

Creation & Presentation Program Guidelines

Guidelines and Glossary of Terms

<https://artsboard.wisconsin.gov/Documents/PPP/PPPguidelinesFull.pdf>
<https://artsboard.wisconsin.gov/Pages/GlossaryOfTerms.aspx>

Reminder: the deadline is 3pm on the due date!

Application ID
FY23-2192 Creation and Presentation Program - Wild Space, Inc.

Application Type
Creation and Presentation Program

Applicant Information

Organization

Wild Space, Inc.
820 East Knapp Street
Milwaukee, WI 53202
County: Milwaukee
Web URL: www.wildspacedance.org
Phone: (414) 271-0307
Alternate Phone:
Fax Phone:
Email: info@wildspacedance.org

Mailing Address:
PO Box 511665
Milwaukee, WI 53203

Applicant DUNS Number: 959235375
Applicant UEI: 000000000000
501(c)3 Year Incorporated: 1986
Legal Status: 02 Organization - Nonprofit
Institution Type: 03 Performing Group

Group Discipline: Dance Organization

Artistic Discipline: 01C Modern

Race: 99 No single group represents 50 percent or more of staff or board or membership

Senate: 7

Assembly: 19

Congressional District: 4

Mission Statement:

Milwaukee-based Wild Space Dance Company explores diverse cultural landscapes to create provocative new choreography, site-based performances, and educational opportunities; cultivates creative experimentation, innovation, and collaboration by investing in local artists; and engages audiences with dance in a shared experience of place and community.

Organization History:

Founded by Artistic Director Debra Loewen in 1986, Wild Space Dance Company is celebrating 36 years in Milwaukee. Known for site-specific works and interdisciplinary artistic collaborations, Wild Space has created more than 130 original dance works, which have been performed to critical acclaim throughout Wisconsin, and on tour in Minneapolis, Chicago, New York, Japan and South Korea. These works include productions inspired by the lives and voices of Milwaukee, and site-specific dance events celebrating the community's built and natural environment.

A striking perspective on movement in space, Wild Space's acclaimed site-specific events transform Milwaukee landmarks into "...imagination - stirring, site-specific modern dance performances..." (Milwaukee Journal Sentinel). Recent events include "Making/Unmaking" at the Warehouse Art Museum (19), "Off the Page" at Boswell Book Company (20), the "Parking Lot Dance Series" at four lots across Milwaukee (20-21), "Flipside/Lakeside" at Milwaukee Art Museum (MAM) (21), and "Dances: At the Edge of Understanding" at the Warehouse (22). The company's newest initiative, InSite: Choreographic Exchange supports choreographers of color to create site-specific works in new neighborhoods.

Wild Space outreach programs expand students' understanding of dance, visual art and physical fitness. A company-in-residence at Lincoln Center Middle School of the Arts, Wild Space has worked with more than 70 Milwaukee Public Schools (MPS). Wild Space partners with Milwaukee Symphony Orchestra's Project ACE (Arts in Community Education) and Kohl's Family Sundays at MAM, and works with MPS after-school programs. Over the past three seasons, Wild Space reached 5,757 young people through outreach programs and performances.

Contact

Jenni Reinke

Company Manager

Phone: (414) 271-0307 x

Email: info@wildspacedance.org

Organization Discipline

01C Modern

Type

11 Operating Support

Artist Sub-Category

Paid Artists

Director's Name

Debra Loewen

Director's Title

Founding Director

Director's Phone

(414) 271-0307

Director's Phone Extension

Director's Email

debloewen@wildspacedance.org

Community Description

Community Description

Wild Space focuses its activities in the City of Milwaukee, which is the second most segregated city and metropolitan area in the country (Brown University Diversity and Disparity Project, <https://s4.ad.brown.edu/projects/diversity/>). Through its outreach programs primarily in Milwaukee Public Schools (MPS), Wild Space reaches the following demographics: 50% Black/African American, 28% Hispanic/Latino, 10% White, 8% Asian, 4% Two or More Races, 87% Economically Disadvantaged, 20% Students with Disabilities, 13% English Learners (MPS data, 2020-2021). Wild Space's newest initiative, InSite: Choreographic Exchange confronts racial disparities in the field of dance (<https://datausa.io/>) by supporting choreographers of color to create new works in underserved neighborhoods. The program premiered in May 2022 in Milwaukee's diverse Washington Park neighborhood (ZIP Code 53208).

