

## The Thurston Family Foundation and Port City Partnership for the Arts: Grant Narrative

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### Request

Port City Partnership for the Arts respectfully requests a grant of \$15,000 from the Thurston Family Foundation to establish Project 21C, a year-round arts engagement program including education, performances/shows, and social gatherings. Project 21C provides access to the arts to people aged 20 to 40 who have typically not attended events and performances. The project builds the next generation of arts lovers and patrons in our region.

### Port City Partnership for the Arts (PCPA)

As a Williams Art Foundation program officer, Mary Ryan heard repeatedly from applicants on two points: they needed to continually grow their audiences and reach out to new people, but they also needed to minimize their overhead expenses.

In 1990, Ryan left her post at the Williams Foundation to establish the Port City Partnership for the Arts to address these concerns. Most people said it couldn't be done, but Ryan and a core group of volunteers convinced the major arts organizations in Port City that by cooperating they could reach their goals more quickly and less expensively, and they could reach a larger and more diverse audience together than any of them could alone.

After two years of research and planning, the Partnership began full operations in 1992, with 12 member organizations. Today, PCPA has 32 members, which all recognize that they share a common pool of current and potential audiences and patrons. We facilitate shared annual scheduling of events and provide centralized and cost-effective marketing, public relations, fund development services, ticket sales, and evaluation surveys for all 32 members.

### Community need

Though they have seen hours and hours of television, over a quarter of all Port City elementary school students have never seen a live play. Though many dream of being ballerinas, a full 90% of Port City kindergarten students have never been to the ballet. And according to Port City Public Schools, too many students report that they rarely or never paint or draw at home.

Yet Greg Sparks, Superintendent of Port City Public Schools, announced in his State of the Schools address this year that the arts open doors to other subjects, such as social studies, history, science, and math. He, like many others, recognizes the link between art appreciation, self-expression, and success in other areas of life.

Unfortunately, as our community's children grow older and graduate from high school and college, their interest in the arts often falls off entirely. In a recent survey, the Port City Arts Council found that only 32% of all adults ages 20 to 30 had attended either an opera, symphony, ballet, or theater performance in the past year. When questioned as to non-attendance, many cited feeling a barrier to attending, such as not knowing how to get tickets, not knowing where events are held, or not being able to afford tickets.

PCPA and our member organizations are concerned. This younger group, and those up to around age 40, are the future supporters and patrons of our arts organizations. As well, they are the parents of the following generation of arts lovers. The fact that they are perceiving strong barriers to participating in the arts may not only be limiting their own enrichment, but may also be devastating to the Port City cultural community's future.

## The Thurston Family Foundation and Port City Partnership for the Arts: Grant Narrative, *continued*

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We take this problem seriously and have formed a Leadership Team of volunteers who are community leaders *in this age group*. They requested we launch a project to actively seek out and engage new, young arts-goers. They have a vision for a city in which young individuals and families are *invited* to participate in the arts and to go beyond attendance to dialogue and understanding. "Project 21C" is the result of their vision.

### Art Patrons for the 21<sup>st</sup> Century: "Project 21C"

Project 21C will develop the next generation of art supporters and patrons in Port City, by engaging young people new to arts attendance in a low-cost year-long program of arts education, events, performances, and social interaction. Project 21C will serve people with little experience attending our city's museums, galleries, ballet, symphony, theatre performances, and film festivals. It will be designed to encourage their enjoyment of and dialogue about the arts.

PCPA will maintain close communication with each new art-goer to keep them active and involved in the program for at least one year. Participants will be invited to be part of focus groups and surveys, which will return vital feedback to the region's arts organizations.

### Measurable outcomes

Our goal is to create new interest in the arts among a young and vital segment of our population. We project that by the end of the first operating year:

- 750 first-time or infrequent arts-goers will have joined the program
- more than 400 will have attended at least six varied arts events or performances
- more than 400 will have received or participated in six or more related educational pieces
- at least 200 will have participated in three social gatherings to build on their enjoyment and promote dialogue on the arts.
- of 400 "graduates" from the program, at least 300 will show consistent, continued participation in arts events outside of the program in the 2 years following their participation.

### Timeline

November 2001	Identify participants
	Continue planning with arts organizations
January 2002	First marketing mailing to potential participants
March 2002	Kickoff: First meeting of participants/workshop and social gathering
	Attendance at special opening of Museum's "Ten Years of Drek" show
May 2002	Educational Mailing for Port Rep's play "Trading Futures" by Jeanmarie Williams
	Mid-May, members attend performance to end Rep's season
July 2002	Gallery Night, social gathering and artists' presentation at 10 open galleries
August 2002	Educational mailing and participant survey
September 2002	Modern dance performance at Salamander
October 2002	"A Winters Tale" at Port Shakespeare Co.
	Actors and Directors talk following play

- November 2002 "The Nutcracker" at The Ballet Company  
Project 21C Year 1 wrap-up party/social gathering for participants  
Identify group for Year 2
- January-March 2002 Year 1 Participant Survey  
Marketing Mailing to Year 2 potential participants
- Through 2003 Follow up with Year 1 participants and member organizations  
Year 2 activities, etc.

