



RHYTHMATIC STUDIOS



EMILY SCHMUKAL
PROFESSOR TIFFANY WARFORD
DANCE STUDIO MANAGEMENT
SPRING 2021

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RHYTHMATIC STUDIOS



SECTION 1: PERSONAL PLAN

PROFESSIONAL EXPERIENCE

May 2022

In May of 2022, I graduated from Oklahoma City University with a Bachelor of Science in Dance Management and a Minor in Business Entrepreneurship. After packing up my belongings from my off-campus apartment, I drove back to my hometown near Dallas, Texas, where I temporarily stayed with my family. My best friend, Dara Brown, and I left Dallas for a short vacation to celebrate our graduation. We flew to Europe where we toured France, Italy, and London for a week, ending the trip with a concert by our absolute favorite musical artist, Harry Styles. Upon returning from the trip, I accepted a paid summer internship with Radio City Music Hall.

May- August 2022

At the end of May, I flew from Dallas to New York City to begin my summer internship with Radio City. In this position, I was working closely with the Company Manager and Head Coordinator for the Rockettes Summer Intensive. The arts management knowledge I gained while at OKCU and my past experiences with this intensive greatly contributed to my success in this internship. I was provided two meals a day and was given a large amount of responsibility with the intensive; being on the other side of things was truly a fulfilling experience and a jump start to



a career in company management that I saw in my future. Another one of my friends from OKCU allowed me to stay in her apartment throughout the summer for a reduced rent rate. This job was a great way for me to continue saving money for future endeavors, as I fortunately was able to graduate with no student debt.

September 2022

In the fall, I moved back to Dallas to live with my family for a few months before my next contract began. During this time, I took on a couple local side jobs in the dance and arts management field. My goal was to continue building my resumé and saving money in preparation for moving away from home and beginning a full-time, professional arts career.

August- December 2022

In August, I was hired as the full-time tap teacher at my old dance studio, CK Studio. I taught technique classes in the fall and choreographed routines to be prepped for the upcoming competition season. I was also hired as a guest choreographer for Rhythmic Souls, a tap company based in Dallas, Texas. I choreographed multiple tap pieces for their youth company's Halloween show and the annual *Nutcracker: UNTAPPED*.



January 2023

I continued working small contract jobs in the beginning of the new year. One of these included a paid position as the Head Coordinator for the Rhythm In Fusion Tap Festival in Dallas, as well as the Stage Manager for the festival's showcase. This job was particularly helpful with networking and making connections with big names in the tap community. It was at this job that I was recommended by Malana Murphy to audition for Tapestry, a tap company in Austin, Texas. In January, I auditioned for the company and was offered a professional dancer contract for the upcoming performance season.



February 2023- May 2024

At the beginning of February, I packed up my belongings and moved into an apartment in Austin, only five minutes from the company's main studio and headquarters. My contract with Tapestry officially began in March, so I took the month of February to get settled into my new environment and start working a side job to bring in additional income. I started working at the front desk of Club Pilates and eventually became a certified instructor. This was a job that remained consistent throughout the next few years, even as I moved and took on other various performance and management contracts. I was also able to take company classes with Tapestry for the few weeks before my contract began. I started rehearsals with the company in March, dancing and learning from some of the greatest in the tap community, including Artistic Director, Acia Gray.

I danced with the company for just over one year, which consisted of two performance seasons and one summer tap festival produced by Tapestry. We put on four shows in total as a company, all held at the Bass Concert Hall in Austin, as well as various local gigs, partnering with jazz bands and other dance companies in the area. I was given the opportunity to work and teach at Tapestry's Soul2Sole Tap Festival in the summer of 2023, which brought an additional source of income and experience in the arts management field. This year in Austin was one of the most memorable experiences of my life, as it fulfilled my longtime dream of being in a professional tap company. This period of time was also a beneficial transition for me; I learned a lot about living on my own and supporting myself financially but was still not too far from home that I didn't feel homesick or lonely.

June -July 2024

Following the end of my contract with Tapestry, I moved back to Dallas to spend the summer with my family. I picked up my job as a tap instructor at CK Studio again, teaching their weekly summer classes and intensives. The competition team was heading to Nationals in June, so I was able to travel with them and show support for the students I had been teaching for so long. I also continued working at another local Club Pilates studio to continue my consistent side job income. I also found this very helpful in keeping my body moving and in shape as I got older and still had goals to perform. At this point, I felt mentally, financially, and physically prepared to move on my own to a place away from home, on a more permanent basis. I had a previous connection with Chicago Tap Theatre, a company I interned with during my time at OKCU. This led me to send in a video audition for their upcoming performance season, as well as an application for their Company Manager position. I was so fortunate to be offered a performance contract and the Company Manager position.

August 2024- May 2026

In August, I moved into an apartment in Libertyville, Illinois, a town about 45 miles from downtown Chicago. My contract with Chicago Tap Theatre began at the end of the month, where we began rehearsals for a small showcase in the fall and the annual *Tidings of Tap!* holiday show. My role as Company Manager allowed me to create close relationships with each member of the company and the Artistic Director, Mark Yonally. I had a large role in the planning and coordinating of our outreach performances and special events led by the company. During my first season, I met my soon to be roommate, Tabatha Wooten, who was another member of the company. She and I moved into an apartment together in the same area but were slightly closer

to the train station we would take into the city for rehearsals. I performed with CTT for the next year and a half and gained so much knowledge about the inner workings of running a dance company and the skill it takes to market and grow an audience as a



nonprofit organization. This job was definitely a favorite, as it was a perfect combination of the performing and management I was looking for, and I formed many lifelong friendships along the way.



May 2026- May 2027

After a long and fulfilling career of performing, I decided it was time to pursue a full-time job in arts management. I was hired as the Fundraising Coordinator for Deeply Rooted Dance Theater, another nonprofit arts organization based in Chicago. My past work with CTT led me to make a connection with the director of Deeply Rooted. The two companies had partnered in the past, so this was a smooth transition. My primary focus in this position was finding ways to raise funds and further the mission of the organization through planning events to increase the company's donors, tracking donations, and finding ways to keep a steady donor base. This position allowed me to utilize my knowledge from classes I took at OKCU and previous work with other nonprofit arts organizations.

deeply *rooted*
DANCE THEATER

PROFESSIONAL EXPERIENCE SUMMARY

Time Frame	Position	Company	Housing/ Location	Earnings	Description
May-Aug. 2022	Summer Intern	Radio City Music Hall	Sublet, NYC	\$1,250	Summer intensive assistant
Aug.- Dec. 2022	Tap Instructor	CK Studio	Home, Dallas, TX	\$850	Technique classes, choreography
Aug.- Dec. 2022	Guest Choreographer	Rhythmic Souls Tap Company	Home, Dallas, TX	\$775	Choreography, running rehearsals
January 2023	Coordinator, Stage Manager	RIFF	Home, Dallas, TX	\$500	Scheduling and directing, stage managing
Feb. 2023- May 2026	Receptionist, Instructor	Club Pilates	Apartment, Austin, TX	\$24,020	Scheduling, booking, teaching classes
March 2023- May 2024	Company Member	Tapestry Dance	Apartment, Austin, TX	\$12,000	Performing in shows and local gigs, working at festival
Aug. 2024- May 2026	Company Member, Company Manager	Chicago Tap Theatre	Apartment, Libertyville, IL	\$18,000	Performing in shows and local gigs, company managing
May 2026- May 2027	Fundraising Coordinator	Deeply Rooted Dance Theater	Apartment, Libertyville, IL	\$15,500	Developing fundraising techniques, tracking donations

SPOUSE

While living in Chicago, I met Stephen, a well-known booking agent in the area. He grew up in Iowa, dancing for most of his life like me. He attended New York University for Entertainment Management, then moved to Chicago where he worked up the ladder in talent management and booking agencies. We started dating after our paths crossed multiple times at different performances and arts related events in the area. In addition to booking, Stephen worked as an adjunct professor of dance at Loyola University. His annual salary combined from these two jobs was around \$115,000. We shared so much in common with our love of the arts, but we enjoyed having different careers so that we weren't together all the time. Stephen moved into my apartment in Libertyville in May of 2026, when Tabatha moved away to start a different performing contract. He proposed to me in August, and we planned for a wedding in April of 2027. We got married on April 7th, 2027, at the Stan Mansion in Chicago. As we began to settle down, Stephen transitioned into booking more local companies and events to reduce the amount of travel needed. We also adopted a kitten named Persephone, or Effie for short.

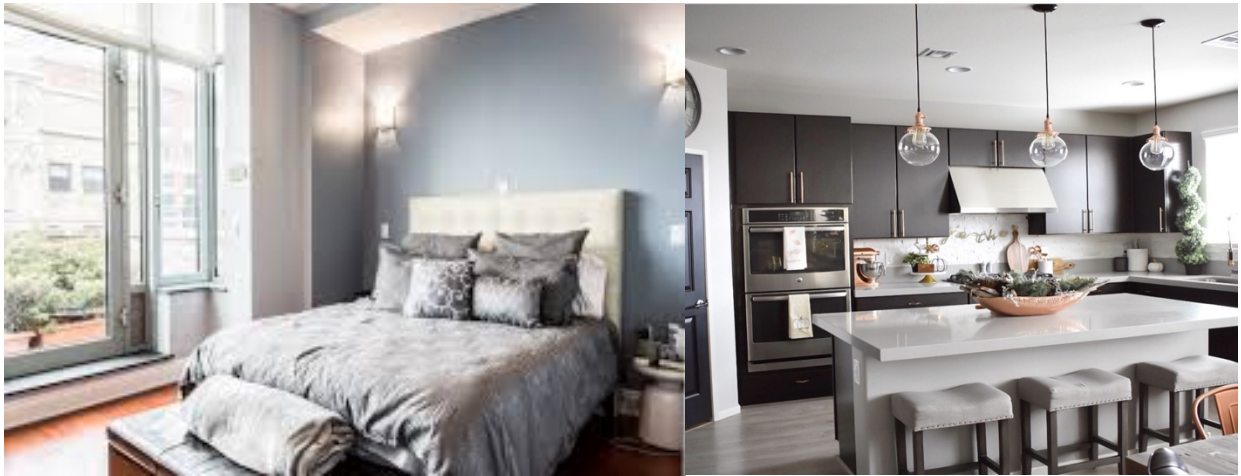




LOCATION

Stephen and I decided to move in together before getting married. We rented a two-bedroom apartment in Naperville, Illinois, a suburban town outside of Chicago. Rent was around \$2,270 a month, which was luckily in our budget, for such a wealthy, highly rated area. We were drawn to Naperville because it was close enough to the city, but still felt more suburban and intimate. We planned on staying here long term, as this was the type of place that would be fit to start a family eventually. I had plans to open a business in the near future, related to dance and the arts, and Naperville was a great location, considering its relative distance from Chicago and the average income of its population.





DEMOGRAPHICS



NAPERVILLE POPULATION & AGE DISTRIBUTION



TOTAL POPULATION
148,449

AGE

lendingtree Refinance Calculator

Mortgage Rates Fall Again 1.99% APR

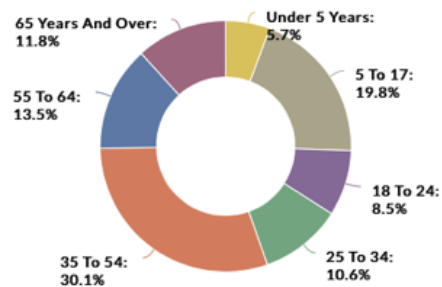
Loan amount:

Loan term:

Credit score:

Calculate Payment

Terms & Conditions apply. NMLS ID#1106



NeighborhoodScout.com

OCCUPATIONS

Employment by Occupations

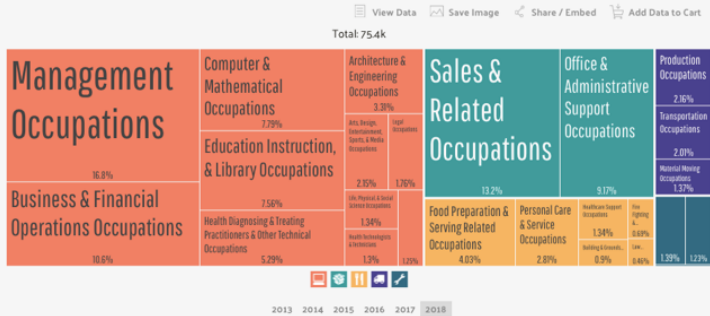
75.4k
2018 VALUE
± 1.712

1.34%
1 YEAR GROWTH
± 3.24%

From 2017 to 2018, employment in Naperville, IL grew at a rate of 1.34%, from 74.4k employees to 75.4k employees.

The most common job groups, by number of people living in Naperville, IL, are Management Occupations (12,658 people), Sales & Related Occupations (9,976 people), and Business & Financial Operations Occupations (8,013 people). This chart illustrates the share breakdown of the primary jobs held by residents of Naperville, IL.

Data from the Census Bureau ACS 5-year Estimate



RACE AND ETHNICITY

Race and Ethnicity

THE 3 LARGEST ETHNIC GROUPS IN NAPERVILLE, IL

1. White (Non-Hispanic)
99.9k ± 1.65k
2. Asian (Non-Hispanic)
27.1k ± 1.37k
3. Black or African American (Non-Hispanic)
7.69k ± 1.14k

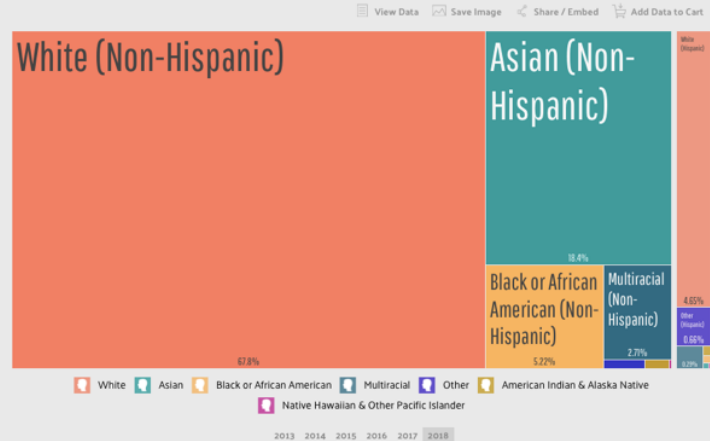
5.68%
HISPANIC POPULATION
8,37k people

In 2018, there were 3.68 times more White (Non-Hispanic) residents (99.9k people) in Naperville, IL than any other race or ethnicity. There were 27.1k Asian (Non-Hispanic) and 7.69k Black or African American (Non-Hispanic) residents, the second and third most common ethnic groups.

5.68% of the people in Naperville, IL are hispanic (8.37k people).

The following chart shows the 7 races represented in Naperville, IL as a share of the total population.

Data from the Census Bureau ACS 5-year Estimate



MONTHLY BUDGET EXPLANATION

This budget shows a monthly breakdown of Stephen and I's income and expenses for September of 2027, the anticipated first month of our studio's opening. Our wages for the month added up to around \$10,800, a combination of my work at Club Pilates and Stephen's continued work as a booking agent for local companies in Chicago. In addition, we pulled \$3,000 from savings to help cover extra expenses required for the studio's startup. Thankfully, my previous work performing in jobs with low housing expenses allowed me to save quite a bit of money, which became beneficial in my decision to open a studio.

Our monthly rent for the two-bedroom apartment was \$2,270, which did not include utilities expenses. The apartment complex charges a set fee of \$165 a month to cover all necessary utilities; however, I itemized these for clarity purposes in the budget. Stephen and I chose not to have a home phone because we agreed it would not get enough use to be worth the extra money, but our combined monthly cell phone bill was \$140. Since we were still getting settled into the apartment, I budgeted about \$145 for decorating and other home supplies. Stephen and I try to cook at home as much as we can to help with saving money, which is why I budgeted a fairly large amount for groceries and still some for eating out on occasion as well.

Our gas for a month usually costs around \$50; Stephen and I share a car and he often has to drive into the city for work. Stephen purchased the car on his own about a year prior, and the monthly payment is around \$500. We primarily use an Amazon Firestick for watching TV, equipped with various streaming apps with monthly expenses adding up to \$75. Stephen has a gym membership and I take dance classes in the city every now and then. We always set aside about \$100 a month to donate to small nonprofit arts organizations in our area; this field has benefitted us in so many ways and we feel obligated to give back in ways that we can.

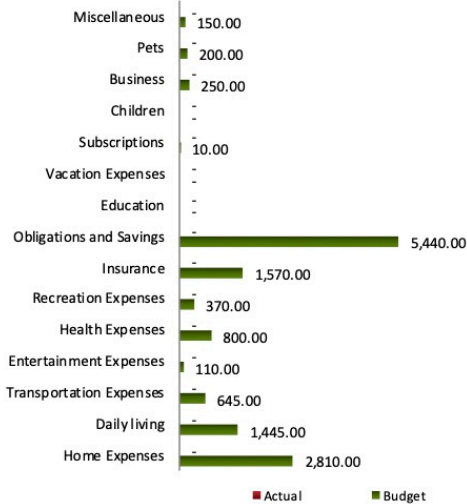
For this particular month, we did not budget much for travel, entertainment, or holiday expenses, as we knew this would be a busy time for working on getting the studio up and running. In addition, we do not have children at this point, so this was another area we did not need to consider in our budget.

Monthly Household Budget Planner

Income	Budget	Actual	Difference
Wages	10,800.00	10,800.00	-
Transfer From Savings	3,000.00	3,000.00	-
Other			-
Other			-
Total Income	13,800.00	13,800.00	-
Home Expenses	Budget	Actual	Difference
Mortgage/Rent	2,270.00		2,270.00
Electricity	90.00		90.00
Gas	30.00		30.00
Water/Sewer/Trash	45.00		45.00
Other Home Utilities			-
Home phone			-
Cell phone	150.00		150.00
Home repairs			-
Home improvement			-
Home security			-
Garden supplies			-
Decorating	145.00		145.00
Internet	80.00		80.00
Other			-
Total Home Expenses	2,810.00	-	2,730.00
Daily living	Budget	Actual	Difference
Groceries	550.00		550.00
Personal Supplies	220.00		220.00
Dry cleaning	20.00		20.00
Clothing	175.00		175.00
Salon/Barber	150.00		150.00
Dining Out	310.00		310.00
Starbucks	20.00		20.00
Other			-
Other			-
Other			-
Other			-
Total Daily living	1,445.00	-	1,445.00
Transportation Expenses	Budget	Actual	Difference
Gas/fuel	50.00		50.00
Repairs	50.00		50.00
Car Payment	500.00		500.00
Parking	25.00		25.00
Public transportation	20.00		20.00
Other			-
Total Transportation Expenses	645.00	-	645.00
Entertainment Expenses	Budget	Actual	Difference
Cable TV	0.00		-
Streaming Apps	75.00		75.00
Movies/plays	20.00		20.00
Concerts/clubs			-
Books			-
Music (iTunes)	15.00		15.00
Other			-
Total Entertainment Expenses	110.00	-	110.00
Health Expenses	Budget	Actual	Difference
Co-payments/out-of-pocket	75.00		75.00
Emergency	400.00		400.00
Eye Doctor/Dentist	160.00		160.00
Prescriptions	100.00		100.00
Over-the-counter drugs	65.00		65.00
Other			-
Other			-
Other			-
Total Health Expenses	800.00	-	800.00
Recreation Expenses	Budget	Actual	Difference
Gym Membership	100.00		100.00
Sports Equipment			-
Dance/Exercise Classes	120.00		120.00
Dance Supplies	150.00		150.00
Total Recreation Expenses	370.00	-	370.00
Insurance	Budget	Actual	Difference
Car Tax/Insurance	260.00		260.00
Health Insurance	1,200.00		1,200.00
Home/Renters Insurance			-
Life	110.00		110.00
Other			-
Total Insurance	1,570.00	-	1,570.00
Obligations and Savings	Budget	Actual	Difference
Long-term savings	80.00		80.00
Retirement (401k, Roth IRA)	550.00		550.00
Credit card payments	1,750.00		1,750.00
College Loans			-
Emergency Fund	1,800.00		1,800.00
Income tax	1,160.00		1,160.00
Other obligations			-
Charity	100.00		100.00
Other			-
Other			-
Other			-
Total Obligations and Savings	5,440.00	-	5,440.00

Month	September
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Monthly Budget Total	Budget	Actual	Difference
Starting Balance	-		
Total Income	13,800	#REF!	#REF!
Total Expenses	13,800	0	13,800
NET (Income less Expenses)	0	#REF!	#REF!
End Balance	0	#REF!	#REF!



Education	Budget	Actual	Difference
Tuition	0.00		-
Books			-
Other			-
Total Education	-	-	-

Vacation Expenses	Budget	Actual	Difference
Air fare	0.00		-
Accommodations			-
Food			-
Souvenirs			-
Pet boarding			-
Rental car			-
Other			-
Total Vacation Expenses	-	-	-

Subscriptions	Budget	Actual	Difference
Magazines	0.00		-
Newspapers	10.00		10.00
XM Radio			-
Other			-
Other			-
Total Subscriptions	10.00	-	10.00

Children	Budget	Actual	Difference
Medical			-
Clothing	0.00		-
School Tuition			-
School Lunch			-
School Supplies			-
Babysitting			-
Toys/Games			-
Other			-
Other			-
Total Children	-	-	-

Business	Budget	Actual	Difference
Deductible Expenses	250.00		250.00
Non-Deductible Expenses			-
Other			-
Other			-
Total Business	250.00	-	250.00

Pets	Budget	Actual	Difference
Food	100.00		100.00
Medical	100.00		100.00
Toys/Supplies			-
Pet Insurance			-
Total Pets	200.00	-	200.00

Miscellaneous	Budget	Actual	Difference
Christmas Presents			-
Birthday Presents	150.00		150.00
Other			-
Other			-
Total Miscellaneous	150.00	-	150.00



RHYTHMATIC STUDIOS



SECTION 2: BUSINESS PLAN

MISSION STATEMENT

Rhythmic Studios' mission is to create a base of well-rounded and knowledgeable performers; we strive to share our passion for dance to upcoming generations who have the same desire to pass this love on to audiences and other performers alike.

