

# Wortham Center for Performing Arts: A Community Resource

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*FY2021 Strategic Partnership Grants*

## ***Wortham Center for the Performing Arts***

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Rae Geoffrey  
18 Biltmore Ave  
Asheville, NC 28801

O: 828-257-4530

## ***Rae Geoffrey***

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18 Biltmore Avenue  
Asheville, NC 28801

rae@worthamarts.org  
O: 828-210-9837

# Application Form

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## ***INSTRUCTIONS***

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As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for community-based projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at [buncombecounty.org/grants](http://buncombecounty.org/grants) for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

**Applications are due by 5:00 on February 14, 2020.**

## ***BASIC INFORMATION***

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**BASIC INFORMATION – Before completing the application, please tell us a little about the request.**

### **Project Name\***

Worham Center for Performing Arts: A Community Resource

### **Strategy\***

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship - High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community - A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy - A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being - A county where residents are safe, healthy, and engaged in their community

Vibrant Economy

### **Funding Request\***

How much funding is this project requesting for FY2021?

\$37,000.00

## Grant Guidelines\*

Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

## Nonprofit Status\*

Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

DWT 501c3 Letter.pdf

## Board of Directors\*

Upload a current list of your organization's Board of Directors. If your organization does not have a board of directors, briefly state the reason.

Board List FY19-20\_12\_20.pdf

# APPLICATION

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**APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.**

## Organization\*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

In the 1980's, visionary leaders in Buncombe County recognized the power of arts and culture to spur economic, educational and community growth. Consequently, in 1992, the Diana Wortham Theatre was created to provide entertaining, enlightening, and enriching programs to our neighbors and visitors in Asheville, Buncombe County, and WNC. Diana Wortham Theatre quickly become a catalyst for downtown revitalization, serving as a home for local groups and providing world-class live performances of dance, music, and theatre, as well as educational programs for local students.

Over the years, the number of performing arts venues in Buncombe County has grown, but there is still just one venue whose core mission is to provide performance spaces and support services to the broader arts community. Wortham currently presents or hosts 200 events annually, is a home venue for more than 40 arts groups, provides curriculum-related programming to more than 10k students and teachers, facilitates

community conversations designed to connect and inform, and provides employment for more than 60 Buncombe County residents.

To meet the growing demand of local artists and residents, a 2019 capital project transformed the Diana Worham Theatre into the Worham Center for the Performing Arts. The new center features the existing 500-seat Diana Worham Theatre, the 100-seat flexible Tina McGuire Theatre and the Henry LaBrun Studio with multi-use configurations and seating for 80, expanding access for Buncombe County companies and residents. Within one month of opening, all three venues were active and in concurrent use on the same evening.

Worham Center supports students in Buncombe and a 16-county radius by providing arts learning opportunities in history, literacy, socio-emotional skills, science and more. The Youth Education Scholarship (Y.E.S.) Fund, provides free tickets, workshops and programs to low-income schools, resulting in affordable, educational services to 10k students annually.

## Need for the Project\*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

As a beloved county resource, Worham Center requests the continued support of Buncombe County, to keep the facility accessible to all who live, work, create, and visit here.

The facility housing Worham Center was built with an understanding of long-term operational support via the County budget. In recent years, this support has regrettably been cut from \$450k to \$100k. In FY20, Worham Center's allocation from a line item was \$37k for operations, the lowest amount since its inception. This cut to funding occurred during a time of growth and change for an organization already stretched thin to provide services to our growing and increasingly diverse community. For FY21, the decision was made to have the Worham submit a request through the Strategic Partnership Grant process rather than be included in the budget.

Worham Center was designed to serve the needs of Buncombe County artists, children and audiences, and continues to remain an essential local resource to enrich, educate, train, employ, and showcase homegrown talent. Earned and contributed revenue from individual donors and ticket sales does not cover the cost of operating this community space without sacrificing mission and services to the community of Buncombe County through reduced programming and venue accessibility.

Additional barriers to participation and services for our residents will hinder future job growth and reduce opportunities for locals to use and benefit from this vital County resource.

## Project\*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

Worham respectfully requests a continued commitment to facility and operations support which makes community use of the Center financially feasible to a broad range of users, and access for all, possible.

The Worham Center fulfills its mission to the community through three primary initiatives.

1. Providing a venue for local artists and companies. 75% of the 200 events at the Worham each year are presented by local groups which rely on Worham Center to host their events. These include companies such as, Asheville Contemporary Dance Theatre, Asheville Performing Arts Academy, Movies and Meaning, Folkmoot, Laugh Your Asheville Off Comedy Festival, Asheville Music School, The Moth Storytelling Festival, Asheville Chamber of Commerce, Leadership Asheville and many more.

