

## 2025-2026 TWA Grant Application

### Contact Information

<b>Organization Name:</b>	<u>Austin Theatre Alliance</u>
<b>Contact Title:</b>	<u>Associate Director of Grants</u>
<b>Contact Name:</b>	<u>Maria Murphy-Mayberry</u>
<b>Address:</b>	<u>PO Box 1566</u>
<b>City:</b>	<u>Austin</u>
<b>Email Address:</b>	<u>grants@austintheatre.org</u>
<b>TWA Sponsor:</b>	<u>Janna Paulson</u>
<b>TWA Sponsor Email:</b>	<u>janna@ppds-inc.com</u>

### **Artistic Significance & Project Innovation and Creativity: (Question 3)**

#### **Organization's Mission:**

We connect people and strengthen community by showcasing unforgettable performances, providing life-changing arts education programs, and dreaming up magical experiences in Austin's iconic venues.

#### **Name of Project/Program to be Funded:**

Paramount Education's 2026-27 programming focused on Title I schools

#### **Project Description:**

Paramount Education programs offer arts-based literacy residencies and performance experiences that increase arts access and reduce achievement gaps between Title I and non-Title I students.

#### **Project Purpose: What are the goals of the project/program?**

Paramount Education's Story Wranglers and Field Trips programs offer equitable access to the arts. The Story Wranglers program is an in-school creative writing residency designed to help third graders learn the foundations of creative writing through arts-integrated lessons shown to increase their self-efficacy and improve writing skills before their first state STAAR test. Field Trips bring K-12 students to the theatre to experience professional live performances, often for the first time.

#### **Is this program offered at a cost to children? If there is a fee for this program, please enter the cost in numerical dollar amount per child to enroll.**

No, student fees are paid by an enrolling entity, such as a campus or district. The student, family, parent and guardian(s) are not responsible for payment.

**What is the expected number of children to be directly served by project/program?**

16000

**What is the age range of children served by this project/program?**

4-18

**Identify the artistic discipline(s) included in this project/program: Check all that apply.**

Literary Arts, Musical Theatre, Theatre

### **Project Innovation and Creativity: (Question 4)**

**Describe how this program provides arts access for children.**

Both programs focus on serving Title I schools to improve these students' access to arts programming that may otherwise be cost-prohibitive. We offer discounted rates and sliding scale pricing to ensure every young person is able to participate in the arts. Between the two programs, we serve over 16,000 students annually, and over 50% are from Title I schools and receive reduced rates.

**Explain what makes this program/project innovative. Program/Project innovation differs for each community. If your program is a traditional arts experience but is unique to your community, please specify. If your program is innovative, relative to traditional arts offerings in your community, please specify.**

Story Wranglers uses an innovative drama-based pedagogy to effectively teach the creative writing process and uniquely culminates with a campus-wide performance from professional actors that brings the students' original stories to life. Field Trips bring students to our historic downtown theatres for live youth theatre productions, offering a memorable and unique introduction to the theatre.

**What type or level of arts experience do children have as a result of your program? Please select one.**

Student Artists: Children observe, are introduced to, and engage in the arts, and practice the artistic process first hand by creating visual and/or performing arts of their own.

**Is this a new program? If the answer is NO, how long has the program been in existence?**

Since 2008

## **Organizational Management and Capability: (Question 5)**

The organization has the following human capital. Check all that apply.

Board, Staff, Project Manager/Director, Volunteers

Describe your organization's staffing structure.

Number of full-time employees	67
Number of part-time employees	39
Number of volunteers	0

Describe the qualifications and experience of the individuals who will provide this programming and work directly with children.

Our full-time education team all have experience as public school teachers, artists, or both. They draw from their work experience and study in education, child development, and creative arts. Our team of contract teaching artists who deliver the Story Wrangler program in schools receive rigorous training on our specific methods and have relevant experience in different facets of the program. The productions chosen for our Field Trips are thoroughly researched by our Education Director and are created by reputable and experienced regional, national, and international touring companies.