VISION

Growth and development are at the forefront of our organization—Rhythmic Studios sees a bright future ahead as we continue to perfect the art of teaching dance and extend our outreach to a large base of students who all share the same passion and goals. As the studio grows, we plan to increase the number of performance opportunities for our students, as well as introduce a larger variety of class offerings to create well-rounded and versatile dancers.

PHILOSOPHY

Rhythmic Studios aspires share our passion for the art of dance by taking part in character development and providing a safe space for expression of thoughts and talents. Our classes and performance opportunities are designed to prepare students for professional careers and instill the knowledge about its roots, through formats that are innovative and exciting. In every way possible, we convey to our students the joys and successes that can be experienced in this industry as a result of hard-work, respect, and humility.

CORE VALUES

ENERGY • RESILIENCE • DEVOTION • RESPECT

HISTORY

Emily Schmukal is from Rockwall, TX, where she grew up dancing at CK Studio from the age of two. She trained in many styles, including ballet, tap, jazz, lyrical, pointe, contemporary, and musical theatre. In addition to dancing with the studio, she performed with “Rockwall Ballet Company” and “Rhythmic Souls Tap Company” throughout middle and high school.

In the fall of 2018, Emily began her college career at Oklahoma City University, where she received a Bachelor of Science in Dance Management with a Minor in Business Entrepreneurship. While at OKCU, she was a member of Jo Rowan’s American Spirit Dance Company and The Starettes, directed by Vincent Sandoval. During this time, she gained a significant amount of knowledge about the performing industry and how to develop a career in arts management.

Following her graduation in the spring of 2022, Emily went to New York City for a summer internship at Radio City Music Hall, then moved back to Dallas to teach tap at CK Studio. She also spent her time guest choreographing for Rhythmic Souls Tap Company and working as the Head Coordinator for the Rhythm In Fusion Tap Festival. Emily went on to fulfill her dream of performing in a professional tap company with Tapestry in Austin, TX.

Emily later decided to move to Libertyville, IL, where she planned to settle down more permanently and transition into a more art management focused career. While in Illinois, Emily signed a performer and company manager contract with Chicago Tap Theatre, introducing her to the world of nonprofit dance companies. After a few years, Emily decided to retire as a performer and began working as the Fundraising Coordinator for Deeply Rooted Dance Theater, another nonprofit dance company based in Chicago who worked closely with CTT.

After experiencing many aspects of the performing and arts management industry, Emily decided to finally open her own dance studio in 2027. She knew Rhythmic Studios would be the perfect culmination of this knowledge and an opportunity to share her passion for the arts with students who have an eagerness to become well-rounded and developed members of the industry.

BUSINESS SETUP

Rhythmic Studios will be setup as an S-Corporation due to the provided benefits in asset protection and reduced taxation.

STUDIO NAME

Rhythmic Studios was the name chosen for our studio for the purpose of conveying the core of who we are and what we want our organization to become. The word “rhythmic” essentially means to be in sync or in perfect rhythm, which is at the core of what we strive to be as a studio—as dancers in classes and performances, as well as an overall educational entity that inspires students with shared goals and dreams. We wanted our name to be limitless, as we are

constantly innovating to the next possible level in all of our offerings, so as to create a group of well-rounded performers. We want our students to feel as though they are constantly pushed to be better in all aspects, while also reassuring them in their talents and abilities.

TYPE OF STUDIO

Rhythmic Studios is a performing arts studio located in Naperville, IL, with a primary focus in dance technique and performance. We offer classes for a variety of age ranges, skill level, and commitment in order to provide our education and experience to as many students in the area as possible. Each of the teachers in our many styles offered have the knowledge and skill to educate students at all technique levels, with the intent of inspiring and seeing improvement. In addition, we are continuing to add specialty classes in other styles that are beneficial to students looking to have a career in the performance industry as a whole.

STYLES TAUGHT

Ballet- Rhythmic Studios understands the importance of ballet and how it benefits the technique of dancers in all other styles they train in. Each class will begin with a barre that focuses on development of foundational technique with the purpose of making sure students are warm before moving to the center. Center will consist of work on turns, adagio, petit allegro, and grande allegro. As students get older and reach a certain skill level, they may be invited to go en pointe. All of our competition students are required to take ballet, and older students will have this class twice a week.

Tap- Each student enrolled in tap will be introduced to a variety of genres within the style, including rhythm tap, soft shoe, and Broadway/musical theater style tap. Our focus at Rhythmic Studios will be primarily on rhythm tap, as this is upcoming in the industry and the rhythm and musicality required will be beneficial to students' improvement in other styles. Each class will consist of a warmup, across the floor, and center to work on technique and combinations.

Jazz- Jazz classes will focus on the technique of leaps and turns, while also introducing students to various techniques within the style, such as commercial and Broadway. Each class will begin with a warmup to work on conditioning, technique, and flexibility, followed by work across the floor and in the center.

Lyrical/Contemporary- This class will combine our students' training in ballet and jazz, while focusing on artistry, performance, and musicality. Our teachers are constantly

innovating their knowledge in this style as it is up and coming in the industry. This is a choreography focused class, including combinations across the floor and in the center.

Hip Hop- Training in hip hop is in high demand for performers in the industry. Students will participate in high energy classes focused on rhythm and powerful movements that are constantly changing with the trends and technique of commercial dance.

Tumbling- Rhythmic believes that tumbling is an important skill to have in many jobs that will set one performer apart from the rest. Students will work with a certified teacher who will work on flexibility and skills important to a dancer, all in a safe environment.

Barre/Zumba- This is a high energy class designed for adults who are already active, or those looking to become more active! Students are guaranteed a good workout in a class setting with dance influences and fun music.

Specialty Classes- Rhythmic Studios is constantly striving to provide opportunities for our students that will make them well-rounded and versatile performers. We offer specialty classes, on a rotating schedule, in styles that are physically and mentally beneficial to students looking to have a career as a performer. Examples of these classes include Triple Threat/Musical Theater, Audition Prep Workshop, Dance History, Improvisation, and more! These classes are required of all our competition kids, but are open for drop-in enrollment to all other students.

PROGRAM BREAKDOWN

Petites 1 & 2 (age 2-7)

This is our youngest age bracket at Rhythmic Studios. These students will be enrolled in combo style classes, offering jazz, hip hop, tap and ballet, to give an introduction to the styles and techniques of each. These hour-long classes are separated into two age groups, 2-4 and 5-7, in order to offer the most effective teaching at an early age and build the necessary foundation of technique and passion for dance.

Recreational 1 & 2 (age 8-18)

Our recreational group is for students who love dance and are looking to take classes of various styles without the commitment of competitions and other performances throughout the season. There is no specific skill level required to enroll in these classes; they are combo style classes designed to give a technical foundation and instill confidence within the students' ability to dance in a judgment free, fun environment. Our recreational program is separated into two age groups, 8-12 and 13-18, both of which will train in tap, jazz, and hip hop. These students are welcome and encouraged to enroll in a separate ballet class as well.

Level 1- Junior (age 8-11)

This level is for students who have had some prior dance training, and are looking to receive further training and technical development in more styles. These students are expected to show some commitment to the studio and a good work ethic. Level 1 classes are offered in tap, jazz, ballet, lyrical/contemporary, hip hop, and tumbling.

Level 2- Teen (age 12-14)

This level is for students who have had significant prior dance training, with a strong technical foundation and a desire to work more on all aspects of being a performer. These students will be pushed to work hard and get out of their comfort zone in all styles. Level 2 classes are offered in tap, jazz, ballet (twice a week), lyrical/contemporary, hip hop, and tumbling.

Level 3- Senior (age 15-18)

This level is for students who are committed to dance, have had significant prior training, and are potentially looking to have a career in the performing arts industry. These students are expected to have a solid technical foundation that they can constantly rely on, while working on various techniques and genres of dance. Level 3 classes are offered in tap, jazz, ballet (twice a week), lyrical/contemporary, and hip hop. Students in Level 3 should have a sense of professionalism, a willingness to commit their time, and go above and beyond in all aspects.

Company- Competition Team

The Rhythmic Studios Company is our Competition Team. This group of students are selected from an audition and teacher observations of classes, based on professionalism, work ethic, technique, and potential. They must have a strong work ethic, professionalism, and a certain level of technique expected based on their age. Students are eligible to be in the Company after taking classes at the studio for one year and must be at least 8 years old. The Rhythmic Studios Company will go to at least 2 competitions and at least 1 convention a year, as well as participate in other performance opportunities throughout the season. There are two company rehearsals each week, in which the students will work with our instructors on choreography for competition dances that are determined prior to each season. The Company is separated into two levels—All

Stars (age 8-12) and Showstoppers (age 13-18). These students are required to take certain classes offered at the studio, which are detailed in the Company contract. Being in the Company is a significant time commitment, as it is an opportunity specifically designed for students looking to potentially have a career in the performing arts industry.

Adult Classes

Rhythmic Studios offers a selection of various adult classes for those who have had prior dance training, and those who have not. These classes are all designed to be a fun environment, inclusive of all levels and experiences. Individuals over 18 years of age may enroll in our Barre/Zumba class or sign up for our drop-in ballet/tap classes, which alternate styles each week.

Private Lessons

Any student at Rhythmic Studios may sign up for a private lesson with one of our instructors to work on technique in a specific style. Members of the Company may have private lessons to specifically work on solo/duet choreography for competitions and performances. Studio A is reserved during “Private Lesson Block” times, but studio space can be reserved at other times for privates in advance.

TARGET AGES

Rhythmic Studios offers classes designed for a wide variety of ages and skill levels, ranging from age 2 to adults. In our first few years, we expect to have an influx of younger students looking to start dancing for the first time, which is why we are putting a large focus on these classes. It is essential that we foster a welcoming and positive environment in these younger classes so as to create a large base of returning students who stay with us for many years. We hope to grow our classes in the teen and senior levels over time, in hopes of creating a larger and more competitive company.

PERFORMANCE OPPORTUNITIES

Competitions- The Rhythmic Studios Company will travel to at least 2 competitions per season. These competitions and the dances take will be determined at the beginning of the season. Company students will have the option of taking solos/duets as well.

Conventions- The Rhythmic Studios Company will participate in at least one convention per season.

Chicago Ballet Festival- Students enrolled in Level 3 Ballet will learn a short piece every fall and have the opportunity to audition and be asked to perform the piece at the annual Chicago Ballet Festival in November.

Company Showcase- The All Star and Showstoppers companies will perform in a short showcase for parents and families at the studio in January. The purpose of the showcase is to have a chance to perform all competition pieces for an audience before taking them to competitions.

Christmas Showcase- Students enrolled in the Petite and Recreational level classes will perform Christmas themed pieces that are prepared during the fall, in a showcase held at the studio for parents and families.

National Tap Dance Day Performance- Emily will select a few dancers enrolled in Level 3 tap to perform at Chicago's annual National Tap Dance Day performance on May 25th.

Recital- Rhythmic Studios hold an annual recital in June, in which all students will participate by performing class dances prepared in the spring, all competition pieces, and any senior solos/duets.

LEVELS

Age ranges and levels listed for classes are the basic structure and breakdown; teachers can determine a student to be in a level that is different from their exact age based on skills level and requirements/demands of the class

Petites (age 2-7) - Jazz/Hip Hop Combo 2-4 - Ballet/Tap Combo 2-4 - Jazz/Hip Hop Combo 5-7 - Ballet/Tap Combo 5-7	Recreational (age 8-18) - Recreational 1 Tap/Jazz/Hip Hop Combo 8-12 - Recreational 2 Tap /Jazz/Hip Hop Combo 13-18
Junior (age 8-11) - Level 1 Ballet - Level 1 Tap - Level 1 Jazz - Level 1 Lyrical/Contemporary - Level 1 Hip Hop - Level 1 Tumbling	Teen (age 12-14) - Level 2 Ballet - Level 2 Tap - Level 2 Jazz - Level 2 Lyrical/Contemporary - Level 2 Hip Hop - Level 2 Tumbling
Senior (age 15-18) - Level 3 Ballet - Level 3 Tap - Level 3 Jazz - Level 3 Lyrical/Contemporary - Level 3 Hip Hop	Company - All Stars age 8-12 - Showstoppers age 13-18

CLASS BREAKDOWN BY PROGRAM

Petites	Age 2-4 Wed. 6:00-7:00 PM Jazz/Hip Hop Combo Sat. 10:00-11:00 AM Tap/Ballet Combo	Age 5-7 Wed. 5:00-6:00 PM Jazz/Hip Hop Combo Sat. 9:00-10:00 AM Tap/Ballet Combo
	Age 8-12 Mon. 5:00-6:00 PM Tap/Jazz/ Hip Hop Combo	Age 13-18 Mon. 6:00-7:00 PM Tap/Jazz/ Hip Hop Combo
Junior	Age 8-11 Mon. 4:00-5:00 PM Level 1 Tumbling Mon. 5:00-6:00 PM Level 1 Jazz Mon. 6:00-7:00 PM Level 1 Ballet Mon. 7:00-8:00 PM Level 1 Lyrical/Contemporary Thurs. 4:00-5:00 PM Level 1 Hip Hop Thurs. 7:00-8:00 PM Level 1 Tap	
Teen	Age 12-14 Tues. 5:00-6:00 PM Level 2 Jazz Tues. 6:00-7:00 PM Level 2 Lyrical/Contemporary Tues. 6:00-7:00 PM Level 2 Ballet	

	Wed. 6:00-7:00 PM Level 2 Tap Wed. 7:00-8:00 Level 2 Hip Hop Thurs. 7:00-8:00 PM Level 2 Tumbling Sat. 10:00-11:00 AM Level 2 Ballet	
Senior	Age 15-18 Tues. 5:00-6:00 PM Level 3 Lyrical/Contemporary Tues. 6:00-7:00 PM Level 3 Jazz Tues. 7:00-8:00 PM Level 3 Hip Hop Wed. 5:00-6:00 PM Level 3 Ballet Wed. 7:00-8:00 PM Level 3 Tap Sat. 9:00-10:00 AM Level 3 Ballet	
Company	All Stars (age 8-12) Thurs. 5:00-7:00 PM Rehearsal Sat. 11:00-1:00 PM Rehearsal	Showstoppers (age 13-18) Thurs. 5:00-7:00 PM Rehearsal Sat. 11:00-1:00 PM Rehearsal
Adults	Age 18+ Fri. 7:00-8:00 PM Adult Barre/Zumba Sat. 11:00-12:00 PM Adult Ballet/Tap Drop-In (alternating schedule)	

CLASS SCHEDULE

MONDAY

TIME	STUDIO A	STUDIO B
4:00-5:00 PM	Junior- Level 1 Tumbling	Recreational 1- Tap/Jazz/Hip Hop Combo
5:00-6:00 PM	Junior- Level 1 Jazz	Recreational 2- Tap/Jazz/Hip Hop Combo
6:00-7:00 PM	Junior- Level 1 Ballet	
7:00-8:00 PM	Junior- Level 1 Lyrical/Contemporary	

TUESDAY

TIME	STUDIO A	STUDIO B
4:00-5:00 PM		
5:00-6:00 PM	Senior- Level 3 Lyrical/Contemporary	Teen- Level 2 Jazz
6:00-7:00 PM	Senior- Level 3 Jazz	Teen- Level 2 Lyrical/Contemporary
7:00-8:00 PM	Senior- Level 3 Hip Hop	Teen- Level 2 Ballet

WEDNESDAY

TIME	STUDIO A	STUDIO B
4:00-5:00 PM		
5:00-6:00 PM	Senior- Level 3 Ballet	Petites- Jazz/Hip Hop Combo 5-7
6:00-7:00 PM	Teen- Level 2 Tap	Petites- Jazz/Hip Hop Combo 2-4
7:00-8:00 PM	Teen- Level 2 Hip Hop	Senior- Level 3 Tap

THURSDAY

TIME	STUDIO A	STUDIO B
4:00-5:00 PM	Junior- Level 1 Hip Hop	
5:00-7:00 PM	Company Rehearsal- All Stars	Company Rehearsal- Showstoppers
7:00-8:00 PM	Teen- Level 2 Tumbling	Junior- Level 1 Tap
8:00-9:00 PM	Specialty Class (rotating schedule)	

FRIDAY

TIME	STUDIO A	STUDIO B
4:00-5:00 PM		
5:00-7:00 PM	Private Lessons Block	Private Lessons Block
7:00-8:00 PM	Adult Barre/Zumba	

SATURDAY

TIME	STUDIO A	STUDIO B
9:00-10:00 AM	Senior- Level 3 Ballet	Petites- Tap/Ballet Combo 5-7
10:00-11:00 AM	Teen- Level 2 Ballet	Petites- Tap/Ballet Combo 2-4
11:00-12:00 PM	Company Rehearsal- All Stars & Showstoppers	Adult Tap/Ballet Drop-In (alternating schedule)
12:00-1:00 PM		Private Lessons Block

MONDAY	4:00-5:00 PM Studio A Level 1 Tumbling, Tucker Ames 5:00-6:00 PM Studio A Level 1 Jazz, Lauren Bakula 5:00-6:00 PM Studio B Recreational 1, Tucker Ames 6:00-7:00 PM Studio A Level 1 Ballet, Karlee Vriezema 6:00-7:00 PM Studio B Recreational 2, Tucker Ames 7:00-8:00 PM Studio A Level 1 Lyrical/Contemporary, Dara Brown
TUESDAY	5:00-6:00 PM Studio A Level 3 Lyrical/Contemporary, Dara Brown 5:00-6:00 PM Studio B Level 2 Jazz, Lauren Bakula 6:00-7:00 PM Studio A Level 3 Jazz, Lauren Bakula 6:00-7:00 PM Studio B Level 2 Lyrical/Contemporary, Dara Brown 7:00-8:00 PM Studio A Level 3 Hip Hop, Lauren Bakula 7:00-8:00 PM Studio B Level 2 Ballet Karlee Vriezema
WEDNESDAY	5:00-6:00 PM Studio A Level 3 Ballet, Karlee Vriezema 5:00-6:00 PM Studio B Petites Jazz/Hip Hop 5-7, Dara Brown 6:00-7:00 PM Studio A Level 2 Tap, Emily Schmukal 6:00-7:00 PM Studio B Petites Jazz/Hip Hop 2-4, Dara Brown 7:00-8:00 PM Studio A Level 2 Hip Hop, Lauren Bakula 7:00-8:00 PM Studio B Level 3 Tap, Emily Schmukal
THURSDAY	4:00-5:00 PM Studio A Level 1 Hip Hop, Lauren Bakula 5:00-7:00 PM Studio A All Stars Company Rehearsal 5:00-7:00 PM Studio B Showstoppers Company Rehearsal 7:00-8:00 PM Studio A Level 2 Tumbling, Tucker Ames 7:00-8:00 PM Studio B Level 1 Tap, Emily Schmukal 8:00-9:00 PM Studio A Specialty Class, Adam White, Emily Schmukal, Guest Teachers
FRIDAY	5:00-7:00 PM Studio A/B Private Lessons Block 7:00-8:00 PM Studio A Adult Barre/Zumba, Adam White
SATURDAY	9:00-10:00 AM Studio A Level 3 Ballet, Karlee Vriezema 9:00-10:00 AM Studio B Petites Tap/Ballet 5-7, Dara Brown 10:00-11:00 AM Studio A Level 2 Ballet, Karlee Vriezema 10:00-11:00 AM Studio B Petites Tap/Ballet 2-4, Dara Brown 11:00-1:00 PM Studio A Combined Company Rehearsal 11:00-12:00 PM Studio B Adult Tap/Ballet Drop-In, Emily Schmukal 12:00-1:00 PM Private Lessons Block

FACULTY & STAFF

EMILY SCHMUKAL

Owner/Director of Rhythmic Studios, Instructor

Emily Schmukal grew up in Dallas, TX, where she danced with CK Studio, the Rockwall Ballet Company, and Rhythmic Souls Tap Company. She received a Bachelor of Science in Dance Management with a Minor in Business Entrepreneurship at Oklahoma City University. While at OKCU, she was a member of the American Spirit Dance Company, directed by Jo Rowan. After graduation, Emily moved to



Austin, TX, where she was a company member with Tapestry Dance. She later moved to Libertyville, IL to perform with Chicago Tap Theatre and serve as the Head Fundraising Coordinator at Deeply Rooted Dance Theatre in Chicago. She decided that opening Rhythmic Studios would be the perfect culmination of her experience as a performer and arts manager and can't wait to see what happens on this journey.

KARLEE VRIEZEMA

Instructor

Karlee Vriezema grew up in Zeeland, Michigan, where she trained in tap, ballet, and jazz since the age of 4. She has a Bachelor of Science degree in Entertainment Business from Oklahoma City University and has danced and taught professionally all over the country. Karlee is the primary ballet teacher at Rhythmic Studios.



DARA BROWN

Instructor

Dara Brown grew up in Forth Worth, TX where she was trained in competitive style jazz, as well as performed on her local dance team. She continued her dancing career by studying at Oklahoma City University and graduated with a degree in dance performance. While at OCU, Dara discovered her passion for teaching and children and fostering the next generation of dancers. She later moved to New York City and began performing with the Radio City Rockettes where she stayed for eight years. Following her performance career, she then retired to pursue teaching. She is so happy to be on faculty with Rhythmic Studios.



