



RACE DANCE COLLECTIVE

FY2022 RECAP

OKLAHOMA CITY, OK
WWW.RACEDANCE.COM
(405) 259-5050

MISSION

To ignite social awareness and change through dance performance, education, and community engagement.

VISION

To build a community that redefines who engages with dance and how.

VALUE STATEMENTS

COMMUNITY

We strive to inspire, uplift, and unite individuals through the communal language of dance to enrich lives, celebrate diversity, and build a stronger, more connected community.

INTENTION

We are deliberate in the artistic choices we make as a collective to provoke thought, ignite emotions, and create meaningful connections. By carefully curating our creative endeavors, we strive to cultivate enriching experiences for artists and audiences, fostering a deep sense of engagement, authenticity, and artistic excellence.

INCLUSIVITY

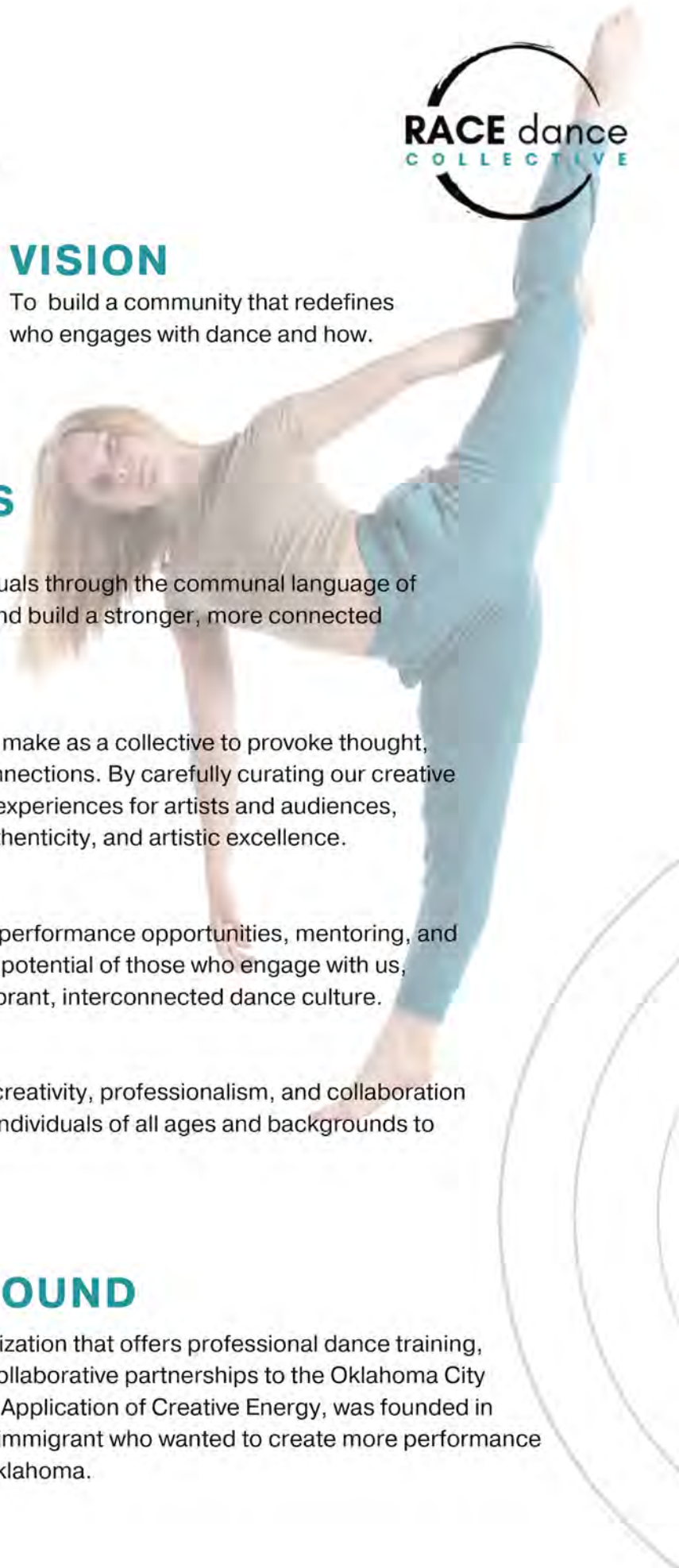
We are dedicated to providing multi-genre performance opportunities, mentoring, and training to our community to unlock the full potential of those who engage with us, inspiring lifelong passion and fostering a vibrant, interconnected dance culture.

EMPOWERMENT

By cultivating a culture of intrinsic growth, creativity, professionalism, and collaboration in a supportive environment, we empower individuals of all ages and backgrounds to thrive as dancers, artists, and individuals.