### **Race and Ethnicity**

Describe the race proportion of your:	Staff	Board
African American	0	0
American Indian or Alaska Native	1	0
Asian	5	0
Black or African American	8	14
Native Hawaiian or Other Pacific Islander	0	0
White	65	73
Two or More Races	1	4
Other	20	9

Describe the ethnicity of your:	Staff	Board
Hispanic/Latino	20	9
Not Hispanic/Latino	80	91

## **Outside Support: (Question 5 continued)**

List community partners supporting the program:

MindPop, The Creative Learning Initiative, Austin ISD, City of Austin, and over 100 Central Texas schools

## **Organizational Funding: (Question 5 continued)**

Has the organization received a TWA Grant in the past? If so, which years?

Yes, 2024

### **Budget at a Glance**

<b>Total Organization Budget Amount</b>	16313405
<b>Total Program/Project Budget</b>	1589325
<b>TWA Grant Request</b>	20000
<b>Grant request's percentage of total organization budget. Cannot exceed 25%.</b>	1

If awarded the full grant request, what amount of TWA funding would support the following categories? Please provide a numerical dollar amount for each area.

<b>Staffing/Salaries</b>	10000
<b>Operational Expenses</b>	
<b>Supplies and Materials</b>	
<b>Facilities (Rent/Mortgage)</b>	
<b>Technology Equipment</b>	
<b>Instructional Resources and Curriculum</b>	
<b>Student Transportation Fees</b>	
<b>Other: Please specify</b>	\$10,000 – Performer fees for Field Trip performances

### **Attachments Included**

1. Organization's current year budget.
2. Organization's final/actual budget for the previous year.
3. Program/project budget

**Other sources of revenue (\$2,000 or more) for the project/program: Provide a list of sponsors, grants, etc., and include dollar amounts.**

City of Austin - Public Health - \$157,547; Carol K. Engler Foundation\* - \$60,000; Harman-Mayes-Sooch Family Fund - \$50,000; The Powell Foundation\* - \$50,000; Moody Foundation\* - \$30,000; H-E-B\* - \$30,000; Cano Family Fund - \$25,000; PNC Bank\* - \$25,000; Bank of America\* - \$15,000; The Prentice Foundation. Inc.\* - \$15,000; Applied Materials\* - \$10,000; Wayne and JoAnn Moore Charitable Foundation\* - \$10,000; Texas Commission on the Arts\* - \$7,000; Seawell Elam Foundation - \$5,000 \*24-25 Funder, Pending for 26-27

## **Planning, Implementation, and Evaluation: (Question 5 continued)**

**Program Implementation (if new) or Operational Plan: How will/is this project/program administered? Limit 1500 characters including spaces. Please include details such as where the program will be hosted, how children will be enrolled, how students gain access to this program, if transportation is needed or provided, and how the program will be administered.**

Story Wranglers is an 8-week literacy residency provided to over 1,000 3rd grade students at 15 Travis County schools, the majority of which are Title I campuses. Each week, 3 professional teaching artists visit the classroom for 75 minutes, engaging students in drama-based creative writing activities. Students collaborate in small groups with a teaching artist and have individual writing time to fill their journals with their unique ideas. In the 7th week, students create an original story and perform it in the classroom for their peers. Each residency culminates with an original performance based on the students' stories and performed by our professional troupe of actors for the campus community. Over 3,000 additional students attend these performances. During the shows, the student authors stand up, introduce themselves, and tell the audience with pride, "This is my story!" Field Trips will grow arts experiences for an anticipated 12,000 Pre-K to 12th grade students (over half from Title I campuses) by bringing them to the historic Paramount Theatre and partner theatre spaces. We will present 4-6 works from local, national and international professional youth theatre companies. Each student will receive an in-house produced activity guide for each show and our team will offer hundreds of on campus, pre-show workshops to amplify the performance experience. We offer a sliding pay scale and underwrite expenses for tickets and buses for schools with limited resources.

