



The national service organization for professional dance

## SNAPSHOT OF THE FIELD

Prepared February 2016

### About Dance/USA’s Snapshot of the Field

The Snapshot of the Field is an annual compilation of operational and financial information on nonprofit dance companies based in the United States. Derived from data contained in the Dance/USA National Company Roster, it focuses on the activities of 501(c)(3) professional dance companies with budgets of \$100,000 and greater for the fiscal years 2013 and/or 2012.<sup>1</sup> For purposes of this Snapshot, “dance companies” and “companies” refers specifically to this group.

Dance/USA has produced the Snapshot of the Field for more than a decade.

### Profile of the 501(c)(3) Dance Field

**U.S. choreographers and dancers employ a diversity of organizational models to create and perform professional-level nonprofit dance**, including the 501(c)(3) model, working with a fiscal sponsor, and operating as an unincorporated and/or unregistered tax-exempt entity.

National Company Roster in Fiscal Year 2013: By the Numbers	
# of Companies	405
# of Employees	15,115
Total Expenses	\$673,446,793
Wages & Benefits	\$346,246,376
Total Income	\$696,952,311
Contributed Income	\$311,777,749
Unrestricted Net Assets	\$344,926,984

Professional nonprofit dance is highly diverse in its artistic forms as well, covering such dance genres and styles as aerial, ballet, capoeira, culturally specific, flamenco, folk, hip hop, historical, jazz, liturgical, modern, physically integrated, and tap, in addition to fusions of these genres and styles and the incorporation of other artistic disciplines. Dance artists work with performing arts centers, businesses, park districts, community centers,

schools, religious institutions, and many other groups to ensure this wealth of creative activity is widely accessible to the public.

#### *Geographic Distribution*

The variety and versatility of U.S. dance production is reflected in its broad geographic reach, with professional nonprofit dance found throughout the United States and its territories. Focusing on the 405 tax-exempt companies with reported budgets of \$100,000 and greater for fiscal year (FY) 2013 and/or 2012, these **dance companies are located in 44 U.S. states, the District of Columbia, and Puerto Rico.**

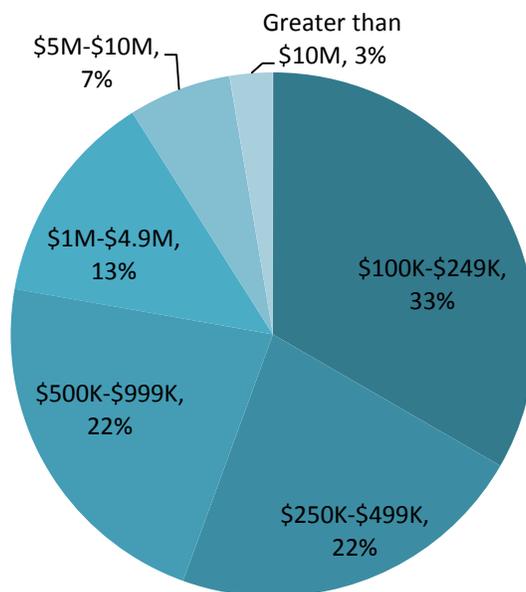
While distributed throughout the U.S., the States of New York, California, Illinois, Minnesota, Texas, and Florida each serve as homes to particularly large numbers of dance companies.

## *Operations & Finances*

**Nonprofit dance companies employed over 15,100 individuals** in a mix of full-time and part-time positions in FY13. These companies were further supported by more than 19,900 volunteers.<sup>2</sup>

**Nonprofit dance regularly generates more than \$600 million in economic activity across the country.** In FY13, annual (expense) budgets totaled \$673.4 million, which represents an increase over the previous year's total of \$653 million.<sup>3</sup> Companies that reported expenses for wages and benefits paid a total of \$346.2 million, just over half (52.1%) of these companies' total expenses for FY13.<sup>4</sup> This figure has remained fairly steady as wages and benefits comprised \$339.5 million, or 52.9%, of reporting companies' total expenses in FY12.

### Dance Companies by Budget Size



N=378. Eleven organizations reported budgets under \$100,000 in FY13 and are not included in this chart. Source: GuideStar Form 990 filings of dance companies listed on the NCR. Figures have been rounded.

