

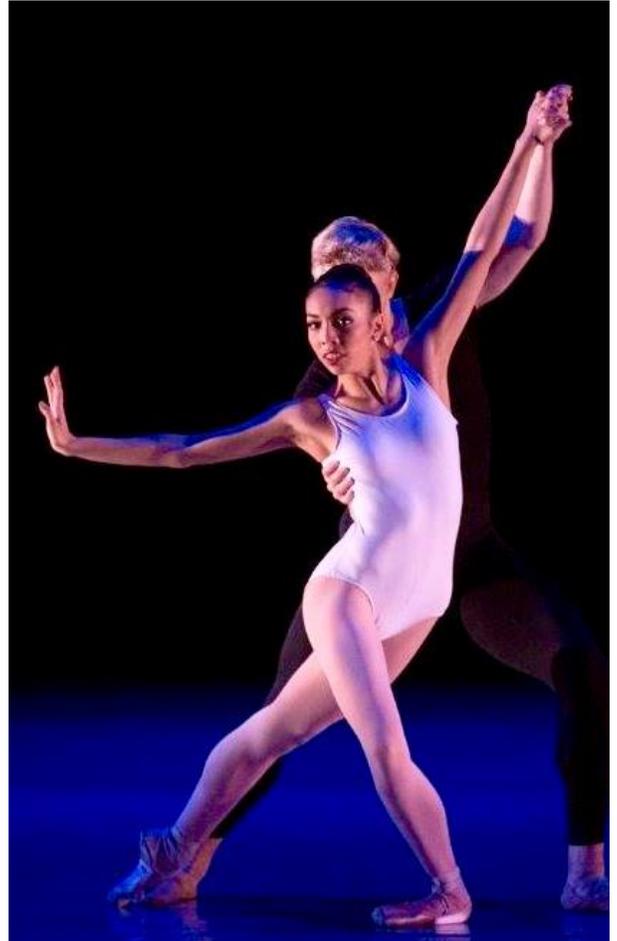
THE POWER OF DANCE

The Campaign for Central Pennsylvania Youth Ballet *at 60!*

Walk into any Central Pennsylvania Youth Ballet class, where young dancers train for hours, days, weeks and years, and you'll see it, in every student's eyes: the determination, the discipline, the passion—the power of dance.

Aiming to bring this extraordinary power to new generations of students and audiences, Central Pennsylvania Youth Ballet—internationally celebrated as one of the greatest schools of its kind—is now undertaking a campaign to raise \$7.6 million to fund a major capital expansion and build our endowment.

The Campaign for Central Pennsylvania Youth Ballet at 60! will allow us to meet the increased demand for our programs and classes as well as continue our great tradition of nurturing character-building life skills in thousands of young people, who in turn go on to inspire the world.



THE POWER OF DANCE

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The Campaign for Central Pennsylvania Youth Ballet *at 60!* builds on the vision of Marcia Dale Weary, our Founding Artistic Director, recognized the world over as one of the great teachers of classical ballet. Our organization has impacted more than 21,000 students, and their accomplishments in the world of dance, the arts, and a range of endeavors clearly reflect the results of our founding vision.

Today, our student body comes from all over the world—a third are from outside the region—with a total impact on more than 2,000 students every year. Just in the past two years, we've seen a 10 percent increase in enrollment, and we've had to turn away more than 100 students interested in our 5-Week Summer Ballet Program due to lack of space.

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Operating at full capacity, our facilities have become increasingly insufficient to meet the demand for enrollment and our students' needs. Our community has also become increasingly more interested in attending performances that are currently limited by our facilities.

Moreover, with a 60-year legacy in arts education, and as a cultural cornerstone of the capital region, we need to significantly build our endowment so we can ensure continuity and innovation, and take advantage of timely opportunities.

