

BELCOURT EDUCATION & ENGAGEMENT

In the theatre and the community





About the Belcourt

- Mission-driven, independent nonprofit cinema
- Opened in 1925 in Nashville's Hillsboro Village
- Original stage of the Grand Ole Opry
- Added second screen in 1966
- Became nonprofit in 1999
- Underwent \$5 million renovation in 2016, adding a small screening room, classroom, elevator and accessible restrooms

About the Belcourt

- 160,000+ attendees annually from throughout Middle Tennessee and the Southeast
- 11,000 people served in education and engagement programs annually
- 5,943 Belcourt members
- 2,600+ screenings annually
- \$2 million budget
- \$5,897,100 annual economic impact*

**Source: Americans for the Arts Economic Impact Calculator*



Education & Engagement program overview

- Intros/discussions/performances Seminars for general audience
- Seminars for youth
- Monthly field trips for programs for adults with disabilities
- Community screenings with Mobile Movie Theatre

1. In-theatre engagement

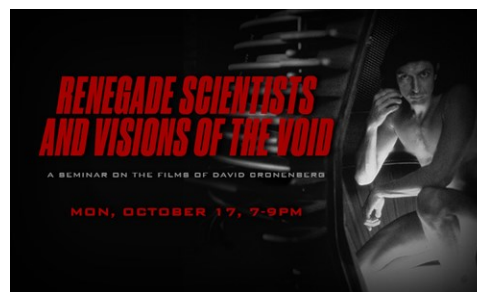
- Intros from academics and other guests
- Panel discussions/Q&As/Skypes with filmmakers, academics, other experts
- Performances from musicians, poets
- Higher ticket price for filmmaker events/musical performances



In-theatre engagement: seminars

General audience seminars

- Ticketed events in classroom weeknights or Saturday mornings
- Paired with programming
- Led by academics and film critics



In-theatre engagement, seminars, continued

- Youth seminars
 - Ticketed summer seminars, all one week long
 - Subsidized application-based seminars
 - All include lunch, discussions and activities



A Belcourt Film Seminar for High School Girls



A Summer Film Seminar for High School Students
July 21-24, 10:00am-1:00pm | Belcourt Theatre



In-theatre engagement, other

High School Film Club

- Two Saturdays a month
- Film plus post-screening pizza/discussion

Field trips

- Private screenings for school groups
- Monthly private screenings for programs serving adults with disabilities
- Private sensory-friendly screenings for children with autism and their families



2. Community education with Mobile Movie Theatre

Locations

- After-school programs at elementary, middle and high schools
- Shelters and community centers
- Career fairs and other display booths

Basics

- Screenings with discussion or activity
- Documentary, foreign language, classic, animation, etc.
- Teaches film concepts and language, visual literacy, film appreciation or subject-specific learning
- Includes guest artists and speakers

Mobile Movie Theatre Benefits

- Establishes Belcourt as the city's film partner
- Eliminates transportation barriers
- Meets youth audiences where they are
- Can include features or shorts, depending on time frame
- Versatile for classrooms, cafeterias, libraries, gyms
- 20-minute setup/breakdown

Mobile Movie Theatre

- Projector (\$1,300)
- Pelican case (\$200)
- PA (\$350)
- Portable stand (\$240)
- Rolling cart (\$70)
- Laptop, ext. cord, adaptor