Link to census information for the applicant's community, as described above.

<https://www.census.gov/quickfacts/fact/table/milwaukeecitywisconsin,WI/PST045221>

Activity Summary

Artists Directly Involved

30

Adults Engaged In-Person (ages 18 and over)

3670

Children/Youth Engaged In-Person (ages under 18)
603

Arts Education
02 Less than 50% of the funded activities are arts education

Narrative

The length of, and information required within, the narrative is determined by the size of the applicant's organizational budget.

Organization's Budget Size
Small

What Have You Done?

Wild Space Dance Company produces 3 major public performance events and 10-15 outreach residencies in Milwaukee Public Schools (MPS) and beyond annually. Performing artists, production staff, and teaching artists are paid.

In February 2020, Wild Space had one three-quarters-time administrative staff person on its payroll. With the onset of COVID, Wild Space reduced staff pay and limited expenses by not filling a vacant Company Manager position. With \$9,200 received through the Paycheck Protection Program, the company resumed paying staff and hired a Company Manager in September 2020. Now, thirty-five years after the inception of Wild Space, Founding Artistic Director Debra Loewen is transitioning to an advisory role and incoming Co-Artistic Directors Dan Schuchart and Monica Rodero (longtime Artistic Associates) are being trained by Loewen.

Wild Space has 11 Board members that meet monthly with an annual strategic planning retreat in January.

Overview Of Work: The Artistic Director creates original choreography each season in collaboration with guest artists and company members. Wild Space is known for its signature site-specific events that transform overlooked or newly created sites into places of engagement and public gathering. The company works with ten to twelve contracted performers for each performance and four to six contracted instructors for outreach. Managing Director Jenni Reinke oversees all fund development, outreach coordination and daily operations.

In 2019-2020, Wild Space engaged a total of 1,025 people through 3 public performance events, 2 fundraising events, and open rehearsals. Performances included:

- "Moves," a special engagement at the Milwaukee Art Museum (MAM) (July 2019)
- "Everything In Its Place," a site-specific performance at the Alexander Eschweiler-designed Echelon Ballroom (November 2019)

- "Off the Page," featuring Wild Space dancers exploring the shelves of Boswell Book Company (March 2020)

Adapting to pandemic conditions while continuing to produce live performance, in 2020-2021, Wild Space engaged a total of 1,978 patrons through the "Parking Lot Dance Series" at 3 lots in partnership with Interstate Parking. Additionally, Wild Space reached 548 children and families through a 5-minute dance film commissioned by Kohl's Family Sundays at MAM for their May virtual event with the theme "Sculpture" (<https://www.youtube.com/watch?v=fvXkVCGBONU>).

In 2021-2022, Wild Space engaged 3,670 people through 2 free in-person, outdoor programs, 1 in-person/virtual, indoor program, and open rehearsals:

- "Flipside/Lakeside" at MAM East Lawn (4 free shows, August 5-26)
- "A Year of Dancing Dangerously" at UW-Milwaukee Mitchell Hall Studio 254 and virtual livestream (3 shows, December 2-4)
- The company's newest initiative, InSite: Choreographic Exchange supporting choreographers of color premiered with "InSite: Dances for Washington Park" at Washington Park (2 free shows, May 22)

A company-in-residence at Lincoln Center Middle School of the Arts, Wild Space presents 100 school-day, after-school and summer sessions free of charge to underserved students at 5-10 MPS sites. Programs include:

- Project Dance Makers, October-May, engages students in the invention of creative movement and the physical activity of dance.
- Wild Arts: Summer Creative Arts Camp, June-July, offered in partnership with Lincoln CLC, just completed its 15th year. It engages middle schoolers in dance, theater, and visual art through workshops, field trips to MAM and Clinton Rose Senior Center, and an original performance for family and friends.
- Project ACE (Arts in Community Education) through the Milwaukee Symphony, November-January: An instructional performance for second graders at 7-10 sites in the metro Milwaukee area improves student understanding of music and movement.

