

# Community Arts & Theatre Project

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**Nick King – City of Warsaw, Municipal Airport**

**Ted Westerhof – Bowen Center**



With Special Thanks to:

**John Hand**

**Mike Hall**

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# Impact of Community Theatre

"In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities...the arts have a critical impact on our community and are important catalysts for learning, discovery, and achievement in our country."

**- Paul G. Allen, Co-Founder, Microsoft**

Based on a Stanford University 12-month research project, documented the academic activity of young individuals who participated in the fine arts at least three to four hours a day, three days a week. These students were:

- > 4 times more likely to be recognized for academic achievement
- > 3 times more likely to be elected to class office within their schools
- > 4 times more likely to participate in a math and science fair
- > 3 times more likely to win an award for school attendance
- > 4 times more likely to win an award for writing an essay or poem

# Community Needs Survey



# Why KLA?

- Third party support and objectivity
- Timing and Priorities
- Viability: Cost of Implementation
- Sustainability: Marketing & Capital Campaign

# Marketing Campaign

- Develop unique stories of staff & participants
- Develop a timeline for the capital campaign
- Create a slogan and a logo for capital campaign
- Create a unique way to track progress toward end goal throughout the community
- Create other marketing tools
- Utilize current donors, members, season ticket holders, staff, and board
- Plan a specific event as a capstone to the capital campaign

# Capital Campaign

- Year One: Planning and Silent Phase
- Year Two: Local Outreach
- Year Three: Targeted Community Outreach
- Year Four: Final Push



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