



PACIFIC BALLROOM DANCE

FOR IMMEDIATE RELEASE

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Pacific Ballroom Dance studio expansion grand opening

Pacific Ballroom Dance (PBD) is holding a Grand Opening celebration on January 4th, 2019 from 6-10pm at 1604 15th Street SW #109, Auburn, WA 98001. The studio, which is currently full to capacity with youth and adult programs, is expanding right next door and doubling its square footage. When the neighboring unit in our building became available for rent, parents, students, and staff alike all looked a little wistfully and hopefully through the windows at the spacious lobby next door. Executive Director Heather Longhurst took the lead. "When it became very clear that the additional costs of rent, utilities, and maintenance of a new space was beyond a sustainable budget, Heather had a truly brilliant idea," said PBD staff member Anne Eugenio. "She brought our team together, using the graphic design skills of Katie Mecham, the financial reports from our accountant

Richard Hardesty, and my own skills as Communications and Development specialist, to craft a beautiful proposal for a five-year capacity-building grant." In Heather's own words, "it was a last, Hail Mary attempt at an expansion we couldn't do on our own."



The proposal was presented to one PBD's regular donors, a foundation that prefers to remain anonymous, and was approved within a week. This capacity-building grant will support PBD as it grows into the new space, giving the studio the time needed to develop the programs and teams which will sustain the additional cost of an expanded space. "The first year of costs is completely covered and each following year the support gradually decreases until we stand on our own in five years' time," said Anne. The total contribution at the end of this time will be \$381,000. "It is an incredible gift and we are humbled, encourage, and overwhelmingly grateful," said Heather.

The Studio Expansion Project will add another large ballroom for teams and classes, a kitchen, changing rooms, bathrooms, office space, a meeting room, and a very large lobby area. PBD will be adding programs and teams gradually over the years, starting off with a Dancing Classrooms Academy for 5th and 6th graders and Swing and Salsa nights every week for adults. Our expanded space will allow us to host special events, and potentially competitions.

Beginning on December 1st, PBD has been gathering volunteers and supplies to paint, decorate, and outfit the space to look like a dance studio. Studio manager MJ Lee said, "our grant covers only a small portion of the costs of renovations, but luckily, little is needed besides paint, dance floors, mirrors, and a drinking fountain in the new ballroom. In time, and with more funding, a curtain against the back wall (similar to what we have in our current space) will add insulation and warmth. There is also work to do in the lobby area including creating seating, building a front desk, and installing doors connecting the old and new spaces, among other things."

Youth Premier dancers Brandon Maner and Mason Hunt will be doing improvements to the new space as part of their Eagle Scout projects. Brandon will be building the front desk and some benches and Mason will be installing the specialized dance floor and mirrors. Parent McKenzie Dickson is rallying a group of parents to create a special homework and study area in the lobby.

Our Grand Opening celebration will feature a ribbon-cutting ceremony, mini-dance lessons, facility tours, and an epic Battle of the Dad Bands featuring the "Mike and the In-laws" and "Bradley and the Outsiders." These dad bands feature the parents of some of our dancers here at the studio: David Remer, Dave Wilcox, and Scott Nelson. "It is going to be a ton of lighthearted fun," said Anne Eugenio. "We will also have a regular DJ and dancing. The following week, all classes are free to drop in!"

Schedule of Events for January 4th Grand Opening:

6 pm Ribbon Cutting, tour, snacks and socializing

7-10 pm Battle of the Dad Bands and Social Dancing

8:00 pm Special latin showcase

9:00 pm Special ballroom showcase

There will also be several short social dance lessons throughout the night.

MISSION Pacific Ballroom Dance builds character in youth by providing a positive ballroom dance experience.

For an online copy of this press release visit: <http://pacificballroom.org/media/> For more information contact Anne Eugenio at anne@pacificballroom.org