TRACEY BONNER, MFA

Curriculum Vitae

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PROFESSIONAL SUMMARY

Performing arts executive who steps in when systems are failing and the work is doubling, streamlines the workflows, and builds the people who sustain them. Drove a $200K revenue lift in a single season, operated four stages at once on a $6M budget, and grew a BFA dance program from 4 to 35 majors as a tenured professor. More than 25 years across professional performance, higher education, and nonprofit arts administration, with the discipline of a working performer (Actors' Equity Association member since 1997) applied to every team led.

EDUCATION AND CERTIFICATIONS

MFA, Arts Administration and Choreography, Summa Cum Laude | University of California, Irvine | 2009
BFA, Musical Theatre Performance, Dance Minor | Shenandoah Conservatory/University | 1996
Veritus Fundraising Certification | 2022

EXECUTIVE AND ADMINISTRATIVE EXPERIENCE

Barrington Stage Company | Pittsfield, MA | Tony Award-winning regional theatre, $6M organization

Director of Guest Services and Sales | 2024-2026 (consultant August-November 2024; then hired full-time)

- Lead a team of 20+ across box office, general ticketing, call center sales, retail sales, event planning, and front of house; restructured the team around a mentorship-first model with 100% retention of mid-level staff.
- Increased revenue by more than $200,000 in a single season by auditing misallocated ticket revenue and introducing dynamic pricing.
- Exceeded the 10x10 New Play Festival sales goal of $90,000, generating $149,707 in earned income.
- Negotiate and sign approximately 10 venue rental agreements per year and oversight of food and beverage ordering for rental events.
- Coordinate with the Directors of Production and Facilities on safety, ADA compliance, repairs, and building systems, including HVAC and electrical.
- Handle strategic planning and budgeting for current and future seasons, sales, and capital campaigns.
- Directed the end-to-end migration of 100,000+ patron and donor records from Tessitura to Spektrix; designed a unified data structure with automated feedback loops and standardized reporting across departments.
- Built a one-year roadmap to guide the organization through a leadership gap, using dynamic pricing and real-time analytics for fiscal accountability.
- Established protocols, SOPs, financial reconciliation, and reporting based on patron trends to set ticket pricing and sales goals; created separate reporting for phone sales and for retail and concessions.
- Developed a staff training program and third-party partnerships that raised earned-revenue conversion and strengthened volunteer engagement.
- Hired into the role after serving as a consultant during a period of fundamental organizational change.

Jacob's Pillow Dance Festival | Becket, MA | $11.8M organization

Director of Patron Services | April 2022-July 2024

- Led a team of 20+ across box office, ticketing, call center, retail, and front of house for a professional dance festival, including hiring and managing seasonal staff and interns.
- Designed and launched a tiered "Rain or Shine" ticket-insurance program that protected outdoor performance revenue against weather cancellations.
- Rebuilt ticketing and donor data operations and wrote SOPs for peak-season volume and real-time inventory control across a high-traffic festival season.

• Worked with the senior management team (IT, Philanthropy, Community Engagement, Production, Archives) on planning and budgeting for future seasons and for capital campaigns supporting a planned campus expansion.

• Managed patron complaints and access to campus offerings; provided staffing for venue rental events.

Dayton Performing Arts Alliance | Dayton, OH | $8.3M organization

Director of Donor Relations | 2022

• Secured more than $225,000, including a $75,000 National Endowment for the Arts grant and $150,000 in major gifts.

• Consolidated three separate brand programs into a single donor benefit structure and grew the $25K-$250K mid-level pipeline 10% in six months.

• Led the Annual Fund and major gift work, including mid-level and major giving, donor benefits, event planning, grant writing, and direct mail, and kept the department running with two staff in place of four during a restructure.

Dance Data Project

Senior Outreach Liaison | 2024-Present

• Helped secure $100,000 in foundational funding to build DDP PRO, a free, searchable platform where companies and venues find female choreographers, composers, designers, technicians and directors.

• Built partnerships with corporate partners and Tier-1 academic institutions; part of the team publicizing DDP PRO ahead of its national launch.