**Evaluation Plan: How will you evaluate the success of this program? Limit 500 characters including spaces.**

Programs are measured through semi-annual pre- and post-program surveys of educators and selected students. We also evaluate the total students served and the percentage that are Title I students. We take the winter and summer breaks to evaluate and adjust programming based on survey and school leadership feedback. Surveys were designed by an external education assessment professional to determine several quantifiable Academic and SEL outcome metrics that indicate program success if met.

**Program/Project Timeline: Provide a detailed timeline to implement this program. If you choose to upload a file to answer this question please type, "Project Timeline attached" in the box below. TWA grant funds must be spent between June 1 - May 31. Limit 800 characters including spaces.**

Story Wranglers: June-Aug 2026: Finalize campus bookings and schedule. Train Story Wranglers (SW) teaching artists and actors; Sept-Dec 2026: Facilitate and deliver the SW program for the Fall and Winter semester. 10 campuses served during this period; Dec 2026-Jan 2027: Mid-year program evaluation; Jan 2027-May 2027: Facilitate and deliver the SW program for the Spring semester. 5 campuses served during this period; May 2027: Annual program evaluation. Field Trips: Sept 2026-April 2027: Facilitate and produce all Field Trip events. Activity guides will be produced beginning 6 weeks prior to each production, the Education team writing curricula and the in-house design team creating the professionally finished piece. Post-program surveys will be collected after each production.

**Program/Project Timeline: Optional File Upload.**

**Impact: (Question 6)**

**Demographic Information of Children Served**

**Demographic description of the children served by this project/program: Check all that apply.**

At-Risk of dropping out of school\* See explanation in #18

Title I

Low Socioeconomic

Low arts access

Children with disabilities or special needs

Children served represent cultural diversity

**What percentage of children served by this program are considered at-risk? The term at-risk is used to identify students or groups of students who statistically have a higher probability of failing academically or dropping out of school.**

51

**What percentage of the children served by this program are economically disadvantaged?**

50

**Describe the community served by this program: Check all that apply.**

Rural, Urban, Suburban, Inner City, Major Metro Area, City- Large

**Project Need: What need(s) does this project/program fulfill? Limit 200 characters including spaces**

Our programs work to reduce the recognized gap in academic performance and arts access that exists between Title I and non-Title I schools. We prioritize serving Title I schools to address this need.

**Describe the race percentage of the student population served by the program. Please enter a numerical percentage for each. Percentages must add up to 100%.**

<b>American Indian or Alaska Native</b>	
<b>Asian</b>	5
<b>Black or African American</b>	6
<b>Native Hawaiian or Other Pacific Islander</b>	
<b>White</b>	33
<b>Two or More Races</b>	5
<b>Other</b>	51

**What percentage of the children served by this program are Hispanic/Latino? Enter a numerical response totaling 100%.**

<b>Hispanic/Latino</b>	51
<b>Not Hispanic/Latino</b>	49

### **Optional Content Provided**

**Is there anything else that should be considered about this project/program? (Optional)**

Please note that because these two programs work with students in schools, the demographics are based on overall campus and district information rather than the specific students served. The schools to be served next year are not currently set, so these numbers are projections in line with our typical students served. The volunteer field did not allow us to enter the true number of volunteers. We have 200 volunteers. Thank you for your consideration of support!

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 07 2005

AUSTIN THEATRE ALLIANCE  
713 CONGRESS AVE  
AUSTIN, TX 78701-0000

Employer Identification Number:  
74-2975922  
DLN:  
17053302759005  
Contact Person:  
JOHN JENNEWEIN ID# 31307  
Contact Telephone Number:  
(877) 829-5500  
Public Charity Status:  
509(a) (2)

Dear Applicant:

Our letter dated APRIL 2001, stated you would be exempt from Federal income tax under section 501(c) (3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

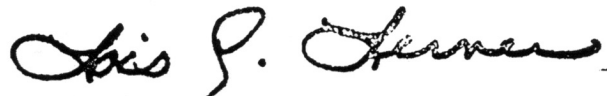
Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c) (3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:30 a.m. - 5:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)

