

# DANCE HOUSTON

## Annual Report

Fiscal Year 2010

Prepared May 15, 2011



# Mission



Our mission is to increase dance appreciation in Houston. We do so by raising awareness for dance in and around Houston and making dance more accessible to Houston patrons.

We facilitate collaboration amongst companies and choreographers and provide educational and performance opportunities to dancers of many styles.

# The Organization

Dance Houston accomplishes our mission by offering a variety of programs that work in concert with one another. Each program plays a distinct role in accomplishing our mission while contributing to the sustainability of our company.

- Educational Services
  - Mission: to mentor and educate children ages 6 - 18, especially at-risk youth
  - Foster cultural understanding and discipline in schools and treatment centers where youth are plagued with racial tension, criminal activity, and drug abuse
  - Provide dance training and nutritional counseling to children who are clinically obese to encourage their pursuit of healthy, active lifestyles
  
- Summer Camps
  - Mission: to inspire children ages 7 – 17 to learn and to appreciate a variety of different dance styles
  - Develop children’s self-esteem and discipline while improving dance technique
  - Key revenue generator for organization while creating new audiences for our festivals
  
- Festivals
  - Mission: to increase dance appreciation by providing accessible, affordable, and entertaining concerts to the public
  - Provide desirable performance opportunities to a diverse array of artists
  - Expand network of artists and produce professional photos and videos for marketing them
  
- Talent Agency
  - Mission: to provide paid performance opportunities to artists who specialize in a variety of dance styles

# Director's Statement

Dance Houston's seventh year was a period of remarkable growth. We successfully launched new programs while expanding the scope of previously existing services, thus serving more artists and children than ever before. Here are some of our accomplishments:

- Greatly expanded our youth summer dance camps
  - Offered classes by top professionals in a variety of styles of dance
  - Increased camp attendance by offering two sessions at two different locations and expanding the age range of camp
  - Offered full scholarships to children of low-income families
  - Became the only dance program in the city to operate from 8:00am – 5:00pm with extended care available, thus being the most accessible program for children of working parents
- Became the only educational service provider contracted with HISD to provide Bollywood, Asian, hip hop, and salsa dance classes in after-school and in-school programs
  - Taught 630 children at HISD schools, foster care facilities, and residential treatment centers
  - Offered specialized services to schools and facilities with at-risk student populations
- Produced 7 festivals featuring a total of 500 dancers at a variety of venues to a total audience of 3,200 people
  - Improved artistic quality of both our city-wide dance festival and our hip hop dance festival
  - Introduced diverse dance programming to Katy and Clear Lake
  - Offered free performance at Discovery Green and Jones Plaza
- Became premier company in Houston to manage independent dance artists and multi-cultural companies
  - Increased volume of bookings by 50%
  - Paid performance fees to 60 dancers while ensuring their positive working environments

# Future Goals

With this past year of success as our inspiration, we will continue increasing our efforts to grow as an organization. To do so, we will strive to:

- Continue expanding and improving programs
- Increase community investment by attaining corporate sponsorships and major gifts in support of our work
- Expand our student, patron, and client bases
- Assess new needs of artists and develop programs that will serve and inspire them

Three keys to maintaining synergy amongst all programs:

- High caliber and highly versatile performers and teachers
- Major events held at state-of-the-art theaters
- Cost-effective marketing with a focus on patron and student loyalty
- Professional sales and communications



# Board of Directors

## **Harvey H. Cody III** - *Chairman, Board of Directors*

Harvey Cody serves as Vice President of Petro Source Investments, Inc., a mid-stream energy company he has worked with since 1987. Mr. Cody has also held positions within the same company as Director and General Counsel. Prior to his work with Petro Source, Mr. Cody worked as Assistant General Counsel of Transco Energy Company, as Attorney and Assistant Vice President of Energy Acquisitions for Apache Corporation, and as Attorney for Cities Service Gas Company. Mr. Cody obtained a Bachelor of Arts degree in political science and a Juris Doctorate from the University of Oklahoma.