2. Worham provides curriculum-related arts programming for 10 thousand students and teachers each season through the Matinee Series of school programming, workshops, master classes and continuing education for teachers. From South African music troupe NOBUNTU, to literature based works for younger

children such as *The Pout-Pout Fish* to teaching history and civil rights through *Warriors* and *My Heart in a Suitcase*, Wortham is a prime destination for teachers to bring students to learn through the arts.

3. Each season, Wortham brings national and international artists to our community to present public performances of dance, theatre, music, and special acts such as magic, comedy, and circus. The 2019-20 season at the Wortham includes artists such as Rhiannon Giddens, The Kingdom Choir, PILOBOLUS, Rosie Herrera Dance Theatre, Canadian Brass, and Flamenco Vivo.

## People Served\*

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

The Wortham Center for the Performing Arts is the most active and diverse performance facility in WNC serving more than 65,000 participants annually. 75-80% of participants come from within the local market, defined as zip codes 288\*\* and zip code 287\*\* or the 7 counties contiguous to Buncombe plus 7 other WNC counties. Demographics vary depending on the nature of the event and presenting company.

The ability to provide a home for local companies and performers is a core value of the Wortham. More than 40 companies and artists use the Wortham each season, ranging from local dance studios, schools, choirs, civic and community groups, local and national festivals, theatre companies, dance companies and local groups fundraising for nonprofit causes. From a production of *The Nutcracker* with 100 children to the Miss Gay Latina pageant, the events made possible through the Wortham serve audiences as different and diverse as our wonderful community.

For Wortham Center Presents events, patrons are on average 50+ years of age, with a college or advanced degree, an average household income of \$75k, and are predominantly white female (60%). This audience represents the greatest source of financial support for the Wortham and for student access to programs through donations to the Y.E.S. Fund. While it is the most visible program, Wortham Presents events represent only 25% of the overall activity at Wortham Center.

A wider audience base is engaged through Wortham's local partner organizations. Events and companies such as Marcus Anderson Jazz and Coffee Escape and Different Strokes! Performing Arts Collective draw younger, more racially and economically diverse patrons.

The Matinee Series for students, teachers and families reaches across the ethnic and socio-economic spectrum of our community and 16 surrounding counties. 25% percent of students attending Matinee shows are on free-lunch programs and/or attend Title One Schools.

## Results\*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

The Wortham Center for the Performing Arts is a cornerstone for the Buncombe County community, feeding our local economy, vibrant arts scene and cultural life. The continuation of this vital support will help Wortham Center continue to provide access for local arts companies to thrive and grow, employment, training and mentorship, local revenue, and a strong sense of place and pride.

A recent national impact study on Arts & Economic Prosperity, found that the nonprofit arts and culture industry generates \$43.7 million in annual economic activity in Buncombe County.

"This study shines a much-needed light on the vital role the arts play in stimulating and sustaining economic development," says Robert Lynch, president and CEO of Americans for the Arts. "Contrary to popular belief, the arts are a bustling industry that supports a plethora of diverse jobs, generates significant revenues for local businesses and to federal, state and local governments and provides quality of life that positions communities to compete in our 21st century creative economy."

In the past 18 months, the Wortham Center employed more than 60 individuals for a gross payroll of \$566,000, enabled thousands of artists to reach more than 39k individuals (including 170 differently-abled

individuals) and generated more than one million in revenue for both local and visiting artists. In that same time frame, Worham Presents productions reached more than 27,000 individuals through more than 50 different world-class performances and contributed in excess of \$94,000 in North Carolina sales tax.

In addition to spending by organizations, the nonprofit arts and culture industry leverages almost \$27 million in event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. Out-of-town attendees often stay in a local hotel accounting for an estimated 1,400 room nights last year.

## Evaluation\*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

The Worham Center evaluates success through tangible and non-tangible goals including financial and participation benchmarks, and artistic excellence.

Worham's professional ticketing system collects a wide variety of information regarding participation and audience spending behavior for all events. These reports gage success against an annual budget and guide future program choices to match community interest and need.

Participation statistics are gathered from ticketing, event staff, surveys, and information shared from community partners.

Surveys and focus groups gather feedback from audiences and community partners regarding the effectiveness, artistic success, and reach of Worham's programs and services.

To evaluate the success of the grant funding, Worham Center will use the following key measurements:

1. Meeting financial goals to manage operational expense
2. Increasing audience participation and engagement for all events
3. Increasing community partner engagement
4. Increasing diversity of programming and services to reach all in our community

## Collaboration\*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

Hola Community Arts partners with Worham Center to serve Latinx audiences through collaborative workshops, exhibits, and performances featuring LatinX/Hispanic artists.

