

Request Name: Ballet West

Description: \$250,000

see attached documents

Agency: Heritage and Arts

Purpose: see attached documents

Funding for: \$250,000 One time

Private Not-for-Profit

# Ballet West

ADAM SKLUTE — ARTISTIC DIRECTOR

## AMERICA'S FIRST NUTCRACKER —A UTAH STORY

### An American Story: Willam Christensen

Fondly recognized as the grandfather of American ballet, the late Willam Christensen ("Mr. C") was born and raised in Brigham City, Utah. A true pioneer in dance, Mr. C established the San Francisco Ballet, the oldest professional ballet company in the U.S., in 1938. He returned to Utah to create the country's first ballet department at a university in 1948, at the University of Utah, and founded Ballet West in Salt Lake City in 1963. On Christmas Eve in 1944, Mr. C staged the very first full-length production of *The Nutcracker* at the San Francisco Ballet. The production sparked a long-lasting, cultural phenomenon that continues to this day.

Ballet West's *The Nutcracker* is the longest running production of the ballet in the United States.

### The Nutcracker: A Cultural Phenomenon

*The Nutcracker* has become a household ballet over the past 75 years, but the story of its American introduction and Mr. C's significant role in sparking its phenomenon is largely overlooked. This cultural phenomenon has transcended into a holiday tradition for millions of Americans each year in every major American city as well as countless smaller cities and towns.

**"Ballet West's  
*The Nutcracker*, the best  
in the United States!"**

—Alistair Macaulay, *The New York Times*

### 75<sup>th</sup> Anniversary of America's Nutcracker

In celebration of the upcoming 75<sup>th</sup> anniversary of company founder Willam Christensen's original *Nutcracker* choreography, Ballet West, in collaboration with BYUtv, will produce a documentary chronicling the history of America's First *Nutcracker*, while highlighting the role of Willam Christensen and the state of Utah.



#### NUTCRACKER BY THE NUMBERS

**30,000 Nutcracker tickets** are sold by Ballet West, each year.  
**Millions** of *Nutcracker* tickets sold nationally, each year.

Over the last five years, Ballet West's *Nutcracker* patrons represented all **50 states, 4 U.S. districts and territories and 16 foreign countries.**

**275 children** dance in Ballet West's *Nutcracker*, each year.  
**100,000's+** children throughout the United States dance in *The Nutcracker*, each year.

**UTAH HAS A HISTORIC OPPORTUNITY TO RIGHTFULLY CLAIM AND  
CELEBRATE THE LONGEVITY OF AMERICA'S NUTCRACKER.**



# 75<sup>th</sup> Anniversary Celebration of America's First Nutcracker

The goal of broadcasting Ballet West's historic production of *The Nutcracker* is to illuminate a compelling but neglected story, in how this ballet became a holiday phenomenon now celebrated by millions annually. Most Americans are familiar with the ballet's story, but few know how it came to be in America and its deep roots in Utah.

## Documentary

BYUtv will film Ballet West's *Nutcracker* at the Janet Quinney Lawson Capitol Theatre, February 20 and 21, and will produce a program that will debut in fall, 2019. The program will be comprised of Ballet West's *Nutcracker* ballet and a retrospective of Willam Christensen's legacy, interspersed with interviews from luminaries, that highlights the broad scope of this treasured Utah story. This evergreen program will maintain its relevance for future airings and broadcast over the next five to ten years. The program will be streamed to more than **60 million subscribers to BYUtv** and there may be an opportunity to air this production on KSL in fall, 2019 if additional releases from the performers are obtained since KSL is a commercial entity. BYUtv is also exploring releasing the program through cable networks as well as through the Public Broadcasting Service (PBS).

## Economic Impact

The University of Utah's Kem C. Gardner Policy Institute is commissioning an economic article authored by Natalie Gochour to illuminate the economic impact *The Nutcracker* has had on America over the past 75 years.

## Nutcracker Performances

Ballet West will host 22 performances of *The Nutcracker* where over 30,000 attendees will experience this evergreen production at the Janet Quinney Lawson Capitol Theater in downtown Salt Lake City.

### 75<sup>TH</sup> ANNIVERSARY BUDGET

The total budget of the 75<sup>th</sup> anniversary is \$1.2m. BYUtv will finance \$700,000 and Ballet West is responsible for \$487,817.

PERSONNEL (Admin & Union Contracts)	\$319,220
RIGHTS AND ROYALTIES	\$29,000
MARKETING	\$22,500
BROADCAST AND ADMINISTRATIVE OVERHEAD	\$10,000
PRODUCTION LOGISTICS	\$47,250
CELEBRATION PLANS	\$15,500
Sub-total	\$443,470
Contingency (10%)	\$44,347
<b>TOTAL</b>	<b>\$487,817</b>

## Ballet West One-Time Request

Ballet West is seeking a one-time appropriation of \$250,000 to help support the 75<sup>th</sup> Anniversary of Willam Christensen's *The Nutcracker*. Ballet West will seek additional funds from the private sector to match this contribution from the legislature to support this important and historic Anniversary Campaign.