LAUREN BAKULA

Instructor

Lauren Bakula is a St. Louis based performer and teacher who studied Dance Performance at Oklahoma City University. She has recently retired from performing in the Broadway production of *Chicago*. She absolutely loves teaching jazz and hip hop; her classes focus on musicality, performance quality, and style. You can expect to creatively and musically challenged, while feeling like you're on a Broadway stage ever week.



TUCKER AMES

Instructor

Tucker Ames grew up dancing in Plano, TX, where he trained in commercial jazz, contemporary, and tumbling. He received a degree in dance performance from Oklahoma City University. After graduation, he moved to the west coast to dance in film and TV. His experience in the east and west coast styles creates great diversity in his classes and choreography. He believes that improv is highly important to dance and actively incorporates it into his classes. Tucker is so excited to be on faculty with Rhythmic Studios as our Tumbling and Recreational class teacher.



ADAM WHITE

Instructor

Adam White is a performer based in Dallas, TX, who specializes in the Musical Theater style. He performed in many musicals growing up, where he found his love for acting, singing, and dancing together. He continued his training at Oklahoma City University, where he received a Bachelor of Fine Arts in Musical Theater. He has recently returned from performing on the National Tour of *Dear Evan Hansen*. Adam is so excited to share his passion for dance and the musical theatre industry with the students at Rhythmic Studios.



ISABELLA SCHMUKAL

Office Manager

Isabella Schmukal is a former dancer and sister of Rhythmic's owner. She recently received her Master's in Business Entrepreneurship from A&M Commerce University. She can't wait to continue working with Emily on this new project.



TEACHER SCHEDULE

EMILY SCHMUKAL	Wed. 6:00-7:00 PM Level 2 Tap Wed. 7:00-8:00 PM Level 3 Tap Thurs. 7:00-8:00 PM Level 1 Tap Sat. 11:00-12:00 PM Adult Tap/Ballet Drop-In
KARLEE VRIEZEMA	Mon. 6:00-7:00 PM Level 1 Ballet Tues. 7:00-8:00 PM Level 2 Ballet Wed. 5:00-6:00 PM Level 3 Ballet Sat. 9:00-10:00 AM Level 3 Ballet Sat. 10:00-11:00 AM Level 2 Ballet
DARA BROWN	Mon. 7:00-8:00 PM Level 1 Lyrical/Contemporary Tues. 5:00-6:00 PM Level 3 Lyrical/Contemporary Tues. 6:00-7:00 PM Level 2 Lyrical/Contemporary Wed. 5:00-6:00 PM Petites Jazz/Hip Hop 5-7 Wed. 6:00-7:00 PM Petites Jazz/Hip Hop 2-4 Sat. 9:00-10:00 AM Petites Tap/Ballet 5-7 Sat. 10:00-11:00 AM Petites Tap/Ballet 2-4
LAUREN BAKULA	Mon. 5:00-6:00 PM Level 1 Jazz Tues. 5:00-6:00 PM Level 2 Jazz Tues. 6:00-7:00 PM Level 3 Jazz Tues. 7:00-8:00 PM Level 3 Hip Hop Wed. 7:00-8:00 PM Level 2 Hip Hop Thurs. 4:00-5:00 PM Level 1 Hip Hop
TUCKER AMES	Mon. 4:00-5:00 PM Level 1 Tumbling Mon. 5:00-6:00 PM Recreational 1 Mon. 6:00-7:00 PM Recreational 2 Thurs. 6:00-8:00 PM Level 2 Tumbling
ADAM WHITE	Thurs. 8:00-9:00 PM Specialty Class Fri. 7:00-8:00 PM Adult Barre/Zumba

PAY SCALE

Faculty Name	Pay Rate/Hour	Hours/Week	Weekly Amount	Monthly Pay
Emily Schmukal	\$0	8	\$0	\$0
Karlee Vriezema	\$26	9	\$234	\$936
Dara Brown	\$26	11	\$286	\$1,144
Lauren Bakula	\$26	8	\$208	\$832
Tucker Ames	\$26	4	\$104	\$416
Adam White	\$26	2	\$52	\$208
Isabella Schmukal	\$20	16	\$320	\$1,280
TOTAL			\$1,204	\$4,816

EXPLANATION

Experience	Pay/Hour
Business/Arts Degree	\$26
Office Staff	\$20

Based on the average pay rate of dance teachers in Chicago, \$23/hour

Instructors are requested to charge at a \$1/minute rate for private lessons, which are booked upon request by students; all payments go straight to the instructor

The pay scale for Rhythmic Studios faculty and staff was determined based on the average pay rate of dance teachers in the surrounding area, plus some to be competitive with other studios in the area and potential employers for our faculty. In addition, pay rates relate to the level of education and experience we are looking for in hired employees.

INITIAL STUDIO ENROLLMENT GOALS

Rhythmic Studios anticipates an enrollment of 220 students in our first year. Naperville is an area that is highly populated with mid-high household income families. This, and the fact that we are not too far from Chicago, an arts and entertainment capital, will help us to attract a large amount of students early on.

Class Enrollment	# of Students	Monthly Price	Monthly Revenue	Annual Rev. (9 months)
Students enrolled in 1 class	45	\$60	\$2,700	\$24,300
Students enrolled in 2 classes	60	\$115	\$6,900	\$62,100
Students enrolled in 3 classes	20	\$170	\$3,400	\$30,600
Students enrolled in 4 classes	15	\$225	\$3,375	\$30,375
Students enrolled in 5 classes	25	\$280	\$7,000	\$63,000
Students enrolled in 6 classes (unlimited plan/company students)	40	\$335	\$13,400	\$120,600
Total	220		\$13,400	\$330,975

TUITION BREAKDOWN

- **First class-** \$60/month, or \$15/weekly class
- All other classes to follow are an added \$55/month each

# of Classes	Monthly Price
1 Class	\$60
2 Classes	\$115
3 Classes	\$170
4 Classes	\$225
5 Classes	\$280
6 Classes (unlimited/company students)	\$335

- Tuition will be due at the first of each month, for the month prior
- Students who pay at the beginning of each semester in full will receive a 5% discount
- Students who pay at the beginning of the year for the entire season will receive a 10% discount

Additional Fees	Price
Enrollment Fee- one time only, due at first enrollment, covers admin costs	\$30
Costume Fee- due at the beginning of spring semester to cover recital costumes	\$75/class
Recital Fee- due at the beginning of spring semester, covers recital costs, includes recital DVD and two tickets to the show	\$100/student \$75/family
Company Fee- paid by all students in the company, covers team competition registration costs, costumes, and instructors' time in rehearsals, due on October 1st	\$245

Students in the company who choose to bring solos/duets to competitions will have additional fees throughout the year, as this is done on an individual basis

COMPETITOR COMPARISON

Studio	Enrollment Fee	Monthly Tuition	Private Lessons
Ultimate Dance on the Move	\$30	\$65/class	
Xtreme Dance Center	\$20	\$57/month	\$55/hour
Envision Dance Company	\$30	\$72/month	

SUMMER PLAN

CAMPS & INTENSIVES

Rhythmic Studios will hold two summer camps, geared towards younger and more recreational dancers, as well as two intensives for older more experienced dancers. Emily Schmukal and Tucker Ames will be the primary faculty for camps, along with student volunteer assistants. Rhythmic Studios' faculty will teach the intensives, in addition to guest master teachers being brought in, which will be determined closer to the actual dates.

Name	Dates	Age/Level	Enrollment	Price/Student
Princess Camp	1 st Week of June	2-6	30	\$400
Energy Intensive	3 rd Week of June	13-18	30	\$450
On Broadway! Camp	1 st Week of July	6-12	20	\$400
Pro Dance Intensive	3 rd Week of July	13-18	25	\$450

SUMMER CLASSES

Rhythmic Studios will continue to offer technique classes throughout the summer, in a more condensed version of our normal schedule. The classes will begin the second week of June and run through the last week of July. Our summer instructors are Emily Schmukal, Lauren Bakula, and Karlee Vriezema. Tuition prices will remain the same as throughout the year, and payments will be due at the end of June and the end of July. Due to traveling and other summer activities, we anticipate 65 students overall to enroll in summer classes. Classes will be held on

Tuesdays, Wednesdays, and Thursdays to allow for more free time. Two levels of each style will be offered for students ages 8-18, as well as ballet/tap/jazz combo for ages 2-4 and 5-7. Students can continue to reserve space with instructors for private lessons in advance. Summer classes and events will also be used as time for the studio director and instructors to observe students who could potentially move up in levels going into the next season or should be considered for the company.

CLASSES OFFERED

Tap, Emily Schmukal - Level 1, age 8-13 - Level 2, age 14-18	Ballet, Karlee Vriezema - Level 1, age 8-13 - Level 2, age 14-18
Jazz, Lauren Bakula - Level 1, age 8-13 - Level 2, age 14-18	Lyrical/Contemporary, Karlee Vriezema - Level 1, age 8-13 - Level 2, age 14-18
Hip Hop, Lauren Bakula - Level 1, age 8-13 - Level 2, age 14-18	Tap/Jazz/Ballet Combo, Emily Schmukal - Age 2-4 - Age 5-7

SCHEDULE

TUESDAY

TIME	STUDIO A	STUDIO B
5:00-6:00 PM	Tap 1	
6:00-7:00 PM	Ballet 1	
7:00-8:00 PM	Jazz 1	

WEDNESDAY

TIME	STUDIO A	STUDIO B
5:00-6:00 PM	Tap 2	
6:00-7:00 PM	Ballet 2	Combo 2-4
7:00-8:00 PM	Jazz 2	Combo 5-7

THURSDAY

TIME	STUDIO A	STUDIO B
5:00-6:00 PM		
6:00-7:00 PM	Lyrical 1	Hip Hop 2
7:00-8:00 PM	Lyrical 2	Hip Hop 1

PLANS FOR GROWTH

Rhythmic Studios plans to implement many tools and procedures to help promote the growth of our studio during its first few years. For instance, marketing is a major area of focus, especially in our first year, in order to get our name out in the community and build a strong reputation from the beginning. We plan to advertise in local magazines and newspapers, as well as make sure that our website and social media are up to date and being used efficiently to reach a broader audience. We will put all of our in-studio events on Naperville's local calendars to catch the eye of other community members. We plan to hold open house events at the beginning of the fall and spring terms to allow community members to see who we are and what we can offer. In addition, we will offer a free trial class and voided enrollment fee to people who come to the open house and choose to sign up. These actions will hopefully lead to growth in enrollment of all ages, as well as build a name for ourselves in the community of Naperville.

As the studio grows in terms of enrollment, we hope to see an increase in our number of members in the company. More company members will allow us to go to more competitions and conventions each season, which will not only promote our name in Naperville and Chicago, but in outside areas as well. Rhythmic Studios strives to continually update our offerings with what is in demand in the industry. This means we may expand our specialty class options and increase them to twice a week. After our first few years of being open, we hope to expand into a larger nearby location that will allow for 3-4 studios, in turn giving more opportunities for class offerings and separation of levels.

LICENSES

The state of Illinois requires all businesses to be registered by filling out the form below, and Naperville requires businesses to fill out a form for business occupancy licensing.

Use your mouse or Tab key to move through the fields. Use your mouse or space bar to enable check boxes.

Illinois Department of Revenue
REG-1 Illinois Business Registration Application

Register faster using **MyTax Illinois**, our online account management program, available at mytax.illinois.gov. If you have questions, visit our website at tax.illinois.gov or call us weekdays between 8:00 a.m. and 4:30 p.m. at 217-785-3797.

Step 1: Identify your business or organization

1. Federal employer identification number (FEIN) _____
Partnerships must provide the Social Security number (SSN) under which taxes will be filed.
SSN: _____

2. Legal business name: _____

3. Doing business as (DBA), assumed, or trade name, if different from Line 2: _____

4. Primary or legal business address: _____
Street address - No PO Box number _____ Apartment or suite number _____
City _____ State _____ ZIP _____
If you have other locations in Illinois from where you do business, complete and attach Schedule REG-1-L.

5. Mailing address if different from the address above: _____
Street address or PO Box number _____ Apartment or suite number _____
City _____ State _____ ZIP _____

Step 2: Identify your owners and officers - If you need to identify more, attach Schedule REG-1-O.

10. Identification depends on the registration type you selected in Step 1. Line 6 (partnership - owner; partnership - general partner; non-publicly traded corporation - president, secretary, and treasurer; publicly traded corporation - chief operating officer and chief financial officer; trust or estate - trustee(s) or executor(s); governmental unit - one contact person; not-for-profit organization - president, secretary, or treasurer; limited liability company - managers and members). For each individual or business required, complete the following information.

Individuals: (include Social Security number (SSN))

a. Name _____ Title _____
Home address - No PO Box number _____ City _____ State _____ ZIP _____
Date of birth _____ Place _____
Social Security number _____ Ownership percentage _____

b. Name _____ Title _____
Home address - No PO Box number _____ City _____ State _____ ZIP _____
Date of birth _____ Place _____
Social Security number _____ Ownership percentage _____

c. Name _____ Title _____
Home address - No PO Box number _____ City _____ State _____ ZIP _____
Date of birth _____ Place _____
Social Security number _____ Ownership percentage _____

Businesses: (include federal employer identification number (FEIN))

d. Name _____ Title _____
Home address - No PO Box number _____ City _____ State _____ ZIP _____
Date of birth _____ Place _____
Social Security number _____ Ownership percentage _____

Step 3: Tell us about your business activities

11. Describe your business activities: _____
Provide your North American Industry Classification System (NAICS) number: _____
Refer to the website www.naics.com.

12. Will you have Illinois employees? _____ Yes _____ No
If yes, complete and attach Schedule REG-US-1.
What was (a) the date of your first payroll in Illinois? _____

13. Check all that apply to your type of business.
Sales and Use Tax
When will (did) these activities begin? _____
You must complete and attach Schedule REG-1-L to identify all Illinois locations from which you must collect the local sales tax rate.
☐ General merchandise - Retail ☐ Wholesale
Note: Refer to the **Leasing and Field Resource** page for guidance on registering for Retailers' Occupation Tax.
Do you estimate your monthly sales and use tax liability will be over \$200? _____ Yes _____ No
☐ Sales to Illinois customers from out of state
_____ Check if you have an Illinois presence, including, but not limited to having an office or other facility in Illinois or having employees or other representatives operating in Illinois.
_____ Check if you have inventory in Illinois or if your Illinois presence is due to inventory within the state.
_____ Check if you make \$100,000 or more in annual sales from your own sales to Illinois purchasers.
_____ Check if you make 200 or more separate transactions annually from your own sales to Illinois purchasers.
Are you registering as an out of state remote retailer? _____ Yes _____ No
When will (did) these activities begin? _____

When will (did) these activities begin? _____
☐ Check if you are a marketplace facilitator - Attach Schedule REG-1-MFP.
☐ Soft drinks (other than fountain soft drinks) in Chicago
☐ Vehicle, watercraft, aircraft, or trailers
☐ Sales or delivery of tires. Do you always pay the Tire User Fee to your supplier? _____ Yes _____ No
☐ Sales from vending machines. How many vending machines? _____
☐ Check here if you are required to collect prepaid sales tax.
☐ Motor fuel/Use - Retail ☐ Wholesale - Attach Form REG-8-A
☐ Liquor at retail (bar, tavern, liquor store, etc.)
☐ Sales of Motor Fuel in a county that imposes County Motor Fuel Tax
☐ Sales of Motor Fuel in a municipality that imposes Municipal Motor Fuel Tax
☐ Aviation fuel - Retail ☐ Wholesale
(If wholesale, attach Form REG-8-A)
☐ Medical cannabis - Attach Schedule REG-1-MC
☐ Cultivation Center ☐ Dispensing Organization

When will (did) these activities begin? _____

Step 4: Sign below - Under penalties of perjury, I state that I have examined this information and, to the best of my knowledge, it is true, correct, and complete. I further attest that I will be responsible for filing returns and paying all taxes due unless Schedule REG-1-R, Responsible Party Information, is attached to this application or forwarded to the department. Check here if you are attaching or forwarding Schedule REG-1-R. ☐

Signature: _____ Title: _____ Date: _____
Printed name: _____ SSN: _____
Address: _____ Phone: _____

Mail your completed form, with any required attachments and payment to:
CENTRAL REGISTRATION DIVISION
ILLINOIS DEPARTMENT OF REVENUE
PO BOX 18020
SPRINGFIELD, IL 62794-9020

This form is submitted to and under the tax or fee Act representing the tax or fee to which this form is filed. Disclosure of this information is required. Failure to provide information may result in the form not being processed and the result is a penalty. Please be sure the authority of the Illinois REG-1-O (2015). (Rev. 01/15)

Reset **Print**



CITY OF NAPERVILLE

Transportation, Engineering, & Development (T.E.D.) Business Group

APPLICATION INFORMATION: BUSINESS OCCUPANCY PERMIT

A Business Occupancy permit is issued for new businesses that are assuming a tenant space, but are not performing any modifications to the building. A change in business name or ownership requires application for a Business Occupancy permit.

APPLICATION REQUIREMENTS

The following items must be submitted when applying for a Business Occupancy permit:

- A completed and signed application form.
- A Letter of Intent for occupancy of an existing tenant space
- Naperville Police and Fire Emergency Contact Information Form
- Addendum to Application: IAC Fees, if applicable.
- Food & Beverage Tax forms, if applicable.

APPLICATION REVIEW AND APPROVAL

All documents must be legible and complete. The items listed in "Application Requirements" must be included as part of your application. Omission of any of these items will delay the approval of your application for permit. The applicant will be notified when the permit has been approved.

Every building permit shall become invalid unless the work authorized by such permit is commenced within 180 days after its issuance. The permit is to be displayed in the window nearest to the main entrance of the business for the duration of the construction and inspection process. After the construction is complete, please remove the building permit from the window and retain it for your records.

INSPECTIONS

The following departments require an inspection prior to opening for business. It is the applicant's responsibility to request the inspection.

- Naperville Inspection Dispatch** will need to perform a Final Occupancy Inspection. Please schedule your inspections a minimum of 72 hours in advance by calling 630/420-6100 (Option 1) Monday through Friday from 8:00 a.m. to 4:00 p.m. (closed 1-2 pm daily) A minimum of 72 hour notice is requested. If you find you must cancel an



RHYTHMATIC STUDIOS



SECTION 3: LOCATION

Section 3: Location, *Rhythmic Studios*

LOCATION

Rhythmic Studios is located in Naperville, IL, in a suburban area about two miles from downtown. The studio is specifically located in a strip mall called the Naperville Plaza Shopping Center on S Washington Street and Gartner Road. The space we are moving into is currently called Oswald's Pharmacy, but the business is closing soon because the owner is retiring and not looking to sell it. The area is family friendly and the shopping center houses many other common businesses that will attract the same type clientele as the studio.



ADDRESS

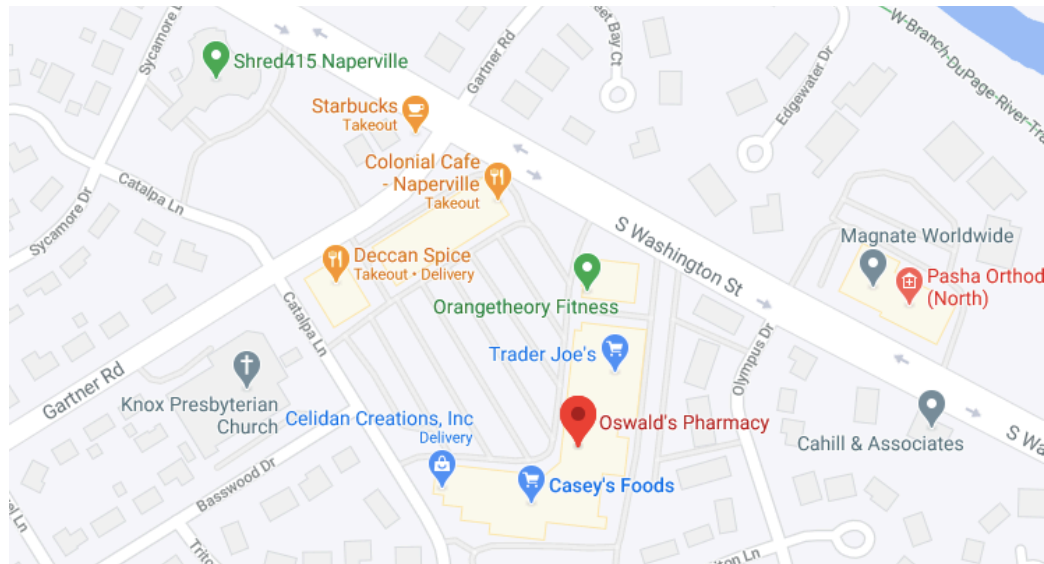
88 W Gartner Rd. #112, Naperville, IL 60540

4,000 sq. feet at \$20.60/ sq. foot, \$6,867 / month, \$82,400 / year



NEIGHBORING MERCHANTS

Rhythmic Studios' location is currently next door to Casey's Foods, a family owned local grocery store, and Peterson Wines; however, Peterson is also going out of business soon,



which is beneficial to us in multiple ways. It gives us a potential opportunity for expansion, as well as removes a business that conflicts with the mission of our studio. The Naperville Plaza Shopping Center also holds a nail salon, a Trader Joe's, an Orange Theory Fitness studio, a Jimmy John's, and a Rocco's Pizza, all of which would be appealing to families looking to enroll at our studio.



ACCESS & VISIBILITY

The location for our studio is very easily visible from the main roads where it sits within the shopping center. Rhythmic is housed within the shopping center, rather than in one of the end spaces, which is more ideal for safety purposes. The roads surrounding the location are main roads in the suburban area but will not be too busy to cause major traffic issues.

PARKING

The Naperville Plaza Shopping Center has a large area for parking, in which our customers have unlimited access to any available spots for free, except those with signs indicating they are reserved for specific merchants. There is also parking available behind the shopping center where Rhythmic teachers and staff will be asked to park. There are six spots reserved specifically for studio employees behind the shopping center.