Different Strokes! Performing Arts Collective became a resident company in the new Tina McGuire Theatre in September. DS!PAC is a local, African American-led company presenting works which confronts issues of racial and social diversity. Worham currently provides rehearsal time, performance space, and technical support for DS!PAC's 32 annual performances.

NC Arts Council will support Worham's 20-21 partnership with Black Box Dance Theatre's PATRIOT project. Based in Raleigh, N.C., Black Box Dance will serve as Worham's Artist in Residence, working closely with military veterans and their families.

South Arts recognized Worham as a leading community driver in the arts by making Worham a Dance Touring Initiative partner. This program promotes the expansion and development of dance audiences in the South. This partnership made deeper community engagement in the County possible with groups like Ronald K Brown, Camille Brown Dance, Ballet Hispanico and BalletX whose intense community work built bridges through the arts with elders in the African American community, the YMI, The Arthur Edington Center, Buncombe County Schools, HOLA Community Arts and the Irene Worham Center.

Worham Center is a 2020 MOMENTUM partner to further the work of Southern Artists, hosting NC choreographer Helen Simoneau in September, and providing tour prep residency support to help the company grow their art and tour viability.

The following is a partial list of community groups which rely on the Worham to create and present their work or events: Asheville Ballet, Ballet Conservatory Asheville, Asheville Contemporary Dance Theatre,

Terpsicorps Theatre of Dance, Folkmoot, Asheville Art Museum, Asheville Symphony, Miss Gay Latina Asheville, Dancing with the Asheville Stars and Haywood Street Congregation.

## Budget\*

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

Organizational Budget FY21 \_estimated.pdf

Wortham Center requests a continuation of the vital historic partnership with Buncombe County which helps cover the cost of maintenance and upkeep for the 36,000 square foot facility serving the community; including utilities, public safety and cleanliness, and building management. For FY21, Wortham projects a \$130,400 expense in this area and currently receives \$37,000 through the County budget. This funding has been eliminated from county budget for FY21.

Wortham receives just one other grant for general operating support from the NC State Arts Council. This state support recognizes the Wortham Center as a State Arts Resource facility providing vital services to the WNC community. This amount stays consistent due to limited state resources and is currently \$33,500.

Remaining funds come from ticket sales, individual and corporate support, and grants for programs. Earned revenue accounts for roughly 75% of Wortham's annual income, creating a strong business model. However, it is not enough. As a non-profit serving the wide scope of our community, additional support is necessary maintain Wortham's mission.

## Other County Funding\*

List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

Wortham Center for the Performing Arts, through the tenant collective created after the dissolution of Pack Place named Pack Square Cultural Partnership, received \$37,000 in FY20 as part of an historic partnership with Buncombe County to support the community services and economic impact provided by organizations within the building. This historic support was designed to spur economic growth and activity via arts, education and culture by providing vital funds for building operations and maintenance. Starting at \$450,000 in 1992, the amount has been reduced to \$100,000 thousand over the last few years. In FY20 Wortham received 37% or \$37,000 of that funding. The entire remaining amount of funding has regrettably been cut from the budget for FY21. This represents the only support from Buncombe County at this point.

## Sustainability\*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

Until recently, the Wortham Center for the Performing Arts received limited but vital funding through the Buncombe County budgeting process for support of the building as a community resource. While the support covered only a portion of the operating needs of the building for the benefit of all who used it, it was significant. A cut to this funding, following a large capital campaign and expansion, comes at a crucial time in the organization's growth and development and will have a negative impact on services and access for Buncombe County residents.

The Wortham Center requests support to fulfill ongoing commitments while expanding the organization's development opportunities. The Wortham Center currently receives additional funding through individual

and corporate contributions, state and private foundations, ticket purchases, and rental income. As the newly expanded Wortham Center grows, staff and board look to increase these additional sources of support to continue to provide the world-class touring artists and home for community performing arts for which the facility earned its reputation. Earned income, private and corporate funding are not sufficient to operate a facility of this size while maintaining a strong non-profit mission to serve our community through the arts.

## **OPTIONAL INFORMATION**

**OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.**

### **Partial Funding**

If the project were to be offered a grant for partial funding, what factors would need to be considered?

Funding from Buncombe County makes it possible for the Wortham Center's various facilities to be used by community-based arts and civic organizations at as reasonable a cost as possible. As such, the County support benefits all the organizations, artists and school groups who use the facility every year. A decrease in the funding of any proportion will have an effect on all organizations and artists who use and are employed by the Wortham.

### **Resource Support**

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

Wortham Center is grateful for the past support, partnership and encouragement provided by the County which helped facilitate the growth of the Wortham Center and the arts in our community. Wortham Center encourages the continued recognition of the arts as an essential part of the Buncombe County economy, education, and culture of our unique community.

