




ALBERTA BALLET

CANADA

IMPACT REPORT



**Alberta Ballet is planning for a bright future infused
with powerful artistry and breathtaking talent.**

It's a vision made possible because
of the generosity of donors like you.

Funders and donors are key to the Ballet's operational
sustainability. Their gifts provide the Ballet with the security
and sustainability to execute a long-term artistic vision.

Our donors give for many reasons, but the
underlying motivator is always the same:
the desire to see a strong, resilient Alberta Ballet.

Your donation has already added strength and
value to Alberta Ballet, and we're proud to show how
your generosity makes a real difference to our artists,
our audiences and our students.

Thank you for adding your support to this vision.

We're grateful for all the ways you've joined
our ongoing celebration of live dance!

Barbara Palmer
Fund for
New Works



Top right: Alberta Ballet Dancers in *Cinderella* Top left: Alberta Ballet Dancer Hayna Gutierrez Bottom: Alberta Ballet Dancers in *All Of Us*

ALBERTA-MADE Ballet

Supporters of the **Barbara Palmer Fund for New Works** are dreaming big with us as we inspire audiences in our province – and beyond – with Alberta-made ballet. Together, we're investing in productions that showcase great dance, great dancers, great staging and great stories.

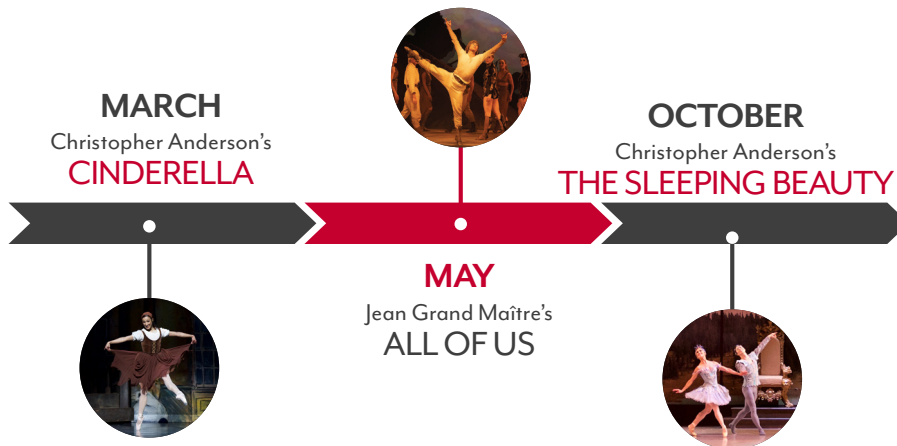
Alberta Ballet is building a future of ballet blockbusters: attracting large audiences while inspiring ballet enthusiasts.

With this commitment to bold programming, we've invigorated our community and stabilized our financial foundation.

Just one year after the fund's inception, the data already speaks volumes about the success of this vision for new works.

2018 SET A HIGH WATER MARK FOR ALBERTA BALLET.

Between January and December, Alberta Ballet premiered three full-length ballets: *Cinderella*, *All of Us*, and *The Sleeping Beauty*.



*This string of premieres has been possible thanks to the donors who have given to the **Barbara Palmer Fund for New Works**.*

AN INVESTMENT with Impressive Returns

*When we invest in
new works, we **grow**
our community.*



CINDERELLA

Nearly doubling our initial revenue forecast, the fairy tale ending was really in the final accounting!

INVESTMENT
\$377,070

TICKET SALE REVENUE

\$1,131,555

(BUDGETED TICKET SALE
TARGET: \$574,246)

“Alberta Ballet dancers are inspired dancers and inspiring artists, and their incredible artistic generosity in the studio challenged me to become a better artist and choreographer.”

— Associate Artistic Director Christopher Anderson on choreographing *Cinderella*



ALL OF US FEATURING THE MUSIC OF THE TRAGICALLY HIP

We understood the impact of this ballet: *All of Us* premiered at a time when Canada was still raw from the loss of The Hip's Gord Downie. Thanks to the Barbara Palmer Fund for New Works, Jean Grand-Maître was able to stay true to his vision for celebrating this beloved Canadian band.