HISTORY & BACKGROUND

RACE Dance Collective is a nonprofit organization that offers professional dance training, performance opportunities, and creative, collaborative partnerships to the Oklahoma City Community. RACE, an acronym for Radical Application of Creative Energy, was founded in 2009 by Hui Cha Poos, a Korean American immigrant who wanted to create more performance opportunities for professional dancers in Oklahoma.





Since its inception, RACE has grown from a small adult dance company into a collective community that serves hundreds of dancers of all varieties through its programming. RACE has produced over thirty-five full-length shows, including RACE's Hip Hop Nutcracker, that strive to ignite social awareness and change by shedding light on vital issues relevant to our communities. RACE performances are culturally rich, diverse, and illuminate new perspectives with intentional artistic choices that highlight the beautiful representation that exists within our community.

In addition to annual performances, RACE offers weekly community dance classes through RACE the Space and partners with various organizations to create accessible arts programming for the Oklahoma community.

DIVERSITY & INCLUSION

At RACE Dance Collective, a diverse, inclusive, and equitable workplace is where all employees and volunteers, regardless of gender, race, ethnicity, national origin, age, sexual orientation or identity, education, or disability, feel valued and respected. We are committed to a nondiscriminatory approach and provide equal employment and advancement opportunities in all of our departments, programs, and worksites. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard. We're committed to modeling diversity and inclusion for the entire arts industry of the nonprofit sector and to maintaining an inclusive environment with equitable treatment for all.

IDEA has been intrinsic to RACE Dance Collective since its beginning. Founded by a Korean-American immigrant, Hui Poos created a dance company that challenged societal perceptions of what professional companies look like and the artistic content they deliver. Dancers who perform with RACE represent individuals from varying backgrounds and dance experiences who work together to bring accessible arts programming to Oklahoma City. By keeping community engagement at the forefront of its programming, RACE offers approximately 350 dance classes, with a range of styles that represent the cultural fabric of Oklahoma City, to over 2000 individuals annually and reaches over 3500 audiences through its full-length performances and community events.

Through IDEA and collaboration, RACE believes it can empower its community to embrace the world of dance in creative and exciting ways. RACE values collaboration in a collective manner to generate innovative ideas to ignite social awareness and change through its artistic programming. Because of its collaborative nature, RACE has brought together diverse populations to build a community to redefine who engages with dance and how.

RACE DANCE COLLECTIVE

PROGRAMMING



THE COMPANY

RACE's professional company breaks traditional dance stereotypes by hiring a collective of local dancers that ebb and flow throughout its performance season. Artists from multiple backgrounds and disciplines are hired and featured in thought-provoking performances, including the celebrated RACE's Hip Hop Nutcracker. Dancers audition yearly, train three days a week, work with world-renowned choreographers and local artists, and have free access to all classes at RtS while contracted. For FY23, RACE hired 29 local dancers, with 55% coming from multiethnic communities, and three project directors to oversee the artistic direction of each show.



THE ACADEMY

RACE Academy is a pre-professional training program for young artists, ages 14-17, to hone their craft and gain experience in professional settings that mirror the competitive industry. This extracurricular activity prepares young artists for dance endeavors beyond high school, including equipping them with professional leadership and work ethic skills. Each semester, dancers train four hours a week in multiple genres and have access to free classes at RtS. Academy dancers also gain experience in integral industry skills such as mock interviews & auditions, resume building, and collaborative partnerships that prepare them for professional work and college dance programs. Performance opportunities for the Academy include RACE's Hip Hop Nutcracker, the annual Academy Showcase, and other opportunities as they become available.



RACE THE SPACE

RtS is an inclusive dance training facility that offers classes of all levels and styles geared towards adults looking to begin, sustain, or revisit their love of dance. With over 500 classes annually, RACE the Space caters to more than 3000 participants, featuring popular and culturally unique dance genres. Classes are kept at an accessible rate of \$17/class, with some starting at \$25 if they are part of a multi-week series or have a performance component attached to it.



PROGRAM HIGHLIGHTS

2022-2023



RACE'S HIP HOP NUTCRACKER

For HHN's 10th Anniversary, RACE premiered it with a Spanish narration for the first time, featured 8 OKC schools, and ran for two weekends. A flamenco/tap routine was added to the show, and a free humanities panel was offered after both Saturday matinees. RACE received over \$50,000 in grant support and had a 43% increase in audiences.



THE RACEY SHOW

The RACEy show premiered in a new venue, Beer City Hall, establishing a new community partnership. Ticket sales doubled from last year, audiences increased by 46%, and the show increased its representation in dancer diversity in performers & choreographers. Marketing for event included high-quality videos, with strong key messaging over RACE's social media platforms.



