

Outcomes Evaluation Plan Worksheet

Outcomes	Indicators	Data Collection Method
New funding sources from foundations/city to cover costs of subsidizing tickets	25% of our foundation and government grants to support this program are from sources that have never supported us before.	We will track where all contributed funds to subsidize tickets come from, and measure what percentage of both the funds and funders are new.
Increased attendance by young people	25% of the audience of each performance will be under 19 years old.	When checking IDs when patrons check in for their show, which is already common practice at Quantum, we will record the ages of each patron and calculate the percentage of our audience that is under 19 after each performance.
Increased attendance by BIPOC community members	By the end of the 21-22 season, we will average 45% attendance by BIPOC audience members at each performance.	When purchasing a ticket, we will offer all guests the option to self-select their racial/ethnic identity, and then aggregate/measure results by performance.
Greater connection between Quantum and PGH community	Quantum will establish NearBuy partnerships with 4 new local businesses by end of 21-22 season.	We will keep a running list of all businesses we have NearBuy partnerships with, and measure how much the list grew over the season.
Build new audience base	15% of single ticket buyers will be first-time customers during the 21-22 season.	We will implement an account system when buying tickets, so that we can track the creation of new accounts over the season.