Outreach goals are to enhance self-discipline, critical thinking and problem-solving skills as measured by the completion of dance work within a group, increased knowledge of dance and its connection to other arts and academics, and attainment of new dance skills. Over the past three years, Wild Space outreach programs have engaged 2,820 students and employed 11 contracted teaching artists.

How Did You Do It?

Wild Space's strengths lie in its prudent resource management, such as creating performances in non-traditional spaces; strategic connections within the community, such as its ongoing relationships with Milwaukee Public Schools (MPS) and University of Wisconsin Milwaukee; (UWM) and focusing on its strongest assets, site-specific performances and outreach that encourages creative thinking and physical fitness.

Wild Space has built on its connections with Milwaukee Art Museum (MAM) and UWM, and forged new relationships with Echelon developer HGA Architects & Engineers, Interstate Parking, Urban Ecology Center, and Milwaukee County Parks to create innovative performance experiences. For example, through partnerships, the 2021-2022 season engaged 3,509 people through two free shows - "Flipside/Lakeside" at MAM and "InSite: Dances for Washington Park." A new partnership with The Kennedy Center Turnaround Arts Program has expanded Wild Space's reach in MPS.

Wild Space's most significant challenge is lack of resources, which the company meets through careful budget oversight; flexibility due to its small size; initiating a Diversity, Equity, and Inclusion Plan; and creative programming. One example is the company's newest initiative, InSite: Choreographic Exchange, supported in 2022 by Kohl's Cares, a new sponsor. Building upon the company's 35 years of experience creating site-based works, InSite addresses racial disparities in the field of dance (<https://datausa.io/>) by mentoring, producing and financially supporting choreographers of color to create site-based works and facilitate free workshops/performances in new, underserved neighborhoods.

In order to bring live dance to audiences during COVID, Wild Space has offered outdoor performances and hybrid in-person/livestream indoor shows, and reduced its ticket sales. This has kept people safe but has negatively affected revenues. Wild Space's educational programming has been significantly reduced due to COVID closures, affecting the company's longstanding collaboration with Milwaukee Symphony Orchestra's Arts in Community Education (ACE) and relationships with MPS schools. Reestablishing relationships with past MPS sites and navigating the shifting COVID situation has required Wild Space to allocate additional time and resources towards its outreach programming.

What Difference Did You Make?

Throughout its history, Wild Space has drawn inspiration from the community, creating dance work celebrating its character, culture and places. A Herzfeld Foundation staff member recently noted that “Wild Space was a placemaker before there was a place,” reflecting the company’s performances in places that are newly created or forgotten. Recent examples of revitalized or taken-for-granted spaces include the Echelon Ballroom (Everything in its Place, 11/19); Boswell Book Company (Off the Page, 03/20); Interstate Parking lots (Parking Lot Dance Series, 07/20-11/20); and Washington Park (InSite: Dances for Washington Park, 05/22). The impact on the community is a new awareness of these spaces and their role in the city.

Wild Space also engages the community through outreach, reflecting its 30-year relationship with Milwaukee Public Schools. These sites serve an ethnically mixed population, predominantly from low to moderate income families. Over the past three years, new programs with Sherman Multicultural Arts School, Lancaster Elementary, and Milwaukee Academy of Chinese Language expanded Wild Space’s outreach in new communities.

Wild Space communicates its impact through media interviews and articles, website and social media, and annual donor solicitations. The company sends letters to elected officials about the value of the arts and appreciation of their support of the Wisconsin Arts Board.

Founding Director Debra Loewen and incoming Artistic Director Dan Schuchart are senior lecturers at UWM Peck School of the Arts, guiding emerging choreographers and dancers. Loewen and Schuchart participate in symposia and panels, including American College Dance Association Regional Conference (March 22 at UWM), Death’s Door Dance Festival (July 22 in Door County), and Wisconsin Dance Council (2022).

How Did You Know?

The Wild Space Board of Directors sets company policy, approves strategic plans, programs and budgets, and is responsible for board and staff development. The board attends a yearly planning retreat in January to evaluate the past season; set short and long-term goals; review the five-year strategic plan; and set measurable outcomes to help evaluate strategies and tactics.

