

## **Presidents report 2017**

To say 2016 was a fantastic year would be an understatement ... so much happened!  
We were so busy..... It was our 25th anniversary year and we planned to do a lot, but it surpassed my expectations. It will be hard to top it in 2017.  
This report is going to be more point form broken down into sections. Hopefully this gives a good overall picture of the year.

### **Financial**

Operated with our biggest budget ever of \$60,000 for the year that expanded to almost \$80,000 including the celebration of Dance event, while maintaining great cash reserves.  
Received the most in grants and sponsorships ever - approx \$6,000 - Peavey Mart again is our sponsor for the Family Dances with \$2,000 for 2017.  
Most revenue from bingos and lessons ever - over \$30,000  
2017 is a Casino year which mean a cash infusion of over \$20,000  
2017 budget is set to over \$53,000

### **Activities**

Continued to offer affordable viable events to the dance community  
Hosted 3 family dances  
2 workshops with dances  
Float in the Red Deer Parade for Westener Days  
Flashmob in Red Deer that participated in Global Project open to whole community and had approx 30 people  
25th Dance Celebration weekend at the Red Deer College  
Christmas Dance  
Dance Team performed at Canada Day, the Westener, and Culture Days, & senior centers, and more  
Help sponsor people to attend the Calgary Dance Stampede, 2016 was our biggest contingent ever!

### **Programs Expanded to offer**

Public lessons continue to be very well attended with numbers increasing again overall for the year... approx 2,000 for the year.  
Practice dance sessions on Tues at Festival Hall - Free to all to attend  
Added to material to the team performance material.  
Revamp of our membership to have just a social membership at a reduced rate  
Maintain our website as an information resource for our members video lesson reviews and more.

### **Community Involvement**

Sponsored Celebrity Dance Off 2016  
Number of seniors center performances  
Start to development of 2 step and Jive Syllabus  
Membership to WCLDSF

### **Working closer with other community groups**

Red Deer Arts Council, Red Deer Culture & Heritage Society, and the City

Working with other dance groups, and clubs, cross promotions, add space in the Red Deer Scene for the Dance community

Working with the dance team to promote and shows in the community

Working with corporate sponsors Peavey Mart, Praxair, Weis Western Wear, and Destiny Trucking as a sponsor

Adopted new social membership levels to encourage more involvement. Looking at expanding membership options and benefits of membership.

Member benefits include all lessons, club jackets, t-shirts, buckles, sponsorship to dance festivals, free outfits to performance team

### **Challenges I see.....**

1) Keeping all members engaged and having the manpower to offer programs to keep them involved

- ie. Progression of levels of dance to be offered at lessons and variety

2) Retaining people from beginner classes to advance or to stay involved at a social level

3) Having the manpower to develop a dance syllabus and teacher certification program and to work with the WCLDSF

### **Focus for 2017**

Canada 150 - Flashmob with Ghost statues to Canada 150 music

Focuss on grassroots - lessons to the public

Syllabus and dance program development

Flashmob Westcoast swing, Canada 150 project - in increase awarness

Having been involved with dance myself now for over 30 years I have seen it evolve and as popularity in some dances fade other replace them. We are predominately a Country Western dance club, and dances such as 2-step are likely to remain our main-stay.... other dances like Westcoast swing have gain a lot of popularity.

I have seen a lot of students pass though our doors and some take one lesson and have some fun and accomplish what they wanted, others continue and take more lessons, and join the club.

Others catch the bug/passion of dance and get involved with the team, the executive, or contribute to the club and give back to others because they feel compelled to share what they have experienced with others.

This last year saw us make connections in the community like never before. Our visibility in the community is at an all time high with the Family Dance now in the 3rd year, flashmobs, team shows, and our 25th Celebration of Dance. We connected with more of the public and dance community then ever. Personally we have taken on new students that have inspired us like never before, and even after 30years reminds me why I love dance so much. It is about the people, the friendships, and the experiences you gain that without Country Pride would not have happened. Having people tell you that you have changed their lives, made a difference and see that spark ignite in someone is AMAZING! I encourage everyone to get involved make new friends, connect with others in the club, and the community and enrich each others lives. Yes, we are a dance club, but it is more then that.... it is about the people and touching each others lives. I am so very proud to represent this organization in the community and to call you all my friends..... keep on dancing.