



# 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*



**EDUCATION DEPARTMENT**

# *PROGRAMS FOR SCHOOLS*

## A Special School Relationship

Although Blumenthal enjoys strong relationships with and annually provides numerous experiential learning opportunities for Charlotte area schools (as depicted in the many of the following pages), we have enjoyed a special partnership with Benton Heights Elementary School of the Arts. Benton Heights is a Title 1 school with enrollment open to any family within the Union County Public Schools District. Benton Heights is also an active member of the highly acclaimed A+ Schools program. Since 1995, A+ Schools have successfully used the arts as a catalyst for making school an engaging and enjoyable place to teach and learn.

Since 2006 Blumenthal has provided significant funding to assist Benton Heights in employing local teaching artists to apply the arts in teaching core curriculum subjects. Two examples: a science lesson on sound waves using music and musical instruments and a lesson on fractions or percentages utilizing dance formations. This form of teaching is based on the Arts Integration Model (AIM) program which received national recognition as a Kennedy Center Partners in Education “Successful Program Model.”

*During the 2014-2015 school year, over 700 Benton Heights students participated in arts-integrated lessons, attended school shows at Blumenthal, and/ or participated in Blumenthal’s Broadway Junior Theater Celebration. Additionally, Benton Heights teachers took part in our Teachers Lounge program (described on page 20).*



## School Shows & Transportation Subsidy for Area 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 greatly subsidized, Blumenthal is able to pay transportation expenses for Charlotte Region schools who would not be able to participate without our assistance. This is possible due to the generosity of Blumenthal donors. Charlotte-Mecklenburg schools are able to use their Arts and Science grant funding to purchase tickets and/or pay bus transportation costs to and from Blumenthal theaters.

*During the 2014-2015 school year, **3,313** elementary, middle, and high school students attended MARTHA GRAHAM DANCE COMPANY, BLACK VIOLIN, PEKING ACROBATS, and RENNIE HARRIS PURE MOVEMENT.*



## Broadway Junior Theatre Celebration

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

Thanks to the generous donations of Blumenthal donors, each year BPA is able to provide individual MTI Broadway Junior show kits (ranging in price from \$450 to \$600) to needy Charlotte area schools. The kits include rights to perform the musical, rehearsal and performance CDs, sheet music, staging, costuming and simple set construction suggestions, and much more. Though extremely valuable to performing arts teachers, the show kits are an A to Z "how to" for classroom teachers who have absolutely no theater, music, or dance background.

*Since 2010, BJTC has been held in Blumenthal's beautiful Knight Theater. The program has grown each year since—from 650 students and teachers representing 17 schools to over 2,000 students representing 49 schools in 2015.*



## 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 school campuses, dance studios, and other community sites. Performers typically demonstrate various aspects of their art form and lead attendees in participatory activities. Students often receive discount ticket vouchers or free tickets for Blumenthal performances featuring their guest instructors.

*Below are Blumenthal's master classes of the 2014-2015 season:*

- ❖ *Members of the legendary jazz group, JAZZ AT LINCOLN CENTER ORCHESTRA WITH WYNTON MARSALIS taught master classes at 8 area high schools, instructing 186 students. (Wynton is pictured below teaching 43 students at West Mecklenburg High School.) Classes were also held at 2 local universities impacting 52 young jazz musicians—and two other venues for an additional 66 participants.*
- ❖ *In conjunction with a Blumenthal concert featuring the WELLINGTON INTERNATIONAL UKULELE ORCHESTRA, master classes were held at First Ward Arts Elementary School. Fifteen First Ward students received 4 group lessons taught by a local musician. Immediately prior to the WIUO concert, the kids demonstrated their newly acquired ukulele skills for concert attendees during an impressive mini-performance.*
- ❖ *Eight master hip hop classes, reaching 289 students, were held at area high schools and universities in conjunction with Blumenthal's presentation of RENNIE HARRIS PURE MOVEMENT.*



# The Blumey Awards

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

Patterned after Broadway's Tony Awards® and loosely aligned with similar regional programs around the country, our first annual Blumey Awards Ceremony was held in 2012 in Blumenthal's 2100 seat Belk Theater. In addition to live student performances, this exciting event recognized, encouraged and rewarded musical theatre talent and achievement within the 20 participating high schools.

