



**PACIFIC NORTHWEST BALLET SCHOOL
THE FRANCIA RUSSELL CENTER**

ANTICIPATED ANNUAL PUBLIC BENEFIT: JULY 1, 2018 – JUNE 30, 2019



PNB School students in class at the Francia Russell Center. © Lindsay Thomas.

**PACIFIC NORTHWEST BALLET SCHOOL | THE FRANCIA RUSSELL CENTER
ANTICIPATED ANNUAL PUBLIC BENEFIT: 2018/19 LEASE YEAR**

Proposal by specific benefits offered:

| PACIFIC NORTHWEST BALLET SCHOOL PUBLIC BENEFITS PROPOSAL: 2018/19 SEASON | | |
|---|-----------------------|---------------------|
| Public Benefits - Free & Discounted Class Tuition | Public Benefit | |
| Scholarships | | |
| Duets and Creative Movement Classes | \$ 12,052.00 | |
| Low-income Open and Mat Classes | \$ 14,292.00 | |
| Senior Classes | \$ 7,052.00 | |
| Performances for Seniors at the FRC | \$ 5,000.00 | |
| Classes for students with disabilities | \$ 30,000.00 | |
| Total Public Benefits - Free & Discounted Class Tuition | | \$ 68,396.00 |
| Public Benefits - Community Education in Bellevue | | |
| Community Education Program (Discover Dance Family Day) | \$ 7,000.00 | |
| Discover Dance Subsidized & Grant-Funded Programming | \$ 16,500.00 | |
| Total Public Benefits - Community Education in Bellevue | | \$ 23,500.00 |
| Total Public Benefits provided by the Frania Russell Center | | \$ 91,896.00 |

| Public Benefits - Additional Programs | Public Benefit |
|--|-----------------------|
| PNB Association Direct Support | |
| Studio Rentals | \$10,000 |
| Discover Dance Family Day Transportation | \$ 5,000.00 |
| Total Public Benefits - Additional Programs | \$ 15,000.00 |

**TOTAL PROPOSED PUBLIC BENEFITS: \$106,896.00
JULY 1, 2018 – JUNE 30, 2019**

PACIFIC NORTHWEST BALLET SCHOOL | THE FRANCIA RUSSELL CENTER ANTICIPATED ANNUAL PUBLIC BENEFIT: 2018/19 LEASE YEAR

PNB School provides a wealth of public benefits to the City of Bellevue as part of its business operations on the Eastside. PNB and the PNB School work diligently to create access channels for all King County residents who wish to engage with dance; at the new Francia Russell Center, this will manifest in many ways:

- Ensuring affordable studio rental space for local nonprofits and cultural organizations;
- Supporting other local nonprofits through direct ticket donations and donated PNB performance ticket vouchers for nonprofit fundraisers;
- Removing the transportation barrier to attending performances and Community Education events for families, such as Phantom Lake Elementary's Discover Dance Family Day;
- And awarding over \$10,000 in scholarships each year to PNB School's Duets & Tots classes so that children and parents can experience dance together.

Racial Equity and Inclusion

PNB continues to work to be more equitable, inclusive and diverse across every part of our organization, and is one of 21 national dance companies participating in The Equity Project: Increasing the Presence of Blacks in Ballet, a three-year project of Dance Theatre of Harlem, the International Association of Blacks in Dance and Dance / USA.

PNB's work toward this goal, specific to the Francia Russell Center, has included:

- forming a racial equity committee with representatives across all departments;
- creating a racial equity plan that informs every part of our organization;
- holding trainings for our Community Education and School staff;
- planning for all-staff trainings and building a budget for this work;
- incorporating equity initiatives in our new strategic plan, 2017-22;
- broadening PNB School's Summer Course audition tour to be present in communities of color and attract a diverse range of students;
- updating the PNB School handbook and dress code to be more racially inclusive.

It will take some time to gain credibility among those who have gotten the message that ballet is not for them. PNB wants to ensure that our workforce, audience, and board are a reflection of the racial diversity in our community, and that all paths in to PNB and PNB School are welcoming and inclusive.

