



**Community Services Department
Recreation Division**

353 McCarthy Road, P.O. Box 874
Stratford, Ontario N5A 6W3

(519) 271-0250 ext 287

Fax: (519) 273-6492

www.city.stratford.on.ca

Date: Wednesday November 16, 2011

To: Community Groups

From: Jeff Otten, Child and Youth Services Coordinator

Re: **Youth and Teen Dance Partnership Fundraising Opportunities**

DEFINITIONS

For the purpose of this call out, the following definitions will be used:

“Youth Dance” – Dances involving youth, Grade 9-12 students ONLY.

“Teen Dance” – Dances involving teens, Grade 7 & 8 students ONLY.

“KCC” – Kiwanis Community Centre; a City of Stratford owned and operated community facility.

“Stratford Rotary Complex” – Community Halls A,B,C, and D of the Stratford Rotary Complex; a City of Stratford owned an operated community facility.

“Community Group” – Individuals belonging to a *non profit organization, a sports team, or a charity.*

BACKGROUND

The Stratford Community Services Department is calling out to local Community Groups to partner with the City to assist in operating two types of dances within City facilities – Youth Dances occurring at the Stratford Rotary Complex (Grade 9-12 students ONLY); and Teen Dances occurring at the Kiwanis Community Centre (Grade 7 & 8 students ONLY).

The City supports the idea of responsibly-operated Teen and Youth dances within Stratford, and fully understands the desire for Community Groups to use such dances to help in their own fundraising efforts. As a result, the City of Stratford Community Services Department has been directed by council to operate all Youth and Teen dances within City facilities, and to do so by partnering with local community groups under a profit sharing model.

To ensure the selection process is fair and equitable for all groups, two call outs will be made between September and June of each year. Community Groups will be asked to fill out the attached **Dance Request Form** and return it to the department no later than the indicated date. It is important to note that groups are not guaranteed their first choice of dance. If two groups request the same dance date, a process by lottery will determine which group will be granted the dance. In the event there is an absence of responses to our call out, some dance dates may be cancelled and/or operated solely by the Community Services Department.



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COMMUNITY GROUP PARTNERING CRITERIA - YOUTH DANCES

In order for a Community Group to qualify to operate a **Youth Dance at the Stratford Rotary Complex**, they must commit to supply the following:

- Provide a main event contact to the City; he/she will be provided event materials from the City, and must agree to be present on-site at all times during the course of the dance
- Provide twenty (20) responsible adult volunteers twenty-five years of age or older, between the hours of 8:00 pm - 12:30 am the night of the dance
- Take the lead in any additional marketing/advertising efforts of the dance
- Provide the City with details on how their share of the net profits will be used

Community Group volunteers will fulfill the following duties:

- Coat Check (2) – to operate a coat check to ensure all bags/coats are checked and kept safe
- Front Door Monitor (2) – to control traffic in and out of the facility, and to enforce a “no re-entry” policy
- Washroom Monitor (2) – to ensure washrooms are checked regularly for safety and security
- Ticketing (2) – receive tickets/money as youth enter. Stamping or wristband will occur
- Concession Booth Attendant (2) – sell concession goods, and collect money
- Dance Floor Monitors (8) – assist in controlling exists, provide participant assistance, spot unwanted behaviour, report to supervisor or police
- Parking Lot Monitors (2) – assist in monitoring outdoor space

A sample profit model for **Youth Dances held at the Rotary Complex** is illustrated below:

Based on a maximum of 350 youth in attendance:

Income

Tickets (350 x \$10.00)	\$3,500.00	
Booth	\$ 350.00	\$3,850.00

Expenses

Police (2 uniformed officers)	\$600.00	
DJ/Lighting	\$400.00	
Facility	\$330.00	
Booth Expense	\$125.00	
Tickets Printed	\$ 75.00	
Marketing/Advertising	\$ 40.00	
SOCAN	\$ 68.00	
Staffing	\$200.00	\$1,838.00

Net Profit/Loss \$2,012.00

Community Group at 75% share of net profits	\$1,509.00
Community Services at 25% share of net profits	\$503.00

No other events will be booked at the facility on the same night as the scheduled dance. This will further support a “no re-entry” policy meaning, once a youth has exited the facility, he/she will not be allowed to re-enter the dance.



