Grantee Reporting Form : Entry # 239

Confirmation Code

448150-Roberts2020

Organization Name

HartBeat Ensemble

Project Name

My Children! My Africa!

Principal Contact Name

Rhoda Cerritelli

Title

Managing Director

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Map It

Did the project take place as described in the original proposal?

YES!

Who attended or who benefited? Tell us about the audience – size, demographic make-up, etc.

HartBeat has identified its audience through its collection of comprehensive audience demographic information and qualitative feedback from questionnaires: 16% Hispanic, 27% African American, 51% White, and 6% Multi-racial/other. 29% of our audiences report having an annual household income of less than $75,000. 31% of HartBeat's audiences were between 18-58 years old and 33% are men.

Our audience capacity was 60%.

Tickets were: General $25; Students & Seniors $20 and as always, no one left behind for lack of funds. Student discounts ($5/student) were provided to Capital Community College, UConn Hartford, Trinity, UHART.

Did the project meet the goals and objectives described in your original proposal? If so, how?

We met all of our goals with the exception of our audience and box office numbers. We were able to meet the following.

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- To continue an honest dialogue about race, art and politics in our community. We held curated conversations with audiences and students throughout the run.
- To continue to work with the following institutions to deepen and/or forge new strategic partnerships with UConn Hartford, Capital Community College, and the Dodd Impact Center for Human Rights. In addition to discounted tickets, we also provided a workshop to Capital Community College and the Great Hartford Arts Academy Half Day program. In addition, we worked with the Dodd Impact Center for Human Rights to provide an Encounters program which included small group discussions on key themes in the play.

What were the outcomes of your evaluation procedure?

My Children! My Africa was a critical success with excellent reviews and audience raves. This was Godfrey Simmon's acting debut with the company. We were thrilled with the outcomes, but our audiences lagged. We were at 60% capacity and we found that it was not due to the ticket price or the show, but because audience behavior has changed since the pandemic. We anticipate that our softer box office will extend through this season and perhaps beyond.

What future plans, if appropriate, do you have for this project?

My Children! My Africa will be coming back to the Carriage House Theater in April 2023 for a series of student matinees for Hartford Public Schools as well as a public performance at Odd Fellows Playhouse and a conference workshop at UCONN Hartford. We are also investigating the possibility of touring the production and are currently in conversation with a booking agent.

Executive letter

- HartBeat-Executive-Letter.pdf

Project budget

- HartBeat-FINAL-Budget-MCMA.pdf