Wild Space measures the impact of its performances through attendance, surveys, performance talkbacks, online and social media analytics, and critical and peer review of artistic quality. Those results are also compared with strategic plan outcomes. Measurable outreach outcomes are evaluated by site surveys, pre and post-tests, and instructor assessment based on the Arts PROPEL principles of student-directed learning (see attached evaluation tool sample).

By evaluating qualitative comments, attendance, and outreach outcomes, Wild Space can assess programs, ways to improve communication and focus on successful strategies. For example, after research and evaluation, the company will now use Ticketstripe as a more effective way to sell tickets and track audience trends. Another example is the 2022 Project Dance Makers: A-B-C-Dance! program at Lancaster Elementary School in partnership with The Kennedy Center Turnaround Arts program in MPS. A mid-point meeting with the teaching artist revealed the need to shift from serving a cohort of middle school students with extreme behavioral challenges to an elementary classroom, which was a much better fit for the program objectives.

Is the combined length of the Narrative text boxes above equivalent to, or less than, the maximum length that your organization is eligible to submit?

Yes

Budget

Fiscal Year (FY) begins
07/01/2022

Fiscal Year ends
06/30/2023

	Year(s)	Revenue	Expenses	In-Kind
Most Recently Completed FY	2020	\$109,576	\$94,919	\$42,000
Prior Fiscal Year	2019	\$98,334	\$77,612	\$42,000
Two Years' Prior Fiscal Year	2018	\$99,755	\$106,560	\$37,000

Average Revenue
\$102,555

Explain how any surplus or debt came to be and how you have dealt/will deal with it; and explain any increase or decrease that exceeds 20% from one fiscal year to the next.

Wild Space's managing director resigned in January 2020. Because of the difficulties of COVID, the organization decided to delay filling the position until September 2020. Surplus funds were allocated to support this position.

Excess revenues in 2020-2021 came from the following COVID recovery grants totaling \$28,710.67: Arts Midwest via WI Arts Board CARES (7/29/2020) - \$2,000.00; State of WI COVID-19 Cultural Org Grant Program (12/11/2020) - \$9,533.55; County CARES (12/22/2020) - \$2,974.62; Caerus Foundation COVID Relief (1/22/2021) - \$5,000.00; PPP Loan (forgiveness date, 1/15/2021) - \$9,202.50. They have been carried over to support ongoing contingencies related to COVID, such as decreased attendance and ticket sales at in-person events, canceled annual benefit events, and decreased revenues from fee-for-service education/outreach residencies. In addition, in the wake of recent social and racial justice movements, Wild Space is evaluating its contractor compensation and making efforts to increase transparency and raise contractor compensation to \$15/hour, which excess funds will support.

Board and Staff

FY23-2192 Creation and Presentation Program - Wild Space, Inc.

Name	Occupation	City	Arts Interest/Affiliation	Years on Board
Joy Peot-Shields +	Owner/Architect, PeotShields Architecture	Milwaukee	Visual Arts, Architecture/Museum of Wisconsin Art, Milwaukee Art Museum, Door Shakespeare	5
Yeng Vang-Strath +	MPS Educator, Milwaukee Public Schools	Milwaukee	Dance/Wisconsin Dance Council	7
Felita Daniels Ashley +	Director of School Development, TransCenter for Youth	Milwaukee	Dance/None at this time	3
Lisa Lawless +	Attorney, Husch Blackwell LLP	Milwaukee	Musical Theatre, Dance/Wauwatosa Public Schools, Arts Education	10
Meghan DeMore	Associate, Foley & Lardner LLP	Milwaukee	Dance, Competition Dance, Pageants/Miss Wisconsin	4
Simone Linhares Ferro	Professor Emerita, UW-Milwaukee	Milwaukee	Dance/UW-Milwaukee Department of Dance, Wisconsin Dance Council, Milwaukee Dance Theatre Network	1
Daniel Grego, Ph.D.	Retired, TransCenter for Youth	Milwaukee	Poetry/Woodland Pattern	36
Anne Wing Hamilton	Community Volunteer	Milwaukee	Theatre/Friends of Lake Park, Next Act Theatre	10
Julie Kerksick	Senior Policy Advocate, Public Policy Institute	Milwaukee	Dance/Arts and social justice initiatives	8
Jean Novy	Community Volunteer	Milwaukee	Theatre, Musical Theatre, Dance/Waukesha Civic Theatre, Skylight Theatre, Milwaukee Rep, Milwaukee Symphony Orchestra	7
Michel St. Amour	Coordinator, Wisconsin Philanthropy Network	Milwaukee	Visual Arts/Wisconsin Visual Artists	1

Does your organization have paid or volunteer staff?

