



# ARTS-Dance

## ANNUAL REPORT 2005

### Mission

The **ARTS** mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The **ARTS** will provide the leadership and resources necessary to create an achievable marketing program. The **ARTS** will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions.

### Communications

In an effort to achieve this ambitious **ARTS** mission, lines of communication are being established throughout the Dance community.

- By bringing together the AMERICAN CALLERS ASSOCIATION (ACA), CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Executive Committee of the National Square Dance Convention<sup>®</sup> (NEC), National Square Dance Campers Association (NSDCA), ROUNDALAB, Single Square Dancers USA (SSDUSA), United Square Dancers of America (USDA), Universal Round Dance Council (URDC), USA West Square Dance Convention<sup>®</sup> Policy Board (USA West), an unprecedented atmosphere of cooperation, collaboration and communication has been created through the establishment of the Alliance of Round, Traditional and Square-Dance, Inc. – **ARTS-Dance** Governing Board.
- In addition to the Governing Board organizations, the **ARTS** has brought together a number of influential organizations to form the **ARTS** Auxiliary Governing Board. Among those groups that have affiliated with **ARTS** as Auxiliary Governing Board members are the Kentucky Dance Foundation, Lloyd Shaw Foundation, Square Dance Foundation of New England and the US Handiapable Square Dance Association.
- Also joining the **ARTS** have been nearly one hundred Individual and Associate (clubs, associations, etc.) member organizations.
- A network of **ARTS** State Representatives has been established to facilitate communication among member and non-member groups. This electronic network is utilized to disseminate **ARTS** Press Releases and other news worthy information throughout the Dance community. The ultimate goal is to expand this network of **ARTS** State Representatives through the identification of all Dancers with e-mail capabilities thereby enabling **ARTS** direct contact with all Dancers for the purpose of uniting these Dancers for the benefit of the activity.
- An **ARTS** website has been established at [www.arts-dance.com](http://www.arts-dance.com) to introduce the Alliance of Round, Traditional and Square-Dance to all those interested in the activities of this newly formed organization. Available from this website is information on all aspects of the **ARTS**: Mission Statement; Development Initiatives; Articles of Incorporation; Bylaws; Minutes; Members; Contributors; and convenient links to each of the Governing Board member organization's websites. As new achievements are accomplished by the **ARTS**, this information is promptly added to this website.

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- The informational brochure initially developed in 2004 to inform the dance community of the establishment of **ARTS-Dance** and its mission was updated in 2005 to better inform the reader of the goals of **ARTS**.
- “Ask **ARTS**” informational articles have been written and distributed to publications to further educate the dance community of the existence and progress of the Alliance of Round, Traditional and Square-Dance, Inc. Ideas and questions regarding these articles may be submitted to [askarts@arts-dance.org](mailto:askarts@arts-dance.org)
- To further advance the mission of **ARTS**, the first issue of the ***ARTS-Dance Newsletter*** was distributed following the Fall 2005 **ARTS** meeting. This informative Newsletter detailed the projects and progress of the Alliance of Round, Traditional and Square-Dance. Future issues of the ***ARTS-Dance Newsletter*** will be published following each **ARTS** meeting.

### Operation

The **ARTS** Governing Board affords each of its member organizations the opportunity to exercise their rights through one vote to each group on issues brought before the body.

- The operational activities of the Alliance of Round, Traditional and Square-Dance, Inc. follow the guidelines established within the Bylaws and Articles of Incorporation. As an IRS 501 (c) (3) tax-exempt, nonprofit foundation, **ARTS** is able to accept tax-deductible contributions from Dancers and Dance Organizations.
- Officers are elected each year to implement the actions of the Governing Board. During its Annual Fall 2005 meeting in Orlando, Florida, the **ARTS-Dance** Governing Board elected Officers to serve the 2005 – 2006 term: Jim Maczko – Chairman; Scott Philips – Vice Chairman; Jerry Reed – Secretary; Edythe Weber – Treasurer.
- An **ARTS** Action Plan has been adopted which outlines a step-by-step process to achieve the **ARTS** Mission. The **ARTS** Action Plan is designed to reach the goal of 50,000 new traditional, round and square dancers by January 2012.
- One of the functions of the **ARTS** Governing Board is to maintain an awareness of developments within the Dance movements. This includes monitoring the activities of various groups. Among the Dance promotions that the Governing Board has been monitoring is the efforts of a young New Yorker – Nick Korbee – [npk206@nyu.edu](mailto:npk206@nyu.edu) – who is developing a documentary movie to show the “true image” of Dance and its participants. Other groups that have caught the attention of the Governing Board are the Square 4 Life initiative, which is a wellness program, disseminated through their website - <http://www.feenerty.com/square4life/page2.html>. While **ARTS** does not specifically support these programs, it is felt that it is important that Dancers be aware of their existence.

