2017/18 ANNUAL REPORT
ABOUT MIDLAND CENTER FOR THE ARTS
Since 1971, Midland Center for the Arts has served as the Great Lakes Bay Region’s cultural destination. Through diverse, entertaining, educational and hands-on experiences in art and science, the Center inspires both audiences and participants.

Centrally located in the state of Michigan, we are within hours of Detroit, Grand Rapids and Traverse City, making us an accessible destination. We aspire to not only serve our region, but to be a leader in the state for innovation, creativity, inspiration, and entertainment.

We partner with businesses and community organizations around the region to preserve our vision of making the Great Lakes Bay Region the best place to live in Michigan.

MISSION
Midland Center for the Arts is a cultural destination where people find meaning and connection in their busy lives.

VISION
Midland Center for the Arts is a leader in making the Great Lakes Bay Region the best place to live in Michigan.
The people of Midland built the Center to help satisfy the creative drive that exists in all of us. Some of the time we create and some of the time we appreciate. Both are powerful and necessary forces in the development of a healthy community.”

– Alden B. Dow, Architect of the Center
ACHIEVING

2017/18
BY THE NUMBERS

PERFORMANCES

135

TICKETS SOLD

65,207

1,450 TICKETS DONATED TO COMMUNITY PARTNERS

INDIVIDUAL DONORS

851

43 CORPORATE SPONSORS

VOLUNTEER HOURS

50,264

BY 622 VOLUNTEERS

VISITORS

168,213

INCREASED 64% IN TWO YEARS

55% OF VISITORS CAME FROM OUTSIDE OF MIDLAND COUNTY

NEW HOUSEHOLDS

10,716

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A place where artists perform, families explore, and students spread their wings. We are a key driver of visitation to Midland and of overall quality of life in our community. And, we deliver substantial economic impact.

THE CENTER’S ECONOMIC IMPACT
/
/ $12,955,420 estimated in total spending*
/ 78 Employees (48 Full-Time)
/ $8.9 Million Operating Budget
/ 12% Increase in Contributions
/ $1.1 Million Increase in Earned Revenue
/ $1.4 Million Increase Total Revenue
/ Maintained Endowment Withdrawal Below 5%

*Americas for the Arts economic impact calculator

ENDOWMENT WITHDRAWAL

CONTRIBUTIONS

30% 35% 35%

TICKET SALES & OTHER REVENUE

30%
Presenting performances that inspire and entertain, forming the backbone of the Center’s business operations and fulfilling its mission, the Center is the largest performing arts presenter in the region. We bring shows and artists from around the world to Midland, engaging audiences in the state and beyond.

**NATIONAL TOURING BROADWAY SHOWS**

- The 2017/2018 season marked the Center’s creation of the Broadway & Beyond Series.
- Featured Elf the Musical, Chicago, Cirque Eloize: Saloon, Jersey Boys and Cinderella.
- More than 20,000 people attended the inaugural series.
- The prominent concert and touring industry publication, Pollstar, ranked the Center #175 for the 2018 Mid-Year Top 200 Theatre Venues Worldwide in their July issue, giving the Center national attention.
It was a standout season with many firsts that exceeded our own expectations. Audiences from around the region embraced the new energy and efforts that the Center has taken on so many fronts. It was thrilling to regularly encounter people who had never been to the Center. We welcomed them to the Museum, to performances and to our engagement programs. “

– Bryan Jao, Vice President of Programming

MIDLAND SYMPHONY ORCHESTRA

/ The Midland Symphony Orchestra consists of more than 70 professional musicians from across the Midwest, and has provided the Great Lakes Bay Region with excellence in symphonic music since 1936.

/ This season featured notable works in the classical repertoire including Beethoven’s Symphony No. 7 and Mahler’s Symphony No. 5, and new experiences like The Music of Bowie & Prince and Beer, Brahms & Bourbon.

WORLD-CLASS ENTERTAINMENT

/ The 2018 MATRIX:MIDLAND Festival celebrated art, science and humanities.

/ From a Yahoo technology critic, Chicago comedians, and a chef to Royals and US Presidents, an Olympic Medalist, a Grammy-award winner, a NASA astronaut, and Daytona 500 winner, the Festival brought lots of excitement in June and even debuted a one-of-a-kind new live show featuring hometown outdoorsmen stars, the Keefer Brothers.

“I love being a part of Midland Center for the Arts because the arts world is a community. Whether I’m playing in the Orchestra, involved in a theater production, or singing, I’m on stage with friends. Many differences can be put aside, and we’re all working toward the common goal of creating a memorable experience for the audience.”

– Susan Mercy, Midland Symphony Orchestra violinist
The Center is not only a place to appreciate the arts, but to be a part of the art.

LOCAL TALENT ON STAGE

The Center is home to local actors, singers and musicians of all ages from across the Region who act, sing, dance and perform on our stages.

