

Vision: **Sharing the passion of dance for better sense of community!**

Mission: **To host regular community everyBODY dances.**

At times in our history, multigenerational dances (hosted by communities, through wedding celebrations, schools, etc.) were a very popular and well-attended activity. Young children today have fewer opportunities to experience dancing with parents, grandparents, peers and siblings in a healthy atmosphere. Country Pride Dance Club in Red Deer saw the opportunity to change that and initiated efforts to bring back ‘Family Dances’ in Red Deer. They recruited support from others who shared their vision for community connecting through dance, and first hosted dances in 2015. To expand support for the work of hosting these events, they brought together a community ‘committee’, resulting in this “Friday Family Dance” Collaborative.

Each Friday Family Dance event aims to support every one of the City of Red Deer’s researched culture outcomes for individual and community well-being (as outlined in the City’s Social Policy Framework). Each event impacts:

- Community Cohesion and Engagement
- Health, Safety and Well-being
- Economic Value
- Educational Opportunity and Attainment
- Social and Cultural Diversity
- Equitable Services and Access
- Heritage

Composition: A number of organizations and individuals comprise this collaborative. Key stakeholders include; Country Pride Dance Club, City of Red Deer Culture Services, Red Deer Cultural Heritage Society, Red Deer Native Friendship Society, Red Deer Arts Council and individuals with a passion for dance! The collaborative invites people (individuals and/or organizations) who share the Vision and Mission to join the collaborative.

Chair: selected from within the collaborative

Membership: 8 – 10 people, plus volunteers who support the hosting of dances.

Terms: at this point terms have not been set (as long as the passion and motivation remains)!

Resources:

- Country Pride Dance Club as Fiscal Agent and “HOST” (gift in kind of Event Insurance, SoCan License, advertising, door prizes & dance lessons)
- City of Red Deer Culture Services staff offers some coordination, administration and support to the collaborative.
- Each of our collaborative members with staff, offer some of their time / while also volunteering in support of this.
- Grant funding from City of Red Deer (hope for \$3000/yr)
- Funding from Country Pride Dance Club (approx. \$3000/year)
- Red Deer Cultural Heritage Society as provider of facility (at a generous low cost) and concession services (they keep the proceeds of this work) + 4 volunteers
- Proceeds from ticket sales
- Sponsors as recruited (hope for \$3000/year)
- Volunteers: Each dance requires 14 volunteers

Meetings: The Collaborative meets monthly in the months of September thru June.

Events: The Collaborative hosts 3 dances/year:

- October
- February
- April

Fiscal Agent: As the fiscal agent, Country Pride Dance Club receives and administers the financial resources on behalf of the Collaborative. The Collaborative is responsible for setting their budget, ensuring they secure adequate funds to meet their budget and work with the fiscal agent to account for monies spent. As such, Country Pride Dance Club has no control over the donations or the project the funds are intended to support (other than as an equal ‘member’ of the Collaborative and participating in the collective decisions of the group).

## Goals:

### **1. Educate the community of the value of multi-generational dances to individuals, families and the community (sell our WHY).**

- Primary Care Network (staff) *Suz*
- Schools (School Board, Principals and Counsellors) *Nadette*
- FSCA (Management Staff) *Christine*
- C.A.R.E. and CAIWA (Staff) *Suz/Delores*
- Golden Circle (Staff) *Delores*
- Dance Instructors *Rob*
- Community Leagues in the City (Culture Services staff & Social Planning staff) *Theresa*
- City Council *Rob*
- Service Clubs (Members) / Chamber of Commerce (Members) *Suz*
- Bands and DJ's *Performing Arts Committee of Red Deer Arts Council*

*With:* 2-3 minutes educational/promotional video & invitation that 'we will come present our vision and goals to you'.

#### *Outcomes:*

- More citizens prioritize (are compelled, motivated) to attend one Friday Family Dance/year and they know why they would attend!
- More 'others' in the community help to promote and encourage citizens to attend dances.
- Bands and DJ's value providing quality service in support of the goals of Friday Family Dances.

### **2. Ensure consistent high quality family friendly dance experiences that allow conversation and connecting.**

- Contract with music providers (bands or DJ's) with a clear list of expectations/standards: blend of rotations, all ages/generations, play to the audience for their good experience, 'animator' role to help with engaging people to dance, low volume (determine and set max decibels level)
- Keep costs to consumers low: ensuring dances are accessible (including low cost snacks)
- Learn a Dance (informal lesson) offered at each event to help engage participants
- Engaging themes: diversity of dances taught, ensure inclusive, perhaps activities.

