Davis Performing Arts Association, dba CenterPoint Legacy Theatre (CPT)
Jansen Davis, Executive Director
801-298-1302 - jdavis@centerpointtheatre.org
Request for $250,000 in ongoing funds to support various community outreach programs.

CPT's primary function is to create theatrical experience for patrons and participants.
CPT serves over 98,000 patrons and more than 700 volunteers with nearly 98,500 hours of service, annually.

**Community Outreach Programs**

<table>
<thead>
<tr>
<th>Community (Program)</th>
<th>Expense Type</th>
<th>Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>CenterPoint Academy</td>
<td>Program Total</td>
<td>$208,938</td>
</tr>
<tr>
<td></td>
<td>Marketing</td>
<td>$23,026</td>
</tr>
<tr>
<td></td>
<td>Administrative</td>
<td>$84,807</td>
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<td></td>
<td>Facility Usage</td>
<td>$54,286</td>
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<tr>
<td></td>
<td>Direct (Supplies, Materials)</td>
<td>$11,800</td>
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<tr>
<td></td>
<td>Prod. Support &amp; Maint.</td>
<td>$35,019</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>$345,918</strong></td>
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</tbody>
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**Measure of Success:**
The number of participants, return students and waiting lists are used to indicate success. We also use survey information from students, parents and director who observes these students in the casting and production process of our community productions. Regular evaluations with instructors addressing the information collected help to improve this program.

**Friend to Friend**

- A program designed to serve community members living with the challenges of Autism, Down Syndrome and other issues.
- Serves 72 students with ages ranging from 5-Adult
- The program is managed by 28 volunteer instructors & coaches
- Students meet weekly free of charge to socialize, learn interactive life skills and prepare for two productions per year.
- Performances draw 2,000 patrons each year

**Measure of Success:**
In this program we are not as concerned with the number of individuals participating, as we are the anecdotal input from parents and family to its impact. This is collected by survey and direct interaction with each parent. However, the growth in attendance helps us measure the quality of the program. The interest and support of the program is also measured by the community attendance at performances.
**BRAVO Program**

- An educational outreach for our secondary school students
- Students are offered highly discounted tickets to experience the performing arts and have interaction with the artists and technicians involved with the production.
- 400 students took advantage of the program this past year
- Our primary focus has been on Davis County schools, but we are considering expanding the program with interested schools outside our local area.

**Measure of Success:**

An active count of how many students and which schools participate in this program is kept. The level of participation in the “talk back” sessions with production artists is observed and discussed. We regularly access each event and council with educators to improve the program’s impact.

**Troubadour Program**

- This program brings the theatre experience to Davis County elementary students with an interactive assembly that puts the students directly into a brief performance experience.
- An estimated 3,600 students participate in these assemblies

**Measure of Success:**

Each school chooses the classes that will participate in this program with each visit. Our measure of success comes in the level of participation by the students, their reaction to the activities and survey information from each school administrator. Like other programs, the information and observation is used to evaluate the effectiveness and in making improvements.

**FairyTale Festival**

- An open-air festival inviting families to spend time together while exploring their creativity
- Local artists engage them with music, storytelling and games
- Children interact with actors portraying Princes, Princesses and other characters from familiar stories
- Participants explore the world of enchantment and imagination, while learning social skills through a variety of activities
- General admission is free with an estimated 5,500 participants

**Measure of Success:**

Attendance is estimated by a “walk-through” count of the those attending every 1-2 hours during the event. We are considering other methods and hope for more accurate attendance numbers in the future. Random survey’s are also taken with attendees. Reaction to the event is also collected by posted conversation on our festival Facebook page. Analysis is made after each for improvement purposes.

**Outreach Total**

<table>
<thead>
<tr>
<th>Program</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Program Total</td>
<td>$305,229</td>
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</tbody>
</table>

CenterPoint Legacy Theatre requests **$250,000** in ongoing funds to support these outreach programs.

Thank You.