RESURGENCE

Led by three Project Directors, RACE partnered with local nonprofit, Collective Care Fund, to present a show that brought to life the concepts discussed in the Netflix documentary, 'Stutz'. Audiences attendees increased 64% from last year, and based on qualitative feedback, the show successfully engaged a diverse audience and created a sense of connection.

INCREASING ORGANIZATIONAL CAPACITY

Over the last fiscal year, RACE implemented the use of Quickbooks for its payroll transactions and voted to invest in a CRM, Kindful, for the current fiscal year. The organization also launched a new website, hired additional independent contractors to assist with grant management, development and marketing.



GROWTH IN RACE THE SPACE (RTS)

RACE the Space experienced significant growth for the 2022-23 fiscal year. Last year, there were 3261 appointments made for classes, accounting for a 52% increase in appointments made in the 2022-23 fiscal year. Additionally, revenues increased 30%, with KPOP classes bringing in the most at over \$7,000.

Three RACEy block classes were offered for RTS students to be featured in the Company's RACEy show, where 15 unique students took advantage of the performance opportunity. New specialty and master classes were offered consistently throughout the season including, Lebanese Dabke, Scottish Highland, and Irish dance.

RACE is currently in pursuit of acquiring a larger space located in Culbertson Plaza to host most classes and connect with its community more frequently between classes.

COMMUNITY ENGAGEMENT HIGHLIGHTS

2022-2023



PIONEER LIBRARY

RACE established a new partnership with Pioneer Library System, providing free dance classes to library communities in areas such as Purcell, Blanchard, Norman, Shawnee, Tecumseh, Noble, and Moore.



CREATIVE WELLNESS

In April 2023, RACE was featured in a collaborative concert with SPARK!, where dancers gave a short performance and engaged in a Q&A with audiences after.



FACTORY OBSCURA

RACE and Factory Obscura partnered together for the opening weekend event of "Cosmic Callback", which featured live musician, visual art, and digital projected art.

Over the years, RACE has established itself as a reliable organization that brings quality work and value to its partnerships. RACE has collaborated with Oklahoma Contemporary, Myriad Gardens, Scissortail Park, Allied Arts, Metropolitan Library System, Oklahoma City Philharmonic Discovery Series, Wiggle Out Loud, Factory Obscura, Oklahoma High School Dance Festival, Oklahoma City Thunder, Oklahoma City Arts Festival, Arts Moves, Dead Center Film Festival, Pollard Theatre, Oklahoma Cultural Festival, Cancer Survival Dinner, Variety Care Benefit Show, University of Central Oklahoma, Desmond Mason Art Show, and various arts districts and other nonprofits.



GIVING SOLES RAISED OVER \$10,000!

Every year, RACE gives brand new shoes to the high school participants in RACE's Hip Hop Nutcracker, and last year, the event has 94 students. With the goal of raising \$10,000, Giving Soles was supported by 71 individual donors and raised a grand total of \$10,665.

BOARD MEMBERS



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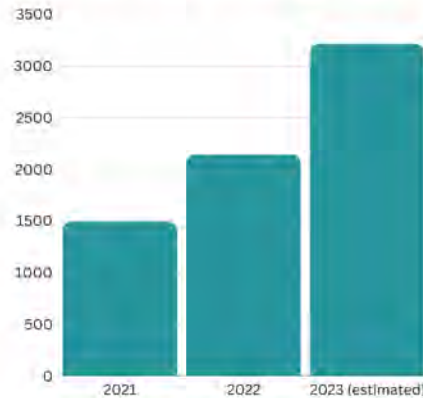
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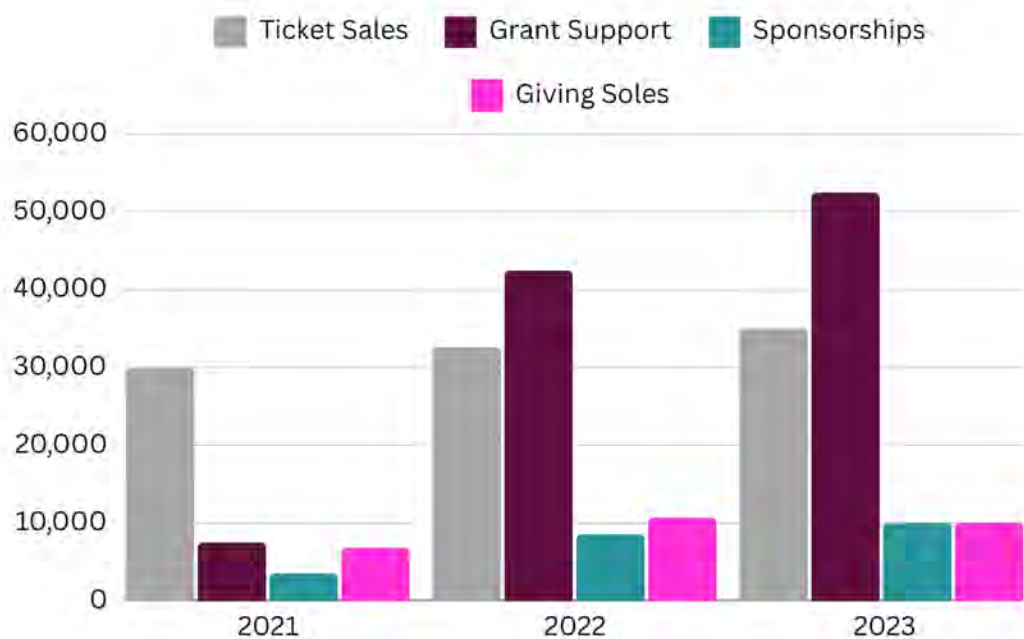


