



MISSION STATEMENT

To provide a joyous social experience, through music, dance, and other activities that help to facilitate improved race relations in Dane County and surrounding areas. As a result of this social interaction, appreciation and respect are developed for our diverse community.

Background Information

INTRODUCTION

The specific objective of *Dane Dances!* is to provide opportunities that facilitate improved race relations in Dane County. Founded in 1999, by ex-New Yorker Peter Anderson, *Dane Dances!* Inc. is a non-profit volunteer organization, incorporated under 501 (c) 3 of the Internal Revenue Code. A generous grant from Madison Gas & Electric and enthusiastic volunteers from Study Circles on Race made the first *Dane Dances!* series possible, attracting people from all walks of life. The dances could not be possible without committed volunteers and sponsors who reflect the spirit and generosity of the local community.

The organizational structure includes a Board of Directors, an Executive Committee, the Program Director, and five working bodies that consist of the Band, Logistics, Publicity, Beyond the Dances and the Fundraising Committees. Several committee planning activities are carried out throughout the year to ensure that the August dances run smoothly. With the exception of the Program Director, all membership is voluntary.

THE EVENT

Since 2000, *Dane Dances!* has established a solid reputation as an annual concert series drawing thousands to the rooftop of Monona Terrace on Fridays in August. The backbone of *Dane Dances!* consists of a hard working, dedicated group of approximately 140 volunteers, 50 of whom donate their time to work each Friday night concert. The Terrace rooftop along with its beautiful gardens and fountain comfortably accommodates nearly 4000 people each week. This breathtaking venue has allowed us to book very popular, high-energy bands who embrace diversity and understand that the *Dane Dances!* audience includes people of all ages, races, and ethnic backgrounds. *Dane Dances!* provides an opportunity for individuals and families to experience the simple yet potentially transformative experiences of music, dance and camaraderie. The sponsors, hosts and other supporters of *Dane Dances!* make concerted efforts to ensure that people of all races and distinct walks of life are welcome.

PROMOTIONAL ACTIVITIES

We have strong promotional activities that draws rural and urban, the affluent and not so affluent, and especially communities of color to *Dane Dances!*. We aggressively advertise or are featured in a range of media including, 1). Print media: Capitol City Hues, The Madison Times, UMOJA Magazine, La Comunidad, the Isthmus; 2). Television stations: Fox 47, WMTV Channel 15, WISC-TV13,

WKOW-27; and 3). Radio stations: WLMV-1480, WORT-89.9, La Movida and WKPO-105.9. Promotion of *Dane Dances!* also occurs through the website at www.danedances.org.

PROGRAM OUTCOMES

The following outcomes have been developed for the 2009 season to meet the *Dane Dances!* mission and objectives:

- Promote Dane Dances in such a way that encourages the participation of an increased number of diverse residents in the Dane County community celebrating and valuing diversity.
- Garner the financial support of local businesses and corporations as new sponsors, thus promoting local enterprise.
- Continue to provide a diverse representation of high quality, family friendly, danceable local bands, free of charge.
- Determine from Surveys the extent to which there are increases in the number of Dane Dances attendees who frequent the downtown area businesses and restaurants before and after the Dances.

SPONSORSHIP

As a 501c (3) not for profit corporation, *Dane Dances!* operates primarily through grants from foundations, corporate sponsorship, and individual donations. Sponsors have included the City of Madison, Evjue Foundation, Madison Gas and Electric Company, the Dane County Cultural Affairs Commission, American Family Insurance, Alliant Energy, Isthmus, and United Way of Dane County. A small portion of funds are generated through payments from food vendors who are invited to operate on the Terrace and attendee contributions.

CONCLUSION

Dane Dances! has demonstrated a commitment to providing quality activities with proven success in reducing racial and other barriers that separate people in the Dane County community. At the same time, we are able to showcase local performers, catalyze the downtown Madison area, and promote central city businesses. The extraordinary music, outstanding food, and energetic crowd makes this event an example of what this community is all about, people throughout Dane County and other surrounding areas of diverse backgrounds coming together to enjoy our rich ethnic and cultural diversity. As a result of our success, and overwhelming community support, we have been recognized by the YWCA, Club TNT, and featured in the premier issue of the Spectrum Diversity Magazine.