During the three years following our inaugural program, the number of participating students and high schools has increased significantly, and the audience has continued to grow. For the 2015 Blumey Awards, 39 high schools representing eight Charlotte-area counties participated, and tickets to the ceremony were sold out within an hour and a half after they were made available to the public. Several components have been added to the initial program including a Student Critic training program overseen by *The Charlotte Observer* and an Auditions Workshop for leading actors and actors from each participating school's musical production. The workshop is led by Blumey Music Director and recognized New York composer and arranger, David Dabbon.

Each year, the two students winning the Blumey Awards for Best Actor and Best Actress are presented an all-expenses-paid trip to New York to participate in the annual National High School Musical Awards program and ceremony known as *The Jimmy Awards*. Our students join others from regional programs around the country for an intensive, professional-level performance training program which culminates with the selection of the *national* high school best actor and actress.

*Prior to the Blumey Awards Ceremony, a performance of each participating school's spring musical is attended and evaluated by a panel of three Blumey 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, costume creation, choreography execution, and set construction.*





# 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. Participants enjoy free pre- or post-show parties plus great discounts on show tickets. The Education Department plans and coordinates events for Blumenthal's two student affinity groups, Charlotte Live—High School and Charlotte Live—Middle School.

*The 2014-2015 Charlotte Live parties were held in conjunction with five exciting shows: CINDERELLA, NEWSIES, JOSEPH AND THE AMAZING TECHNICOLORED DREAMCOAT, KINKY BOOTS, and PIPPIN!*

*The 2015-16 season promises fun, get-acquainted pre-show events for MOTOWN THE MUSICAL, BEAUTY AND THE BEAST, RAGTIME, WICKED, MATILDA, and BRIDGES OF MADISON COUNTY!*



## 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 or more 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 area high schools who were nominated by their theatre and/or music teachers. The fortunate twelve are now selected from among students nominated from 15 high schools.*

*During Broadway Experience 2014, the students saw Tony Award Best Musical, A GENTLEMAN'S GUIDE TO LOVE AND MURDER and were treated to a post-show Q&A session with the cast. They also took in IF/THEN starring Idina Menzel and saw THE FANTASTICKS, Off-Broadway's all-time, longest running production. A first time trip to the Big Apple would of course not be complete without touring Lincoln Center, Radio City Musical Hall, the Empire State Building, and Central Park.*



## The Blumenthal Experience

Students nominated for The Broadway Experience but not selected for the New York adventure are invited to a fun, intensive day of discovery at Blumenthal's three Tryon Street campuses. 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, great seats for a Blumenthal-presented, touring Broadway show, and a post-show discussion with cast members.

*The 2015 Blumenthal Experience was held on January 7 in conjunction with the Blumenthal run of the hit musical, NEWSIES. The students were thrilled with the entire experience.*



## Junior Ambassadors

Blumenthal Performing Arts' Junior Ambassadors program provides area high school juniors and seniors an excellent educational and hands-on volunteer experience in the beyond-the-stage world of the performing arts. Participants are selected from many applicants who maintain a minimum 3.0 grade point average and have stellar character references. Junior Ambassadors serve as volunteer theater ushers in Blumenthal theaters and attend a series of "Saturday Seminars" which collectively address three topic areas: 1) the many facets of operating a professional performing arts center, 2) preparing resumes for colleges and careers, and 3) preparing for interviews. Seniors in the Junior Ambassadors program are eligible to apply for Blumenthal's *Spirit of Service* scholarship award.

*During our 2015-2016 performance season, 42 Junior Ambassadors collectively contributed more than 800 volunteer hours to Blumenthal Performing Arts. These students represented 26 area high schools within 6 counties. Four students were awarded Spirit of Service scholarships to aid with expenses during their freshman year of college.*



## College Internship Program

Blumenthal internships are designed to offer hands-on and instructional learning experiences to college and graduate students considering careers related to arts management. The Education Department has the privilege of overseeing the internship program—coordinating intern experiences among BPA’s participating departments.

Departments frequently providing internship opportunities include: Accounting, Box Office/Ticketing, Development, Education, Facility Rentals, Food & Beverage, Human Resources, Marketing, Programming, and Volunteer Services.

