



# SHOW-ME DANCE

October 18-19, 2024  
Sedalia, Missouri



## Dance Recap

presented by the St. Louis Metro District,  
Missouri Federation of Square 'N Round Dance

### Overview

The 65<sup>th</sup> Missouri State Festival Show-Me dance was a great success. Held in Sedalia Missouri, there were nearly 300 dancers who hailed from Missouri and 8 other states. The featured caller was Ken Burke from Tennessee and the cuer was Mary Townsend-Manning from Utah. Additionally, there were 19 Missouri callers and cuers plus 2 trio groups that took the stage.

The St. Louis Metro District was the sponsor and planner for the dance. There was a small group of volunteers who were the chairs of several committees each as the workload for the committees could be spread out during the year of planning and preparation. During the Festival itself, many volunteers stepped forward to make a lighter workload on all.

With all the work and planning we were able to turn a nice profit to the Federation and to the STL Metro district.

### Financial Details & Registration

A total of 299 registrations equated to \$7,895. This included 41 complimentary registrations for callers, cuers, past presidents and partners. 120 took advantage of the early bird special by registering prior to November 1, 2023. There were 53 walk-ins at the dance, 23 no-shows.

Registrations brought in 43% of the total earned income. Other income sources included generous donations from the Wallace Foundation of \$3000 and the City of Sedalia of \$500, shirt sales, silent auction, clothing resale, food court, cash raffle, 50/50 pot, and program book ad sales.

Our expenses that were not covered by income areas just mentioned included Caller/Cuer luncheon, featured caller and cuer fees and fairground rental.

Our total earned income (not counting the initial loan from the Federation) was \$18,097.70. Total expenses paid out were \$10,285.15. That left a gross profit of \$7,812.55.

With 20% of Festival profits going to the sponsoring district, that means the STL district received \$1,562.51 and the Missouri Federation received a check for \$6,250.04. Profits were distributed in 2024 and the books are now closed.

### General Event Highlights and Notes

- Contracts
  - Caller and Cuer – Caller and cuer were contacted about 18-24 months in advance of the dance. They were asked what they would charge for the dance instead of us offering a

price. Their offers were fairly low so we upped them a little. They also received 2 nights free hotel. The original cuer needed to cancel 9 months prior to the dance due to health reasons. After some frantic calls, another national cuer was found.

- Hotel – Booked a block of 50 rooms at the Hampton Inn for a good rate (\$107/nite). This block also included 2 free complimentary rooms which were used for the caller/cuer. The room block sold out but the hotel honored that rate for about another 20 rooms.
- Event Space – the Mohler Assembly Hall at the Missouri State Fairgrounds was used for the third year in a row. The main space works fine for general dancing, food, auctions and other activities but the only additional room available is really too small for rounds and squares. For a very small additional fee, the fairgrounds set up all 426 chairs and 60 tables used. It was well worth it.

- Shirts

Tee-shirts went on sale at the end of the prior year's festival in 2023. Seventy shirts were sold the first night. We had an initial shirt order of 100 so an additional order of 68 was placed. Additionally, several people specifically requested polo shirts and were willing to pre-pay for them. A special order for 15 was placed. The printing on that order "bled through" and was not the quality the printer wanted. They sold those to us at less than half their normal cost so we ended up with 30 polos and they all sold out. I would suggest stocking some polos in the future. The chairman also visited many dances and district dances across the state in order to sell shirts. Between 2-10 shirts were sold at each location. Overall, there were 183 shirts purchased and 136 sold at an overall profit of \$751. There were 47 tees remaining which were donated to a homeless shelter. Based on previous festivals, it seems like 120-140 shirt sales (tees & polos) would be appropriate.

- Scheduling

Local callers and cuers were asked if they wished to call and 19 agreed. We opted to have the featured caller/cuer call for the last hour on Friday as they are in town anyway and being paid, why not use them? Dancers liked the extra time with them. Saturday AM was locals on squares and rounds in one hall and square & rounds workshops in the large hall. Putting the local callers and cuers in 10-minute slots is a very big task taking a lot of time. Some callers only do one level of calling, or could only call during a specific timeframe or day. There was also an hour of Hex dancing which was well received but fewer dancers were involved. Perhaps in the future, eliminate the Hex or have other dancing available.

- Program Book

We were intending on doing just a small program booklet but the ad requests kept coming so all were accommodated. Ended up with 24 paid ads, many of them full page, for a total of \$605. Many additional pages were included as free pages for districts and other festival use. Final total was 28 inside pages and full printed front and back covers. All printing was black/white with the covers being purple cardstock. Only a highlight of the dance schedule was printed in the book; a full schedule sheet was provided at time of check-in. Total profit, after printing, was \$300.

- Other Income Areas

- Win-Win Cash Raffle – Tickets were distributed to clubs in April. Clubs were able to keep 50% of the ticket sales. Of the \$2000 in total sales, clubs kept \$1000. Cash prizes of \$300, \$150, and \$50 left a net profit of \$500.

- Split the Pot (50/50) was popular, netting nearly \$200
- Silent Auction was set up on tables along the side of the hall. Baskets and items were donated by clubs and individuals. With no expenses incurred, there was a profit of \$925.
- New To You resale shop – Clothing and dance related items were all donated. Customers made donations for their “purchases” based on what they felt the items were worth. Many items found new homes and the total donation was \$575.
- Show-Me Café – Snacks, coffee, donuts, snacks and ice cream were offered all day. There was a Taco Bar featured at the lunch break which about 60 people took advantage of. An additional 50 or so people attended the Caller/Cuer Luncheon so that means more than 100 stayed onsite to eat. All offerings were very well received. Total profit was \$600.

#### Caller/Cuer Luncheon

- All callers and cuers and their partners plus past presidents were invited to attend the luncheon on Saturday. Food was catered from a local source and snacks and water bottles were provided all day in the room. There was a good showing of people however several said they would attend but ended up not attending so there was extra food. The food was packed into to-go boxes as meals and sold in the Show-Me Café for \$7.00. About 20 meals were sold and dancers used them as their dinners that day.

#### Random suggestions:

- Accidents – The registration desk needs to have a basic first aid kit handy. There are probably many retired medical persons in the group and they should be known to several people in case of an accident. Also, it would be very beneficial for several people to know the location of an AED defibrillator on the premises in case of any heart issue. Have the general Accident Report Form on site so it can be filed appropriately if there is any issue. There was a bad fall on the parking lot of the fairgrounds for which an ambulance was called. Dancer insurance in being filed for that.
- Signage – Post the dance schedule in several places around the venue. We enlarged the schedule and posted on easels for easy viewing.
- Make a project plan – Keeping notes and tracking of progress, particularly in Excel, makes things go smoothly. Keep track of items that are now done and what needs to be completed. In Excel it is easy to add items, make notes, mark completions and not lose track of where you are in the overall scheme of things.

#### Committee Members

The St. Louis Metro District organized this festival with the help of several people outside of the district. There were about a dozen key people in charge of various areas, with multiple areas per person, plus there were many additional helpers during set-up on Thursday and Friday who pitched in to help. The same happened Saturday night. It was great!

Many, many thanks to all those who helped plan, set-up, clean-up and attend the 2024 Show-Me Dance!!

Cathy Hall  
Show-Me Dance Chair