

MIDLAND CENTRE FOR THE ARTS



White Christmas: The Matesons Photography

Broadway Performance of Annie

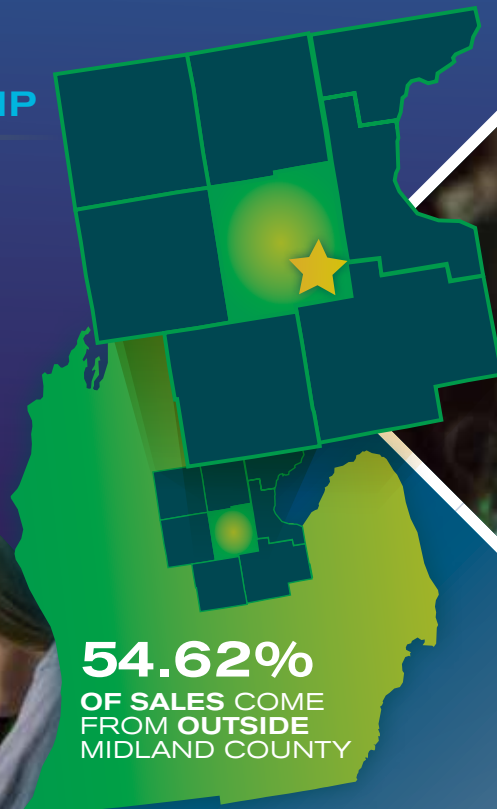


Malland Symphony Orchestra & MatrixMalland presents Aurora Typich

ANNUAL REPORT FISCAL YEAR 2024

ATTENDANCE & MEMBERSHIP

113,157 VISITORS
FROM **76** MICHIGAN COUNTIES
& 38 STATES
4,661 VISITORS TO EXHIBITS
804 DONORS & SPONSORS



\$12
MILLION
ECONOMIC
IMPACT*

COMMUNITY IMPACT

83 PEOPLE EMPLOYED
AT THE CENTER
580 LOCAL PARTICIPANTS
ONSTAGE & BACKSTAGE
708 VOLUNTEER USHERS,
EDUCATORS & OTHER SUPPORT
10,000+ SUMMER ART FAIR VISITORS
50,019 VOLUNTEER HOURS
14 TEACHING ARTISTS
IN STUDIO SCHOOL
435+ PEOPLE AUDITIONED
FOR COMMUNITY
PERFORMANCES

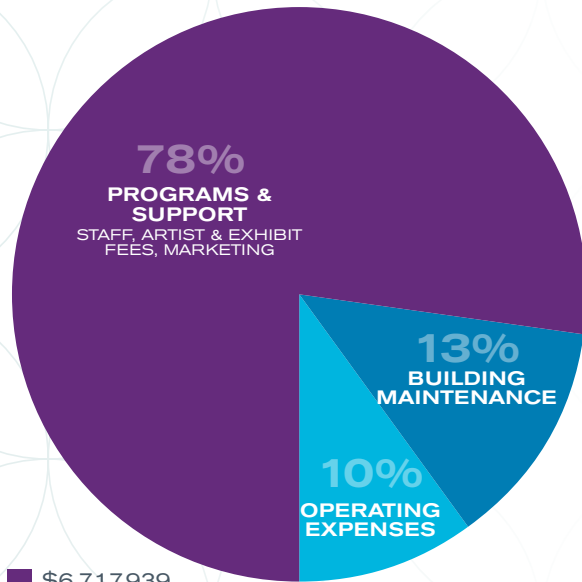
EDUCATION & OUTREACH

11,066 STUDENTS ATTENDED CLASSES,
EVENTS & MUSEUM EVENTS
1,542 FIELD TRIP ATTENDEES
32 SCHOOL DISTRICTS VISITED
959 PEOPLE BENEFITED FROM ARTS
& EDUCATION SCHOLARSHIP FUND
5,657 SCHOOL MATINEE ATTENDEES
1,433 PEOPLE PARTICIPATED IN
ON-SITE CLASSES

