

# MIDLAND CENTER FOR THE ARTS

## SPECIAL THANKS TO OUR LEGACY SOCIETY MEMBERS

Carole Adams  
H. Floyd Andrick  
Veronica Cermak\*  
Henry E. & Kathryn G. Gray\*  
Michael & Debra Hayes  
Paul E. Hayes & Michael J. Mirto  
William C. Krueger  
Dr. George & Sue Lane\*  
John Ludington\*  
Dr. Frederick & Elaine Miller\*  
Patricia Naegele\*  
David & Cady Ramaker  
Joseph E\* & Joan H. Rogers  
J. Donald & Angela Sheets  
James & Bette Tollar\*  
Lisa & Howard Ungerleider  
Daniel & Cathryn White

\*INDICATES DONORS WHO HAVE PASSED AWAY.

## THANK YOU TO THOSE WHO HAVE ESTABLISHED A NAMED ENDOWMENT AT THE CENTER

James R. & Anita H. Jenkins  
*In memory of Dr. Andrea  
Louise Jenkins*  
Ken & Gina Pederson  
David & Cady Ramaker  
Dr. Daniel & Cathryn White  
*In memory of Carl & Ethel  
Mortenson*

## MIDLAND CENTER FOR THE ARTS

1801 W. St. Andrews Rd.  
Midland, MI 48640  
[midlandcenter.org](http://midlandcenter.org)



## 2020/21 IMPACT REPORT

Sincerely,

**Terri Trotter**  
President & CEO

In 2021 the Center faced many unknowns, worked diligently to plan for the return of in-person events, and developed programs to engage our patrons in the interim. Unsure if our aspirations would come to fruition, we set out to fulfill the Center's mission and make an impact in the Great Lakes Bay Region, no matter the obstacles and challenges we would have to overcome. So, in this report, that is exactly what we celebrate, the impact we made on the people in our community, and our successes in the face of adversity.

As we share these impactful results, the greatest outcome of the past year was the creativity and innovation that allowed our patrons and donors to gather in safe and meaningful ways. And because of the support of our donors, sponsors and foundations, we have reopened our doors for the 50th Anniversary Celebration Season. The end of our first 50 years may have brought challenges that we couldn't have expected, but the start of the next 50 years shows promise and hope for generations to come.

Please enjoy this review of our impact in Mid-Michigan. It has been my pleasure to lead the Center for the last six years, connecting with friends and neighbors to discover the intersection of art, science and history.



## 16,358 VACCINE DOSES ADMINISTERED

When the community needed a central place to vaccinate residents in the Great Lakes Bay Region, we volunteered to host mass clinics for 27 days when it became widely available.

## INDIVIDUAL GIVING INCREASED BY 13.4%

The support of our individual donors was crucial during this year of uncertainty, and our community stepped forward so we could continue to fulfill our mission.

## NEW DISTANCED LEARNING OPPORTUNITIES

1,600 students participated in curriculum-aligned educational programs for hands-on science, art and history workshops and matinee performances.

## BROADWAY ARTISTS WORKED WITH LOCAL STUDENTS

The top high school students throughout the region were in the spotlight as they worked directly with professional artists on the presentation of *Grease* on the Huntington Bank Outdoor Stage with an intense rehearsal schedule that resembled a real professional production.

## \$3.62M SECURED FOR COVID-19 RELIEF

Through programs like the SVOG grant, we were able to secure funding from the government to keep our employees working, maintain building operations and facilitate the return of patrons to our facilities.



## COMMUNITY-BASED ART EXHIBITION

Over 50 local residents shared their stories and struggles throughout this time of uncertainty in a community-based art exhibition depicting the flood and pandemic.

## 2,000 HOUSEHOLDS JOINED US ONLINE

While we were unable to gather inside the theater, households from Mid-Michigan and beyond joined us online for virtual presentations from the comfort of their homes.

## MORE THAN 100 HOURS OF ORAL HISTORIES

Capturing history in the present is critical, so we sat down with over 100 Midland County residents to document their stories for the Midland County Historical Society archives and published on our new podcast, *Midland: In Our Own Words*.

## TACKLING COURAGEOUS CONVERSATIONS

To be a cultural destination for all people, we need to have courageous conversations, and this past year our staff started a professional development series to learn and discuss Diversity, Equity, Inclusion and Access to build an environment and programs created for everyone.

## VOLUNTEERS REMAINED A CRITICAL RESOURCE

The smiles, greetings and customer service that our patrons know and love is a result of our tremendous volunteers, and this past year 304 volunteers donated 11,275 hours of their time to support our mission.