



# Blumenthal Performing Arts

## Mission Statement

To present the best in the performing arts and, in partnership with others, share and employ the arts as a major catalyst to strengthen education, build community cohesiveness, and advance economic growth

## Blumenthal's Education Department

is committed to providing excellent programs for...

- ✓ *SCHOOLS*
- ✓ *STUDENTS*
- ✓ *COMMUNITY*

# ***THE DOCTOR FAMILY FOUNDATION*** **2009-2015 GRANTS AND GIFTS**

An annual grant from The Doctor Family Foundation inspires young people in the Charlotte region to pursue excellence in the performing arts and enables families who may not have the necessary resources to gain access to the arts.

The foundation provides full or significant funding for each of the following programs:

- ❖ Blumenthal’s annual *Broadway Junior Theater Celebration*
- ❖ purchase of *Broadway Junior* show kits from Music Theater International for more than 42 area schools. (Each kit includes an orchestrated accompaniment CD, scripts, sheet music, and a teacher’s guide book)
- ❖ Creation and distribution of an in-depth, web-based, interactive “Broadway 101” curriculum used by area high schools
- ❖ *The Broadway Experience*, a unique, annual educational trip to New York for 12 specially selected area high school students who demonstrate artistic talent and passion for the performing arts
- ❖ *The Blumenthal Experience*, a local one-day, performing arts-immersion adventure for 30 to 50 area high school students
- ❖ *The Blumey Awards*, Blumenthal’s regional high school musical theatre awards program
- ❖ ticket scholarships for local families without necessary financial resources to attend touring Broadway shows





**EDUCATION DEPARTMENT**

# *PROGRAMS FOR SCHOOLS*

## Assisting Classroom Teachers with Arts-Integrated Lessons and Artists

The Arts Integration Model (AIM) program is an educational approach for K–5 students, integrating both performing and visual arts in the teaching of core curriculum subjects (e.g. a science lesson on sound waves employing music and musical instruments or an introductory geometry lesson utilizing dance forms). AIM has received national recognition as a Kennedy Center Partners in Education “Successful Program Model.”

*During the 2013-2014 school year, we partnered with one elementary school, Benton Heights in Union County. We provided 27 class lessons taught by eight contracted teaching artists. We served a total of 500 students with arts-integrated lessons and teaching.*



## School Shows & Transportation Subsidy for CMS Schools

With the reality of severe cuts in school fine arts budgets, Blumenthal's Education team helps fill the arts gap by providing "school shows" for Charlotte region schools. A school show is a weekday matinee mini-performance of a Blumenthal-presented show that typically has evening and weekend performances for the general public. Specific grade levels are targeted for each show in accordance with show content and educational opportunities.

In addition to ticket costs being subsidized, Charlotte-Mecklenburg schools are able to use their Arts and Science (ASC) grant funding to purchase tickets and/or pay bus transportation costs to and from Blumenthal theaters.

*Examples of school show performances include internationally acclaimed dance company, MARTHA GRAHAM DANCE COMPANY, the innovative musical group, BLACK VIOLIN, and the amazing THE PEKING ACROBATS.*