DEMOGRAPHICS



NAPERVILLE POPULATION & AGE DISTRIBUTION



TOTAL POPULATION
148,449

AGE

lendingtree Refinance Calculator

Mortgage Rates Fall Again 1.99% APR

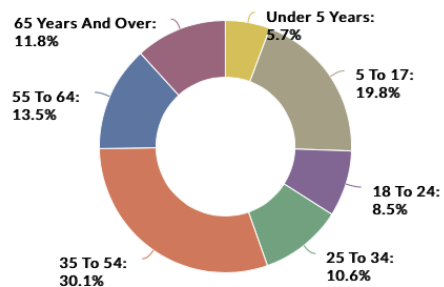
Loan amount

Loan term

Credit score

Calculate Payment

Terms & Conditions apply. NML581130



NeighborhoodScout.com

OCCUPATIONS

Employment by Occupations

75.4k
2018 VALUE
± 1,712

1.34%
1 YEAR GROWTH
± 3.24%

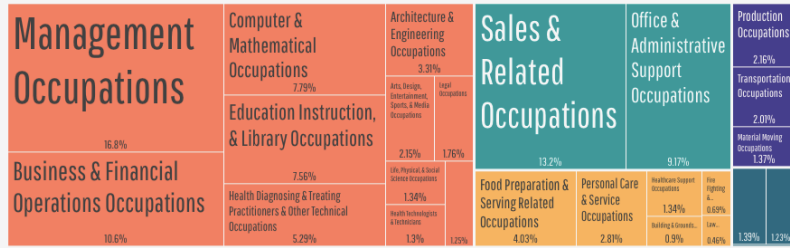
From 2017 to 2018, employment in Naperville, IL grew at a rate of 1.34%, from 74.4k employees to 75.4k employees.

The most common job groups, by number of people living in Naperville, IL, are Management Occupations (12,658 people), Sales & Related Occupations (9,976 people), and Business & Financial Operations Occupations (8,013 people). This chart illustrates the share breakdown of the primary jobs held by residents of Naperville, IL.

Data from the Census Bureau ACS 5-year Estimate.

View Data Save Image Share / Embed Add Data to Cart

Total: 75.4k



2013 2014 2015 2016 2017 2018

RACE AND ETHNICITY

Race and Ethnicity

THE 3 LARGEST ETHNIC GROUPS IN NAPERVILLE, IL

1. White (Non-Hispanic)
99.9k ± 1.65k
2. Asian (Non-Hispanic)
27.1k ± 1.37k
3. Black or African American (Non-Hispanic)
7.69k ± 1.14k

5.68%
HISPANIC POPULATION
8,37k people

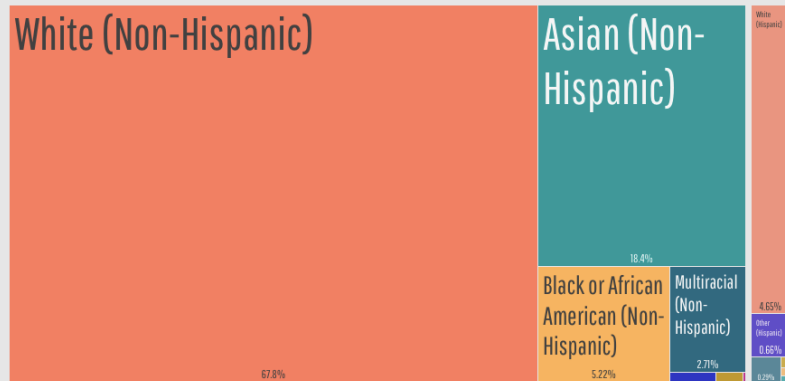
In 2018, there were 3.68 times more White (Non-Hispanic) residents (99.9k people) in Naperville, IL than any other race or ethnicity. There were 27.1k Asian (Non-Hispanic) and 7.69k Black or African American (Non-Hispanic) residents, the second and third most common ethnic groups.

5.68% of the people in Naperville, IL are hispanic (8,37k people).

The following chart shows the 7 races represented in Naperville, IL as a share of the total population.

Data from the Census Bureau ACS 5-year Estimate.

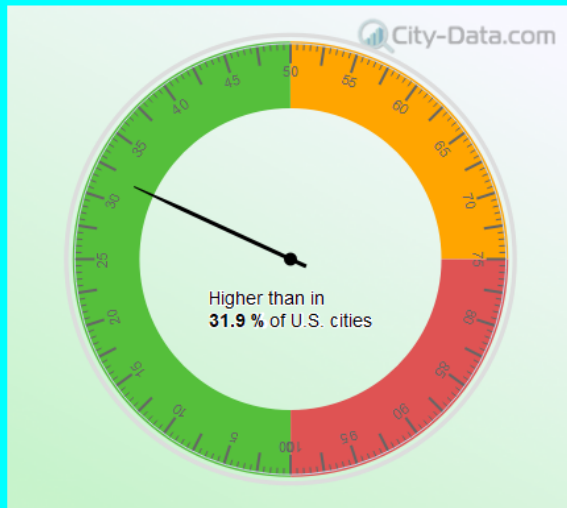
View Data Save Image Share / Embed Add Data to Cart



White Asian Black or African American Multiracial Other American Indian & Alaska Native Native Hawaiian & Other Pacific Islander

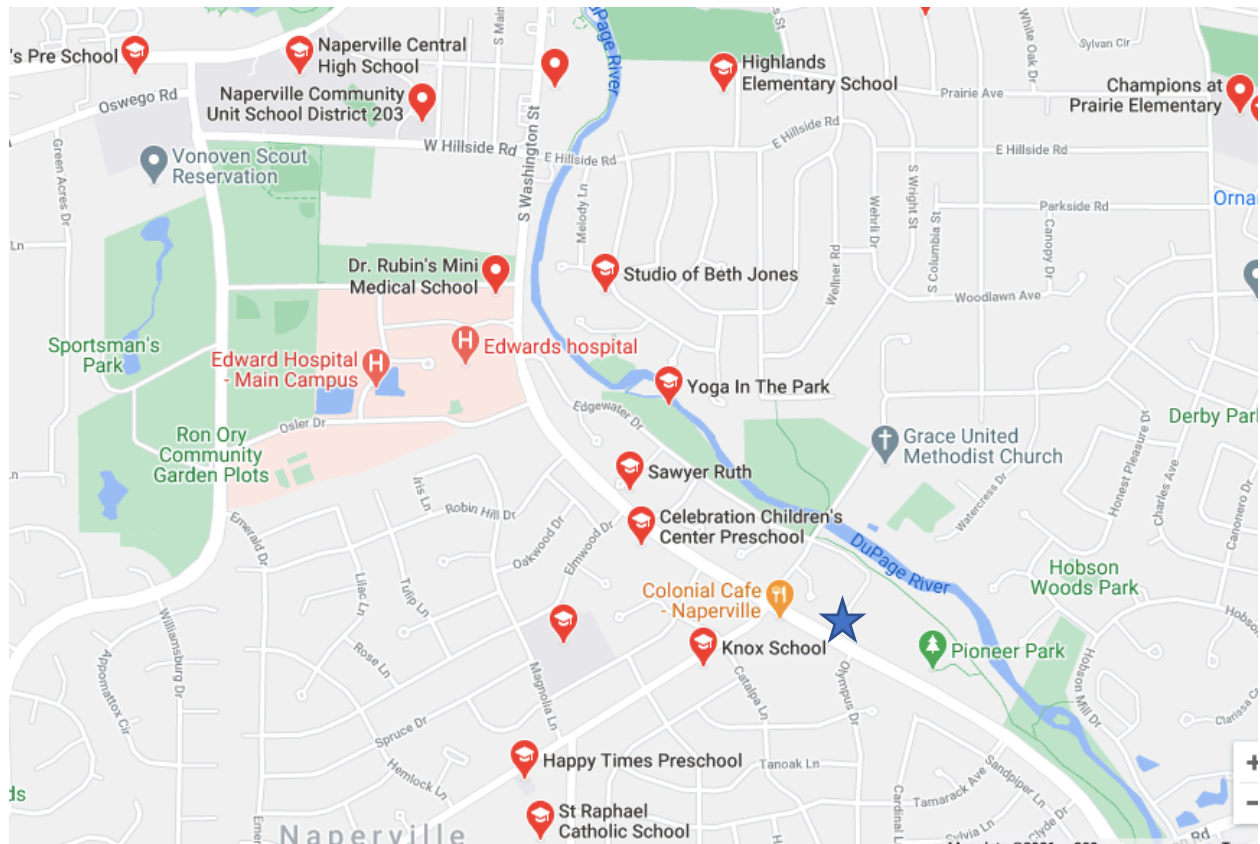
2013 2014 2015 2016 2017 2018

City-Data.com crime index in Naperville, IL compared to other U.S. cities



RESIDENTIAL NEIGHBORHOOD

The Naperville Plaza Shopping Center is only a short drive from many suburban neighborhoods in Naperville. In addition, there are many schools—public and private—close by, and Edward Hospital is only one mile away from the studio.



The studio is only a 10-minute drive from the Center Stage Theater, a large performing arts venue in Naperville. This could be used for the studio's annual recital and other showcases we may hold throughout the season.

Another selling point on this city and its location is the close proximity to Chicago, and entertainment capital of America. This will benefit the studio by attracting choreographers, teachers, and students, as well as providing more unique performance opportunities for our students.

There are three dance studios in our direct surrounding area that would be considered potential competition for Rhythmic Studios, based on their offerings and targeted customer base.



COMMERCIAL LEASE

This Lease Agreement (this "Lease") is dated as of September 01, 2027, by and between Landlord ("Landlord"), and Rhythmic Studios ("Tenant"). The parties agree as follows:

PREMISES. Landlord, in consideration of the lease payments provided in this Lease, leases to Tenant a 5,000 square foot building in the Naperville Plaza Shopping Center (the "Premises") located at 88 W Gartner Rd. #112, Naperville, IL 60540.

TERM. The lease term will begin on September 01, 2027 and will terminate on August 31, 2028.

LEASE PAYMENTS. Tenant shall pay to Landlord monthly installments of \$6,867.00, payable in advance on the first day of each month. Lease payments shall be made to the Landlord at 1111 Main Street, Naperville, Illinois 60540. The payment address may be changed from time to time by the Landlord.

SECURITY DEPOSIT. At the time of the signing of this Lease, Tenant shall pay to Landlord, in trust, a security deposit of \$25.00 to be held and disbursed for Tenant damages to the Premises (if any) as provided by law.

POSSESSION. Tenant shall be entitled to possession on the first day of the term of this Lease, and shall yield possession to Landlord on the last day of the term of this Lease, unless otherwise agreed by both parties in writing. At the expiration of the term, Tenant shall remove its goods and effects and peaceably yield up the Premises to Landlord in as good a condition as when delivered to Tenant, ordinary wear and tear excepted.

USE OF PREMISES. Tenant may use the Premises only for a dance studio, for residential premises only. The Premises may be used for any other purpose only with the prior written consent of Landlord, which shall not be unreasonably withheld. Tenant shall notify Landlord of any anticipated extended absence from the Premises not later than the first day of the extended absence.

EXCLUSIVITY. Landlord shall not directly or indirectly, through any employee, agent, or otherwise, lease any space within the property (except the Premises herein described), or permit the use or occupancy of any such space whose primary business activity is in, or may result in, competition with the Tenants primary business activity. The Landlord hereby gives the Tenant the exclusive right to conduct their primary business activity on the property.

PARKING. Tenant shall be entitled to use 30 parking space(s) for the parking of the Tenant's customers'/guests' motor vehicle(s).

PROPERTY INSURANCE. Landlord and Tenant shall each maintain appropriate insurance for their respective interests in the Premises and property located on the Premises. Landlord shall be named as an additional insured in such policies. Tenant shall deliver appropriate evidence to

Landlord as proof that adequate insurance is in force issued by companies reasonably satisfactory to Landlord. Landlord shall receive advance written notice from the insurer prior to any termination of such insurance policies. Tenant shall also maintain any other insurance which Landlord may reasonably require for the protection of Landlord's interest in the Premises. Tenant is responsible for maintaining casualty insurance on its own property.

LIABILITY INSURANCE. Tenant shall maintain liability insurance on the Premises in a total aggregate **sum of at least \$2,000.00**. Tenant shall deliver appropriate evidence to Landlord as proof that adequate insurance is in force issued by companies reasonably satisfactory to Landlord. Landlord shall receive advance written notice from the insurer prior to any termination of such insurance policies.

MAINTENANCE.

Landlord's obligations for maintenance shall include:

- the roof, outside walls, and other structural parts of the building
- the parking lot, driveways, and sidewalks, including snow and ice removal
- the sewer, water pipes, and other matters related to plumbing

Tenant's obligations for maintenance shall include:

- the electrical wiring
- the air conditioning system
- all other items of maintenance not specifically delegated to Landlord under this Lease.

TAXES. Taxes attributable to the Premises or the use of the Premises shall be allocated as follows:

REAL ESTATE TAXES. Landlord shall pay all real estate taxes and assessments for the Premises.

PERSONAL TAXES. Tenant shall pay all personal taxes and any other charges which may be levied against the Premises and which are attributable to Tenant's use of the Premises, along with all sales and/or use taxes (if any) that may be due in connection with lease payments.

TERMINATION UPON SALE OF PREMISES. Notwithstanding any other provision of this Lease, Landlord may terminate this lease upon 90 days' written notice to Tenant that the Premises have been sold.

DEFAULTS. Tenant shall be in default of this Lease if Tenant fails to fulfill any lease obligation or term by which Tenant is bound. Subject to any governing provisions of law to the contrary, if Tenant fails to cure any financial obligation within 5 days (or any other obligation within 10 days) after written notice of such default is provided by Landlord to Tenant, Landlord may take possession of the Premises without further notice (to the extent permitted by law), and without prejudicing Landlord's rights to damages. In the alternative, Landlord may elect to cure any default and the cost of such action shall be added to Tenant's financial obligations under this

Lease. Tenant shall pay all costs, damages, and expenses (including reasonable attorney fees and expenses) suffered by Landlord by reason of Tenant's defaults. All sums of money or charges required to be paid by Tenant under this Lease shall be additional rent, whether or not such sums or charges are designated as "additional rent". The rights provided by this paragraph are cumulative in nature and are in addition to any other rights afforded by law.

LATE PAYMENTS. For any payment that is not paid within 10 days after its due date, Tenant shall pay a late fee of \$25.00.

HOLDOVER. If Tenant maintains possession of the Premises for any period after the termination of this Lease ("Holdover Period"), Tenant shall pay to Landlord lease payment(s) during the Holdover Period at a rate equal to the most recent rate preceding the Holdover Period. Such holdover shall constitute a month-to-month extension of this Lease.

CUMULATIVE RIGHTS. The rights of the parties under this Lease are cumulative, and shall not be construed as exclusive unless otherwise required by law.

DANGEROUS MATERIALS. Tenant shall not keep or have on the Premises any article or thing of a dangerous, flammable, or explosive character that might substantially increase the danger of fire on the Premises, or that might be considered hazardous by a responsible insurance company, unless the prior written consent of Landlord is obtained and proof of adequate insurance protection is provided by Tenant to Landlord.

COMPLIANCE WITH REGULATIONS. Tenant shall promptly comply with all laws, ordinances, requirements and regulations of the federal, state, county, municipal and other authorities, and the fire insurance underwriters. However, Tenant shall not by this provision be required to make alterations to the exterior of the building or alterations of a structural nature.

MECHANICS LIENS. Neither the Tenant nor anyone claiming through the Tenant shall have the right to file mechanics liens or any other kind of lien on the Premises and the filing of this Lease constitutes notice that such liens are invalid. Further, Tenant agrees to (1) give actual advance notice to any contractors, subcontractors or suppliers of goods, labor, or services that such liens will not be valid, and (2) take whatever additional steps that are necessary in order to keep the premises free of all liens resulting from construction done by or for the Tenant.

DISPUTE RESOLUTION. The parties will attempt to resolve any dispute arising out of or relating to this Agreement through friendly negotiations amongst the parties. If the matter is not resolved by negotiation, the parties will resolve the dispute using the below Alternative Dispute Resolution (ADR) procedure.

Any controversies or disputes arising out of or relating to this Agreement will be submitted to mediation in accordance with any statutory rules of mediation. If mediation does not successfully resolve the dispute, then the parties may proceed to seek an alternative form of resolution in accordance with any other rights and remedies afforded to them by law.

ASSIGNABILITY/SUBLETTING. Tenant may not assign or sublease any interest in the Premises, nor effect a change in the majority ownership of the Tenant (from the ownership existing at the inception of this lease), nor assign, mortgage or pledge this Lease, without the prior written consent of Landlord, which shall not be unreasonably withheld.

NOTICE. Notices under this Lease shall not be deemed valid unless given or served in writing and forwarded by mail, postage prepaid, addressed as follows:

LANDLORD:

Landlord
1111 Main Street
Naperville, Illinois 60540

TENANT:

Rhythmic Studios
88 W Gartner Rd. #112
Naperville, IL 60540

Such addresses may be changed from time to time by any party by providing notice as set forth above. Notices mailed in accordance with the above provisions shall be deemed received on the third day after posting.

GOVERNING LAW. This Lease shall be construed in accordance with the laws of the State of Illinois.

ENTIRE AGREEMENT/AMENDMENT. This Lease Agreement contains the entire agreement of the parties and there are no other promises, conditions, understandings or other agreements, whether oral or written, relating to the subject matter of this Lease. This Lease may be modified or amended in writing, if the writing is signed by the party obligated under the amendment.

SEVERABILITY. If any portion of this Lease shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any provision of this Lease is invalid or unenforceable, but that by limiting such provision, it would become valid and enforceable, then such provision shall be deemed to be written, construed, and enforced as so limited.

WAIVER. The failure of either party to enforce any provisions of this Lease shall not be construed as a waiver or limitation of that party's right to subsequently enforce and compel strict compliance with every provision of this Lease.

BINDING EFFECT. The provisions of this Lease shall be binding upon and inure to the benefit of both parties and their respective legal representatives, successors and assigns.

LANDLORD:

By: _____ Date: _____
Landlord

TENANT:
Rhythmic Studios

By: _____ Date: _____
Emily Schmukal, Owner

Lease Rider

This rider is formed between Rhythmic Studios (“Tenant”) and the Landlord (“Landlord”) of the Naperville Plaza Shopping Center to extend upon and add to the terms stated in the lease agreement above.

1. Parking

The Tenant has exclusive rights to 6 parking spaces behind the shopping center for use of faculty and staff. The spots will be clearly marked as reserved.

2. Neighboring Tenants and Competition

The Landlord agrees not to lease any neighboring property whose business is primarily focused on the sale of alcohol, vape, drugs, guns, or adult entertainment. The Landlord agrees not to lease property in close proximity of the Tenant for any other dance studio or business whose product is any type of performing arts education.

3. Noise

The Landlord agrees to and understands that the Tenant’s operations may involve loud music and noise, and neighboring tenants will be informed of this.

4. Ownership of Equipment

The Tenant has all rights to and ownership of any of its internal equipment; this includes but is not limited to mirrors, dance floors, barres, furniture, televisions, and sound equipment.

5. Rights to Make Internal Additions

The Tenant has the right to make any necessary internal additions to the property with permission from the Landlord. Examples include additions of stationary barres and mirrors.

6. Expansion

The Landlord agrees to allow the Tenant to lease other neighboring property should it become available and should the Tenant request to lease.

