

Education Department Programs and Services

Our Educational Mission:

To enrich individuals and communities within the Charlotte Region through exposure to and involvement in the performing arts

Our Goals:

- Provide engaging and enjoyable educational activities and programs to a growing and increasingly diverse population
- Encourage and enable more and better arts education experiences for area schools and students
- Help build and sustain audiences for Blumenthal-presented events and for the performing arts in general



School Shows

A school show is a weekday mini-performance of a BPA-presented show that typically has evening and weekend performances for the general public. With the continued reality of severe cuts in school fine arts budgets, Blumenthal seeks to help fill the “arts gap” by providing these shows for Charlotte region schools at minimal to no cost for schools and students. (Charlotte-Mecklenburg schools may also use their Arts and Science grant funding to purchase tickets.)



Specifically designed for school shows, many performing companies incorporate a moderator or instructor (often a director or performer) who will describe to the students elements of the performance along with the personal disciplines enabling such performances.



During the 2016-2017 season, we will present six school shows.

Master Classes and Workshops



Each year BPA’s Education Department hosts numerous master classes and workshops led by performing artists who come to Charlotte for multiple-performance engagements at BPA theaters. In addition to our theater venues, master classes and workshops are frequently held at college, middle school and high school campuses,

dance studios, and other community sites. Performers typically demonstrate various aspects of their art form then lead attendees in participatory activities. Attendees often receive discount ticket vouchers or free tickets for BPA performances featuring their guest instructors.



Broadway Junior Theater Celebration



Broadway Junior Theater Celebration is a unique, fun, all-day learning experience for musical theatre performance groups from Charlotte area elementary and middle schools. Following each school's presentation of a song/scene from a musical, a distinguished panel of New York professionals provides positive, instructive feedback. Students also participate in several voice, dance, and acting workshops.

Participating schools in the 2017 Celebration will each have recently presented at their respective home venues a Broadway musical production adapted for children by the New York company, iTheatrics. (BPA has been a collaborating partner with iTheatrics on the Broadway Junior initiative since 2004.) Thanks to generous gifts from BPA donors, we are able to annually provide or supplement the cost of individual iTheatrics-produced Broadway Junior show kits (approximately \$450 each) to needy Charlotte area schools.



With 45 or more schools now participating each year, we provide the one-day experience on three consecutive days to accommodate all of the students in our beautiful Knight Theater.

The Blumey Awards

Blumenthal Performing Arts High School Musical Theater Awards Program

Patterned after Broadway's Tony Awards® and loosely aligned with similar regional programs around the country, our first annual Blumey Awards program was held in 2012 with 20 participating high schools. In 2016, musical productions from 43 schools competed for trophies representing the best in thirteen categories – including Best Musical, Best Student Orchestra, and Best Actor and Actress.



The two students who won Best Actor and Best Actress received an all-expenses-paid trip to New York to participate in the annual National High School Musical Awards program and ceremony known as *The Jimmy Awards*. Our Charlotte area students joined others from regional programs around the country for an intensive, professional-level performance training program. This culminated with The Blumey Awards' Best Actress winner, Amina Faye, of Central Academy of Technology and Arts in Union County, being selected as the *national* high school best actress.

Affinity Groups

BPA Affinity groups are informal social clubs consisting of members who enjoy making new friends and attending great Blumenthal performances. Participants enjoy free pre- or post-show parties plus great discounts on show tickets. The Education Department plans and coordinates events for two student affinity groups: Charlotte Live – High School and Charlotte Live – Middle School, and for one adult group specifically for educators and their friends: Teachers Lounge.

Charlotte Live

For Charlotte Live students the 2016-2017 season includes fun, get-acquainted pre- and post-show events for CABARET, GENTLEMAN'S GUIDE TO LOVE AND MURDER, AN AMERICAN IN PARIS, INTO THE WOODS, CIRCUS 1903, THE LITTLE MERMAID, and FINDING NEVERLAND.



