

## GENESIS GRANT APPLICATION 2004

### PROJECT SUMMARY

The project presented in this application by **The Studio** will focus on expanding and developing the arts and cultural environment in Elkhart with two inter-related projects. The dance studio is requesting \$13,410 to implement these programs.

The first project will be a series of three 6-8 week dance workshops (ElkArt Dance Workshops) providing dance instruction and performance opportunity for low-moderate income youths. These workshops will be conducted at **The Studio**, 228 South Main Street in Elkhart and will highlight America's rich dance heritage. Each workshop will consist of free weekly dance classes for 40 students ages 6-8 and 9-12. An eight week Spring Workshop will begin in late March 2004, a six week Summer Workshop will begin in June 2004, and an eight week Fall Workshop will begin in September 2004. The workshop instructors will be Sally Roth, Stephanie Pairitz, Nancy Palenick and Laura Bost. We estimate an annual attendance of approximately 140 students. The Studio is requesting \$12,340 in Genesis Grant funds to assist us in this element of our grant proposal.

Sally Roth is the founder and director of **The Studio**. She has been a leader in Elkhart dance education for 42 years, and her dancers and choreography have received high awards in both regional and national arenas. Stephanie Pairitz is an accomplished dance educator, whose dancers have gone on to professional careers of their own. As a performer, she appeared on national commercials, danced for Norwegian Cruise Lines, Great America, Southold Dance Theater and a variety of equity theaters. She was Nancy Palenick has been a Michiana ballet instructor for many years. Before teaching, she danced professionally with Michiana Ballet, Southold Dance Theater, St. Petersburg Dance Theater and Ballet Classique. Laura Bost is a graduate of St. Mary's College, where she minored in dance and was a member of St. Mary's Dance Company. She is a dance instructor at the University of Notre Dame and The Studio.

The second project will be a dance showcase tour of three Elkhart elementary schools celebrating National Dance Week. This tour will occur in May 2004 and will showcase the performance of the spring dance workshop participants, as well as approximately 40 other Elkhart dancers from The Studio. The showcase will highlight the diversity of American dance. Tap, jazz, ballet, and lyrical dance will be presented by children for children. We estimate the total elementary audiences to consist of approximately 1800 students. The Studio is proposing in this application that the Genesis Grant Project assist us in presenting these showcases for students in these three elementary schools. The Studio is requesting \$1070 in Genesis Grant funds to assist us in this element of our grant proposal.

Both elements of the project will be evaluated as follows: The ElkArt Dance Workshops will be evaluated based on the number of students who participate and the quality of their experience. The number of students participating will be monitored and reported and the quality of each student's experience will be evaluated through a survey distributed to workshop participants and their parents. The National Dance Week Showcase will be evaluated through a survey distributed to each school requesting feedback from the teachers and students.

In addition to Genesis funds, The Studio will provide "in kind" donations for these projects in the amount of \$4890, The Elkhart Truth will provide \$200 of "in kind" donated advertising and Pfister Promotions will provide \$160 of T-shirt discounts for workshop performers in the showcase. These "in kind" donations amount to a total of \$5280.

**Project Beginning Date:** 2/2004

**Project Ending Date:** 12/2004

**Estimated Total Attendance:** 1940 (includes workshops and showcase tour)

**Is this a new Program?** Yes

## **GENESIS GRANT APPLICATION 2004 – Narrative/The Studio**

### **1. Describe your project and clearly explain how this is a cultural or arts project?**

The project presented in this application by The Studio will focus on expanding and developing the arts and cultural environment in Elkhart with two inter-related projects:

#### **A. A series of three 6-8 week dance workshops (ElkArt Dance Workshops) providing dance instruction and performance opportunity for low-moderate income youth**

For the past 42 years, The Studio has provided thousands of young students with a quality dance education in ballet, tap, musical theater and jazz. Our performing arts training includes exposure to American dance legends like: Fred Astaire, Gene Kelly, Peg-Leg Bates, Gregory Hines, Twyla Tharp, Bob Fosse and Martha Graham.

Unfortunately, there is an entire population of low-moderate income students in Elkhart, who can not afford performing arts training. As a way of giving back to the community that has supported The Studio for 42 years, we would like to provide these students with the opportunity to experience the joy of creative movement, the thrill of performance, and the discipline of studying dance technique.