The Campaign will address a range of critical issues we face today. Support for the campaign will:

- **Renovate and expand** our studios and educational facilities, adding 6,600 square feet in new studio space enabling us to increase enrollment by 20 percent as well as generate additional income.
- **Create a new onsite black box performance venue** that will double as our largest studio space, an ideal facility for in-studio performances and large-group programs, which will double our audience capacity and quadruple our in-studio ticket revenue.
- **Optimize our facilities** in terms of efficiency, comfort and safety by adding new study areas, student dressing rooms, lounges and security systems.
- **Raise \$2 million in endowment**, supporting a wide range of school activities, including year-round training, summer programs, choreography workshops, and other instruction at all levels, as well as public performances and community outreach.

The Campaign will build on the traditions and leadership of Central Pennsylvania Youth Ballet, on our many educational innovations, and on the substantial contributions we've made to the regional economy and quality of life. And most of all, the Campaign will continue our work of inspiring and shaping the lives of young people for many generations to come—all through the power of dance.

SIXTY YEARS OF ARTS EDUCATION

About Central Pennsylvania Youth Ballet

Embracing an attitude of lifelong learning more than 60 years ago, Marcia Dale Weary envisioned a school where children would have the opportunity to receive exceptional ballet training. Today, Central Pennsylvania Youth Ballet (CPYB) is the nation's preeminent school of classical ballet. Our alumni include dancers at major ballet companies throughout the world, as well as choreographers, dance teachers, and professionals in many other fields. CPYB also stands as an economic cultural powerhouse that infuses more than \$7.5 million into the regional economy every year through operations, employment, performances, and patron spending.

Our studios: a magical place of dance.



The school had its start as a small, local dance studio that Ms. Weary began in 1955 after studying at the School of Ballet Repertory in New York City. Her father, family, and friends converted an old sheep barn into a home for the school, with four small dance studios. Over the years, the school thrived, and in 1999 expanded to a former warehouse on the campus of Dickinson College. The historic Barn Studios, only blocks away, continue as a training site for beginning-level students.

One of the great teachers of dance.

The success of Central Pennsylvania Youth Ballet stems from Ms. Weary's great love of ballet and commitment to excellence. Widely recognized by her peers and dance critics alike as one of the world's foremost ballet instructors, Weary's Teaching Syllabus © 2003, builds technical strength, stamina and flexibility, and nurtures artistic development. She continues to teach today, joined by an outstanding faculty with world-wide experience. Her lifelong dedication, compassion, and artistic vision continue to guide everything we do.

Performance and outreach.

Performances for regional audiences have long been a key component of our activities. Today, we present 17 on-stage performances each year, including newly commissioned works by nationally recognized choreographers. More than 16,000 patrons annually enjoy the beauty of classical ballet presented in our studios and on the stage at the Whitaker Center for Science and the Arts in Harrisburg—where CPYB is the resident ballet company—and at the Hershey Theatre in Hershey, Pennsylvania.



Founding Artistic Director Marcia Dale Weary in the studio.

Careful planning, smart leadership.

The Campaign is grounded in pragmatic vision, fiscal responsibility and careful preparation. Since 2013, CPYB's revenues have increased by 35%. The Campaign is built on a 10-year strategic plan for incremental growth and a forward-thinking business plan developed by CPYB Chief Executive Officer Nicholas Ade, our board of directors, staff, and faculty. By expanding the school and by building endowment, the Campaign will help to secure our long-term sustainability and continue to shape the lives of young people for years to come.

PRELIMINARY GOALS

The Campaign for Central Pennsylvania Youth Ballet *at 60!*

The Campaign will give CPYB room to grow, increasing enrollment and community outreach to levels never before possible, in addition to building endowment to ensure our future.

Increasing education opportunities through new studio space.

A major expansion of the south side of the CPYB Warehouse Studios through the Campaign addresses our need for studio space, adding four new studios, bringing the total number of teaching spaces to ten studios and adding 6,600 square feet to the existing 15,000 square feet, an increase of more than 40%.

Optimizing safety, efficiencies and comfort for the CPYB community.

