

CENTRE FOR THE  
ARTS

50  
YEARS  
1971-2022



ANNUAL  
REPORT  
FISCAL YEAR 2022



I am humbled and excited to have been appointed the President and CEO of Midland Center for the Arts during this critical time in the Center's history. Working with our exceptional staff, advisory councils, volunteers, and our valued community partners, we continue to be an inspiring destination for STEM and arts education, creative expression, and exceptional entertainment for the Great Lakes Bay Region.

In fiscal year 2022, The Center returned to robust in-person programming, including:

- / A full slate of record-setting **Broadway Tour** performances
- / A **Midland Symphony Orchestra** season featuring contemporary composers as well as Brahms, Mendelssohn, Elgar, and more
- / A **Center Stage** Community Theatre Season flourishing under new leadership
- / **MATRIX:Midland's** eclectic and uplifting experiences in a new subscription series
- / Our **Matinee School Series**, which served more students and classrooms than ever
- / A packed summer of camps focused on outdoor programming
- / Gallery exhibits in repurposed lobby spaces, including the **50<sup>TH</sup> Retrospective of The Greater Michigan Art Exhibition**, featuring past winners of this historic statewide competition
- / Interactive science and history exhibits for all ages in our newly-created **IFF STEM Exhibit Space**

In May, we celebrated our 50<sup>TH</sup> Anniversary, announcing our \$47 million capital campaign and project. We have raised over \$41 million toward that transformative renovation. This is a testament to the support and belief that the community has in the Center – we are proud to be a gathering place and resource where people can refresh themselves through art, creativity, and entertainment. We are unique, in that we offer art experiences AND explore the history and science behind them. We look forward to providing imaginative and captivating experiences throughout the construction period and beyond.

We will continue to build on the successes and challenges noted within this report, to create a Center filled with possibility, generating innovative exhibits and experiences that evolve and change with the emergence of new ideas, inventions, and discoveries. This report reflects the year behind us as we as we embark on a transformative renovation that reimagines the museum and positions our multifaceted and vibrant Center for the future. I hope you enjoy reading it.

Sincerely,

**Jon Loos**  
President & CEO





HONORING  
THE PAST &  
CELEBRATING  
THE FUTURE







“Through **Art From the Heart**, I've noticed my students **trying harder** in class, taking more of an interest, and **exploring** their own artwork outside of class. It's important for the Center to provide this **access for students**.”

– Rachel Creed,  
Art Teacher at Stone Elementary



“I honestly felt like **I could be myself** in a place where no one would judge me.”

– Rising Star Student

“In this trying time in our world, it **gave me hope** that everything is going to be ok. Cause these **amazing kids** are gonna make a positive difference!

– Rising Star Parent

## COMMITMENT TO DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY

Midland Center for the Arts values the role that the arts and humanities have played throughout history in bringing people together for societal change. We are committed to doing better in our own work, to asking hard questions and to engaging in important dialogue regarding diversity, inclusion, equity, and accessibility. For us, as a cultural organization dedicated to diversity and inclusion, that means working with artists, audiences, and our own staff to effect change and build a more inclusive community. We are committed to deep reflection and to doing all we can to ensure that all are actively invited and have access to our programs and our spaces.

In addition to conscious efforts to present and provide space for diverse artists, composers, historians, and scientists, each staff member dedicated over 10½ hours of training to a wide variety of topics, including:

- / Accessibility & Ableism
- / Intersectionality
- / Intercultural learning

## RISING STARS

The Center's Rising Star program entered its second year, providing opportunities for young actors to pursue their artistic passions with the support and guidance of Broadway professionals through an intensive, professional-level schedule.

- / 3 Sold-Out Performances of *HIGH SCHOOL MUSICAL*
- / Professional New York & Broadway Guest Artists

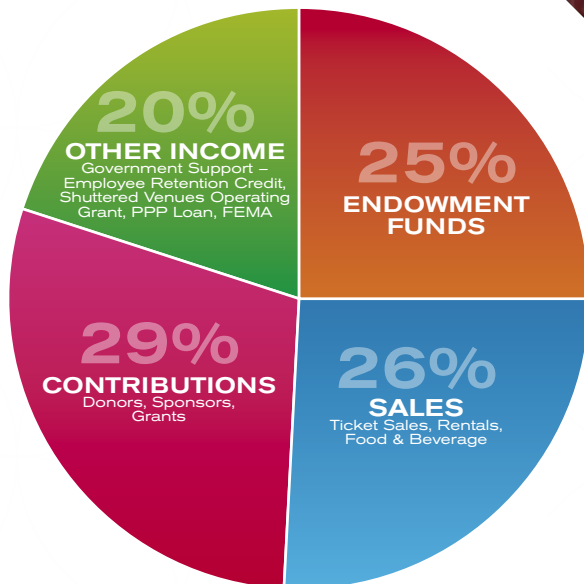
## HISTORICAL PERSPECTIVES

The Midland County Historical Society continued recovery activities stemming from the devastating floods of 2020, but still found time and space to create two original exhibits.