INVESTMENT
\$484,449

TICKET SALE REVENUE
\$1,380,876
(BUDGETED TICKET SALE
TARGET: \$808,350)

"Our donors have enabled us, through their personal generosity, to create the ballet exactly as we had dreamed it."

— Artistic Director Jean Grand-Maître



THE SLEEPING BEAUTY

A crown jewel in any ballet company's repertoire, the premiere of Alberta Ballet's *The Sleeping Beauty* was a awe-inspiring moment. And the production embraced the opportunity to be an Alberta-made story with a thrilling mountain backdrop.

INVESTMENT
\$830,490

TICKET SALE REVENUE
\$896,907
(BUDGETED TICKET SALE
TARGET: \$833,500)

"With these new sets, I'm dancing one of the most famous classical ballets surrounded by scenes from my backyard."

— Alberta Ballet Dancer Jennifer Gibson

AUDIENCE Numbers

The investment in new productions translated to thousands of new patrons.

CINDERELLA

AUDIENCE NUMBERS 18,082



YYC-10,483 | YEG-7,599

NEW
3,819



ALL OF US

AUDIENCE NUMBERS 16,688



YYC-10,983 | YEG-5,705

NEW
3,635



THE SLEEPING BEAUTY

AUDIENCE NUMBERS 15,353




YYC-8,518 | YEG-6,835

NEW
2,141



“Alberta Ballet is committed to new, exciting productions - the kind of arts and entertainment that keeps our audiences wanting more!”

— President and CEO
Chris George

 = 1,000 patrons

THRIVING ARTISTICALLY and Financially

The new works strategy – investing in bold Alberta Ballet programming – infuses our brand with the exhilaration and artistry in live ballet. It's a strategy that produces enthusiastic audiences, who deepen their connection to our community as patrons, subscribers and donors.

Ticket revenue alone will never cover the cost of delivering on our artistic vision.

In 16/17, earned revenue (ticket sales revenue) accounted for just 67% of the Ballet's operational costs. In 17/18, we grew that percentage to 72%.

Donations, grants and legacy gifts make our new works strategy possible.

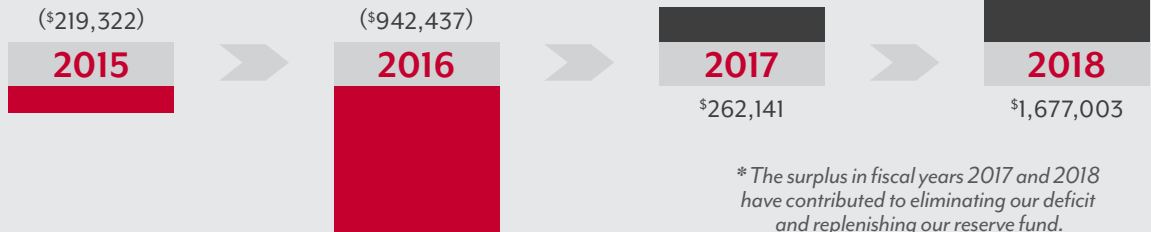
These gifts make up the balance of operational funding (28% in 17/18), providing the Ballet with

the security and stability to make long-term investments in a bold artistic vision.

Donors give to the Ballet for many reasons, but at the heart of any of these reasons is a desire to see a strong, resilient Alberta Ballet community.

Alberta Ballet is a careful steward of these gifts. We make use of technologies, expertise, and strict financial oversight so that bold, high value productions are truly a path to the Ballet's stable future.

The new works strategy has already contributed to a stronger financial position for Alberta Ballet and will strengthen our programming for years to come.



INSPIRING Our Artists

This investment inspires audiences and dancers alike.

Alberta Ballet's repertoire spans the full spectrum of ballet genres: from classical to neo-classical to contemporary. Our dancers are renowned for their wide-ranging versatility.

Alberta Ballet selects dancers who demonstrate a strong classical foundation and are passionate about working in varied repertoire. This combination sets the troupe apart as one that is uniquely primed to explore artistic expression in dance.

