



**A-G.U.I.D.E.
Nonprofit Partner Logic Model Form**

Program/Project: _X_A B

Organization: Creative City Collaborative of Delray Beach, Inc. (d/b/a Arts Garage) **Contact Person:** Marjorie Waldo, M.Ed.

Program/Project Name: Community Building through Music & Art **Funding Period:** 2021-2022

Program/Project Budget \$ 1,385,900 **Request \$** 275,000 **CRA Need Area:** Recreation & Cultural Facilities

Brief Description:

Arts Garage seeks general programming support for our diverse and accessible music, theatre, visual arts programming which showcases professional international, national & regional touring artists as well as emerging local artists.

Need for Program:

Equitable access to the arts is essential to the well-being of the Delray Beach community. Not only does the research show that participation in the arts positively impacts academic ability, motivation and self-confidence in children and teenagers, adults also see physical and mental health advantages, reducing anxiety, stress and chronic pain and helping them stay more involved in their communities. We saw a significant response from our viewership during the pandemic when we provided free and/or low-cost programming during the most intense period of social isolation. The Arts matter. To all of us. The programs we offer also bring significant economic benefits to Delray Beach as people travel to the city, finding all of the cool things that our Village By the Sea provides.

Target Audience:

Arts Garage serves patrons aged 6 to 96. We are committed to equity in programming which will appeal to all racial, ethnic, gender and sexual orientation demographics. We consistently showcase programming engaging the LGBTQ, Haitian and Black communities. We are pleased that we see more diversity in our audience each week, and we are committed to organizational equity and in the wake of George Floyd's murder, we dug deeper into equity in our organization and worked with staff and board to write: Arts Garage connects our community to the world through the arts. This vision is founded in our commitment to equity in our organization's policies and practices. We recognize that our society does not often equitably provide access to the arts or a place at the table during the decision making process. Arts Garage believes that equity is vital to the arts and to our community. We are committed to ensuring that Arts Garage celebrates diversity in thought, culture, experience and perspective to maintain an organization where all people can contribute.

Uniqueness/Justification:

Arts Garage provides access to the arts that allows patrons to celebrate their passion for the arts while they learn more about themselves, their community and the world. Using a variety of strategies, Arts Garage engages the broad community that is its home, making sure that our patrons can ENJOY, EXPRESS, EMERGE & EXPAND in our venue.

GOAL:

To provide equitable access to music and theater performances as well as art exhibitions for Delray Beach residents and the regional community. Arts Garage aims to provide performance & visual arts programming that serves a broad community of patrons. With local, regional, national & international performing artists and a focus on emerging artists with our weeknight and visual arts programming, Arts Garage provides a variety of diverse entertainment to the public. Arts Garage ensures that our programming is accessible through volunteer opportunities and a variety of genres and ticket prices to appeal to all demographics.

Key Activities	Outputs	Outcomes	Impact(s)
12 Mainstage and/or virtual musical performances per month for a total of 144 shows annually.	15,000 Total Attendees \$536,500 Total Revenue from ticket sales 500 Performers taking the stage annually	50% of Attendees support local economy 50% of Attendees from out of area 75% of Mainstage Performers from out of area	Increased economic impact to Downtown Higher profile of Delray as nationally recognized arts & culture destination
5 Weeknight performances and/or events per month offering at least 50 total performances annually.	2000 Total Attendees \$15,000 Total Revenue from ticket sales 30 Performers taking the stage annually \$2,000 Total Sponsorship Revenue	30% of Attendees support local economy 30% of Attendees from out of area	Increased economic impact to Downtown Higher profile of Delray as nationally recognized arts & culture destination
6 Mainstage performances and/or Venue Events annually focusing on musical genres underrepresented in our community	2000 Total Attendees \$30,000 Total Revenue from Ticket Sales 30 Performers taking the stage annually	30% of Attendees support local economy 30% of Attendees from out of area 40% of Performers from out of area	Increased economic impact to Downtown Higher profile of Delray as nationally recognized arts & culture destination
Maximize volunteer participation with additional opportunities for engagement	50 Total Active Volunteers per Quarter 40 Total Volunteer Opportunities per Quarter	50% of Active Volunteers attend shows per Quarter using credits earned from volunteering	Increased access to music performances for individuals who could not afford to attend
6 Art Exhibitions annually showcasing a minimum of 24 Emerging Artists	4000 Total Attendees 24 Total Artists	20% of Artists earn revenues from the sale of their art	Increased economic impact to Downtown Higher profile of Delray as nationally recognized arts & culture destination
4 Events focused on Equity building in our community	1200 Total Attendees	20% of Attendees return to Arts Garage to attend events, performances & exhibit	Increased community awareness related to Equity issues concerning race, gender and sexual orientation. Improved personal awareness and communication regarding privilege and equitable access.