Paid

Name	Position Title/Area of Responsibility
Debra Loewen	Artistic Director (21-22) / Founding Director (22-23)
Jenni Reinke	Managing Director
Dan Schuchart and Monica Rodero	incoming Co-Artistic Directors (22-23)

Accessibility

How do you let the broader public know when and where your organization's programs and activities occur (for example: newspaper ads, radio ads, fliers, etc.)?

Wild Space promotes its work via electronic communications - its website, Facebook page (1,200 followers), Instagram account (406 followers), and email newsletters (1,629 contacts) - and postcard mailings to 1,645 patrons. Press releases are sent to all major print, radio, and electronic media. Previews and reviews regularly are published in Shepherd Express, Urban Milwaukee, Milwaukee Magazine, and Milwaukee Journal Sentinel. Wild Space also allocates funds to purchasing print advertising. Finally, the organization's 11 board members, staff, and 30 contracted artists promote programs and activities through word-of-mouth, reaching diverse communities.

Where do the majority of your organization's activities occur?

The majority of Wild Space's activities occur in the City of Milwaukee.

Referencing the census information link that is part of your Organizational Profile, indicate the percentage of people in your community who have a disability

10%

Facility (ies) is(are) accessible in:

Explain any unchecked boxes:

Programs are accessible to people with disabilities in:

sign language interpreters and/or captioning devices to assist audience members who have hearing challenges

audio description services on headphones and/or large type or Braille programs for a deeper understanding of what is happening on stage for those with vision challenges

toned-down lighting, sound, and/or special effects to accommodate people with autism

stage/exhibition spaces are accessible and provide accommodations for the artists with disabilities who share their work on/within that space

Are your programs accessible to people with disabilities in other ways? If so, how?

Yes. People with disabilities can be escorted to seating areas by ushers and are seated near the entrance.

Work Sample

Digital Images

One set of up to 10 Digital Images (comprises one work sample)

Video Links

Links	Title	Video Begin	Video End	Description
https://youtu.be/bvkzSlq8Rul	InSite: Dances for Washington Park (May 2022) [EXCERPT]	0:00	2:33	InSite: Dances for Washington Park is an adventurous site-based dance performance crafted for Washington Park’s landscaped beauty and community significance, and offered free-of-charge to the public. In celebration of Frederick Law Olmsted 200th Anniversary, Wild Space Dance Company guest choreographers* Alisha Jihn and Tisiphani Mayfield have created dances in conversation with Olmsted’s design following the paths, plantings, lagoon, and bridges at Washington Park. Audiences were guided to viewing areas to see dances from a variety of perspectives: the granite wall of composers behind the Bandshell, overlooking a ravine with crossbridge, at the water’s edge, and in between landscaped trees and rolling hills. A culminating dance featured the architecture of the Urban Ecology Center. Guest Choreographers: Alisha Jihn and Tisiphani Mayfield Performers: Helen Berger, Cuauhtli Ramirez Castro, Desmond Cotton, Brea Graber, Zoe Glise, Elisabeth Roskopf, Lindsey Ruenger, and Shalome Unique *Guest Choreographers are supported by Wild Space’s new InSite: Choreographic Exchange Program supporting choreographers of color. InSite: Dances for Washington Park was made possible in partnership with the Urban Ecology Center at Washington Park and Milwaukee County Parks. This performance was a part of Olmsted 200, a nationwide celebration of the 200th Anniversary of Frederick Law Olmsted, landscape architect and social reformer. Olmstead designed Milwaukee’s Lake Park, Riverside Park, and Washington Park. InSite: Choreographic Apprenticeship Program was sponsored by Kohl’s Cares. Video: Christal Wagner
https://youtu.be/-kIPZycFIEc	Flipside/Lakeside at Milwaukee Art Museum’s East Lawn (August 2021) [EXCERPT]	0:00	4:13	"Flipside/Lakeside" was created for Milwaukee Art Museum's East Lawn and the inaugural Lakeside @ MAM program. A total of 4 performances and 14 open rehearsals were offered free-of-charge to the general public, engaging a total of 2,949 people. "Flipside/Lakeside" was choreographed to reflect the Lake Michigan side of the MAM. Accompanied by live music from saxophonist Nick Zoulek, dancers were featured in the outdoor terrace circle and also appeared through the windows above. This continued the company’s efforts to offer live performance in a way that is safe and socially distanced, outdoors. Artistic Director Debra Loewen commented, "Creating work at the Milwaukee Art Museum inspires me because of my love of visual art, which is referenced throughout the dance." Featured dancers: Katelyn Altmann, Victoria Isaac, Alisha Jihn, Jessica Lueck, Tisiphani Mayfield, Dan Schuchart, Yeng Vang-Strath; Musicians: Nick Zoulek (Aug. 5, 19, 26); Andy Miller (Aug. 12) Video: Ted Brusubardis