The Campaign will result in vitally important safety improvements and other enhancements at the CPYB Warehouse Studios, including: a secured access system for studios and student areas, designated changing rooms, a student lounge and study area, a separate guest lounge for parents, siblings and visitors, and additional office space, restrooms, and conference rooms.

Increasing outreach opportunities through new performance space.

The Campaign will also result in a major new component of the CPYB Warehouse Studios, a 6,100 square-foot black box theatre on the east side of the facility. The multi-purpose facility will be equipped with state-of-the-art retractable theatre seating accommodating audiences up to 225, providing a new local performance venue and allowing the space to double as the school's largest studio, used daily for large class instruction and rehearsals.



The CPYB Black Box Theatre will include retractable seating for additional studio space.

Growing the endowment—securing the future.

Endowment funds raised through the Campaign are enormously important for the future of CPYB. Endowment provides us with a permanent source of support to connect opportunity with results and vision with reality—for generations to come. Endowment income also helps us to strengthen our programs, to weather tough financial times, and to provide us with the flexibility to take advantage of new opportunities that arise.

One of the major arts and educational institutions of the capital region, Central Pennsylvania Youth Ballet has built a regional, national, and international reputation by mentoring some of the most accomplished dancers in the world, and by doing so much more than this—by transforming lives. Through our Campaign, we will recognize the generosity of donors in naming opportunities, honor the legacy of our founder, build on our great traditions, and take the Central Pennsylvania Youth Ballet to a new level of excellence.

PRELIMINARY PROJECT BUDGET

Capital Improvement and Endowment

Studio Expansion and Renovation	\$1,375,000
Includes 4 new studios adding 6,600 sq. ft. to the existing 15,000 sq. ft. for a total of 10 studios and historic barn improvements	
School Modernization and Renovation	\$1,900,000
Includes capital improvements for emergency preparedness, new guest lounge and reception area; student lounge and study area, student restrooms and separate changing rooms, administrative and faculty offices and meeting rooms	
New Performance Space	\$1,725,000
225 seat black box theatre/flex studio space, box office, lobby and restrooms	
Endowment	\$2,000,000
Increase long-term stability of CPYB through endowment earnings; fortify program and educational priorities	
Operations Support and Transition Costs	\$600,000
CAMPAIGN GOAL	\$7,600,000

The following table illustrates how many gifts would be required, by category, to raise \$7.6 million. Gifts would be paid out over a three to five-year period.

Gift Table: 2017-2021

# of Gifts	Amount of Gift	Total Gifts	Cumulative Gifts	% of Goal
1	\$ 1,500,000	\$ 1,500,000	\$ 1,500,000	20%
1	\$ 1,000,000	\$ 1,000,000	\$ 2,500,000	33%
3	\$ 500,000	\$ 1,500,000	\$ 4,000,000	53%
6	\$ 250,000	\$ 1,500,000	\$ 5,500,000	72%
8	\$ 100,000	\$ 800,000	\$ 6,300,000	83%
10	\$ 50,000	\$ 500,000	\$ 6,800,000	89%
12	\$ 25,000	\$ 300,000	\$ 7,100,000	93%
20	\$ 15,000	\$ 300,000	\$ 7,400,000	97%
20	\$ 10,000	\$ 200,000	\$ 7,600,000	100%

BOARD OF DIRECTORS

Central Pennsylvania Youth Ballet

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Marcia Dale Weary, Founding Artistic Director
Hugh Aberman
Chris Baldrige
Therese Bretz
Donald Grell
Darla Hoover*, Associate Artistic Director
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Amanda J. Lavis, M.B.A., Esquire
Kristen Olewine Milke
Donald Mowery
Daniel J. Madio, II

Members Emeritus
Andre de Ribere (1915-2011)
J. Robert Gregor
David Hukill, Esquire
Kenneth L. Laws

**CPYB Alumna/Alumnus*

We would like your feedback for The Campaign for Central Pennsylvania Youth Ballet *at 60!*

Click [HERE](#) to take our Survey.

Photos: Rosalie O'Connor Photography, Joel Thomas Photography