Teachers Lounge

In addition to enjoying pre-show dinners provided by BPA's restaurant and catering partners, teachers of all grades and subjects (along with their friends) purchase specially discounted season and single show tickets. Teachers continually express their appreciation for this BPA-provided benefit. Pre-show parties for the 2016-2017 season will be held in tandem with the following performances: A GENTLEMAN'S GUIDE TO LOVE AND MURDER, AN AMERICAN IN PARIS, THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME, THE BODYGUARD, HEDWIG AND THE ANGRY INCH, FUN HOME, THE KING AND I, and FINDING NEVERLAND.



The Broadway Experience

Funded entirely by The Doctor Family Foundation, this annual program provides twelve talented and industrious Charlotte area high school students an all-expenses-paid, Broadway-intensive weekend in NYC. The intent is to affirm the students in their artistic potential, engage them in numerous aspects of Broadway production, and inform them of opportunities available in and through the performing arts. The fortunate twelve are selected from students nominated by music and theater teachers from 25 area high schools.



During the 2016 Broadway Experience, the students saw *SENSE & SENSIBILITY*, *ON YOUR FEET*, and *THE COLOR PURPLE*. They also took part in post-show Q&A sessions with cast members from two of the three shows. A first time trip to the Big Apple would of course not be complete without touring Lincoln Center, Radio City Music Hall, the Empire State Building, and Central Park.

The Blumenthal Experience



Each year, students nominated for The Broadway Experience but not selected for the New York adventure are invited to an intensive day of discovery at BPA's three Tryon Street campuses. Activities include a tour of all six Blumenthal theaters, discussions with Blumenthal professionals, a performance-based or theatre-related workshop, great seats for a BPA touring Broadway show, and a post-show discussion with cast members.

The 2017 Blumenthal Experience will take place in conjunction with BPA's run of the hit musical, *THE CURIOUS INCIDENT OF THE DOG IN THE NIGHTTIME*. The students will enjoy a workshop with a cast member, and have a wonderful time talking with the cast after the show.



Junior Ambassadors

BPA's Junior Ambassadors program provides Charlotte Region high school juniors and seniors an excellent educational and hands-on volunteer experience in the beyond-the-stage world of the performing arts. Participants are selected from applicants who maintain a minimum 3.0 grade point average and have stellar character references. During an entire school year, Junior Ambassadors serve as volunteer theater ushers in BPA theaters and attend a series of "Saturday Seminars." During our 2016-2017 performance season, 45 Junior Ambassadors, representing 27 area high schools within 7 counties, will collectively contribute more than 1,000 volunteer ushering hours.



College Internship Program

Blumenthal internships provide hands-on and instructional learning experiences to college and graduate students considering careers related to the performing arts. The Education Department has the privilege of coordinating intern experiences among BPA's participating departments. Full-time Blumenthal internships (30+ hours per week) require a minimum student commitment of ten weeks. Pending the needs of individual departments, and true to the nature of the world of the performing arts, flexibility in daily and/or weekly work scheduling is often required. To assist full-time interns with living expenses, Blumenthal provides a stipend of \$250 per week.



Scholarships

Mary Doctor Performing Arts Scholarship

The Mary Doctor Performing Arts Scholarship Fund was established in honor of business leader and philanthropist, Mary Doctor. Each year two graduating high school seniors within the Charlotte Region demonstrating above average ability and great interest in one or more areas of the performing arts are selected as scholarship recipients. Each student receives an annually renewable scholarship of up to \$10,000. Since the inception of the fund in 2010, 14 Charlotte-area students have been awarded these extremely generous scholarship packages. To date, 8 institutions of higher learning have been attended/are being attended by Mary Doctor scholarship recipients, including NYU's Tisch School of the Arts, Boston Conservatory, and UNC School of the Arts.



Gordon Hay Scholarship

The Gordon Hay Scholarship is a merit based scholarship program established in 2015 in memory of Gordon Hay, an organizational development professional who believed passion and fire from within fuel exceptional results. Each year a one-time \$5,000 scholarship is awarded to one high school senior planning to pursue a non-performing career in the performing arts industry. The award is not to be used for tuition, but for books and supplies and extra-curricular learning opportunities related to the recipient's career interest. Examples include professional



conferences, seminars or workshops, unpaid internship programs, and theatre and music performances.

The Spirit of Service Scholarship

With many thanks for the generous gifts from one of our donor families, several high school seniors in the Junior Ambassadors program are presented scholarships each year. The purpose of the award is to encourage the pursuit of higher education and provide financial assistance for expenses related to the first year of college.