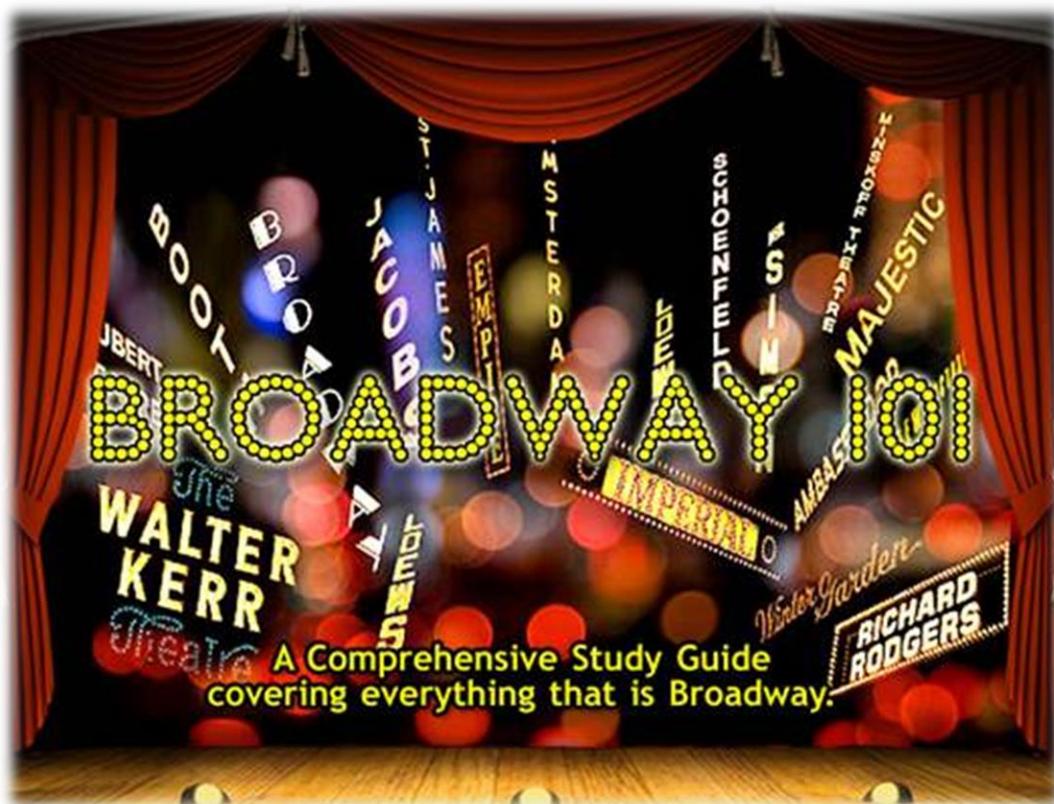
*During the 2013-2014 school year, 1,437 middle and high school students attended THE SPHINX VIRTUOSI, IMPROVISED SHAKESPEARE, and THE MOUNTAINTOP.*



## Broadway 101

A Doctor Family Foundation gift enabled us to hire Broadway marketing and development consultant, Philip Katz to develop a web-based, interactive curriculum program specifically for Charlotte area high school theatre classes. Among other structured activities, students observe interviews with creators, performers, designers and producers of Broadway shows. Broadway 101 provides key information and resources for discovering how Broadway shows come to life.

*We piloted the program in the fall of 2010 with teachers selected from five area high schools. Following completion of the pilot period, we met with the teachers collectively to assess the curriculum. In addition to expressing approval and great appreciation for the program, our pilot teachers offered several helpful recommendations for refining the curriculum. To date, 19 Charlotte area high schools are utilizing this program.*



## Broadway Junior Theatre Celebration

Broadway Junior Theater Celebration is a unique, fun, all-day learning experience for musical theatre performance groups from area elementary and middle schools. To be eligible for participation, a school must have recently presented at their home venue a production adapted for children by Music Theater International (MTI). Following each group's brief presentation of a musical scene, a distinguished panel of theatre professionals from New York's musical theatre training organization, iTheatrics provides positive, instructive feedback. Students also participate in several voice, dance, and acting workshops. Blumenthal has been a collaborating partner with MTI and iTheatrics for its Broadway Junior initiative since 2004.

*Six hundred fifty students and teachers from 17 schools participated in BJTC 2010. The program was held at Blumenthal's beautiful Knight Theater. The 2011 Celebration expanded to include students and teachers from 27 schools, necessitating an additional day of performances and workshops. Our 2012 Broadway Junior' Celebration included 1,546 students and teachers representing 34 area schools and in 2013, over 1,700 students attended from 43 area elementary and middle schools.*

*In 2014, Blumenthal committed to support the continued growth of the program and the interest of schools and teachers in the Charlotte area by adding a third day to this annual celebration. Over 1,500 students from 42 area elementary and middle schools attended.*





## Master Classes

The Education Department hosts numerous master classes and workshops led by performing artists who come to Charlotte for multiple-performance engagements at Blumenthal theaters. In addition to Blumenthal venues, master classes and workshops are held at local campuses and other community sites. Performers typically demonstrate various aspects of their art form and lead attendees in participatory activities e.g. warm-up exercises and routines. Participants usually receive discount ticket vouchers for a Blumenthal performance.