In 2004, The Studio will launch a series of ElkArt Dance Workshops. These workshops will be dedicated to enhancing coordination, self-confidence, creativity, agility, strength, and communication skills in school age students through quality dance training. Students will learn the fundamentals of ballet/ tap/ jazz technique, choreography and stage presence while preparing for a quality production. Emphasis will be placed on the following values: discipline, artistry, commitment, self-accountability and self-fulfillment through hard work and accomplishment. This program will be available to students, who would not otherwise be able to afford performing arts training. Ballet, jazz, musical theater and tap classes will be made available to students ages 6-12 years of age.

The first workshop (Spring Workshop) will begin in late March and will consist of two classes meeting once a week for eight weeks. This coed workshop will be taught by qualified dance instructors and will focus on one dance form for the entire eight weeks in classes divided by age (6-8 year olds and 9-12 year olds). These classes will be free of charge and will consist of approximately 20 students per class. The workshop will culminate in a quality dance performance made available to Elkhart elementary school students in celebration of National Dance Week.

The second workshop (Summer Workshop) will begin in June and consist of four classes meeting once a week for six weeks. Again this coed workshop will be taught by qualified dance instructors and will focus on one dance form for the entire six weeks in classes divided by age. These free workshops will consist of approximately 20 students per class and will culminate in a small dance showcase for their family and friends at The Studio.

The third workshop (Fall Workshop) will begin in late September and will consist of three classes meeting once a week for eight weeks. This coed workshop will be taught by qualified dance instructors and will focus on one dance form for the entire eight weeks in classes divided by age (6-8 year olds and 9-12 year olds). These classes will be free of charge and will consist of approximately 20 students per class. The workshops will culminate in a small dance showcase for family and friends at The Studio.

Our goal is to provide low-moderate income youths the opportunity to receive quality training in the performing arts. We would like to see this program grow each year. The Studio is requesting \$12,340 in Genesis Grant funds to assist us in this element of our grant proposal.

**B. A dance showcase tour of three Elkhart elementary schools celebrating National Dance Week.**

This will be the second year The Studio has provided a quality dance showcase highlighting the diversity of American dance in celebration of National Dance Week. Last year students from The Studio performed tap, jazz, ballet, and lyrical dance numbers at Concord Southside Elementary, Elkhart Pinewood Elementary and Elkhart Eastwood Elementary Schools. The shows were well received and our performers truly enjoyed the experience. This year we would like to include students participating in The ElkhArt Dance Workshops as performers. These students will wear matching ElkArt Dance Workshop t-shirts for the elementary school shows. We will also need to provide transportation for them to the various elementary schools.

The Studio is requesting \$1070 in Genesis Grant funds to assist us in this element of our grant proposal.

**2. Who are the key role players and what, specifically will they do in the project?**

**Stephanie Pairitz will oversee both elements of the proposed project.** Pairitz has been an instructor at The Studio since 1987, training dancers who have won regional and national dance competitions, toured nationally with Dance Olympus, won scholarships to study dance at Steps on Broadway Studio in New York City, received college degrees in dance, and pursued successful dance careers. Pairitz is active in the arts and cultural life of Elkhart volunteering to teach dance and yoga at elementary schools, choreographing various high school musical productions, and as a past member of the Miss Elkhart County board of directors. Pairitz will provide the vision, oversight and leadership for both elements of this project and will instruct workshop students in the art of ballet, tap and/or jazz.

**Sally Roth, Director and Owner of The Studio, will manage the National Dance Week elementary school tours.** Roth has been a leader in Elkhart dance education for 42 years, and her dancers and choreography have received high awards in both regional and national arenas. She has studied tap with Savion Glover, Jimmy Slyde and fulfilled a longtime desire to meet and befriend dance legend Peg-Leg Bates before his death. Roth manages The Studio coordinating staff, classes, and curriculum, while insuring high-quality dance instruction for all studio students. Roth will work with the administration in the various elementary schools to coordinate the dance showcase and will oversee and direct the actual show. Roth will also be a workshop instructor in tap, and ballet.

**Nancy Palenick will be a workshop ballet instructor.** Palenick has been a ballet instructor for many years. Before teaching, she danced professionally with Michiana Ballet, Southold Dance Theater, St. Petersburg Dance Theater and Ballet Classique. Palenick is a ballet and pointe instructor at The Studio.

