drive from Tobin)
[Alamo Beer Company](#) (5 min drive from Tobin)



Concha pan dulce from La Panaderia

Downtown/ Riverwalk

[Ocho](#) (Cuban/Mexican at Hotel Havana)
[Havana Bar](#) (at Hotel Havana, closed Sun-Tues)
[The Moon's Daughters](#) (rooftop lounge of the Hyatt)
[The Esquire](#) (Southern, longest wooden bar in TX)
[Tokyo Cowboy](#) (Asian/Southern Fusion)
[Hugman's Oasis](#) (Tiki bar)
[Haunt Lounge](#) (in Hotel St. Anthony, closed Sun-Mon)
[Francis Bogside](#) (Irish Pub)
[Domingo](#) (elevated South Texas)
[The Bunker Mixology](#) (closed Sun-Tues)
[Boudro's](#) (Texas Bistro)
[Acenar](#) (Modern Tex-Mex)
[Make Ready Market](#) (Food hall, various choices!)
[Schilo's Deli](#) (German/Texas Diner, breakfast & lunch)



Libations from [The Esquire](#) - photo by Kody Melton

Coffee/Bakery

[Revolucion Coffee & Juice](#) (Downtown)
[La Panaderia Bakery Café](#) (Downtown)
[Commonwealth Coffeehouse & Bakery](#) (various locations - Weston Center is 10 min walk from Tobin)
[Mi Tierra Bakery & Tex Mex](#) (Downtown, near Historic Market Square)
[Voodoo Donuts](#) (Downtown)

The Pearl

[Supper](#) (American at Hotel Emma)
[Sternewirth Bar](#) (at Hotel Emma)
[Boiler House](#) (Southern Steak House)
[Carriqui](#) (Mexican)
[Best Quality Daughter](#) (New Asian American)
[Bottling Department](#) (Food Hall, various choices!)



TEX MEX

[Pete's Tako House](#) (Downtown)
[La Panaderia Bakery Café](#) (Downtown)
[Acenar](#) (Riverwalk)
[Rosario's](#) (Southtown, Closed Mon)
[Mi Tierra Bakery & Restaurant](#) (Historic Market Square)

BBQ

[Pinkerton's Barbecue](#) (5 min drive from Tobin, closed Mon)
[Smoke Shack](#) (10 min drive from Tobin)
[2M Smokehouse](#) (15 min drive from Tobin, open Thurs-Sun)

VEGETARIAN/ VEGAN friendly

[The Cove](#) (5 min drive from Tobin)
[The Good Kind](#) (10 min drive from Tobin, Southtown)
[Pharm Table](#) (10 min drive from Tobin, Southtown)

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