

Excellence in the Arts : Entry # 24**Is your organization a 501(c)3 nonprofit?**

Yes

According to your 501(c)3 letter, in what town is your official office located?

Hartford

Where will your project be performed or exhibited?

Hartford

Will this activity occur after February 1, 2023?

Yes

Are you a recent grantee?

Yes

Organization Name

Connecticut Ballet

Organization's IRS Tax ID #

061039302

Principal Contact Name

Brett Raphael

Title

Artistic Director & CEO

Emailctballet@ix.netcom.com**Phone**

(860) 293-1039

Address

57 Pratt Street, Suite 604
Hartford, Connecticut 06103
United States
[Map It](#)

Website<http://www.connecticutballet.org>**Amount requested this application**

\$10,000.00

What is the organization's mission/vision statement?

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The primary mission of Connecticut Ballet is to enrich the cultural life of the greater Connecticut community, by providing the art of dance to its audiences, dancers, and students. In pursuit of this mission, Connecticut Ballet will maintain the highest standards of professional ballet performance and training while continuing to stimulate an appreciation of the dance medium and respond to Connecticut's developing interest in dance.

Provide a brief history of your organization and its activities.

Founded by Artistic Director Brett Raphael, Connecticut Ballet is a nationally recognized, professional dance company currently celebrating its 38th anniversary season. Connecticut Ballet is headquartered in Hartford and performs statewide, including annual seasons at The Bushnell in Hartford and Stamford Center for the Arts. In addition to full-scale classical ballet productions, Connecticut Ballet's Center for Dance Education offers a comprehensive educational program including school assemblies, outreach classes at residential treatment facilities, schools and community centers, and offers Dance Exposure Project scholarships for talented at-risk youth.

Describe the demographics of your audience/people served by your activities.

Our core audience for performances are families with children, single adults and seniors ages 30-80 with discretionary income to spend on leisure activity. We attract a diverse audience of various ethnicities, roughly 60% female. Our educational programs include a diverse population of children from low and middle-income families, roughly 50% female and 50% male.

Describe your organization's governance.

Our board of directors is the decision-making body for budgeting and policy decisions. Now numbering four (a historical low), the board is active and engaged (meeting quarterly). We are constantly working on board development in order to return to our average (8-10 members). Each board member is responsible for an annual contribution of \$250.00 in support of our operating costs. No substantial changes have occurred since 2019 application.

What percentage of your board makes personal financial contributions to your organization?

We wholly support the Foundation's focus on diversity, equity, and inclusion. We currently have two Caucasian and two African-American board members. We work continuously to present a diverse group of artists, employ a diverse administrative, production staff and teaching artists, and to be inclusive of all segments of the population in our audience development efforts.

Project Name

Connecticut Ballet Spring Season at The Bushnell 2020

Project Description

We request sponsorship support for our spring season at The Bushnell, an important event in the cultural landscape in Hartford. This spring, we will produce 'Coppelia,' a three-act story ballet last presented at The Bushnell in 2010 (*The New York Times* called it, "An enjoyable down-to-earth version of the classic."). This year marks a return to a family-friendly performances showcasing the company's professional corps de ballet, exciting soloists, and principal dancers. It is vital to our mission to present classics such as 'Cinderella,' 'The Sleeping Beauty,' 'Giselle,' alongside contemporary programs.

The 'Coppelia' production will involve 27 professional dancers, a dozen character actors, and three dozen young children. We'll present 'Share the Magic' student performance on Friday, May 15 and a public performance on Saturday, May 16th. In

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the weeks prior, we plan outreach performances in libraries, senior residences, and community centers to promote the Bushnell appearance.

Project start/opening

03/15/2020

Project end/closing

05/30/2020

Project venue

Belding Theater, The Bushnell

Project town

Hartford

Admission fees, attendance, and activity details

The two performances are scheduled for The Bushnell and The Palace/Stamford on consecutive weekends in May. Based on our past performance (583 tickets sold in 2010), we are projecting sales of 600 in each venue and an average ticket price of \$55.00 (net to Connecticut Ballet). In addition, we anticipate distributing 60-100 complimentary tickets thru our Teen Tix and New Audience Initiatives in Hartford (we still have to pay the \$3.00 theater restoration fee per ticket even on comps).

