

NPB

NORTH POINTE BALLET

ANNUAL REPORT 2022

Making classical ballet accessible to everyone in our community.



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Annual Report 2022

North Pointe Ballet
northpointeballet.org

A Letter from North Pointe Ballet's **Executive Artistic Director**



Dear Patrons,

I am writing to you with a full heart and a smile on my face. I can honestly say that this is how I spent the better part of the last half of 2022 — filled with joy. I know it sounds cheesy, maybe even fake. But anyone who was able to be in the studio, theater, community events, or in some way experience NPB recently would agree.

So many times in the past few months, NPB Assistant Artistic Director Melaina McConnell would turn to me with a grin and exclaim about how happy we were to see dancers shine. Youth cast dancers connected with old friends and made new ones, company members lit up when school children asked for their autograph, the energy shared between artist and audience--of all ages and abilities--was so magical. We also expanded our NPB family: we added staff members, company dancers, youth cast dancers, our audience grew, and we even celebrated 2 weddings and welcomed 2 babies.

After undergoing a consultant-driven strategic plan in late spring and early summer, it was clear we have our work cut out for us as we embrace the growth and responsibly sustain it. Looking ahead to the next 3 years during the process has invigorated staff and leadership in a new way. After 2 years of uncertainty, finding our footing again has given us the strength to not only return to "normal", but to rise above.

2022 exceeded all expectations. We finished strong, and that strength came from within. It came from the solid foundation that our team has built. It came from the passion for dance that we share with each other every day. It came from the values that we -- an organization of artists, administrators, educators, patrons, donors, and volunteers -- hold dear, and dedication to our mission of making classical ballet accessible to our community.

I'm finishing this letter with an even bigger smile than when I started writing it, as I look ahead to what opportunities lie ahead. I can't wait to do what I love, with people I care about, for a community that embraces and supports our work. Thank you to everyone who helped NPB surpass goals and expectations! Wishing you all much joy in 2023!



Janet L. Dziak
Executive Artistic Director

Our Mission

North Pointe Ballet's mission is to make classical ballet accessible to everyone in our community. NPB provides high-quality, professional ballet to Northeast Ohio through full-length theatrical events that are family-friendly, and through initiatives that are inclusive of audiences and performers of all abilities and backgrounds. NPB is committed to increasing diversity and equity in the arts by addressing and removing barriers for underrepresented communities.



A Chance to Dance

We were thrilled to welcome back dancers from Murray Ridge for our December production of The Nutcracker. Having missed productions in both 2020 and 2021 due to CoVID and continued school protocols related to CoVID, our production felt complete with their presence in addition to dancers from our Community Division and our Cuyahoga County partner, Beyond Words: Music & Dance Center.





Accessibility for our Audience

American Sign Language Interpretation

In 2021, we introduced American Sign Language interpretation at our sensory-friendly performance of *The Nutcracker* for our narrator dialogue. Positive feedback about this led us to include sign interpretation at all of our performances of *The Wizard of Oz*. Audience feedback was overwhelmingly supportive of this addition. We kept it for *The Nutcracker* and we are proud to announce that sign language interpretation will continue to be a regular feature at all NPB performances that include a narrator.