Both parties agree to the terms stated in the above rider:

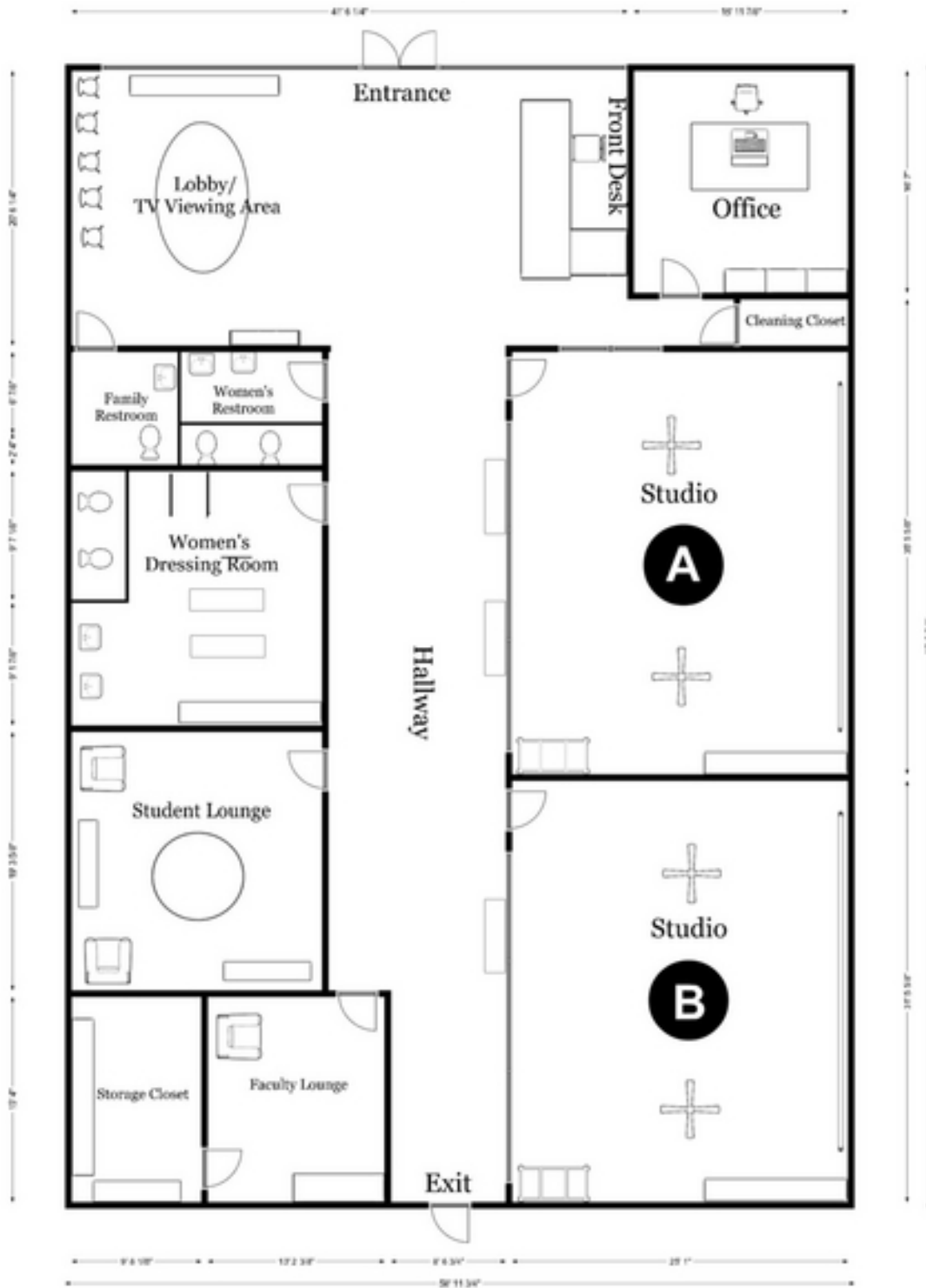
LANDLORD:

By: _____ Date: _____
Landlord

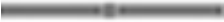
TENANT: Rhythmic Studios

By: _____ Date: _____
Emily Schmukal, Owner

58'x86'



FLOOR PLAN SYMBOL KEY

<u>Door</u> 	<u>Window</u> 	<u>Mirror</u> 	<u>Barre</u> 
<u>Fan</u> 	<u>Chairs</u> 	<u>Bench</u> 	<u>Television</u> 
<u>Office Desk</u> 	<u>Shelves/Storage</u> 	<u>Front Desk</u> 	<u>Toilet</u> 
<u>Sound System</u> 	<u>Coffee Table</u> 	<u>Sink</u> 	<u>Changing Stall</u> 

UTILITIES

Phone/Internet through AT&T, single line

- \$125/month
- \$100 hook up/deposit

Water/Trash/Sewer

- Paid by the Landlord as stated in the lease agreement

Gas/Electric

- \$350/month
- \$100 hook up/deposit

Cleaning

- The studio will be deep cleaned once a month by a commercial cleaning service in Naperville, priced at \$180/service

CLEANING SUPPLIES (one-time purchase and day-to-day items)

<u>Item</u>	<u>Cost</u>
Towels	\$30
Trash Cans	\$16
Vacuum	\$110
Swiffer	\$20
Broom and Dustpan	\$26
Plunger	\$10
TOTAL	\$212
Paper Towels	\$25/month
Toilet Paper	\$20/month
Trash Bags	\$10/month
Hand Soap	\$5/month
Swiffer Pads	\$10/month
Multi-Purpose Cleaner	\$5/month
Glass Cleaner	\$5/month
Lysol Spray	\$5/month
Air-Freshener	\$5/month
Disinfectant Wipes	\$5/month
TOTAL	\$95/month



RHYTHMATIC STUDIOS



SECTION 4: DÉCOR

PAINTING

The color scheme and design choices made for the décor of Rhythmic Studios were made based on the feelings we would like to evoke from our students, as well as promote our overall “look” that inspires our students to stand out as performers. We are striving to create a look that represents the modern and ever-changing aspects of our studio, in hopes of attracting younger students, but also a large pool of older students looking to work in the industry. We chose bold colors because we hope to encourage our students to be bold in their dancing and lives; our mission and core values explain how our students should innovate, be unique, and step above the rest. The colors and studio design will present a sleek and professional look that is also inviting to students of all ages and personalities.

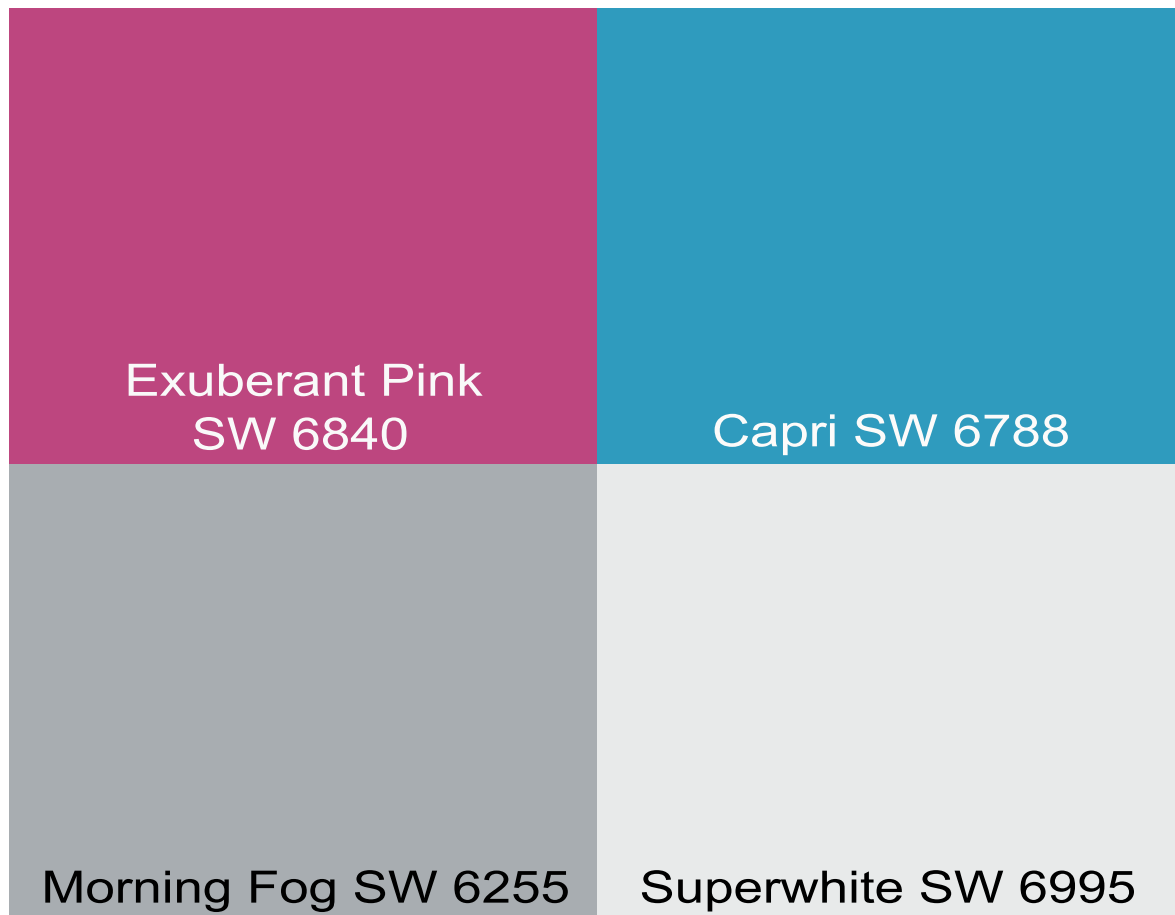
The colors picked for the studio’s paint and branding were specifically chosen because they have an edgy feeling, but also have bright pops here and there to contrast the darkness and provide eye-catching vividness that will be recognizable in and outside of the community. The color palette for the studio includes light gray, white, black, a muted magenta, and a dark cyan/blue color. The paint colors used will be Exuberant Pink, Capri, Morning Fog, and Superwhite, made by Sherwin Williams; samples of these colors are shown below.

The walls and flooring will be primarily composed of the darker and more neutral colors, and the bright colors will mostly be incorporated in statement furniture and decorations. One studio that will be primarily used for younger students will be painted one of the lighter of the neutral color options, while the other studio will be slightly darker, giving off an edgier feeling for the older students. In addition, the bright pops of color will be incorporated in the entryway and front desk area through our logo, as well as in the student and faculty lounge areas. Matte

black will be used throughout the studios as an accent to the other colors, while also portraying a modern and industrial look.

The paint will be purchased from Sherwin Williams, and the supplies purchased from Home Depot. All paint costs and application are the responsibility of the studio.

PAINT COLOR PALETTE:



ACCENT COLORS:



PAINT INFORMATION:

<u>Color</u>	<u>Rooms</u>	<u>Price/Gallon</u>	<u>Gallons Needed</u>	<u>Total Price</u>
Exuberant Pink	Student Lounge, Studio B, Front Desk back wall	\$38.49	4	\$153.96
Capri	Student Lounge, Studio A	\$38.49	3	\$115.47
Morning Fog	Studio B, Office, Lobby	\$38.49	12	\$461.88
Superwhite	Studio A, Lobby, Hallway/Entryway, Bathrooms, Student Lounge, Faculty Lounge	\$38.49	11	\$423.39
TOTAL				\$1,578.09

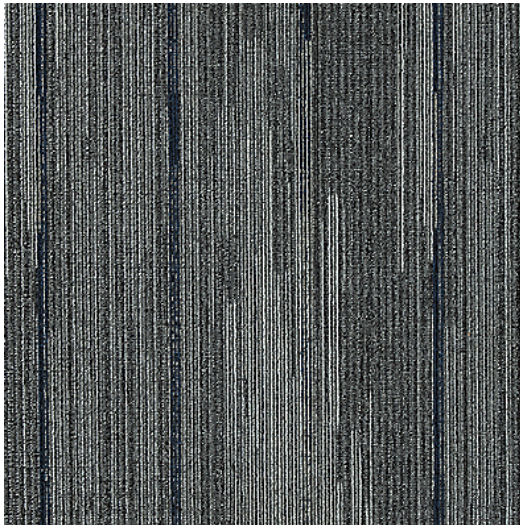
<u>Supplies</u>	<u>Price/Item</u>	<u>Quantity</u>	<u>Total Price</u>
Angled Sash Paint Brushes	\$5.87	5	\$29.35
Polyester Knit Paint Roller Covers	\$9.29	2 packs of 3	\$18.58
Paint Roller Frames	\$4.18	6	\$25.08
Plastic Paint Trays	\$3.48	6	\$20.88
Large Plastic Buckets	\$3.78	3	\$11.34
Ladder	\$49.97	1	\$49.97
Painter's Tape	\$5.97	7 rolls	\$40.53
Drop Cloth	\$16.98	5	\$84.90
TOTAL			\$280.63

The total cost of painting activities for Rhythmic Studios is \$1,858.72.

FLOORING

We have chosen to keep the existing flooring in the space for Rhythmic Studios. The floor is completely covered in a commercial grade, patterned carpet. The style and color of the carpet will be easy to clean and won't show damage or stains as much as other types of flooring. In addition, we will be adding tile to the bathrooms and women's dressing room to help with ease of cleaning and repairs. We have chosen a gray and white "marble-like" tile that will work cohesively with the paint and furniture colors used. The tile will be ordered online from Build Direct, and it is called Takla Porcelain Tile. Family and friends of the studio owner will be working to install this tile since it is only for a small area, and this will eliminate the extra cost of installation. Samples of existing carpet and added tile are shown below.

<u>Tile Area</u>	<u>Price/Sq. Ft.</u>	<u>Total Price</u>
513 square feet	\$2.99	\$1,533.87



FURNITURE

Furniture items for Rhythmic Studios were chosen to continue the overall look we want to portray to customers (modern, sleek, etc.), while also reflecting the color palette of our branding. Some pieces were also chosen for the added advantage of extra storage, which is always beneficial in a dance studio setting. The bright colors in our palette were incorporated in a few statement pieces. Most furniture was purchased online, but larger items were picked up from local stores.

<u>Picture</u>	<u>Item</u>	<u>Price</u>	<u>Quantity</u>	<u>Store</u>	<u>Total</u>
	Lobby Chairs	\$185.44	Set of 4	Overstock	\$185.44
	Black Storage Ottoman	\$119.20	2	Amazon	\$238.40
	Black Bench	\$82.95	10	Amazon	\$820.95

	Office Chair	\$69.99	2	Office Depot	\$139.98
	Front Desk	\$279.99	1	Wayfair	\$279.99
	End Tables	\$119.99	Set of 2	Wayfair	\$119.99
	Office Desk	\$109.99	1	Office Depot	\$109.99
	Storage Room Shelving	\$135.99	2	Amazon	\$271.98

	Dressing Room Storage	\$39.99	2 sets	Amazon	\$79.98
	Office Shelving/Studio Media Units	\$22.99	3	Amazon	\$68.97
	Student Lounge Bean Bag Chairs	\$109.14	2	Wayfair	\$218.28
	Accent Chairs	\$164.99	2	Wayfair	\$329.98
	Accent Chair	\$163.99	1	Wayfair	\$163.99

	Coffee Table	\$122.37	1	Amazon	\$122.37
	Toilet	\$189.00	5	Wayfair	\$945.00
	Sink	\$49.99	4	Wayfair	\$199.96
TOTAL					\$4,295.16

DECORATIONS

Limited décor was chosen for Rhythmic Studios so as to avoid unnecessary clutter and confusion in the overall branding. The few pieces chosen are cohesive with our color palette and continue to reflect a clean look that is inviting to our customers. Most items were ordered on Amazon or other online sites.

<u>Picture</u>	<u>Item</u>	<u>Price</u>	<u>Quantity</u>	<u>Store</u>	<u>Total</u>
	Gray Area Rug	\$71.99	2	Wayfair	\$143.98
	Front Desk Back Wall Lighting	\$16.98	4	Amazon	\$67.92
	Lobby Light Fixture	\$136.99	1	Wayfair	\$136.99
	Wall Mirror	\$99.99	4	Amazon	\$399.96

	Ceiling Fan	\$119.00	4	Home Depot	\$476.00
 	Throw Pillows	\$13.49	2 Sets	Amazon	\$26.98
	Picture Frames	\$52.99	1 Set	Amazon	\$52.99
TOTAL					\$1,304.82



RHYTHMATIC STUDIOS



SECTION 5: DANCE FLOORS

DANCE FLOORS

STEPS FOR INSTALLATION:

1. **Measure the space, look for problems with the existing floor, and design floor plan.**

2. **Is the floor sealed from moisture?**

- Usually not a problem on 2nd floors
 - o NA, we have a one-story building
- Moisture is very common in basements and on 1st floors
- If the existing flooring is covered with carpet, tile, or wood, look for signs of water damage. You may see mildew or stains.
 - o The existing flooring in our space appears to have been well kept. The entire building was carpeted, which was pulled up to be replaced with dance floors in the studio areas and different flooring previously discussed for other areas in the space.
- If the existing flooring shows signs of moisture, or is concrete, you should seal the floor to avoid moisture damage.
- There are two ways to seal a floor (choose one)
 - o Paint-on sealer: purchase the supplies to apply the solution
 - o 1.5 mm thick polyethylene sheeting: this will be connected with caulk.
Overlap the sheets by two inches to ensure no moisture can harm the floors.
 - o We are choosing to seal our floors with paint-on sealer for extra protection from moisture, even though they appeared to be fine up examination

3. Cut 2x4's to desired lengths.

- For vertical gridwork:

○ Top Vertical= 8'2" = 9 2x4's (10' Lengths) (Mirror)

○ Top Vertical= 8'0" = 9 2x4's (10' Lengths) (Middle)

○ Top Vertical= 7'10" = 9 2x4's (10' Lengths) (Back)

- For horizontal gridwork:

○ Edges= 3'6" = 7 2x4's (10' Lengths) (2 rows)

○ Middle= 3'8" = 7 2x4's (10' Lengths) (middle section)

○ **TOTAL 2x4's Needed (10' Lengths)= 55**

4. Cut and affix seal sill foam.

- For added cushioning, staple closed cell foam to the bottom of your 2x4 gridwork.

Here is how to figure how much closed cell foam to purchase:

(# of vertical 2x4 rows X depth of floor) + (# of horizontal 2x4 rows X width of floor)

(9 X 24) + (7 X 32)

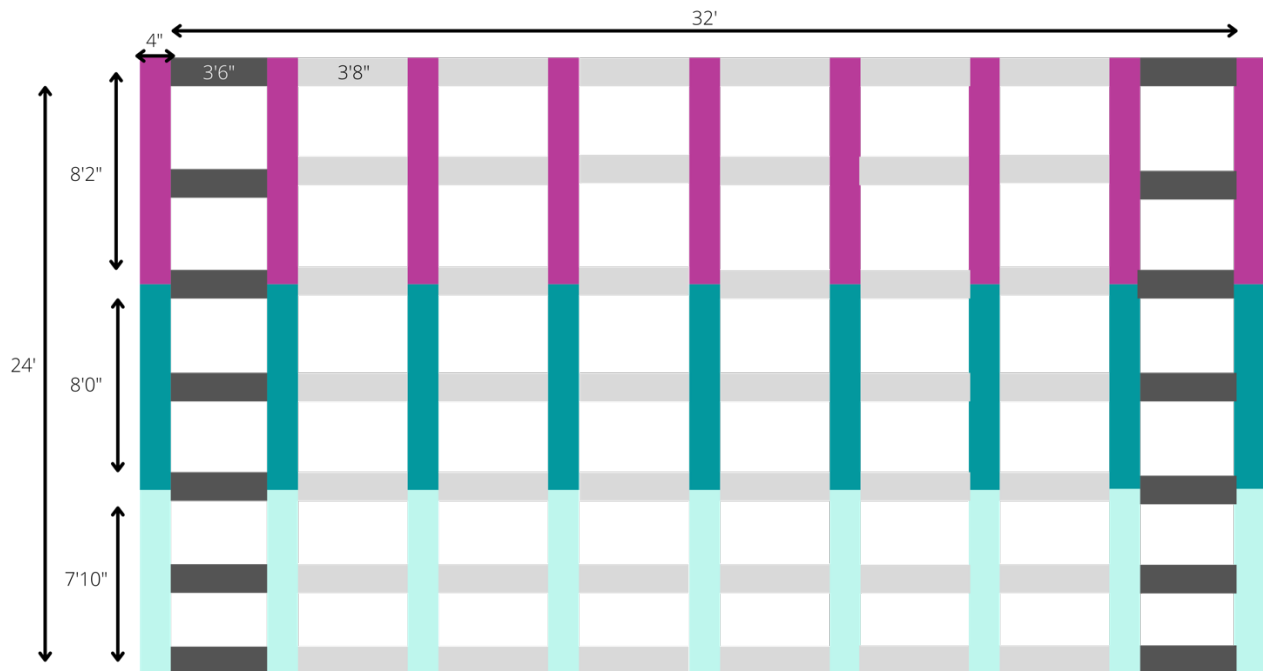
216 + 224 = **440 feet**

- The easiest way to purchase closed cell foam is to use a product called seal sill. It is used as a sealing strip around windows. It can be purchased in 50 ft. rolls that are 5.5" wide.
- Attach the seal sill to the bottom (4 inch side) of the 2x4's every 6 inches with staples. To get a rough figure of how many staples to purchase, take the total feet of foam and multiply by 2.5

440 X 2.5 = **1100 staples**

5. Lay out your gridwork of 2x4's with the closed cell foam against the floor.

- Lay out the Grid Work according the diagram shown below
- The Sill Seal side of the 2x4's will be touching the floor
- None of the 2x4's should be directly touching each other. Leave a couple millimeters of space between each 2x4 so that the floor will have more give and so the floor can be taken apart in sections to make repairs when needed

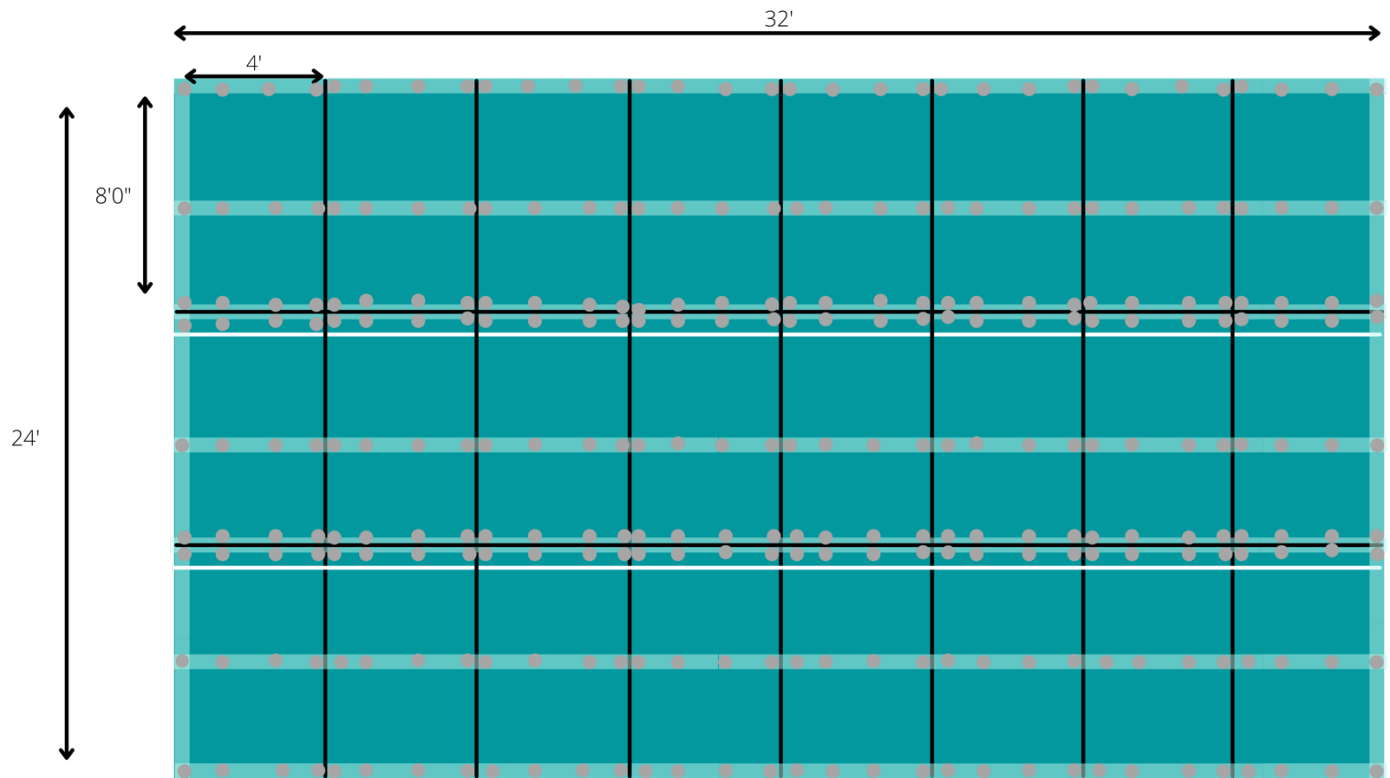


6. Lay out plywood on top of gridwork.

- The next layer will be $\frac{3}{4}$ " thick A/C plywood.
- Do not purchase thinner or lower grade plywood. It will end up costing you in the long run in repair or replacement costs.
- You will need 24 sheets of 4' x 8' plywood.
- The plywood will lay on top of the 2x4 grid work with the A side up.

