

Creating a Dance School Within Your Gym

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Introduction:

Everyone understands that if we want a successful gymnastics school we have to have money to run it. One key way is to sell a second, third or fourth product to our already established customers. A dance program is a perfect complimentary activity to offer.

You can give dance customers something all other dance schools can't ...a preschool dance program that offers half dance and half gymnastics. Most other dance schools CLAIM they offer a combo class for preschoolers when in fact they only use an old black mat and a floor beam. Wait until they see your program!

I've owned a gymnastics school for 31 years and have had a dance school with hundreds of students per year within my gym for 16 years. There are definitely different strategies to running a dance school than a gym school. We'll go into detail how to do that.

- A. Give it a name
- B. What you need
 - 1. space
 - 2. equipment
- C. Types of classes offered
- D. Strategic scheduling to entice your gymnastics to take a second class; dance
- E. Staffing your dance academy (salary vs % percentage)
- F. Selling those cute tutus
- G. Music vendors
- H. Recitals
 - 1. why they're necessary
 - 2. the money you make
- I. Dance teams & competitions
- J. Teaching tools (videos, books, resources)
- K. Advertising & Marketing
- L. Dance partners-they're different
- M. Curriculum-easier than you think

Conclusion:

All you need is at least 500 square feet, energy, and the know-how. I'll give you the know-how, and all the answers to your questions. Handouts will be given on how you bring in an additional \$75,000-\$1000,000 per year to your gymnastics school with an easy-to-run program.

Patti Komara's Bio

Patti Komara has owned a gymnastics school in Dyer, Indiana since 1969 offering gymnastics, dance, swimming, and a fitness-based educational preschool called Gym-N-Learn. Patti began speaking at national seminars in 1981 and has led hundreds of training workshops. Patti's Tumblebear Connection has produced more than 80 instructional DVDs. She has written books on yearly lesson plans for The internationally known Tumblebear Gym Program, School-age Gymnastics, Dancing GymBears, YogaBears, CheerBears, Gym-N-Learn, and her very successful Swim Program. Patti co-authored the original USAG preschool KAT certification program. In 2003 she was named USAG Business Leader of the Year. In 2005 Patti was selected as Client of the Year by Action International and in 2006 was given the national service award by USAG. In 2009 Patti began formal consulting for those in our industry and in 2010 her gym, Patti's All-American, was named in her local newspaper as "Best of the Region" once again. Patti has over 6000 subscribers to her "In the Loop Monthly E-Newsletter" which she has published since February 2007.