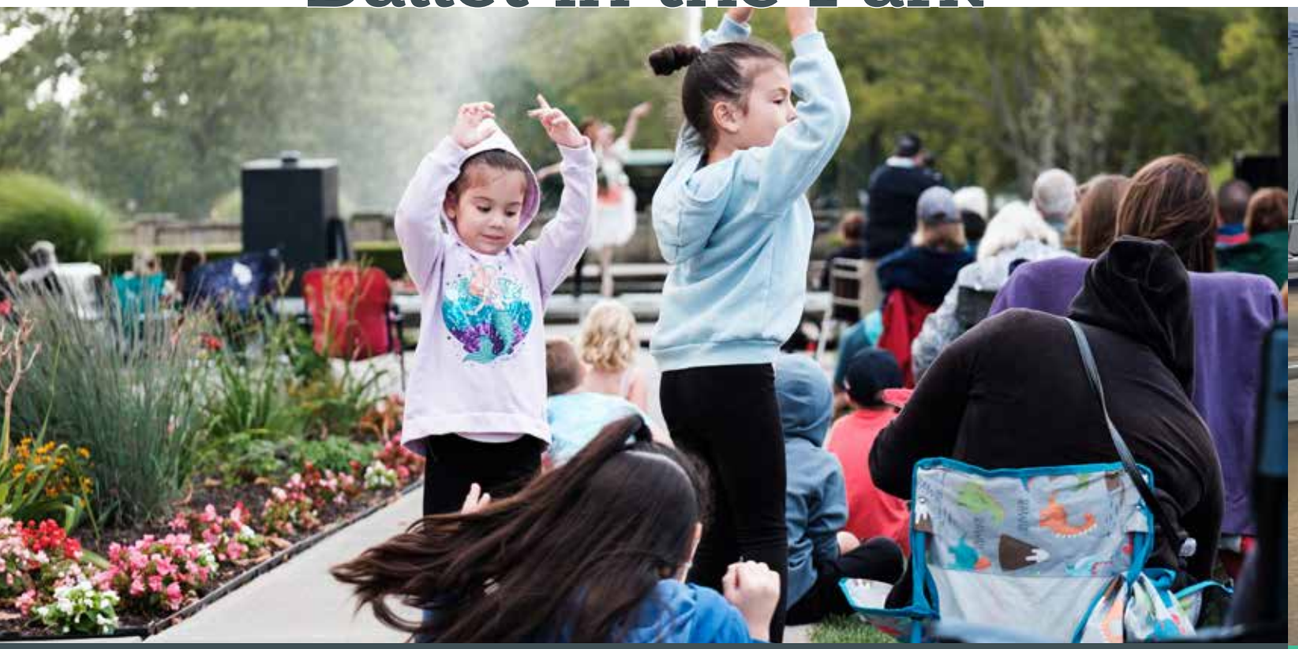




World Autism Awareness Day

In April, NPB took its performance to the screen with its first-ever filmed dance showing. In honor of World Autism Awareness Day, NPB hosted two free opportunities to view the 18-minute, non-stop recording of *Because of You,* a piece NPB originally created for the stage and taken to film in spring of 2021. *Because of You* tells the story of our artistic director's journey with a family autism diagnosis and how dance became a tool for her to encourage belonging and acceptance for those of diversability. Also included at the screening was a live performance excerpt, instruction on how to utilize the virtual reality component meant to stimulate even greater empathy for the dancer with Autism, and an introduction to the classroom curriculum and activities NPB created with the help of a team of Northeast Ohio educators.

Ballet in the Park



NPB graced Lakeview Park with two *Ballet in the Park* performances in 2022. Dancers from our on-site education program at El Centro de Servicios Sociales, Inc. were featured in an abbreviated version of Wizard of Oz in May, and the professional company presented a mixed repertoire concert in August, featuring classical and contemporary works, many staged by the artists themselves. These performances brought 650 total audience members to the community park for an accessible arts experience.



On-Site Education Programs



In 2022, our on-site education programs continued to grow. We added two new instructors to our team of teachers to help better serve our growing number of students. We also had enough returning students at two of our partner sites to add intermediate-level classes to both El Centro De Servicios Sociales and Julia De Burgos Cultural Arts Center. All of our participants were offered performance opportunities, which included integration into our performances at The Lorain Palace Theater, Berea Midpark Middle School, and Lakeview Park.



This year, NPB provided ballet instruction to **93 dancers of minority ethnicity** through **3 partner organizations**

Workshop Performances





NPB was able to return in full capacity to its bi-annual tour of workshop performances across Northeast Ohio. Between *The Wizard of Oz* in the spring and *The Nutcracker* in December, NPB brought live dance and interactive workshops to 18 schools, senior residence facilities, and other community sites, reaching approximately 3200 people. This program is a pillar to NPB's mission of sharing dance with audiences of all ages and backgrounds, reminding community members that ballet is for everyone.