### Key people

Project 21C was created and is driven by a 12-member volunteer Leadership Team, headed by Wendy Branch. Wendy is a 29-year-old mixed media sculptrix with an M.F.A. from Port University. Her work is shown locally at the Far Flung Gallery. Branch is also co-director of the Artists' Zoo, an innovative gallery and museum. Her community work includes volunteer fund raising for PCPA and for the Children's Organization, where she is currently Secretary of the Board. Her interest (as a spectator) in modern dance led her to get involved with building audiences for the local Salamander dance theatre, and fuels her interest in Project 21C.

Oni Schuman, Project 21C Coordinator, has a B.A. in Arts Administration from Port University, and has worked with PCPA for two years, first as an intern and then as Member Services Assistant. Oni's working relationships with member organizations, and her understanding of their needs, as well as her education, make her uniquely qualified to coordinate Project 21C. Oni will dedicate 100% of her time to this program.

Jorge Klein, PCPA Executive Director, has 18 years of experience in arts management. For 10 years, he was General Manager of Port Area Rep, where he instituted an incredibly successful subscription series program and the Sustainable Rep Endowment. More recently, Jorge acted as Interim Executive Director of the Port Shakespeare Company. He joined PCPA two years ago and has spent that time developing relationships with our member organizations and focusing on their needs, ideas, and dreams, as well as conducting community research into the current and potential audiences for the arts in Port City. He will give 25% of his time to Project 21C.

### Financial resources

The first-year cost for Project 21C will be \$275,000; a project budget is attached as per your request. A large portion of this budget is for subsidized tickets, to keep the project affordable for participants. Each participant will pay only \$60 for a year's worth of educational mailings and programs, six performances and shows, and three additional gatherings. Therefore, we will rely on our most loyal funders, as well as new sponsors, to make this important program successful with people who are not accustomed to or not able to pay hundreds of dollars per year to participate in regional arts events. We already have \$125,000 committed from the A Foundation and the B Foundation, and we have approached the Binkie Corporation for sponsorship, which is pending.

We are committed to the project long-term, so the 2000-01 budget includes \$20,000 to carry us over into the beginning of Year 2 as well as funding for 25% of the salary of our Development Director, who will include this project in her annual fundraising strategy. We believe that this project will be especially attractive to some of our corporate sponsors, and we are creating a plan to approach them for Year 2 and beyond. This project is interesting in that it grows art patrons, many of whom may be in a position to support the project two or more years down the road. Therefore, graduates of the program will be added to our mailing list and targeted for giving to this project in the future.

## The Thurston Family Foundation and Port City Partnership for the Arts: Grant Narrative, *continued*

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### Our place in the community

In Port City, PCPA is a unique organization. In fact, within our five-state region, we know of only one other non-governmental organization that brings together arts organizations in the way we do, providing centralized services and facilitating cooperation among entities who would typically be competing rather than working together.

Our nine years of experience in a field we essentially created makes us the one and only organization with the experience, mission, and existing partnerships to successfully carry out this program.

We work together with other providers, such as the Parks Department, Library, and University, as well as with our member organizations. Members that will participate in Project 21C include, but will not be limited to: Port City Art Museum, Far Flung Gallery, The Ballet Company, Port City Symphony, Port Area Rep, Salamander Theatre, Port Shakespeare Co., The Film Institute, Port University, and Port City Parks. Most of our partners have been involved in the planning of this program and are looking forward to providing arts events and educational materials to the project in its first two years. In return, they will build their audiences and receive important feedback from participants. The University and Parks Department will help us identify participants through their mailing lists of individuals who have signed up for or completed arts-related classes in the past two years, but who do not appear on any of the current subscriber or single-ticket-buyer lists at our arts organizations.

### Success measurements

It is crucial that a new program make a real difference for *people*, and the PCPA has three levels of internal review that pertain to Project 21C and its impact on our member organizations and the participants.

1. *Quarterly Reports*: Quarterly reports will be completed by Oni Schuman, the Project Coordinator. These reports track the progress of Project 21C based on written standards that have been developed by our Leadership Team, and based on the measurable goals listed above in this proposal. Oni will work with participants to make sure the program is running in a way that makes them *want* to stay involved.
2. *Annual Member Review*: Each member organization has an opportunity and responsibility to participate in an in-depth, half-day-long review of PCPA once per year. This review process is led by Jorge Klein, Executive Director of PCPA, and takes a full month to complete with all 32 member organizations each year.
3. *Annual Performance Review*: Each staff member and volunteer of the PCPA receives an annual review to discuss their impact on PCPA programs over the past year and to set goals for the coming year. These reviews are carried out by each staff member's or volunteer's supervisor.

### The benefits of Project 21C

A vital and active arts community is crucial to any healthy city. According to the Research in The Arts institute (RITA), participation in the arts increases self-esteem, problem-solving skills, and imagination at all ages, thereby benefiting our schools, universities, workplaces, families, and the entire

community. RITA studies show that *active* participation in the arts (going beyond being a spectator and learning about/discussing art) increases these benefits three-fold and creates a positive ripple effect in families and workplaces where adults are more creative and confident.

