

# THE JOYCE THEATER FOUNDATION, INC.

## FACT SHEET AND PROGRAM OVERVIEW

### FACILITIES

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- The Joyce Theater, 175 Eighth Avenue at 19th Street (472 seats)
- Joyce SoHo, 155 Mercer Street between Houston and Prince (3 studios; 74-seat black box theater)

### MISSION

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To serve and support the art of dance and choreography, to promote the richness and variety of the art form in its fullest expression, and to advance the public interest in, and appreciation of, dance and the allied arts of music, design and theater. The Joyce's programs embrace the entire spectrum of movement styles and traditions, from the time-honored to the untried, and are designed to encourage, sustain and educate a diverse audience.

### AUDIENCES/CONSTITUENTS ANNUALLY SERVED

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- Audiences: 150,000
- Dance companies: over 75 small and mid-sized dance companies
- Dance artists: over 2,500 choreographers and dancers
- Schools: 25–35 public and independents schools in New York, New Jersey and Connecticut
- Students and teachers: over 1,000 students (grades K–12) and 40 teachers

### BUDGET

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(Fiscal year ending August 31, 2009; Board-approved figures as of June 10, 2008)

Total projected operating expenses: \$6,970,000 | Total projected operating revenues: \$6,970,000

Board Leadership  
26-member Board of Trustees

Joyce Staff  
40 full time and 132 part time

### SELECTED INSTITUTIONAL HIGHLIGHTS

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- In 2004, The Joyce was selected by the Lower Manhattan Development Corporation to participate in the redevelopment of Word Trade Center site with a proposed new 1,000-seat theater for dance.
- In 2007–2008, The Joyce commemorated The Joyce Theater's 25th anniversary by awarding 25 domestic and international dance companies with commissioning grants of \$25,000 each to support the creation of a new work. Among the recipients were: Australian Dance Theatre, Bill T. Jones/ Arnie Zane Dance Company, Eiko & Koma, Emio Greco | PC, Garth Fagan Dance, John Jasperse Company, Molissa Fenley and Dancers, Nrityagram Dance Ensemble and Philadanco.
- In 2009, funded by The Boeing Company and an individual donor, The Joyce is producing a national expansion of The A.W.A.R.D. Show! (Artists With Audiences Responding to Dance) with venues in Chicago, Philadelphia and Seattle. This series, also presented at Joyce SoHo, features the work of 12 choreographers and awards \$10,000 to the most promising artist based on audience voting.



GET CLOSER TO DANCE

175 Eighth Avenue at 19th Street

JoyceCharge 212-242-0800

joyce.org

## PROGRAMS SERVING DANCE AUDIENCES

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The Joyce Theater: offers a 48-week annual season, featuring 30 to 40 local, national and international dance companies, over 340 performances, a full range of dance genres including jazz, ballet, tap, contemporary, traditional and ethnic-based dance; and both popular and more challenging work. Ticket prices generally range from \$19 to \$59, with a 25% discount for subscribers.

Joyce SoHo: offers a 43-week annual season, featuring about 50 varied dance groups, over 135 performances, and mainly younger and small dance companies, emerging artists, and work designed for intimate spaces. Ticket prices generally range from \$12 to \$28.

Humanities Series: includes post-performance discussions with the artists at The Joyce Theater, free to ticket holders. Similar opportunities are provided through the After Hours @ Joyce SoHo series.

Dance Talks: free events led by critics, artists, and other dance experts at Joyce SoHo. Designed to provide an in-depth look at selected dance companies performing at The Joyce Theater or choreographers creating new works at Joyce SoHo.

Dance Education Program for Schools: comprehensive program that includes placing dance teaching artists in the classroom, bringing students to The Joyce Theater for performances, and providing a series of professional development workshops for teachers as well as resource materials.

Family Matinees: annual series of six weekend afternoon performances that are tailored for young audiences and designed to make dance performances especially accessible to families; \$6 and \$10 ticket prices for kids (ages 6 to 14).

Evening Stars: an annual summer series of free outdoor dance performances in Lower Manhattan as part of the River to River Festival. Features world-class dance companies in a beautiful outdoor setting.

## PROGRAMS SERVING DANCE ARTISTS

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Subsidized Rental Program: supports companies selected to perform at The Joyce Theater by providing a complete package of technical, marketing and venue services that covers over 60% of the in-theater costs for each company. Ticket sales are retained by the dance company.

Dance Presentation Program: further reduces the financial risk for companies selected to perform at The Joyce Theater or Joyce SoHo. The Joyce pays each company an agreed-upon artist fee, fully covers the in-house costs of the engagement, and conducts a targeted marketing and press outreach campaign. Ticket sales are retained by The Joyce. Also includes varied co-presentations and off-site presentations.

Subsidized Performance Space Program: enables about 40 nonprofit dance companies to self-present their work in the black box performance space at Joyce SoHo each year. The affordable rental rate includes technical, marketing and venue support. Ticket sales are retained by the dance company.

Commissioning Program: supports the creation of new dance works with grants of \$2,500–\$25,000.

Harkness Space Grant Program: subsidizes rental fees of Joyce SoHo's three studios for hundreds of dance artists annually. Hourly rates of \$5, \$10 and \$25, offered seven days a week, from 10am to 10pm.

Joyce SoHo Artist Residency Program: provides up to six choreographers each year with 240 hours of free rehearsal space and other services designed to best facilitate the creation of a new work.

Free Advice: free seminars at Joyce SoHo designed to help advance dance artists and managers. Features expert panelists, networking opportunities and other offerings.