

NEWS & NOTES

from the ALLEGHENY REGIONAL ASSET DISTRICT

SPRING 2011

ARTS AND CULTURE ASSETS DEVELOP AUDIENCES OF THE FUTURE

Bringing arts and culture to young people is a key component in developing an audience for the future—and building an audience for the future is a critical activity of the RAD-funded arts and culture organizations.

Research indicates that a childhood experience with the arts is a strong indicator of adult support of the arts as a parent, consumer or practitioner. Childhood experiences help address issues of confidence in creating arts, and comfort and familiarity in attending the arts. By tackling practical and psychological barriers, arts organizations help to create in children a lifetime of enjoyment, appreciation and support of arts and culture.

To successfully develop this audience of the future, arts organizations use a variety of strategies to bring arts and culture to children and youth.

Main Stage Productions, Free Tickets and Student Matinees

Nearly all arts and culture organizations reach out to children, youth and families with reduced priced and free tickets, through their own box offices or organizations like **Tickets for Kids**. The upcoming summer season offers a wide variety of free

performances and festivals offered by the regional assets, which can be found on the RAD Asset Calendar on the RAD web site radworkshere.org.

Student matinees are designed to make it easy for children to have access to a performance experience which combines entertainment and education.

Many music and theater companies create productions specifically for younger audiences, like **Chatham Baroque's** Peanut Butter & Jam series. **Prime Stage Theater** is specifically dedicated to bringing together literature and theater for youth audiences.

Residencies and Collaborations

Artist residencies and organizational collaborations with schools bring art experiences right to the classroom, and provide in-depth experiences. Just last year, **The Mattress Factory** brought together artist John Pena and students from Highlands High School in a free program combining performance, installation and technology to create art. **Gateway to the Arts** brings scores of performances to schools throughout the county. The **Pittsburgh Chamber Music Society** recently developed an educational strings program for second graders *(continued on back page)*



Attack Theatre has developed a new in-school performance, R.A.M., commissioned by Gateway to the Arts and the Three Rivers Arts Festival, which follows a main character's experience as he becomes increasingly absorbed in documenting his life through cameras, phones and video, rather than enjoying life.

RAD BOARD NEWS

Local Government Reminder: County Sales Tax Information is Due

Local governments are reminded that participation in the distribution of county sales tax requires the filing of the annual audit and financial report with the Pennsylvania Department of Community and Economic Development. (www.newpa.com). The state uses information from the reports to calculate each municipality's share of the sales tax proceeds.

Local sales tax funds may be used for general government purposes. In order to continue to receive these funds, local governments are also required to provide a low income senior citizen tax relief program. Since 1995, municipal governments in Allegheny County have received \$579 million in county sales tax dollars. Allegheny County government has received an equal amount. A breakdown of sales tax receipts by municipality is available on the District's web site, radworkshere.org.

RAD Officers for 2011

Earlier this year the Board elected officers for 2011: Chair, Dan Griffin; Vice Chair Stan Parker; Secretary/Treasurer Rick Pierchalski. *(Pictured at right: Dan Griffin.)*



RAD Goes Green with 2012 Application

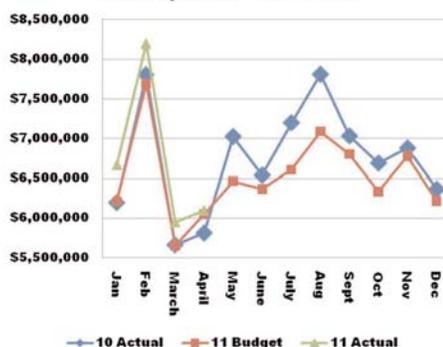
The District is planning to convert its paper based application system to an on line system effective with 2012 applications. "This new approach will not only be green, it will also be faster and more efficient for both applicants and RAD," said RAD Executive Director David L. Donahoe. In addition to completing information for RAD on line, applicants will continue to file financial information with the Pennsylvania Cultural Data Project. RAD expects to open its application process the first week of June, with a July 15, 2011 due date. All current applicants will receive notice of when the on line site is available and special training sessions will be held to assist applicants with learning the new system. Look for further details on radworkshere.org.

REVENUE UPDATE

Revenue through the first four months of the year totals \$26.8 million or 5.5% higher than the first four months of last year. It also exceeds RAD's original budget estimate which assumed revenue would be even with last year. Interest earnings which used to play a significant part in the District's budget are no longer a factor due to record low rates.

The District anticipates that the remainder of the year will be closer to budget and somewhat less than last year when delinquent tax collections provided a surge in sales tax revenue in Allegheny County and the state.

Monthly Sales Tax Trends



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that provided them with instruments and instruction. **Calliope** has a longstanding relationship with the Boys & Girls Club of Lawrenceville to conduct an intensive workshop series at the club, with hands-on music sessions and concerts. The **Pittsburgh Symphony Orchestra's** Community Engagement concerts are designed to build connections between the PSO and underserved communities, by planning and producing an orchestral concert and other musical activities.

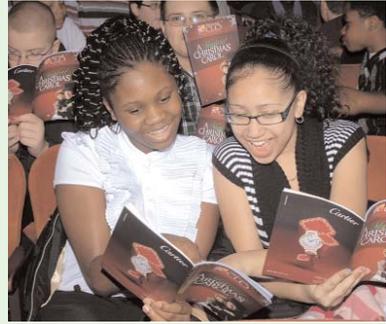
Field Trips

A popular way to engage and to develop future audiences is by providing field trip experiences for school-age children. At the **Heinz History Center**, for example, the "Experience" program combines a tour with

in-depth discussion and hands-on opportunities. The **Carnegie Museum of Art** emphasizes the connection of academic disciplines to gallery exploration and studio art-making. The **Pittsburgh Zoo & PPG Aquarium's** education department can bring the "Zoo to you" with its Zoomobile, demonstrating with animals and discussion how conservation relates to the lives of everyone.

Social Media and Digital Technologies

In partnership with the University of Pittsburgh Theater Department, **Pittsburgh Irish & Classical Theatre** hosted three staged readings of new plays that were streamed live over the Internet, and followed by Q&A which included Internet viewers. Most organizations also use social media vehicles like Facebook and Twitter to engage new and younger audiences across familiar platforms.



The Pittsburgh CLO annually presents student matinees of "A Musical Christmas Carol," providing students with a theatrical experience. Teachers receive study guides and materials to supplement and enrich their field trip. Photo by Matt Polk.

IN THE SPOTLIGHT: REGIONAL PARKS MAINTENANCE

This year alone, RAD funds will support more than 14,000 acres of regional parks - nine in Allegheny County, five in the City of Pittsburgh, ACORD Park, Renziehausen Park and Boyce-Mayview Park. In addition to capital improvements (such as shelters, restrooms, playgrounds and walkways), RAD provides operating grants for everyday park maintenance like mowing, weeding, cleaning and painting. Links to all of the regional parks can be found on the RAD web site radworkshere.org. (Pictured below: Highland Park pool. At right: Frick Park.)

