

JACKSON  
SCHOOL  
OF  
THE

# Arts

IT'S TIME TO  
**GROW**

MAKING THE  
**ARTS**  
ACCESSIBLE  
TO ALL



**REVIVING**  
A CLASSIC BUILDING

**RE-INVENTING**  
JACKSON SCHOOL OF THE ARTS

**REVITALIZING**  
DOWNTOWN JACKSON



# OUR HISTORY

For two decades, Jackson School of the Arts has been a **leading provider in art, dance, and theater education.** As a nonprofit organization with a mission to make the arts accessible to all children, we offer subsidized fees that are based on household income.

Founded in 2001 by Leslie Montgomery 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 ART634 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 above and beyond to reach children and youth in need whether that need is financial, social or something else entirely.

Jackson School of the Arts has grown into an organization with a reputation for excellence. **We continually put a quality experience before profit** which is why we keep class sizes small, frequently evaluate our programs and conduct research on best practices. We attribute our steady growth to the values we uphold as an organization.

**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 two decades, we've been providing opportunities for children to grow and thrive with the arts.**



# OUR MISSION

When Jackson School of the Arts impacts a child's life, the benefits are far more reaching than the confines of our studios. Together we help kids grow, give them hope and contribute to their long term well-being. Allowing young people to discover and express their own creativity builds powerful connections with people, with families and our community.





Creative connections start at Jackson School of the Arts and last a lifetime. We aim to leave a legacy of bright minds, compassionate leaders and community minded citizens.

## KEEPING THE ARTS ACCESSIBLE

Thanks to community support and a sliding fee scale to give opportunities to disadvantaged children, 79% of the families served were benefited by financial assistance and were able to add creative education and a fresh extracurricular outlet to their routine.

- We base class fees on income and family size and offer additional scholarships for children who live in poverty.
- We 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)
- We also bring our programs to other off-site facilities such as local schools, homeless shelters, and special education facilities.

## WHY THE ARTS?

-  Our classes provide a creative outlet and encourage out of the box thinking.
-  The study of the arts contributes to student achievement and success in school & beyond.
-  Our classes support healthy active lifestyles and development in a judgement-free zone.
-  Participation in our classes boosts self-esteem and provides a sense of accomplishment.

## A CULTURE OF LEAN INNOVATION

While we have shown ourselves to be very effective with very limited financial and physical resources, we are ready to be able to significantly take our efforts to the next level with the proper financial support.

We have built a lean, but tight-knit staff that is dedicated and focused on building an important organization and seeing through a transformation in our community.

We have been fine-tuning our lineup of classes and events to maximize our limited space and resources while also investing in more refined marketing design to attract attention and build our organization's brand.

# OUR IMPACT

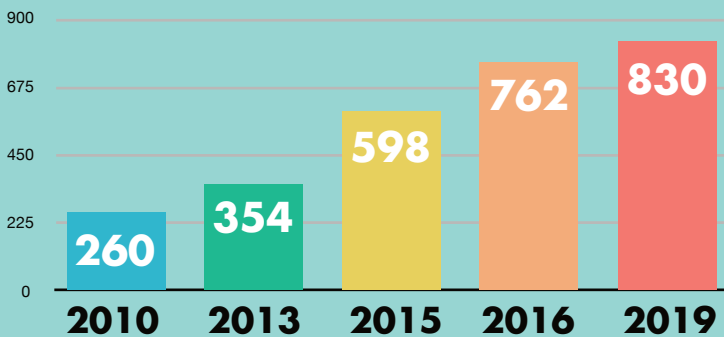
Six days a week, children and youth and their families from vastly diverse economic and cultural backgrounds come together at the Jackson School of the Arts where the common denominators are excellence and innovation.

Whether its a dance class, an adventure into the visual arts, or participating in a theater production, our programs empower our students with confidence and skills that will help them in their adult life.