Full-time (30+ hours per week) Blumenthal internships require a minimum student commitment of ten weeks. Pending the needs of individual departments, and true to the nature of the world of the performing arts, flexibility in daily and/or weekly work scheduling is often required. To assist full-time interns with living expenses, Blumenthal provides a stipend of \$250 per week.

*In summer 2015, eight interns, representing seven colleges/universities worked in various Blumenthal departments and individually met with Blumenthal administrators and others for career training advice. They also participated in a weekly seminar on personal discipline and goal achievement.*



## North Tryon Cultural Collaborative

In summer 2015, high school interns from Levine Museum of the New South, Charlotte Mecklenburg Library and Discovery Place joined Blumenthal's college interns in a week-long adventure designed to expose teens and young adults to the inner workings and potential career opportunities within the nonprofit cultural arena. The interns toured each institution's site(s) and participated in presentations and Q&A sessions with respective CEOs and department leaders.

A smaller group of interns from each organization, designated *Charlotte Cultural Fellows* (CCFs), were challenged by the four CEOs to discern a real-life challenge common to the four institutions and develop a viable solution. After receiving training in the *Community Problem Solving Process*, a program originated by The Torrance Center for Creative Studies in Athens, Georgia, the interns invested 4 to 6 hours per week for a period of six weeks in researching, discussing and finalizing an impressive proposal for increasing participation in events and activities at all four organizations by the Charlotte areas growing and increasingly culturally diverse community.



## Mary Doctor Performing Arts Scholarship

The Mary Doctor Performing Arts Scholarship Fund was established in honor of business leader and philanthropist, Mary Doctor. Each year, two graduating high school seniors within the Charlotte Region demonstrating above average ability and great interest in one or more areas of the performing arts are selected as scholarship recipients. Each student receives an award in the amount of \$10,000, annually renewable for 3 years (if prescribed criteria continues to be met throughout one's college career). Since the inception of the fund in 2010, 12 Charlotte-area students have been awarded these extremely generous scholarship packages. To date, 7 institutions of higher learning have been attended by Mary Doctor scholarship recipients, including NYU's Tisch School of the Arts, Boston Conservatory, and UNC School of the Arts.

## Gordon Hay Scholarship

The Gordon Hay Scholarship is a merit based scholarship program established in 2015 in memory of Gordon Hay, an organizational development professional who believed passion and fire from within fuels exceptional results. Each year a one-time \$5,000 scholarship is awarded to one high school senior planning to pursue a non-performing career in the performing arts industry. The award is not to be used for tuition, but for special, extra-curricular learning opportunities related to the recipient's career interest. Examples include but are not limited to professional conferences, seminars or workshops; unpaid internship programs; and professional theatre/music performances.

*The Mary Doctor and Gordon Hay scholarships are presented at Blumenthal's annual Blumey Awards (see page 7). Detailed information about both scholarships, including application procedures, may be found within the Enrichment section of Blumenthal's website: [blumenthalarts.org](http://blumenthalarts.org).*





# EDUCATION DEPARTMENT PROGRAMS FOR COMMUNITY



## Get to Know the Show

GTKS programs are free events provided by the Education Department for the general public. These programs are designed to present information regarding upcoming Blumenthal-presented shows in an entertaining, upbeat, enjoyable manner, and when available, 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 2015-2016 season are Lunch & Learn sessions which will occur in Blumenthal's Booth Playhouse. Shows "spotlighted" include the following: BEAUTIFUL: THE CAROLE KING MUSICAL, BRIDGES OF MADISON COUNTY, RAGTIME, MATILDA, IF/THEN, and more!*



## Special Broadway Outreach to Families

In December 2009, Blumenthal Performing Arts announced a commitment to greatly expand ticket scholarships in order to provide families with limited financial resources attendance at select touring Broadway shows included in Blumenthal's Broadway Lights Series. The effort commenced with the distribution of over 250 free and highly discounted tickets to THE ALUMINUM SHOW in January 2010.

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, 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 post-show talk-backs with performers when possible. This outreach effort to families consists of two concurrent programs: 1) Family First Night, modeled after a program of the same name originated by New York's Broadway League and 2) the Duke Energy Ticket Scholarship Program, funded by Duke Energy.