### **Other**

Is there anything else that you want the committee to know?

Additional Supporting Information.pdf

There is no doubt that our County would be lifeless without the arts. Though not everyone enjoys a trip to the theatre, every single life in our community is influenced by the arts. Whether it is through the music on the radio, the podcasts on our phones, the church choir, school band concerts, the dance class full of tiny ballerinas, the musician on the street corner, the first dance at a wedding, cultural celebrations and the murals and paintings on every surface, the arts color our world. They give us crucial information and connection, holding our history and creating deep opportunities to connect and empathize with one another during this divided and contentious time in our nation.

Founder and CEO of Walker Communications, author of a best-selling book on cultivating diverse audiences, a university professor, lecturer and an international expert in this field, Donna Walker-Kuhne states, "...the arts are the only pure vehicle we have in today's society that cross cultural and ethnic barriers and allow people to transcend their differences." The arts are necessary to a thriving community, and the Wortham Center is central to the health of the arts and artists in Buncombe County. Support from local government is essential to keep the arts, and Wortham services accessible to the entire community.





## File Attachment Summary

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### ***Applicant File Uploads***

- DWT 501c3 Letter.pdf
- Board List FY19-20\_12\_20.pdf
- Organizational Budget FY21 \_estimated.pdf
- Additional Supporting Information.pdf

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

NOV 23 2001

PACK PLACE PERFORMING ARTS  
2 S PACK SQUARE  
ASHEVILLE, NC 28801-0000

Employer Identification Number:

31-1524883

DLN:

17053251727001

Contact Person:

KENNETH W SCHMITT

ID# 31226

Contact Telephone Number:

(877) 829-5500

Our Letter Dated:

MAY 16, 1997

Addendum Applies:

NO

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

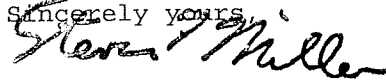
Letter 1050 (DO/CG)

PACK PLACE PERFORMING ARTS

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

A handwritten signature in black ink that reads "Steven T. Miller". The signature is written in a cursive style with a large, prominent "S" at the beginning.

Steven T. Miller  
Director, Exempt Organizations

# WORTHAM CENTER FOR THE PERFORMING ARTS

BOARD OF DIRECTORS

2019/2020

<b>DEREK J. ALLEN</b> , CO-CHAIR	ATTORNEY, WARD AND SMITH, P.A.
<b>BECKY STONE</b> , CO-CHAIR	CO-PUBLISHER- GREENPRINTS/PERFORMING ARTISTS
<b>STEPHEN P. HOFFMAN</b> , SECRETARY	RETIRED ATTORNEY
<b>PETER POLLAY</b> , TREASURER	CHEF/RESTAURANT OWNER
<b>MYLES ALEXANDER</b>	PRINCIPAL, FORM & FUNCTION ARCHITECTURE
<b>MARY ANDERSON</b>	COMMUNITY VOLUNTEER
<b>NANCY ACKERMANN COLE</b>	PRESIDENT, SYNAPSE CONSULTING
<b>SUZANNE ESCOVITZ</b>	NATIONAL ACCOUNT EXECUTIVE, MARRIOTT INTERNATIONAL
<b>MIKE FIGURA</b>	PRESIDENT/OWNER, MOSAIC REALTY/JAG CONSTRUCTION
<b>DANIEL GARRETT</b> , IMMEDIATE PAST PRESIDENT	CLINICAL PHARMACISTS, MCDOWELL HOSPITAL
<b>JAN GETZ</b> , VICE CHAIR	RETIRED, BROADCASTER
<b>FRANCES HEALY</b>	COMMUNITY VOLUNTEER
<b>WILLIS M. HUBBARD</b>	RETIRED, ACADEMIC LIBRARY ADMINISTRATOR
<b>MARYANN KIEFER</b>	PRESIDENT, LEVEL CONSULTING

**WORTHAM CENTER FOR THE PERFORMING ARTS**

**Fiscal Year 2020/2021 Organizational Budget**

July 1, 2020 - June 30, 2021

*Estimated*

**Income**

Contributed Income - Grants		\$	152,000
Buncombe County (this grant)	\$	37,000	
South Arts	\$	40,000	
Cannon Foundation	\$	55,000	
Beattie Foundation	\$	10,000	
Huisking Foundation	\$	5,000	
Eaton Foundation	\$	5,000	
Contribution Income - Donations		\$	248,500
Earned Income		\$	1,309,600
Facility Fee		\$	38,100
Other Income		\$	6,200
	Total Income	\$	<u>1,754,400</u>

**Expense**

Compensation		\$	767,000
Building Operations**		\$	130,400
Programming Expense		\$	672,000
Development		\$	9,700
Theatre Operations & Administration		\$	145,000
Professional Services		\$	30,300
	Total Expense	\$	<u>1,754,400</u>
	Revenue/Expenses	\$	<u>-</u>

\*\* Funding received from this grant will support building operations expenses for the Wortham Center Performing Arts. These expenses include such critical services as utilities, public safety, building management, and ongoing maintenance of the venue.

