

# A DYNAMIC ARTS CENTER



# A DYNAMIC DOWNTOWN



# OUR MISSION



Jackson School of the Arts was founded on the belief that all children regardless of their financial means should have on-going access to an education in the arts. For 16 years we've been providing opportunities for **children** to grow and thrive with the arts.



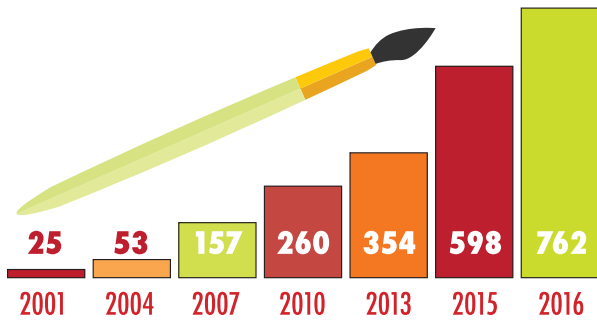
## We are the arts organization that:

- **bases class fees on income and family size** and offers additional scholarships for children who live in poverty.
- **keep programs costs low for families** by providing dance and theater costumes through rentals (\$15 fee instead of \$75 and \$5-6 instead of \$15-\$20)
- **is a vibrant place of diversity and inclusion**

**79% of the children we serve**  need some level of financial assistance in order to participate. Our sliding fee scale levels the playing field for children from disadvantaged circumstances. It's no wonder that our demographics (household income and race) almost exactly match the demographics of the Jackson Community.



# IMPACT



**Numbers of students enrolled in on-site programs**

Six days a week, children and youth and their families from vastly diverse economic and cultural backgrounds come together at the Jackson School of the Arts where the common denominators are excellence and innovation.

Programming at Jackson School of the Arts is robust:

- Over 175 year round classes a week
- Four to five student plays per season
- 3-4 large student art exhibits annually
- After school and home school programs
- Kids Create: a preschool experience
- American Girl Workshops
- Birthday Parties
- Adult art, dance and ballroom classes
- Field trips
- The Best Little Dance Store and Snack Cafe and a Mini Museum
- Private lessons
- Special events every month and of course the Annual Fairy Festival.

## **WE ARE THE "GO TO" PLACE FOR ARTS EDUCATION PROGRAMS.**

We create and deliver custom arts education programming for other organizations including preschools, public, charter schools and home school associations, Jackson District Library, YMCA Storer Camps, Lifeways, senior centers, Girl Scouts.

## **A Brief History of Jackson School of the Arts**

Founded in 2001 with piano instruction, Jackson School of the Arts today provides multiple forms of artistic expression. From its beginnings as an after school option for at-risk children, the organization has evolved into a multifaceted "school" for the arts that serves families from all over South Central Michigan.

The organization began in the founders' living room and moved to 804 S. Milwaukee Street and then to the old Longfellow Elementary School building. In 2007, Jackson School of the Arts relocated to the 2nd floor of the ART 634 building. Also in 2007, we worked closely with the JSO's Community Music School to transfer our piano students into their music program. From that point on, we began to specialize in the visual and performing arts not already offered in our community.

With our on and off-site year round programs we reach 2,100 children. We go beyond to reach children and youth in need whether that need is financial, social or something else entirely.

**We say YES to every single child. This will never change.**

# IT'S TIME TO GROW

Since we relocated to the ART 634 Building in 2007, the audience for our programs has **increased by over 2000%:**

## The Situation Today

- We are out of space to accommodate more students and cannot meet increasing demand. We are at capacity and attendance will remain flat and potential students will remain on wait lists.
- We are crowded and this impacts customer experience.
- There is no room to expand or add new programming to keep up with current trends or expand revenue generating potential.
- Our current location on the 2nd floor of the ART 634 building is not handicap accessible. Not only does this make visiting here difficult for many including elderly grandparents and mothers carrying car seats, it completely cuts out a very important population.



We've run  
out of space  
but not out of  
inspiration.

- Kim Curtis



**OUR MISSION TO SERVE ALL CHILDREN CANNOT BE FULFILLED HERE.**



# CREATIVE COMPELLING SOLUTION

In September 2017, the City of Jackson took over the abandoned Masonic Temple and Jackson School of the Arts and the City became partners. Our shared goal is to breathe life into this building and with it create a compelling downtown destination that will benefit our community for generations to come.

Grounded in our mission, the relocation to the Masonic Temple Building on West Cortland Street gives Jackson School of the Arts the capacity to build upon its role as a leader in providing arts education and to provide more opportunities for the community to engage in and interact with the arts and culture.

