I. **Mission Statement**

To serve as a regional performing arts center presenting cultural activities to people of all ages in the Delta State University community, Mississippi Delta region and where appropriate, beyond.

II. **Goals**

Due to the absence of an Executive Director until the final months of the academic year, the staff was not given any formal goals in 2002-03. The general goals of increasing market share, regional visibility, cutting costs and increasing the visibility and numbers of students attending the Mississippi Summer Arts Institute showed signs of being met over the last three months of the academic year.

- Increased marketing efforts resulted in the musical, FOSSE, showing a sizable last minute ticket sales spurt, doubling in the last 11 eleven days.
- MSAI received much increased statewide recognition due to members of the state legislature and local newspapers receiving notification of the students from their district attended MSAI in 2003;
- Costs were reviewed and cut including restructuring of several artists’ contracts for next year resulting in a savings of over $25,000.

More definite goals will be set for succeeding years including setting up an organization of students to be involved and have volunteer opportunities with BPAC, a plan for dealing with aging equipment of the facility and ways to deal with scheduling problems and the increased booking and staffing demands of BPAC.

III. **Department Personnel**

BPAC Personnel Setup:

Six full time employees
  - Executive Director
  - Administrative Assistant, Director
  - Administrative Assistant, Arts Education
  - Arts Education Director
  - Marketing Director
  - Technical Director
Six part time employees
  o Three technical stage assistants
  o Marketing/public relations/audience services assistant
  o Arts education assistant to the director
  o Approximately 16-26 RSE/student workers

Personnel Accomplishments

  Hired Dr. Kimberly Broadwater as full-time Arts Education Director and Johnny Kimbrough as part-time Assistant Director November 1

  Hired Randy Mayes as full time Executive Director to start April 1, 2003.

  Hired Summer Brewer as a part time Audience Services and Public Relations Coordinator.

  Hired Brian McClure as a part time Marketing Assistant.

  Hired Kendra Nolan as a part time Technical Assistant

  Association of Performing Arts Presenters National Conference, January 2003, attended by Dr. Kim Broadwater, Crechele Stevens and Dr. Ted Solomon

  Performing Arts Exchange Conference, September, 2002, attended by Dr. Ted Solomon and Daphene Hendricks.

IV. Activities and Accomplishments

Summary:

  280 overall days of usage for presenting events in both the Delta Pine Land Theatre and the Recital Hall which continues to see the sharp increase in bookings seen at BPAC since FY2000-01 when BPAC was presenting only 170.

  Mainstage season featured 10 events before 8,042 people that took in a total box office of $142,714.

  One Master class from the visiting artists of the Spoleto Chamber Orchestra was held with members of the DSU Music Department

  School Matinee Series presented five matinees for a total audience of 6,645.
Juliet Kossman Arts Pass presented two workshops, one each semester.

Arts Healing Our Youth (AHoy) workshops, one each semester
Fall for the Arts was held in October.

Janice Wyatt Mississippi Summer Arts Institute saw addition of high school music
programs and increased levels of attendance at all levels. Further details are included
in the accomplishments section of report.

Mainstage Season, detail

<table>
<thead>
<tr>
<th>Event</th>
<th>Tickets Sold</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakridge Boys</td>
<td>827</td>
<td>$19,244</td>
</tr>
<tr>
<td>A Streetcar Named Desire</td>
<td>438</td>
<td>$4,761</td>
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<tr>
<td>Gentleman from Mississippi</td>
<td>457</td>
<td>$2,285</td>
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<tr>
<td>Grease</td>
<td>1,175</td>
<td>$23,853</td>
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<tr>
<td>Gatlin Brothers</td>
<td>924</td>
<td>$19,484</td>
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<tr>
<td>Big Band Dance Party</td>
<td>713</td>
<td>$8,872</td>
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<tr>
<td>Girls Choir of Harlem</td>
<td>1,103</td>
<td>$12,784</td>
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<tr>
<td>Lord of the Dance</td>
<td>1,165</td>
<td>$28,980</td>
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<tr>
<td>Fosse</td>
<td>883</td>
<td>$19,955</td>
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<tr>
<td>TOTALS</td>
<td>8,042</td>
<td>$142,714</td>
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</table>