"On stage is where our dancers achieve true mastery of their craft, and their contribution to ballet is measured as much by the roles they perform from the past as by the roles they create for the future. I'm proud to have seen our company offer the ultimate artistic ecology within which our dancers can flourish"

— Artistic Director Jean Grand Maître

INCREASING HOW OFTEN OUR DANCERS PERFORM: SEASON 2017/18 AND SEASON 2018/19

Alberta Ballet understands its diverse repertoire as a powerful value proposition for dancers. Our artistic talent is our greatest asset. By increasing performance days, extending dancer contracts and continuing to build an inspiring inventory of repertoire, we're further ensuring dance talent from around the world is enticed by the artistic opportunities we have to offer.



2017/18



2018/19
(projected)

Associate Artistic Director Christopher Anderson uses his own experience as a dancer to inform his artistic collaboration at Alberta Ballet.

“In the late summer of 2008, my career as a dancer was forever changed. I had been a professional dancer for 9 years and was a member of Ballet West (Salt Lake City, Utah). Ballet West had a reputation for beautiful and traditional full-length ballets, a proficiency for the Balanchine style, and a close connection to ground-breaking European Choreographers like Hans Van Manen and William Forsythe.

We were beginning our season with a brand-new ballet by an emerging choreographer, Nicolo Fonte. This is something we rarely did at Ballet West, and I remember an incredible mix of nerves and excitement in the studio. The result of this experience was revolutionary for us as dancers and transformative for the Company. The dancers became contributors to the choreography, influencing the steps and shaping the result.

It provided a creative outlet that I had not experienced on this level in my career. I could not get to the studios early enough in the morning, and they had to throw me out of the studio at the end of the day!

This experience has a huge impact on how I approach my work with the dancers here at

Alberta Ballet. I work to create a collaborative environment. Alberta Ballet dancers are inspired dancers and inspiring artists, and their incredible artistic generosity in the studio challenge me to become a better artist and choreographer.”



Alberta Ballet Dancer Heather Thomas

IMPACT REPORT: What's Ahead

Our commitment is to add two new ballets to our catalogue of repertoire each season.

The major assets of ballet company's repertoire include:

- The tangible assets of a production such as sets, props, backdrops and costumes
- The intellectual property of the choreography

All of Us and *The Sleeping Beauty* exist as part of Alberta Ballet's catalogue as complete packages: Alberta Ballet owns the tangible assets, the intellectual property and has a company of dancers who have the knowledge to perform these ballets.

Cinderella adds to Alberta Ballet's repertory only in intellectual ways. Alberta Ballet rented the tangible assets – the Peter Farmer-designed sets and costumes – from Cincinnati Ballet.

Renting can be a cost-effective approach. By leveraging partnerships in the ballet community, it was possible for Alberta Ballet to drive down the sunk costs generated from designing, constructing and ultimately storing the production.

All the same, Alberta Ballet approached *Cinderella* as a story ballet worth investing in and commissioned Associate Artistic Director Christopher Anderson to produce the

choreography. Even without the tangible assets, Alberta Ballet invested in developing a unique creative vision for the fairy tale.

NEW WORK: Tangible assets (sets, costumes, drops, etc.) Alberta Ballet-created choreography and dancer knowledge (*All of Us*, and *The Sleeping Beauty*)

NEW REPERTOIRE: Knowledge but not assets; some combination of Alberta Ballet-created choreography and dancer knowledge (*Cinderella*)



ADDING TO Alberta Ballet's Repertoire

2018/19 SEASON

October – *The Sleeping Beauty* (New Work)

February – *Sixth Breath* (New Work)

2019/20 SEASON

October – *Frankenstein* (New Work)

May – *Swan Lake* (New Repertoire)

2021/22 SEASON

October – *Halloween Ballet TBA*
(New Repertoire)

May – *Portrait Ballet TBA* (New Work)

Dancer
Development
Fund



Alberta Ballet Dancer Tanya Chumak



Alberta Ballet Dancer Eli Barnes



Alberta Ballet Dancer Brittany Broussard



Alberta Ballet Dancer Luna Sasaki

A SECURE FUTURE For Our Dancers

Dancers are a unique hybrid of professional artist-athletes. And like other professional athletes, they need to position themselves for a new career path after they retire from the stage.

