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Q1 Arts/Culture Organization Information

Name	Ken Johnson
Arts/Culture Organization	Ballet Northwest
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State/Province	WA
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Q2 Project Name

Free Access to Ballet Northwest's 50th Anniversary Production

Q3 Project Summary

The upcoming year is a particularly exciting one for Ballet Northwest (BNW), as we are preparing to celebrate the company's 50th year of contributing to the artistic and cultural life of Southwest Washington. In honor of this milestone, BNW is producing five world premiere dances set to famous orchestral works with live accompaniment by members of the Olympia Symphony. Performances will take place May 8-10, 2020 at the Washington Center for the Performing Arts, and will include paid performances (with 200 free tickets distributed to low-income and at-risk families) as well as a free matinee performance for students and teachers from regional elementary schools.

The production, called Crescendo, will consist of American in Paris Suite by George Gershwin, Bolero by Maurice Ravel, Hungarian Dance by Johannes Brahms, The Four Seasons by Antonio Vivaldi, and a suite of dances from the famous classical ballet La Bayadere, choreographed by Marius Petipa with music by Leon Minkus.

Q4 Total Grant Request Amount

\$3,500

Q5 What types of expenses will your grant be used to cover?

Grant funds will be used to provide approximately 100 free performance tickets to Crescendo performances through social service agencies and other community partners such as Community Youth Services, Family Support Center, YWCA, Homeless Backpacks, SafePlace, and tribal organizations.

Q6 Eligibility - To apply for this opportunity organizations must:- Have programs centered on arts and/or culture in Olympia- Minimum two-year history of continuous operation serving Olympia residents- Be a 501(c)3 non-profit organization- Have at least one ongoing arts program open to the public in Olympia- A City of Olympia Business License Previous grant recipients must wait one granting cycle before reapplying Does your program/organization meet eligibility?	Yes
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City of Olympia: Grants to Arts & Culture Organizations

Q7 How does your Arts/Culture Organization's prior experience ensure a successful project?

This production will celebrate and build upon BNW's long history of success. Founded in 1970, BNW is the sole nonprofit ballet company in Thurston County and the oldest in Washington State. As a community-based company dedicated to dance as a performing art, BNW produces five productions annually, including The Nutcracker, a varying spring production over Mother's Day weekend (Crescendo in 2020), the Olympia Dance Festival, the Young Choreographers Showcase, and a guest professional company performance.

The project will be led by husband and wife team Ken and Josie Johnson, who have served as BNW's Co-Artistic Directors since 2008. They both danced professionally, have degrees from the Hartt School, and are American Ballet Theatre certified teachers. They also co-direct the Johansen Olympia Dance Center. Key partners include the Washington Center, Olympia Symphony, BNW's resident costume designer Karen Bramwell (studied at Pacific Northwest Ballet's costume shop in Seattle), resident set designer Jill Carter (studied at American Conservatory Theater in San Francisco), and resident lighting designer Roger McIntosh (studied at Jacob's Pillow Dance Festival in Massachusetts).

Q8 Please describe your audience. Please share in what ways this project will reach under-served communities.

While the 50th production will draw many of our mainstay audiences, such as friends and family of company dancers, BNW members, and regional ballet enthusiasts, we also expect to draw bigger and more varied crowds than we typically see for our spring show. For example, we are kicking off our 50th anniversary with a gala event in January that aims to reconnect BNW alumni with the organization. We hope to see many of them at Crescendo, as well as supporters of the Olympia Symphony who are excited to see our two organizations collaborate.

As always, we are committed to expanding our audience beyond those who typically attend arts performances of any kind. In fact, making the art of dance accessible to all children and families, particularly those who are low-income and at-risk, is one of our board's top priorities. Through our multifaceted Dance Access Initiative, we serve about 2,000 children and their parents, caregivers, and teachers each year by providing free performance tickets, a free student matinee performance and in-school assemblies, and dance scholarships.