Annual Report 2022

"I have taught for many, many years and NPB's workshop was by far one of the finest student-centered presentations I have ever seen! The first half where they engaged the students on such a personal, interactive, positive level was perfect! The second half where the students got to be the audience was enhanced because they had already seen how important it is to encourage and support performers. The dancers were absolutely "on point" with their energy, beautiful movements, and pantomimes for the story.

After, I watched as the boys could hardly contain themselves as they took little leaps, slides, and dance steps down the hall. Clearly their morning had been filled with joy."

— A Lorain County educator

Over 1,400 Northeast Ohio school-aged children joined NPB for matinee field trip performances between *The Wizard of Oz* in May and *The Nutcracker* in December at The Lorain Palace Theater.

For many students, this is an opportunity to experience live dance performance in a theater that they wouldn't otherwise have. Students particularly enjoyed the productions' special effects, which included dancers flying in *The Wizard of Oz* and a tree that "grows" in *The Nutcracker,* that they are then able to learn about during the brief Q&A following the performance.



Community Engagement



NPB values its presence in the communities it serves.

NPB partnered with Lorain County Metro Parks for a *The Wizard of Oz*-themed event, where an NPB dancer posed for photographs with program goers. ▶

◀ Also pictured is a dancer making an appearance at Night to Shine, a national prom night for youth with disabilities.



"I see how [North Pointe Ballet] live[s] their mission in everything they do."



I choose to volunteer my time to serve on a committee for North Pointe Ballet because I see how they live their mission in everything they do. I see how they bring classical ballet to everyone in the choices made in performances that are both artistically brilliant and exceptionally inclusive. As a non-profit leader, I know how challenging it can be to stay true to the mission and make the organization viable and sustainable. North Pointe Ballet has been able to accomplish both. I am proud to have the opportunity to be both a parent of student dancers and share my non-profit experience with North Pointe Ballet as a volunteer on a committee.

Marcie R. Finney, MS, MBA
Executive Director, Cleveland Cord Blood Center

Strategic Plan

For six months of 2022, NPB underwent a strategic planning process with the aid of Janus Small & Associates, LLC. At the conclusion of this process, NPB came away with a three-year strategic plan. This plan consists of five focus areas to activate our commitment to building a solid foundation for the future. Committees were formed in the latter half of 2022 and will continue their work through the length of the plan to carry out the objectives outlined in order to meet these organizational goals.

GOAL 1

EXCEPTIONAL PROFESSIONAL BALLET COMPANY

Support the NPB professional company to further develop its focus on delivering classical ballet performances at the highest level of excellence throughout Northeast Ohio.



GOAL 2

STRONG INFRASTRUCTURE

Develop NPB's governance and administrative infrastructure in line with nonprofit best practices to effectively and efficiently support the organization's current and future initiatives.

GOAL 3

HIGH VISIBILITY

Strategically build awareness and understanding of NPB for purposes of growing audience, donors, partners, and overall impact.

GOAL 4

GROW BUDGET

Strengthen NPB's fundraising muscle and related financial management policies and procedures to support the growing budget.

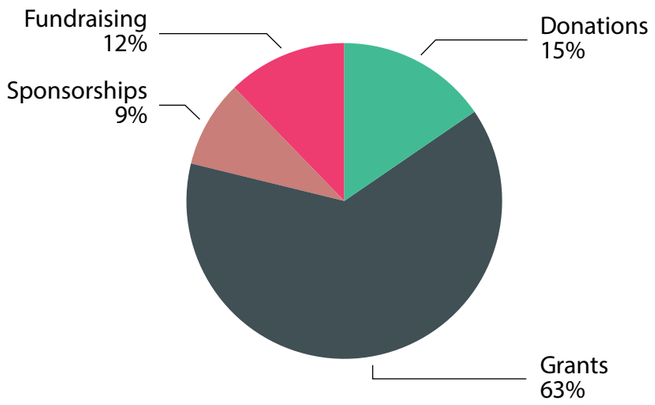
GOAL 5

MISSION-FOCUSED EDUCATION AND COMMUNITY PROGRAMMING

Maintain current level of programming, both performance and education, to continue serving community and fulfill NPB's mission.