How do you intend to promote/market this project?

The ballet lends itself perfectly to a marketing effort focusing on families with children/grandchildren. We will use direct mail and also arrange list trades with The Bushnell, Goodspeed Opera House and others. We plan a strong social media campaign with exciting visuals and background clips of rehearsals in progress. We will access yet another segment of the population by eblasts via Constant Contact and local arts orgs such as Real Art Ways, Wadsworth Atheneum, and Connecticut Science Center.

How is your organization going to use Roberts funding?

We will happily list Roberts Foundation as a sponsor in the program book title page for 'Coppelia.' We will also list Roberts Foundation on our website and in all press releases relevant to this production. Finally, we display a sponsors banner in the theater lobby which will carry a 'thank you to our key sponsors,' mentioning each by name.

What is your organization's definition of artistic excellence?

Our mission is to provide ballet performances according to the highest artistic standard in our profession. This is defined by the quality and calibre of our soloist and principal dancers as well as the artistic team including our ballet mistress, lighting designer, assistant lighting designer, and production manager. Artistic Director Brett Raphael established the standard for the organization at its founding and ever since, we have worked to maintain the excellence associated with the major companies in New York, Boston, and elsewhere. The standard of excellence also pertains to the quality of our marketing materials and collateral used to interest the public in our work. We engage designers and practitioners with major careers and strong reputations for artistic excellence.

How does this project align with that definition, and how does it advance your mission?

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This project aligns with the definition of artistic excellence by showcasing the choreographic and dance values which are fundamental to our artistic product. 'Coppelia' includes major dance sequences showcasing folkloric dance, romantic duets, comedic sections, large classical ensemble pieces, and mime and theatrical elements which must be done to the highest level of execution to be effective in delivering this full-length work. It has been five years since those elements molded into a full-length evening were showcased in Hartford. By presenting 'Coppelia' at this time, we are advancing our mission as we share this classic work with a largely new audience.

How will your audience and the community benefit from this project?

As Hartford arts includes major visual art institutions, symphonic and jazz music, cutting-edge and traditional theater companies, we feel it is beneficial to the cultural fabric of our city that it also have professional ballet as a mainstay at The Bushnell. The benefit to the community comes from bringing people together at The Bushnell, sharing these traditional ballets with the younger generation, and helping to maintain a vibrancy about our city and its offerings. By introducing the ballet to new and/or traditionally-marginalized audiences, we provide an additional spur to the campaign afoot to reduce disparities based on race, place, and income spearheaded by the Hartford Foundation for Public Giving.

How will this project be evaluated?

We will evaluate the project according to its ability to meet its financial objectives, its ability to attract a wide-ranging, diverse audience from both Hartford and greater Hartford, and importantly, further develop our corps de ballet and soloist ranks by challenging them to bring this story ballet to life. We will measure these against past performance and also in comparison with our experience attracting a similar audience in Fairfield County. The Board of Directors will conduct the evaluation in conjunction with staff (with feedback from our Friends of Connecticut Ballet and our new Ballet Ambassadors Council which represents the wider community of urban Hartford).

Cover letter

- [Coverltr.2020application.pdf](#)

Board list

- [BoardList.ConnecticutBallet2019-2020.pdf](#)

IRS 501(c)3 determination letter

- [ConnecticutBallet.IRSdeterminationltr.pdf](#)

Financial statement

- [Financial-Statements.ConnecticutBallet.2018.pdf](#)

Last year operational budget

- [CTB-Consolidated-Budget-2018-2019.pdf](#)

Current year operational budget

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- [CTB-Consolidated-Budget-2019-2020.pdf](#)

Balance sheet

- [Balancesheet.12.19.pdf](#)

Project budget

- [Coppelia-2020-Budget.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

No

Other materials?

- [ConnecticutBallet.SS2019BudgettoActual.Htfd .Stfd .Breakout.pdf](#)

We have a prior Strategic Plan which is no longer relevant. We will be undertaking a new Strategic Plan in the coming months.
Thank you for your consideration!

Brett Raphael

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes