

Portland Center Stage at

THE ARMORY



Education & Community Programs 2015/2016 Report



Additional contributors: James F. & Marion L. Miller Foundation, Regional Arts & Culture Council, Michael Menashe, Craig & Y. Lynne Johnston, Herbert A. Templeton Foundation, H.W. & D.C.H. Irwin Foundation, Autzen Foundation

Table of Contents:

- Community Investment Matrix 2
- Youth Programs
 - Stage Door 3
 - Visions & Voices 4
 - Teen Council & Summer Teen Intensives 5
- Community Programs 6
- Community Investment Matrix Revisited 9



THE ARMORY

Inspiring our community by bringing stories to life in unexpected ways...

The Armory is committed to providing high quality education & community programs creating connections around theater and the arts, sustainability, history, and community. We strive to provide both adults and young people with opportunities to experience and directly participate in the art of theater and create a place in Portland where differences are most meaningfully celebrated.

METRIC FOR COMMUNITY INVESTMENT

ACTIVITIES

The Armory offers a variety of price and entry points to all programs and productions, from free to full price



OUTCOMES

High representation and participation from a variety of socioeconomic and age ranges in our community



IMPACTS

Opportunities to directly participate in the art of theater inspire connections between everyone in our community enriching the experience for all

The Armory intentionally builds partnerships and programming that bridge differences in culture, age and socioeconomic status



Patrons build awareness, understanding, and social capital with community members who are different from them



Through shared experience and dialogue, our community grows stronger and more cohesive

The Armory shares assets with a variety of groups, individuals and organizations that represent our diverse community, to construct community programs open to the public



Shared resources build shared participation of constituents



Awareness among participants of respective missions, services, issues, and resources of a variety of organizations and populations

Stage Door

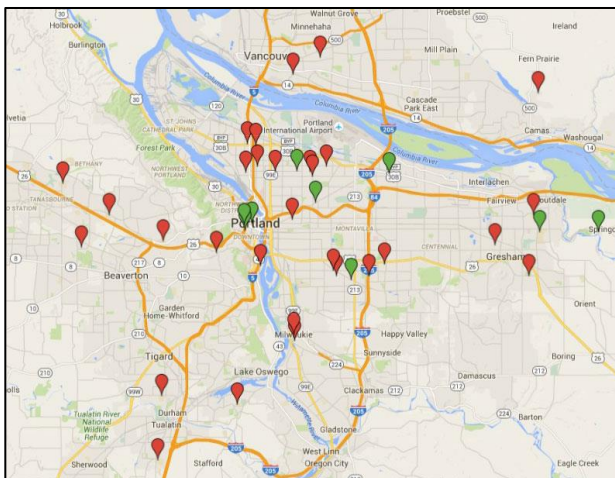
Our student matinee program aims to greatly increase the number of young people who experience high-quality, professional theater. The program offers **deeply subsidized tickets**, including **free tickets** for Title I and arts magnet schools, and nonprofit organizations. *Stage Door* also provides online resource guides, Armory tours, and in-school student workshops – **all for free** – to help educators incorporate theater into classroom curricula.



Workshop at Trinity Lutheran

“Our kids are often burdened with problems that are out of their control, and may have a hard time getting laughs, but for the hours we were at your theater they forgot their worries and seemed to have a genuinely fantastic time. Our kids talked about the funniest parts of the play the whole way home, and have even quoted your actors a few times.” – Georgia

Gootee, Youth Progress Association



Portland Metro map of Stage Door schools served (Green Points indicate Title I schools)

STUDENTS SERVED

5,882

Saw a play

3,323

Received free tickets

1,324

Participated in a workshop

1,019

Received an Armory tour

GROUPS SERVED

147

Groups saw a play

69

Title I Schools

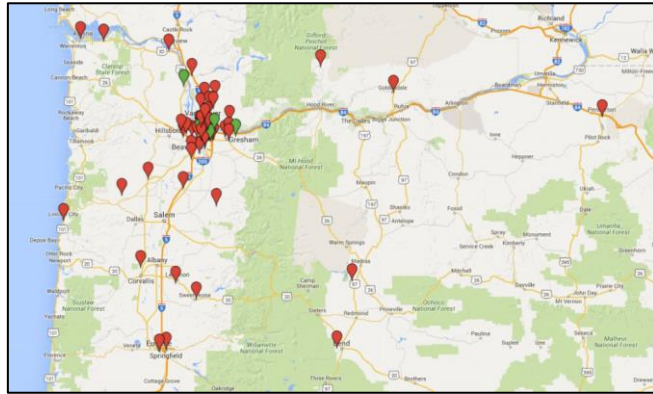
13

Social Service Agencies

“I’m not usually one to OMG... but OMG! Stupid F@#ing bird was brilliant! We absolutely loved it and our students responded strongly to it! I loved the play so much that I would love an opportunity to take another group of students. Thank you again for everything; these experiences are truly affecting my students in a dramatic and positive way.” – Andrew Moore, Rosemary Anderson H.S.

