



**A-GUIDE Nonprofit Partner
Logic Model
Program/Project: A B**

Organization Old School Square Center for the Arts, Inc. **Contact Person** Shannon Eadon CEO/President, Latoya Lawrence Finance Director

Program/Project Name Cultural Arts Programming **Funding Period** 2020-2021

Program/Project Budget \$ 2,446,272 **Request** \$ 750,000 **CRA Need Area** Recreation & Cultural Facilities

Brief Description

Annual operating support is requested so that Old School Square Center for the Arts, Inc. can continue to present music, dance, theater, lectures and comedy on our stages; contemporary art exhibition's in the Museum; educational opportunities in the fine, theatrical and culinary arts; and special events all over our campus. OSS is the community gathering place and an economic engine for Delray Beach supporting the local hotels, restaurants and businesses. According to the American's for the Arts with an attendance in 2019-20 of over 800,000, Old School Square is ranked number 1 in attendance among all arts organization in Palm Beach County, representing \$101M in economic impact annually.

Need for Program

Old School Square is the cultural epicenter of Delray Beach serving the community for 30 years. People come to OSS to be entertained, educated and enlightened. A significant increase in quality programming and events in FY 2019-20, resulted in a positive cash flow for the first time in OSS history and record attendance. Please note that COVID-19 put an abrupt halt on our fundraising efforts and events.

In 2020-21, the Crest Theater will be celebrating the 25th Anniversary of the Cabaret Series with 9 nationally and internationally renowned Broadway Stars. We have partnered with the Emmy Award winning Page Turner Adventures to produce educational and outreach programs geared toward children K-5 that will be filmed on the Crest Stage and sold to theaters and library's nationwide, while being provided free to Delray Beach Public Schools. We have partnered with Entr'Acte Theatrix theater group to produce and execute two non-equity musicals annually. We have brought back the much loved lecture series featuring local Delray Beach celebrities, dignitaries and educators.

The outdoor Pavilion will once again play host to our free concert series in addition to an additional 12 concerts and clean comedians, many in partnership with Tin Roof, Classic Albums Live and Deuterman Productions, attracting a large and diverse audience.

The Cornell Museum will play host to two curated Contemporary Art Exhibits featuring national and international artists as well as host and highlight local artists in the Spotlight Gallery.

The Creative Art School is expanding beyond fine arts and for the first time will offer performing arts classes as well as culinary arts classes. Classes will be offered in the traditional classroom setting as well as virtually so to allow for not only an expansion of students who can attend the class but will flatten the dramatic drop off of in season patrons during the summer season.

Special Events such as the Spring and Fall Art-On-The-Square, Vintage Craft Market, The Holiday Village Events, Carols by Candlelight, and National Night Out help make Delray Beach a sought-after national destination.

With our new marketing efforts, we are cross promoting our venues and 3600 annual events enticing our patrons from across Florida to engage in our diverse range of activities, bringing them onto our campus and into our unique and beautiful downtown area.

Target Audience

The target audience for OSS is 2-92! Our robust marketing is designed to attract visitors from in and out of Palm Beach County. We have virtual children's camps and face painting. The music selection is vast and exciting featuring rock, country, reggae, rap, Broadway and symphonic. We offer fine art, writing, photography, music, improv and cooking classes. Our stages have performances in dance, comedy, poetry readings, lectures, theater and music. Center Grounds has been host to peaceful rally's, drum circles, yoga, films, arts festivals and the Green Market. We play host to 70+ non-profit and City events, most of which are open to the public. Many of our offerings are ticketed, but many are free providing access to the arts for all socio-economic demographics.

Uniqueness/Justification

OSS is the community gathering place as well as a top Palm Beach arts and entertainment destination. As the leading arts organization in Delray, most attended in Palm Beach County, and one of the only multidisciplinary arts organizations in Florida, it serves as the gateway to the downtown area. OSS entertains, educates and inspires over 800,000 residents and tourists a year on our campus, many first-time visitors. The economic impact annually is estimated at \$101M. Our marketing, programming and ease of accessibility bring people to Delray, the result is the further exploration and patronage of the restaurants, shops and hotels.

GOAL: Provide cultural arts activities for the Delray community through Crest Theater, Cornell Art Museum and the Pavilion.

Key Activities	Outputs	Outcomes	Impact(s)
<p>(Pavilion)</p> <p>1. OSS to partner with key stakeholders to produce 12+ performances on the Pavilion Stage.</p>	<p>1a. 3,000 Attendees for ticketed Pavilion Performances.</p> <p>1b. \$75,000 in Ticket Revenue from Performances.</p> <p>1c. 160 Volunteers engaged with Pavilion Performances.</p>	<p>(Pavilion)</p> <p>10% of the attendees will be from outside the County.</p> <p>Increase in “heads in beds” in Downtown Delray with 110 artist room nights.</p>	<p>More diverse audience.</p> <p>Increased visitors to downtown area.</p> <p>Increased economic impact/activity downtown.</p>
<p>(Cabaret)</p> <p>2. OSS to produce the 25th Anniversary Cabaret Series, starring 10 major Broadway solo performers, with 2 performances each on the Crest Stage.</p>	<p>2a. 4,577 Attendees for Anniversary Cabaret Series.</p> <p>2b. \$315,120 in Ticket Revenue from Cabaret Performances.</p> <p>2c. 200 Volunteers engaged in Cabaret Series.</p>	<p>10% of the attendees will be from outside the County.</p> <p>Increase in “heads in beds” in Downtown Delray with 58 artist room nights.</p>	<p>Increased visitors to downtown area.</p> <p>Increased economic impact/activity downtown.</p>
<p>(Museum)</p> <p>3. OSS to curate two art exhibits in the Cornell Museum featuring national and international artists.</p>	<p>3a. 4,200 Attendees to the Cornell Art Museum.</p> <p>3b. \$15,750 in Revenue from the Cornell Art Museum Attendance.</p> <p>3c. 250 Volunteers and Docents engaged through the Cornell Art Museum.</p>	<p>5% of the total Cornell Art Museum attendees will be identified as children/students through targeted admissions and programs.</p> <p>OSS will provide 500 free museum admissions to the local community.</p> <p>OSS will continue to participate in the free Friday Art Walks.</p>	<p>Present nationally and internationally renowned artists in downtown.</p> <p>National recognition of Delray as an arts and cultural destination.</p> <p>Provide cultural and educational opportunities for children and students.</p>
<p>(Art on the Square)</p> <p>4. OSS to curate two juried art shows on the museum and center grounds lawns.</p>	<p>4a. 4,000 Attendees to the Cornell Art Museum and Grounds.</p> <p>4b. \$75,000 in Revenue from Spring and Fall Art on the Square Juried Art Shows.</p> <p>4c. 40 Volunteers engaged in Art on the Square.</p>	<p>15% of the attendees and 30% of participating artists will be from outside the County/State.</p> <p>Increase in “heads in beds” in Downtown Delray with 30 out of town artists for two nights per/show; 120 nights.</p>	<p>Nationally recognized juried art show attracting a diverse audience.</p> <p>National recognition of Delray as an arts and cultural destination.</p>

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