



ARTS-Dance ANNUAL REPORT 2008

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 which 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 mission unprecedented 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 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), 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. Organizations which have affiliated with the **ARTS** include the following: US Handicapable Square Dance Association, Kentucky Dance Foundation, Lloyd Shaw Foundation, National Association of Square and Round Dance Suppliers, and Square Dance Foundation of New England.

- - 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 to those interested in the activities of this organization. The web site includes information on all aspects of the ARTS. Mission Statement, Development Initiatives, Articles of Incorporation, Bylaws, Minutes of ARTS meetings, Members, Contributors, 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.

- - The **ARTS** has teamed with YTB Travel to offer a way for dancers to book travel (transportation, hotels, rental cars, cruises, etc.) on line. The cost for online bookings is comparable to other online travel services. A small portion of the cost is donated back to the activity through the **ARTS**. Please visit the **ARTS-Dance Travel** site at: www.arts-dancetravel.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 20,000 brochures have been distributed at USAWest Conventions and at the 55th NSDC, the 56th NSDC, and the 57th, NSDC. The recently updated brochure will be distributed in the registration packets at the 58th NSDC in Long Beach CA.

- - An **ARTS** Email Tree is in development. This Email tree will provide an electronic distribution system which will provide the means for sending information to every dance club which has a Member with Email. There are now nearly 30 Email Tree Contacts who cover over 20 different states. The effort to complete this Email Tree continues. For information about this electronic information system, 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 by dancers to: Del Reed - 943 Tamarind Circle, Rockledge, FL 32955 or E-mail - askarts@arts-dance.org

Annual Report - 2008

PRESS RELEASE

FOR IMMEDIATE RELEASE

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 exercise their rights 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 © (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** meets three times a year to consider, discuss, and vote on issues brought to the group. The meetings are typically held in February/March, June, and October. The meetings are open to all interested persons. For information or an invitation to any of the meetings, contact the ARTS Executive Director at: ExecutiveDirector@arts-dance.org

- - During the 2008 Fall **ARTS** meeting in Orlando, FL the Board elected the following officers to oversee the activities of the ARTS for the next year: Chairman Cathy Smith, Vice Chairman, Jim Weber, Treasurer Edythe Weber, and Secretary Jerry Reed.

Education

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

- - During 2008 the **ARTS** participated in the Education program at the 57th NSDC in Wichita, KS. This participation included two education seminars: 1) Ready, Set, Go - Tell Us What You Expect from **ARTS**. This session offered a forum for idea sharing and discussion of projects currently being implemented by the **ARTS** and 2) The Race is On" **ARTS** and the Future of Our Activity. Over the years, **ARTS** has been watching, listening and researching the state of our dance activity. In this seminar, the results of which will be presented, along with projects being explored to increase participation in our dance activity.

- - The **ARTS** continues to support *Square Dance 101*, a comprehensive workbook designed for teachers or youth group leaders who want to teach Modern Western Square Dancing. This package is available through the **ARTS** web site at: www.arts-dance.org

Projects

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

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

- - The **ARTS** has approved a Recruiting Plan which may be used by any dance group to help increase the number of dancers.

- - 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.

Resources - Fund Raising

The initial funding needs to be generated by the existing dance community.

- - Several ARTS Benefit dances were held in 2008 resulting in nearly \$10,000 being donated to the ARTS.

- - Individual and Associate Memberships continue to provide financial support.

- - A major donation was received from Playground Area Square & Round Dance Association of nearly \$10,000

- - A list of contributors is available on the ARTS web site: www.arts-dance.org