### Education

As an IRS 501 (C) 3 organization, **ARTS** is recognized for its educational benefits.

- With the assistance of the world-renowned public relations firm – Weber Shandwick – the **ARTS** presented a three-part Public Relations Seminar during the 54<sup>th</sup> National Square Dance Convention® in Portland in June 2005. These presentations, entitled Keys to Effective Public Relations, represented several hundred dollars minimum value that was provided pro-bono by Weber Shandwick. They provided extremely valuable information about how public relations can be used to help promote the growth of the Dance activity.

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- Other educational programs are planned for future National Square Dance Conventions® as well as National and Regional American Association of Health, Physical Education, Recreation and Dance (AAHPERD) Conferences.

### Projects

Implementation of the *Phoenix Plan* includes a wide array of programs.

- Another comprehensive dancer demographic survey was conducted during the 54<sup>th</sup> National Square Dance Convention in Portland, Oregon – June 2005. A summary of these results are available through the **ARTS** website – [www.arts-dance.com](http://www.arts-dance.com). Additional surveys were carried out at various other gatherings of State and National groups throughout the country. These surveys will be continued in an effort to validate and expand the results of the initial surveys conducted in 2004. This demographic information is essential to identify market segments that Dancers represent and is of significant interest to firms that market their products to the public who could become sponsors of Round, Traditional and Square-Dance activities.
- Among the **ARTS** development initiatives is to educate the public and promote an improved understanding and image of the multiple forms of their historical dance activities. One of the means to achieve this goal has been accomplished through an **ARTS** Grant to assist in the development of an in-school curriculum to teach square dancing to grade school students with a program including CD's incorporating upbeat music & lessons achievable by these young students. With the assistance of a \$1,000 Grant from the Alliance of Round, Traditional and Square-Dance, Inc. (**ARTS-Dance**), the California Square Dance Council's Youth Advisory Committee has developed an instructional package that can be used by teachers, scout leaders, recreation departments, church groups or anyone else interested in setting up their own introductory square dance program. The California Square Dance Council Youth Advisory Committee, under the leadership of Chair Bonnie Abramson and assisted by callers Scot Byars, Eric Henerlau and Bronc Wise, made a formal presentation during the California Association of Health, Physical Education, Recreation and Dance (CAHPERD) at their 75<sup>th</sup> Annual Conference held March 17-19, 2005 in Monterey, California. Their presentation included a one-hour Educational Workshop that was enthusiastically received by a standing room only gathering of more than 250 of the 2,000 teachers, instructors and recreational leaders in attendance at this Conference. The workshop, entitled "*Square Dance 101 - A Teacher's Guide to Teaching Square Dancing,*" focused on the ease of teaching square dancing in the classroom, and showcased a wide selection of hip music sure to entice youth to participate. The teachers who, even if they currently offered square dancing as part of their curriculum, were eager to find music more in tune with what the kids are listening to today enthusiastically embraced the "new" music.
- One of the primary purposes of the **ARTS** is the development of a recruiting plan to attract new Dancers to join Round, Traditional and Square-Dance programs. The **ARTS** Governing Board has adopted just such a recruiting plan and is making it available as a guideline to be modified to a given situation. This plan is intended for implementation by local leaders and organizations and will be available from the ARTS website once it is finalized.