Audio Links

Links	Title	Audio Begin	Audio End	Description
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Website Links

Links	Title	Description
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Video File

Audio File

Literary Work

Title

Year

Description

Other Link

Other Link

Description

Support Material

REQUIRED FINANCIAL DOCUMENTATION

Yes

Forms_990_1952_FY20-21.pdf

1.8 MB - 10/12/2022 4:44PM

Total Files: 1

KEY ARTISTIC & ADMINISTRATIVE PERSONNEL BIOGRAPHIES

05_Wild_Space_FY22_C_P_staff_list.pdf

92.7 KB - 10/12/2022 4:50PM

Total Files: 1

MOST RECENT AND CURRENT SEASON/EXHIBIT BROCHURES (if you choose to submit electronic instead of hard copy)

wildfact2223-compressed.pdf

237 KB - 10/12/2022 4:51PM

Total Files: 1

LETTER OF COMMITMENT FROM SIGNIFICANT PARTNER ORGANIZATIONS

ORGANIZATIONAL PLAN - or document containing web link to the plan

14_Wild_Space_FY22_C_P_organizational_plan.pdf

90.4 KB - 10/12/2022 4:51PM

Total Files: 1

SAMPLE EVALUATION TOOL FROM CURRENT OR MOST RECENTLY COMPLETED SEASON (surveys, post-event notes, etc.)–or web links to the tools

15_Wild_Space_FY22_C_P_Evaluation_Tool.pdf

82.7 KB - 10/12/2022 4:51PM

Total Files: 1

Optional Support Materials

Small Organization Applicants may choose to Upload up to four of the following:

Marketing Plan (one page summary of your marketing plan)

Up to 3 Examples of Educational Materials from Current or Most Recently Completed Season

Annual Report – or document containing web link to the report

Critical Review – or document containing web link to the review

[WildSpace_FY22_C_P_Review_Flipside_08_16_2021.pdf](#)

1.1 MB - 10/12/2022 5:00PM

Total Files: 1

Exhibition Catalog - or document containing web link to the online catalog

Most Recent Newsletter – or document containing web link to the newsletter

[WildSpace_FY22_C_P_Newsletter_AtTheEdge_09_09_2022.pdf](#)

836 KB - 10/12/2022 5:00PM

Total Files: 1

Other

Certification

Personal Assurances

I certify that representations made in this application are true and complete to the best of my knowledge, and that the work sample submitted accurately represents my own work. The Wisconsin Arts Board has my permission to use my work sample, or a portion thereof, for publicity or educational purposes.

Name of the person filling out this application form
Jenni Reinke

Title of the person filling out this application form
Managing Director

Date
10/13/2022

Certification Statement

I verify that the name below is my own and that I am authorized to sign this Wisconsin Arts Board grant application on behalf of the Applicant organization, and that the filing of this application has been authorized by the governing board of the Applicant. I certify that all information contained in this report is true and accurate.

Signature (Authorized Representative)

A handwritten signature in black ink, appearing to read 'Jenni Reinke', with a long horizontal flourish extending to the right.