

## Expanding the Reach of the Arts



Above: Exodus Supreme performs to enthusiastic audience at Monroe College, October 29, 2003. Photo: Sherry Bruck

For thirty-four years, HAI has offered individuals living with disabilities, seniors and frail elderly individuals opportunities to enjoy live arts events. HAI's track record of reaching an audience of over 10.6 million has been made possible through government contracts supplemented by private support. In an effort to buoy the Agency's financial self-sufficiency and to ensure the continuation and expansion of services, On-Site Program Director Patty Reitkopf has developed a new Fee For Service (FFS) program. Preliminary ventures suggest that a formal campaign to target private educational institutions, corporations, government agencies and health service providers for FFS will produce a reliable new revenue stream for HAI.

FFS clients are offered: 1) cultural events and educational workshops using HAI's vast artist roster, which currently includes over 1,000 culturally and artistically diverse performing artists; they are selected through auditions and reviewed by facility staff and client feedback; 2) HAI's arts management expertise, having booked over 47,000 live music, dance and theater events; 3) top-notch artists who greatly discount their individual fee to accommodate HAI's charitable mission; 4) active full-time staff with support services and technical equipment on hand; and 5) the prestige of contracting with a nonprofit social service organization which will subsequently utilize the fees secured to provide high quality services to New York's underserved populations.

Monroe College, a recent FFS client, has contracted with HAI to arrange a series of world music performances at it's Bronx and New Rochelle campus. The "performance was excellent and achieved our goal of bringing more culture and music to the campus. We are looking forward to future performances," said Mark Sonnenstein at Monroe's Office of Student Services. The series began in October with a performance by steel drum musician Ricardo Greenaway. Keeping with the world music theme, HAI brought Monroe the trio Exodus Supreme, which performed a variety of soul, Reggae and Caribbean standards before an audience of delighted students (pictured above).

At the Leewood Golf Club in Eastchester, New York, HAI performing artist Orlando Marin made a great impression at another FFS event. Club General Manager Mario DiPreta affirmed that it is "an added bonus to know that part of the fee charged will support HAI's mission of providing arts and cultural opportunities to New York's disabled, disenfranchised and under-served audiences."

**Over...**

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**This November, HAI will provide Hope And Inspiration to an audience of more than 23,100 people at more than 900 events by offering opportunities...**

**...to enjoy dance, theater, concerts and more**

\* In November, the **Cultural Events Program** will arrange for over 3,500 people to attend over 60 events including:

<i>Christmas Spectacular</i>	Radio City Music Hall
<i>Hairspray</i>	Neil Simon Theatre
New York Knicks	Madison Square Garden
New York City Opera	New York State Theatre
<i>The Retreat From Moscow</i>	Booth Theatre
<i>Henry IV</i>	Vivian Beaumont Theatre

\* HAI's **Community Performing Arts Series** presented a matinee performance by the Pascal Rioult Dance Theatre at Whitman Hall in Brooklyn College on Monday, November 3rd . They performed their critically acclaimed *Ravel Project*. The Tony Award nominated star of *Smokey Joe's Café* and *Harlem Song*, BJ Crosby, will be presented at Aaron Davis Hall on Monday, November 10th at 2pm and 8pm. For tickets please call (212) 575-7660.

\* HAI's two **Omni\*Buses** comfortably and safely enable people who are bed confined and those using wheel-chairs from hospitals, nursing homes and rehabilitation centers to attend cultural events throughout the greater New York area. In November, HAI will arrange for over 36 trips to the Big Apple Circus, *Radio City Christmas Spectacular*, Museum of Natural History, HAI's B.J. Crosby Concert at Aaron Davis Hall, Pascal Rioult Dance Theatre at Whitman Hall, Columbus Flea Market, various shopping malls and restaurants.

\* **Tickets to Go** provides New York City seniors, age 60 and over, with greatly discounted tickets, subsidized by the NYC Dept. of Cultural Affairs, to renowned cultural and entertainment events. In November, close to 2,000 registered participants will enjoy productions of Garth Fagan Dance, *Moon Water*, Ravi and Anoushka Shankar, Orchestre De Paris, *Golda's Balcony*, *Mama Mia*, *Lysistrata*, *Six Dance Lessons*, Maria Benitez Teotro Flamenco, *The Retreat From Moscow*, *Henry IV*, *La Boheme*, and the New York Philharmonic.

\* This November, HAI's **On-Site Performance Program** will reach over 7,650 people with 150 performances. Events include rock n' roll oldies from the Squeaky Clean duo, South American Music by Nelly (vocals) & Cesar (piano) Vuksic at Throgs Neck Senior Center, and steel drum Music by Ricardo Greenaway at Incarnation Children's Center.

**...to develop competence through artistic expression**

\* In November, 620 hours of participatory **Arts Workshops** will achieve an attendance of 10,000. The annual HAI Holiday Art Show will open on November 20 with an evening reception to meet the artists from 6 pm to 8 pm. *Outsiders' Abstracts* will feature reasonably priced art for holiday giving and will continue through December.

**...to acquire skills for supportive/independent living**

\* ...through the **Youth Leadership and Education Program**, which uses theatrical role-play to develop decision making skills with respect to issues such as HIV/AIDS, Homelessness, Youth Leadership/Violence Prevention and Medicaid Managed Care. In November, more than 40 workshops will take place reaching over 2000. *Peace-by-Peace*, Violence Prevention, and HIV Prevention workshops will take place at William H. Maxwell HS, The School for Excellence, The Lee Goodwin Residence, The Franklin Avenue Women's Shelter, and Transitional Services of NY/New Challenges. Also in November, the *Loss & Gain* theater project will begin touring NYC public high schools and venues.

**...to gain access to information and to learn more about our mission**

\* Visit HAI's website, [www.hospitalaudiences.org](http://www.hospitalaudiences.org) and view *Access for All: Guide for People with Disabilities to New York City Cultural Institutions* and its update, *Addendum 2001*, *On the Go: A Guide to New York City Culture at a Discount for Seniors* and the monograph, *Live Arts Experiences: Their Impact on Health and Wellness*.