



ORLANDO BALLET

Development of Inaugural Annual Report



Orlando Ballet began in 1974 as The Performing Arts Company of Florida and was started with twelve young, non-paid dancers and only \$4,000. In 1978, the Company changed its name to Southern Ballet Theatre and began performing at the Bob Carr Theater.

The company now performs at the Dr. Phillips Center for the Performing Arts. Since 2009, the Company has been under the creative expertise of **Artistic Director, Robert Hill**. Hill is a former principal dancer with American Ballet Theater®, Royal Ballet, Covent Garden and the New York City Ballet. He has taught for American Ballet Theatre®, the ABT® Studio Company, Alvin Ailey American Dance Theatre and for companies where he creates and stages his work. Today, Orlando Ballet is Central Florida's only fully residential professional ballet company. More than 100,000 captivated theatregoers, residents, and visitors are spellbound by the originality, vitality and spirit that have earned the organization its critically acclaimed reputation. Orlando Ballet produces year-round Main Stage productions featuring meticulous staging of timeless masterpieces and innovative contemporary world premieres, its annual *The Nutcracker*, performance lecture demonstrations, and enrichment programs. Orlando Ballet employs a full-time professional Company of 25 national and international dancers. Combined with extraordinary costumes, sets and lighting design, the Company achieves the highest level of professionalism and artistic excellence. Additionally, Orlando Ballet supports pre-professional dancers through Orlando Ballet II.

Orlando Ballet School

Orlando Ballet School is only one of four professional national training academies accredited by American Ballet Theatre®.

It attracts more than 1,200 local and international students and in 2018, was named "Outstanding School" at the prestigious Youth America Grand Prix. The School's two campuses provide year-round professional ballet training, as well as performance and touring opportunities, summer intensive training, workshops and master classes, and teacher training programs. Graduates of Orlando Ballet School have pursued professional careers with major dance institutions including American Ballet Theatre, Boston Ballet, Pacific Northwest Ballet, Hamburg Ballet, Houston Ballet, and Paul Taylor Dance Company.

Arts Education and Community Enrichment

Orlando Ballet's philosophy is that every child who wants to dance or experience dance be provided the opportunity. Arts education and enrichment activities are annual priorities. Programs include STEPS for underserved low-income second and third graders, Come Dance With Us!, a program for children with varying abilities, Intro to Ballet for more than 16,000 public school students to attend performances, and scholarship assistance for those in need.



The Innovation Team managed the process to source, develop and design materials for the company's inaugural annual report. Specifically, the S. Sutton & Associates Inc. the Innovation Team:

- **Developed themes and an outline for the annual report:** The Innovation Team reviewed existing materials used to cultivate and solicit funds that have been written by the Orlando Ballet, all relevant collateral and information, and determined with Orlando Ballet leadership major milestones/goals achieved by the Orlando Ballet during FY 2019-2020. Innovation Team members drafted themes for the Annual Report along with a proposed outline.
- **Drafted the annual report:** The Innovation Team developed copy/verbiage for the annual report and presented to leadership for review, edits and/or suggested revisions.
- **Designed and printed the annual report:** The Innovation Team drafted and presented the design concepts for leadership's review, edits and/or suggested revisions. Once final, a digital version was developed for review and approval. The Innovation Team members interfaced with a print house/vendor chosen by the Orlando Ballet leadership.
- **Finalized print and digital versions of the annual report:** Final print and digital annual report were made available to the Orlando Ballet leadership for posting and distribution to the Board, stakeholders, prospects, donors, and constituents.