	<b>Budget</b>	<b>Actual</b>
	<b>FY 24-25</b>	<b>FY 24-25</b>
<b>Revenue</b>		
Presenting Revenue	\$ 5,921,165	\$ 5,320,431
Community Visability	\$ -	442,690
Rental Income	806,315	837,452
Presented Films	402,260	366,650
Concessions and Merchandise, net	1,569,755	1,727,795
Ticketing Service Fees	1,854,190	1,805,560
Total Programming Revenue	10,553,685	10,500,578
Education	847,350	909,600
Development Revenue	5,258,550	5,640,515
Other Income		
Patron Parking and Other	(4,705)	(37,292)
Insurance Proceeds	-	157,250
Investment Income	380,000	364,144
<b>Total Revenue</b>	<b>17,034,880</b>	<b>17,534,795</b>

## Expenses

Presenting Expenses	4,903,620	4,366,164
Presented Films	222,730	295,435
Community Visibility	10,000	475,802
Total Programming Expenses	<u>5,136,351</u>	<u>5,137,401</u>
Education	810,630	893,087
Management and General	2,412,380	2,774,323
Flood Related Expenses	-	228,355
Salary and Benefits	6,735,485	7,116,739
Development	1,244,780	1,480,524
<b>Total Expenses</b>	<u><b>16,339,625</b></u>	<u><b>17,630,429</b></u>
<b>Total Surplus before Moontower</b>	<b>695,255</b>	<b>(95,633)</b>
Moontower, Net	<u>250,180</u>	<u>228,620</u>
<b>Total Surplus before Depreciation Expense</b>	<b>945,435</b>	<b>132,987</b>
Depreciation/Armortization Expense	<u>(360,000)</u>	<u>(474,741)</u>
<b>Net Surplus</b>	<u><u>585,435</u></u>	<u><u>(341,754)</u></u>

**Austin Theatre Alliance**  
**FY 25-26 Budget**  
**Oct 1, 2025 - Sept 30, 2026**

	<b>Budget</b>
	<b>FY 25-26</b>
<b>Revenue</b>	
Presenting Revenue	\$ 5,454,380
Rental Income	\$ 714,290
Presented Films	\$ 374,300
Concessions and Merchandise, net	\$ 1,593,405
Ticketing Service Fees	<u>\$ 1,787,610</u>
Total Programming Revenue	\$ 9,923,985
Education	\$ 896,775
Development Revenue	\$ 5,641,205
Other Income	
Patron Parking and Other	\$ (42,670)
Investment Income	\$ 441,780
<b>Total Revenue</b>	<b><u>\$ 16,861,075</u></b>
<b>Expenses</b>	
Presenting Expenses	\$ 4,363,190
Presented Films	\$ 221,885
Total Programming Expenses	<u>\$ 4,585,075</u>
Education	\$ 864,115
Management and General	\$ 2,533,475
Salary and Benefits	\$ 7,051,560
Development	\$ 1,279,180
<b>Total Expenses</b>	<b><u>\$ 16,313,405</u></b>
<b>Total Surplus before Moontower</b>	<b>\$ 547,670</b>
Moontower, Net	<u>\$ 251,880</u>
<b>Total Surplus before Deprecation Expense and Budgeted Federal Funding</b>	<b>\$ 799,550</b>
Depreciation/Armortization Expense	<u>\$ (380,000)</u>
<b>Net Surplus</b>	<b><u><u>\$ 419,550</u></u></b>