- The outer edge of the gridwork will be completely under the plywood. Meaning the entire 2x4 grid is covered by plywood.
- There should be a 2x4 under each “seam” formed by 2 pieces of plywood. In other words, 2” of 2x4s will be under each edge of plywood where two pieces of plywood meet. This makes the floor stable while it is “floating”.
- There will also be a cross 2x4 under the middle of each piece of plywood for added support.
- When placing the gridwork on the floor, do not butt it up against four walls. Having space (1-3 inches) between 2 or 3 sides of the dance floor and the walls allows for the dance floor to “breathe”. This reduces the chance of undetected moisture problems. It is best to place and attach one row of plywood to the grid work at a time. A chalk line is handy to mark the placement of the middle 2x4’s.
- Pre-drill (counter-sink) starter holes around the edges and across the middle of each piece of plywood. (Be careful not to drill too deep and break the seal in the existing floor.)
- Next, drill in 2” wood screws to attach the plywood to the gridwork. Use around 12 screws per piece of plywood.

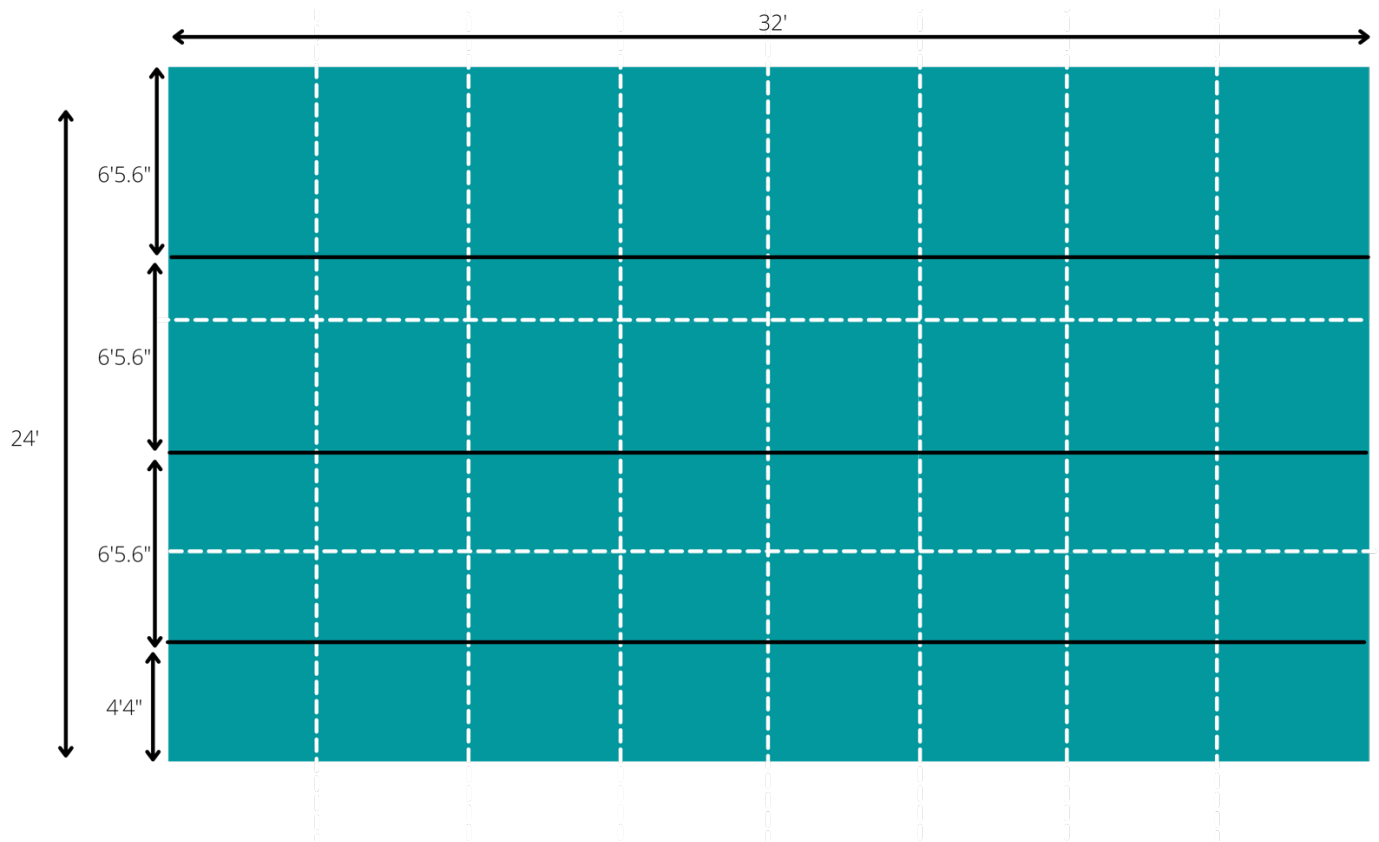
24 X 12 = **288 screws....** Get extra! You will break some!



7. The final step is the top surface of the floor.

- Vinyl:
 - This is the top surface of the floor: Stage Step Time Step Vinyl Flooring
 - Roll out the flooring and let it acclimate to room temperature (this can take anywhere from a few hours to a few days)
 - Make sure the smooth side is facing up and the textured surface is touching the plywood.
 - Make sure the floor is lying flat to the sub-floor and that all seams are even. Make cuts, leaving a 1/2" inch gap at all walls and a 1/16" inch cut between seams. At this point the floor should look as though it is ready to be used.
 - Use a weight to secure one end of each roll of flooring so that it doesn't move.

- Roll the first roll closest to the farthest wall back onto its core and apply the double-face tape to the sub-floor and around the roll's perimeter and down its middle. Leave the other rolls in place rolled out.
 - Re-roll out this roll to check its positioning over the tape.
 - If the roll fits well, re-roll the floor and remove the protective paper from the double-faced tape and re-roll the floor back over the exposed tape
 - Repeat procedures f-h for all rolls
- (these steps come from the stage step website on installation process)



SUPPLIES & TOOLS LIST

<u>Item</u>	<u>Price</u>	<u>Quantity</u>	<u>Total</u>
4'x8' sheets of 3/4" plywood, grade A/C	\$52.68/sheet	24	\$1,264.32
2"x4"s in 10' lengths	\$10.42	55	\$573.10
4" sill seal	\$8.50/roll	440 feet	\$76.50
2" wood screws	\$6.25/50	288 (6 packs)	\$39.12
Staples	\$3.28/pack	1100	\$6.56
Paint on water sealer to cover 768 sq.'	\$57.95/gallon	3 gallons	\$173.85
Top Flooring Vinyl	\$2.78/sq ft.	768 sq.'	\$2,135.04
Tape Adhesive for Vinyl Flooring	\$9.25/ roll	3 rolls	\$27.75
Cost per studio			\$4,296.24
TOTAL			\$8,592.48

The following tools will be required for the floor installation process. All of them are either owned by the studio owner or will be borrowed from other family members and friends helping with the process.

Circular Saw
Staple Gun
Drill w Counter Sink Bit & Phillips Head
Extension Cord
Measuring Tape
Chalk Line
Straight Edge
Sharp Matte Knife
Scissors
Screwdriver
Roller and Paint Pan

10' Long 2x4's cut to the following lengths:

<u>2x4 Quantity</u>	<u>Cut Length</u>	<u>Pieces</u>
7	3'6"	14 edges- horizontal
21	3'8"	42 middle-horizontal
9	8'2"	9 top-vertical
9	8'	9 middle-vertical
9	7'10"	9 bottom-vertical

Sill Seal Cut to Following Lengths:

<u># of Pieces</u>	<u>Cut Length</u>	<u>Total Feet</u>
14	3'6"	49'
42	3'8"	154'
9	8'2"	73'6"
9	8'	72'
9	7'10"	70'6"
TOTAL		~ 420'

BARRES

We will be purchasing portable barres from Amazon to have distributed between the two studios. We decided this would be the most beneficial in terms of transportation and less work for installation and maintenance. We have chosen the Vita Vibe Prodigy Series Portable

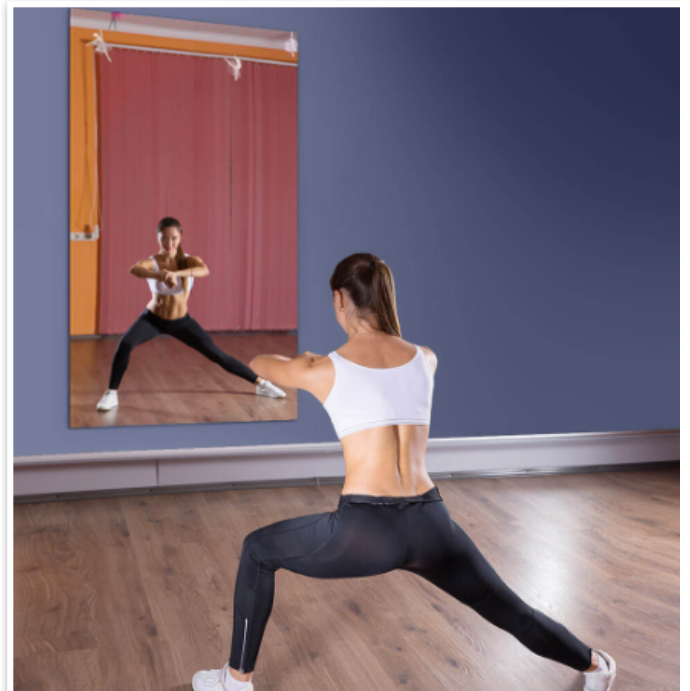


Double Ballet Barre from Amazon because they receive great reviews and are easy to assemble, no extra tools required. These barres are also nice because they have two different heights, so

they can be used for dancers of all ages and sizes without having to readjust. The barres will be stored along the side wall in the studios since they will be used fairly often, but we will move them to the storage closets before any showcases or in-studio performances to decrease clutter. The barres can fit up to 4 dancers at a time; we are purchasing 8 total to have 4 in each studio, but they can easily be moved around for more or less when necessary. Each barre costs \$209.85, so we will be paying a total of \$1,678.80.

MIRRORS

We will be purchasing mirrors from Dulles Glass and Mirror because they offer a specific style of gym mirror that is great for our studio. They offer 10-mirror studio pack for \$4,458.90 that includes 10 4'x8' mirrors. We are purchasing this pack to split between the two studios. The kit includes installation supplies and equipment for each mirror as well. Dance dads have volunteered to help install these mirrors after all of the flooring is finished. Five mirrors will be placed along the inner long wall of each studio. These mirrors have great reviews and are shatter-proof, providing further protection for anyone who enters our studios.



OBSERVATION CAMERAS

We will be using observation cameras throughout the studio to allow family and friends to watch their children while in dance classes, as well as for security purposes. The use of cameras will hopefully limit the amount of crowding and foot traffic directly outside of studios, as the viewing area will be in the lobby where TVs and chairs are setup for parents to wait. In addition, cameras reduce the amount of distractions presented to young children while in classes, compared to observation windows.

Cameras will be placed in each studio, linked to the lobby TV and front-desk computers. We are purchasing 2 Voger Home Security Cameras from Amazon at \$49.99 each, for a total of \$99.98.

These cameras come with complete installation instructions and do not require extra tools, so I will be installing them myself.





RHYTHMATIC STUDIOS



SECTION 6: OFFICE ITEMS

Section 6: Office Items, *Rhythmic Studios*

SUPPLIES

ONE TIME OFFICE SUPPLY BUDGET:

Quantity	Item	Price
2	Stapler	\$28.98
4	Scissors	\$23.96
2	Ruler	\$3.98
2	3-Hole Punch	\$49.98
1	12" Paper Cutter	\$34.99
1	1 lb. Rubber Bands	\$6.99
1	Paperclips, 1,000	\$8.99
1	Pushpins, 200	\$2.99
2	Staples, 5,000	\$7.18
1	Tape, 10 Pack	\$17.99
2	Tape Dispenser	\$11.98
1	Sharpie, 12 Pack	\$8.29
1	Post-It Notes, 12 Pack	\$18.99
4	Ballpoint Pens, 12 Pack	\$9.96
1	Highlighters, 12 Pack	\$7.49
1	Pencils, 24 Pack	\$7.99
2	Calculator	\$14.78
1	Hanging File Pockets, 25 Pack	\$46.69
2	File Folders, 150 Pack	\$20.38
1	Handheld Label Maker	\$19.99
1	Label Maker Tape, 2 Pack	\$19.99
1	White Address Labels, 750	\$12.79
2	Copy Paper, 10 Reams	\$83.98
4	Large Catalog Envelopes, 100	\$35.16
5	Colored Paper, Ream	\$43.95
1	Cross-Cut Paper Shredder	\$44.99
10	2" Binder	\$49.90
2	Divider Tabs, 32 Pack	\$9.78
2	Writing Pads, 12 Pack	\$23.38
1	Wire Incline File	\$11.79
2	Wire Desk Tray	\$10.38
1	Wire Pencil Cup/Organizer	\$12.09
1	Metal Business Card Holder	\$1.59
2	9-Compartment Drawer	\$7.78
TOTAL:		\$720.12

MONTHLY OFFICE SUPPLY BUDGET:

Quantity	Item	Price
1	Copy Paper, Ream	\$9.29
1	Staples	\$7.18
1	Paperclips, 500	\$2.49
1	File Folders, 100	\$6.99
1	Tape, 1 Roll	\$1.49
1	Post-It Notes	\$18.99
	Cushion	\$30.00
TOTAL:		\$76.63

OFFICE EQUIPMENT & COMPUTER

The itemized list and budget below accounts for items the studio will purchase for the front desk, office, and teacher lounge. The microwave and fridge will be kept in the teacher lounge and will be available to use for all faculty and staff, and students upon request. We will be purchasing one Mac desktop computer for the front desk, equipped with the studio software for tracking attendance, payment, rosters, schedules, etc. We will also purchase two iPads for the studios; the teachers will be allowed to use these for music, videoing, other studio related activities, and will be equipped with our studio software. The owner will use her personal MacBook in the office. Teachers are welcome to use their own devices for playing music if they would prefer.

<u>Item</u>	<u>Price</u>
Microwave	\$55.00
Fridge	\$159.99
Mac Computer 21.5"	\$999.99
Personal MacBook	\$0
iPads (2)	\$1199.98
Printer	\$149.89
TOTAL:	\$2,564.85

COMPUTER SOFTWARE

Rhythmic Studios will be purchasing Dance Studio-Pro computer software to organize and track all of the studio's business; this includes registration, attendance, schedules, payment, recital tickets, etc. A feature about this software that is beneficial is that it also comes with a user-friendly app that our families can use to keep up with their side of the information. Dance Studio-Pro allows us to keep track of faculty and staff scheduling and hours as well. Parents and students will be able to book private lessons through the app. Teachers will be able to take videos of choreography on the studio iPads and upload them to Dance Studio-Pro for students to view outside of class when necessary. Dance Studio-Pro has a monthly price of \$30 for an unlimited amount of students. In addition, we will purchase a monthly subscription of Microsoft Office that can be used on the front desk computer and studio iPads when needed.

<u>Item</u>	<u>Price</u>
Dance Studio-Pro Software	\$30.00/ month
Microsoft Office	\$8.25/ month
TOTAL:	\$38.25/ month

SOUND EQUIPMENT

All sound equipment will be purchased through Supreme Audio, a company that sells equipment and packages specifically for dance studios. We will purchase two of the “Dance Studio Sound System #2” packages to have one in each studio. We chose this package because it has a higher quality speaker, which will be helpful for in larger studios. Having high quality sound and volume levels will be essential for dance classes. Each package costs \$1,328.94 and includes the following:

- Crown XLS1002 215 Watt Power Amplifier
- Samson SM4 4-Channel Mixer (with Bluetooth™ connectivity)
- Electro-Voice ZLX12 12" 2-Way Speakers 250 Watts (pair)
- On-Stage Speaker Brackets - Tilt/Swivel (pair)
- Cable Kit - Component Connecting Cable Kit
- CB14WP Bulk Cable - 14 Gauge White Plenum (50 ft.)
- Speakon C2-Pole Cable Plugs (2)

<u>Item</u>	<u>Quantity</u>	<u>Price</u>
Dance Studio Sound System #2	2	\$2,657.88

MUSIC

All faculty are welcome to use their preferred form of music and device for playing during classes. However, the most commonly used app among our faculty is Spotify, so the studio will have its own account that faculty are welcome to use if they do not have their own account. Spotify is a streaming site that has a wide variety of available songs, and only requires a small monthly fee for an ad free experience. Faculty will be able to save certain songs through the app, as well as browse when looking for new music to use. Each studio iPad will be equipped with Spotify and logged into the studio premium account. Faculty will be given the account login information if they choose to use this account on their personal devices. If a teacher would like to use a song that is not available on Spotify, they will be responsible for providing it for use during class, as well as making it available to students for rehearsing outside of class if necessary. Any music editing can be done on the studio iPads or Mac through Garage Band that is free with the purchase of the device. Faculty will be able to save edited music from Garage band to send out to students and parents. The owner and any faculty that have previous music files of their own will be provided and saved on the studio devices, which requires no extra cost. As a studio we will try to reduce the use of CDs as much as possible, but they will still be available for faculty to use if needed.

<u>Item</u>	<u>Price</u>
Spotify Premium Account	\$9.99/ month
Pack of CDs	\$9.99
TOTAL:	\$19.98

MUSIC LICENSING

Rhythmic Studios will be purchasing music licensing coverage from ASCAP and BMI in order to ensure the highest amount of copyright coverage for music used in our studio. For our studio, ASCAP costs approximately \$250 a year and BMI approximately \$300 a year. We will purchase annual coverage plans from each but have divided the cost into a monthly amount for the budget purchases.

<u>Item</u>	<u>Price</u>
ASCAP	\$21/month
BMI	\$25/month
TOTAL:	\$46/month

INSURANCE

Rhythmic Studios will be purchasing insurance through K&K Insurance Company that specializes in dance schools and other similar businesses. Our insurance covers liabilities related to damages or stolen property of the studio, indoor and outdoor, such as furniture, computers, barres, mirrors, signs, other studio equipment, etc. In addition to replacement costs, our insurance covers medical and sexual misconduct liabilities, which is important for a dance studio. Our total annual amount due for insurance is \$2,338.44 annually, meaning we will pay \$194.87 monthly for insurance.

