

40 YEAR

ANNIVERSARY SEASON
MORRISON CENTER



**COMMUNITY
IMPACT REPORT**
2023-2024

A standing ovation for our CORPORATE SPONSORS



THE GROVE HOTEL
DOWNTOWN BOISE

CINDER

St Luke'sTM
+ Health Plan

LOMBARD
CONRAD
ARCHITECTS

CHANDLERS[®]
PRIME STEAKS • FINE SEAFOOD

COURTYARD[®]
BY MARRIOTT

Cottonwood
GRILLE

40
YEAR
ANNIVERSARY SEASON
MORRISON CENTER



LETTER FROM THE EXECUTIVE DIRECTOR

Thank you for a historic 2023-2024 season at the Morrison Center.

This past June, we commemorated this milestone anniversary with the *Bravo Broadway Ball*. We celebrated the artists, visionaries, and patrons who have stepped through our doors. We acknowledged the dedicated staff, volunteers, and supporters who have made the Morrison Center not just a venue but a home for the performing arts in our community. You may have seen our campaign “We Have A Seat for You” around town, a reminder that we are a place for everyone at the Morrison Center.

We honored Esther Simplot and Bill and Jackie Jackson of the John William Jackson Fund as the first Bravo Award recipients for their efforts to ensure the arts are accessible to young people in Idaho. Our milestone evening ended with an important look toward the future of the Morrison Center and how we can take our mission and our potential to meet the growing needs of this city and state.

The Zions Bank **Broadway in Boise Series** is a hallmark of our work. The 2024-2025 season was announced at our 2nd Annual Season Reveal Party, where we pulled back the curtain on *Clue*, *Beetlejuice*, *Hamilton*, *Tina – The Tina Turner Musical*, and *Wicked*. Thank you for always sharing your excitement with us. We were also excited to share that Broadway in Boise was growing to a full-week market, expanding from five to *eight* shows available for subscription. As a point of reference, in 2016, our Broadway in Boise series had only three performances during the week and 2,800 subscribers. Today, we have close to 11,000 season subscribers. That’s a 292% increase over eight years.

I am especially proud of our incredible work in arts education. The 2024 Patty Duke Awards grew from 19 to 24 participating Idaho high schools, exemplifying the vital role our high school teachers play in ensuring students have access to the arts. We introduced a new program this year called Musical Adventures. This program is not just about music; it’s about enhancing classroom learning for K-2 students. We bring various musical traditions from local artists and work alongside teachers to highlight the geography, cultures, and history of each musical form. In our first year, we studied Flamenco, the art of Chinese diabolo, and Malawi music. We look forward to expanding Musical Adventures into more schools.

As a legacy arts organization, we are thrilled to meet the needs of our state through expansion, innovation, and ushering in the next generation of artists. We have big dreams of developing extraordinary programs and facility improvements to enhance your quality of life in this great state. Thank you for celebrating our 40th Anniversary with us. Having you in our seats is our greatest pleasure.

With appreciation,



Laura Kendall
Executive Director



TABLE OF CONTENTS

Morrison Center Information	1
Bravo Broadway Ball	2
Broadway Highlights	3
Performance Highlights	4
Education Highlights	5
Patty Duke Awards	6
Neighborhood Concert Series & Arts Access	7
Local Arts Organizations	8
By the Numbers	9
Meet the Staff	10
Morrison Center Members	11



VISION

We amplify the performing arts so every Idahoan experiences inspiration, creativity, and connection.

MISSION

As Idaho's Home for the Arts we create lifetime memories and impactful shared experiences by:

- Presenting touring Broadway, local arts, and providing a destination for live arts entertainment.
- Enriching the community through arts education and engagement programs.
- Stewardship of an innovative performing arts center on the campus of Boise State University.

VALUES

The Morrison Center team believes in the following values for working together and ensuring the Morrison Center is a welcoming and inclusive place:

- We create a space where everyone feels included.
- We use our skills and resources to make an impact in our community.
- We are in service to artistic expression and champion the courage it takes to share it.