*During 2014-2015 season, we have hosted several master class opportunities and plan for more in the spring. Members of legendary jazz group, JAZZ AT LINCOLN CENTER ORCHESTRA WITH WINTON MARSALIS, taught master classes at 8 area high schools, reaching 186 students.*



# The Blumey Awards

## *Blumenthal Performing Arts High School Musical Theater Awards*

Patterned after Broadway's Tony Awards® and loosely linked to similar regional programs around the country, our first annual Blumey Awards Ceremony was held in 2012 in Blumenthal's Belk Theater. In addition to live student performances, this exciting event recognized, encouraged and rewarded talent and achievement in musical theater among 20 participating high schools.

The second annual Blumey Awards Ceremony was held May 19, 2013. High schools eligible to apply for participation included those within the 16 counties comprising the Greater Charlotte Region. Thirty-two high schools participated. In collaboration with *The Charlotte Observer*, a Student Critic Award was added. Additionally, we held two Audition Workshops during the month of April with Blumey Music Director, David Dabbon. Students eligible to attend the workshops were those playing lead roles in their respective school musical.

Continuing the tradition of program growth, the third annual Blumey Awards Ceremony was held May 18, 2014, and 39 schools participated. Twenty-four different high schools within the Charlotte region were nominated for Blumey Awards for at least one of the 12 categories of awards. Counties represented by the nominees included Cabarrus, Gaston, Iredell, Mecklenburg, Union and York.

Best Actor, Mekhai Lee, and Best Actress, Abby Corrigan, went on to compete in the 2014 Jimmy Awards in NYC. Our fourth annual Blumey Awards will be held May 17, 2015. Forty-five high schools are slated to participate.

*Prior to the Blumey Awards Ceremony, a performance of each participating school's spring musical is attended and evaluated by a panel of four judges. In addition to awarding points according to detailed guidelines, each judge provides performance and production commentaries for each school. The awards process recognizes outstanding achievement in the following areas: overall production and direction, individual performance, ensemble/chorus, orchestra, choreography, set construction and lighting.*





# EDUCATION DEPARTMENT PROGRAMS FOR STUDENTS



## Student Affinity Groups—Charlotte Live!

Blumenthal Affinity Groups are informal social clubs consisting of members who enjoy making new friends and attending great Blumenthal performances. Members enjoy free pre- or post-show parties plus discounts on show tickets. There are no dues, no officers, and no requirements. The Education Department plans and coordinates these activities for two student affinity groups: Charlotte Live—High School and Charlotte Live—Middle School.

*The 2013-2014 Charlotte Live parties were held in conjunction with these exciting shows: POTTED POTTER, SLEEPING BEAUTY, GODSPELL, THE MOUNTAINTOP, GHOST, BLUE MAN GROUP, and PETER AND THE STARCATCHER.*

*The 2014-15 season promises a multitude of fun parties for Charlotte Live members with these shows: CINDERELLA, NEWSIES, JOSEPH AND THE AMAZING TECHNICOLORED DREAMCOAT, KINKY BOOTS, and PIPPIN!*



## The Broadway Experience

Funded entirely by The Doctor Family Foundation, this annual program provides twelve talented and industrious Charlotte area high school students an all-expenses-paid, Broadway-intensive weekend in NYC. The intent is to affirm the students in their artistic potential, engage them in numerous aspects of Broadway production, and inform them of opportunities available in and through the performing arts. In addition to experiencing two Broadway shows, students are treated to a backstage tour, and they meet with select cast members, theater crew members, and/or production executives.