## **Seth Robertson** - *Secretary, Board of Directors*

Seth Robertson is the IT Security Incident Response Manager at NASA Johnson Space Center in Houston, Texas. Before joining NASA, Mr. Robertson helped found an email security technology startup and worked as a security analyst. Mr. Robertson has a degree in computer science from Louisiana State University. He holds numerous professional certifications in networking, security, training, and reverse engineering. He also serves on the Advisory Boards of ITT Technical Institute and the international computer security organization SANS.

## **Shenequa Aranda**

Shenequa Aranda is the CEO and Founder of Premier Baby Planning. She graduated from Aurora University with a B.S. in finance and the University of Illinois with an M.B.A. in Strategic Management. Ms. Aranda has worked for several Fortune 500 companies in roles in finance, strategic planning, and project management. Ms. Aranda is also a member of the Board of Directors for the largest mothers group in Texas.

## **Susanna Boudwin**

Susanna Boudwin is the Coach, Choreographer, and In-Arena Host for the Houston Rockets Dance Teams. She is a graduate of Texas A&M's Professional Program in Accounting, holding a Masters and Bachelor degree. Ms. Boudwin works regularly in the community with the Houston Rockets Organization and previously served as United Way Campaign Co-chair.

## **Kathryn Hite**

Kathryn Hite is a General Management Consultant with Schlumberger Business Consulting. Before joining Schlumberger, Ms. Hite consulted with PricewaterhouseCoopers in operations and IT efficiency for a variety of industries. Ms. Hite holds a B.S. in Systems and Information Engineering from the University of Virginia and a Masters in Business Administration from the University of Texas, McCombs School of Business.

# Board of Directors

## **Kathy Jackson**

Kathy Jackson is the Manager of Global Production Engineering for ConocoPhillips and has over 20 years of experience in drilling and production engineering and operations management. Ms. Jackson graduated with a B.S. in Petroleum Engineering from Louisiana Tech University. Ms. Jackson is an avid supporter of the arts. In addition to Dance Houston, she supports the Houston Ballet Foundation and the Alley Theatre.

## **Kamran Mansoury**

Kamran Mansoury is a biochemist and published research scientist in structure guided drug design with MDS Proteomics, Affinium Pharmaceuticals, Texas A&M University, and Global Allied Pharmaceuticals. Mr. Mansoury is a graduate of York University and Seneca College.

## **Tracy Naylor**

Tracy works for Shell Trading with over 15 years of experience in marketing, corporate affairs, business development, sales and change management. Prior to moving to Houston, Tracy managed public affairs for American Express at the corporate headquarters in NYC. As a former resident of the east and west coast, the third coast's thriving arts scene remains a strong attraction. Tracy has a passion for the arts, is a published fiction and nonfiction writer and studied dance. She's a graduate of Texas A&M University and the United Way's Project Blueprint nonprofit leadership development program. Tracy also serves on the board of Avenue Community Development Corporation which hosts the annual "Art on the Avenue" celebration and silent auction.

## **Meera Neahr**

Meera has an MBA from the Jones Graduate School of Business at Rice University and a BS in Biomedical and Electrical Engineering from Duke University. Most recently, she was a Vice President in Bank of America Merrill Lynch's Commodities and Principal Investment divisions. Prior to that she was a manager at Accenture, where she worked to implement IT solutions for large Oil and Gas companies. She is trained in Bharata Natyam, a classical Indian dance style, and holds a Board position in a 1000+ member Mothers' group.

## **Alex Woo**

Alex is an Associate at the investment bank Lazard Frères and concentrates on mergers and acquisitions in the energy space. Before joining Lazard, Mr. Woo worked for an offshore drilling company called ENSCO International where he performed various duties in the operations and engineering groups in the Gulf of Mexico and Australia. Mr. Woo has a B.S. in Economics and International Studies from Emory University and a Masters in Business Administration from the University of Texas, McCombs School of Business.

# Staff

## **Andrea Cody** - *Executive Director*

Andrea Cody has artistically produced twenty festivals at the Wortham, the Hobby Center, and Discovery Green, among other venues. She earned a Bachelor's degree with honors from University of Chicago, where she studied economics as well as dance history, theory and choreography. Her contributions to the dance community include being a founding member and VP of the Houston Swing Dance Society, instructor for Project Row Houses and Arts Alive, and choreographer for Houston Metropolitan Dance Company, Dance of Asian America, City Dance Company, and Kuumba House Dance Theater.