Coverage & Premium Quote Summary

Dance Schools & Programs

Commercial General Liability

Eligibility

Selected operation(s):	Acro dance, Ballet, Contemporary, Hip Hop, Jazz, Tap, ZUMBA (R)
Coverage effective date(s):	06/01/2021 to 06/01/2022
In which state is the Insured's business mailing address?	Illinois
Do independent contractors instruct at your facility?	No
Is the current carrier non-renewing coverage?	No
Have any liability claims been paid under the facility's insurance coverage in the last three years?	No
Do you have activities that occur away from the facility/premises other than competitions, demonstrations, parades or fundraising activities?	No
Do you utilize any inflatable devices?	No
Do you have any programs involving parkour, urban gymnastics, extreme tumbling, tricking, free-running and/or similar type of programs/activities?	No
Do you have any tumbling programs/activities?	Yes
If you suspect an athlete has a concussion, do you have an action plan that includes:	
a. Immediately removing the athlete from play or practice?	Yes
b. Keeping the athlete out of play or practice until they provide written clearance from a licensed physician.	Yes
Do you offer any activities or programs other than dance and/or those listed above?	No
Do any of the following apply to this facility?	No
Acrobatic and circus skills training; Ballroom rental facilities; Banquet and reception halls; Cabarets; Dance halls; Discotheques; Nightclubs; Production companies; Professional dance companies; Professional touring companies; Trampoline parks/facilities	

Coverage & Limits

Each Occurrence:	\$ 1,000,000	
General Aggregate (other than Products-completed Operations):	\$ 5,000,000	
	(per owned location)	
Products-completed Operations Aggregate:	\$ 1,000,000	
Personal and Advertising Injury:	\$ 1,000,000	
Damage to Premises Rented to You:	\$ 1,000,000	
Medical Expense (other than participants):	\$ 5,000	
Hired Auto and Employers' Nonownership Liability (not provided while in Hawaii):	\$ 1,000,000	

Professional Liability:	\$ 1,000,000	
Legal Liability to Participants:	\$ 1,000,000	
Medical Payments for Participants (excess) - \$250 per claim deductible applies:	\$ 25,000	
Sexual Abuse or Sexual Molestation Liability	\$ 1,000,000	
Sexual Abuse or Sexual Molestation Liability Aggregate	\$ 1,000,000	

Premium

Dance School Operations	150 Member(s)	\$ 1,710.00	
Non-registered member activities			
Yoga and/or exercise classes	None Reported		
Arts, crafts or music classes	None Reported		
Camps/clinics	4		
Drama/theater arts programs or classes	None Reported		
Total Non-registered member activities:	4 Member(s)	\$ 54.00	
Birthday/Social Parties:	None Reported	\$ 0.00	

Commercial General Liability Premium:

\$1,764.00

Additional Coverages

Sexual Abuse or Sexual Molestation Liability

Do you want to add this coverage to this quote?	Yes
Does your organization...	
Have employees?	Yes
Have Volunteers/Independent Contractors?	No
Have any claims, allegations or charges of abuse, molestation or sexual misconduct been made against you or your organization or anyone working on behalf of your organization?	No
Are you aware of any occurrences that could lead to a claim?	No
Do you, your organization or sanctioning/governing body have written procedures in place regarding the prevention and mitigation of abuse, molestation or sexual misconduct?	Yes
Do the procedures require that known or suspected abuse incidents must be reported to law enforcement?	Yes
Are written procedures provided or available to each employee, volunteer, independent contractor or sanctioning/governing body member?	Yes
Does your written plan include reasonable procedures to limit one-on-one interactions between a minor and an adult (who is not the minor's legal guardian) to those that are observable by another adult and within an interruptible distance, except under emergency circumstances?	Yes
	Employee
Are written applications required?	Yes

If yes, and if allowed by state and/or local law, do you include questions regarding past convictions involving physical violence or sex related offenses?	Yes
If yes and applicant checks yes, do you reject the applicant?	Yes
Are background checks provided by a third party vendor/service?	Yes
Do you reject an applicant with any history of physical violence or sex related offenses?	Yes

Sexual Abuse or Sexual Molestation Liability Premium

\$169.44

Terms & Conditions:

1. Coverage is not available on a stand-alone basis. You must have commercial general liability coverage for your Dance Schools & Programs through the Dance Schools & Programs RPG Insurance Program.

Total Commercial General Liability Premium:

\$1,933.44

Notable Exclusions:

The following exclusions are contained in the commercial general liability coverage provided by this program. Abuse, molestation, harassment or sexual conduct; Aircraft/hot air balloon; Airport; Amusement devices (the ownership, operation, maintenance or use of: any mechanical or non-mechanical ride, slide, or water slide, any inflatable recreational device, any bungee operation or equipment, any vertical device or equipment used for climbing-either permanently affixed or temporarily erected, or dunk tank. Amusement devices do not include any video or computer games or any device that is specifically designed for the training or instruction of the activity for which you are enrolled.); Animals (injury or death to, or injury, death or property damage caused by any animal owned, rented or hired by you); Any adult-themed parties/meetings/trips, including, but not limited to parties/meetings, trips during which demonstration of products and/or services used in the adult entertainment industry takes place; Asbestos; Babysitting and/or childcare services; Commercial general liability standard exclusions (CG000104/13 edition); Communicable Disease; Cryogenic chambers/therapy; Cycling (other than stationary); Employment-related practices; Fireworks; Fungi or bacteria; Gymnastic classes/programs (unless reported, approved and appropriate premium paid); Haunted attractions; Instruction/activity being held on or in open water (e.g.: lakes, ponds, ocean); Lead; Martial arts style consisting of: boxing (contact/sparring), dim mak, haganah, kali/escrima, mixed martial arts, savate, sayoc kali, thai boxing/muay thai, training programs for law enforcement, public safety and military personnel, ultimate fighting/extreme fighting/extreme/cage fighting and wrestling; Massage therapy; Medical, therapy or health care services; Nuclear energy liability; Operations related, in whole or in part, to performance as an exotic dancer or any similar occupation in the adult entertainment industry; Parkour/free-running/tricking/urban gymnastics/extreme tumbling or any similar type activities/programs unless reviewed, approved and appropriate premium paid; Performers (injury or death to any performer or entertainer during any activity, event or exhibition including but not limited to any stunt, concert, show or theatrical event. This exclusion does not apply to participants in any activity, event or exhibition that are part of the designated operations for which you are enrolled); Rodeos; Saddle animals; Salon services or indoor tanning; Snowmobile; Sports/rehabilitation services/therapy; Swimming pools, saunas, steam rooms, jacuzzis, hot tubs, whirlpools or spas (unless reviewed, approved and appropriate premium paid); Transportation of athletes/participants; The sale or distribution of herbal, medicinal or nutritional products; Violation of statutes that govern e-mails, faxes, phone calls or other methods of sending materials or information; Those operations listed as ineligible: Acrobatic and circus skills training; Ballroom rental facilities; Banquet and reception halls; Cabarets; Dance halls; Discotheques; Nightclubs; Production companies; Professional dance companies; Professional touring companies; Trampoline parks/facilities.

Terms & Conditions:

1. Premiums are 20% fully earned when coverage begins and non-refundable. Premium for Sexual Abuse/Sexual Molestation coverage, if purchased, is 100% earned.
2. Any exposure changes that deviate from the original enrollment form must be reported in writing.
3. Acceptance of this quote confirms your desire to obtain liability insurance through the Sports, Leisure and Entertainment Risk Purchasing Group. K&K reserves the right to decline any request for coverage.
4. Coverage is contingent upon receipt of premium payment. No coverage will be deemed in effect until premium is received by the company or their representative.

5. Coverage will not extend to non-registered member activities offered by the insured unless they are reported. Non-registered member activities are those that are not part of the normal dance instruction operations, are available to non-registered participants of the school, and/or require members to pay a separate registration or enrollment fee to participate. Coverage for non-registered member activities & birthday parties are not available on a stand-alone basis. The same coverage and limits would apply to those activities as purchased for your school or organization.
6. Commercial General Liability Broadening Endorsement:
 - Expected or intended bodily injury or property damage resulting from the use of reasonable force to protect persons or property.
 - Non-owned Watercraft - extended to 58 feet.
 - Supplementary Payments - \$2,500 bail bonds, \$500 a day loss of earnings.
 - Waiver of Right of Recovery.
 - Bodily Injury definition expanded to include mental anguish, mental injury, shock, fright, humiliation, emotional distress or death resulting from bodily injury, sickness or disease.
 - Damage to Premises Rented to You - the term fire is replaced with fire, lightning, explosion, smoke and leaks from sprinklers.
 - Additional Coverage:
 - Emergency Real Estate Consultant Fee - \$25,000
 - Identity Theft Exposure - \$25,000
 - Key Individual Replacement Cost - \$50,000
 - Lease Cancellation Moving Expense - \$2,500
 - Temporary Meeting Space - \$25,000
 - Terrorism Travel Reimbursement - \$25,000
 - Workplace Violence Counseling - \$25,000

Equipment & Contents (Inland Marine) (This is a separate coverage document)

Eligibility

Does the insured have leased/owned equipment that they want to insure?	Yes
Coverage effective date(s):	06/01/2021 to 06/01/2022
Total replacement cost:	\$15,000

Total Equipment & Contents (Inland Marine) Premium: \$390.00

Terms & Conditions:

1. Subject to a \$100 minimum premium.
2. Deductibles:
 - \$1- \$10,000 limit subject to a \$250 per loss deductible
 - \$10,001- \$100,000 limit subject to a \$1,000 per loss deductible
3. Must insure full replacement cost of all your equipment and contents to avoid a co-insurance penalty at the time of loss.

Premium Summary

Commercial General Liability:	\$ 1,764.00		
Sexual Abuse or Sexual Molestation Liability:	\$ 169.44		
Total Commercial General Liability:		\$ 1,933.44	
Total Equipment & Contents (Inland Marine):		\$ 390.00	
Total Premium:		\$ 2,323.44	
RPG Administration Fee		\$15.00	
Total Amount Due		\$2,338.44	

Annual Amount: \$2,338.44

Monthly Amount: \$194.87



RHYTHMATIC STUDIOS



SECTION 7: POLICIES & STAFF

RHYTHMATIC STUDIOS HANDBOOK

Students and Families,

Welcome to Rhythmic Studios! We look forward to providing you and your student the highest quality performance training through our shared passion for dance. Every class and opportunity are executed based on our studio's mission and core values that drive our work. As an organization, we strive to instill these same values and standards within our students; it is important for you and your student to fully read and understand the policies and guidelines listed below, as this will lead to success and an impactful experience with Rhythmic Studios.

MISSION STATEMENT

Rhythmic Studios' mission is to create a base of well-rounded and knowledgeable performers; we strive to share our passion for dance to upcoming generations who have the same desire to pass this love on to audiences and other performers alike.

VISION

Growth and development are at the forefront of our organization—Rhythmic Studios sees a bright future ahead as we continue to perfect the art of teaching dance and extend our outreach to a large base of students who all share the same passion and goals. As the studio grows, we plan to increase the number of performance opportunities for our students, as well as introduce a larger variety of class offerings to create well-rounded and versatile dancers.

PHILOSOPHY

Rhythmic Studios aspires share our passion for the art of dance by taking part in character development and providing a safe space for expression of thoughts and talents. Our classes and performance opportunities are designed to prepare students for professional careers and instill the knowledge about its roots, through formats that are innovative and exciting. In every way possible, we convey to our students the joys and successes that can be experienced in this industry as a result of hard-work, respect, and humility.

CORE VALUES

ENERGY • RESILIENCE • DEVOTION • RESPECT

DRESS CODE

Style	Girls Dress Code	Boys Dress Code
Ballet	<i>Clothing:</i> Pink tights and black leotard. Ballet skirts are acceptable. <i>Shoes:</i> Pink ballet shoes (leather or canvas), pointe shoes if applicable. <i>Hair:</i> Out of face, neat ballet bun. No distracting jewelry.	<i>Clothing:</i> Black or white tights, black/white/gray fitted t shirt or tank, dance belt. <i>Shoes:</i> Black canvas or leather ballet shoes. <i>Hair:</i> Neat, slicked out of face.
Tap	<i>Clothing:</i> Leggings/joggers/black tights/athletic shorts, leotard or fitted dance top. <i>Shoes:</i> Tap shoes (screw in taps, no split sole, can be any color, black needed for competition) <i>Hair:</i> Pulled out of face, ponytail/bun	<i>Clothing:</i> Joggers/jazz pants/athletic shorts, fitted dance top <i>Shoes:</i> Tap shoes (screw in taps, no split sole, can be any color, black needed for competition) <i>Hair:</i> Neat, out of face
Jazz/Musical Theater	<i>Clothing:</i> Leggings/joggers/black tights/athletic shorts, leotard or fitted dance top. <i>Shoes:</i> Tan canvas or leather jazz shoes, character heels if applicable. <i>Hair:</i> Pulled out of face, ponytail/bun	<i>Clothing:</i> Jazz pants or tights with dance belt, fitted dance top. <i>Shoes:</i> Black canvas or leather jazz shoes. <i>Hair:</i> Neat, out of face
Lyrical/Contemporary	<i>Clothing:</i> Leggings/black tights/athletic shorts, leotard or fitted dance top. <i>Shoes:</i> Half-sole shoes or barefoot/socks <i>Hair:</i> Pulled out of face, ponytail/bun	<i>Clothing:</i> Jazz pants or tights with dance belt, fitted dance top. <i>Shoes:</i> Jazz shoes or barefoot/socks <i>Hair:</i> Neat, out of face
Hip Hop	<i>Clothing:</i> Leggings/joggers/athletic shorts, t shirt or loose top	<i>Clothing:</i> Joggers/athletic shorts, t shirt or loose top <i>Shoes:</i> Tennis shoes

	<i>Shoes:</i> Tennis shoes <i>Hair:</i> Pulled out of face, ponytail/half up half down	<i>Hair:</i> Neat, out of face
Tumbling	<i>Clothing:</i> Leggings/black tights/athletic shorts, leotard or fitted dance top. <i>Shoes:</i> Jazz shoes or barefoot <i>Hair:</i> Pulled out of face, ponytail/bun	<i>Clothing:</i> Jazz pants/joggers/athletic shorts, fitted dance top <i>Shoes:</i> Jazz shoes or barefoot <i>Hair:</i> Neat, out of face

ATTENDANCE

In order for each student to receive the proper training and experience provided by our faculty that contributes to their success as a dancer, consistent attendance is necessary. Students are expected to be at each class they are registered for every week. Attendance will be taken at the beginning of each class. Excused absences are an exception to this rule; these must be communicated to the instructor in advance, and include but are not limited to:

- Prior commitments at school
- Other outside sports or activities with an unusual conflict
- Illness/doctor's appointment
- Family commitment or emergency
- Schoolwork

Parents can call or email the front desk to notify about an unexcused absence. It is up to the owner or class instructor's discrepancy as to whether an absence is excused or not. Students are allowed 3 excused absences and 1 unexcused absence each semester. If a student exceeds this number at any point, the parent will be contacted by the front desk to notify them about the situation, and the student will need to discuss with the owner about how to improve time management and prioritizing commitments to avoid this situation going forward. Excessive absences will result in the student missing important choreography and technique training, and can potentially lead to the student being removed from competition/showcase pieces

TARDINESS

Students are expected to be on time to each of their classes. This means in the studio at least 5 minutes prior to the class start time, warming up, dressed and ready to go. Punctuality is important to ensure that each student is learning and growing for the full class period. This will be stressed at our studio because it is a highly important quality to have in the performance industry, as well as all other fields of work students may encounter in the future. A student will be considered tardy if they arrive more than 5 minutes after the class start time. The instructor will mark the student as “tardy” on the attendance sheet. 3 unexcused tardies will equal an absence. Excused tardies must be communicated to the front desk.

MAKE-UP CLASSES

If a student must miss a class for an excused or unexcused reason, they will have two options for how to make up the class. This only applies to classes where choreography is being learned, it is up to the owner/instructor’s discrepancy to determine whether a student needs to make up a missed class. Students can either schedule a private lesson with the instructor of the missed class to catch up on missed choreography, or they can attend a class of the same style at a different point throughout the week. This will be determined by the owner and based on the student’s class schedule/placement.

STUDENT DROP OFF & PICK UP

Parents or Guardians can drop students off at the front door during studio hours, or they can park in the studio parking lot and walk students to the door. Students under the age of 12 should not walk from the parking lot to the door alone. This rule applies for pickups as well. Students are required to wait in the lobby or dressing room to be picked up from class. Parents or Guardians can pick up their student at the door or come into the studio to pick them up. A faculty member will be at the front desk/door at all times during studio hours to monitor drop-offs and pickups. Parents and Guardians should be mindful of timely drop off and pickup out of courtesy to faculty and staff, as well benefitting the overall traffic flow inside of the studio. Students should be picked up within 30 minutes of their last class, and dropped off no earlier than 30 minutes prior to their first class. If a student is not picked up within the specified time frame, their primary contact on file will be called.

PRE-REQUISITE CLASSES & CLASS PLACEMENT

All class enrollment and placement will be decided and approved by the owner and instructors. Parents/Guardians will be advised about recommended classes when enrolling. Placement will be

based on age, previous dance experience, class behavior, and potential. Ages and levels listed are a guide, but are not restricting in terms of placement. The owner and instructors have the right to change a student's class placement at any point within the first month of classes if necessary.

PAYMENT

Tuition can be paid either by check, credit card, or auto pay through our studio software (preferred method). Tuition rate is based on the number of classes a student is enrolled in; see tuition breakdown below. Communication is key with payment of tuition; please don't hesitate to reach out with questions or concerns about payment plans.

- **First class-** \$60/month, or \$15/weekly class
- All other classes to follow are an added \$55/month each

# of Classes	Monthly Price
1 Class	\$60
2 Classes	\$115
3 Classes	\$170
4 Classes	\$225
5 Classes	\$280
6 Classes (unlimited/company students)	\$335

- Tuition will be due at the first of each month, for the month prior
- Students who pay in full at the beginning of each semester in full will receive a 5% discount
- Students who pay in full at the beginning of the year for the entire season will receive a 10% discount

Additional Fees	Price
Enrollment Fee- one time only, due at first enrollment, covers admin costs	\$30
Costume Fee- due at the beginning of spring semester to cover recital costumes	\$75/class
Recital Fee- due at the beginning of spring semester, covers recital costs, includes recital DVD and two tickets to the show	\$100/student \$75/family
Company Fee- paid by all students in the company, covers team competition registration costs, costumes, and instructors' time in rehearsals, due on October 1st	\$245

Students in the company who choose to bring solos/duets to competitions will have additional fees throughout the year, as this is done on an individual basis. Details listed in separate company contract/guidelines

STUDENT CONDUCT

All students at Rhythmic Studios are expected to act in a professional manner at all times; this will allow students to get the most out of their training and become successful performers in and outside of the studio. Professionalism is something that each student will learn in their classes at the studio. Behavior can greatly impact the class environment for all students involved in a negative or positive way, which is why this is stressed at our studio. All faculty and staff are trained to act in a professional manner that reflects the studio's mission and core values, and the same is expected of our students. Bullying, harassment, and any other behavioral issues will not be tolerated at our studio. Students may be asked to sit during class if they display inappropriate behavior, or will be brought to the front desk with a phone call to the parent/guardian. Situations of this manner will be addressed immediately between the owner and student/parent to find the best plan of action going forward.

OBSERVATION POLICIES

Parents and Guardians are permitted to sit in the lobby and observe classes on the TV during their student's class time. We ask that parents and guardians do not linger in the lobby outside of their student's class times to allow space for others coming in. In addition, parents should not linger at the front desk or entrance area. Parents and guardians are not allowed in the studios unless permitted by the owner or instructors. There may be designated observation days prior to upcoming competitions or performances where parents can come into the studios to watch their student's classes.

STUDIO POLICIES

- No food, drinks, or gum in the studios, water bottles with a screw top are permitted.
- No cell phones in the dressing rooms or studios.
- No distracting/inappropriate jewelry or clothing during dance classes.
- All bags and belongings must be stored neatly in the dressing rooms, cubbies are provided.
- No alcohol, drugs, cigarettes/vape on studio property.
- Students and parents are expected to uphold the standards and guidelines laid out in this handbook, as well as display attitudes that reflect the values and image of Rhythmic Studios, in and outside of the studio.

PERFORMANCES & OTHER COMMITMENTS

Competitions- The Rhythmic Studios Company will travel to at least 2 competitions per season. These competitions and the dances take will be determined at the beginning of the season. Company students will have the option of taking solos/duets as well.

Conventions- The Rhythmic Studios Company will participate in at least one convention per season.

Chicago Ballet Festival- Students enrolled in Level 3 Ballet will learn a short piece every fall and have the opportunity to audition and be asked to perform the piece at the annual Chicago Ballet Festival in November.

Company Showcase- The All Star and Showstoppers companies will perform in a short showcase for parents and families at the studio in January. The purpose of the showcase is to have a chance to perform all competition pieces for an audience before taking them to competitions.

Christmas Showcase- Students enrolled in the Petite and Recreational level classes will perform Christmas themed pieces that are prepared during the fall, in a showcase held at the studio for parents and families.

National Tap Dance Day Performance- Emily will select a few dancers enrolled in Level 3 tap to perform at Chicago's annual National Tap Dance Day performance on May 25th.

Recital- Rhythmic Studios hold an annual recital in June, in which all students will participate by performing class dances prepared in the spring, all competition pieces, and any senior solos/duets.

Picture Day- Each class will have a designated picture day/time the week after recital. This schedule will be distributed at the beginning of the spring semester. Students are expected to attend but are permitted to schedule a makeup session for individual pictures.

STUDIO RENTAL

The studio may not be rented for outside purposes, unless for special circumstances approved by the owner. Students can schedule private lessons through the front desk for times outside of normal studio hours, following proper private lesson guidelines.

PRIVATE LESSONS

Any student at Rhythmic Studios may sign up for a private lesson with one of our instructors to work on technique in a specific style. Members of the Company may have private lessons to specifically work on solo/duet choreography for competitions and performances. Studio A is reserved during “Private Lesson Block” times, but studio space can be reserved at other times for privates in advance based on instructor/faculty/studio availability. All private lessons must be scheduled through the front desk at least one week in advance.

SOCIAL MEDIA & RIGHTS TO CHOREOGRAPHY

Faculty and staff are not permitted to communicate or interact with students/families on social media to maintain a professional and appropriate environment. Students are encouraged to follow any professional performance pages that instructors may have, rather than personal pages. Students/families are encouraged to like and follow the studio’s social media pages. Any studio content that students and instructors may share should reference the studio name and tags to give credit. Rights to all choreography are reserved by Rhythmic Studios and the choreographers. Students may be permitted to take videos/post certain choreography with permission from the choreographer.

By signing below, I am acknowledging that my student and I have fully read and understand the guidelines and information stated above in the *Rhythmic Studios Handbook*, along with any consequences that may follow with any infractions to rules stated.

Student Name

Student Signature

Date

Parent/Guardian Name

Parent/Guardian Signature

Date

REGISTRATION MATERIALS

Rhythmic Studios Class Registration Form

Student Full Name _____ Date of Birth _____

Address _____

Medical Conditions/Allergies: _____

List prior dance training if any: _____

Enrollment:

Class Style/Level	Days/Times	Instructor	Fee

please review the tuition breakdown for monthly tuition due; this amount will be communicated upon enrollment as well

Monthly Tuition Due _____

Form of Payment & Plan _____

Primary Contact on File

Parent/Guardian Full Name _____ Relationship _____

Phone # _____ Email _____

Emergency Contact

Parent/Guardian Full Name _____ Relationship _____

Phone # _____ Email _____

Parent/Guardian Signature

Date

Rhythmic Studios Liability Form

Liability Waiver

I, _____ (Parent/Guardian Name) , hereby give my child, _____ , permission to dance at Rhythmic Studios. I fully understand that the faculty and staff of Rhythmic Studios are trained and prepared to provide the safest environment possible for my child, but the activities they will participate in have the potential risk for injury. By signing this form, I am assuming all risk of injuries my child may encounter in relation to activities performed with Rhythmic Studios, hereby releasing the studio of any responsibility or liability that may follow from these circumstances.