# BUNCOMBE COUNTY SCHOOLS

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# ARTS EDUCATION

Laura Mitchell, Arts Education Specialist, 175 Bingham Rd, Asheville, NC 28806, [laura.mitchell@bcsemail.org](mailto:laura.mitchell@bcsemail.org)

February 6, 2020

To Whom it May Concern:

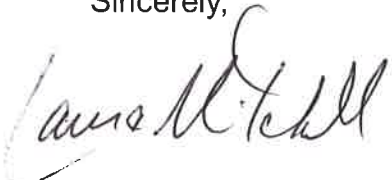
I am writing in support of the Wortham Center for Performing Arts. As the Arts Education Specialist of Buncombe County Schools with 103 arts educators and over 24,000 students. The Wortham Center is a valuable asset to our school system and to our community.

The Wortham Center is a performing arts center focused on not only arts exposure, but also on arts education. The Center has hosted professional development workshops throughout their facility for our Buncombe County Schools faculty. They have also hosted numerous student events. They have a dynamic and innovative staff that reaches out to the schools and provides opportunities for students to work with the performing artists that are performing at the Wortham Center. Our students have had the chance to work with the artists and also perform on stage alongside them. Our students would not have these opportunities if it wasn't for the efforts and collaborative spirit of the Wortham Center for the Performing Arts.

The Wortham Center is creating future artists, future patrons of the arts, and helping to create a more vibrant community that is building talent and economic stability for Asheville, Buncombe County, and Western North Carolina.

Thank you.

Sincerely,



Laura Mitchell

**DIANA WORTHAM** THEATRE

**TINA MCGUIRE** THEATRE

**HENRY LABRUN** STUDIO



18 Biltmore Avenue • Asheville, NC 28801  
(828) 257-4530 • [worthamarts.org](http://worthamarts.org)

**Schools Served by Wortham Center for the Performing Arts school Matinee Series**  
(Data compiled from 2017-2020)

Artspace Charter School	Lake Lure Classical Academy
Asheville High School	Leicester Elementary
Asheville Middle School	Little Meadow Academy
Aspire High	Madison Middle School
Avery's Creek	Marion Elementary School
Barnardsville Elementary	Mars Hill Elementary
Bryant Home School	Mountain Discovery Charter School
Candler Elementary School	Mountain Sun Community School
Carolina Day School	Nantahala School
Central Weekday School	New City Christian School
Classical Scholars	North Canton Elementary
Cullowhee Valley School	North Cove Elementary
East Henderson High School	Northpoint Baptist
Emmanuel Lutheran School	Oakley Elementary
Enka Intermediate	Owen High School
Enka Middle	Owen Middle School
Erwin High School	Pisgah Forest Elementary
Evergreen Charter School	Pleasant Gardens Elementary
Evergreen Community Charter School	Rainbow Community School
Fernleaf Charter School	Reynolds Mountain Christian Academy
First Baptist Child Development	Riverbend Elementary
Francine Delany New School for Children	Shining Rock Classical Academy
Friends of Mine Preschool	Smoky Mountain Elementary
Hall Fletcher Elementary School	South Toe Elementary
Hanger Hall School for Girls	Spruce Pine Montessori School
Haywood Christian Academy	Sugarloaf Elementary School
Heritage Hall	Swain County Middle School
Heritage Oaks	Swannanoa Valley Montessori School
Hominy Valley Elementary School	The Learning Community School
IC Imagine	The New Classical Academy
IRA B Jones Elementary School	Thrive Preschool
Jackson County School of Alternatives	Veritas Christian Academy
Jewish Community Center	West Henderson High School
Jonathan Valley Elementary	West Marion Elementary
Julia St Montessori School	+ 160 Individual Home Schools/Parents
Junaluska Elementary School	



