

**VISION:** A community that experiences dance as a friendship builder, fun way to be active and that values dance as an art form.

**MISSION:** Country Pride Dance Club promotes dance in the community through lessons, dances, workshops and performances.

**VALUES:**

**Appreciation:** *Dance is appreciated... we appreciate those who dance!* We celebrate our members and the dependable ways they commit to contributing with our club and community. We uniquely offer leadership in the local 'culture of dance', so that our community respects and appreciates our club.

**Community:** *Dance is community... community is dance!* We are committed to building a community of dance enthusiasts that invites diversity and where all are welcomed and integrated into our club.

**Empowerment:** *Dance is empowering.* We inspire and strive to have every participant experience being empowered through dance. We invite and support individuals to contribute to our vision and mission.

**Teamwork:** *Dance is working well together.* We model shared leadership and engage members to support each other, reflecting our hope for healthy community and our sense of responsibility for each other. We are all learners and teachers!

**Technique:** *Dance is practicing to acquire specific steps and motions.* We support and encourage dancers to persevere for developing dance skills and we coach for excellence in dance instruction.

**Very draft Inclusion:** *Dance is for everyone!* We are more than country dance. While proud of our country roots, we celebrate all forms of dance and support all ages, cultural backgrounds, genders and sexual orientations, to join our fun! We dance for health, vitality and putting smiles on faces.

**draft** *Community engaging the Art and Social benefits of Dance . . . Life Long!*

**draft** **STRATEGIC Plan (2022 - 2025):** Restart Community DANCE ... value social DANCE!

Goal

**Nurture a culture of 'everyone helps' in our dance club leadership and members.**

Strategies

- Continue to Build and strengthen leadership on the Board.
- Expand the number of qualified Instructors.
- Recruit members to serve as helpers for 1 on 1 support with each other.
- Grow commitment to our core values throughout the Club and measure how people experience our core values.

Outcomes

- Club leadership well stewarded and stable.
- More qualified instructors and a local pool of instructors so that not everyone needs to commit to every Sunday for 9 months.
- Red Deer/Central Alberta has more dance teachers of Country/Western dance.
- Back ups if Rob and Kathy not available. Rob and Kathy no longer spending their entire lives prepping and instructing with Country Pride.
- Dependable, vetted and appropriate Dance instructors that align with our Core Values and with assurance of adequate skills set and confidence to teach.
- All instructors seek out and use 'helpers' from within our dance community.

Goal

## Support the social aspect of dance to build belonging and community.

Strategies

- Excellent member communication and seeking their feedback and ideas.
- Excellent communication with participants (non-members).
- Instructors miked so everyone hears.
- Excellence with the club managing the unique needs / expectations of 'singles'.
- Advocate for the City of Red Deer to include question and measure of community/social dance in future community needs assessments.
- Ongoing 'getting and keeping acquainted' activities to build belonging.

Outcomes

- Everyone clear of opportunities and invitations to participate.
- Excellent experience with weekly lessons and Club opportunities.
- Member satisfaction. Participants satisfaction.
- Greater retention of members and more participants become members.

Goal

## Promote our social dance club, drawing in more members through stories of our impact and value to members.

Strategies

- Implement Marketing Plan.
- Increase Social Media presence.
- Share the impact / our value to members, participants and the community.
- Members and dancers as Ambassadors for the club.
- Club participation with Key Events that draw new people in with opportunity for learning together for a common purpose.

Outcomes

- Members and participants share their stories of how dance matters to them; how they've been impacted through Country Pride Dance Club.
- More people interact with our members and dancers at other community dances and feel encouraged and inspired to try us out!
- More participants. More people coming to dance lessons and to community dances.
- More members.
- Increased supporters.
- Drawing in more members through stories of our impact and value to members.
- More people take a chance ... come try out a lesson or two!

Goal

## Expand our financial sustainability and ensure a business model that reflects the cost of being a dance club that employs instructors.

Strategies

- Casinos / Bingos
- Sponsorships
- Grants
- Sell opportunities for lessons (offer outside of Sunday evening lessons and where we go to their event to teach, but at a profitable fee).
- Social / Community Dances that generate profit.
- Family Dances at minimum cost recovery (no longer costing the Club).

Outcomes

- Increased community support and value of how our dance club contributes to healthy and vibrant community and citizens.
- Increased financial stability and sustainability of employing instructors.
- Expanded opportunity to include 'prep time' in pay to instructors.
- More people want to be instructors because it's financially viable to do so.

**Next STEPS:** SURVEY/Feedback on the Vision, Mission, Core Values and draft plan. Revisit the plan and survey results late summer and ensure readiness to implement this fall.