*We piloted this program in 2010 by interviewing 24 students from six high schools who were nominated by their theatre and/or music teachers. Expanding the selection process in 2011, the fortunate twelve are now selected from 45 students nominated from 15 high schools.*

*In 2014, 12 students saw Tony Award Winning Best Musical, A Gentleman's Guide to Love and Murder complete with a post-show talkback with the cast, If/Then with the incomparable Idina Menzel, and classic The Fantasticks. Additionally, they toured Lincoln Center, Radio City Musical Hall, Central Park, and the Empire State Building.*



## The Blumenthal Experience

Students nominated for The Broadway Experience but not selected for the New York adventure are invited to a fun yet intensive day of discovery at Blumenthal. As with the Broadway Experience, the Blumenthal Experience is free to participants. Activities include a tour of all six Blumenthal theaters, discussions with Blumenthal professionals, a performance-based or theatre-related workshop, attending a touring Broadway show and a post-show discussion with cast members.

*Our 2014 Blumenthal Experience was held on April 2 in conjunction with the Blumenthal run of GHOST. Students toured all 6 Blumenthal theaters and had a question and answer period with several senior staff members. One of the highlights of the day was a workshop provided by several GHOST cast members. At the culmination of the intensive day-long program, students attended the performance of GHOST at Belk Theater.*



## Junior Ambassador Program

Blumenthal Performing Arts' Junior Ambassador Program provides selected students from area high schools an excellent educational and hands-on volunteer experience in the beyond-the-stage world of the performing arts. Participants are high school juniors and seniors who maintain a minimum 3.0 grade point average. They serve as volunteer theater ushers and attend workshops regarding the many facets of operating a professional performing arts center. Seniors in the Junior Ambassador program also have an opportunity to apply for several scholarships given in honor of Syl Bartos, Blumenthal's first house manager.

During our 2013-2014 performance season, 38 Junior Ambassadors collectively contributed approximately 800 volunteer hours to Blumenthal Performing Arts. Examples of workshops attended were *Planning and Promoting a Powerful Season of Performance*, *Technical Theater: The Scene Behind the Scenes*, and *The Inner Workings of a Performing Arts Center*. Four seniors were each awarded a Syl Bartos scholarship to aid with expenses during their freshman year of college. Of the 85 Charlotte area students who applied for the class of 2014-15 Junior Ambassadors, 40 were selected.



# Mary Doctor Performing Arts Scholarship Fund

This renewable scholarship fund was created to significantly assist arts-talented, Charlotte area high school seniors attend college. For the first two years of the fund's existence, scholarship recipients were chosen from among students participating in The Broadway Experience. In 2012, the number of potential scholarship candidates increased significantly as the primary requirement for application eligibility shifted from participation in The Broadway Experience to participation in The Blumey Awards.

## ***Scholarship Award Winners To Date***

*2010 – Devante Lawrence (NYU – Tisch)*

*Brianna Billiot (Liberty University)*

*2011 – Mandy Wagoner (UNC Greensboro)*

*Morgan Wilson (Boston Conservatory)*

*2012 – Bethany Klinect (Liberty University)*

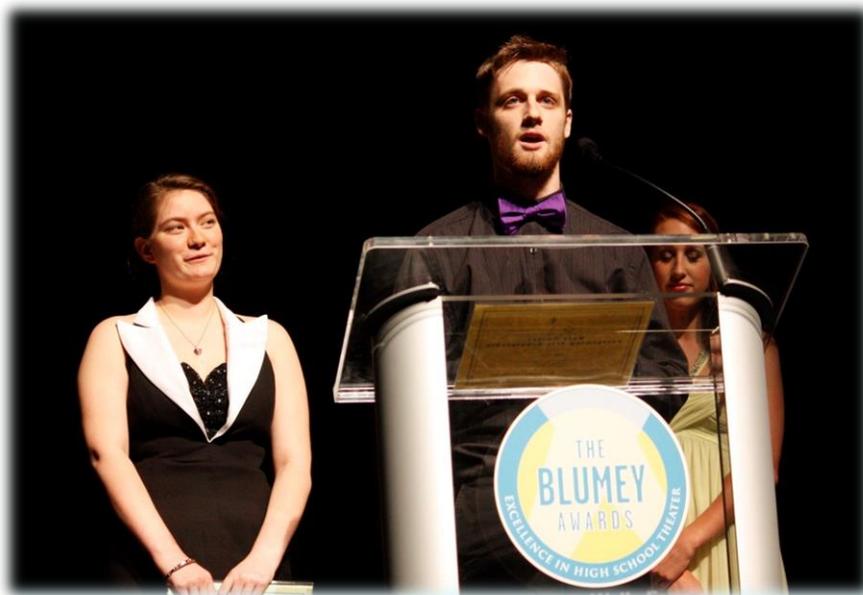
*Lexie Wolfe (East Carolina University)*