*During the 2014-2015 Duke Energy Broadway Lights Series, Family First and Duke Energy families saw NEWSIES, THE ILLUSIONISTS, and ANNIE. For the 2015-2016 season, we will host events in conjunction with BEAUTY AND THE BEAST and STOMP.*



## Ticket Scholarship Accounts

Beginning with 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 \$14,000 annually. This account allows BBBS to acquire tickets to any performance of any Blumenthal-presented show. This show selection 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 four seasons, just as Blumenthal intended.” Blumenthal will continue the BBBS scholarship program for the 2015-2016 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.



## Teachers Lounge

Teachers Lounge is an informal affinity group 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.

*In addition to enjoying pre-show dinners, thanks to in-kind gifts of Blumenthal's restaurant and catering partners, teachers may purchase specially discounted season and single show tickets. Teachers and their guests continually express their appreciation for this Blumenthal-provided benefit. Pre-show parties for the 2015-2016 season will be held in tandem with the following performances: SOUND OF MUSIC, MATILDA, BEAUTIFUL: THE CAROLE KING MUSICAL, BRIDGES OF MADISON COUNTY, WIZARD OF OZ, IF/THEN, FIRST DATE, and CABARET!*



Teachers  
Lounge



## Open Mic

WHIRL (as in *Give it a WHIRL!*), is a newer Blumenthal initiative designed to provide more 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 Open Mic events and National Dance Day activities.

Open to performers and spectators of all ages, Open Mic occurs about eight times a year, providing Charlotte Region people an opportunity to perform on the stage of Blumenthal's McGlohon Theater. Instrumentalists, singers, dancers, storytellers, poets, jugglers, magicians, and other performers of all ability/skill levels are welcome. Due to great community interest, we employ a lottery system for selecting potential performers. For information on performing and attending, see our website, [blumenthalarts.org](http://blumenthalarts.org).

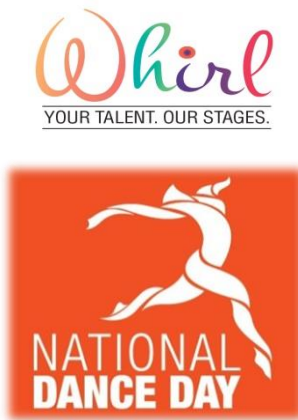


## National Dance Day

National Dance Day, annually occurring on the last Saturday in July, is a grassroots initiative developed 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. In 2010, National Dance Day was recognized by an official act of Congress.

As part of our WHIRL initiative, Blumenthal hosted Charlotte's first large-scale National Dance Day event in 2013. Approximately 600 people of all ages attended. In 2014, approximately 750 people participated. In 2015, over 1,000 individuals made their way to Wells Fargo Plaza where local, professional dance artists provided fun and interactive instruction in Salsa, Zumba, Bollywood, and Hip Hop. Large group instruction sessions were interspersed by brief, local dance group performances—enabling participants an opportunity to catch their breath and grab something to drink.

*National Dance Day 2016 will be held on July 30. The venue will again be the Wells Fargo Plaza and Atrium at 301 S. Tryon Street.*



## Breakin' Convention

An International Festival of Hip Hop Dance Theatre  
October 9 and 10, Knight Theater

Breakin' Convention, an international hip hop dance festival created by London's Sadlers Wells in 2004, will come to Charlotte's Levine Center for the Arts in October 2015 as part of Blumenthal Performing Arts' new *Arts on the Edge* initiative. Though having traveled to a number of countries during the past ten years, the only other U.S. venue to host Breakin' Convention, to date, is New York's Apollo Theater.

The two-day festival will feature renowned hip hop artists from around the world as well as recognized, highly skilled performers from around the corner. In addition to the ticketed performances on Friday and Saturday evenings, October 9 and 10 in Knight Theater, our Education Department will offer a variety of free, participatory, daytime activities and performances on Saturday the 10th at Spirit Square.

An integral part of Breakin' Convention Charlotte will be the inclusion of dance crews and artists within the Charlotte area. One aim of this program is to give emerging, local artists a unique opportunity to perform at a major venue and be inspired by the world class artists with whom they will perform

### ***Lead-up Events to Breakin' Convention in October:***

*Graffiti Jam, July 25*

*The Fundamentals of Hip Hop, August 22*

*The Fundamentals of Hip Hop Part 2, September 19*

