



SHAKER HEIGHTS

Memorandum

To: Members of the City Council

From: Alexandria Nichols, Director, Recreation Department

Cc: David Weiss, Mayor
Jeri E. Chaikin, Chief Administrative Officer
John Potts, Finance Director

Date: November 28, 2022

Re: Request to Approve Contract with Dance to EvOLvE

In 2019 the Recreation Department began contracting with Dance to EvOLvE to provide youth dance instruction for the community. Dance classes and other programmatic classes operated by Recreation include an annual programmatic services agreement with individual instructors and these types of services are considered professional services for which there is no formal quote or bidding process. Instructional programs are individually designed by the instructors and there is no method to compare instructors on an apples to apples basis which is typical with fine arts instruction.

In July 2022, Recreation requested approval from City Council to enter into an agreement with Dance to EvOLvE for a cost not to exceed \$40,000 for the calendar year. These programs continue to be strong and it expected that they will remain popular in 2023. In the upcoming year, we are adding one new camp called Jungle Safari Dance Camp and a parent child program called You and Me Creative Movement. The table below details program offerings over the past few years.

<i>Number of Registrants</i>	2019	2020	2021	2022	Projected 2023
You and Me Creative Movement	not offered	not offered	not offered	not offered	55
Magical Munchkins Tap/Ballet	5	0	14	58	70
Tiny Movers Tap/Ballet	3	12	15	50	70
Beat Breakers	not offered	not offered	10	30	70
Star Shiners	0	0	10	45	70
Dream Dancers	not offered	not offered	7	cancelled	16
Tween Hip Hop	not offered	not offered	12	3	25
Jungle Safari Dance Camp	not offered	not offered	not offered	not offered	20
Calling All Superheroes Hip Hop Dance Camp	not offered	not offered	16	9	20
Rainbow Unicorn Dance Camp	not offered	not offered	not offered	16	20

The most successful classes are those for youth between the ages of 3 and 7 years. For youth ages 8 and up, registration is low and it is suspected that this is because many youth seriously interested in dance will register at a studio with a full array of more concentrated classes.

The contract with Dance to EvOLVe is based upon a 70/30 revenue share with the instructor receiving 70% of the revenue. The table below shows the City’s revenue for these programs as well as a projection for 2023.

Revenue	2019	2020	2021	2022	Projected 2023
You and Me Creative Movement					\$ 6,745.00
Magical Munchkins Tap/Ballet	\$1,981.50	\$0.00	\$2,970.00	\$7,003.00	\$ 8,630.00
Tiny Movers Tap/Ballet	\$511.00	\$1,704.00	\$1,890.00	\$6,202.00	\$ 8,630.00
Beat Breakers	\$0.00	\$0.00	\$2,228.00	\$5,222.00	\$ 8,630.00
Star Shiners	\$0.00	\$0.00	\$1,091.00	\$9,063.00	\$ 8,630.00
Dream Dancers	\$0.00	\$0.00	\$754.00	\$0.00	\$ 1,904.00
Tween Hip Hop	\$0.00	\$0.00	\$0.00	\$357.00	\$ 1,904.00
Jungle Safari Dance Camp					\$ 3,580.00
Calling All Superheroes Hip Hop Dance Camp	\$0.00	\$0.00	\$2,680.00	\$2,804.00	\$ 3,580.00
Rainbow Unicorn Dance Camp	\$0.00	\$0.00	\$0.00	\$2,824.00	\$ 3,580.00
Total	\$ 2,492.50	\$1,704.00	\$11,613.00	\$33,475.00	\$ 55,813.00

From a financial standpoint, Dance to EvOLVe classes are doing well and are expected to remain popular and continue to grow in 2023. Based upon the revenue share, the payment to the instructor may be up to \$50,000 for the 2023 calendar year. The table below shows the revenue trends for this class and the amount of the revenue share for the City and contractor for each calendar year.

	2019	2020	2021	2022	Projected 2023
City Revenue	\$ 747.75	\$ 511.20	\$ 3,483.90	\$ 10,042.50	\$ 16,743.90
Dance to EvOLVe Revenue	\$ 1,744.75	\$ 1,192.80	\$ 8,129.10	\$ 23,432.50	\$ 39,069.10

This item was presented to the Recreation Committee on November 2, 2022 and they had a few questions. Please see below for the questions and responses.

Question: How is this revenue recorded by the City?

Answer: The Recreation Department revenues are deposited into the general fund.

Question: The Tween dance classes had few participants in 2022. Why is it expected that we will have 25 participants in 2023?

Answer: The dance programs have been growing for the past couple of years and it is our hope to retain some of the youth will continue into the tween level classes. While the projection is high, it is more efficient to plan for a higher number of participants than to underestimate and return to committee and Council for additional funds.

The Recreation Committee appreciates this performing arts program and recommends doing some additional marketing to attract tween participants. The Recreation Committee recommended that City Council approve the Dance to EvOLVe contract for 2023 for a cost not to exceed \$50,000.

This item was approved by the Finance Committee on November 21 and they wanted to know how the City made money on this class. These programs make money using an expense and revenue formula to ensure that the classes meet minimum registration numbers so all expenses are covered and there is no cost to the City. The Finance Committee recommends this item be approved by City Council.

Providing meaningful programs to the community is a core value for the Recreation Department and Dance to EvOLVe classes are well received by the community. Programs encourage social interactions and personal development. In 2022 City Council approved an agreement with Dance to EvOLVe with a cost not to exceed \$40,000 for the calendar year. In 2023, it is projected that the City may pay the instructor up to \$50,000 for dance classes. It is requested that City Council approve the agreement with Dance to EvOLVe for up to \$50,000 for the 2023 calendar year. It is also requested that this item is approved on first reading and as an emergency so the administration can proceed with the contract for 2023.

ORDINANCE NO.

BY:

Authorizing a personal professional services contract with Dance to EvOLvE, for the provision of youth dance instruction for the community during 2023 in an amount not-to-exceed \$50,000, and declaring an emergency.

WHEREAS, the City seeks to provide meaningful programs to the community that encourage social interactions and personal development; and

WHEREAS, Dance to EvOLvE is a unique mobile dance company that provides classes at a variety of local venues, including a number of municipal recreation centers, specializing in teaching children ages 1.5-12 years; and

WHEREAS, it is the recommendation of the Director of Recreation that the City enter into a contract with Dance to EvOLvE for the period January 1, 2023, through December 31, 2023, in an amount not-to-exceed FIFTY THOUSAND DOLLARS (\$50,000) to provide youth dance instruction to the community; and

WHEREAS, Section 141.03 of the Codified Ordinances of Shaker Heights authorizes Council, pursuant to the Charter of the City, to approve the expenditure of funds in an amount greater than \$25,000 without formal competitive bidding for personal services.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Shaker Heights, State of Ohio:

Section 1. This Council hereby authorizes the Mayor to enter into a personal professional services contract with Dance to EvOLvE to provide youth dance instruction to the community, for the period January 1, 2023 through December 31, 2023, in an amount not-to-exceed FIFTY THOUSAND DOLLARS (\$50,000). Said contract shall be in the form as approved by the Director of Law.

Section 2. This ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health, safety and welfare for the reason that it is necessary in the current operation of the City and, so that the programmatic services agreement can be in place for the 2023 calendar year, therefore, this ordinance shall take effect immediately upon its enactment and approval by the Mayor.

Enacted

Approved this _____ day of _____, 2022.

DAVID E. WEISS, MAYOR

Attest:

JERI E. CHAIKIN
Clerk of Council