



EVALUATION SUMMARY JUNE 2015

CLASSIC THEATRE OF SAN ANTONIO
San Antonio, TX

PROJECT TITLE: GENERAL OPERATIONS	
GRANT DESCRIPTION: Operations grant in support of its 2014 performances.	
GRANT AMOUNT: \$15,000	APPROVED: August 7, 2014
PROJECT START DATE: January 1, 2014	PROJECT END DATE: December 31, 2014
CHARITABLE PURPOSE: Culture\Arts Activities\Theatre	
GRANT TYPE: General Operations	
GRANT OBJECTIVES: An increase appreciation for classical theater.	
SUMMARY OF REPORTED FINDINGS:	
<p>During the reporting period for this grant the Classic Theatre of San Antonio presented seven productions:</p> <ul style="list-style-type: none"> ➤ Main Stage Productions <ul style="list-style-type: none"> • <i>Death of a Salesman</i> by Arthur Miller • <i>Private Lives</i> by Noel Coward • <i>Arms and the Man</i> by George Bernard Shaw • <i>Ghosts</i> by Henrik Ibsen ➤ Classic Presents Series <ul style="list-style-type: none"> • <i>Complete Works of William Shakespeare Abridged</i> – The Company Theatre • <i>Blame it on Valentine, Texas</i> – Jaston Williams (one-man show) • <i>Sweater Curse</i> – Elaine Liner (one-woman show) <p>Attendance</p> <ul style="list-style-type: none"> ➤ Audiences were above average ➤ <i>Death of a Salesman</i> and <i>Private Lives</i> had many sell-out performances ➤ <i>Arms and the Man</i> and <i>Ghosts</i> averaged 60-80 per performance ➤ The Classic Presents Series averaged 50 per performance <p>Educational Outreach</p> <ul style="list-style-type: none"> ➤ AIM High Program <ul style="list-style-type: none"> • Comprehensive apprenticeship, internship and mentor program for high school and college students interested in careers in the performing arts • Students from 25 schools participated in all areas of production and performance ➤ Free student performances of regular season shows (funded by Rackspace) ➤ Workshops at high schools in San Antonio and the surrounding area focused on Shakespeare with the in-school program <i>Shakes Alive</i> 	

Administrative Accomplishments/Challenges

- Fundraising was successful
 - The Big Give SA (May 2014) raised almost \$9,000
 - Among the top Arts and Culture organizations of similar size
 - Direct appeal through mail/personal contacts exceeded challenge grant requirement of \$5,000 from new donors
 - “Year-end” appeal raised over \$7,000
 - Many contributions were from new donors
- First full year at new location – Blackbox Theatre at Woodlawn
 - More intimate setting resulted in a more intense audience experience with positive audience feedback
 - Limited backstage area resulted in challenges when presenting large stage productions
 - Converted storage room into a second dressing room to deal with the larger casts