**Even if arts isn't their direct calling as an adult, the concepts and creative exercises our students learn can benefit them greatly in whatever field they choose later in life.**

## STUDENT ENROLLMENT GROWTH

We have shown to our community that there is a demand for our creative experiences and that we can grow to meet those needs. We are ready to take this to the next level with new facilities.



\* OUR 2020 ENROLLMENT NUMBERS WERE REDUCED DUE TO THE PANDEMIC CIRCUMSTANCES & RELATED SAFETY MEASURES

### 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 Camps
- Jackson Interfaith Shelter
- David's Promise (Program for Adults with Special Needs)
- Lifeways
- Senior Centers
- Girl Scouts

### OUR PROGRAMMING RANGE IS ROBUST

- Over 175 Year-Round Classes a Week
- Multiple Student Plays Per Season
- Multiple Student Art Exhibits Annually
- After-School & Home School Programs
- Kids Create: A Preschool Experience
- American Girl Workshops
- Birthday Parties & Field Trips
- Adult Art & Dance Classes
- The Best Little Dance Store & Snack Cafe
- Private Lessons
- Frequent Special events
- Our Annual Fairy Festival : a huge community event to spark creativity and appreciate beauty and wonder

# OUR FUTURE

We are excited about the possibilities in moving into a larger classic building in Downtown Jackson. This relocation allows us to serve more children in the community and build upon and expand our mission to make the arts accessible to all.

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.

## ITS TIME TO GROW

At Jackson School of the Arts, we saw impressive yearly growth over the last decade, but we are currently incredibly limited on what growth we can offer due to our current facilities. To sum up the current situation:

- 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 ART634 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.

## DOWNTOWN REVITALIZATION

Jackson is reinventing itself and our relocation provides yet another compelling reason for people to visit downtown

- Classes & special events 5 to 6 days a week will bring 800+ students, parents and guardians to downtown Jackson
- Serve as an economic driver to local restaurants and shops close by for parents while kids are in class
- Continued contribution to the arts landscape Jackson has become known for with the work of Bright Walls and other initiatives.

## 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.

## 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 classic Vermeulen's building and give it a new cultural identity.



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# SAME MISSION EXPANDED VISION NEW LOCATION GREATER IMPACT

## THE HIGH-GROWTH SOCIAL INVESTMENT OPPORTUNITY

While some of the larger organizations in Mid Michigan could indeed put a sizable donation to work, it would simply be a smaller drop in their bucket compared to the larger impact that same support through Jackson School of the Arts.

This building restoration project in by no means a simple project, but we have a beautiful, historic building that will give us much more space to grow while being financially cautious.

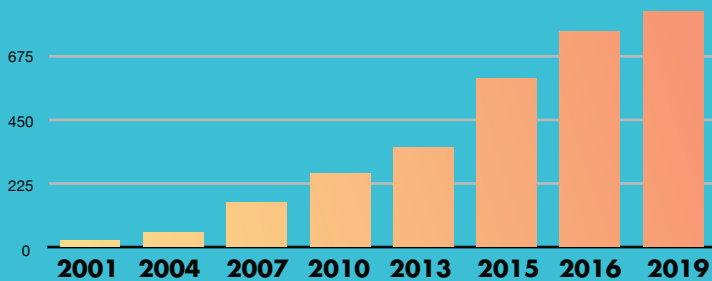
At the same time, we want to make sure we can do this historic building justice while creating a fresh and modern space that leaves visitors feel inspired and gives locals even more hope for a renewed Downtown Jackson.



## HELP US UNLOCK THE FUTURE GROWTH POTENTIAL FOR MID-MICHIGAN'S CREATIVE FUTURE

Jackson School of the Arts has come a long way in a 20-year history. We are proud of the impact we have had in building solid foundations for Mid-Michigan's youth and re-igniting creative interests for our local adults as well.

However, future growth of this powerful impact is limited in our current facilities. We need the help of our community to help us release the prospect for the next level of community growth.



## SPRING 2021 PICTURES OF RENOVATIONS TO THIS CLASSIC BUILDING



## INSPIRATION PICTURES OF OUR FUTURE HOME