• Present nationally on data-driven research, including at the Women in Dance conference (2024).

Tracey Bonner Consultancy, LLC | Cincinnati, OH

Principal | 2020-Present

• Serve individual coaching clients and consult with arts organizations on ticketing and data systems, sales forecasting, and leadership transitions, as well as mentor college bound pre-professional performing artists.

DenMax Properties LLC | Strategic Real Estate and Financial Operations Lead and Co-Owner

• Manage the P&L for a residential real estate portfolio whose value grew 104%, from $998K at acquisition to $2.3M+.

• Direct capital improvements, maintenance oversight, vendor contracts, and tenant acquisition, in coordination with local property managers.

Kentucky Performing Arts | National Musical Theatre Awards (*Jimmy's*) | Regional Adjudicator

• Evaluate 15+ productions each year against national standards and deliver written assessments to regional producers.

Cincinnati Arts Association | Ovation Awards | Adjudicator

• Evaluate high school level dancers each year in multiple genres against national standards, deliver written assessments, and collaborate on cash awards to pre-professional dancers in the region.

ACADEMIC APPOINTMENTS

Northern Kentucky University | Highland Heights, KY | Theatre and Dance Program, School of the Arts

Dance Director, BFA Dance Track, and Associate Professor of Dance (tenured 2020) | 2014-2022

• Designed the university's and region's first BFA in Dance Education, approved in 2021.

• Grew the program from 4 to 35 majors between 2014 and 2020 by redesigning recruitment and retention processes.

• Served as strategic lead on a $1.5M capital campaign for a new dance studio facility, opened in 2019.

• Grew annual performances from one to three and program box office revenue from $2,550 (2015) to $7,650 (2020).

• Served as artistic director of the annual dance concert (Dance '15 through Dance '22)

• From ideation to creation, including mentorship, and supervision the student choreographers' showcases

(Emerging Choreographers Showcase‘15 through “‘22).
• Coordinated a weeklong Paul Taylor Dance Company residency, including instruction for 300+ undergraduates, community classes for 100+ local high school dancers, and a fully produced concert (317 tickets sold).
• Built cross-campus partnerships: a grant-funded Chemistry collaboration using dance to teach organic chemistry; African dance as a required course and part of the Black Studies minor; a performance with Sociology telling the story of Margaret Garner; and an art and neuroscience pilot project funded by the Institute for Healthy Innovations.
• Conceived, developed, produced, and directed a 2020 campus film on sexual violence, consent, reporting, and advocacy, funded by a U.S. Department of Justice grant addressing violence against women with a focus on international students.
• Presented “Democracy and the Arts; How to be an Upstander” for the Scripps Howard Center for Civic Engagement at Union Station Terminal, with the support of the Holocaust and Humanity Museum (Spring 2022).
• Hosted an African dance residency with Dr. Tawanda Chabikwa from Zimbabwe focused on decolonizing dance education and creative practice.
• Courses taught: Dance History, Choreography, Dance Foundations (Functional Anatomy), Dance Audition Techniques, Musical Theatre Dance I-III, Ballet I, Jazz II-III, Tap I-III, Dance Company, Dance Tour Troupe, Theatre Process and Production.

Earlier academic and teaching appointments

- University of Memphis, Visiting Assistant Professor of Musical Theatre Dance, 2013-2014; faculty choreographer for main stage musicals.
- Colorado Mesa University, Assistant Professor of Dance (tenure track), 2012-2013.
- University of California, Irvine, Lecturer in Theatre and Lecturer in Dance, 2010-2012; Director, American Dance Academy; guest choreographer for musicals.
- MiraCosta College, Associate Faculty, 2009-2012;
- Azusa Pacific University, Lecturer in Theatre and faculty choreographer, 2009-2011.
- Laguna Beach High School, Arts Consultant and Educator, 2007-2012
- University of California, Irvine, Graduate Assistantship, 2007-2009.
- Wagner College, Lecturer in Dance, 2003-2005;
- American Musical and Dramatic Academy, Associate Faculty, 2001-2007.
- Cincinnati Conservatory of Music, faculty appointment and master class specialist, Musical Theatre and Tap, summer intensive, 2015-2019.

