

Redbud Players report Jan. 4, 2024

www.facebook.com/ColumbusRedbudPlayers

The Redbud Players performed “The Best Christmas Pageant Ever” four times – Dec. 1, 2, 9 and 10, 2023 – at the Olivet Congregational Church in Columbus.

Total paid-ticket attendance at the performances was 283. That does not count cast, volunteers and crew.

- Dec. 1 – 108
- Dec. 2 – 64
- Dec. 9 – 45
- Dec. 10 – 66

About 85 percent of attendees were surveyed as they bought their tickets. They were asked where they were from, how they heard about the play, if they were staying overnight, and if they’d eaten in a city restaurant before the show or planned to after the show. Almost all were happy to answer.

- There were five attendees who stayed overnight in Columbus.
- There were 60 attendees who said they ate in a Columbus restaurant before the show or planned to after the show.

Attendees came from a wide area.

- Columbus – 129
- Within 50 miles
 - Beaver Dam – 17
 - Cambria – 2
 - Clyman – 5
 - Cottage Grove – 4
 - Fall River – 4
 - Friesland – 2
 - Fond du Lac – 4
 - Johnson Creek – 4
 - Juneau – 10
 - McFarland – 3
 - Middleton – 2
 - Lake Mills – 2
 - Oregon – 1
 - Pardeeville – 2
 - Poynette – 1
 - Randolph – 4
 - Reeseville – 2
 - Rio – 1
 - Sun Prairie – 3
 - Waterloo – 3
 - Watertown – 5
 - Waunakee – 4
 - Waupun – 3
 - Wisconsin Dells – 1

- Within 50-100 miles
 - Brookfield – 4
 - Hillsboro – 2
 - Richfield – 4
 - West Bend – 1
- More than 100 miles within Wisconsin
 - De Pere – 7
 - Green Bay – 4
 - Platteville – 3
 - Stevens Point – 2
 - Two Rivers – 3
- Outside of Wisconsin
 - St. Paul, Minnesota – 2

The Redbud Players promoted the shows through a wide variety of means – on the city’s website, flyers distributed at the Columbus Christmas Parade, via social media, and via flyers to cast members, area businesses, organizations and churches. We handed out almost 800 flyers in total. As always, word of mouth showed to be the best method – but the original person likely saw the information via one of the group’s promotional efforts, or had a family member in the play.

The survey of those who attended showed the following results. For the most part only one person per group was asked.

- I heard from family or friends – 153
- I received a flyer at the Christmas Parade – 13
- I heard about it at church – 3
- I saw it on social media – 17
- I saw it in the newspaper – 19
- I saw a posted flyer – 23
- I learned about it from a teacher – 3

The Redbud Players are working to plan more plays in 2024.

