

Strategic Plan  
for  
Orangeburg Civic Ballet



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### The Orangeburg Civic Ballet

The Orangeburg Civic Ballet was established in 1993 by Tamalyn Blackman with 14 dancers in the company. Originally the company was known as the Orangeburg City Ballet and was housed at the Zimmerman Center in Orangeburg. In 1996, the company moved to Tamalyn's Dance Centre on Springdale Street in Orangeburg and the name was changed to the Orangeburg Civic Ballet (OCB).

The first ballet production in which the Orangeburg City Ballet participated was *The Nutcracker* performed with the Junior Orangeburg Part Time Players, and joint productions continued for several years. In 1999, the Orangeburg Civic Ballet launched its first full length production of *The Nutcracker*. This production has grown and has become a favorite tradition for the Orangeburg community. In 1998, OCB presented its first spring performance, *Alice in Wonderland*. Since that time, the ballet company has performed traditional ballets such as *Sleeping Beauty*, *Coppelia*, and *Cinderella*. Original works include *Alice* (2015), *Wizard of Oz* (2014 & 2019), *Peter Pan* (2012 & 2018), *Star Spangle- An American Girl's Journey* (2015), *Mary Poppins* (2016), as well as *Tammy and the Geek* (2010), a short ballet created for the Orangeburg Civic Ballet by Cammie Bunch. Spring productions have also included opportunities to highlight the versatility of the OCB dancers after being taught by guest choreographers and Master teachers. In 2016, the company celebrated its 25th year anniversary of *Nutcracker* productions. During the 2018-2019 season the 25th year anniversary as Orangeburg Civic Ballet Company was celebrated with an alumni luncheon and recognition of alumni during the *Nutcracker* performances.

Company members have had opportunities to enrich and expand their dance education through master classes and summer intensives throughout the United States. Today, the Orangeburg Civic Ballet has grown to more than 60 dancers aging from ages 8 through adult. School performances, appearances at various other venues including Piccolo Spoleto, Showcase Orangeburg, the North Charleston Arts Festival, and Voorhees College, have given the dancers opportunities to perform and classical ballet and other forms of dance. In 2012 studio C was added to Tamalyn's Dance Centre and the company began utilizing it.

## BOARD OF DIRECTORS

Tamalyn Blackman	Chairperson
Kelly Evans	Vice Chairperson
Jane Singh	Treasurer
Judy Harrold	Secretary
Allison Bates	Artistic Director
Sarah Coggins	Lauren Culclasure
Alesia Hill	Tonya Otts
Lena Rich	

## MISSION STATEMENT

The Orangeburg Civic Ballet endeavors to bring cultural enrichment to Orangeburg County and the surrounding community by providing a performing outlet for dancers and cultivating a public awareness and appreciation of the arts.

## COMPANY SIGNIFICANCE

Orangeburg Civic Ballet (OCB) is the only dance company in Orangeburg, Calhoun Bamberg, Barnwell and Allendale counties of South Carolina.

OCB consists of a very diverse group of dancers. This diversity comes in the areas of race, age, socioeconomic status, culture and styles of dance. The dancers reside in cities in a 100-mile radius.

The Company boasts three scholarship opportunities for dancers. *The Eddie and Adele Watkins Memorial Scholarship* is open to dancers who have three or more years of dance experience, have graduated from a high school in Bamberg, Calhoun, or Orangeburg Counties, and are a full-time student majoring or minoring in dance or dance education at a college or university. *The Myrtle McDaniel Memorial Scholarship* is open to dancers who are 14 years old through high school seniors by September 1, reside in Bamberg, Calhoun, or Orangeburg Counties, and have studied dance for at least one year. *The Ann V. Hurst Memorial Scholarship* is open to dancers who are between the ages of 9-13 years old by September 1, reside in Bamberg, Calhoun, or Orangeburg Counties, and have studied dance for at least one year.

#### COMPANY INVOLVEMENT IN COMMUNITY

The Orangeburg Civic Ballet educates the community by providing classes, performances, lectures and demonstrations to promote the art of dance, history and technique. Because dance is generally not a part of the public school curricula in the area, OCB offers an education to students and their families in the area of dance. Lectures and demonstrations have been presented to schools in Orangeburg and Calhoun counties, the Orangeburg County Library, Voorhees College and various civic organizations including the Lions Club, Junior Service League of Orangeburg, Rotary Club and Kiwanis Club.

#### COMPANY INVOLVEMENT WITH OTHER ORGANIZATIONS

OCB collaborates with other organizations to expand the arts community in the area. These organizations include the Orangeburg Part-Time Players, the Calhoun Players, the Henderson Davis Players, Orangeburg Consolidated School District, Orangeburg Preparatory Schools, Orangeburg-Calhoun Consortium for the Arts, and the Mrudani School of Performing Arts (East Indian dance). OCB also shares talent, properties, equipment with and provides choreography for these and other organizations.

## COMPANY DANCERS

We build strong, characterized dancers. The Company's current membership is more than 60 dancers ranging in age from eight to adult. An annual audition process places dancers in levels that include Principles, Soloists, Corps de Ballet and Apprentices.

Members of the Orangeburg Civic Ballet Company receive dance education and training from guest choreographers, guest artists, summer intensives and participation in Master Classes. These educational opportunities have enriched the members of the company as well as broadened their dance experience.

## LONG TERM STRATEGIC GOALS

1. Enhance public awareness of OCB and understanding of what we do.
2. Continue to increase financial stability, specifically by increasing corporate and individual support.
3. Expand the scope of the company by offering a company tour of Southeastern states.
4. Increase the number of special performances at festivals and for organizations/corporations.
5. Broaden outreach by providing Lecture/Demonstrations for the greater Orangeburg community.
6. Continue to increase ticket sales for annual performances.
7. Pursue adequate performance venues.
8. Prepare dancers for professional careers and/or college, professional educational opportunities.
9. Continue to offer Master Class opportunities in diverse styles of dance.
10. Continue to recruit and retain parent volunteers.
11. Develop a strong Public Relations image.
12. Continue to add full length productions and pieces to the repertoire.
13. Maintain a turn-key operation for the purpose of touring and performing.
14. Explore internship opportunities to college students in the areas of Business, Arts Management and Performance.

## SHORT TERM GOALS: 2019-20

1. Continue to publish annual report for OCB.
2. Update and publish Strategic Plan.
3. Update the website on a monthly basis.
4. Utilize social media on a regular basis to promote the company.
5. Improve all aspects of communications at all levels.
6. Maintain corporate sponsorship.
7. Continue to pre-plan summer trips and activities.

## EVALUATION

OCB's progress against the goals articulated in this plan will be monitored by the board at its monthly meetings, and a full-scale evaluation will be conducted once a year as a part of the annual meeting. The individuals who are accountable for specific areas of the organization will establish a list of activities and timelines for achievement of the goals. However, flexibility will be necessary for OCB to pursue unforeseen opportunities and make critical adjustments as needed.