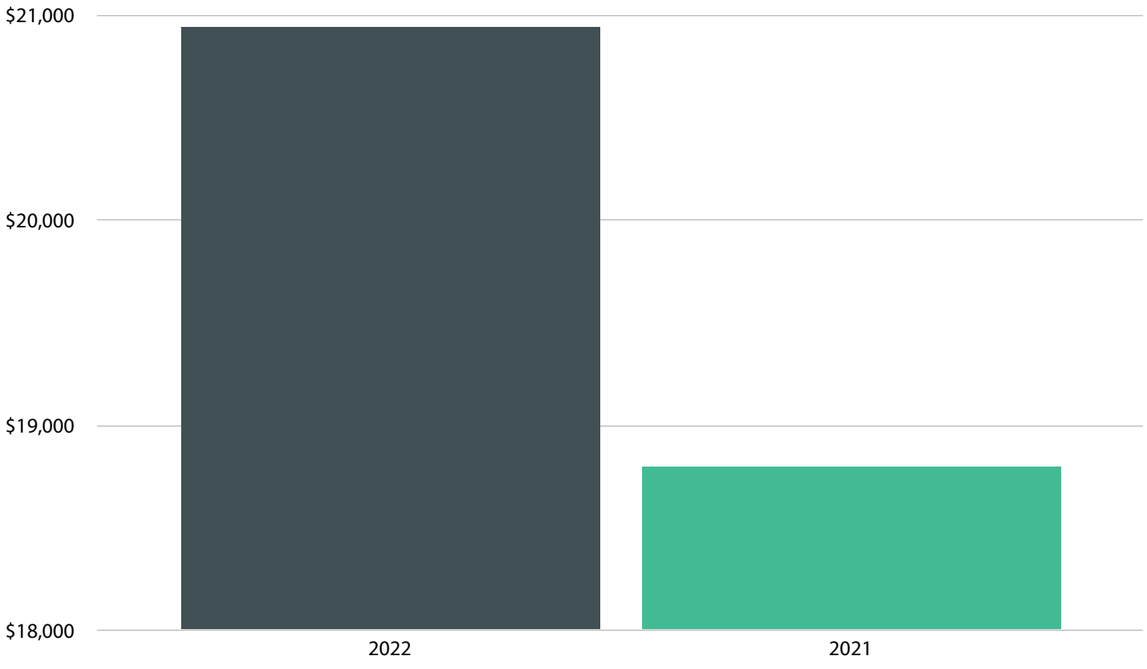
The Numbers

NPB works to acquire funding for its projects from a variety of sources outside of ticket sales. Donations, grants, and sponsorships are crucial to our existence and we are grateful for these contributions.