**DIANA WORTHAM** THEATRE

**TINA MCGUIRE** THEATRE

**HENRY LABRUN** STUDIO



18 Biltmore Avenue • Asheville, NC 28801  
(828) 257-4530 • [worthamarts.org](http://worthamarts.org)

**School Matinee Zip Code Analysis  
from Wortham Center for the Performing Arts in FY20**

	Customers	Orders	Tickets
Outside WNC	9	13	130
WNC - not Buncombe	71	99	3,177
Buncombe County, incl AVL	147	242	5,814
	<hr/>	<hr/>	<hr/>
	227	354	9,121
	<hr/>	<hr/>	<hr/>
	Customers	Orders	Tickets
Outside WNC	4.0%	3.7%	1.4%
WNC - not Buncombe	31.3%	28.0%	34.8%
Buncombe County, incl AVL	64.8%	68.4%	63.7%
	<hr/>	<hr/>	<hr/>
	100.0%	100.0%	100.0%

February 12, 2020

To Whom It May Concern,

In the heart of downtown Asheville, the Wortham Center for the Performing Arts has become a vital performance facility that entertains and educates patrons, educators, students, and community members from all walks of life. Their Matinee Series introduces the performing arts to our local youth, which instills a lifelong passion for the arts and provides an educational experience that aligns with the NC teaching curriculum.

As a music educator in the Buncombe County school system, I value the programs and events the Wortham Center produces to immerse our students in the performing arts as well as introduce them to globally diverse artists. Last fall, thirty high school choral students were able to collaborate with the African group, Nobuntu, in one of the Mainstage series performances. This opportunity introduced the students to a new culture and style of music that enhanced their global awareness.

As an intern of the Wortham Center, I was able to observe staff members engaging community groups, local businesses and artists alike, bringing them together to enhance the artistic quality of life in Asheville. Asheville is known for its thriving arts scene, and the Wortham Center is at the center of this community, providing a performance space to so many local groups and artists including the Asheville Symphony Youth Orchestra and Different Strokes! Performing Arts Collective.

The Wortham Center enhances the performing arts in Asheville by hosting high quality performances, facilitating local art organizations, and programming workshops for their community. The education and arts community in Asheville depend on this organization to fulfill and sustain the vibrant performing arts in western North Carolina.

Sincerely,

Jaime Graeber  
Music Specialist  
William W. Estes Elementary

February 9, 2020

Rae Geoffrey  
Managing Director  
Wortham Center for the Performing Arts  
18 Biltmore Avenue  
Asheville, NC 28801

Dear Ms. Geoffrey,

As you know, I recently had the wonderful opportunity to intern at the Wortham Center. This internship was an eye-opening experience and I was able to learn, connect, and grow as a student and a person.

I attend Nesbitt Discovery Academy, the public STEM high school in Buncombe County. Since I was young, my family and I have been going to performances at the Wortham Center. I had always had an interest in the performing arts, but because of the STEM curriculum, I had fewer opportunities to pursue this interest. Then, as a senior, I learned I had the opportunity to take an internship course. I immediately thought about The Wortham Center as a potential site because it would allow me to explore my interests in the performing arts and learn more about the roles within a theatre. Jared McEntire, the Community Engagement Director, was gracious to help arrange my internship, and he was my mentor throughout the semester.

Once my internship started, I would go to the Wortham Center during my fourth period to learn, shadow, and help out with many different roles. Jared and I organized a schedule where I was able to work with many different people. In the box office, I learned about and helped with the process of mailing out tickets, and I also learned how shows were built within the ticketing platform. When shadowing the technical team, I learned how to position the lights, set the space, and experienced how vital the technical team is to the overall success of a performance. Often, Jared would show me around the theatre and we were able to have many conversations, from learning how an offer works to the details of a contract. I was able to understand the details and specifics surrounding live performances.

Performances were an essential part of my internship. During these events, I often shadowed a specific person or team. Watching how everything comes together for a live performance was an amazing experience. For multiple shows, I was in the light box observing Michael Lowery and I was also on headset, able to hear the constant communication between the various staff members. I also enjoyed being backstage during a show where I could observe the stage hands and the stage manager's role. During other performances, I had the opportunity to shadow the Front of House Manager and to be an usher. Overall, being able to be involved with the live performances and events taught me valuable lessons and helped prepare me for a future career in the performing arts.

As my semester came to an end, I wrote a research paper related to my internship. I chose to write a case study on how the Wortham Center puts on a performance. I interviewed many staff members and learned more specifics about their roles in the theatre. I especially enjoyed this because it furthered my understanding and appreciation of the larger picture of live performance. I was able to learn how the planning for a show begins months before, and how important the curation of a season is. I am grateful that I had the ability to talk with the many staff members. Seeing how every role is vital, no matter how big or small, gave me a perspective on the theatre as an industry and as a community.

As I plan for college, and think about my future career, I often come back to this internship. I remember the lessons I learned, the roles I shadowed, and the connections I made with the Wortham Staff. This internship prepared me for my future, regardless of what specific career I pursue. I learned what it means to be a team member, what it means to work for something bigger than myself, and the joy and connection that the theatre ultimately brings to people. The Wortham Center for the Performing Arts is a special place that I will always hold dear.