- / Tours of four different cemeteries were conducted, with different themes and focuses, collaborating with different communities and touring a record-setting 294 people.
- / Historian Dr. Betty Jones honored the Center with the donation of her book sales for *Pass It On: Sharing Our Story, Telling Our Truth a history of African Americans in Midland*.
- / A Victorian Home Holiday exhibit was celebrated at the Center, as well as an exhibit that memorialized the history of wedding traditions in the community since its founding.
- / 101 flood affected items returned to the Center after restoration work.
- / 400 volunteer hours supported Archives/Collections activity.
- / A 93-page NEDCC Preservation Consultant Assessment was completed through a National Endowment for the Humanities Preservation Assistance Grant

## REVENUE

TOTAL OPERATING BUDGET  
/ \$9,587,496



\$2,830,000\*

\$2,894,899

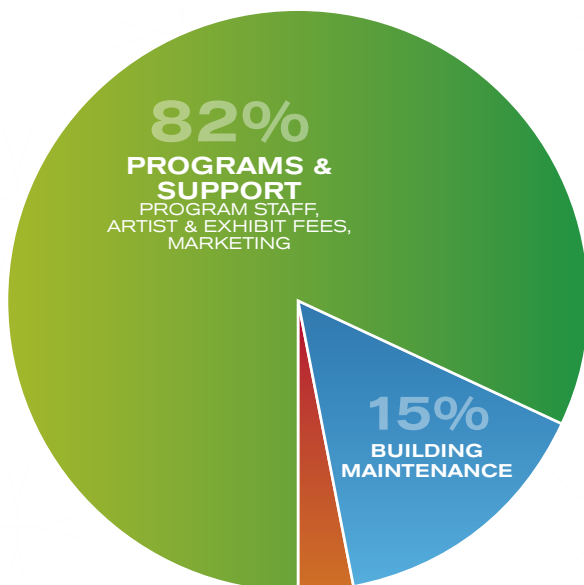
\$3,292,333

\$2,312,287

\*INTEREST ONLY, NO WITHDRAWAL  
FROM PRINCIPAL IN FY22.

## EXPENDITURES

TOTAL / \$9,587,496



\$7,264,779

\$1,318,211

\$256,305

3%  
OPERATING  
EXPENSES





## HONORING THE PAST & CELEBRATING THE FUTURE

In May of 2022, the Center celebrated its 50th Anniversary with a spectacular concert featuring Tony-nominee Joshua Henry who sang a selection of musical numbers that have graced the Center's stage over the years. The concert also featured more than 50 members of the community from the Choirs at the Center and reflected on the Center's history with memories and testimonials from many volunteers and community champions.



## CENTER OF POSSIBILITY

The Center announced a transformational renovation project to create a multi-disciplinary, hands-on, interactive museum to spark the imagination and bring a sense of wonder to children and adults, while helping to grow Midland as a tourist destination with creative exhibits and experiences relevant to the Great Lakes Bay region and beyond. Improvements include:

- / Cutting-Edge Art & STEM Museum
- / World-Class Art Studios
- / Consolidated Collections Storage
- / Elevated Guest Experience

This transformational project will reimagine the way art and science intersect in Michigan.

- / \$41.7 M of \$47M funds raised to date
- / 100% Board of Director participation in the campaign
- / Eight Donors have pledged more than \$1M, sixteen have pledged more than \$100K
- / Groundbreaking set for mid-late 2023



## ATTENDANCE & PARTICIPATION

**90,412** VISITORS  
**32** PRODUCED THEATRE PERFORMANCES  
**14** MUSICAL PERFORMANCES  
**10** PLAY PERFORMANCES  
**8** YOUTH THEATRE PERFORMANCES  
**133** CAST MEMBERS  
**83** PRODUCTION TEAM MEMBERS  
**34** ORCHESTRA MEMBERS  
**250** CENTER STAGE THEATRE VOLUNTEERS



**51.59%**  
**SALES**

COME FROM **OUTSIDE**  
MIDLAND COUNTY

**42 COUNTIES**

PATRONS FROM 42  
DIFFERENT COUNTIES  
ATTENDED EVENTS



## EDUCATION & OUTREACH

**7,715** STUDENTS ATTENDED EVENTS  
**439** SUMMER CAMPERS  
**730** PEOPLE PARTICIPATED IN  
ON-SITE CLASSES  
**743** CHILDREN BENEFITTED FROM  
DISTANCE LEARNING  
**25** SCHOOL DISTRICTS VISITED  
**1,055** PEOPLE BENEFITED FROM  
ART FROM THE HEART  
SCHOLARSHIPS

“I love being able to bring my students to a performance. It is an awesome personal experience at a wonderful reduced price. It is an experience most of our students wouldn't be able to have without the reduced price for the school matinee.”  
– Educator

“I've learned a lot, met a lot of great people, and felt really supported in my artistic development. I also feel really comfortable asking questions when I have them. I've learned a lot not only from the instructor but also from the people around me, whether in class or during open studio time. Everyone wants everyone else to succeed and no one stays a stranger for long.”  
– Studio School Student

## COMMUNITY IMPACT

**98** PEOPLE EMPLOYED  
AT THE CENTER  
**612** VOLUNTEER USHERS,  
EDUCATORS & OTHER SUPPORT  
**455,790** VOLUNTEER HOURS  
**19** TEACHING ARTISTS  
IN STUDIO SCHOOL  
**170+** PEOPLE AUDITIONED  
FOR A COMMUNITY  
PERFORMANCE

**\$11.5**  
**MILLION**  
**ECONOMIC**  
**IMPACT**





# MIDLAND CENTER FOR THE ARTS

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[midlandcenter.org](http://midlandcenter.org)