**DYNAMIC ARTS CENTER.  
DYNAMIC DOWNTOWN.**

**DESTINATION.  
THE FUTURE.**

# OUR VISION.

To create a welcoming vibrant place in downtown Jackson where:

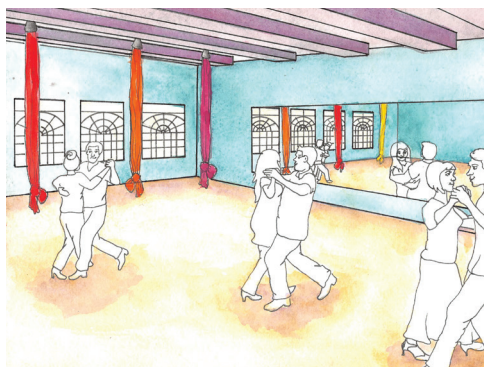
- Arts education is offered for people of all ages and means
- Creativity and self-expression are fostered
- Programming and activities draw residents and visitors from millennials to moms from toddlers to teens.
- Cultural performances, exhibits and hands on learning engage and educate for generations to come

## Step Inside and Imagine

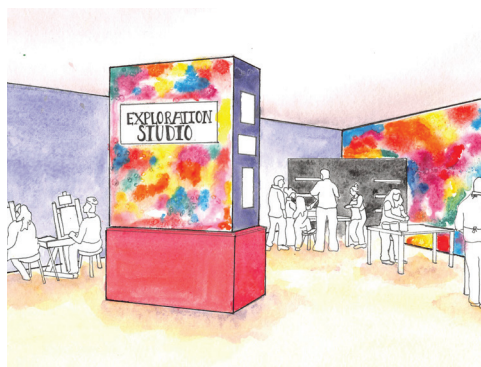
- Large inspiring dance studios suited for tiny dancers on tip toes, adults laughing through waltz lessons and pre-professional dancers taking master classes
- Spacious art studios for school field trips and after school programming and light filled studios for all ages to discover their creative potential
- A STEAM (Science, Technology, Engineering, the Arts and Math) based hands-on discovery center to engage curious minds
- Expanded dance wear store and incubator retail spaces to promote and support local business entrepreneurs
- Gallery space for adult and children's exhibits
- Ample space for families to comfortably wait while students are in class including quiet zones and homework stations



This downtown destination will be vibrant and welcoming to all.



After the work day, adults will enjoy group dance lessons and later meet up with friends downtown.



An inviting space will encourage all to discover the arts.



A hands on discovery center will engage curious minds.



# DESTINATION DOWNTOWN.

When we planned for our relocation, we had specific goals in mind: room to grow for the people we serve and a fully accessible building with ample parking. We also intentionally chose a downtown location where we could make a bigger impact on our community as a whole.

## 1. Revitalization

Jackson is reinventing itself and our relocation provides yet another compelling reason for people to come and enjoy our downtown - 7 days a week.

The Annual Fairy Festival now in its 11th year, is a 3-day weekend event that attracts 2,000+ including visitors and vendors from all over Michigan and Ohio.

The furthest guest came from Arizona! This event is Pure Michigan and in our new enlarged space this popular event will grow.

**Currently 1500 people come to Jackson School of the Arts every week for classes and events during the hours of 9:30 AM to 9:30 PM.**

## 2. Economic Impact

Jackson School of the Arts has a staff of 24 including talented dance, art and theater professionals.

As we grow, so will the number of jobs we provide. An arts center in our downtown will have immense social, cultural and economic benefits and will help make Jackson truly competitive as a regional destination for tourism and corporate relocation.

## 3. Historic Preservation

One sign of a thriving community is its simultaneous ability to preserve and expand its culture. There is no better example of that than creating a vibrant center for the arts in an historic iconic building. With the City of Jackson, we will discover the hidden treasures in the Masonic Temple building and give it a new cultural identity.

We will conserve its' history while making it relevant for audiences today. Together we will make this place a point of pride for our community.

**As a boy Clare Allen wrote that he had a great imagination. How fitting that 110 years later, the building he designed would be home to a place where children can discover their creativity.**

**SAME MISSION  
EXPANDED VISION  
NEW LOCATION  
GREATER IMPACT**



# What those we serve say:



**"Great Staff, Fun Environment, lots of **classes** to pick from."**



**"He's had pure joy in participating!"**

**"The sliding fee scale got us through a rough patch and kept my daughter doing what she loves"**



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**"Her confidence and sense of self grew profoundly."**

