



Velocity Dance Center
2011 ANNUAL REPORT

Velocity Dance Center

Annual Report 2011



Transformation, vision, success

2011 has been an incredible year for Velocity. Revitalized under the visionary leadership of new Executive Director Tonya Lockyer, Velocity commissioned 13 and presented 83 new dance works, hosted guest artists from New York City, Minneapolis, San Francisco, and Los Angeles and launched its new humanities program, The Speakeasy Series. Since Ms. Lockyer's tenure all 9 Velocity produced performances have sold out. Community support for Velocity has always been strong, but has been especially critical this year with an increase in individual donations during one of the country's deepest recessions. The future of Seattle's premier art center for contemporary dance looks bright. As we look back on a very successful year, we also look to what's ahead. Firmly established in our beautiful new home we are thrilled to continue to advance contemporary dance through excellent education, dance creation, cutting-edge performance, community participation and inter/national exchange.

Keep Velocity Moving!

Josh Windsor

Board President

2011 Accomplishments

By the numbers

- Annual site visits: **15,000+**
- Individuals served this year: **5,000+**
- Movement classes per week: **38**
- New works commissioned by Velocity: **13**
- New works presented by Velocity: **83**
- Tickets sold: **2,030**
- Average ticket price: **\$15**
- Free tickets: **200**
- Master classes by visiting artists from NYC, Minneapolis, San Francisco, Los Angeles & Connecticut: **17**
- Partial scholarships awarded: **7**
- Work/Study Scholarships awarded: **12**
- Artists employed through Velocity's programs: **45+**
- Average monthly rehearsals: **190** hours
- Velocity's audience: **2,500+** dance enthusiasts
- Velocity's volunteers: **50+**
- Velocity Arts Administrative Interns: **5**

SPACE

In March 2011 Velocity celebrated its one-year anniversary in its new home. Velocity received vital funding from the City of Seattle and through the Washington State Building for the Arts program to successfully close its 3-year Capital Campaign. After losing its space in the Odd Fellows Building, Velocity secured a long-term lease at 1621 12th Avenue (the former Capitol Hill Arts Center) and launched a necessary capital campaign to renovate and upgrade the building. With Velocity's relocation, a vital art space was safeguarded that will now continue to serve dance artists and audiences for many years to come.

Velocity functions both as an incubator and catalyst in the contemporary dance community, by providing the necessary infrastructure to create, train and present dance work. The organization's ability to support and broaden community access to its innovative programming is intrinsically linked to having the requisite space for a healthy dance community to take root and flourish. Velocity is the only facility specifically equipped for dance that local companies can rent to self-produce their shows. Because Velocity is widely recognized for its excellence, the opportunity to present work in our theater gives dance artists more visibility with dance audiences, funders, and producers.

Velocity Dance Center is open 7 days a week, and available for rehearsals, classes, and performances from 6am till 11pm.



Dancers take class with Guest Artist Kathleen Hermesdorf



PROGRAMS

NEW PROGRAMS INAUGURATED in 2011

Speakeasy Series

In 2011 Velocity launched The Speakeasy Series, its newest program. The purpose of the Speakeasy Series is to encourage cross-disciplinary dialogue, promote civic engagement, create meaningful links between artists and the community, and support initiatives at the cutting edge of change. The program is an artist-curated series of panel discussions, show + tells, performance lectures, and/or informal community conversations that focus on provocative or timely issues of aesthetics, philosophy or the intersection of dance and social justice confronting, or of interest to, the dance and performance community.

The inaugural, sold out Speakeasy event “So You Think It’s Dance?” Show + Tell, was co-presented with CityArts as part of CityArts. All Speakeasy events are free or by suggested donation and open to the public.

Seattle Festival of Dance Improvisation (SFDI)

After producing the festival for 18 years, Dance Art Group handed SFDI over to Velocity in September 2011. In 2012, Velocity will produce the 19th annual international **Seattle Festival of Dance Improvisation (SFDI)**. The world-renown weeklong event offers master classes, performances, panel discussions and other activities with local and international dance artists with participants traveling from as far away as Ireland, Israel, Japan and Sweden.

STANCE

Velocity’s new online publication will go “live” in December 2011. STANCE is an artist-driven platform for the exchange of ideas and a place of connection between the inter/national dance ecology and Seattle. The publication publishes conversations, informed writing, traces of Speakeasy Events and other relevant online content in relationship with current practices and Velocity programming.

OTHER 2011 PROGRAM HIGHLIGHTS

The **Strictly Seattle** Summer Dance Intensive was filled to capacity with participants from over 13 different states and all over Washington.

Guest Artist Kathleen Hermesdorf (SF) came to Seattle to teach a week of master classes and a weekend of performances with Velocity’s 2011 **Artist-in-Residence** Amy O’Neal.

