

## **Skylight Theater Summary Report**

### **Information about the Applicant**

Since our beginning in 1959, Skylight Music Theatre's mission has been "to bring the full spectrum of musical theatre works to a wide and diverse audience..." Skylight gives over 90 performances each season, winning national praise for its artistic excellence, versatility, and virtuoso ensemble productions.

In our efforts to expand our versatility and diversity, Skylight announced plans to stage a production of Spring Awakening featuring artists from the Deaf community during the 2019- 2020 season. Although postponed by COVID-19, this project has not been abandoned. We plan to revive Spring Awakening in the upcoming seasons!

### **Statement of Need**

Skylight theater is seeking a grant in the amount of \$12,500.00 to install a Music Theater Loop System in an effort to make the entire facility accessible to the Deaf and Hard of Hearing (HOH) communities.

### **Project Goals and Expected Benefits**

As we move forward with the planning of this production, our goal in our fiscal year 2023 is to make our entire facility accessible to the Deaf and Hard of Hearing (HOH) communities by installing state-of-the-art loop technology in our Studio Theater. With our future ambitions to produce a mainstage production including deaf and HOH artists and the expansion of our Studio Theater series to include this demographic.

- We want ALL our performance spaces to be prepared for all attendees.
- With this installation, we aim to be one of the go-to resources for any professional company, theatre, or otherwise, needing a space for any public speaking that can accommodate attendees of all hearing needs.

### **Project Implementation Plan**

With help from The Wispact Foundation, funds will be used to install the Loop System in our studio theatre so deaf and HOH attendees may have a highly improved listening experience for all our intimate studio concerts and productions.

### **Evaluation Plan**

We will monitor our success rates based on ticket sales, as well as digital marketing efforts. We will actively promote our audio upgrades on our social media and website to encourage a higher attendance of D/HH patrons and monitor interactions (likes, clicks, views, etc).

Most importantly, we will partner with the city of Milwaukee's community members and D/HH organizations, like HEAR Wisconsin, Office for the Deaf and Hard of Hearing Wisconsin Chapter, and the Greater Milwaukee Association of The Deaf, Inc. (GMAD), to encourage attendance, as well as collect data from the D/HH Communities.

Surveys will be composed for our audience members and willing participants from D/HH organizations to monitor how many new and returning audience members are attending Skylight performances, and if our efforts result in an improved experience.

### **Budget**

WISPACT Grant Hearing Loop Budget	
Studio Theatre - Loop System Install and Materials	Amount
Hearing Loop Amplifier 5yr warranty (Perimeter Design)	
Labor for installing loop wires 16/4 feeder wire	
PVC vinyl wire cover	
Misc. Cable, Connectors & Hdwe.	
TOTAL	\$ 12,500

**Staff Recommendation**

The grant can be recommended for approval. The amount will have to be amended and capped at \$10,000.00. The proceeds will provide for the installation of technology that directly benefits the Deaf and Hard of Hearing community. It will provide the theater with the capacity to include them in productions as well as put on productions that can be attended and enjoyed by those who are deaf and hard of hearing. The expense aligns with the initiatives of the foundation.