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- An important effort being developed by **ARTS-Dance** is a program to enhance the image of all forms of contemporary Square, Round, and Traditional Folk Dance. This includes the development of an effective marketing plan directed at key segments of the American populous to promote the health benefits of these dance forms. These benefits include not only the physical attributes but the mental benefits as well. Efforts are underway to develop an image enhancement video to depict the fun of our Dance activities as modern and exciting.
- A proposal for a grant application on behalf of **ARTS** is being considered that would deal with offsetting childhood obesity through the implementation of the Dance Instructors in Schools program supplemented with the *Square Dance 101* booklet from the California Square Dance Council's Youth Advisory Committee presentation to the California Association of Physical, Education, and Recreation & Dance (CAHPERD). This grant would fund the operation of a database of Dance Instructors to teach in schools across the Country. This grant could also help with development of the other modules of the Square Dance 101 book incorporating more Advanced Square Dance lessons as well as Round and Contra dances. It has also been suggested that companion videos be developed for the various modules to enhance their effectiveness. Implementation of this program would require coordination of the available Dance Instructors through a single clearinghouse.
- An informational video explaining **ARTS** is currently being scripted.
- Another video will be developed to introduce Dance to the general public. This video will include a sequence of simple calls and cues showing two squares that then resolve into two contra lines and then resolve into a circle of rounds and perhaps going back to squares.
- Discussions have been initiated with the Canadian Square and Round Dance Society to collaboratively develop a public service announcement video to promote Dance. These videos could be inexpensively mass-produced for distribution to prospective dancers.
- A concept known as Save our Squares (SOS) includes awarding a college scholarship to students who submit potential marketing programs to promote Dance is being evaluated. This program would involve college marketing students in a "competition" to develop and submit marketing ideas to be judged with the "top idea" being awarded a scholarship.

### Resources - Fund Raising

To enable **ARTS** to achieve its mission, it is necessary to provide extensive financial support. The initial funding needs to be generated by the existing Dance community.

- Individual and Associate memberships are available to Dancers and Dance organizations. Individual memberships are granted to those Dancers who make tax-deductible contributions of \$25 or more per year. Dance organizations may demonstrate their support for **ARTS** by making annual donations of a minimum of \$100.
- Various dance groups have held Benefit Dances to help fund **ARTS-Dance** and other groups are likewise encouraged to show their support for the **ARTS** Mission by promoting similar Benefit dances.

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- Upon the disbanding of the State Teachers Association for Round Dancing (S.T.A.R.) **ARTS** was the beneficiary of their extremely generous donation of \$4,441.54. As an IRS 501 (c) 3 organization, it was possible for STAR to contribute its remaining funds to **ARTS**.
- An “Add A Buck” plan has been initiated to generate basic funding for various **ARTS** programs. This involves Dance groups voluntarily collecting tax-deductible contributions from their members through increasing their dance fees a “Buck” (one dollar) at their regular and special dances and festivals or conventions to be contributed to the **ARTS-Dance**.
- **ARTS** has embarked upon an innovative program that will provide the Alliance of Rounds, Traditional and Square-Dance with a dramatically different way to raise substantial funds. In cooperation with YTB Travel, the **ARTS** has a “private label” online travel booking Web site (similar to Expedia®). The Web site is customized to be specific for the Alliance of Rounds, Traditional and Square-Dance. Dancers are encouraged to turn their travel and vacations into donations for **ARTS**. By booking dance, personal and business travel on the **ARTS** new travel website...[www.arts-dancetravel.com](http://www.arts-dancetravel.com) funds are generated to benefit **ARTS**. Every time the **ARTS-Dance** Travel website is utilized to purchase travel, either airline tickets, hotels, rental cars or cruises **ARTS** will receive a portion of the travel commissions. Those utilizing the **ARTS** travel website will receive the same low rates as those available from other travel websites and help generate \$1,000's for **ARTS-Dance**.
- A toll-free telephone number has been initiated to afford the general public easy access to information regarding our Dance movements. This number – **866-445-ARTS** (2787) is staffed by knowledgeable Dance leaders capable of referring callers to Dance programs throughout the United States. In support of this telephone number, magnetic signs have been developed and are available from the **ARTS** member organizations for a contribution of \$2.50 each.
- Supporters of **ARTS** are also able to purchase attractive lapel pins that include the four-color **ARTS** logo and identify the wearer as an **ARTS** Supporter. These lapel pins are available for a donation of \$5.00 each.
- February 29, 2008 has been identified as a National Day of Dance. Every association or council is asked to have a dance donating the proceeds to **ARTS**. It is recognized that facility rentals must be taken out of the gross income. Dance leaders are encouraged to donate their talents for this one dance. The goal is to collect a minimum of \$1 million dollars on this one day. Save the date – Friday - February 29, 2008 (leap year).

### Late Developments

- At the end of 2005 the American Callers' Association chose to resign from the **ARTS**, but the other ten Governing Board organizations are even more committed to continuing to work together in **ARTS**' efforts to revitalize the Dance programs represented by ARTS.
- The ARTS Governing Board is finalizing negotiations with Disney for a special Dance event to be held at the Epcot World Showplace Pavilion at the Walt Disney World Resort. Watch for details early in 2006.