*2013 – Zeinab Caskey (UNC School of the Arts)*

*John Pope (NYU – Tisch)*

*2014 – Mekhai Lee (UNC School of the Arts)*

*Jessica Braun (East Carolina University)*



*Zeinab Caskey and John Pope accepting 2013 scholarship awards.*

## Ticket Scholarship Accounts

Since Blumenthal's 2010-2011 performance season, the Education Department has provided a unique ticket scholarship account program for Big Brothers Big Sisters (BBBS) of Greater Charlotte in the amount of \$13,000 annually. This account allows BBBS to acquire tickets to any performance of any Blumenthal-presented show as long as tickets are available. Such flexibility enables BBBS to incorporate Blumenthal theater attendance with their own awards programs and as special incentives—accommodating the individual schedules and show preferences of respective “Bigs” (mentors) and “Littles” (mentees).

BBBS of Greater Charlotte frequently mentions the value of the ticket scholarship account program in relation to their mission and goals and continues to express their appreciation to BPA in numerous ways. Michelle Youngs, Blumenthal's Assistant Director of Education, describes BBBS personnel as “extremely helpful, attentive to details, and supportive in every facet of the program—utilizing every dollar of their account for the past three seasons, just as Blumenthal intended.” Blumenthal will continue the BBBS scholarship program for the 2014-2015 season.

Ultimately, the goal of this program is to acquaint at-risk children with the wonder and transformative power of live theater. With the help of future donations by individuals and corporations, Blumenthal hopes to expand this service to other community organizations.





# EDUCATION DEPARTMENT PROGRAMS FOR COMMUNITY

# Open Mic Night

Blumenthal Performing Arts is excited to introduce WHIRL, a new initiative with the purpose of producing participatory and interactive performing arts activities for the Charlotte area community. WHIRL events are open to the public, family-friendly, and free to attend. Events currently include bi-monthly Open Mic Nights and a full slate of National Dance Day activities.

Open Mic Night gives area performers a chance to debut their talents on the stage of Blumenthal's McGlohon Theater. Open Mic is for performers and spectators of all ages. Instrumentalists, singers, dancers, storytellers, poets, jugglers, magicians and others are all welcome. Beginning performers as well as veterans are encouraged to participate. Due to great interest and overwhelming response, we implemented a lottery system for potential performers. Information for these events can be found in the Enrichment section of our website, [blumenthalarts.org](http://blumenthalarts.org).



# National Dance Day

National Dance Day is a grassroots initiative to encourage the nation, young and old, to *move!* Nigel Lythgoe, Executive Producer of *So You Think You Can Dance* and Founder of *Dizzy Feet Foundation*, created this annual event to promote health and self-esteem through the art form of dance. National Dance Day was recognized by an official act of Congress in 2010.

As part of our WHIRL initiative, Blumenthal hosted Charlotte's first large-scale National Dance Day event on July 27, 2013. In 2014, the venue was changed to the outdoor Wells Fargo Plaza and approximately 750 people participated. Local professionals provided fun and interactive instruction for routines in several dance genres including Salsa, Zumba, Bollywood, and Hip-Hop. Large group instruction sessions were interspersed by brief, local dance group performances.