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COMMUNITY GROUP PARTNERING CRITERIA - TEEN DANCES

In order for a community group to qualify to operate a **Teen Dance at the Kiwanis Community Centre** they must commit to supply the following:

- Provide a main event contact to the City; he/she will be provided event materials from the City, and must agree to be present on-site all times during the course of the dance
- Provide ten (10) responsible adult volunteers eighteen years of age or older, between the hours of 7:30 pm - 11:30 pm the night of the dance
- Take the lead in any additional marketing/advertising efforts of the dance
- Provide the City with details on how their share of the net profits will be used

These volunteers will fill the following roles:

- Front Door Monitor (1) – to control traffic in and out of the facility, and to enforce a “no re-entry” policy
- Washroom Monitor (1) – to ensure washrooms are checked regularly for safety and security
- Ticketing (1) – receive tickets/money as youth enter. Stamping or wristband will occur
- Concession Booth Attendant (1) – sell concession goods, and collect money
- Dance Floor Monitors (4) – assist in controlling exists, provide participant assistance, spot unwanted behavior, report to supervisor or police
- Parking Lot Monitors (2) – assist in monitoring outdoor space

A sample profit model for **Teen Dances held at the Kiwanis Community Centre** is illustrated below:

Based on a maximum of 260 teens in attendance:

Income

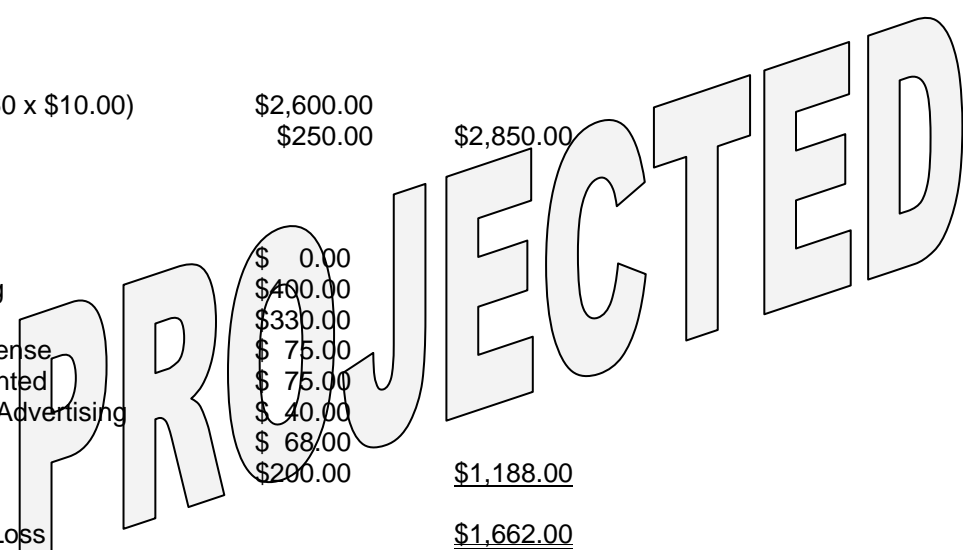
Tickets (260 x \$10.00)	\$2,600.00	
Booth	\$250.00	\$2,850.00

Expenses

Police	\$ 0.00	
DJ/Lighting	\$400.00	
Facility	\$330.00	
Booth Expense	\$ 75.00	
Tickets Printed	\$ 75.00	
Marketing/Advertising	\$ 40.00	
SOCAN	\$ 68.00	
Staffing	\$200.00	<u>\$1,188.00</u>

Net Profit/Loss		<u>\$1,662.00</u>
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Community Group at 65% share of net profits	\$ 1,080.30
Community Services at 35% share of net profits	\$ 581.70





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The Community Services Department, as the coordinating body of both dances, will fulfill the following duties:

- Booking of the community facility
- Booking of disc jockey and lighting services
- Arrangement of two (2) security personnel, or two (2) paid-duty Police Officers (if needed)
- Providing definitions of roles and responsibilities for volunteers
- Providing two (2) City staff at the dance to assist volunteers with their duties
- Marketing/advertising of the dance in the Leisure Activity Calendar and Leisure Activity Handbook
- Sale of advanced tickets
- Collection of all dance revenues
- Disbursement of a share of the net profits to the community group
- Providing liability insurance for the dance

** Please note: A single honourarium payment of \$25.00 per volunteer will be issued to a Community Group if a dance fails to generate more than \$500.00 in net profits.

CONTACT

For inquiries, please contact Jeff Otten, Child & Youth Services Coordinator at 519-271-0250 ext. 287 or jotten@city.stratford.on.ca.



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**CALL FOR COMMUNITY GROUPS TO PARTNER AND OPERATE YOUTH DANCES AT THE STRATFORD
ROTARY COMPLEX AND TEEN DANCES AT THE KIWANIS COMMUNITY CENTRE**

Submission Deadline Friday December 2, 2012 by 12:00 noon

Name of Organization

Main Contact

Email:

Phone Number:

Address:

Postal Code:

Please select your top two dances from the list below:

Teen Dances, Kiwanis Community Centre

- January 20, 2012
- February 17, 2012
- March 23, 2012
- April 20, 2012

Youth Dances, Stratford Rotary Complex

Will be organized by request only. Please contact the office for more information.

I have read the terms and conditions and hereby confirm that (Name of Organization) can meet the required criteria for operating these dances. I also understand that in failure to do so will result in non payment of fees to my organization.

Name: _____ Signature: _____

Date: _____