

REPORT 2019 April Cycle

GENERAL INFORMATION

Organization Information

Legal Name: San Antonio Little Theater Inc. dba The Playhouse San Antonio		Federal Tax ID#: 74-1166905	
Address: 800 W. Ashby Pl.	City: San Antonio	State: TX	Zip Code: 78212
Website: www.thepublicsa.org		Fax: (210) 733-7258	

Head Of Organization

Name: George Green	Title: CEO & Artistic Director
E-Mail Address: george.green@thepublicsa.org	Phone: (210) 733-7258

Application Contact

Name: Jeff Morden	Title: Chief Development Officer	E-Mail Address: jeff.morden@thepublicsa.org	Phone: (210) 733-7258
-----------------------------	--	---	---------------------------------

REPORT INFORMATION

Report Funding Cycle: 2019 April Cycle	Report Date: 03/06/2020 12:00 am
--	--

1: Please include in your report the dollar amount of the funds that were awarded, the date they were funded and what the funds supported.

Awarded Amount: 10,500	Date: 04/12/2019
------------------------	------------------

2: Were the objectives cited in your original proposal met? Please address each started objective and how it was met.

1. Goal #1: Host 6 Education Nights for a total of 2,100 youth and disadvantaged community members. Result: Hosted 8 Education Nights for a total of 2,800 youth and disadvantaged community members.
2. Goal #2: Enhance patrons educational, social, and cognitive skills and appreciation for the arts. Result: 96% of survey respondents rated the overall quality of both the performance and their theater experience each as Excellent.
3. Goal #3: Enhance learning opportunities through the use of the Study Guide and incorporating a fine arts education into the classroom. Result: 70% of educators rated the quality of the Study Guide as Excellent and 63% Strongly Agreed with the usefulness on the Study Guide.

Funding from the Najim Foundation provided 300 local youth with tickets to attend a professional live theater performance at The Public Theater.

3: Please explain any changes from the original proposal and the circumstances that lead to the modification of the objective.

Due to an increased demand from local schools, we increased the number of Education Night performances from 6 to 8. We were able to accommodate the additional performances due to additional funds being secured to support the program.

4: What needs were addressed?

Since publicly-funded arts education remains a low in priority for schools, arts organizations and institutions have the opportunity and responsibility to fill the gap in learning and provide access to the arts. Providing access to the arts will foster personal development of participating youth that will not only benefit them academically but also encourage the development of long-term appreciation and support of the arts.

Education Nights program goals are to:

- o Provide access to live, professional theater arts performances to under-served and non-traditional theater audiences.
- o Enhance theater arts educational learning objectives for local middle- and high school students to complement school-based instruction.
- o Promote the value of arts education as a benefit for personal and professional growth.

These performances provide access to educational learning experiences in the creative arts and live theater. Also, performances foster positive youth development and individual personal growth through increased self-expression, social engagement and exposure to potential career opportunities. Education Nights provide a no-cost opportunity for middle- and high school students and disadvantaged community members to attend a live theater performance. The performance will include a post-show interactive discussion with the stage actors and production crew on the show's theme, personal reflections, and career opportunities in theater.

5: What method of evaluation did you use to monitor and measure the project's outcome and what are the result?

The Public Theater measures both the quantitative and qualitative outcomes for Education Nights. Surveys are distributed to educators following each performance to collect the demographics of youth patrons and answer survey questions regarding the quality of the performance and their experience at The Public Theater.

Among some of the results during the 2018/19 Season Education Nights include:

2018/19 SUMMARY

- o 8 exclusive Education Night performances for 6 productions. Disney's Newsies (2), All Is Calm, RENT (2), Million Dollar Quartet, ONCE, Matilda
- o 2,800 Total Patrons- 85% Youth, 15% Adult Chaperones
- o 68% Female, 32% Male
- o 40% ages 12-14, 30% ages 15-16, 15% ages 17-18, 15% 19+
- o 71% White, 11% Black, 6% American Indian, 12% Other/Multi-Race
- o 81% Hispanic
- o 61% Low-Income or Poverty
- o 30% students attending theater performance for the first time.
- o 456 students participated from 7 school districts serving youth in unincorporated Bexar County.
- o Participation from all 15 school districts located within San Antonio and Bexar County.
- o Participants from private, charter and homeschools and school districts from New Braunfels, Lytle, and Pearsall.
- o Patrons included participants from SA Youth, Boys & Girls Clubs, Big Brother/Big Sister, Say Si, Martinez Street Women's Center, THRIVE Youth Center, and Arms of Hope.

6: Do you plan to continue this project, and if so, how do you plan to sustain it?

Community Education Nights coincide with the annual presenting season and show productions performed in the Russell Hill Rogers Theater. The popularity of this program increases each year through additional outreach and marketing to local educators. Education Nights are funded through a variety of sources including corporate and private foundation grants, individual donors, and special events. The Public's Development Director seeks and secures charitable contributions throughout the year for all programs, including Community Education Nights.

7: Please provide any other comments of information relevant to this grant.

Some comments provided by attending educators included:

- o This was an amazing experience for my students. They cannot stop talking about it and made a presentation to their classes today. The talkback was informative, the performance was Broadway-level. They were blown away. Facilities were spotless and the staff was friendly and helpful.
- o It was amazing to see my students experience the magic of theater. Some of them have never seen a musical or experienced live theater. I specifically enjoyed the talk-back with the cast; being able to witness my students ask questions validated my teachings.
- o Our kids were absolutely entranced by this production. Most have been to the San Antonio Symphony before for the Young People's Concert series, but they have never been this engaged before. The boys were absolutely blown away by the dancing and the physicality of the show. When it was over, they had a billion questions and we are now re-visiting the study guide because they want to know more.
- o My students loved it and were highly inspired. The next day in class we talked about it tirelessly and listened to the soundtrack. The kids were very excited about their own upcoming productions and performances.
- o Once we were able to apply for tickets, the process was easy. The talk back had great and beneficial information. My students were treated with respect and really enjoyed the experience.
- o The student thoroughly enjoyed the opportunity to attend the show and watch ASL interpreters work.

8: Please provide an updated detailed projected budget with expenses for the received grant. Also include the totals for the budgeted and actual amount. Explain any discrepancies between the budgeted and the actual expenses for the project.

Line Item Description	Total Project Funds Allocation	Najim Requested Funds	Project Funds Actual	Najim Funds Allocation
Education/Outreach Director	\$10,400	\$0	\$10,400	\$0
Payroll Taxes/Benefits	\$1,872	\$0	\$1,872	\$0
Contract Labor (Actors)	\$4,760	\$0	\$4,760	\$0
Program Expenses (Tickets)	\$36,000	\$10,500	\$56,000	\$10,500
Licensing/Royalties	\$5,400	\$0	\$7,200	\$0
Marketing/Printing (Playbills)	\$1,800	\$0	\$1,400	\$0
TOTAL:	\$60,232	\$10,500	\$81,632	\$10,500

Signature

Jeff Morden