



MISSION

To inspire, educate and entertain through the energy and artistry of ballet.

Adopted September 2008

VISION

Ballet Kelowna enhances the image of ballet, making the art form more inviting, fun and personally meaningful. Capturing the entertainment interest of all members of the family, Canada's Ballet Kelowna will perform to sold out audiences wherever it tours. Proudly "Made in Kelowna", this boutique "inno-classical" ballet company is a passionate and dedicated community partner.

Adopted October 2008

GOALS

1. Fund Development & Financial Stability

Communicating our greatness and commitment to artistic excellence through ongoing strategic business planning we will raise \$750,000 by 2013 from diverse funding sources, both earned and contributed, to ensure that long term sustainability of the Kelowna Ballet Society through 2013 and thereafter.

2. Marketing & Audience Development

Ballet Kelowna will reward the intelligence of our consumers, sponsors, media and community partners with unconventional approaches to dance promotions, communications and events. We will be unexpected, original and dynamic, working diligently to break down preconceptions of what a dance company "should" be resulting in an increase of audience attendance by 20% annually.

3. Human Resources

With the objective of recruiting and retaining the best Canadian talent, opportunity will be provided to 10 professional dancers to dance 40 weeks a year by 2014, a general manager will be hired to lead the organization by 2011.

4. Facilities Development

Kelowna Ballet Society will secure a home by 2014 by developing a plan that is financially feasible that meets the future needs of Ballet Kelowna.

Goals 1-4 developed based on 2008 Planning Retreat

5. Artistic Direction & Production Values

Ballet Kelowna develops and showcases professional Canadian dance talent by employing a minimum of six dancers and provides a nurturing, creative environment for Canadian choreographers by commissioning or restaging at least one new dance each season. Ballet Kelowna passionately performs a diverse repertoire of excellent "inno-classical" dance programming for multi-generational audiences throughout British Columbia and beyond.

Goals 5 developed after 2009 Planning Retreat in response to identified need for artistic/program goal. Based on first company mission.

Be Moved



Our Accomplishments

- Ballet Kelowna enjoys a widespread reputation documented through many critical reviews from regional media that laud the breathtaking beauty and excellence of the Company, which performs high quality dance in intimate settings, making ballet accessible to audiences throughout BC and beyond.
- Named “2008 Touring Artistic Company of the Year” by the BC Touring Council, Ballet Kelowna has captivated audiences each year and grown from seven performances in six communities its first year to more than 50 performances, 13,000 people, in 33 BC & Alberta communities annually.
- Ballet Kelowna continues to launch the careers of aspiring professional Canadian dancers by employing six talented dancers for 36 weeks per year to train, rehearse and perform a diverse repertoire of classical and innovative dance. Because of the excellent training and experience Ballet Kelowna dancers receive, several have gone on to be scouted and hired by the Alberta Ballet, Ballet British Columbia, Ballet Jorgen, National Ballet of Canada, Royal Winnipeg Ballet and others. In total, Ballet Kelowna has provided career development opportunities to twenty-five Canadian dancers.
- Ballet Kelowna has boldly commissioned six emerging Canadian choreographers to set new works on Ballet Kelowna. The Company’s repertoire currently numbers 32 ballets and excerpts plus The Nutcracker. In the words of choreographer Josh Beamish, “to create a work for a ballet company is a landmark moment in the career of a choreographer.” David LaHay has choreographed 11 original works for the company and staged many works from both the classical and contemporary milieu.
- Ballet Kelowna presents fun educational programmes to primary through secondary school children, introducing 1600 students annually to this art form and demystifying ballet. For the majority, this is their first experience of ballet, giving them an education and appreciation for the discipline, athleticism, and dedication that is required in this performing art. Ballet Kelowna has produced *Kelowna Dances* and *Penticton Dances* to showcase the talent of all dance students participating in local dance programs.
- Ballet Kelowna is a disciplined, financially responsible and well-managed company evidenced by balanced budgets and formal reviews. As a commitment to our future, in 2005 Ballet Kelowna established an Endowment Fund of \$64,000 with the Central Okanagan Foundation and developed a Planned Giving Program providing donors with more opportunities to realize potential tax benefits.
- Artistic Director David LaHay served as Artistic Director for the inaugural Okanagan Summer Dance Intensive 2008 which was re-established in Kelowna after many years at The Banff Centre, with eminent teachers training 65 students and 10 professionals who came from across Canada.
- David LaHay received the Angel Award for excellence in the arts from the Central Okanagan Arts Council in 2006 in recognition of his contribution to Kelowna’s cultural mosaic.
- Ballet Kelowna received a Medici Grant from the BC Arts Renaissance Fund managed by the Vancouver Foundation to hire a Development Manager for two years September 2007-2009.
- Board Member and Graphic Designer, Phred Martin of Splashdesign won the Silver Award for Logo Redesign at the Summit International Awards competing against entries from 25 countries.

Be Moved