RACE'S HIP HOP NUTCRACKER PERFORMANCE DATA

AUDIENCE DATA



2021: 1,492 attendees
2022: 2,143 attendees
(488 attended free performances)
2023: 2,029 attendees



2021

Ticket Sales \$29,904
Grant Support \$7,500
Sponsorships \$3,500
Giving Soles \$6,790

2022

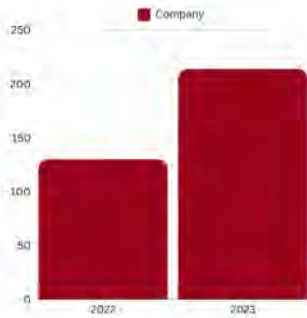
Ticket Sales \$32,614
Grant Support \$42,450
Sponsorships \$8,540
Giving Soles \$10,665

2023

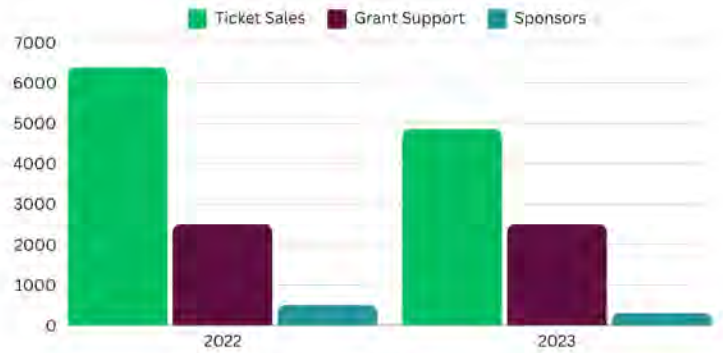
Ticket Sales \$35,413
Grant Support \$29,500
Sponsorships \$2,000
Giving Soles \$8,412

COMPANY/RACEY SHOW DATA

COMPANY SHOW



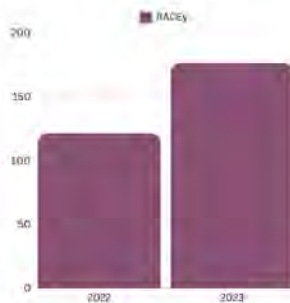
2022 130 audiences
2023 214 audiences



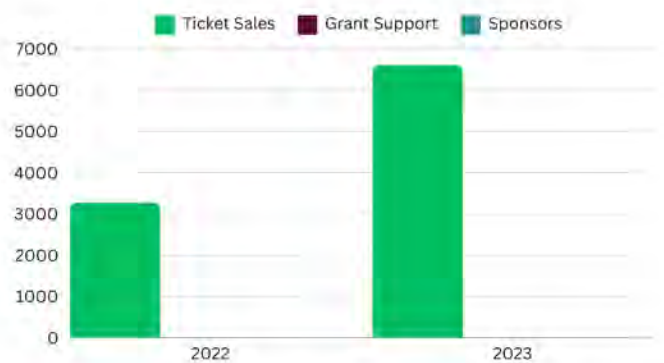
	2022	2023
Ticket Sales	\$6,380	\$4,858*
Grant Support	\$2,500	\$2,500
Sponsorships	\$500	\$300

**In 2023, RACE offered a variety of ticket prices, including students at \$10 and experimented with a "pay-what you can" strategy, versus a single cost across all community members. This is why audiences were larger in 2023, but the revenues fell short of the previous years' earnings.*

RACEY SHOW



2022 121 audiences
2023 176 audiences



	2022	2023
Ticket Sales	\$3,277	\$6,606
Grant Support	\$0	\$0
Sponsorships	\$0	\$0



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