

# CENTRAL AND HORTON THE ARTS



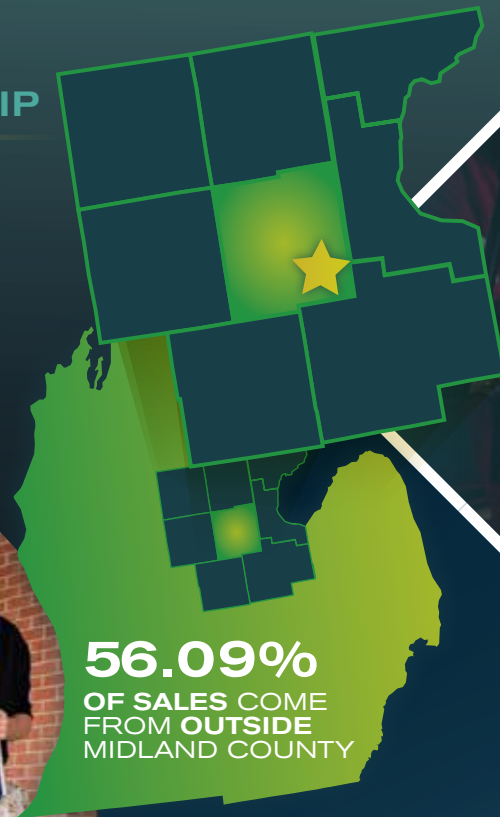
Photo by Andrew Mullins

# ANNUAL REPORT FISCAL YEAR 2023



## ATTENDANCE & MEMBERSHIP

**106,728** VISITORS  
FROM **79** MICHIGAN COUNTIES  
& 36 STATES  
**6,147** VISITORS TO EXHIBITS  
**765** DONORS & SPONSORS



**\$12**  
MILLION  
ECONOMIC  
IMPACT

## COMMUNITY IMPACT

**97** PEOPLE EMPLOYED  
AT THE CENTER  
**380** LOCAL PARTICIPANTS  
ONSTAGE & BACKSTAGE  
**553** VOLUNTEER USHERS,  
EDUCATORS & OTHER SUPPORT  
**10,500** SUMMER ART FAIR VISITORS  
**47,742** VOLUNTEER HOURS  
**16** TEACHING ARTISTS  
IN STUDIO SCHOOL  
**229+** PEOPLE AUDITIONED  
FOR COMMUNITY  
PERFORMANCES

\*CALCULATED USING AMERICANS FOR THE ARTS & ECONOMIC PROSPERITY CALCULATOR IV

## EDUCATION & OUTREACH

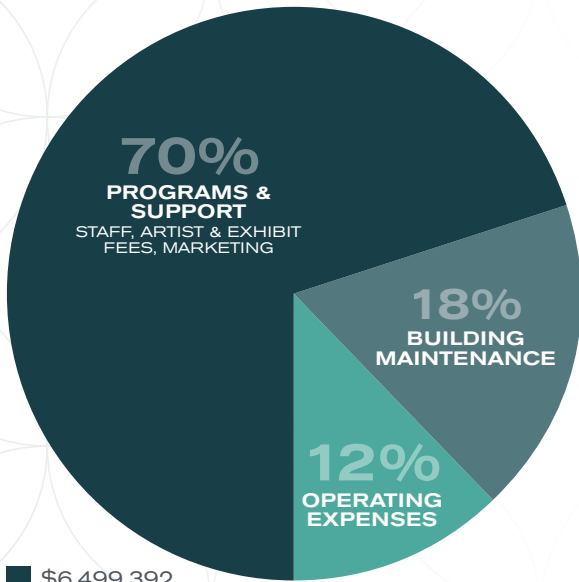
**9,770** STUDENTS ATTENDED  
CLASSES & EVENTS  
**1,780** FIELD TRIP ATTENDEES  
**34** SCHOOL DISTRICTS VISITED  
**2,556** PEOPLE BENEFITED FROM  
ART FROM THE HEART  
SCHOLARSHIPS  
**3,834** SCHOOL MATINEE ATTENDEES  
**1,172** PEOPLE PARTICIPATED IN  
ON-SITE CLASSES