Sincerely,

Julien L. Swoap  
27 Wilhide Road  
Asheville, NC 28805

**DIANA WORTHAM** THEATRE

**TINA MCGUIRE** THEATRE

**HENRY LABRUN** STUDIO



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### **Schools Receiving Free Admission/Workshops/In-School Services from Wortham Center for the Performing Arts in FY20**

Owen Middle School  
Asheville Middle School  
Erwin High School  
Sugarloaf Elementary  
Enka Intermediate  
North Buncombe Middle School  
Pisgah Forest Elementary  
Nantahala School  
Mountain Discovery Charter School  
Leicester Elementary  
Brevard Elementary  
Brush Creek Elementary  
Jackson County School of Alternatives  
Owen High School  
West Henderson High School  
Jackson County School of Alternatives  
Mills River Elementary  
Fletcher Elementary  
Isaac Dickson Elementary  
Ira B Jones Elementary  
Clyde A. Erwin High School  
Asheville High School  
Enka Middle  
Artspace Charter School  
Meadowbrook Elementary School  
North Buncombe Elementary  
North Cove Elementary  
South Toe Elementary  
Brevard Middle School  
Aspire High  
Mountain Care Services  
West Marion Elementary School

Shining Rock Classical Academy  
Hominy Valley Elementary  
Madison Middle School  
Asheville High School  
Veritas Christian Academy

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### **Partial list of Wortham Center for the Performing Arts Community Partners**

Asheville Area Arts Council  
Asheville Area Piano Forum  
Asheville Art Museum  
Asheville Ballet  
Asheville Contemporary Dance Theatre  
Asheville Chamber of Commerce  
Asheville Lyric Opera  
Asheville Chamber Music Series  
Asheville Fringe Arts Festival  
Asheville Gay Men's Chorus  
Asheville Improv Collective Festival  
Asheville Percussion Festival  
Asheville Performing Arts Academy  
Asheville Puppetry Alliance  
Asheville Symphony Orchestra  
Asheville Symphony Youth Orchestra  
Ballet Conservatory of Asheville  
Black Mountain College Museum + Arts Center  
Blue Ridge Pride  
Blue Ridge Public Radio  
Blue Star Dance Academy  
Buncombe County Schools  
Cauldron Theatre  
Connect Beyond Festival  
Contemporaneo Gallery  
Creative Mornings AVL  
Dancing with the Asheville Stars  
David LaMotte  
Different Strokes! Performing Arts Collective\*  
Dirty Logic Music  
Folkmoot USA  
Form & Function Architecture  
Hanger Hall  
Harvest Records  
Heart and Soul Dance Company  
Helpmate Shelter  
Jewish Family Services  
Land of the Sky Chorus  
Land of Sky Symphonic Band  
Laugh Your Asheville Off/Asheville Comedy Festival  
Malaprop's Bookstore & Café  
MAR & Desiderata Music Records  
Miss Gay Latina  
Movies & Meaning Film Festival  
Mountain Child Advocacy Center  
Murphy Capps  
Music Video Asheville  
Nemesis Theatre  
Nu Paradigm Entertainment  
Planned Parenthood of Western NC  
Reversals Music  
Rotary Club of Asheville  
Spark Creative Wellness  
Spectrum Healing Productions  
Terpsicorps Theatre of Dance  
The Collider  
The Moth  
The Orange Peel  
The Swannanoa Gathering  
YMI  
World Masterwork Series

\*indicates Wortham Center Company in Residence



Different Strokes! Performing Arts Collective  
P.O. Box 1131  
Asheville North, Carolina 28801

February 9, 2020

To Whom it May Concern

Different Strokes! Performing Arts Collective! (DS!PAC) has been the Company in Residence at the Wortham Center for the Performing Arts since it opened its new theatre spaces in September of 2019. When we were offered this distinct honor we knew the Wortham Center had high hopes that the collaboration would be beneficial to DS!PAC in multiple ways, specifically:

- expanding their facility to provide local performing artists the opportunity to reach new heights of excellence
- allow local performing artists the opportunity to connect with new audiences
- promote the opportunity for local artists to benefit from new artistic opportunities

As the local theatre company in residence at the Wortham Center for the Performing Arts, Different Strokes Performing Arts Collective (DS!PAC) has brought our reputation of provocative, entertaining, and community-connected theatre to the heart of downtown Asheville. One of the most exciting parts of this collaboration meant that we could move our season of productions from the 40-seat theatre we had rented for the previous eight years to the one hundred seat Tina Maguire Theatre. That step alone doubled our capacity to share our art and our heart with the Asheville community. DS!PAC has benefited from our collaboration with the Wortham Center for the performing arts in so many other tangible ways including:

- expanded audiences, which includes walk-ins
- increased sales-based donations to our community partners
- better attended post show discussions, which connect our show themes to community and global challenges
- launching the most expansive season ever planned in our ten year history that will kick off this summer.
- teaching theatre class at the Wortham Center for community members
- receipt of a private grant that enables us to recruit, pay and house Actors of color, which supports our mission to promote more diversity within Western North Carolina's performing arts scene.