# BALLET WEST

75th Anniversary Project

Prepared by: M. Scolamiero

Updated: 1/18/2019

<b>PERSONNEL</b>	<b>BW Costs</b>
Dancers	\$ 126,000
Musicians	\$ 62,350
Production (including Sunday O.T.)	\$ 89,600
Artistic and Administration	\$ 12,250
Fringe	\$ 29,020
<i>Sub-total</i>	<u>\$ 319,220</u>
<b>RIGHTS AND ROYALTIES</b>	
Choreography	\$ 2,500
Scenic	\$ 7,500
Costume	\$ 3,000
Lighting	\$ 5,000
Projections	\$ 11,000
<i>Sub-total</i>	<u>\$ 29,000</u>
<b>MARKETING</b>	
Creative services	\$ 1,000
Promotion	\$ 2,000
Digital and interactive media	\$ 1,500
Printing	\$ 16,000
DVDs	\$ 2,000
<i>Sub-total</i>	<u>\$ 22,500</u>
<b>BROADCAST AND ADMINISTRATIVE OVERHEAD</b>	
Administrative	\$ 10,000
<i>Sub-total</i>	<u>\$ 10,000</u>
<b>PRODUCTION LOGISTICS</b>	
Travel, hotel and per diem (designers)	\$ 2,500
Foy	\$ 8,750
Pyro/dry ice	\$ 6,000
Capitol Theater (ushers, rent, cleaning)	\$ 17,500
Trucking (Double load in and load out)	\$ 12,500
<i>Sub-total</i>	<u>\$ 47,250</u>
<b>CELEBRATION PLANS</b>	
Opening night reception	\$ 10,000
Commemorative Book	\$ 5,000
Postage	\$ 500
<i>Sub-total</i>	<u>\$ 15,500</u>
<i>Sub-total</i>	\$ 443,470
Contingency (10%)	\$ 44,347
<b>TOTAL</b>	<u><u>\$ 487,817</u></u>

# Ballet West

Ballet West will receive 2019 state funding from the following:

POPS	Estimated \$622,000	Education and outreach to over 100,000 students and teachers throughout the State of Utah, annually.
Utah Division of Arts and Heritage	Estimated \$80,000	General operating support.

**Request for Appropriation  
2019 General Session**

**Funding Request Name:**

Ballet West's 75<sup>th</sup> Anniversary of *America's First Nutcracker*

**Description of Funding Item:**

The request of \$250,000 from the state legislature supports the historic 75<sup>th</sup> Anniversary of *America's First Nutcracker* and the untold Utah story. This is an historic opportunity for Utah to claim this holiday tradition celebrated by millions each year. Ballet West is partnering with BYUtv, who will bear most of the cost, in producing a documentary program and is seeking funds from donors in the private sector to match this one-time appropriation.

**Agency through which funds would be administered:**

Utah Department of Heritage and Arts

**What is the statewide public purpose?**

The story of Utah's *Nutcracker* and its place in history is largely unknown. To celebrate the 75<sup>th</sup> Anniversary of this important choreography, BYUtv will film Ballet West's *Nutcracker* at the Janet Quinney Lawson Capitol Theater, February 20 and 21, and will produce a program that will debut in fall, 2019. The program will be comprised of Ballet West's *Nutcracker* ballet and a retrospective of Utah's William Christensen's legacy, with interviews from industry luminaries that will highlight the broad scope of this Utah story. This program will have impact for years to come through the broadcast over the next five to ten years. The program will be streamed to more than 60 million BYUtv subscribers and the possibility of additional distribution through KSL (dependent on the ability to gain commercial rights) and PBS.

**What type of organization(s) will receive this funding?**

- Government
- Government not for profit
- Private for profit
- Private not for profit

**Amount Requested**

- General Fund
- Education Fund
- Transportation Fund
- Other
- FY19 (One-time)

- FY20 (One-time)
- FY 20 (Ongoing)
- Nonlapsing

### **Project Contact Information**

Name: Sarah West

Title: Chief Development

Organization: Ballet West

Phone #: 801-869-6936

Email: [swest@balletwest.org](mailto:swest@balletwest.org)

Name: Jacey Skinner

Organization: Ballard Spahr

Phone #: 801-550-6455

Email: [skinner@ballardspahr.com](mailto:skinner@ballardspahr.com)

### **Attach Supporting Documentation**

- Itemized budget
- Deliverables and/or performance measures
- Does this organization receive other state financing (If yes, attach explanation)
- Other supporting documentation

### **Appropriations Committee Recommendation**

Business and Economic Development and Labor Appropriations Subcommittee