*The Mattesons Photography*

## EXPENDITURES

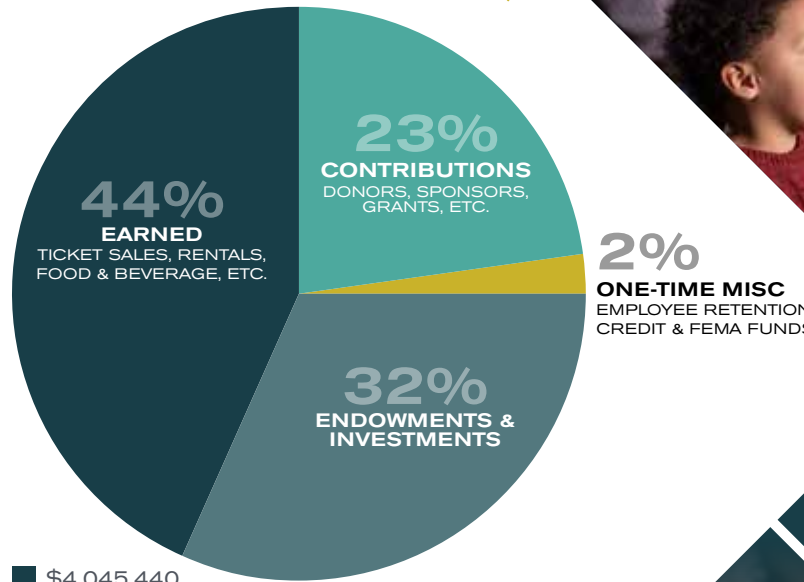
TOTAL / \$9,247,170



- \$6,499,392
- \$1,637,997
- \$1,109,781

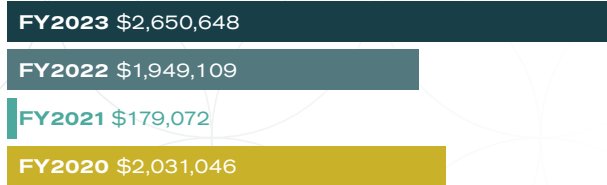
## REVENUE

TOTAL / \$9,230,594



- \$4,045,440
- \$2,960,700
- \$2,115,818
- \$108,636

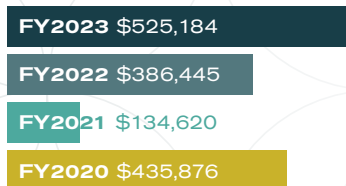
## TICKET SALES REVENUE



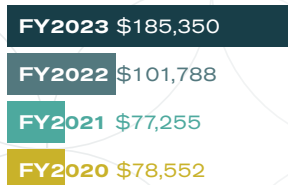
## EXPENSES



## FOOD & BEVERAGE/FACILITY RENTALS



## EDUCATION TUITION







## RENOVATION PROJECT MOVES FORWARD

The Center successfully reached 95% of its \$47 million fundraising goal for this transformative project, thanks to the generosity of donations. This accomplishment will result in the establishment of a hands-on, multidisciplinary, entertaining, and educational interactive museum focused on history, art, and science.

- Upon approval of the overall concept design, the Center formally contracted with award-winning architects Quinn Evans and design development continued.
- Spence Brothers Construction was selected to serve as the Construction Management firm, and the Center issued requests for proposals to museum exhibit fabrication and design vendors.
- A groundbreaking event was held in November 2023.





## COLLABORATION THRIVES

Collaboration and community partnerships thrive at the Center. Special projects included, among others:

- / The Center facilitated the *I Love My Hair: A CROWN Act Conversation* in partnership with Alpha Kappa Alpha sorority, Dow, Jack and Jill of America Saginaw Chapter, and other organizations. This timely discussion focused on the CROWN (Creating a Respectful and Open World for Natural Hair) Act to end discrimination based on race-based hair styles. Michigan passed this legislation into civil rights law in mid-June.
- / The Center collaborated with Saginaw Valley State University Theater Department to bring more than 20 students to the *Jabari Dreams of Freedom* school matinee to learn about producing theater for young audiences. The show's company then visited the SVSU campus to provide an informative acting workshop and session on navigating the path of a professional touring artist.
- / In conjunction with the Center's presentation of *Kate the Chemist*, the Center partnered with Dow Women's Inclusion Network. This partnership included a STEM Superhero Career Fair at the Center spotlighting 13 local women in STEM careers and bringing many more directly into local classrooms. 1,310 students attended the matinee and 757 students participated in classroom visits.
- / Partnering with industry leaders, including DuPont and Three Rivers Corporation, the Center developed and produced a hands-on STEM exhibition, *Build It!*, that explored the world of engineering and problem-solving through building construction.

## THEATRE EDUCATION FLOURISHES

The Center expanded youth theatre class offerings throughout the year and set records for attendance at student matinee performances.

- / The eclectic student matinee season included *Kate the Chemist*, *Jabari Dreams of Freedom*, *Collision of Rhythm*, *Sonia De Los Santos* and *Hiplet™* (the first time a student matinee dance program was offered).
- / The Center guided 95 young artists through nine youth theatre performances.
- / Rising Stars' third season added technical training to the already successful model that brings professional New York & Broadway guest artists in to work with dedicated young performers from throughout the state.
- / The three Rising Stars performances of *Footloose* sold out to audience acclaim.

## THE COMMUNITY ENGAGES

- / Summer Art Fair, produced by the Center, took place in Downtown Midland with roughly 10,500 in attendance. Partnering with community organizations, the Art Fair expanded in size and featured more than 100 artists.
- / Youth summer camps served 665 students exploring topics that ranged from Astronomy to Wizardry.
- / A new endeavor, the *Build a Bowl Project*, was born. More than 60 Center artists, teachers, students, and community members hand-crafted 268 bowls to donate to Flint Institute for the Arts' Empty Bowls Fundraiser that benefited the Food Bank of Eastern Michigan. The value of the Center's contribution translated into raising \$8,040 to fight food insecurity in the region.

## HISTORICAL GAINS

Midland County Historical Society offered a variety of activities and exhibits, while preserving and sharing Midland County's history – everything from painstaking restoration work to popular cemetery tours, to cataloguing new archive updates online.

- / The Center launched a robust and popular Brunch History Series, hosting five Saturday morning lectures on local historical topics, paired with delicious brunch offerings created in-house.
- / Midland County Historical Society Archives continues the recovery of documents and artifacts damaged by the 2020 flood. In addition, they provided research services to more than 50 researchers and launched a monthly newsletter, *From the Archives*, offering fascinating stories gleaned from historical records.
- / The Historical Society produced a popular architecture exhibit featuring the architecture of the county from the 19th century, through the mid-century modern era for which Midland is most known.



Photos by Tawny Heib



# MIDLAND CENTER FOR THE ARTS

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

The Mattesons Photography