Stage Door (continued)

- On a scale of one to five, 83% of youth responses to a performance averaged a three or higher to questions measuring intrinsic factors (i.e. captivation & emotional resonance).
- 90% of youth participating in a free pre-show workshop rated their experience as “Good” or “Excellent”.



State mapping of Stage Door schools served

Visions & Voices

Designed to meet Oregon benchmarks for Arts and English/Language Arts, *Visions & Voices*' residencies address theatrical conventions and dramatic structure, as well as acting, writing and constructive critical response. The playwriting program culminates at the end of the school year with free, public readings of plays selected from all the residency sites, performed by professional actors. In addition, up to six *Visions & Voices* “graduates” are chosen to participate as Promising Playwrights in PCS’s annual JAW Playwrights Festival, working alongside professionals from across the country as they work on new plays, performed as part of the festival.

Playwriting Residencies & Number of Students Served

Wilson H.S.	15
Barlow H.S.	22
Franklin H.S.	20
Liberty H.S.	18
Sunset H.S.	12
Lincoln H.S.	28
Cleveland H.S.	22
Total	137



JAW 2015 Promising Playwrights

“Being a promising playwright at JAW sparked a lost passion in me. I was able to sit in on professional readings and learn about the collaboration process. I was able to practice discussing and developing my writing with peers and a mentor. I got to write for hours in a safe space and learn how to express my experiences through theatrical storytelling. I grew awe-inspired by such a passionate community dedicating so much work to the theater - and at JAW, to the playwrights.” Anya DeCarlo

THE ARMORY

Visions & Voices (cont.)



De La Salle North students

Last year the Visions & Voices expanded to include performance residencies at select schools in a direct effort to reach more underserved students, students of color and schools without theater education. We began in 2014 with a twice weekly, one term residency at Self Enhancement Inc. This season we took the program to De La Salle North High School for a Jan. through Jun. semester-long class every school day. In our 2016/17 season we will return to De La Salle North for the entire school year and add an additional residency at “Tomorrow’s Journey,” a program at George Middle School for young women of color.

“I just read through all the student responses. Wow. And THANK YOU. Our students are beautiful, are they not? And they come to us every day with some anguish in their lives, and this theatrical experience provided an outlet, a way to gain their own voice, a sense of self in a loud, frenetic world where individuals can sometimes be squished. Not so in this class! Not a single bit player. I am so grateful for this association.” - Tim Joy, Principal at De La Salle North H.S.

Summer Intensives & Teen Council

Summer Intensives introduce metro area teens to the confidence-building fun of learning performance skills in a stimulating, supportive environment. Our teaching professionals, drawn from Portland’s theater elite, provide pre-professional theater training in auditioning, scenes-work, monologues, stage combat, movement, and musical theater.

Our Teen Council is a group of Portland-area teens who work to further their involvement with the theatre community, create opportunities for advanced theater experiences, and serve as ambassadors to their peers. Activities involve attending meetings, planning workshops with PCS professionals, and organizing and participating in Armory education efforts. Participation is always free with attendance the only pre-requisite for inclusion.

- **31 teens in 3 summer teen intensives.**
- **7 Teen Council events.**
- **Average participation of 24 students per event.**
- **Approximately 45 active Teen Council members.**



Riley & Alex, Advanced Acting Intensive

THE ARMORY



Teen Musical Theater Intensive Performance

“My experience with Portland Center Stage’s Acting & Audition Intensive was nothing short of amazing. I grew tremendously as an actor and as a person during the two weeks of theatre camp. I saw so much progress and growth not only in myself, but in all of the other participants. The intensive challenged and pushed me in ways that allowed me to improve enormously. In addition to the personal and professional growth I experienced, I also developed connections with many members of the local theatre community. I’m excited to see what new experiences and abilities I will gain through these. It has definitely helped me to become a more capable and confident actor.” - Riley, teen

“My daughter was in your Musical Theater Intensive the last two weeks. I want to thank you for putting on such a wonderful program. She really loved it, and learned a lot. She was really impressed with how you treated the students like professionals, and at the quality of the training. The showcase today was really fun and impressive. In addition to giving her a fabulous theater training experience, the last two weeks have really helped her get comfortable with participating in a class again.” - Alice, parent

Community Programs

From pre-show “Prologues” and post-show “Q&As” to First Thursday celebrations and improvisation classes, public programs are built to enhance our audience’s experience of the productions, help build community, and serve as places of connection and conversation.



Speakers for *Forever & Each and Everything* post-show discussions. L to R – Robin Davis, Todd Sloan, Jennifer Allen, Vanessa Timmons, Gita Mehrotra, and Lisa Naas-Cook.

THE ARMORY

BY THE NUMBERS

4,386

Participated in a show specific program

6,724

Participants in pre-show Prologues and post-show Q&As

9,477

Participated in a non-show specific Community Event

197

Participated in a Community Lab

247

Community Programs offered (excludes Prologues and Q&As)

20,784

Total # of participants in an Armory Community Program!