*With:* Contracts, funders, sponsors, dance instructors, energy, creativity. Leadership that sets the tone and models the expectations of the event; helping people feel welcome, encouraged, participant expectations and boundaries.

#### *Outcomes:*

- Dances are accessible and welcoming.
- Fun is guaranteed! Sober dances, not SOMBER dances!
- High energy, engaging and comfortable atmosphere.
- Bands and DJ's have increased capacity (skills) for the art of 'Family Dance' and effectively play to their audience.

### **3. Advocate for and generate resources needed to support our purpose.**



- Collaborative to set a budget.
- Aim for events to be cost recovery.
- Aim for 1/3 contribution from City, 1/3 contribution from sponsorship and ticket sales, 1/3 contribution from Country Pride commitment.
- Ensure enough volunteers are recruited to sustain the hosting of events.

*With:* Clear purpose and goals that align with the City of Red Deer's researched culture outcomes for individual and community well-being.

#### *Outcomes:*

- Dances are affordable.
- Commit to local artists as able (local bands and DJ's)
- Hosting regular (3x/year) dances are comfortably resourced.

## Reporting:

-  Each member is responsible for reporting back to the organization they represent (purpose is open lines of communication and engaging stakeholder organizations in further supporting/promoting events).
-  The Collaborative reports to the stakeholder organizations they represent and to funders through the fiscal agent (Country Pride Dance Club), through an annual report highlighting events held, fiscal report and the impact of events and opportunities for improvements (review and evaluation).

## Background Discussions that informed this Terms of Reference and Goals:

### History:

Traditions of Community Dances and Family Dances throughout Alberta (one-room school houses)

Late 1990 – early 2000's: Growth of Country Pride Dance and desire to make family dances viable.

- + City of Red Deer interested to promote

2014 Both struggling to do (overhead too high)

- + Red Deer Arts Council joined the table for discussions
- + Grant from the City of Red Deer
- + Country Pride Dance dedicated \$ and as 'host'.

2015 First Dances (4)

- + commitment to live entertainment, all ages (babies → grandparents)

2016 Hosted 3 dances

2017 Hosted 3 dances

2018 Hosted 3 dances

peak attendance was about 200, timing is 6:30 – 10:00 PM

Some bad experiences with local bands

= *damaged reputation and participant experiences*

### Challenges

- Finding suitable live bands (live bands not always suitable)
- Committed attendance
- Transportation to location may be a challenge for some
- Finding DJ's / cost
- Competing activities / siloed into singular activities
- Competition of others hosting dances
- 'Subjectiveness' of "loud"
- Weather impacts attendance / choices / isolation / technology addiction
- Exhaustion / hosted A LOT!
- Fridays?

### Assets

- + Festival Hall
- + Dancing for fun of dancing
- + Sponsors
- + Generosity of Country Pride Dance Club (including as fiscal agent) and Host (cover event insurance and SOCAN licence)
- + Feedback = people love it
- + All ages / no booze / generations
- + Facebook for promoting
- + Affordable / low cost to attend
- + Media / Videos
- + Low cost food offered
- + Time spent OFF DEVICES!
- + Learning/teaching diversity of dances
- + Community / relationship building
- + Popularity of DANCE
- + Parents with formal dance training (and missing it)

### Vision 2025: What's different because of the work of this group?

- 👁 Community connecting through dance! / conversations / visiting
- 👁 EveryBODY / Diversity of community dancing
- 👁 Everyone knows the opportunity / promoting sooner / more / reach groups already gathering Friday nights and encourage to attend a dance as a group
- 👁 Memory making
- 👁 Generations connecting (reconnecting) / dancing together with kids
- 👁 People moving, having fun; good for the soul / good for the body
- 👁 Choosing to dance! / value it
- 👁 + members: all with a passion for dance, support this collaborative effort
- 👁 Bands playing to the crowd (and choose to turn down their volume)
- 👁 Appeal to all ages / Family friendly
- 👁 Social dancing in Red Deer!
- 👁 Consistent high quality family dance experiences that allow conversation (not loud) and with suitable music
- 👁 Share the passion of dance