

MIDDLE CENTER FOR THE ARTS

ANNUAL REPORT

FISCAL YEAR 2025

Space Explorers: The Infinite



Step Afrika!



ATTENDANCE & MEMBERSHIP

111,874 VISITORS
FROM **82** MICHIGAN COUNTIES,
44 STATES, AND
3 COUNTRIES
2,456 SEASON SUBSCRIBERS
878 DONORS & SPONSORS



COMMUNITY IMPACT

\$12 MILLION
ECONOMIC
IMPACT^{*}

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

120 PEOPLE EMPLOYED
AT THE CENTER
593 VOLUNTEERS
54,637 VOLUNTEER HOURS
11,000+ SUMMER ART FAIR VISITORS
400+ PEOPLE AUDITIONED
FOR COMMUNITY
PERFORMANCES

EDUCATION & OUTREACH

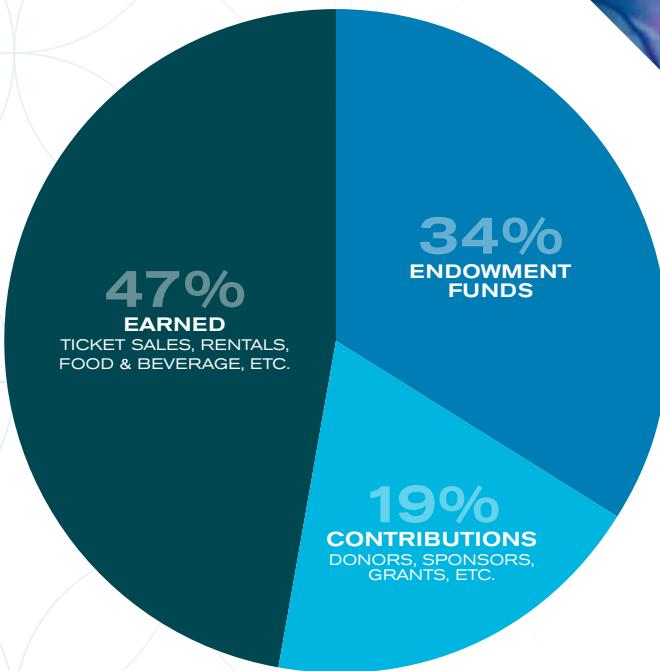
13,784 STUDENTS ATTENDED CLASSES,
EVENTS & MUSEUM EVENTS
4,316 STUDENTS ATTENDED *SPACE
EXPLORERS: THE INFINITE*,
UNDERWRITTEN FOR \$5 EACH
29 SCHOOL DISTRICTS VISITED
1,100 PEOPLE BENEFITED
FROM ART & EDUCATION
SCHOLARSHIPS
2,938 SCHOOL MATINEE
ATTENDEES

Space Explorers: The Infinite



REVENUE

TOTAL / \$9,244,749



■ \$4,378,868
■ \$3,138,000
■ \$1,727,881

TICKET SALES REVENUE

FY2025 \$2,558,954

FY2024 \$2,410,138

FY2023 \$2,650,648

FY2022 \$1,949,109

F&B/FACILITY RENTALS

FY2025 \$368,659

FY2024 \$432,804

FY2023 \$525,184

FY2022 \$386,445

EDUCATION TUITION

FY2025 \$194,758

FY2024 \$228,602

FY2023 \$185,350

FY2022 \$101,788



Space Explorers: The Infinite





TRANSFORMATIONAL RENOVATION

We continued major facility upgrades while staying open for performances, education, and community events.

- ✓ Auditorium renovations were completed to create more accessible seating and direct elevator access.
- ✓ Facility renovations to the concessions and restrooms were completed, including new restrooms in the Donor Lounge.
- ✓ FEMA support is helping us move forward with critical repair work to bring the Doan Center back into operation.
- ✓ Capital campaign pledges of \$2,073,250 this year continued to advance long term accessibility and infrastructure goals.

PROGRAMMING & COLLABORATION

Strong attendance, added performances, and growing collaborations defined the season on our stages and in our community.

- More than 400 performers auditioned across Center Stage Theatre, Youth Theatre, and Rising Stars.
- Center Stage Theatre had a record number of season subscribers with sold out engagements of *The Wizard of Oz*, *Steel Magnolias*, and *The Diary of Anne Frank*.
- Youth Theatre continued to grow, with performances of *Anne of Green Gables* and a sold-out run of *Matilda Jr.*, including an added performance.
- Summer Art Fair welcomed 11,000+ visitors to Downtown Midland, our largest turnout yet.

MUSEUM EXPERIENCES & MIDLAND COUNTY HISTORICAL SOCIETY

Even during construction, we delivered major exhibitions, hands-on experiences, and regional storytelling.

- Over 12 immersive weeks, we hosted **Space Explorers: The Infinite**, a groundbreaking virtual-reality experience inspired by NASA missions, welcoming 16,416 visitors. Thanks to generous philanthropic underwriting, 4,316 students were able to experience space for just \$5 per student.
- Our staff built supporting activities tied to curriculum to ignite curiosity and build the wonder of exploration within reach for thousands of learners.
- We presented 6 additional exhibitions exploring science, art, and history.
- The Midland County Historical Society continued collections care, exhibitions, programs, and publications to keep local history visible during renovation.

EDUCATION & COMMUNITY ENGAGEMENT

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

- Adults enjoyed engagement opportunities, including *Brunch History* events and *Beyond the Exhibit* arts lecture series.
- Student Matinee performances welcomed 2,938 teachers, students and chaperones for performing arts presentations.
- 636 students participated in summer camp programs hosted at Midland Center for the Arts, Midland Public Schools, and Swan Valley Performing Arts Center.
- 170 students participated in youth performing arts classes, workshops and productions.



A Dress for all Occasions:
The Art of Theatrical
Costuming Exhibition



Steel Magnolias: The Matasons Photography



MIDLAND CENTER FOR THE ARTS

1801 W. St. Andrews Rd.
Midland, MI 48640

midlandcenter.org

The Avon Alley American Dance Theater