Eowyn Emerald Dancers at JAW 2015

"It's incredible to have a regional theater that looks out for the creative community and actively supports it. It's no small thing. We really appreciate it and it makes us feel welcome. Even in the face of all that's changing in Portland, and especially because of that, it's important that artists at every level stick together and continue to bring each other up." -B. Frayn Masters, Producer, Back Fence PDX, PDX Moth GrandSLAM, Entertainment for the People

"Just wanted to send my heartfelt thanks for hosting us on Friday. I'm not overstating when I say that you saved us at the 11th hour. Everyone on your team went above and beyond to make sure

the experience was seamless for the audience — I appreciate you going the extra mile for us. You are my heroes." - Tsilli Pines, Creative Mornings & Design Week Portland

"Holy cow. Over 300 people were in the building for this Poetry Slam event. Average age was mid-20s, and based on how people were dressed, you may have thought you were at Coachella. The emcee for the event gave The Armory multiple shout-outs and even encouraged folks to pay the Oregon Arts tax. She mentioned how exciting it was that the building is now a center for civic engagement. 'Portland Poetry Slam means community,' she said, 'and we're excited to be partnering with an organization that values that too.'" - Eric, Armory staff member



ProjectVoice reading of *The Colored Museum*

THE ARMORY



Mbrasactu performance

“I LOVED when The Amory brought in the band Mbrascatu to perform in the lobby before the play. They were energetic, extremely talented, and brought with them an electric vibe that swept through the lobby. The atmosphere felt like a mini Mumford and Sons concert. The best mix of instruments, talent and entertainment that got everyone in the area clapping together to the beat. Such an awesome night!” – Madelyn

- **Partnered with 66 organizations—22 were culturally specific, equity focused or social service agencies.**
- **Hired 100 artists/experts—including 27 people of color, 57 women and 43 men.**
- **40% of our audience found access to programming through discounts.**
- **240 homeless adults in recovery and transition programs at Central City Concern attended a play for free.**
- **67% of participants in event programs are new patrons and approximately 7-10% return and buy a ticket to a show**
- **53% of participants in a Community Lab are new patrons and over 10% return to buy a ticket to a show**

“I attended Sarah Frechette's puppet workshop this last Saturday. What a blast! In only 4 hours we all had puppets! It was so much fun to see what we all came up with. I don't think people know how creative they are until they have a chance to do something like this.” - Lip Sync Puppet Lab participant



Barbara, Lip Sync Puppet Lab participant

THE ARMORY

(Community Investment Matrix Revisited)

Social Equity: Wide Range Participation

Students from area schools attend Armory productions with a focus on those from underserved populations, all receiving discounted tickets and many receiving free tickets.

- **5,882 students total**
- **3,323 received free tickets**

On a scale of 1 to 5, youth who attend performances provide strong responses to survey questions designed to measure intrinsic factors (captivation, emotional resonance, etc.)

- **83% of responding youth averaged 3 or higher**

Students attend pre-show workshops, tours or outreach performance, with a majority of respondents rating the experience “Good” or “Excellent.” Participants demonstrate a desire and/or tendency to return for additional performances and programs.

- **3,190 students in programs outside of attending a performance.**
- **90% rated the experience as “Good” or “Excellent”**

Audience needing lower price points will have found access to programming through discounts including; “Pay What You Will” night, \$5.00 tickets with Oregon Trail Card, \$20-\$25 Stand-by tickets, Half price coupon, \$5-\$10 discount promotions, and others.

- **40% of audience found access to programming through discounts.**
- **240 homeless adults in recovery and transition programs at Central City Concern attended a play for free.**

Social Equity: Diverse Community

The Armory offers a variety of programs each year focusing on civic issues, social justice, equity or diversity & inclusion.

- **39 programs offered with 2,575 participants**

Sharing assets, including the use of The Armory, PCS partners with organizations that are culturally specific, equity or social justice based with a focus on investing in continuous and sustained relationships.

- **Partnered with 22 such organizations, 12 of which were returning partners from previous collaborations.**

New participants and partners in community programming demonstrate a desire and/or tendency to return for additional Armory performances and programs. Current Armory patrons demonstrate a desire and/or tendency to return for community programs.

- **Approximately 67% of participants in Community Programs are new patrons and over 7% return to buy a ticket to a show.**
- **Approximately 53% of participants in Armory Classes are new patrons and over 10% return to buy a ticket to a show.**
- **Patron attendance at a pre or post-show presentation or discussion increased from 3,640 last season to 6,724 this season.**

THE ARMORY

Community Outreach

The Armory offers a variety of community programs a year reaching over 5,000 participants representing diverse populations of the Portland community.

- **227 community programs with 13,863 participants in 2015/16**

Sharing assets including free tickets, space at the Portland Armory, artists, etc., The Armory partners with a variety of organizations each year.

- **Partnered with 66 organizations, 22 of which have a culturally specific, equity or social service focus.**

The Armory hires many artists, experts, academics, and others to share their assets with Armory patrons and staff, with a focus on hiring speakers from diverse and varied backgrounds.

- **Hired 100 artists or experts, including 27 people of color; 57 were Women and 43 were men.**



Audience enjoying live music in The Armory