

BROS Equity Mission

This is an evolving document. Created in February of 2021 after we've embarked on the kinds of changes this document mandates. We expect to discuss with staff, board AC and other stakeholders on a regular basis to keep it updated with the status of our work.

BROS has the goal of creating large-scale participatory art by a diverse group of artists that gives both audiences and artists unforgettable experiences and brings untold stories to life. We recognize all diverse experiences, including (but not limited to) LGBTQIA, Native, people of color, gender diversity, people with disabilities, and ethnic, cultural, and religious minorities*. We believe that all residents of Baltimore should have an equal opportunity to participate in large-scale collaborative community arts projects and that the demographics of both our audiences, volunteers, staff, and Board should better reflect the city in which we reside.

*Adapted from the [We Need Diverse Books](#)' definition of Diversity.

How we will accomplish this mission:

We recognize that Baltimore City contains a population that is ~63% Black and Baltimore County ~29% Black while BROS internal constituents are overwhelmingly white. Although we will strive to increase our company's diversity across all categories BROS is prioritizing the specific goal of adding Black representation at all levels of our organization. This includes the BROS Board of Directors, Staff, Artists & Designers who envision our shows, our volunteers (composed of many parts of our community including the Captains, Actors, Musicians and credited production team members) and audiences. This will be accomplished through engaging Black artists as show creators and giving them power, responsibility and the proper resources to create dynamic, bold and unique original performances. The BROS community and the BROS resources will engage actively with the challenges that come naturally with changing our programming and will move beyond the limited definitions of our work to this point.

Since adopting this mission we have:

(Updated February 2021)

- Increased Black representation both on stage (casts) and in the makeup of our production teams
- Built a culture of recruiting with our staff, consistently finding new communities to engage and successfully integrating them into BROS productions
- Built more mature surveying and data collection mechanisms for our large shows
- Engaged all levels in the company, including our creative teams, in the long-term challenge of becoming a more diverse community that reflects the city we live in

-Begun changing perception of BROS in the Black community of Baltimore by mounting a concert series (Rock Opera 101) aimed at acknowledging the Black contributions to Rock and Roll population that BROS culture has excluded from most of our founding work.

In the near future we hope to:

(Updated February 2021)

- Welcome new communities into the fabric of the organization
- Center the experiences of communities of color as a priority in order to welcome diverse audiences into our space/productions
- Create art that better reflects our intention for a fully equitable community experience including more accessible artistic programming to a broader audience.
- Add programming opportunities that route around the structural, geographic, financial and cultural obstacles that people of color often find at BROS.
- Greatly expand our in-person recruiting to underserved communities with all staff members playing a part
- Continue to grow board diversity

BROS Demographics

2018

VOLUNTEERS

Results are based on a sample of 112 respondents

- White - 82.1%
- Black - 5.3%
- Asian - 4.4%
- Hispanic - 3.5%
- Multiracial - 4.4%

2019

AUDIENCES

Welcome to Shakesville

BROS Audience Sample Racial Makeup, Surveyed June 2019

Results are based on results from 291 respondents.*

- White – 77%
- Black - 4.1%
- Asian - 2.7%
- Hispanic - 2.1%
- Multiracial - 1.7%

* Racial demographics represent about an 18% response rate total ticket buyers.

VOLUNTEERS

Space Kumite

BROS Volunteer Sample Racial Makeup, Surveyed November 2019

Results based on 72 respondents

- White - 84.7%
- Black - 4.2%
- Asian - 4.2%
- Hispanic, Latino or Spanish - 9.7%

2020

AUDIENCES

BROS surveyed our audiences for the first concert of Rock Opera 101, American Music (July 1, 2020). Of the audiences that completed the survey, The racial demographics of survey participants were as follows:

BROS Audience Sample Racial Makeup, Surveyed July 2020

Results are based on results from 18 respondents.*

- White/ Caucasian - 64%
- Black / African American - 18%
- Multiracial - 6%
- Prefer not to answer - 12%

* Racial demographics represent about an 10% response rate to 180 active unique viewers of the LIVE broadcast.

VOLUNTEERS

The Puppet 6-Pack surveyed January 2021

Results are based on 40 respondents

- White - 78%
- Black or African American - 17.1%
- Hispanic, Latino or Spanish - 2.4%
- Asian - 4.9%
- Multiracial - 2.4%

* Volunteer demographics from Puppet 6-Pack represent about a 40% response rate of 100 volunteers

2021