



***The performing arts are indispensable to the vitality of our region.***

**About UPAF and the Performing Arts**

- UPAF is the largest united arts fund raising funds for the performing arts in the United States.
- UPAF has provided over \$217 million in operating support to world-class performing arts institutions such as the Milwaukee Symphony, Milwaukee Ballet, Florentine Opera, Milwaukee Repertory Theater, Danceworks, The Skylight, First Stage Children’s Theater and the Milwaukee Youth Symphony Orchestra, among others, for over 43 years.
- The performing arts reach all audiences and ages.
- UPAF Member Groups touch over one million people through performances, educational outreach, special events and community partnerships each year.
- UPAF Member Groups provide over 2,000 local performances of live theater, music, dance, and opera each year.
- UPAF currently supports 34 performing arts groups in the Greater Milwaukee area.
- Community oriented fundraising events, like UPAF’s 30<sup>th</sup> Annual Ride for the Arts, sponsored by Miller Lite, broaden the depth and breadth of the arts and their impact on the region. Performing arts groups and the community benefit as a direct result of coming together to participate.
- UPAF received contributions from over 22,500 donors and 500 corporations in 2009.

**Education:**

- UPAF Member Groups serve over 400,000 school children each year, often augmenting what is no longer available in schools. Arts education has a measurable impact on children, improving academic performance, creative and critical thinking skills, as well as discipline and focus.
- As schools continue to cut theater and music programs to make ends meet, the need for the performing arts becomes greater. Without an artistic outlet, children can’t explore their full potential to think creatively and become strong citizens.
- UPAF funds the largest youth symphony orchestra (Milwaukee Youth Symphony Orchestra) and the largest theater training school (First Stage Children’s Theater) for young people in the country.

**Sustainability:**

- You can be assured that the dollars you entrust to UPAF help to support groups that meet high artistic, financial and management standards. Eleven UPAF Member Groups have been in existence for more than 25 years, demonstrating their sustainability over time.
- The Skylight Opera Company celebrates its 50<sup>th</sup> anniversary in the 2009-10 season; Next Act Theatre commemorates its 20<sup>th</sup> anniversary this season.

**Economic Impact:**

- The performing arts are as necessary for any major city as infrastructure. A strong performing arts sector is vital to the success of the region, as it attracts new people and businesses and allows the city to flourish as a “major league” community.
- Together, arts and cultural organizations provide thousands of jobs and have an economic impact of more than \$236 million annually in Southeastern Wisconsin. – *Arts and Economic Prosperity III, Americans for the Arts, 2007*
- The performing arts have been identified as the #1 reason people choose to live, work and enjoy themselves downtown. – *Milwaukee Downtown, BID #21, 2005*
- The arts make Milwaukee a special destination. Our vibrant performing arts scene fuels our regional economy by attracting businesses, retaining employees and growing a wider customer base. – *Arts and Economic Prosperity III, Americans for the Arts, 2007*

**Examples of Community Impact:**

- Danceworks’ Mad Hot Ballroom and Tap program will serve 50 schools in 2009-10 and provide arts education opportunities within the schools to counteract shrinking art budgets.
- First Stage’s SCORE Program (Stimulating Comprehension with an Oral and Reading Emphasis) uses theater techniques and active learning to develop critical literacy skills among students and boost state standardized test scores in Milwaukee Public Schools.
- First Stage’s education programs reach almost 110,000 children each year.
- The Milwaukee Ballet School was awarded a full five year accreditation by the National Association of Schools of Dance (NASD) in September 2008. This makes the School the only accredited professional dance school in the Midwest, and one of only 13 professional studio schools accredited nationally.
- MSO’s ACE Program is a sequential, multi-year program that integrates the arts into the daily school curriculum. It provides three in-school ensemble presentations per classroom, an evening Family Night concert at each school, a grade-level specific concert, six in-service/workshops for teachers and a parent newsletter. The ace program serves nearly 8,000 students half of which come from low-income families.