

# CAMBRIDGE ARTS

# SUMMER IN THE CITY

Free ~ Multicultural ~ Participatory ~ Performances for Cambridge Youth



**MISSION & PURPOSE** ~ Cambridge Arts exists to ensure that the arts remain vital for people living in, working in, and visiting Cambridge. Cambridge Arts accomplishes its mission by stimulating public awareness and support for the arts, celebrating the City's diverse cultural heritage, displaying art in public places, convening conferences and symposia to promote the arts, designing arts education initiatives, producing high- quality arts programming and developing artistic collaborations and other opportunities to improve the overall aesthetic experience for residents and visitors of Cambridge.

**PROJECT GOALS** ~ The primary goal of Summer in the City (SIC) is to provide culturally diverse arts programming for children ages 2 to 11. Having celebrated the 27<sup>th</sup> season in 2017, SIC performances have become highly anticipated and draw larger audiences each year. Working in partnership with the City's Parks & Recreation, Community Development, Department of Human Services' Recreation, Community Schools & Youth divisions, as well as area neighborhood groups and business associations SIC activities provide diverse cultural experiences during the out-of-school summer months. SIC performers are selected based on their ability to mirror and celebrate the multicultural population of Cambridge.

**PLANNING PROCESS** ~ Cambridge Arts works with the Department of Human Services to schedule outdoor daytime park performances that fit within the Community Schools summer programming. Additional locations for evening family events are identified based on partnerships with other Cambridge area cultural institutions, neighborhood groups, and business associations. 10,000 brochures are distributed throughout Cambridge and every family with school age children receives the schedule through a 5,000-piece mailing.

**COMMUNITY PARTNERSHIPS** ~ Collaborating partners in recent years include the Brattle Theater, Cambridge Public Library, Passim Folk Music and Cultural Center's Culture for Kids, Multicultural Arts Center, The Community Art Center, Centro Presente, the Department of Human Services, Longfellow Historic Site, Boston Landmarks Orchestra, Friends of Raymond Park, all local Business Association and the Harvard University Art Museums

**PROJECT EVALUATION** ~ Cambridge Arts solicits feedback from adult and teen audience members both during and after the SIC performances. At each performance Cambridge Arts gauges whether the audiences reflect the neighborhoods in which they take place, including factors such as gender, age, ethnic origin, & disability status.







### Program Demographics

Cambridge Arts drew approximately 2,500 children, teachers, and parents to its events during the 2017 season of Summer in the City.

Below is a demographic summary of the events compared with Cambridge information from the 2010 U.S. Census (in parenthesis):

Youth	69%	Female	58%
Adults	31%	Male	42%
White	51%		(67%)
Black	21%		(12%)
Asian	9%		(15%)
Hispanic	10%		(7%)
Other	9%		(10%)

### 2018 PROJECTED BUDGET

Income	Amount
Cambridge Community Foundation (Pending)	\$ 5,000
City of Cambridge	\$ 3,000
Cambridge Trust Company (Pending)	\$ 2,500
Local Business Associations	\$ 2,500
Other Sponsors Still to be Identified	\$ 7,500
<b>TOTAL</b>	<b>\$20,500</b>

Expenses	Description	Amount
Performers / Talent	17 @ \$600/performance	\$ 10,200
Brochure Printing	10,000 pieces printed	\$ 2,000
Marketing & Graphic Design	Ads and Brochures	\$ 3,000
Staging & Set-up	Dept. of Public Works	in-kind
Venues & Permits	Rain Sites, DCR & City Permits	\$ 400
Sound Technician	17 @ \$200/event	\$ 3,400
Equipment & Miscellaneous	Equipment repair, etc.	\$ 1,500
<b>TOTAL</b>		<b>\$20,500</b>