**Laura Bost will be a workshop instructor.** Bost is a recent graduate of St. Mary's College, where she minored in dance and was a member of St. Mary's Dance Company. Bost is a dance instructor at the University of Notre Dame and The Studio.

**3. Outline the timetable, format and schedule of events for the project.**

**ElkArt Dance Workshop**

February 2004	-Advertise and publicize the program
March- May 2004	-8 week Spring Workshop
May 2004	-Advertise and publicize the Summer Workshop
June-July 2004	-6 week Summer Workshop
August 2004	-Advertise and publicize the Fall Workshop
September-October 2004	-8 week Fall Workshop

### **National Dance Week / ElkArt Workshop Performance**

March 2004	-coordinate dance showcase with various elementary schools and secure transportation for Workshop participants to those schools
April 2004	-create & secure simple costumes for workshop students
May 2004	-tour the elementary schools with dance showcase featuring Workshop participants and Studio dancers – each show will last approximately 40 minutes.

#### **4. Explain how the community will be involved in your project.**

This project reaches a variety of populations in the community ranging from the local artists who will teach the Workshop classes, to the low-middle income youth who will participate in the Workshops, and the school-aged audience of the National Dance Week showcase.

- A. Local artists in the Elkhart community will be given the opportunity to create exciting, engaging classes for various aged students not normally able to afford a dance education. Teachers will utilize their well-honed talents to educate these youths, creating fledgling performing artists and a new population of future dance participants and audience members.
- B. Low-middle income youth will be given an in-depth introduction to a specific dance form in an actual dance studio taught by teachers who excel at dance education. This education will not be second-rate but will be the same quality as that offered to all students at The Studio. Students who show strong potential will be awarded scholarships to participate in our 9 month dance program.
- C. School-aged students at three Elkhart elementary schools will be exposed to a high-energy dance performance highlighting a variety of American dance forms. This performance will celebrate the art of dance and will spread the word of the ElkArt Dance Workshops to additional school-age students who might not otherwise hear of the opportunity.

#### **5. How many participants will benefit from your project?**

Because this is a new project we do not have any hard figures. We anticipate 40 students will participate in the Spring Workshop, 50 students will participate in the Summer Workshop and 60 will participate in the Fall Workshop. This would give us a total of approximately 150 Workshop participants.

The National Dance Week School Showcase will reach a large audience. We estimate that most Elkhart elementary schools average 500-600 students. Our projected three-school tour would give us a total estimated audience of 1500-1800 students.

#### **6. How will you evaluate the project and how will you use your evaluation?**

Both of the elements of the project will be evaluated on an individual basis. The Workshops will be evaluated based on the number of students who participate and the quality of their experience. Certainly the number of students will be much easier to evaluate than the quality of each student's experience, however by using a survey distributed to each participant and their parent, we will be able to determine if the workshop was an educational and fulfilling experience. We hope to see the Workshops build throughout the series.

The National Dance Week Showcase will be evaluated through a survey distributed to each school requesting feedback from the teachers and students on the performance. We will be looking for information related to the educational and entertainment value of the performance.

7. **List all definite and possible sources and amounts of cash income for the project.**

In addition to Genesis funds, The Studio will provide “in kind” donations for this project in the amount of \$4890 [\$3200/Rental Space, \$340/Administration, \$300/Marketing, and \$1080/Scholarships for 3 students who excel in the workshops.] The Elkhart Truth will provide a \$200 “in kind” marketing donation, and Pfister Promotions will provide a \$160 “in kind” ElkArt Dance Workshop t-shirt donation.

## **BUDGET NARRATIVE:**

### **Other:**

**Contractual Personnel:** Local artist will teach the workshop classes. Experienced dance instructors receive wages of \$35 per class. The average teacher to student ratio is 1 to 10. Because the workshop classes will most likely consist of approximately 20 students, we will need to have two instructors in each classroom. The 8 week spring workshop will consist of two classes a week for a total of 16 hours of instruction at a cost of \$35 per hour per instructor. The spring workshop instructors fees will total \$1120.

The summer workshop will consist of 4 classes a week for six weeks. This is a total of 24 hours of instruction at a rate of \$35 per instructor for a total of \$1680.

