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." In terms of just attendance, "rates are somewhat lower among Black and African American populations." Pittsburgh Public School students (according to PPS-provided data) are 67% non-White. 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.

Inputs	Activities		Outputs	Outcomes	Impact
Staff time	Offer free tickets to PPS high school		Higher attendance numbers through	New funding sources from foundations/city	Quantum is seen as the premiere
Marketing Materials	students at select performances of all		2021-2022 season, compared to previous	to cover costs of subsidizing tickets	education partner of PPS
Outreach time and materials to PPS	Quantum productions		full season	Increased attendance	GPAC surveys report
schools Funding to cover	PPS students get free	$ \rangle$	Higher percentage of BIPOC audience members through	by young people Increased attendance	higher percentage of non-White
costs of ticket to each production for each	Quantum swag when they attend		2021-2022 season	by BIPOC community members	Pittsburghers feeling access to funding is equitable, that PGH
PPS student	Can also purchase one additional ticket		Higher percentage of under-19 audience	Greater connection	arts are collaborative, and that PGH is a great
Dedicated Devo staff at PPS performances	at a discount		members through 2021-2022 season	between Quantum and PGH community	arts region.
Liaison to PPS			More performances	Build new audience	Greater participation of BIPOC artists in PGH
			sell out	base	cultural programs
			Market penetration in new areas		

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.

¹ "2020 Greater Pittsburgh Culture Counts." Greater Pittsburgh Arts Council. 2020. Accessed 26 March 2021. https://www.pittsburghartscouncil.org/storage/documents/Research/culturecounts2020.pdf.

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