To get tickets to families in need for this special production, we will work with our established community partners including Big Brothers Big Sisters, Community Youth Services, Family Support Center, Family Education and Support Services, YWCA, Homeless Backpacks, SafePlace, and tribal organizations.

Q9 Please summarize the public benefit of your proposed project.

BNW's overarching goal is to keep ballet alive and thriving in Southwest Washington by providing high-quality productions that engage and educate the community, while giving young dancers the opportunity to develop and showcase their skills. The 50th anniversary production will delight both our dancers and audiences with a varied program of both classical and contemporary dance. This provides a contrast to the more traditional, widely available staples of the repertory such as Swan Lake and Sleeping Beauty.

The opportunity to see a world premier ballet production of this caliber in a city the size of Olympia is a truly unique opportunity. We are excited to be bringing exceptional guest choreographers from all over the world, including Laney Engelhard (former dancer, American Repertory Ballet), Xijun Fu (former dancer, National Ballet of China), Suzanne Haag (resident choreographer, Eugene Ballet), Joanne Holbrook (South African master teacher & choreographer), Rachael Parnell (BFA, The Hartt School, University of Hartford), Matthew Pawlicki-Sinclair (Soloist, Oregon Ballet Theatre), and Justine Sheedy-Kramer (University of Utah).

Q10 How does this project expand or build upon the arts in our community?

BNW's collaboration with the Olympia Symphony to provide live musical accompaniment is a particularly exciting element of this production. This merging of live music and dance is something BNW has done in the past with great success. While the high cost and logistical challenges of collaborative productions limit their frequency, we are thrilled to offer Southwest Washington audiences the chance to see live music and dance together, an opportunity that is very rare outside major cities like Seattle and San Francisco. In the past, we have found that these partnerships not only boost production caliber, but also broaden our audience by drawing the supporters of our partner organizations.

Q11 Describe any other funding you have pursued for this project in addition to the Arts/Culture Organization's contributions and the City's matching grant. Please indicate whether the funding has been secured.

Tucker Family Foundation - \$5,000 (secured)
Washington State Arts Commission - \$3,200 (secured)
Community Foundation of South Puget Sound - \$2,000 (pending)
Nisqually Indian Tribe - \$2,000 (pending)
The Norcliffe Foundation - \$5,000 (planned)
McEachern Charitable Trust - \$5,000 (planned)

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Q12 Project Expenses: please list a description and the amount of each project expense. (Eg. Artist fees: \$500)

Project Expense 1	Production Expenses: \$31,220
Project Expense 2	Live Music / Olympia Symphony: \$16,500
Project Expense 3	Guest Choreographers: \$12,500
Project Expense 4	Costumes: \$10,000
Project Expense 5	Lighting, Video & Set Design: \$6,500
Project Expense 6	Free Tickets to Low-Income Families: \$7,200
Project Expense 7	Marketing: \$6,100
Project Expense 8	Misc: \$260
Total Expenses	\$90,280

Q13 Project Income (Matching Funds): please list a description and the amount of each project income source (Eg. Ticket sales: \$500) this can include dollar and in-kind sources. (Note: volunteer hours can be included as "project income". Each volunteer hour is valued at \$31.72. To calculate the In-kind dollar value of your volunteer hours multiply the total number of hours by \$31.72. (Eg. 10 Volunteer Hours: \$317.20)

Project Income 1	Contributions: \$36,280
Project Income 2	Merchandise Sales: \$4,500
Project Income 3	Ticket Sales: \$40,000
Project Income 4	Ad Sales: \$6,000
Total Income (Matching Funds)	\$86,780
Grant Request Amount	\$3,500
Overall Total (Add total income & Grant Request amount)	\$90,280

Q14 Optional: Please upload any supplemental information. Respondent skipped this question

Q15 Please attach verification of your organization's 501(c)3 status.

BNW_501(c)(3).pdf (1005.5KB)
