

Report of Measurement of Mission Compliance in 2023-2024

Mission Statement:

The Nelson A. Rockefeller Empire State Plaza Performing Arts Center Corporation at “The Egg” will present quality performances, accessible to all citizens of New York State, highlighting the unique and extraordinary artists from New York State, across the country and around the globe. Through partnerships and collaborations, the Corporation will present quality performances, spotlight emerging artists, foster relationships with resident companies, enhance activities in cultural and arts education, while remaining accountable to its public funds investment.

April 2023 – August 2023: Peter Lesser was the Executive Director (5 months)

September 2023 – March 2024 onward: Diane Eber is Executive Director (7 months)

In fiscal year 2023-24, The Egg came under new leadership: Diane Eber took over as the new Executive Director in September of 2023, replacing former Executive Director Peter Lesser who retired. In order to realize the vision of elevating the Egg to new artistic heights, work was done to transform the internal culture and create a safe workplace that fosters creative thinking and teamwork. The Egg worked hard to reach new audiences and marketing efforts were also increased to bolster fundraising and find new development opportunities.

Ticket Sales continued to increase in post-COVID times: we saw a 19% increase in ticket sales. As of October 2023, The Egg began to allow attendees to bring drinks into the theatres which helped to make the experience of coming to The Egg more accessible and significantly increase concessions revenue. Overall, The Egg continues to serve all of New York State through varied different types of performances across many different genres.

Internal Culture

- Fresh new leadership: Diane Eber selected as #48 on City & State’s Inaugural Art + Culture Power 100 list
- Internal Staff Morale:
 - Started bi-weekly all staff meetings.
 - Created new online avenues for communication between all staff.
- Diversified both the staff and the board
- Restructured and modernized procedures to create efficient systems
- Forensic Financial Analysis and improvements to outdated operations
- Starting initiatives to beautify office space and backstage space for a more pleasant environment that staff and artists can take pride in