Bravo

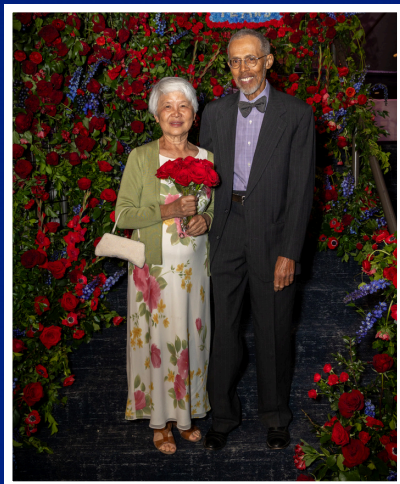
BROADWAY BALL

JUNE 1, 2024

2024 BRAVO AWARD
RECIPIENTS



Esther Simplot



John William
Jackson Fund



BALLET IDAHO DANCERS
ADRIENNE KERR AND JUSTIN
HUGHES



CHEYENNE JACKSON PERFORMS WITH THE
BRAVO BROADWAY ENSEMBLE



MELLISA PAUL, EMCEE

BROADWAY HIGHLIGHTS

SIX THE MUSICAL
DEC. 27-31, 2023

7,720 Broadway in Boise
Subscribers

27 Broadway
Performances



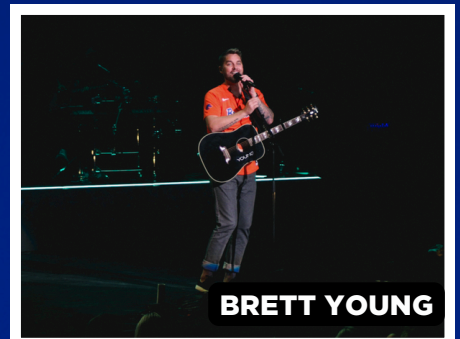
40 YEARS WITH *MY FAIR LADY*

My Fair Lady was the first show performed on the Morrison Center stage in 1984. It was Velma V. Morrison's favorite musical.



PERFORMANCE HIGHLIGHTS

167 Performances and Events



SOMETHING FOR EVERYONE



EDUCATION PROGRAMS

MUSICAL ADVENTURES

Musical Adventures connects students in grades K-2 to rich and diverse musical communities as they build fundamental social studies and music skills through listening, singing, and moving to songs from all over the world. The program culminates in an interactive concert experience, during which students celebrate what they've learned by singing and dancing along with their new favorite artists.



250 Students Participated

BROADWAY BY THE RIVER

Started in November 2023, this cabaret-style setting is a chance for students to perform songs in front of their peers in a welcoming and safe environment. The goal of this program is to strengthen bonds between schools and empower students to push themselves as they grow stronger in their talents.



47 Students Participated

STUDENT ART GALLERY

The Morrison Center Art Gallery is located on the 3rd floor lobby of the Morrison Center and features visual artwork created by local high school art students. The gallery rotates monthly in order to accommodate as many programs as possible.



7 Schools Participated

THE AWARDS

HONORING EXCELLENCE IN
IDAHO HIGH SCHOOL MUSICAL THEATRE

The Patty Duke Awards recognize, celebrate, and encourage extraordinary achievements in musical theater among high school students within the State of Idaho. This program aims to create visibility and support for high school musical theater programs, highlighting the importance of musical theater and arts education in our extended community. The Patty Duke Awards is a regional program connected to the Broadway League's Jimmy Awards program.

More than
1600
Students
participated

30
Master Classes and
Workshops

300
Patty Duke
Award Show
Participants

60
Award Winners

24
Idaho High Schools



2 Idaho Students
attended NYC
National
Competition

THE PATTY DUKE AWARDS
MAY 24, 2024

NEIGHBORHOOD CONCERT SERIES

NEIGHBORHOOD CONCERT SERIES



6000+
Estimated
Attendance

6 Free Concerts
in Boise City
Parks

24 Local
Bands



ARTS ACCESS



5396
Arts Access Tickets
Distributed

\$172K
Value of Tickets
Distributed

10
Social Service
Agencies Served

Arts access tickets are free tickets provided by the Morrison Center to social service organizations that support underserved communities in Idaho, increasing arts accessibility.

LOCAL ARTS ORGANIZATIONS

WASSMUTH CENTER
FOR
HUMAN RIGHTS

BOISE
CONTEMPORARY
THEATER

THE CABIN

LED

BOISE
PHILHARMONIC

BALLET IDAHO



\$113k
IN RENTAL FEES
DISCOUNTED
FOR LOCAL
ARTS GROUPS

10
PERFORMANCES
FOR LOCAL
SCHOOLS

13
LOCAL ARTS
ORGANIZATIONS

70
LOCAL ARTS
EVENTS

OPEN ARMS

OPERA IDAHO

IDAHO
SHAKESPEARE

BOISE
CHORDSMEN

BOISE
MUSIC WEEK

BOISE STATE
UNIVERSITY



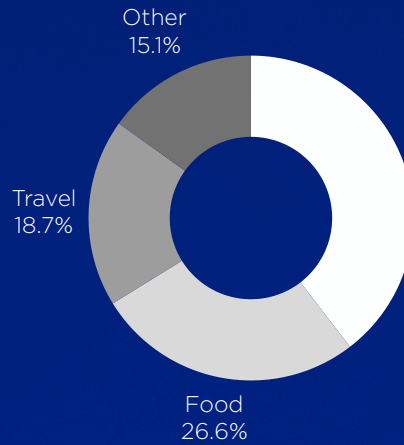
BY THE NUMBERS

160,000

Annual Attendees

\$10.6M

Operating Budget



TOTAL TOURISM IMPACT IN 2023

Hotel
39.6%

Boosts the greater
Idaho economy by:

**\$27M
annually**

MEDIA REACH

EMAIL MARKETING



167,963 Email
Newsletter Club
41% Open Rate

WEBSITE

Monthly Views: 41,000
7,000 Monthly Google
Business Interactions
MorrisonCenter.com