The **Dancer Development Fund** is one way the Alberta Ballet community can support our dancers in preparing for this profound transition.

The Dancer Development Fund supports our dancers today and helps prepare them for

their futures. Through this fund, Alberta Ballet covers the cost of each dancer's membership to the Dancer Transition Resource Centre and offers funding for to support their post-dance career training.

In 2018-19, the fund provided \$20,000 toward dancer training in areas like Personal Training certification, Business Management, Social Work and Kinesiology studies.

A dancer's professional performance career is brief, and Alberta Ballet would like to **ensure the continued success of our company dancers.**



“With the funding available from DDF, I was able to complete multiple courses at once rather than spreading out my education over time due to financial constraints. The funds I received helped me pay for my certificates in both Human Resources Management and Excel, helping me secure an internship with Critical Mass after my retirement from dance.”

— Catherine Rutherford, Alberta Ballet Dancer 2013-17

2016-17

Dancer	Program
Tanya Chumak	BA Kinesiogoly
Garrett Groat	Real Estate Council AB
Chris Scruggs	AB Health & Safety Training
Natalie Chui	Espresso Intensive Course
Laura Vande Zande	Creative Gesture Program at Banff Centre
John Canfield	Choreographic Opportunity
Serena Sandford	Stott Pilates Intensive Certification
Yoo Sang Hong	Stott Pilates Intensive Certification- Matwork
Jennifer Gibson	Horseman Workshop
Alex Gibson	Horseman Workshop
Kelley McKinlay	Class 5A Road Test
Seira Iwamoto	Ballet Teacher Training with Yukie Fujino
Jared Ebell	CBE Learn- Upgrade Math 30-1
Heather Thomas	Diploma in Arts (3 courses)
Catherine Rutherford	RRC/ SAIT HR Courses
Eli Barnes	Calgary Pilates

2017-18

Dancer	Program
Eli Barnes	Pilates Instructor/ Personal Training
Brittany Broussard	Bachelor of Business Administration
Tanya Chumak	Kinesiology Degree
Jared Ebell	Upgrading with SAIT
Reilley McKinlay	Artistic Assistant
Shino Mori	Driver's License
Luna Sasaki	Athlete Food Meister
Chris Scruggs	Personal Training
Heather Thomas	Social Work Degree



“Post-Secondary education is expensive, especially during our lay-off time. The Dancer Development Fund provided me the liberty to study and progress in my academic career without having to worry about financial constraints.”

— TANYA CHUMAK, Dancer, Alberta Ballet
and Kinesiology Student, University of Calgary



“The best thing about the Dancer Development Fund is that I feel more secure about my future after I am done dancing. I am now much more confident in my academic abilities, and my goal of becoming an engineer feels attainable after being able to take the necessary pre-requisites I didn't have time for while training for dance.”

— Jared Ebell, Alberta Ballet Dancer, 2014 - 18

Scholarship Fund



Students of Alberta Ballet School in class, in rehearsal (with Company dancers) and in performance.

INSPIRING the Next Generation

Alberta Ballet School is the training centre for Alberta Ballet, sparking a love for the mastery of ballet in tomorrow's artists.

Training for a professional dance career takes great commitment and determination from a very young age.

The students at Alberta Ballet School train for 20 to 30 hours a week in classical and contemporary ballet where they develop their technique and master their artistry.

These students who are driven to pursue their dream of dance make that emotional commitment, even when it means living far from the familiarity of home and family for most of the year.

Understanding the power of that dedication, Alberta Ballet is proud to champion a School **Scholarship Fund**. When a student is ready

to make that emotional commitment, the Scholarship Fund is there to help them meet the financial commitments. Each year, the Scholarship Fund provides support to over 60 students.

In many cases, a scholarship makes it possible for a student to pursue the dream of a professional dance career. A diploma from Alberta Ballet School has proven time and again to launch dance careers. Between 2015 and 2018, 90% of the School's graduating class went on to be hired by notable ballet companies, such as Japan National Ballet, Hong Kong National Ballet and National Ballet of Ukraine, and of course, our own Alberta Ballet.

DEDICATED to their craft

An Alberta Ballet School student will spend as much time on their dance training as they do on academic curriculum.