## **Nicholas Nesmith** - *Marketing Director*

Nicholas Nesmith has danced professionally for the last ten years. Four of those years he spent dancing with Royal Caribbean around the globe, and was a featured aerial artist in several shows. He has performed locally with Houston Grand Opera, Dance Houston, The Great Caruso, Suchu, Dangerous Lorraines as well as other companies in the city. He studied dance at Sam Houston State University, and trained intensively at Jacob's Pillow under Chet Walker and at Broadway Theater Project under Ann Reinking. He was the recipient of the SHSU Faculty's Choreography Award (2005), and his work was chosen to represent the school at the 2002 ACDF convention.

## **Kelly Ann Vitacca** - *Director of Programming*

Kelly Ann Vitacca is the former Artistic Coordinator for the Houston Ballet. She received her bachelor of performing arts from Oklahoma City University. As the Founder/Artistic Director of Inaside Dance Chicago, her works have been performed internationally in: International Choreography Showcase, Dance Chicago, Actors Equity Fights Aids Gala, La Dancer, and the American Cancer Society Gala. Ms. Vitacca was a U.S. medalist for the International Choreography Competition at the Jazz Dance World Congress and was honored with the Dance Chicago Outstanding Choreography Award. In addition, Ms. Vitacca was presented with the choreography fellowship grant from the Illinois Arts Council. She danced in the National Broadway tour of 42nd Street, the musical.

## **University-Sponsored Internship Program**

Since September 2009, we have sustained an internship program with the University of Houston. At no cost to Dance Houston, the internship program has granted us graphic designers, web designers, writers and accountants, who assist with administrative tasks and show services. By delegating these responsibilities, the directors of the company are allowed more time to focus on their primary duties. The students are trained in areas related to their fields of study.

# Affiliations

Dance Houston is affiliated with a variety of professional groups that support the growth of Houston's dance community. These groups collaborate with one another so that we may learn from and contribute to one another's efforts.

Dance Houston and members of its board and staff support or maintain memberships in these organizations:

- Dance/USA
- Dance Source Houston
- Fresh Arts Coalition
- Houston Young People for the Arts
- Jewish Community Center
- Greater Houston Convention and Visitors Bureau
- National Dance Association
- Project Row Houses
- Texas Accountants and Lawyers for the Arts
- Texas Non-Profits Organization
- Texas Non Profits
- United Way Gifts in Kind Program
- Young Audiences of Houston



# Major Supporters

- Houston Arts Alliance
- Houston Endowment
- Texas Commission on the Arts
- National Endowment for the Arts
- ConocoPhillips
- Myron F. Steves, Co.
- Google
- My Fit Foods



# Individual Donors

\$5,000+

Harvey & Mary Beth Cody

\$1000+

Anonymous

Kathryn Hite

Kathy Jackson

Howard and Linda McCollum

Meera Naehr

\$500+

Tracy Naylor

on and Susie Pine

Seth Robertson

Alex Woo

Janie and David Yao

\$250+

Preston and Heather Cody

Stephen Derry

Harry Grenader

Laurence Wisniewski

Jim Petersen, Jr.

