



ARTS-Dance

ANNUAL REPORT 2006

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** 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.

Cooperation

In an effort to achieve this ambitious **ARTS** mission, unprecedented cooperation has been established throughout the leadership of the Dance community.

- By bringing together the, CALLE LAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Executive Committee of the National Square Dance Convention® (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® 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, National Association of Square and Round Dance Suppliers, Square Dance Foundation of New England and the US Handicapable Square Dance Association.
- Also joining the **ARTS** have been more than one hundred Individual and Associate (clubs, associations, etc.) member organizations.
- The network of **ARTS** State Representatives continues to be expanded 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 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**, the information is promptly added to this website.
- The informational brochure initially developed in 2004 to inform the dance community of the establishment of **ARTS-Dance** and its mission was updated again in 2006 to better inform the reader of the goals of **ARTS**. With the assistance of the Housing and Registration Committee, this brochure was included in the registration packets for all dancers at the 55th National Square Dance Convention® in San Antonio.
- Numerous "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

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PRESS RELEASE

FOR IMMEDIATE RELEASE

- To further advance the mission of **ARTS**, the *ARTS-Dance Newsletter* was distributed following each of the **ARTS** meetings held during 2006. 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 of the **ARTS** meetings.

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 2006 meeting in Orlando, Florida, the **ARTS-Dance** Governing Board elected Officers to serve the 2006 – 2007 term: Mike Jacobs – 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. Among these developments is the release of a new movie which will include Square Dancing. *"The Astronaut Farmer"* starring Billy Bob Thornton, Bruce Willis and others is scheduled to be released in the near future. The plot of this movie – A NASA astronaut is forced to retire so he could save his family farm but he cannot give up his dream of space travel and looks to build his own rocket, despite the government's threats to stop him. While on the farm, he is enticed to try Square Dancing. When this movie is released, dance groups are encouraged to contact theaters in their area showing *"The Astronaut Farmer"* and offer to put on demonstrations to promote their upcoming classes. The subtitle for this movie is "one small step for man, one giant leap for farmers." It is hoped that by seizing the opportunity to promote square dancing in conjunction with this movie we can capitalize on the enthusiasm generated and take "one small step for man, one giant leap for dancing."

Education

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

- Among the educational programs instituted by **ARTS** are the various Educational Panels and Seminars presented at the annual National Square Dance Conventions[®]. During the National Convention in San Antonio the **ARTS** Officers participated in the *Organizations Round Table*, the *ARTS Where Are We Now* Seminar, and the *Helpful Organizations and Resources* Panel. It is anticipated that **ARTS** will be equally involved with the Education Program at the 56th National Square Dance Convention[®] in Charlotte, North Carolina.
- Plans are being developed for **ARTS** to participate at National and Regional American Association of Health, Physical Education, Recreation and Dance (AAHPERD) Conferences. Among the projects **ARTS** could present at an AAHPERD Conference would be the *"Squaring Dance 101 – Elementary Edition."* This is a teacher's guide to teaching Square Dancing." This program was developed with the assistance of a \$1,000 Grant from the Alliance of Round, Traditional and Square-Dance, Inc. (**ARTS-Dance**) to the California Square Dance Council's Youth Advisory Committee. Developed as 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 this package is available for purchase through the ARTS website: www.arts-dance.com

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Projects

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

- Plans are underway to conduct another comprehensive dancer demographic survey during the 56th National Square Dance Convention® in Charlotte, North Carolina – June 2007. These surveys are an important component of the **ARTS** marketing program. Even though many dancers have completed other surveys, it is important that each new survey be completed by all dancers. 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.
- 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 is available from the ARTS website: www.arts-dance.com
- 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 *Squaring Dance 101 – Elementary Edition* booklet from the California Square Dance Council's Youth Advisory Committee. It is envisioned that 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 *Squaring Dance 101 – Elementary Edition* 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. .

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.
- 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**. Details of the "Add A Buck" program are available through the **ARTS** website: www.arts-dance.com

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- **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 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.
- In an effort to encourage more existing dancers to attract new dancers into our activities an innovative *Incentive Marking Program* is being developed. The premise behind this strategy is to provide incentives to those in the dance activity which are designed to encourage more individual participation in the marketing effort. This idea is viewed as a start for coordinating Dancers across the country toward everyone's common goal of increasing the number of dancers, and enhancing our image. The program involves obtaining "incentive" prizes or rewards which would be donated by businesses in exchange for advertising or other considerations. The prizes or rewards would be presented to dancers and other participants in the marketing effort based on their level of participation. A major component of this proposal is creation, maintenance, and use of the internet and a web based tracking, and reporting system. Creation of a functional web site will require considerable web site expertise and related expenses.
- 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 for Dancers across the country to come together in friendship and dance together on this one special day in a joint effort to support **ARTS**. Every association or council is asked to schedule a dance in their local area and donate 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).