**AUSTIN THEATRE ALLIANCE**  
**PARAMOUNT EDUCATION**  
**Estimated Budget October 2026 - September 2027**

<b>PARAMOUNT EDUCATION PROGRAM EXPENSES</b>	<b>2026-27</b>
<b>Story Wranglers (In-School Program)</b>	
7 FT Education Staff (% time allocated to Story Wranglers)	\$ 178,972
Contract Program and Production Assistants (2)	\$ 44,044
Residency Teachers & Performers, Directors & Choreographers	\$ 162,714
Training and Development, Travel, Program Team Meals, Mileage	\$ 25,272
Rehearsal Space	\$ 15,700
Supplies and Equipment, Printing, Uniform T-Shirts	\$ 18,000
Photography/Video	\$ 12,750
<b>Total Expenses</b>	<b>\$ 457,452</b>
<b>Summer Camps</b>	
Camper Scholarships	\$ 45,344
7 FT Education Staff (% time allocated to Camps)	\$ 100,872
Camp Contract Staff: Director & Managers/Teachers & Counselors	\$ 112,710
Meals, Travel & Parking for Camp Team	\$ 3,795
Camp Facilities Rentals	\$ 37,500
Production Team & Security - Camp Performances	\$ 26,393
Misc: Supplies, Camper/Staff T-shirts, Printing, and Concession Costs	\$ 12,585
Photography/Video	\$ 7,956
Marketing	\$ 2,000
<b>Total Expenses</b>	<b>\$ 349,155</b>
<b>Family Series/Field Trips</b>	
7 FT Education Staff (% time allocated to Field Trips/Family Series)	\$ 99,550.00
Talent Fees, Royalties, Lodging, and Hospitality for Performers	\$ 203,468
Production Team (IATSE), Equipment Rental, Security	\$ 52,058
Parking Permits (to facilitate bus arrivals)	\$ 4,560
ASL Interpreters	\$ 4,300
Marketing & Activity Guide Printing	\$ 30,000
Pre-Show Workshop Expenses, Pre-Show Craft Supplies	\$ 5,450
Credit Card Fees	\$ 4,308
Concession Costs (Family Series)	\$ 5,187
<b>Total Expenses</b>	<b>\$ 408,881</b>
<b>Access to the Arts</b>	
7 FT Education Staff (% time allocated to Access to the Arts)	\$ 50,125.00
Complimentary Tickets	\$ 5,000
Participant Parking, Meals & Entertainment	\$ 1,250
<b>Total Expenses</b>	<b>\$ 56,375</b>
<b>7 FT Education Staff (% time allocated to Program Administration)</b>	<b>\$ 92,655</b>
<b>In-House Education Design Services (allocated salaries @ 10%)</b>	<b>\$ 80,323</b>
<b>Total Direct Program Costs</b>	<b>\$ 1,444,841</b>
Organizational Overhead @ 10% of Total Direct Program Costs	\$ 144,484
<b>TOTAL EXPENSES</b>	<b>\$ 1,589,325</b>

**AUSTIN THEATRE ALLIANCE  
PARAMOUNT EDUCATION  
ESTIMATED BUDGET OCTOBER 2026 - SEPTEMBER 2027**

<b>PARAMOUNT EDUCATION PROGRAM REVENUE</b>	<b>2026-27</b>
Story Wranglers	\$ 55,500
Summer Camps	\$ 441,725
Family Series/Student Matinees	\$ 468,896
<b>Total Projected Earned Revenue</b>	<b>\$ 966,121</b>
<b>Grants and Other Contributions</b>	
Texas Women for the Arts (requested)	\$ 20,000
<b>Anticipated Funding for 26-27 (current funders)</b>	
City of Austin - Public Health	\$ 157,547
Carol K. Engler Foundation	\$ 60,000
Harman-Mayes-Sooch Family Fund	\$ 50,000
The Powell Foundation	\$ 50,000
H-E-B	\$ 30,000
Moody Foundation	\$ 30,000
Cano Family Fund	\$ 25,000
PNC Bank	\$ 25,000
Bank of America	\$ 15,000
The Prentice Foundation. Inc.	\$ 15,000
Applied Materials	\$ 10,000
Wayne and JoAnn Moore Charitable Foundation	\$ 10,000
Texas Commission on the Arts	\$ 7,500
Seawell Elam Foundation	\$ 5,000
<b>Total Projected Unearned Revenue</b>	<b>\$ 510,047</b>
<b>TOTAL REVENUE</b>	<b>\$ 1,476,168</b>
Remainder to be raised/Funded through Individual Donations	\$ 113,157

**Story Wranglers 2024-25 Teacher Feedback:**

*"The story spine is SO helpful as a framework for writing. It also helps them understand that we use different frameworks, or spines, with different types of writing throughout the year."* – 3<sup>rd</sup> grade teacher, Highland Park Elementary

