

# MILWAUKEE BALLET

## SEASON SUMMARY | 2019-20



The 2019-20 Season marked Milwaukee Ballet's 50<sup>th</sup> Birthday and the opening of our new home, Baumgartner Center for Dance. Our season featured *Coppélia*, a revival of our first-ever performance in 1970, followed by *The Nutcracker*, and *Ballet Russe Reimagined* in February. In March we were halted by the COVID-19 pandemic. Our School & Academy temporarily closed and our spring productions of *PUSH* and *Peter Pan* were canceled. With focused efforts, our school re-opened to host a modified summer program and we created digital engagement opportunities to connect with our supporters and patrons.

### ABOUT MKE BALLET

- ◆ Founded in **1970**
- ◆ Total employees **184\***
  - Administrative staff **49**
  - Teachers & Accompanists **50**
  - Company Artists **25**
  - Milwaukee Ballet II Dancers **20**
  - Orchestra Members **41**
- ◆ Total countries represented within the Company **10**

### ARTISTIC EXCELLENCE

- ◆ Artistic Director Michael Pink's years of tenure **18**
- ◆ World premieres during 2019-20 season **3**
- ◆ Total new works produced under Pink's tenure **58**
- ◆ Full-length works premiered by Pink during his tenure ***Peter Pan, La Bohème, Mirror Mirror, Dorian Gray, Beauty & The Beast***

### PERFORMANCE & REACH\*

- ◆ Total mainstage performances **30**
- ◆ Total mainstage audience **37,209**
  - Students attending matinees **7,086**
- ◆ Season subscribers **1,827**
- ◆ 20+ year subscribers **23%**
- ◆ Social Media followers **46,000**

\* Numbers from prior to pandemic restrictions and closures.

\*\* Earned revenue forecast 42% down against budget due to pandemic.

Photos Nathaniel Davauer, Emily Ottinger

### COMMUNITY ENGAGEMENT

- ◆ Community Engagement program reach **27,969**
- ◆ Total engagement events **165**
- ◆ People who watched Ballet-in-a-Box **7,000**
- ◆ Children participating in Tour de Force **36**
- ◆ MPS students in Relevé Program **280**

### SCHOOL & ACADEMY

- ◆ Total students enrolled **600** at **3** branch locations
- ◆ Scholarships awarded **59**
- ◆ Zip codes represented by students **76**
- ◆ Students who performed with the Company **165**
- ◆ Students enrolled in modified Summer Intensive program (local students only, reduced capacity) **86**
- ◆ Students enrolled in Pre-Professional Program **21**

### FINANCIAL STABILITY

- ◆ Total revenue **\$6.6 million** (unaudited)
  - Contributed revenue **57%**
  - Earned revenue **43%\*\***

### BAUMGARTNER CENTER FOR DANCE

- ◆ Opened **September 4, 2019**
- ◆ Size **52,000** square feet over two stories with **7** studios
- ◆ Average number of people using the building per week **800\***



Milwaukee Ballet transforms lives and connects communities through inspiring performances, community engagement, education and training.

