



VITERBO UNIVERSITY
FINE ARTS CENTER

Grant Request

ARTS FOR YOUNG AMERICA
PROGRAM RENAISSANCE



 **VITERBO**
UNIVERSITY



Request \$10,000

Viterbo University Fine Arts Center is requesting City of La Crosse Arts Board grant funding to support our existing Arts for Young America (AYA) Program for the 2022-2023 Season

- Program targets local school-aged children in grades **PreK through High School**
- This program is longstanding and has been youths in La Crosse community for over **twenty-five years**
- On average, **20,000 children** annually attend the performances





Funding will go towards Administrative Costs & Educator Scholarships

40% 2022-2023 AYA Season Administrative Costs:

- High artist/performance fees
- Equipment rentals
- Marketing
- Printing/postage

60% Educator Scholarships

- 25% or 1 out of 4 students requires financial aid to attend
 - Teachers survey results indicate they are dependent on assistance to attend a field trip
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PROGRAM GOALS

- To rebuild our school patron base and increase new educator participation to help sustain our program
- Educate La Crosse's youth through the curriculum-based entertainment in the form of performing arts
- Continue to serve our La Crosse community by bringing high-quality, national tours/artists/performances BACK to our students
- And most critically, to create greater accessibility to those programs by **ELIMINATING** financial barriers, focusing on economically disadvantaged schools and students

WHY DO WE NEED YOUR HELP?

- Our schools, teachers, and students need financial assistance IMMEDIATELY
- Our youth program services ceased with COVID-19 pandemic and urgently need assistance to bring it back fully and continue our high caliber programming
- We fulfill a unique gap in our community as a performing arts venue that serves schools and offers curriculum-based performances that expand cultural horizons and expose students to diversity and the arts

HELP THE ARTS FOR YOUNG AMERICA'S 2022-2023 SEASON SUCCEED!!!





PROVIDE ARTS ACCESS FOR ALL





**AND CONTINUE THE VITERBO FINE ARTS CENTER
TRADITION OF COMMUNITY EXCELLENCE**