Our vision of promoting equity, challenging perspectives, energizing empathy through understanding, paying our (mostly) local actors, diversifying the stage, taking on the hard topics and unpacking them as a community is in perfect alignment with and benefited greatly from the Wortham Center's goals of expanding their facility to provide local performing artists the opportunity to reach new heights, connect with new audiences, and benefit from new artistic opportunities.

DS!PAC is a small company with a huge heart and plans to link the arts directly with funding for community services and education in a way that is changing the landscape of local arts and community

**MAKING THEATRE, BUILDING COMMUNITY, FACILITATING AWARENESS, CHANGING THE WORLD ONE PLAY A TIME**



connection. We could not be more proud to be associated with the Wortham Center and are so grateful for their support, encouragement and collaboration. The Wortham Center is walking downtown Asheville into the next decade of arts collaboration linking local, national and international works to the heart and pulse of Asheville and leading by example with the most dynamic kids arts program available, community collaborations, and small business development. Our visions are in such perfect alignment and the beneficiaries in Asheville are many!

Sincerely,

Stephanie Hickling Beckman  
Managing Artistic Director  
Different Strokes Performing Arts Collective  
[Differentstrokespac.org](http://Differentstrokespac.org)



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### **Select List of Funds Raised by Community Partners for Charitable Causes**

Dancing with the Asheville Stars 2020 = **\$3,695** for Helpmate Women's Shelter

Dancing with the Asheville Stars 2019 = **\$4,263** for Helpmate Women's Shelter

The Education of Ted Harris, Different Strokes! Performing Arts Collective = **\$400** for Our Voice

Mixed Fandango, Different Strokes! Performing Arts Collective = **\$400** for BeLoved Asheville

Haywood Street Congregation = **\$25,623**

Dancing with the Local Stars 2019 = **\$51,732** for American Cancer Society Local Patient Support

Sisters Doin' It For Ourselves = **\$4,616** for Helpmate Women's Shelter

The Three Davids 2018, Rotary Club of Asheville = **\$36,000**

David LaMotte & Friends 2019, Rotary Club = **\$50,000**

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## Sample Links

### **Arts Warriors: Providing a Home for Community Performing Arts**

<https://www.youtube.com/watch?v=W7LdWZX3M4Y>

### **Sold Out Fundraiser at Diana Wortham Theatre raised \$50,000 for the American Cancer Society**

<https://www.citizen-times.com/story/news/local/2019/03/01/asheville-dancing-local-stars-raise-50-k-fight-cancer-american-cancer-society/3027165002/>

### **With Wortham's Embrace, Asheville's Different Strokes Fulfilling Its Own and Theater's Missions**

<https://www.bpr.org/post/worthams-embrace-ashevilles-different-strokes-fulfilling-its-own-and-theaters-missions#stream/0>

### **Diana Wortham Theatre Provides Training Ground for Future Guide Dogs for the Blind**

<https://www.youtube.com/watch?v=xG3F9ekoEFI&t=4s>

### **Emerging Artists Fund: Supporting the Dreams of Young Artists in Buncombe County**

[https://www.youtube.com/watch?time\\_continue=45&v=Buge5IUh\\_mQ&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=45&v=Buge5IUh_mQ&feature=emb_logo)

### **Arts Warriors: Inspiring the Next Generation**

<https://www.youtube.com/watch?v=cHA7xJj3nJQ>

### **Partnership with HOLA Carolina and HOLA Community Arts -Flamenco Vivo Carlota Santana**

[https://issuu.com/holacommunityarts/docs/february\\_2020\\_b?fr=sZjAwZDI1NTg4MA](https://issuu.com/holacommunityarts/docs/february_2020_b?fr=sZjAwZDI1NTg4MA)

### **Wortham Center for the Performing Arts 2019-20 Season**

<http://www.worthamarts.org/online/article/wortham-center-series>

### **Wortham Center Matinee Series for Students, Teachers and Families 2019-20 Season**

<https://www.dwthetheatre.com/online/article/matineeseries>

### **Community Concert to Benefit Haywood Street Fresco at Diana Wortham Theatre**

<https://ashvegas.com/community-concert-benefit-haywood-street-fresco-asheville>