



UNITED PERFORMING ARTS FUND

Life's better with the arts

## 2012 UPAF Quick Facts

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### About UPAF and the Performing Arts:

- The performing arts are indispensable to the vitality of our region
- UPAF is the largest united arts fund raising funds for the performing arts in the United States.
- UPAF has provided over \$234 million in operating support to world-class performing arts institutions such as the Milwaukee Symphony, Milwaukee Ballet, Florentine Opera, Milwaukee Repertory Theater, Danceworks, Skylight Opera Theatre, First Stage and the Milwaukee Youth Symphony Orchestra, among others, for over 44 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 36 performing arts groups in the Greater Milwaukee area.
- UPAF's Ride for the Arts, sponsored by Miller Lite, has been UPAF's signature fundraising event since 1981. The Ride offers five routes for riders of all ages and abilities (three of which cross the Hoan Bridge) and ends with a celebration of the performing arts at the Summerfest grounds.

### 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. Twelve UPAF Member Groups have been in existence for more than 25 years, demonstrating their sustainability over time.
- Danceworks is celebrating its 15<sup>th</sup> anniversary this year. First Stage is celebrating its 25<sup>th</sup> anniversary this year. Present Music is celebrating its 30<sup>th</sup> anniversary this year.

### 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:

- **Skylight Opera Theatre's** education program *Enlighten* served over 10,000 children a year and includes four distinct program areas including *KidsWrites*, *TeenWrites*, *Stories That Sing* and *Musical Theatre Residencies*. Programming includes touring shows, workshops and residencies at over 25 MPS schools. Skylight's Partner School program, which is currently at capacity, brings multiple programs to the same school for different age groups throughout the year to ensure a deep, ongoing arts experience for the children.
- **Milwaukee Chamber Theatre** partnered with *Arts@Large*, a non-profit organization dedicated to keeping arts programs in urban schools, to conduct interactive workshops for grade school students. The exercises organized are linked to goal setting, with an emphasis on responsibility, respect and creative problem solving.
- **Milwaukee Ballet's** *Relevé* outreach program directly links the benefits of dance and education for young students through a partnership with Milwaukee Public Schools. Students have the chance to observe Milwaukee Ballet Company dancers rehearse, while giving them the chance to see what a professional dancer's day is like as they take weekly classes in a real dance studio with professional ballet performers.