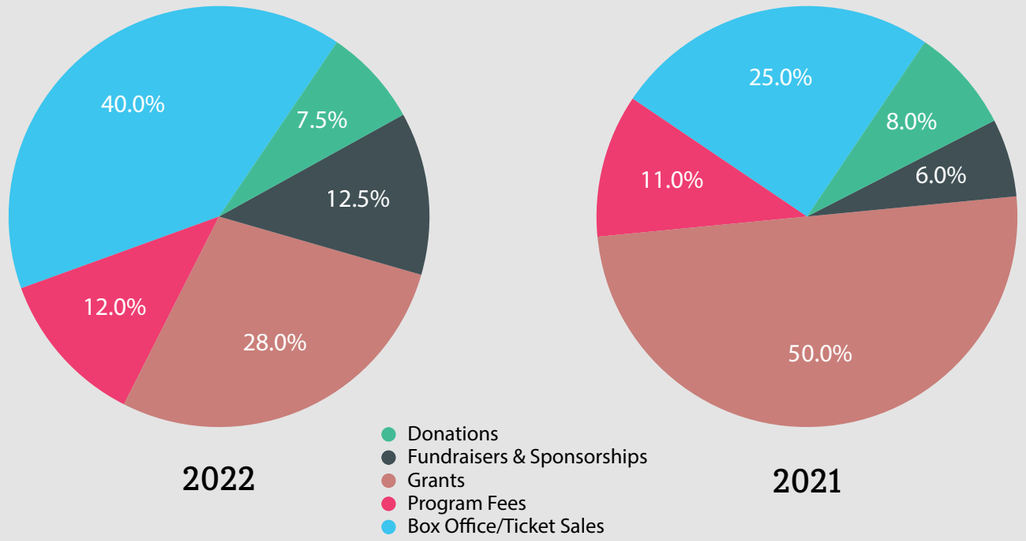


Individual Giving by Year

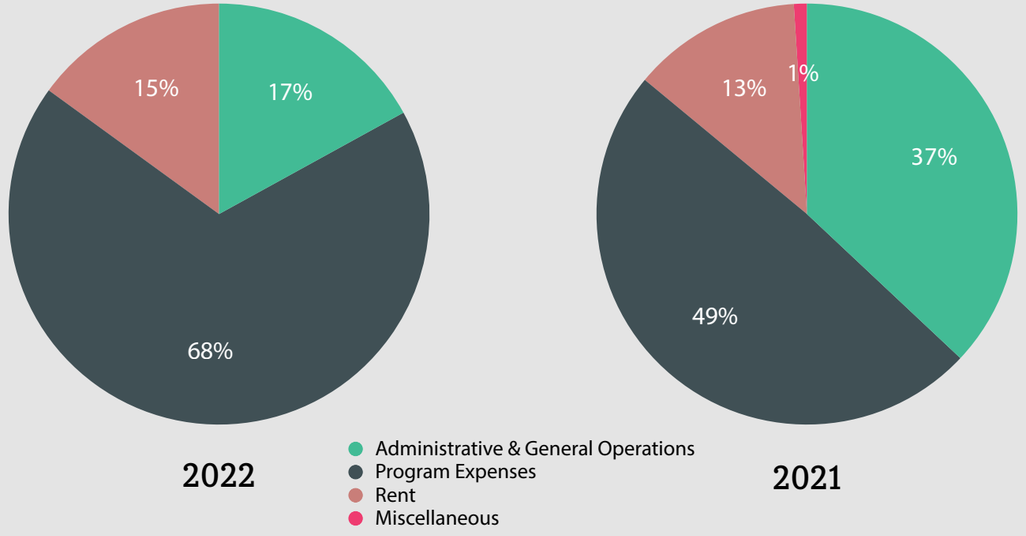
NPB is honored to have the support of so many who find our mission worthy of their gifts!



Revenue



Expenses



Assets
as of January 15, 2023

Total Bank Assets	$215,407
Total Fixed Assets	$2,588
Total Other Assets	$4,910
Total Assets	***$222,905***

Partners & Collaborators

LORAIN COUNTY METRO PARKS

EXTREME LEAP MOTION PICTURES

JULIA DE BURGOS CULTURAL ARTS CENTER Established in 1989

Beyond Words Music & Dance Center

CLEVELAND METROPOLITAN SCHOOL DISTRICT

The Lorain Palace THEATER

MurrayRidgeCenter Lorain County Board of Developmental Disabilities HELPING PEOPLE... FOR A LIFETIME

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BCSD Berea City School District EXCELLENCE • INTEGRITY • PURPOSE Serving Berea, Brook Park and Middleburg Heights

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For more information about upcoming performances, performance opportunities for dancers of all abilities, and other information, please visit northpointeballet.org

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