Jan and Ed Peine

Sue Shefman

Bill and Carol Slaughter

\$100+

Derek Aranda

Susanna Boudwin

Christopher Cody

Robert A. Furse

Kamran Mansoury

Toni Meason

\$50+

Edgardys Arreaza

Maxine Silberstein

David Mailman

Eva Sheie

Ed and Amy Williamson

\$25+

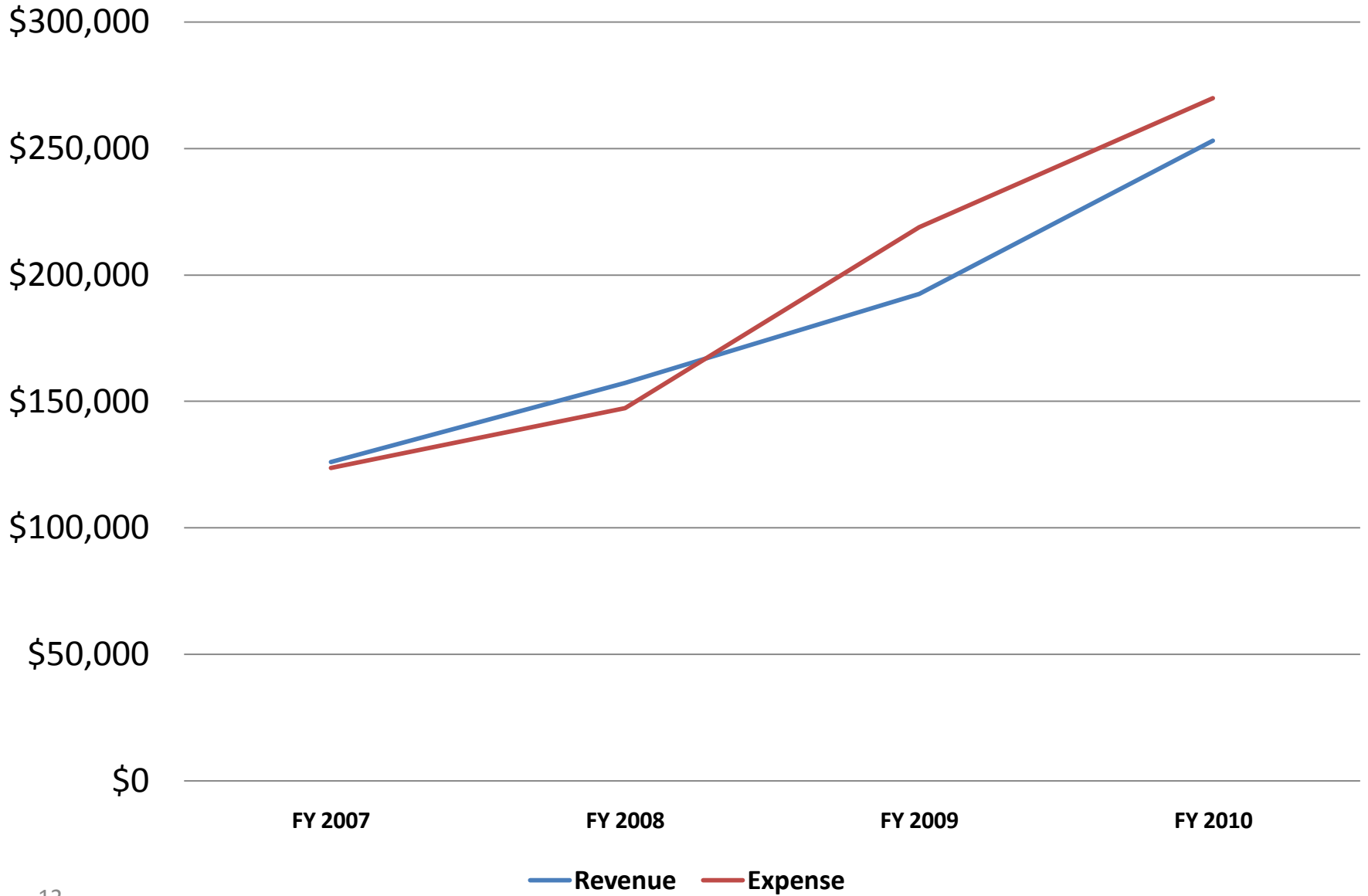
Vanessa Abahashemi

Martha Lomeli

Elaine Oblath

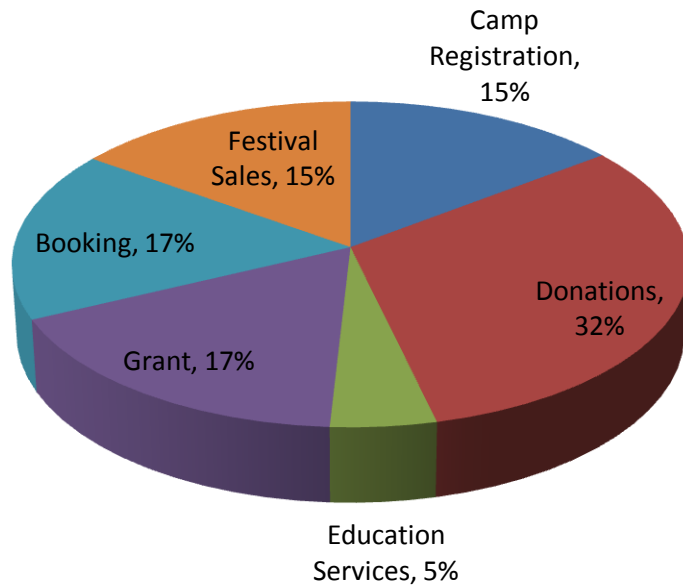
Nader Rabie

# We have grown 101% since 2007

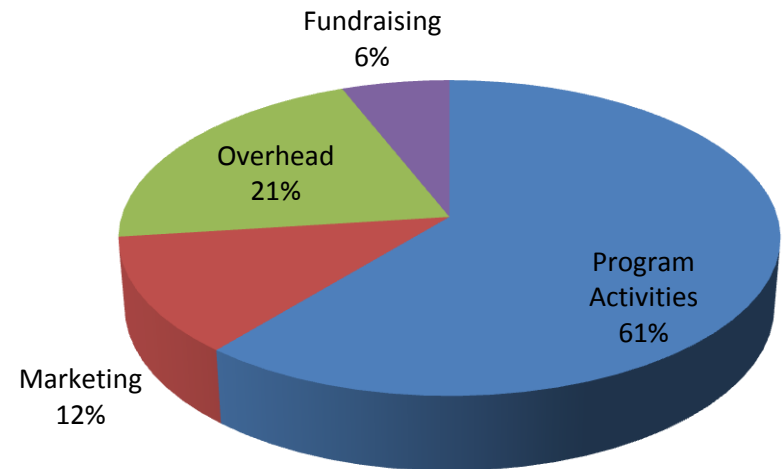


# We have worked to diversify our revenue base and to focus our resources on program activities

## Income



## Expense



# Locations of Performances and Programs

Educational Services	Boys and Girls Harbor, La Porte Carter's Kids, Richmond Carter's Kids, Richmond DeZavala Elementary, Houston Forge for Families, Houston JP Morgan Chase Back Up Child Care Klein Oak High School, Spring Krause Center, Katy Kruse Elementary School, Pasadena Memorial Elementary	Patterson Elementary School, Houston Pentecostal Missionary Baptist Church Raymond Academy Regis School River Oaks Baptist School St. Michael Catholic St. Theresa Elementary The Center for Success and Independence Unlimited Visions, Pasadena Youens Elementary, Houston
Summer Camps	The Wortham Center King's Dancing Center	
Festivals	The Wortham Center Discovery Green Warehouse Live	Jones Plaza U of H - Clear Lake Morton Ranch Performing Arts Center
Performances	Halloween Expo Style Show, George R. Brown Convention Center Charming Charlie's National Convention, Hotel Derek World Cup Kick-Off Party, University of Houston National Business Travel Association Convention, George R. Brown Convention Center Private Parties at ROCC, Briar Club, Woodlands Marriot Waterway, and more	

# Corporate Governance

Dance Houston maintained good corporate governance through the following practices:

- Abidance by and enforcement of the following policies as adopted by the Board of Directors
  - Conflict of Interest
  - Personally Identifying Information
  - Employee Protection – Whistleblower
  - Prohibited Personnel Practices
  - Employee and Flex Time
  - Accounting Governance
- Upheld the conditions of its Bylaws
- Submitted Form 990 to IRS as prepared by an independent CPA
- Reviewed Executive Director and key employees' salaries



# Conclusion

Dance Houston enjoyed a wonderful year of growth in all our programs in 2010. We are seeking volunteers and sponsors to help expand our educational programming. Please contact us for more information.

Andrea Cody

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