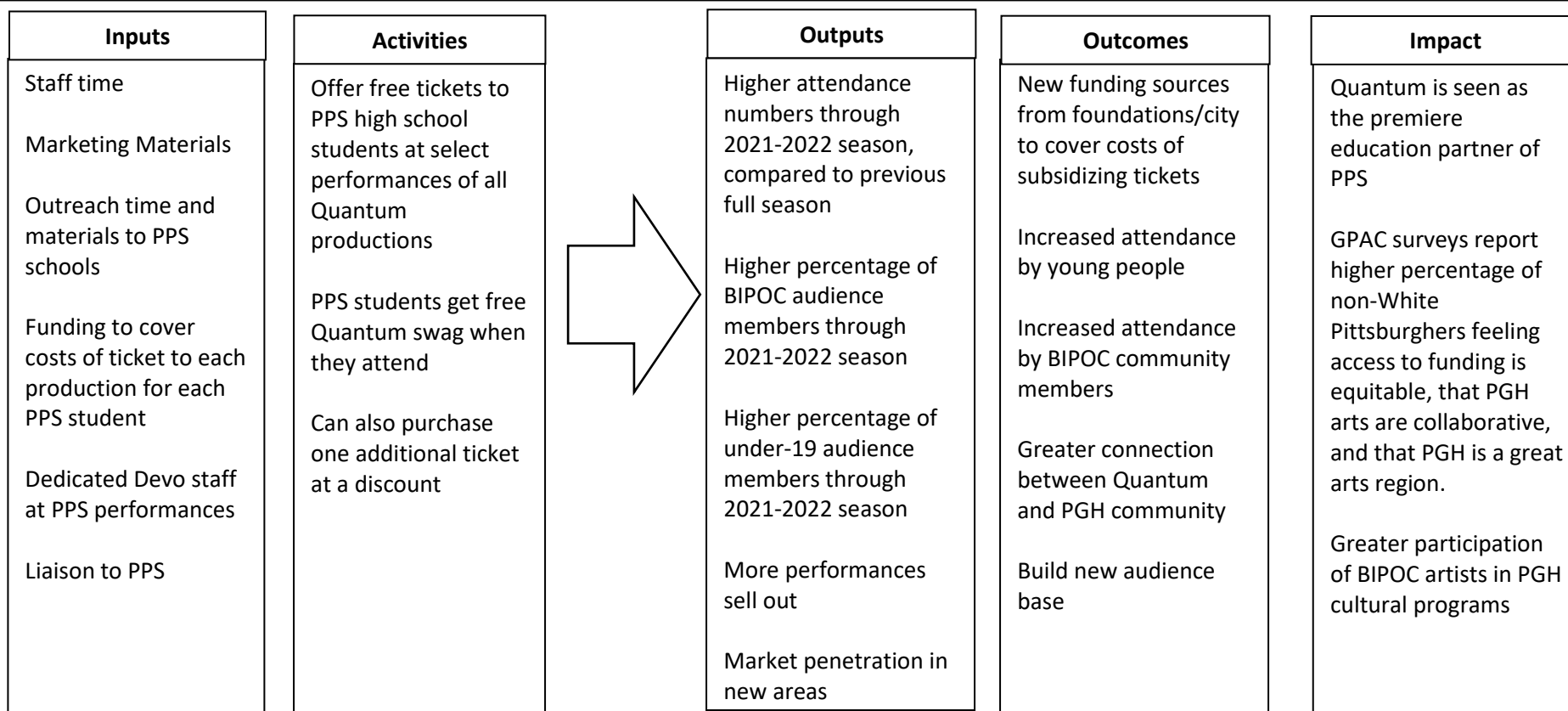


**Problem Statement:** While Pittsburgh stands out for its cultural vitality, especially for a city of its size, there is still room to grow in terms of access and level of community engagement/service. According to GPAC's *Culture Counts 2020* report, only 50% of Black organizations see Pittsburgh as a "great" arts region, with only 25% viewing it as "supportive" or "collaborative."<sup>1</sup> In terms of just attendance, "rates are somewhat lower among Black and African American populations."<sup>1</sup> Pittsburgh Public School students (according to PPS-provided data) are 67% non-White.<sup>2</sup> Applying the data from GPAC to the PPS population, PPS students are more likely to attend less arts events than other school-age youth. As such, in order to increase diversity of our audiences and make Pittsburgh a more equitable place for the arts, we must offer PPS students easier access to our shows.

**Goal:** Provide free tickets to Quantum performances for PPS high school students to increase access to the arts from historically underserved populations and increase the diversity of Quantum audiences.



**Assumptions:** PPS students will want to come see Quantum shows; PPS students will be able to access transportation to shows; PPS students will be able to see shows without parental supervision; PPS students are likely to see multiple shows, and thus buy multiple additional tickets

**Rationales:** GPAC data still shows that about a majority of Pittsburghers attend arts events, meaning it is not out of hand to think that students will want to attend.

<sup>1</sup> "2020 Greater Pittsburgh Culture Counts." Greater Pittsburgh Arts Council. 2020. Accessed 26 March 2021.

<https://www.pittsburghartscouncil.org/storage/documents/Research/culturecounts2020.pdf>.

<sup>2</sup> "Facts at a Glance." Pittsburgh Public Schools. Accessed 26 March 2021. <https://www.pghschools.org/domain/17>.