The fall workshop will consist of 3 classes a week for 8 weeks. This a total of 24 hours of instruction at a rate of \$35 per instructor for a total of \$1680.

Administrative work will be necessary to process the necessary registration information for each student participating in the workshops. We estimate approximately 28 hours of administrative work for the year at a rate of \$25 an hour for an annual total of \$700. The Studio will provide \$340 of "in kind" administrative donations.

**Supplies:** Students participating in the workshops will need dance shoes and performance t-shirts. These supplies will be owned by the ElkArt Dance Workshop and used for future workshop participants. While we may need to add different sizes to the collection in future years, the majority of cost will be absorbed the first year of the program. We estimate the shoes (child & adult sizes) to average \$40 for tap shoes x 40 students = \$1600, \$35 for jazz shoes x 40 students = \$1400, and \$30 for ballet shoes x 40 students = \$1200. This brings the total dance shoe budget to an estimated total of \$4200.

The ElkArt Dance Workshop t-shirts will be worn by workshop participants for performances. The T-shirts will cost \$12 x 40 students for a total cost of \$480. Pfister Promotions will provide \$160 of "in kind" donation.

**Rental Space:** We estimate The Studio's approximately 4000 square foot facility will be utilized approximately 64 hours for the year by the ElkArt Dance Workshop. \$50 an hour rent includes the cost of electricity, heat, air conditioning, equipment, telephone, photocopying and liability insurance. \$50/hour rent x 64 hours = \$3200. All rental space costs will be absorbed by The Studio as an "in kind" donation.

**Marketing:** In order to insure optimal workshop participation, The Studio will need to get the word out to the community that it is launching The ElkArt Dance Workshop. Potential participants will need to know what the workshops are, who may participate, what classes are available for what age group and when and where the classes will be held. This will require a variety of marketing approaches. We estimate an annual cost of \$2400 in advertising in The Elkhart Truth. Approximately \$750 in the design and printing cost of workshop brochures/flyers to be distributed to elementary school students at the National Dance Week Showcases and at various community hubs. Approximately \$1000 will be needed in radio advertising and \$100 in posters. This brings the total annual marketing budget to \$3750. The Elkhart Truth will provide \$200 "in kind" advertising donation. The Studio will make a \$300 "in kind" donation.

**Nine Month Dance Scholarships:** To encourage talented workshop participants in continuing their dance education, The Studio will offer three 9-month dance scholarships to qualified students. Scholarship recipients will participate in a 9 month class course in ballet, tap or jazz. Each

scholarship has a cash value of \$360.  $\$360 \times 3$  scholarships will total \$1080 in scholarships awarded in 2004. All of this cost will be absorbed by The Studio as an “in kind” donation.

**National Dance Week Showcase Transportation:** The Studio will need to arrange transportation for workshop participants to the various elementary schools for the dance showcase at a cost of approximately \$300.

**Budget Summary:**

<b>Proposed Expenses</b>	<b>Genesis</b>	<b>In-kind</b>	<b>Total</b>
OTHER EXPENSES:			
<i>Contractual Personnel:</i>	<i>\$4840</i>	<i>\$340</i>	<i>\$5180</i>
Workshop instructors	\$4480		
Administrative work	\$360	\$340	\$700
<i>Supplies:</i>	<i>\$4520</i>	<i>\$160</i>	<i>\$4680</i>
Dance shoes	\$4200		\$4200
*T-shirts	\$320	\$160	\$480
<i>Rental Space:</i>		<i>\$3200</i>	<i>\$3200</i>
<i>Marketing:</i>	<i>\$3750</i>	<i>\$500</i>	<i>\$4250</i>
Elkhart Truth Ads	\$2200	\$200	\$2400
*Flyers/Design/Print	\$450	\$300	\$750
Radio advertising	\$1000		\$1000
Poster printing	\$100		\$100
<i>Scholarships:</i>		<i>\$1080</i>	<i>\$1080</i>
<i>*School Show Transportation:</i>	<i>\$300</i>		<i>\$300</i>
<i>Project Totals:</i>	<i>\$13,410</i>	<i>\$5280</i>	<i>\$18,690</i>

\*Denotes National Dance Week Showcase expenses