SOCIAL MEDIA REACH

Impressions: 2M



23,223 followers
4.7% Engagement Rate



6,763 followers
1.5% Engagement Rate



233 followers
4.8% Engagement Rate

MEET THE STAFF

STUDENT STAFF SPOTLIGHT



SAM WHITE

Class of 2025
Ticket Office
Student Lead



JASMINE REESE

Class of 2024
Velma V. Morrison Center
Scholarship Recipient

28 Boise State University
Student Employees

“Working at the Morrison Center has offered countless opportunities to work and learn in an environment that encourages growth and excellence.”
- Sam White

VOLUNTEERS

312

Active
Volunteers

15,000

Volunteer
Hours

\$500K

Estimated
Donated Labor



EXECUTIVE DIRECTOR

LAURA KENDALL

**DIRECTOR OF VENUE AND
PATRON SERVICES**

BRIAN THACKER

**ASSOCIATE DIRECTOR OF PATRON
SERVICES AND PROGRAMMING**

JESSICA MORSE

BUSINESS DIRECTOR

AIDA POPOVIC

ACCOUNTANT

LYNN SOLOMON

**ASSOCIATE DIRECTOR
OF MARKETING**

ALANA LYNN

DIGITAL MARKETING MANAGER

KENNEDY SANDAU

COMMUNITY ARTS COORDINATOR

ESTEFANIA SANCHEZ

DIRECTOR OF TICKETING SYSTEMS

DEBORAH EIDSON

TICKET OPERATIONS SUPERVISOR

PAIGE THOMAS

**MANAGER, SUBSCRIBER AND
AUDIENCE EXPERIENCE**

JAKOB WACHTER

DIRECTOR OF ARTS EDUCATION

LUKE LORDS

DEVELOPMENT DIRECTOR

LYDIA SAKOLSKY-BASQUILL

**DIRECTOR OF PRODUCTION
AND OPERATIONS**

SHAUN SITES

HEAD ELECTRICIAN

ELIZABETH ARESTI

HEAD CARPENTER

MATT SUTTON

PRODUCTION MANAGER

CEDRIC BOOKER
MATT "DOC" HIBBERD

PRODUCTION ASSISTANT

EMILY OQUIST

HEAD AUDIO

TIM LONG

FACILITY OPERATIONS MANAGER
RON COLEMAN

MORRISON CENTER MEMBERS

Allen-Heath Memorial Foundation *
Desmond and Emily Anim-Appiah
Cheryl Bell
Rachael Bickerton
George Bobango *
Heidi Bogert *
Claudia Borgna
Dave Butzier
Jill Carroll *
Pamela Casey *
Terry Christenson
Merlyn Clark
Kelli Cole
Tara Coe
Dr. Gary Dawson *
Susan Deseelhorst
Keith and Linda Dunning
Anna Eberlin
Wendy Enokson
Sandy and Brent Fery *
Derek-Lee Fridley and Karen
Solomon
Marian Gentry
Amy Geppert
Whitney Gill
Gail and Tom Greco
Liz and Joel Guth
Linnea Hall
Von and Julia Hansen *
Larry Harpe
Roger Harshbarger
Mike Herkenrath
Brian Hartvigsen
Lisa and Tony Hauser
Sharon Hayhurst *
Guy Henry
Tona Hess
Amy Hoffmann
Robert James
Jeremy and Lynn Jeffers

Shawn Jereb
Nancy and Ed Johnson
Ron Johnson
Lester Jollie
Dick and Diane Jones
Marilyn Kauffman
Joy and Thomas Kealey
Foundation
Barbara and Steven Keen *
Laura and Jeremy Kendall *
Terry Kirtz
Elizabeth Ann Krause
Cheryl Kreiling
Anna Leigh
Don Leonard
JoAnn and Larry Lighty *
James Luginbill
Rick Lutheran
Georgia Marshall
Sharon McLean
Carolyn Miller
Nichole Mousaw Santarone
Carol Mulder
Sean Olson
Marisol Orosco
Jim Ovard
Michael Partin *
Saundra Pasley
Grant Petersen, Jr.
Trish Raynor
Mary and Michael Reich
Bob Rietveld *
Adrian San Miguel
Bruce Schofield
John and Colleen Shackelford *
Jean Shawver
David and Nancy Spellman
David & Brenda Spurgeon *
Karen Steiner *
Duane and Lori Stueckle *

James Swartley, MD
Glenda Talbutt *
Jairus Taylor
Roxy and Maurice Therrien
Patti and Randy Thompson
Greg Trent
Traci Varner
Barbara Watkins
Eugene Weinstine
Gregory Wells
Steven and Joyce Westfall
Isabelle Wheeler *
Marjorie Wilson

SPECIAL THANKS TO



* Morrison Center Ovation Club Member (Gifts of \$1000+)



WE HAVE A SEAT FOR YOU



MORRISON
CENTER

IDAHO'S HOME FOR THE PERFORMING ARTS