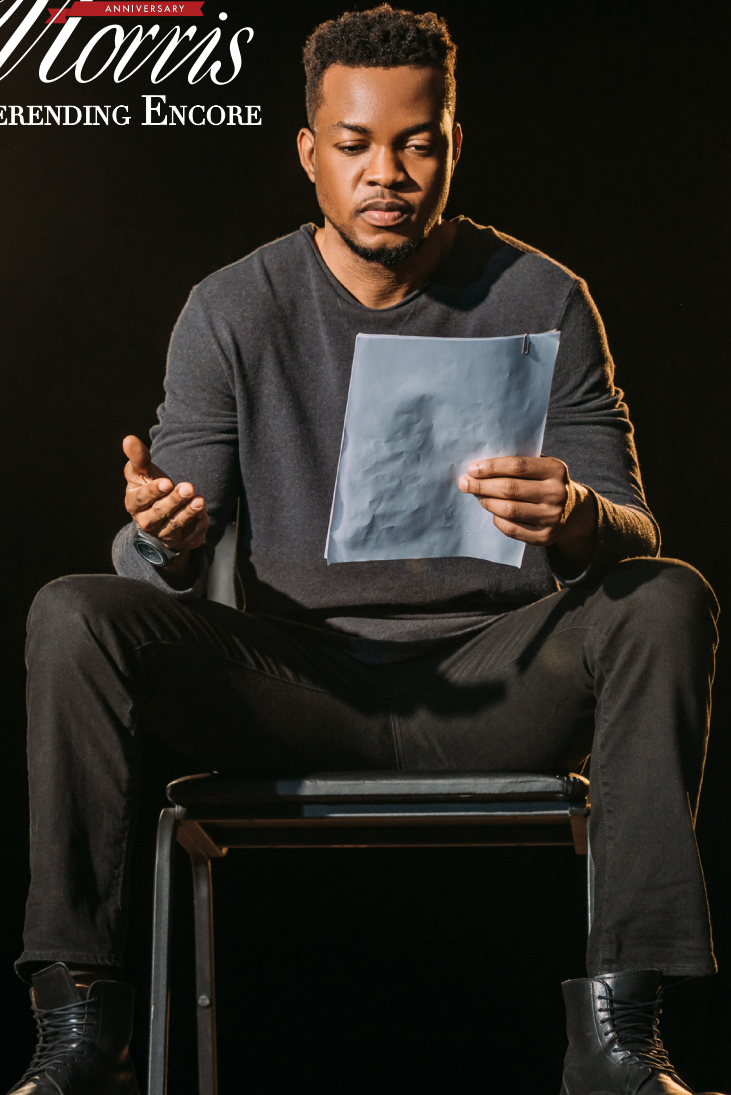


AN ENDOWMENT FOR LOCAL EQUITY IN THE ARTS

Are the Arts worth it? Ask the famous actors, writers, musicians and directors who spent time as children at the Morris - most of them come from humble backgrounds. Ask the many economic development professionals who point to something they call 'quality of place' and the direct impact that the Arts have on our local economy. Or, simply ask any local child who has little but a dream - a dream to play the violin, or act on a stage like the one she's experienced at the Morris.



In 1922, when this magical place opened, the architects meant to make everyone who walked through the doors feel like royalty. The endowment for our local Equity in the Arts program will ensure that original spirit for the next hundred years. Equity in the Arts will stimulate more social inclusion, more diversity and access to the Arts for everyone in our community.



6 year old Carrie Fisher watching mom
Debbie Reynolds perform from backstage

Equity in Arts means the Morris is for everyone. As a part of the 100 year anniversary campaign, the team at Venues Parks & Arts look forward to instituting an exciting Equity in Arts program to ensure all residents have access to the Morris and through it, the arts.

Local children who enjoy easy access to the Arts get better grades in school. High school students who're engaged in the Arts are more likely to complete advanced courses and enroll in college. And adults who've experienced the Arts are significantly more civic minded - they are involved in continuously improving the quality of life in a community.¹ And, "When arts are present, there's documented increase in neighborhood vitality..."²

¹ AECOM 2017 Economic data presented to the City of South Bend

² Study conducted by Americans for the Arts

A tailored expansion of the city's existing and successful equity programs will inspire generations of children and adults for years to come. It's why we're studying several of the best models in the world - models that actually work.



The \$5 Ticket Program run by the Regional Arts & Culture Council in Portland, Oregon is solely about Arts inclusion for low-income residents.

Sometimes the tickets are free. And the program works because a consortium of 50 arts-based organizations make it work. We love this model because our local arts organizations already work together.



On The House is a program run by Roundhouse Theater in Maryland. This ticket program eliminates barriers that prevent clients of local non-profit entities from experiencing the Arts.

It enriches the lives of people in need, by partnering directly with local organizations who exist to help them.



Regular Community Brown Bag Discussions hosted by New York City's Lark Theater on topics related to the Arts are creating more inclusivity, more dialogue and richer lives.

The topics are led by diverse members of the community and feature ground rules that create a welcoming atmosphere and constructive dialogue.

Equity in the Arts

will expand access to existing programs

- Engaging with South Bend's public schools with free or low-cost field trips to see performances at The Morris.
- Collaborating with world-class artists at the Morris to provide educational training or behind-the-scenes experiences for local children - much like what was done with the cast of Lion King and Chicago's Second City, which ran an improv training session prior to their 2019 performance.
- Leveraging VPA's Youth Jobs SB to provide more paying jobs and life skill training for our local at-risk children.
- Partnering with our local arts-based organizations to create residency education programs.



For more information about the Morris 100 Campaign, please contact Annie Smith at annie@southbendin.gov or visit us at www.morris100.org