SCUBA: National Touring Network for Dance, a partnership between Velocity, ODC (San Francisco), Philadelphia Dance Works, and the Southern Theater (Minneapolis) was recognized as a national model at the Annual DanceUSA conference in Philadelphia.

STRATEGIC PLAN

In October 2011 Velocity completed its 2012-2014 Strategic Plan. Led by a task force comprised of board members, community members and organizational peers, the planning process included four months of external analysis and internal evaluation, a survey of 268 constituents, two dozen stakeholder interviews, three focus groups, and research of five peer organizations. With this information, Velocity's new leadership has been shaping the organization's strategies for the next two years.

Velocity now has a new mission and vision statement, a list of guiding values, and clearly defined strategic priorities, goals and indicators of success.

MISSION

Velocity advances contemporary dance and movement-based art by fostering the creative explorations of artists and audiences through an invested commitment to education, creation, performance, inquiry, community participation, and inter/national exchange.

VISION

Velocity aims to be a national leader as an artist-driven, community-centered dance incubator where Velocity's partnerships of education, artist support, advocacy and performance foster dance literacy and the artistic vitality of our community.

Velocity envisions a city where contemporary dance is a regular part of civic and cultural dialogue, and a nation where dance artists are valued for their singular contribution to culture and society.

VALUES

RELEVANCE

We are responsive to the artistic, social and economic landscape of the moment and current developments in the field of dance.

INNOVATION

We are a forward thinking laboratory. We believe in creating frameworks where new ideas can emerge and develop. We foster and seek-out artistic and organizational initiatives on the cutting edge of change. We question assumptions to find new pathways to create public value.

EXCELLENCE

We believe an environment that encourages rigorous training and investigation inspires individuals to reach their maximum potential and enriches the cultural landscape of our country. We believe in presenting smart and compelling ideas that challenge and inspire. We aim to better our art form by reaching beyond our expectations.

ACCESS

We welcome and celebrate our students, artists, audiences and supporters. We embrace our role as an entry point to dance and a portal to the Seattle dance community. We believe democracy in action means that anyone with the desire to dance has the opportunity to fulfill that desire. We embrace differences of sexual orientation, gender identification, physical ability, age, ethnicity and socio-economic status.

STRATEGIC PLAN



FINANCIAL NARRATIVE

The financial story of Velocity in 2011 is a mirror of its organizational story. 2011 was a period of renewal and growth despite adversity. Velocity entered 2011 facing several challenges. The budget was set under an interim executive director, while new leadership was sought. Earned income had fallen during the 2010 fiscal year, and the availability of contributed support from foundations in the region was shrinking. In addition, 2011 marked the last phase of an emergency capital campaign launched to assist Velocity in the transition to a new home. As a result, the 2011 budget was an austere reminder that the organization needed to be careful with its resources and attentive to new opportunities in funding.

Paramount to Velocity's financial success was an assertive advocacy campaign to secure capital funding from both the City of Seattle and the State of Washington to assist in repaying the construction loan for the new space. Both campaigns were an enormous success. Funding of \$75,000 was awarded by the City of Seattle in late spring and \$102,000 by the State of Washington later in the year. Thus allowing Velocity to close the campaign without having to acquire additional debt in its general operating funds.

During the 2009 and 2010 fiscal years, operating expenses had been paired down to the absolute minimum. 2011 required a new look at the organization's revenue streams. With the shift in arts funding in the region, Velocity made a concerted effort to focus on building support from individuals and corporations. Corporations had historically represented less than 10% of contributed income and the early successes of the capital campaign indicated that there was room for improvement in individual giving strategies. Both tactics proved to be effective with Velocity receiving over 30% of its contributed income in 2011 from these two sources combined.

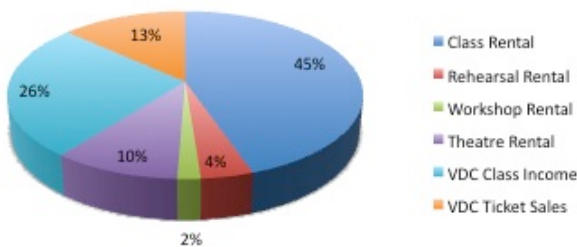
With the arrival of Tonya Lockyer as Executive Director, Velocity was able to focus its attention on earned revenue. Along with Tonya, the board of directors took a hard look at Velocity's business model. After much consideration, that with a few operational adjustments and more targeted marketing effort, Velocity could better capitalize on its existing model. Starting in June of 2011, this strategy began to be realized and earned income increased in all categories.

Throughout 2011, cash flow remained the greatest issue for Velocity financially. The organization was strict in its policy of not acquiring any new debt while investing in critical theater upgrades, and the staff and board of directors monitored the cash flow with diligence. As a result, Velocity will end 2011 in a much stronger position than when it started and can begin reducing its operations line-of-credit in 2012. Velocity looks forward to a sustainable future.

FINANCIALS



Earned Income Sources



Contributed Income Sources