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

EXPENDITURES

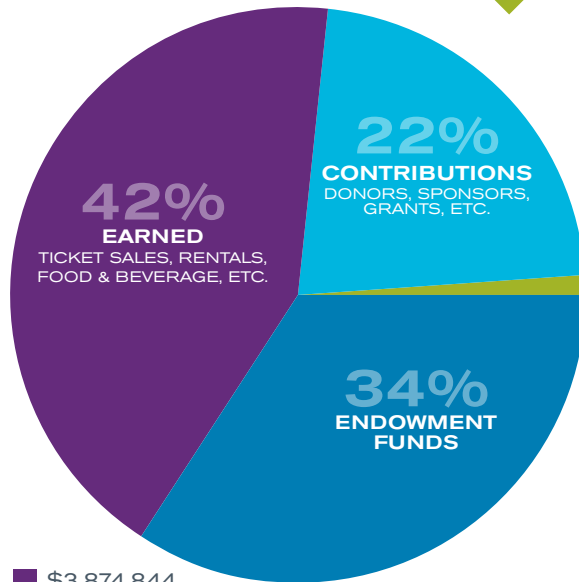
TOTAL / \$6,717,939



\$6,717,939
\$1,107,414
\$825,303

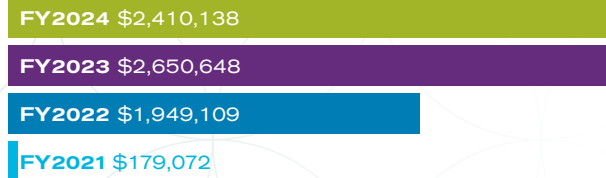
REVENUE

TOTAL / \$9,147,199



\$3,874,844
\$3,133,000
\$2,033,982
\$108,373

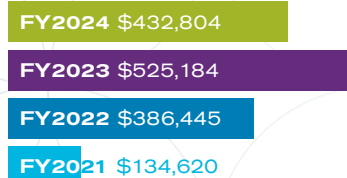
TICKET SALES REVENUE



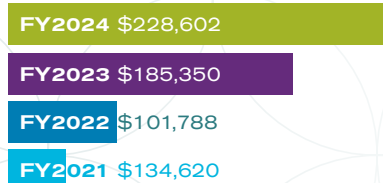
EXPENSES



F&B/FACILITY RENTALS



EDUCATION TUITION



Rising Stars Footloose. The Mattesons Photography



Broadway Performance of Come From Away

White Christmas: The Matteson Photography

Upgraded concessions

Renovated Restrooms

RENOVATION PROJECT ENTERS NEXT PHASE

Through generous community support, the Center is very close to meeting its \$47 million Center of Possibility campaign goal. This campaign enables essential infrastructure and accessibility improvements, while also creating a hands-on, multidisciplinary, entertaining and educational interactive museum for history, art and science. We are proud to report:

- / Guests are now enjoying Auditorium facilities with increased capacity, upgraded concessions, and renovated restrooms with enhanced ADA accessibility.
- / The west wing renovation is underway and will deliver additional ADA accessible seating in the Auditorium with new elevator access, improved community engagement areas, a new kitchen, and refreshed offices.
- / The Hall of Ideas exhibit and gallery areas, designed through focus group feedback guided by a team of experts, will begin work this summer.
- / The Studio Wing will be converted into community rooms for event spaces, facility rentals, and additional programming spaces in 2026.

PROGRAMMING & COLLABORATION

Engaging programming and strong community partnerships were a hallmark of this past season. Here are several highlights.

- / The Broadway & Beyond series saw its largest subscription year ever with 1,240 subscribers and every show well exceeding budgeted goals, with classic titles such as *Annie*, *Chicago*, complimented by the more current *Mean Girls* and *Come From Away*.
- / We received generous support and collaboration from The Dr. Andrea Louise Jenkins Endowed Fund for Cultural Enrichment at Midland Center for the Arts for three key engagements, including Collage Dance Collective and the Detroit Youth Choir. In a culmination of years long planning, The Alvin Ailey American Dance Theater made its debut performance at the Center. The engagement included the presentation of the dance *Revelations* and a reception in celebration of the fortieth anniversary of the Midland Alumnae Chapter of Delta Sigma Theta Sorority, Inc. Over 1,400 students from the region attended a free matinee performance.
- / Center Stage Theatre's *White Christmas* had over 4,300 patrons in attendance through its sold-out 11-performance run. And Midland Symphony Orchestra's performance of *Aurora Tryptich* with Jose Francisco Delgado's was to a sell-out audience.

EDUCATION & COMMUNITY ENGAGEMENT

The Center expanded adult engagement opportunities and increased attendance at student matinee performances.

- / Adults enjoyed engagement opportunities, including dedicated Museum Nights and Beyond the Exhibit arts lecture series.
- / Matinee audiences were significantly larger with 5,657 teachers, students and chaperones in attendance.
- / Summer camps had their biggest participation since the pandemic with 708 attendees.
- / Community events outside of the Center, library visits, and school visits impacted 2,800 youth and adults.

ALDEN B. DOW MUSEUM OF SCIENCE & ART AND MIDLAND COUNTY HISTORICAL SOCIETY

- / The exhibition design and interpretive planning process for the new museum moved forward by engaging nearly 100 community members during workshops centered around the visitor experience.
- / The exhibition "Forged: Sculpted by Nature" was presented at Chippewa Nature Center in partnership with the Max Carey Blacksmith Guild, Chippewa Nature Center, and three local community artists. The artwork was created in collaboration with the artists who designed the sculptures and the blacksmiths who created the works.
- / The Brunch History series was well attended, selling out three of the four programs.
- / Three exhibits were curated, including a Victorian holiday themed exhibit and a large-scale lumber exhibit that was popular with school groups.
- / We published two editions of the *Midland Log*. All museum members have complimentary physical and digital copies available to them, as well as a monthly newsletter from the Historical Society.





MIDLAND CENTER FOR THE ARTS

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midlandcenter.org



The Alvin Ailey American Dance Theater