School Matinee Series, detail

<table>
<thead>
<tr>
<th>Event</th>
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<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streetcar Named Desire</td>
<td>Cancelled</td>
<td></td>
</tr>
<tr>
<td>Sid the Serpent That Wanted to Sing</td>
<td>353</td>
<td>$1,765</td>
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<tr>
<td>Trail of Tears</td>
<td>1,100</td>
<td>$5,500</td>
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<tr>
<td>Big Band Party</td>
<td>85</td>
<td>$425</td>
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<tr>
<td>A Gentleman from Mississippi</td>
<td>cancelled</td>
<td></td>
</tr>
<tr>
<td>Girl’s Choir of Harlem</td>
<td>1,203</td>
<td>$6,015</td>
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<tr>
<td>Franklin the Turtle</td>
<td>3,094</td>
<td>$15,470</td>
</tr>
<tr>
<td>TOTALS</td>
<td>6,645</td>
<td>$29,175</td>
</tr>
</tbody>
</table>
Mississippi Summer Arts Institute 2003, detail

2003 saw the addition of high school symphonic band, jazz band, junior high band, full classical choir, and show choir. These class additions were just a few of the changes for MSAI, 2003. Young artists were allowed to choose their own courses. However, these classes were limited in size and offered on a first come, first served basis. MSAI 2003 held its first Visual Arts Opening to exhibit the works created by the visual artists that participated in MSAI.

MSAI attendance reached new levels. We almost reached the housing capacity limit of 200, a situation we may need to address in the future if the program is to continue to grow. The Broadway musical theatre production of Anything Goes was advertised for an audience for the first time and actually generated some limited box office revenue to help offset production and marketing expenses. The Creative Artist Residency program, Lingo Dancetheatre was very well received by both participants and viewers for its success in melding education, theatre, dance, and improvisation into a single performance.

For the first time MSAI received over ten paid scholarships to offer to participants.

Marketing, Public Relations and Audience Development

The Marketing Department of the Bologna Performing Arts Center saw the following accomplishments achieved:

Hired a part time assistant audience services/public relations coordinator

Rearranged the work assignments of the BPAC staff to create an audience services position so that crowd control during events would be a higher staff responsibility.

Added simple concessions items to be sold at large BPAC events in the lobby both as an audience service and a way to make additional revenue. The first BPAC event where concessions were sold was Fosse in March, 2003 and it was well received.

Brochures and other printed material were placed in visitor's centers and other tourist locations throughout the state. These printed materials will include maps, hotel and restaurant guides, shopping, and points of interest in Cleveland.

Marketing worked more closely with the Chamber of Commerce and the Cleveland Tourism Department to promote the Cleveland area.
Expand corporate partnerships for MSAI to companies across the state as opposed to only those in the Delta to match the statewide reach of the institute.

Send final report to all Corporate Sponsors identifying the use of their sponsorship funds complete with copies of advertisements and other printed material with their logos in order to seek renewal at current or higher level.

Work with BPAC Advisory Board to increase Annual Membership Campaign

Work with BPAC Advisory Board to increase size of the board as well as well as representation from surrounding cities, particularly Greenville and Greenwood.

Continue to provide annual professional development opportunities for staff.

Develop a student arts management council affiliated with BPAC to provide students with volunteer and work experience at BPAC as well as providing programming input.

Develop a way to take some of the most deserving arts management council students each year to regional and/or national conferences as opportunities and funding permits.

When negotiating season events, work to have as many master classes, workshops and educational activities added free of charge as part of the condition for performing at BPAC. Share those activities with the Music, Languages and Literature Departments and other appropriate campus units.