Local youth center classroom in summer



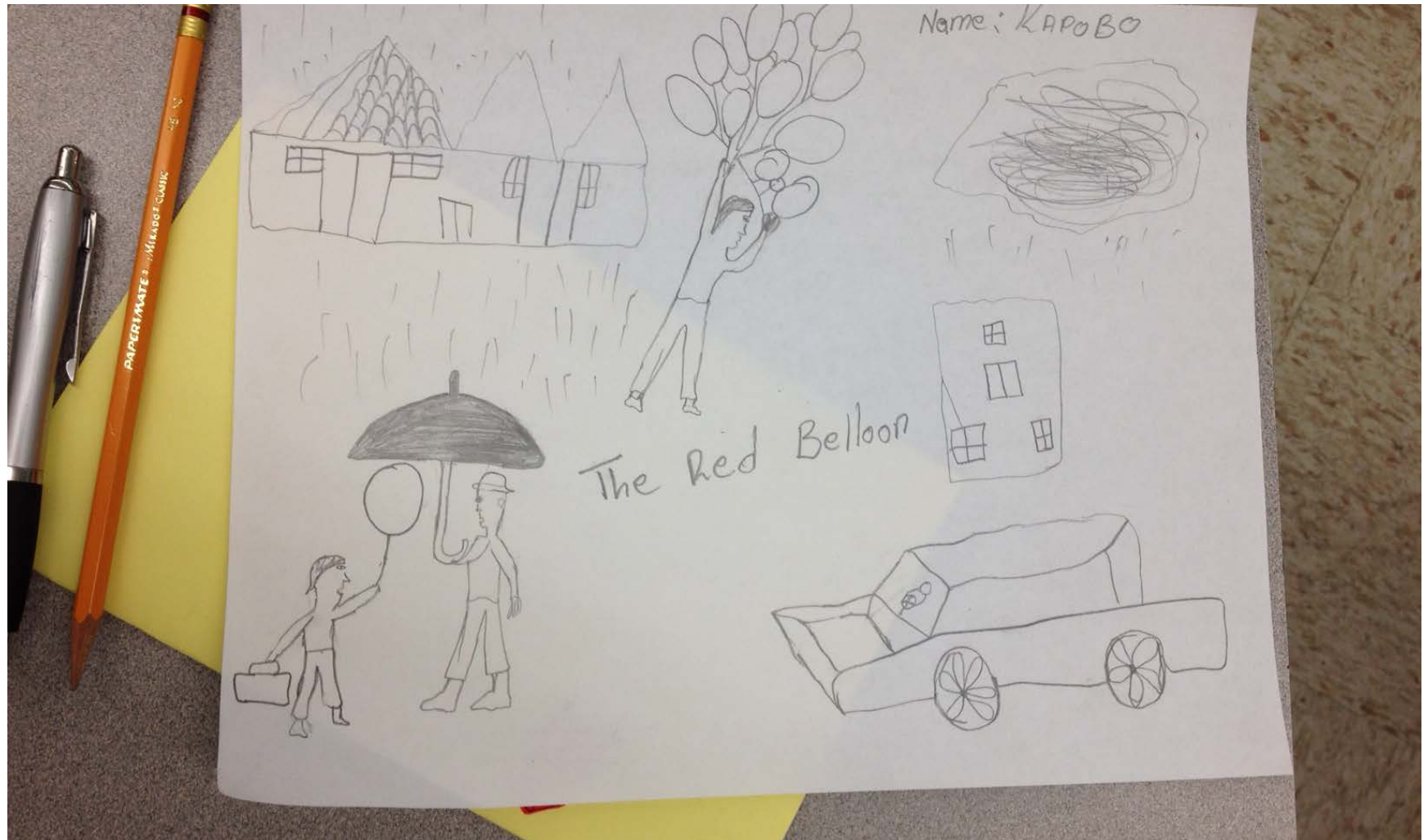
Middle school library after school



Post-screening geography fun



Newcomer ELL student drawings



Set dressing with production designer Bart Mangrum



Students on both sides of camera for mini-doc project





3. Engagement through off-site screenings

Two regular offsite screening series in Third Man Records' Blue Room:

- The Light & Sound Machine, monthly experimental film series
- Peripheral Visions, occasional series featuring cult action and horror films on 35mm

Nice things:

- Meaningful partnership with valued neighbor organization
- Allows programming flexibility
- Haven for loyal cinephile audience

Third Man Records' Blue Room





Education and engagement program benefits

- Engages community on deeper level
- Brands Belcourt as invaluable institution, community hub
- Attracts support from members, donors
- Gives audience more investment in the institution
- Creates framework for partnerships
- Provides grant opportunities
- Builds new audiences
- Builds goodwill that results in ticket sales, memberships, gifts



Challenges/considerations

In-theatre

- Audience building
- Scheduling
- Theatre space
- Representation
- Communication with speakers and staff
- Payment/thank-yous

Community

- Realistic expectations
- Understanding community/school culture
- Communication with teachers/students
- Language barriers

If you have questions:

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