



ARTS-DANCE 2019 ANNUAL REPORT

(November 24, 2019)



Mission

ARTS continues to pursue its mission, 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** provides leadership and resources necessary to support realistic marketing efforts. **THE ARTS** will encourage, promote, and support healthy lifestyles through dance programs and events which provide fun and effective exercise for both mind and body, all within a unique system of social interactions.

Cooperation

To achieve this ambitious mission cooperation has been established among the leadership of the dance community.

-- An unprecedented atmosphere of cooperation, collaboration, and communications has been created by bringing together the major dance organizations in the USA, including: All Join Hands, CALLERLAB, CONTRALAB, the International Association of Gay Square Dance Clubs (IAGSDC), the National Executive Committee of the National Square Dance Convention® (NEC), the National Square Dance Campers Associations (NSDCA), ROUNDALAB, the Single Square Dancers USA (SSDUSA), The United Square Dancers of America (USDA), the USAWest Square Dance Convention® (USAWest) Policy Board, to establish 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. Additionally, there have been more than one hundred Individual and Associate (clubs, associations, etc.) Members

-- **THE ARTS** web site has been established at www.arts-dance.org to provide a wide variety of information. The web site includes information on all aspects of **THE ARTS**, including: Mission Statement, "Live Lively" promotion activities, Development Initiatives, Articles of Incorporation, Bylaws, Minutes of **ARTS** meetings, Members, Contributors, Ask ARTS news articles, and links to each of the Governing Board member organizations. As new achievements are accomplished by **THE ARTS**, the information is posted on **THE ARTS** website

-- We are registered with Amazon Smile to allow buyers to donate a portion of their Amazon purchase price to **THE ARTS**. The Amazon Smile donation process is simple to use and does not add any additional cost nor effort to those who make purchases through Amazon. We ask you to support **THE ARTS** by doing your shopping at www.smile.amazon.com

-- An informational brochure was initially developed in 2004 and has been updated repeatedly since then. This brochure provides information about **THE ARTS** in a convenient tri-fold format. Over 30,000 brochures have been distributed at USAWest Conventions, NSDCs, and other state and regional events. The brochure is available through THE ARTS web site: www.arts-dance.org

-- An **ARTS** Email Tree has been created. This Email tree provides an electronic distribution system designed to send information directly to every dancer in the system. There are now nearly 45 Email Tree Contacts who cover over 30 different states and areas. For information about this electronic information system or to volunteer to help, please contact **THE ARTS** Executive Director at: ExecutiveDirector@arts-dance.org

-- **THE ARTS** publishes a Newsletter, Press Releases, and Ask ARTS articles. The Ask ARTS articles provide answers to questions on a wide variety of subjects submitted to: Del Reed - 943 Tamarind Circle, Rockledge, FL 32955 or E-mail - askarts@arts-dance.org

To request further information or to join as an Associate or individual Member, please contact Jerry Reed, executive Director at: ExecutiveDirector@arts-dance.org

Operation

Each **ARTS** Governing Board Member organization retains their own purpose, mission, and goals, as identified by that organization. Each Member of the Board has the opportunity to express their views and concerns through one vote on the issues brought before the group.

-- The operational activities of **THE ARTS** follow the guidelines established in the Bylaws and Articles of Incorporation. **THE ARTS** is an IRS 501 (c) (3) tax-exempt corporation incorporated in North Carolina. Donations to **THE ARTS** may be deductible on US tax returns. Please ask your tax preparer to verify your status.

-- **THE ARTS** Board meets one time a year to consider, discuss, and vote on issues brought to the group. The meeting is held on the Sunday immediately following the NSDC each year, in the same city as the NSDC . The meeting is open to all interested persons. For information or an invitation to the meetings, contact **THE ARTS** Executive Director at: ExecutiveDirector@arts-dance.org

-- During the June 2019 **ARTS** meeting, the Board elected the following officers to oversee the activities of THE ARTS for the next year: Chairman - Butch & Ampie Hayes, Vice Chairman - Erin Byars, Treasurer - Edythe Weber, and Secretary - Jim & Judy Taylor. The Board also confirmed Jerry Reed as the Executive Director

Education

As an IRS 501 (c) (3) organization, **THE ARTS** is recognized for its educational benefits:

-- **THE ARTS** participates in the Education program at both NSDCs and USAWest Conventions by staffing education seminars. These seminars provide information about **THE ARTS** and a forum for idea sharing and discussion of projects currently being implemented by **THE ARTS**

Projects

The **ARTS** continues to look at projects to help meet the organization's mission:

-- **THE ARTS** is currently working on a major marketing project with the goal of creating effective videos to help clubs promote the activity

-- **THE ARTS** has established a grant program to encourage various dance associations and organizations to conduct Educational Seminars which would inform and educate their members and attendees about various topics related to the activity and help promote **ARTS-Dance**. In addition to the other topics, the seminars **MUST** also cover who and what **ARTS** is, its purposes, goals, and accomplishments

-- "You 2 Can Dance" - Web Site and Videos. This web site was created to provide information and videos about the dance forms under the umbrella of **THE ARTS**

-- **THE ARTS** has conducted dancer surveys at several National Square Dance Conventions and supported these surveys at other dance events. The results of these surveys are available on **THE ARTS** web site at: www.arts-dance.org

Resources - Fund Raising

Funds to support **ARTS- Dance** need to be generated by the existing dance community.

-- Donations from Governing Board organizations and from individuals provide the major part of the operating budget

-- A \$100 Club has been established to provide the opportunity for dancers to donate \$100.00 to help promote dancing

-- Individual and Associate Memberships continue to provide financial support