

27 April 2021

Mr. Jake Goodman  
Executive Director, Board Member  
Opportunity Foundation  
5126 Penn Avenue  
Pittsburgh, PA 15224

Dear Mr. Goodman,

On behalf of Quantum Theatre's Board, Staff, Trustees, and family of artists, I am writing this Letter of Inquiry regarding our newly-establish "Quantum + PPS" program. While the Pittsburgh community is well-regarded for our cultural vitality, especially for a city of our size, there is still room to grow in terms of access and level of community engagement and access to the arts. We believe that the Quantum + PPS Program can begin to address the underlying issues surrounding artistic inequity in Pittsburgh—and we believe the Opportunity Foundation would be an ideal partner in helping us achieve these goals.

## **WHO WE ARE**

Quantum Theatre is a progressive theatre company here in Pittsburgh, dedicated to producing intimate and sophisticated theatrical experiences. We produce new work and revivals of forgotten classics in new ways to reinvigorate the canon. Most notably, though, is our mission to never produce theatre in a "theater." We are dedicated to producing environmental and immersive theatre, putting our city at the forefront of the theatrical experience. Whether it's the Rose Garden at Mellon Park or the Carrie Furnaces, Quantum brings Pittsburghers out into the city to experience their surroundings, and the theatre, in totally new ways.

## **WHY THIS PROJECT**

According to GPAC's Culture Counts 2020 report, less than half of Black arts organizations in Pittsburgh feel that they are in an equitable place to work—meaning the future of our city as an inclusive arts destination is in peril. Even more than that, though, our children are not given equal access to the arts, stunting the sector's growth from within: GPAC notes that the lowest rates of attendance for cultural events in Pittsburgh is from the Black community. To counteract this trend from an early age, we believe that looking to enrich the artistic experiences of students enrolled in Pittsburgh Public Schools can be a way forward. By offering free tickets to Quantum productions to all students enrolled in a PPS High School (of which roughly 67% are non-white), we can increase access to the arts by a more diverse audience, helping to counteract the issues we see in our community already and beginning to create an audience base that is more reflective of Pittsburgh.

## **PROJECT DESCRIPTION**

The Quantum + PPS program's main goal is to offer one free ticket to each Quantum Theatre production to every PPS high school student, with the option for each student to purchase an additional ticket at a discounted rate. This experience will be complemented with free merchandise when students attend, as well as an increased Quantum presence in schools themselves: we will provide marketing and educational materials to all PPS high schools, and our Community Engagement Coordinator will serve as a liaison between Quantum and PPS schools to ensure that the community's needs are being served.

The Quantum + PPS program will be primarily led and managed by our Community Engagement Associate, with the support of the rest of our small-but-mighty administrative staff at Quantum Theatre. We envision activities progressing as follows:

- *August-September 2021*: Increase marketing materials, begin outreach to PPS schools.
- *October 2021*: Host first students at first production of season.
- *November 2021-January 2022*: Send in educational materials to schools highlighting upcoming productions and providing general theatre knowledge.
- *February-March 2022*: Welcome students at second season production.
- *April-May 2022*: Begin longer Community Engagement residencies at PPS schools.
- *May-June 2022*: Final season production, begin campaign for Young Patrons Board and dedicated renewals campaign for students.

We plan to measure the success of this program in both the short and long-term. Immediately, we hope to see a higher percentage of BIPOC audience members and under-19 audience members through our 2021-2022 season—as well as higher attendance numbers overall. Long-term we hope to see these trends continue through the years, and lead to the establishment of a greater connection between the Quantum and Pittsburgh community (measured through greater participation in our “Nearbuy” initiative, an increase in new funding sources from the City itself, and a greater knowledge of Quantum’s mission and programs from PPS community members).

## **FUNDING INFORMATION**

Quantum Theatre is requesting \$20,000 from the Opportunity Foundation to support the Quantum + PPS program. These funds will primarily serve to underwrite the cost of providing free tickets to students, projected to cost \$42,746 out of a total project-specific expenses budget of \$60,747.65 and total budget of \$317,037.65. We have already secured \$184,500 in support from corporate and foundation sponsors, as well as Board member donations, and expect to receive an additional \$85,000 in corporate support through the EITC program sponsoring Quantum's EIO initiatives. We have also requested an additional \$75,000 in funding from the PA Council on the Arts and Heinz Foundation.

## **THANK YOU**

We hope to connect with you further about the Quantum + PPS program, as well as Quantum Theatre in general and our commitment to serving our Pittsburgh community. If there is any additional information that I can provide for you, or if you have any further questions, please do not hesitate to reach out. I can be reached via phone at (281) 825-9206, or via email at [ryan@quantum.org](mailto:ryan@quantum.org). Thank you in advance for your consideration.

All best,

Ryan Dumas  
Director of Development, Quantum Theatre