SCHOLARSHIP AND PRESENTATIONS

Publication

- “Those Dancing Feet! Musical Theatre Dance as an Ethnographic Identifier,” Journal of Dance Education, 22(1), 42-50, 2022.

Research in progress or completed

- Commercial Dance Heritage Coalition (2015-ongoing): ethnographic study of commercial dance and the preservation of the art form, using interviews, survey data, and autoethnographic methods.
- Dancers as Athletes (2015-2016): research study comparing female athletes and female dancers on anatomical anomalies related to the anterior cruciate ligament, repetitive injury, and recovery.

Conference research presentations

- Women in Dance: Los Angeles, 2024 (“Creating Bridges for Quantitative Data Use in College Dance Programming”); Chicago, 2022.
- Pop Culture Association: Indianapolis, 2018; San Diego, 2017.
- National Dance Education Organization: Washington, DC, 2016.
- American College Dance Association: Auburn, AL, 2017; Clarksville, TN, 2015; Little Rock,

AR, 2014.

Panels, mentorship, and guest appearances (selected)

- Music Theatre Educators Alliance, San Diego, 2016
- Women in Dance Leadership, Baton Rouge, 2015
- Arkansas Thespian Conference, 2015
- Tennessee Thespian Conference, 2014
- STEPS on Broadway, New York, 2012
- Musical theatre dance residency, Northwestern State University, Natchitoches, LA, 2025
- Master Teacher, Expressions Dance Theatre, 2025.
- Podcast guest, Canada's National Academy of Dance Education, 2020
- Featured panelist, El Círculo de la Danza, 2020
- Guest artist, University of California, Irvine, 2016, and Universidad de Sonora, Hermosillo, México, 2016
- Head of Musical Theatre and Dance Division, Kentucky Conservatory Theatre, 2015-2017
- Founding Artistic Director, Paragon Music Theatre, 2010.
- Master classes and summer intensives including Cincinnati Conservatory of Music (2015-2019), School for Creative and Performing Arts (2016, 2017), Moss Performing Arts Conservatory (2019), Blackbird Dance Theatre (2017), and Mamluft & Company Dance (2015, 2016).

FELLOWSHIPS, GRANTS, AND HONORS

- Al Smith Artistic Fellowship (Emerging Choreographers Grant), Kentucky Arts Council, 2016, $7,500: choreographic work combining dance and social justice.
- Faculty Senate Project Grant (Phase I), Northern Kentucky University, 2021-2022, $6,000: teaching cultural competency and battling racism through the embodied study of African dance and drumming.
- Faculty Senate Summer Fellowship (Phase II), Northern Kentucky University, Summer 2021, $6,000: study of African cultural dance and improvisation in Accra, Ghana.
- Institute for Healthy Innovations Grant (Phase I) and Coronavirus Opportunity Grant (Phase II), Fall 2020, $3,000 each: Reducing Racism and Pandemic Stress with African Communal Dance, a pilot project combining art and neuroscience.
- Strategic Investment Initiative Grants, College of Arts & Sciences, 2017: $9,200 to replace sound equipment in all dance studios; $3,600 for Discovering Organic Chemistry Mechanisms Through Dance.
- Professional Development Awards, College of Arts & Sciences: 2016 ($1,250, NDEO and ACDA presentations); 2017 ($1,175, research at Jacob's Pillow); 2018 and 2019 ($1,250 each, ACDA); 2019 ($1,250, Embodiology summer immersion).
- Faculty Research Grant, Colorado Mesa University, 2013, $2,000; Research and Travel Grant, University of California, Irvine, 2012, $2,000; Travel Grant, MiraCosta College, 2011, $400.
- Honors for choreography: Big River Festival (Becoming Human, 2017); Ostrander Regional Theatre Award(Chess, 2014); Gala Honors, ACDA (An Ingrown Life, 2014); Hospital Gala (Moulin Rouge, 2012); "Best Theatrical Event," Director/Choreographer, RENT!, Kentucky Conservatory Theatre (2010).