*"They have learned to think outside the box, share ideas with their peers and be more creative and outgoing with their ideas. I've seen certain kids come alive with the Story Wranglers, when they are typically more reserved with sharing ideas during daily instruction. It has been great to see some of them come out of their shell."* – 3<sup>rd</sup> grade teacher, Blanton Elementary

*"My students have recognized that writing can be fun and easy if dividing the chunks. Writing stories has many factors playing into it like brainstorming ideas, using story spine to guide their writing, editing and revising their writing, and (the most fun) publishing the story."* – 3<sup>rd</sup> grade teacher, Houston Elementary



*"Every idea is a good idea. You can be creative and make writing fun and come alive. I love Story Wranglers and believe that it is an amazing opportunity to get students excited about writing. Thank you to all the TALENTED actors who made it so much fun for our students. We all looked forward to our Story Wrangler days."* – 3<sup>rd</sup> grade teacher, Reilly Elementary

**Field Trips 2024-25 Teacher Feedback:**

*"Everyone involved in bringing shows for a younger audience is doing a fantastic job, and we are so grateful to be able to attend shows that ignite a passion for appreciating the arts for many of our early learners who probably have their first theater experience by going with their class!" - 123 Andrés Field Trip Attendee*



*"Andres was very attentive to our kids. He noticed one of our special needs kids was crying. He kept engaging with her and making eye contact. At the end, he invited her up on stage. She loved it! One of our students has a parent in Mexico, while he was showing the map, we discussed how close it was to us. It made him proud to see Mexico recognized." - 123 Andrés Field Trip Attendee*

*"Thank you for having Frost Elementary School and letting our students have this great experience. This may be the only chance our students get to see a live play/performance in their lifetime and it was such a great experience." - Goodnight Moon & The Runaway Bunny Field Trip Attendee*

*"It was WONDERFUL. Everything: communication, organization, ease of bringing a special needs vehicle and the performance far exceeded my expectations." - A Very Electric Christmas Field Trip Attendee*

*"The actors and singing were amazing. It was entertaining for the kids and the adults. I loved the actress who played Lil Petey. We ALL loved the disco ball. I thought it was one of the best shows that I've seen here. I LOVE the Paramount Theater!!!" - Dog Man: The Musical Field Trip Attendee*

*"We really appreciated the staff and help with loading and unloading the busses, showing us to our seats and quickly seating the "late-comers". Everyone was friendly, professional and clearly invested in the Paramount." - Look Both Ways Field Trip Attendee*

*"I believe the Paramount Theatre was the best location I have ever seen host a field trip. I have been teaching since 1990." - The Peking Acrobats Field Trip Attendee*

**Summer Camps 2025 Guardian Feedback:**

*"I do not have enough space here to express just how much my child \*loved\* every minute of this camp and every single person at it, kids and adults. They felt encouraged and welcome and capable and challenged in every way. They made real friends. Y'all. LOVE."*

*"Gracias por hacer posible este campamento fue una experiencia muy linda para mi hijo, la disfruto mucho, hizo nuevos amigos y se sintio mas valiente por bailar y cantar en el esenario. Muchas gracias. Esperemos que el proximo verano se repita este camp"*

(Thank you for making this camp possible. It was a wonderful experience for my son. He really enjoyed it, made new friends, and felt braver about dancing and singing on stage.)

*"This experience was extraordinary for both of my kids. I can't believe you got them to sing in front of so many people! They came home happy every day. This was the best camp they've ever been to. Thank you for all you do!"*

*"It is the first and only thing she asks to do every summer. Her first question after the performance was how many days until the next camp."*

*"Thank you for having my child feel confident and instill that level of strength in her."*

*"This camp was pure MAGIC! The organization and thoughtful staffing and programming in planning the two weeks were very evident. Our rising First Grader was so excited for camp each morning, and came home beaming in the afternoons. Truly unmatched. Thanks!"*

*"Our daughter has usually had stage fright and performance anxiety, but she loved her experience and surprised us by participating in singing and dancing and even singing a solo. Her confidence has grown so much through this experience."*