PUBLIC BENEFITS AT THE FRANCIA RUSSELL CENTER

Scholarship Support

Scholarships for low-income students: PNBS would work with Bellevue Boys and Girls Clubs, our Eastside Community Education partners, and the Bellevue Arts Commission to communicate the availability of ballet class scholarships and assist with the application process as needed. We estimate in the first year of communicating this that an additional ten students would receive scholarships to our Duets and Creative Movement classes which provide early childhood dance education. **Public benefit value: \$12,052, including administrative overhead expenses.**



PNB students in *Snow White* and in class at the Francia Russell Center. © Lindsay Thomas

Studio Rentals

PNB's not-for-profit rate for rental of our studios at the Francia Russell Center (\$18.00-\$59.00/hour) is well below our standard for-profit rate of \$100.00/hour and provides affordable rehearsal space to local dance companies like Whim W'Him. As cultural space becomes increasingly scarce in King County, PNB's generous rental rate provides valuable high-quality rehearsal and meeting space. **Public benefit: over \$10,000 per season for dance companies and other organizations in need of studio or meeting space.**

DISCOUNTED TUITION AND TICKET ADMISSIONS

Open and Mat Class Tuition Discount

In 2018-2019 PNB plans to offer reduced tuition to open ballet class and Pilates mat classes for qualified students at the Francia Russell Center. **Public benefit value: \$14,292, including administrative overhead expenses.**

Movement Classes for Seniors

PNB is working to establish relationships with Bellevue-area assisted living facilities in order to offer daytime ballet, movement, and Pilates classes at the Francia Russell Center for their residents. These classes will be offered to seniors at a significantly reduced rate.

Public benefit value: \$7,052 or greater (depending on class size and number), including administrative overhead expenses.

Discounted Performances for Seniors

PNB will offer free tickets to seniors for dress rehearsals or performances held in the FRC's performance studio, twice per season. **Public benefit value: No less than \$5,000; actual value will depend on specific performance expenses.**

Ballet Class for Students with Disabilities: PNB is exploring a partnership with a dance educator who specializes in teaching ballet to differently abled children who might not thrive in a typical ballet class. **Public benefit value: \$30,000, including educator hourly fee/salary and administrative expenses.**

Pacific Northwest Ballet Community Education Programs in Bellevue

PNB's Community Education Programs currently serve six Eastside partners: two Discover Dance partner schools, three Bellevue School District summer camp partners and a partner school program in Redmond.

All Community Education programs are free of charge to participants, although all have fees that the schools pay. Our Eastside schools, including one serving youth experiencing homelessness, receive heavily discounted class fees and summer camp tuition. **Public Benefit value: \$16,500. This includes the teaching artist hourly fee, and hour of planning, a drummer, and administrative expenses.**

Our 2018 Discover Dance Family Day with Phantom Lake was held at the new Francia Russell Center on June 2 and we are aiming to make this an annual event. These Family Days include classes, performances, and refreshments, and are offered as an additional opportunity for Discover Dance students to share their dance experience with their families. **Public Benefit value: \$7,000; approximately \$12,000 if transportation is provided.**



Discover Dance students at the Francia Russell Center. © Joseph Lambert

OTHER PUBLIC BENEFITS

DanceChance: A Planned Return to the Eastside

In 2020/2021 PNB hopes to bring DanceChance back to the Francina Russell Center so that Eastside students can once again access this program. DanceChance provides free ballet instruction, dancewear, transportation to and from class, performance attire, and ballet tickets to participating students on the Eastside. **Public Benefit value: \$190,989, including administrative expenses, for 10 participating schools and 20 students.**



Dance Chance students in the cast of George Balanchine's The Nutcracker®. © Angela Sterling

Teen Tix

PNB is the most highly attended organization among Teen Tix's 75 partner organizations, with nearly 1,500 tickets sold each season to King County teens – and nearly a third of those sold to teens living on the Eastside. While this benefit is offered at McCaw Hall rather than the Francina Russell Center, it is too significant to omit as each of these deeply discounted admissions is subsidized by an average of \$85 each, or \$126,820. This kind of discount is representative of the extraordinary public benefit provided by all of PNB and PNB School's programs.