Special Community Outreach Programs

Get to Know the Show

Get To know the Show (GTKS) programs are free events provided for the general public. These programs are designed to present information regarding upcoming Blumenthal-presented shows in an entertaining, upbeat, enjoyable manner, and, when available, to offer attendees the ability to purchase specially discounted tickets. Typically held in The Booth Playhouse, GTKS programs often incorporate a variety of activities including teaching artist presentations, hands-on activities for attendees, and cast member appearances.



Get to Know the Show programs occurring in the 2016-2017 season include: AN AMERICAN IN PARIS, THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT TIME, THE KING & I, and more!

Duke Energy Ticket Scholarship

In December 2009, BPA announced a commitment to expand accessibility to select touring Broadway shows for families and children with limited financial resources. We currently partner with a number of local organizations (Boys and Girls Club of Greater Charlotte, Communities in Schools, Circle de Luz, and many more) to identify and invite families to participate. Several weeks prior to each performance, families and organizations are given a show packet and study guide. The Education Department also hosts post-show talk-backs with performers when possible. This outreach effort is funded by Duke Energy.



During the 2015-2016 PNC Broadway Lights Series, ticket scholarship recipients saw BEAUTY AND THE BEAST and STOMP. For the 2016-2017 season, participants will experience INTO THE WOODS and CIRCUS 1903.

Big Brothers Big Sisters Ticket Account

Beginning with the 2010-2011 performance season, BPA has provided a unique ticket scholarship account program for Big Brothers Big Sisters (BBBS) of Greater Charlotte in the amount of \$14,000 annually. This account allows BBBS to acquire tickets to any performance of any Blumenthal-presented show. This show selection flexibility enables BBBS to incorporate Blumenthal theater attendance with their own awards programs and as special incentives—accommodating the individual schedules and show preferences of “Bigs” (mentors) and their respective “Littles” (mentees). With the help of future donations by individuals and corporations, Blumenthal hopes to expand this service to other community organizations. Generously sponsored by Snyder’s-Lance, Blumenthal will continue the BBBS ticket scholarship program for the 2016-2017 season.



Whirl

WHIRL (as in *Give it a WHIRL!*), is a newer Blumenthal initiative designed to provide more participatory and interactive performing arts activities for the Charlotte area community. WHIRL events are open to the public, family-friendly, and free.

Open Mic



Open to performers and spectators of all ages, Open Mic occurs about eight times a year, providing Charlotte Region folks an opportunity to perform on the stage of Blumenthal's McGlohon Theater. Hundreds attend each event to see and hear instrumentalists, singers, dancers, storytellers, poets, jugglers, magicians, and other performers of all ability/skill levels. For information on performing and attending, see blumenthalarts.org/Blumenthal-enrichment/whirl.

National Dance Day

Nigel Lythgoe, Executive Producer of *So You Think You Can Dance* and Founder of *Dizzy Feet Foundation*, created this annual event to promote health and self-esteem through the art form of dance. In 2016, for our fifth annual event, nearly 1,000 individuals made their way to Wells Fargo Plaza where professional dance artists provided interactive instruction in Salsa, Zumba, Bollywood, Hip Hop and more. Held on the last Saturday in July, BPA's National Dance Day appeals to people of all ages, sizes, shapes, colors, and skill levels including genuine beginners.



Breakin' Convention Ancillary Activities



On September 30 and October 1, 2016, for the second consecutive year, Breakin' Convention, an amazing international hip hop dance festival created by London's Sadlers Wells, came to Charlotte's Levine Center for the Arts. In addition to the ticketed evening performances, our Education Department offered a variety of free, advance activities including graffiti jams, hip-hop workshops and more.

Free Jazz Festival Activities

In conjunction with BPA's 2016 Charlotte Jazz Festival featuring Wynton Marsalis and the Jazz at Lincoln Center Orchestra, our Education team hosted two free events: a participatory learn-about-jazz program for kids and the second annual Loonis McGlohon Young Jazz Artist Competition where first, second and third place winners received scholarships in the amount of \$1,500, \$1,000 and \$500 respectively. Dates for the 2017 Festival are April 20-22.