

Exhibition Group Proposal

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Situation/Problem/Opportunity:

Square dance numbers are declining. All clubs are struggling to gain new members. The age of current dancers is increasing. Meeting exhibition and marketing needs is becoming more difficult. New ways are needed to bring new dancers to the clubs as current marketing and exhibition practices are not working. Individual clubs are not able to do this on their own. We need to teach those we are missing in all age and family dynamic groups.

Purpose Statement (Goals):

The purpose of the exhibition group would be to encourage participation, from a state level, in square dancing and round dancing, through organized efforts of exhibition and education. The goal would be to raise awareness for the activity in all areas of the state and to raise awareness for the National Convention in Wisconsin.

This would be accomplished by instigating a volunteer exhibition group (and callers) who would travel the state exhibiting square dancing at folk fairs, festivals, craft fairs, school functions, parades and other events, with non-routine squares (just regular tips used).

Success Criteria:

- Increase in attendance at club lessons throughout the state.
- Longevity and commitment of current dancers promoting the activity they enjoy.
- Increased awareness of square dancing as something more than gym class unit such as a family friendly activity, health way to exercise, person's second family, hobby, etc.
- Increase in visitor attendance at National Convention in Wisconsin.
- Increase in local news and local media coverage.
- Increase in website traffic/inquiries on local club sites and state association page.

Methods/Approach:

- Establish committee who would report to either the publicity chair or SDAW:
 - Director, Event Organizer, Secretary, Treasurer, Marketing, Committee Liaison??
- Volunteers needed:
 - Minimum of 8-20 dancers and 2-3 volunteer callers
 - Decide if local area dancers can be asked to help out
 - All ages welcome just smiles required
- Marketing established – social media, website (request page on SDAW site), business cards, flyers, local news, local and convention marketing materials.
- Look into grant money and see if can be used to aid in formation of group and/or travel expenses.
- Set up exhibitions throughout the state over the year.
- Determine if use similar outfits or set up guidelines for dress attire.
- Perform in ½ hour to 1-hour slots.
- Utilize video conferences for meetings to save on meeting costs.

Resources:

- People - All dancers welcome, 8-20 volunteers minimum, 2-3 callers minimum, throughout the state. only mainstream ability required.
- Time – Goal to be formed and in place by:
 - August 2019 to start advertising for WI National Convention.
 - or
 - May 2019 to hit the summer events and gather interest for fall lessons.
- Money –
 - Travel expenses – gas, event fees

- Website, marketing materials
- Outfits
- Meeting venues if necessary
- Other – event contact information and ideas.

Risks and Dependencies:

- Not enough dancer or caller interest.
- Still might not get individuals to lessons for a year or two after starting group.
- Lack of support from local clubs.
- Lack of opportunities to exhibit.
- Cost justification may make it hard to show improvement.
- If there is a long implementation period, there can be a loss in enthusiasm.
- Committee selection and governance can cause delays.

Signed,

Tracy Nickel