- 1,819 local actors, singers, and musicians
- 73 youth actors performed in the youth theater productions
- 100 choir singers performed with Detroit Tigers announcer, Dan Dickerson
- 4,258 kids and families attended youth theater and choir performances
- 50% of national Broadway tours at the Center had an actor from our region in the cast

Cornerstone Series: Center Stage

Theatre produced Oedipus the King, the 3rd installment of a 5-year series presenting some of the most influential plays to the American theater, examining the power of family in our lives.

“Over the past five years, the Cornerstone Series has offered both our artists and our audiences the opportunity to dive deep into the dramatic canon to meet the characters and words that form the foundation of the American theatre. The chance to see just one of these plays, let alone all five, only comes along once in a great while. I am grateful for the generosity of spirit and passion for the arts that made this possible.”

– Dexter Brigham, Director of Theatre Programs
From celebrating global connections to making connections with local groups in our community, the Center connects audiences not only to the art, but to each other.

**NEW! MADE IN MICHIGAN**

Designed to celebrate the incredible artists who have emerged from this area, the Center debuted its first Made in Michigan Series. We also engaged local choirs, high school, college and adult musical theater artists, and instrumentalists during these performances.

/ Featured performers: Bay City native Katie Travis (The Phantom of the Opera), Contralto soloist Emily Marvos of Saginaw, Midland’s Micah Young (Spring Awakening), and Ryan VanDenBoom of Munger (Broadway’s Something Rotten).

By bringing a ‘success story’ in a field of interest back to the schools, it drives home the message that you do not have to be from a major city to have a career in the arts. What was also surprising is the impact that the school visits had on the artists. Returning to their old ‘stomping grounds’ and giving back, has almost unanimously been their favorite aspect of the visit.

– Matt Travis, Director of Choral and Orchestral Programs

**ARTISTS FROM ACROSS THE GLOBE**

/ The Windows on the World Series features artists from around the world, bringing their unique artistic heritage to our stage. These touring artists and entertainers engage audiences through performances normally not seen outside of major cities.

/ Featured Cas Public, Che Malambo, L.A. Theatre Works, The Mountaintop and Cameron Carpenter

Surrounding Cameron Carpenter’s performance, the Center collaborated with local LGBTQ+ groups who had never all been in the same room before: the Gays and Lesbians at Dow (GLAD), Perceptions, Family and Children’s Services of Mid-Michigan, and the Midland High School GSA.

We built an event that consisted of an hour-long Q&A session with Cameron, followed by some social and discussion time, where LGBTQ+ individuals and allies that spanned multiple generations shared their current experiences of their everyday lives and as advocates for the LGBTQ+ community,” explains Katie. “It was incredible to see teenagers who are so passionate about issues like gender-neutral bathrooms in their high schools interacting with community leaders in their 60s who jump-started advocacy efforts in our region 30 years ago.”

– Katie Miller, Manager of Community Engagement

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The Alden B. Dow Museum of Science & Art cultivates creators and innovators of the future with 14,000 square feet and 4 levels of family-friendly interactive exhibits, and displays many local and nationally recognized artists.

HIGHLIGHTS

/ Had our largest-attended exhibit in the past decade with 45,138 visitors coming to the Giant Mysterious Dinosaurs exhibition.
/ 14% increase in Museum memberships.
/ Added five new hands-on exhibits, a preschool area, and expanded our STEM activities both inside and outside the museum.
/ The Spark!Lab® Smithsonian welcomed over 20,000 visitors.
/ Hosted 464 Michigan visual art exhibits and debuted an ArtPrize exhibition—having the honor of being the first to organize and view the exhibit outside of Grand Rapids.
/ Offered new sensory-friendly experiences.

Just a mile away from the Center is the campus of the Midland County Historical Society, housing the Doan History Center and Herbert H. Doan History Center, the Herbert Dow Historical Museum, the 1874 Bradley Home and the Carriage House.
/ This year, new Hands-On History weekends were offered at Heritage Park to draw in new audiences and boost awareness of the campus.
The Center inspires the curiosity of our visitors as both a learning hub and point of community connection. The scope of educational offerings has been expanded to include more robust STEM programming, partnerships with key community organizations and more outreach opportunities for students in the region.

**KEY STATISTICS**

- Over 6,000 students were impacted by the museum and 37 school districts participated.
- 1,424 students attended matinee performances and 5,274 students visited through school tours.
- 44 STEM programs, hands-on activities, and special events were held.
- 436 people served through Art from the Heart Scholarship Fund.
- 213 students attended the Center’s summer camps.
- 45 educators participated in the Kennedy Center’s “Partner in Education” Program, learning ways to integrate the arts into the classroom.
- 50 art classes and workshops for adults, plus 22 classes, camps, and special programs for youth (ages 4 to 18) were offered by our Studio School.

“We continue to work to inspire our next generation of thought leaders and to encourage lifelong learning through enriching educational opportunities.”

– Jennifer Kanyo, Director of Education
Thank you to our visionary leaders and partners whose passion and support are transforming our community.