Professional nonprofit dance is supported through a combination of earned income and public and private contributions (financial and in-kind). In FY13, total reported income for dance companies was \$697 million, which is an increase over the \$670.4 million reported for FY12. **Many of these companies create and produce a wealth of programmatic offerings for U.S. and foreign audiences while operating on a relatively modest income.** Median company annual income in FY13 was \$385,330, with \$63.4 million the highest reported annual income for the year.



Dance companies financially support their work through an array of sources. For companies that separately reported performance income, over a third (36.1% or \$230.7 million) of their total income derived from this earned income source.<sup>5</sup> These figures are an increase from FY12, where reported performance income totaled \$224.3 million, or 35.2% of income. Other sources of earned income included such diverse revenue streams as school tuition and related educational programming, rental income, investment income, royalties from licenses of intellectual property, and merchandise sales.

**As nonprofit organizations, professional nonprofit dance companies operate to serve their communities. The artists, administrative staffs, board members, and volunteers that carry out these companies' programmatic activities are, in turn, greatly supported by their communities.**

Companies received \$311.8 million in contributions in FY13, which represents 44.8% of the total income of companies reporting this income source.<sup>6</sup> These figures are both lower and higher than FY12 contributed income, where FY12 reported contributions amounted to the lower dollar amount of \$303.6 million, but contributions comprised a slightly higher proportion of total income (45.4%). Contributed income consists of federal, state, and local funding support, foundation grants, corporate sponsorship and contributions, and the financial donations of individuals.

## About Dance/USA

Established in 1982 as the national service organization for the professional dance field, Dance/USA's membership currently consists of more than 400 dance companies, dance service and presenting organizations, individuals, and related organizations. Dance/USA sustains and advances professional dance by addressing the needs, concerns, and interests of artists, administrators, and organizations. By providing national leadership and services, Dance/USA enhances the infrastructure for dance creation and distribution, education, and dissemination of information.

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Visit us at [danceusa.org](http://danceusa.org).

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<sup>1</sup> The National Company Roster is a listing created and maintained by Dance/USA that tracks tax-exempt dance companies located in the U.S. or a U.S. territory (the "NCR"). In existence for over two decades, the NCR is regularly updated through review of Internal Revenue Service (IRS) data, including Form 990, 990-EZ, and 990-N filings made available by GuideStar and the National Center for Charitable Statistics, through the self-identification of tax-exempt professional nonprofit dance companies to Dance/USA, and through knowledge obtained in the course of

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Dance/USA's activities. Beginning in 2016, the NCR will track all federally registered tax-exempt U.S. dance companies, regardless of budget size. Future Snapshots will be based on the expanded NCR.

<sup>2</sup> This figure is likely much higher as only 229 companies reported their number of volunteers and at least 150 companies did not include board members as volunteers.

<sup>3</sup> All figures provided herein draw on publicly available information reported in IRS Form 990 and Form 990-EZ filings. Totals may not match 2014 Snapshot FY12 figures as the criteria for inclusion in the NCR slightly expanded in 2015 to include companies reporting budgets of \$100k and greater in FY 13 and/or FY12. Total expense and income figures for this Snapshot were available for 390 companies in FY13 (96.3% of the total) and 397 (expense) and 368 (income) companies in FY12 (98% and 90.9% of the total, respectively). Three hundred and forty-six companies (85.7%) reported wage and benefit information in FY13, with 334 (or 82.5%) reporting this information in FY12. Contributed income information was reported by 386 companies (95.3%) in FY13 and by 365 companies (90.1%) in FY12. Information on performance income was identifiable for 241 companies (59.5%) in FY13 and 237 companies (58.5 %) in FY12. All reported figures have been rounded.

<sup>4</sup> Percentages are based on the 346 companies reporting both wage/benefit expenses and total expenses for FY13 and the 334 companies reporting both numbers in FY12.

<sup>5</sup> Percentages are based on the 241 companies reporting both clearly delineated performance income and total income for FY13 and the 237 companies reporting both numbers in FY12.

<sup>6</sup> Percentages are based on the 386 companies reporting both contributed income and total income for FY13 and the 365 companies reporting both numbers in FY12.