National Dance Day 2015 is July 25, and the Blumenthal/Charlotte venue will be the Wells Fargo Plaza and Atrium at 301 S. Tryon Street.



## Get to Know the Show (GTKS)

GTKS programs are free events provided by the Education Department for the general public. These programs are designed to provide information regarding upcoming Blumenthal-presented shows in an entertaining, upbeat, enjoyable manner, and to offer attendees the ability to purchase specially discounted tickets. GTKS events occur at both Blumenthal and offsite venues, often incorporating a variety of activities including teaching artist presentations, hands-on activities for attendees, and cast member appearances.

*One regular attendee of our Get to Know the Show programs recently said, "I love these events! They allow me to have a more in-depth appreciation of the performances coming to Blumenthal and of the arts in general. Events like these are what make the arts accessible to the Charlotte community."*

*Get to Know the Show programs currently scheduled for the 2014-2015 season are Lunch & Learn sessions in the Booth Playhouse. Shows "spotlighted" include the following: JAZZ AT LINCOLN CENTER ORCHESTRA, CINDERELLA, NEWSIES, MARTHA GRAHAM DANCE COMPANY, JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT, and many more!*



## Teachers' Lounge

Teachers Lounge is an informal social club made up of teachers (public and private schools; all grade levels) in the greater Charlotte area who enjoy making friends and attending great shows at Blumenthal Performing Arts.

*During the 2013-2014 season, teachers had the opportunity to purchase a season ticket at a special discounted rate. Due to successful participation, we renewed the Teachers Lounge season ticket offer for the 2014-2015 season. The pre-show parties will be for the following performances: CINDERELLA, NEWSIES, JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT, KINKY BOOTS, PIPPIN, DIRTY DANCING, and MAMMA MIA!*



Teachers  
Lounge



## Club Blume

Club Blume, a social club for young adults initiated by a grant from American Express, is one of two affinity groups whose “Informances” are overseen by Blumenthal’s Marketing Department. (An *Informance* is an event that provides information in a fun and informative way about a forthcoming show at a Blumenthal theater.) The Education Department assists Marketing by locating local, gifted teaching artists to demonstrate artistic and/or historical aspects of a forthcoming show while engaging attendees in participatory activities.

*Club Blume informances for 2013-14 season included programs related to the touring Broadway shows, GHOST, WE WILL ROCK YOU, POTTED POTTER, and PETER AND THE STARCATCHER. In anticipation of CINDERELLA, Club Blume members were treated to a behind-the-scenes tour of Belk Theater provided by Blumenthal’s own Technical Director, Bill Dantos!*



## Special Broadway Outreach to Families

In December 2009, Blumenthal Performing Arts announced a commitment to greatly expand ticket scholarships in order to enable families with limited financial resources to attend select touring Broadway shows included in Blumenthal's Duke Energy Broadway Lights Series. The effort commenced with the distribution of over 250 free and highly discounted tickets to THE ALUMINUM SHOW in January, 2010. Modeled after the Broadway League's Family First Nights® program, the purpose is to introduce disadvantaged families to the world of live theatre and encourage theatre attendance in general. The Education Department currently partners with several local organizations (Boys and Girls Club of Greater Charlotte, Communities in Schools, CMS Afterschool, Latin American Coalition, Thompson Child & Family Focus, Youth Empowered to Bring Change, and YWCA) to identify and invite families to participate. Several weeks prior to each performance, participating families are given a show packet and study guide. The Education Department also hosts pre-show activities for each show as well as post-show talk-backs with performers when possible. This outreach effort to families consists of two concurrent programs: Family First Night, partially funded by The Doctor Family Foundation, and Duke Energy Ticket Scholarship Program, funded by Duke Energy.

*During the 2013-2014 Duke Energy Broadway Lights Series, Family First and Duke Energy families saw LION KING and PETER AND THE STARCATCHER. For the 2014-2015 season, we will host events in conjunction with NEWSIES, THE ILLUSIONISTS, and ANNIE.*