People without prior arts experience or access must feel welcomed and engaged by our arts community in order to participate fully, so that we may all be more inspired by the work of our city's artists. The costs of losing our vital cultural community are too great to ignore. The benefits of Project 21C will include a more confident and creative workforce and community, and will also include a strong arts community for generations to come.

#### **Project 21C and the Thurston Family Foundation**

The Thurston Family Foundation has been, and continues to be, a crucial supporter of Port City's cultural community. We believe this project is a unique opportunity for you to invest in that cultural community for many years to come. Thank you for your focus on the arts, and thank you for your consideration of this request. A grant of \$15,000 will bring the wonder and benefits of the arts to 750 more young people next year, and will create the positive ripple effects of a community actively engaged in the arts.

If you have any additional questions or suggestions, please call Jorge Klein or Oni Schuman at 999.222.2222, or see our web site at [www.webaddressforportcitypartnership.xxx](http://www.webaddressforportcitypartnership.xxx). We look forward to hearing from you.

#### **Attachments**

- Organizational "Resume"
- Project Summary Sheet
- Board list
- Project Budget
- Organizational Budget
- Most recent audit
- 501(c)(3) letter from the IRS
- Two letters of support

## Organizational Resume

### Port City Partnership for the Arts

PCPA was founded in 1992 to form strong connections and share expertise and audiences among the arts organizations of the Port City region. We are made up of 32 member arts organizations who recognize that they share a common pool of current and potential audiences and patrons. PCPA facilitates shared annual scheduling of events and provides centralized and cost-effective marketing, public relations, and fund development services, ticket sales, and evaluation surveys for our 32 member organizations.

### History

- 1992 PCPA founded by Mary Ryan and 12 member arts organizations
- 1993 Published first annual arts calendar and combined member newsletter
- 1994 First opened for centralized ticket sales in downtown Port City
- 1998 Saved arts organizations \$1 million in administrative costs since our founding—  
press conference & celebration
- 2000 Awarded the Community Partnership Award by the Mayor of Port City
- 2001 Recognized nationally as an Innovative Nonprofit Program by the Catalyst Institute

### Current programs

- Marketing, development, and ticket sales for 32 member arts organizations
- Facilitate annual arts schedule for Port City region
- Develop audiences for the arts through educational programs
- Volunteer opportunities in every area of the arts and on our board and committees

### Resources

Number of paid staff:	9
Number of volunteers:	57
Number of board members:	8
Board meets:	monthly
Total annual budget:	\$1,156,500

### Where our funding comes from:

Member arts organizations	28%
Foundation grants	39%
Corporate/business giving	18%
Special event revenue	9%
Individual donations	6%

### Where it goes:

Staffing	41%
Member services	26%
Establishing Project 21C	24%
Printing	3%
Special event expenses	2%
Postage	1%
Insurance	1%
Transportation	1%
Communications	<1%

### Contacts

Board President, Jeanmarie Williams, Tel. 999.333.2222  
Executive Director, Jorge Klein, Tel. 999.222.2222  
[www.webaddressforportcitypartnership.xxx](http://www.webaddressforportcitypartnership.xxx)

## Project Summary Sheet

### Port City Partnership for the Arts

PCPA was founded in 1992, to help our member arts organizations reach broader audiences and build a sustainable, networked cultural community in Port City. We now have 32 member organizations, with a wide variety of missions and sizes.

### Art Patrons for the 21st Century (“Project 21C”)

Project 21C will develop the next generation of arts-goers and patrons in Port City, by engaging young people new to arts attendance in a low-cost year-long program of education, events, performances, and social interaction. Project 21C will serve people with little experience attending our city’s museums, galleries, ballet, symphony, theatre performances, and film festivals.

**Our goal is to create new interest in the arts among a young and vital segment of our population. We project that by the end of the first operating year:**

- 750 first-time or infrequent arts-goers will have joined the program
- more than 400 will have attended at least six arts events and received 6 educational pieces
- long-term evaluation will show that participants have increased their arts attendance after the program period is over.

### Our resources

- First-year cost: \$275,000
- Already committed: \$125,000 from the A Foundation and the B Foundation
- Volunteers: 12 local artists and young community leaders have formed a Leadership Team
- Each partner agency has agreed to assist PCPA in raising \$10,000 toward the project.

### Our partners

Port City Art Museum, Far Flung Gallery, The Ballet Company, Port City Symphony, Port Area Rep, Salamander Theatre, Port Shakespeare Co., The Film Institute, Port University, and Port City Parks

### Our case

A vital and active arts community is crucial to any healthy city. Young people must feel welcomed and engaged by the arts in order to participate fully, so that we may all be better educated and more inspired by the work of our city’s artists.

PCPA—a unique organization that brings together nonprofit arts entities who would typically be competing rather than working together—is the one and only organization with the experience, mission, and existing partnerships to successfully carry out this program.

### Our contact information

Port City Partnership for the Arts Executive Director, Jorge Klein, 999.222.2222  
Project 21C Coordinator, Oni Schuman, 999.222.2222  
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