SELECTED DIRECTING AND CHOREOGRAPHY

A complete list is available as a separate document.

2022 Bright Star | Wright State University | Choreographer
2019 Swing! | The Carnegie Theatre, Covington, KY | Director/Choreographer
2019 Bernstein Mass | Lawrence University | Choreographer
2018 Big Fish | Northern Kentucky University | Choreographer
2018 Smokey Joe's Cafe | Woodford Theatre | Director/Choreographer
2017 Beauty & the Beast | Northern Kentucky University | Choreographer
2016 Sweeney Todd | The Human Race Theatre Company, Dayton, OH | Choreographer

2016 Best of Broadway | The Dayton Symphony | Choreographer
2016 Thoroughly Modern Millie | Northern Kentucky University | Choreographer
2014 Chess | University of Memphis | Choreographer (Ostrander Theatre Award)
2013 Secret Garden | Woodford Theatre | Director/Choreographer
2013 Do Black Patent Shoes … | University of Memphis | Choreographer
2012 RENT! | Colorado Mesa University | Director/Choreographer
2012 Sweet Charity | Summer Repertory Theatre, Santa Rosa, CA | Choreographer
2011 San Diego Dance Festival | Presenting choreographer
2010 RENT! | Kentucky Conservatory Theatre, Lexington, KY | Director/Choreographer
2009 Evita | Azusa Pacific University | Choreographer
2008 West Side Story | University of California, Irvine | Choreographer
2007 Reefer Madness | University of California, Irvine | Choreographer
2007 Urinetown | Laguna Beach Park Avenue Players | Choreographer

PERFORMANCE

1997-1999 A Chorus Line | National Tour | Tricia (swing), Bebe, Maggie, Cassie, Val, Diana
1999-2000 West Side Story | International Tour | Anybodys
2000-2001 Show Boat | National Tour | Ellie May Chipley
2001-2003 West Side Story | National Tour | Anybodys
2004 A Chorus Line | Special Engagement | Maggie
2015 The Full Monty | Human Race Theatre Company, Dayton, OH | Susan, Dance Captain
Additional theatrical employment, 2001-2007:

- includes Stages St. Louis, Barter Theatre, Shenandoah Summer Music Theatre, Carousel Theatre, Arts Center of Coastal Carolina, Pirate Playhouse, Old Schoolhouse Theatre, and Cleveland Playhouse.

Complete performance credits are available upon request.

SERVICE AND PROFESSIONAL AFFILIATIONS

- Board member, Greater Cincinnati Dance Alliance, 2021-2024; Advisory Council, School for Creative and Performing Arts, 2015-2021
- Northern Kentucky University: Co-Chair and founding member, Inclusive Excellence Committee, College of Arts & Sciences (Dean appointment), 2018-2022; Faculty Senate, at-large, 2020-2023; NKU Leadership Academy presenter, faculty mentor, and team facilitator; Faculty Advisor, Delta Chi Xi Honors Dance Fraternity, 2018-2022; BFA audition adjudication twice yearly, 2014-2022; Professional Concerns Committee, 2016-2017.
- Earlier service: University of Memphis (Dance Alliance faculty advisor, Scholarship Committee, 2013-2014); Colorado Mesa University (Curriculum Committee, Musical Theatre Committee, Recruiting Committee, (2012-2013).
- Memberships: Actors' Equity Association (1997-present); Society of Directors and Choreographers (2008-present); American College Dance Association (2009-present); Congress on Research in Dance/Dance History Scholars (2015- present); Music Theatre Educators Alliance (2015-present); National Dance Education Organization (2016-present).

SYSTEMS AND SKILLS

Tessitura, Spektrix, ThunderTix, Raiser's Edge, Google Suite, Microsoft Suite, Excel. P&L and budget management, dynamic pricing, CRM migration, venue rentals and contracts, capital campaigns, grant writing, team leadership, and SOP development.

REFERENCES

Available upon request.