Medical Release

In the event of an emergency, I, _____ (Parent/Guardian Name), agree to give all rights to consent to any necessary medical attention to be administered by medical professionals and/or Rhythmic Studios faculty involved in treating my child, if I am not present or not able to be contacted. I understand that if I am not present in a medical emergency, 911 or the primary care physician listed below will be called first, then Rhythmic Studios faculty will contact myself and the other emergency contacts on file. I assume full financial responsibility for any necessary medical treatments administered to my child in a medical emergency.

Primary Care Physician

Phone #

Insurance Company

Policy Number

Allergies/Medical Conditions

Media Release

I grant full consent to Rhythmic Studios for the use of videos and images taken of my child while participating in studio activities. This content will be used for promotional purposes only, including but not limited to, posts on social media, marketing through print and online ads, studio website content, recital programs, etc. I understand that my child's name may also be listed along with these images or videos.

I have fully read and understand the information stated above. By signing this form, I agree to all the terms, relating to medical and media consent.

Parent/Guardian Signature

Date

Rhythmic Studios Payment Agreement

Please sign and initial where indicated on this form, agreeing to all required payment amounts and deadlines as stated in the tuition breakdown.

_____ I understand and agree to all of my payment obligations to Rhythmic Studios for the 2027-2028 Season, based on the classes and programs my student has enrolled in. This includes all tuition amounts and fees that apply, as listed below

# of Classes	Monthly Price
1 Class	\$60
2 Classes	\$115
3 Classes	\$170
4 Classes	\$225
5 Classes	\$280
6 Classes (unlimited/company students)	\$335

*Tuition will be due at the first of each month, for the month prior

Additional Fees	Price
Enrollment Fee- one time only, due at first enrollment, covers admin costs	\$30
Costume Fee- due at the beginning of spring semester to cover recital costumes	\$75/class
Recital Fee- due at the beginning of spring semester, covers recital costs, includes recital DVD and two tickets to the show	\$100/student \$75/family

_____ I understand that late fees may apply if I fail to complete payments by the indicated deadlines

Please indicate your method of payment:

Auto Pay
Credit Card
Check

Name

Signature

Date

CALENDAR FOR 2027-2028 SEASON

Rhythmic Studios follows the calendar of Naperville ISD for holidays and inclement weather closures

AUGUST

9th First Day of Classes/Open House & Registration Push
10th Company Member/Parent Meeting

SEPTEMBER

1st First Tuition Payment Due
6th Labor Day, No Classes

OCTOBER

1st Tuition Payment Due
11th-14th Fall Break, Voluntary Classes
25th-31st Halloween Week, Optional Costumes in Class

NOVEMBER

1st Tuition Payment Due
12th-14th Chicago Ballet Festival
23rd-28th Thanksgiving Break, No Classes

DECEMBER

1st Tuition Payment Due
6th-11th Christmas Showcases & Parties During Classes
12th-Jan. 9th Winter Break, No Classes (Company Rehearsals may be held)

JANUARY

10th First Day of Classes
20th MLK Day No Classes
27th Company Showcase

FEBRUARY

1st Tuition Payment Due

MARCH

1st Tuition Payment Due
13th-18th Spring Break, No Classes

APRIL

1st Tuition Payment Due

MAY

1st Tuition Payment Due

25th National Tap Dance Day Performance

29th Labor Day No Classes

JUNE

3rd Recital

5th-9th Picture Week

5th-8th Princess Camp

10th First Day of Summer Classes

19th-22nd Energy Intensive

JULY

5th-8th On Broadway! Camp

17th-21st Pro Dance Intensive

27th Last Day of Summer Classes

FACULTY & STAFF APPLICATION PROCESS

HIRING PROCESS

All faculty and staff hired to work at Rhythmic Studios will undergo the same application and interview process before being officially hired as an employee. In order to market and communicate that we are looking to hire, job openings will be posted on our website, social media, hiring websites, as well as print ads around town. Someone who is interested in applying will be directed to our website to print and fill out the application shown below, then bring it in person to the studio, along with a headshot, resume, and cover letter if applicable. This will potentially be the first opportunity for the hopeful employee to meet with the owner or other faculty and staff. At this time, the hopeful employee will schedule an interview at the front desk for the owner to meet and get to know more about them. Following the interview process, the applicant will be notified by phone call within the week, whether they have received the job or not. Those who have been hired will be asked to come to the studio to sign their contract and go through the handbook, as well as take a tour of the studio and observe classes. Hired instructors will be observed by the owner or another instructor during their first 2 weeks of teaching classes.

JOB POSTING

HIRING!

**RHYTHMATIC
STUDIOS**

We are looking to grow our fabulous dance faculty. If you are interested in teaching any of the following styles, visit www.rhythmicstudios.com for information about our application process.

BALLET TAP JAZZ HIP HOP

emily@rhythmic.com www.rhythmicstudios.com (972) 639-6353

Rhythmic Studios Faculty and Staff Position Application

****Please print and fill out this application; turn into the front desk at Rhythmic Studios upon completion.
Attach resume, headshot, and cover letter****

Full Name	DOB
Phone #	Email
Address	
Position Applying For	Desired Start Date
Desired # Hours Per Week	Desired Pay Per Hour

How did you hear about us? _____

Please your availability between 3 pm- 8 pm:

Monday _____

Tuesday _____

Wednesday _____

Thursday _____

Friday _____

Are you generally available on weekends? _____

Are you currently employed at another dance studio or similar establishment? _____

Do you have a reliable form of transportation? _____

Have you even been laid off from a job? If so, explain.

FOR INSTRUCTORS ONLY:

Do you have a degree in dance or any type of teaching certificate? _____

Which styles/ages/levels are you interested in or comfortable teaching?

Signature

Date

STAFF & INSTRUCTOR INTERVIEW QUESTIONS

1. How have your previous dance experiences prepared you for a studio teaching position?
2. Are you willing to step out of your comfort zone in terms of teaching different styles/ages/levels? How would you prepare to do so?
3. How do your personal goals and values align with those of Rhythmic Studios and the philosophy that drives our work?
4. What was the most difficult experience you have encountered in dealing with parents or other peers in a dance setting? How did you address or overcome it?
5. Why did you choose to apply Rhythmic Studios instead of another dance studio in the area?
6. Are you applying with long term/big picture goals for teaching at the studio in mind?
7. What was your high school/college experience like? How do you think this impacted your life and who you are today?
8. What is your one biggest strength/weakness?
9. What sets you apart from other dance teachers?
10. Do you have any questions for us?

Front Desk Faculty Specific Questions:

1. What is most difficult customer service experience you have encountered?
2. How have your previous jobs and experiences prepared you to work this position in a dance studio setting?
3. How skilled are you with organization of files and information- physical and online?

HIRE LETTER

Rhythmic Studios

88 W Gartner Rd. #112, Naperville, IL 60540
www.rhythmicstudios.com (972) 639-7353

DATE

Sally Smith
1234 Main Street
Naperville, IL 60540

Dear Sally,

Thank you for applying for the Ballet and Musical Theater Faculty positions at Rhythmic Studios. Your application and interview truly stood out to our faculty and staff. On behalf of Rhythmic Studios, I am so happy to offer you this faculty position.

Your official start date is (DATE). If you would like to accept this offer, please email the front desk at emily@rhythmic.com to set up a time to sign your contract and faculty handbook, tour the studio, and observe classes before you can begin teaching.

Again, we truly appreciate the time and effort you spent applying and getting to know us, and look forward to growing in this relationship through our shared passion for dance. You will be a great addition to our current dance faculty and will fit right into the Rhythmic family. Please reach out with any additional questions or concerns you may have.

Sincerely,

Emily Schmukal
Owner, Director
Rhythmic Studios
emily@rhythmic.com
(972) 639-7353

REJECTION LETTER

Rhythmic Studios

88 W Gartner Rd. #112, Naperville, IL 60540
www.rhythmicstudios.com (972) 639-7353

DATE

Sally Smith
1234 Main Street
Naperville, IL 60540

Dear Sally,

Thank you for your interest in teaching at Rhythmic Studios. We appreciate your patience with us throughout the application process, as we value careful consideration of each applicant and how they would impact our studio.

Because of such a large number of applications received this year for the dance faculty position, we are not able to offer you a position at Rhythmic Studios at this time. Your resume and application will be kept on file should a position open up in the future. We hope that you will keep in touch and encourage you to consider applying at another time.

Thank you again for applying to Rhythmic Studios, it was a pleasure meeting you. Please contact emily@rhythmic.com with any questions or concerns.

Sincerely,

Emily Schmukal
Owner, Director
Rhythmic Studios
emily@rhythmic.com
(972) 639-7353

CONTRACT & NON-COMPETE AGREEMENT

EMPLOYMENT AGREEMENT

This Employment Agreement (this "Agreement") is made effective as of August 01, 2027, by and between Rhythmic Studios of 88 W Gartner Rd. #112, Naperville, Illinois, 60540 and APPLICANT NAME of _____, _____, _____, _____.

A. Rhythmic Studios is engaged in the business of Dance Studio. APPLICANT NAME will primarily perform the job duties at the following location: 88 W Gartner Rd. #112, Naperville, Illinois.

B. Rhythmic Studios desires to have the services of APPLICANT NAME.

C. APPLICANT NAME is an at will employee of Rhythmic Studios. Either party is able to terminate the employment agreement at any time.

Therefore, the parties agree as follows:

1. EMPLOYMENT. Rhythmic Studios shall employ APPLICANT NAME as a(n) Dance Faculty. APPLICANT NAME shall provide to Rhythmic Studios the services described on the attached Exhibit A, which is made a part of this Agreement by this reference. APPLICANT NAME accepts and agrees to such employment, and agrees to be subject to the general supervision, advice and direction of Rhythmic Studios and Rhythmic Studios' supervisory personnel.

APPLICANT NAME shall also perform (i) such other duties as are customarily performed by an employee in a similar position, and (ii) such other and unrelated services and duties as may be assigned to APPLICANT NAME from time to time by Rhythmic Studios.

2. BEST EFFORTS OF EMPLOYEE. APPLICANT NAME agrees to perform faithfully, industriously, and to the best of APPLICANT NAME's ability, experience, and talents, all of the duties that may be required by the express and implicit terms of this Agreement, to the reasonable satisfaction of Rhythmic Studios. Such duties shall be provided at such place(s) as the needs, business, or opportunities of Rhythmic Studios may require from time to time.

3. COMPENSATION OF EMPLOYEE. As compensation for the services provided by APPLICANT NAME under this Agreement, Rhythmic Studios will pay APPLICANT NAME \$25.00 per hour. This amount shall be paid monthly on the first day of the following month and subject to applicable federal, state, and local withholding. Upon termination of this Agreement, payments under this paragraph shall cease; provided, however, that APPLICANT NAME shall be entitled to payments for periods or partial periods that occurred prior to the date of termination and for which APPLICANT NAME has not yet been paid, and for any commission earned in accordance with Rhythmic Studios' customary procedures, if applicable. This section

of the Agreement is included only for accounting and payroll purposes and should not be construed as establishing a minimum or definite term of employment.

4. COMMISSION PAYMENTS. In addition to the payments under the preceding paragraph, Rhythmic Studios will make commission payments to APPLICANT NAME based on \$1 per minute of Private Lessons. This commission will be paid monthly on the first day of the following month.

5. RECOMMENDATIONS FOR IMPROVING OPERATIONS. APPLICANT NAME shall provide Rhythmic Studios with all information, suggestions, and recommendations regarding Rhythmic Studios' business, of which APPLICANT NAME has knowledge, that will be of benefit to Rhythmic Studios.

6. CONFIDENTIALITY. APPLICANT NAME recognizes that Rhythmic Studios has and will have information regarding the following:

- trade secrets
- customer lists
- costs
- business affairs
- future plans

and other vital information items (collectively, "Information") which are valuable, special and unique assets of Rhythmic Studios. APPLICANT NAME agrees that APPLICANT NAME will not at any time or in any manner, either directly or indirectly, divulge, disclose, or communicate any Information to any third party without the prior written consent of Rhythmic Studios. APPLICANT NAME will protect the Information and treat it as strictly confidential. A violation by APPLICANT NAME of this paragraph shall be a material violation of this Agreement and will justify legal and/or equitable relief.

This Agreement is in compliance with the Defend Trade Secrets Act and provides civil or criminal immunity to any individual for the disclosure of trade secrets: (i) made in confidence to a federal, state, or local government official, or to an attorney when the disclosure is to report suspected violations of the law; or (ii) in a complaint or other document filed in a lawsuit if made under seal.

7. UNAUTHORIZED DISCLOSURE OF INFORMATION. If it appears that APPLICANT NAME has disclosed (or has threatened to disclose) Information in violation of this Agreement, Rhythmic Studios shall be entitled to an injunction to restrain APPLICANT NAME from disclosing, in whole or in part, such Information, or from providing any services to any party to whom such Information has been disclosed or may be disclosed. Rhythmic Studios shall not be prohibited by this provision from pursuing other remedies, including a claim for losses and damages.

8. NON-COMPETE AGREEMENT. APPLICANT NAME recognizes that the various items of Information are special and unique assets of the company and need to be protected from improper disclosure. In consideration of the disclosure of the Information to APPLICANT NAME, APPLICANT NAME agrees and covenants that during his or her employment by

Rhythmic Studios and for a period of 6 months following the termination of APPLICANT NAME's employment, whether such termination is voluntary or involuntary, APPLICANT NAME will not directly or indirectly engage or do business with the following competitor(s):

- Dance Studios

This covenant shall apply to the geographical area that includes the area within a 10-mile radius of Naperville, Illinois. Directly or indirectly engaging in any competitive business includes, but is not limited to: (i) engaging in a business as owner, partner, or agent, (ii) becoming an employee of any third party that is engaged in such business, (iii) becoming interested directly or indirectly in any such business, or (iv) soliciting any customer of Rhythmic Studios for the benefit of a third party that is engaged in such business. APPLICANT NAME agrees that this non-compete provision will not adversely affect APPLICANT NAME's livelihood.

9. EMPLOYEE'S INABILITY TO CONTRACT FOR EMPLOYER. APPLICANT NAME shall not have the right to make any contracts or commitments for or on behalf of Rhythmic Studios without first obtaining the express written consent of Rhythmic Studios.

10. TERM/TERMINATION. APPLICANT NAME's employment under this Agreement shall be for an unspecified term on an "at will" basis. This Agreement may be terminated by Rhythmic Studios upon 4 weeks written notice, and by APPLICANT NAME upon 4 weeks written notice. If APPLICANT NAME is in violation of this Agreement, Rhythmic Studios may terminate employment without notice and with compensation to APPLICANT NAME only to the date of such termination. The compensation paid under this Agreement shall be APPLICANT NAME's exclusive remedy.

11. TERMINATION FOR DISABILITY. Rhythmic Studios shall have the option to terminate this Agreement, if APPLICANT NAME becomes permanently disabled and is no longer able to perform the essential functions of the position with reasonable accommodation. Rhythmic Studios shall exercise this option by giving 4 weeks written notice to APPLICANT NAME.

12. COMPLIANCE WITH EMPLOYER'S RULES. APPLICANT NAME agrees to comply with all of the rules and regulations of Rhythmic Studios.

13. RETURN OF PROPERTY. Upon termination of this Agreement, APPLICANT NAME shall deliver to Rhythmic Studios all property which is Rhythmic Studios' property or related to Rhythmic Studios' business (including keys, records, notes, data, memoranda, models, and equipment) that is in APPLICANT NAME's possession or under APPLICANT NAME's control. Such obligation shall be governed by any separate confidentiality or proprietary rights agreement signed by APPLICANT NAME.

14. NOTICES. All notices required or permitted under this Agreement shall be in writing and shall be deemed delivered when delivered in person or on the third day after being deposited in the United States mail, postage paid, addressed as follows:

Employer:

Rhythmic Studios
Emily Schmukal
Owner
88 W Gartner Rd. #112
Naperville, Illinois 60540

Employee:

APPLICANT NAME

_____, _____

Such addresses may be changed from time to time by either party by providing written notice in the manner set forth above.

15. ENTIRE AGREEMENT. This Agreement contains the entire agreement of the parties and there are no other promises or conditions in any other agreement whether oral or written. This Agreement supersedes any prior written or oral agreements between the parties.

16. AMENDMENT. This Agreement may be modified or amended, if the amendment is made in writing and is signed by both parties.

17. SEVERABILITY. If any provisions of this Agreement shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any provision of this Agreement is invalid or unenforceable, but that by limiting such provision it would become valid or enforceable, then such provision shall be deemed to be written, construed, and enforced as so limited.

18. WAIVER OF CONTRACTUAL RIGHT. The failure of either party to enforce any provision of this Agreement shall not be construed as a waiver or limitation of that party's right to subsequently enforce and compel strict compliance with every provision of this Agreement.

19. APPLICABLE LAW. This Agreement shall be governed by the laws of the State of Illinois.

20. SIGNATORIES. This Agreement shall be signed by Emily Schmukal, Owner on behalf of Rhythmic Studios and by APPLICANT NAME in an individual capacity. This Agreement is effective as of the date first above written.

By: _____ Date: _____
Emily Schmukal, Owner
Rhythmic Studios

By: _____ Date: _____
APPLICANT NAME

FACULTY & STAFF HANDBOOK

This faculty handbook states the rules and guidelines all Rhythmic Studios faculty and staff are expected to follow and exceed. Faculty and staff are responsible for providing the most professional and enjoyable dance studio experience, through leading our students by example, and reflecting our mission and core values at all times.

MISSION STATEMENT

Rhythmic Studios' mission is to create a base of well-rounded and knowledgeable performers; we strive to share our passion for dance to upcoming generations who have the same desire to pass this love on to audiences and other performers alike.

VISION

Growth and development are at the forefront of our organization—Rhythmic Studios sees a bright future ahead as we continue to perfect the art of teaching dance and extend our outreach to a large base of students who all share the same passion and goals. As the studio grows, we plan to increase the number of performance opportunities for our students, as well as introduce a larger variety of class offerings to create well-rounded and versatile dancers.

PHILOSOPHY

Rhythmic Studios aspires share our passion for the art of dance by taking part in character development and providing a safe space for expression of thoughts and talents. Our classes and performance opportunities are designed to prepare students for professional careers and instill the knowledge about its roots, through formats that are innovative and exciting. In every way possible, we convey to our students the joys and successes that can be experienced in this industry as a result of hard-work, respect, and humility.

CORE VALUES

ENERGY • RESILIENCE • DEVOTION • RESPECT

ATTENDANCE FOR STUDENTS

Instructors are expected to communicate to students the importance of attendance and punctuality at each class. Instructors will take attendance at the beginning of each class through the studio software on the iPads. Instructors must record attendance accurately and consistently to maintain integrity and help with facilitation of records for the front desk staff. Students are permitted 3 excused absences per semester; these will be monitored by the front desk.

SUBSTITUTION POLICIES

If instructors are to miss a class for an excused reason, this must be communicated to the front as soon as they are aware of this, preferably the week before the date to be missed if possible. Instructors must work with the front desk staff to make sure a substitute teacher is scheduled and notified. The substitute can be another Rhythmic instructor, or an outside instructor that is pre-approved by the owner.

CLASS CURRICULUM

The owner of Rhythmic Studios in collaboration with instructors have created curriculums for each dance style taught, including information for different ages and levels. These documents must remain at the front desk at all times, but are available for instructors to reference at any time upon request. The curriculums are to be used as a guide for planning classes and content to teach throughout a semester, but instructors are not limited to only this information. Upon being hired, instructors will be asked to review their curriculums for each class style/age/level applicable to them.

TEACHING PLANS

Instructors are expected to come prepared to teach each class, with material suitable for the students involved. This means they must come in with a plan for what will be covered in each class, the structure of the class, possible music options, and planned choreography if necessary. It is recommended for instructors to have their class plans written out in some way beforehand, but we understand that all instructors have a different style of teaching and planning that works best for them. Instructors should cover and exceed all material listed in the curriculum for their particular style/age/level each semester.

OBSERVATION PERIOD

Upon being hired, all instructors will be observed by the owner or another instructor for their first two weeks of teaching. This will ensure that the instructor is meeting the standards and expectations laid out and agreed upon accepting the position. In addition, this will allow the owner to gauge whether the instructor is truly a good fit for the position, based on student and parent reception. The owner has the right to observe any class at any time throughout the year.

PAYROLL

All faculty and staff will be paid monthly, in the amount of their hourly wage agreed upon in the Employment Contract. Faculty and staff have the option of being paid by check or through direct deposit, which is agreed upon hiring. Payments will be made on the first of each month.

PERFORMANCES & OTHER RESPONSIBILITIES

Faculty and staff will be given their individual schedules at the start of each season. Most performances and studio activities have required attendance for instructors, or are highly encouraged. Faculty attendance at performances will help students to feel supported by their teachers and motivated to do their best at all times. Faculty members should have a sense of obligation to watching and supporting their students, as well. Below is a list of performances and obligations that may be required for all faculty to attend, schedule subject to change.

Competitions- The Rhythmic Studios Company will travel to at least 2 competitions per season. These competitions and the dances take will be determined at the beginning of the season. Company students will have the option of taking solos/duets as well.

Conventions- The Rhythmic Studios Company will participate in at least one convention per season.

Chicago Ballet Festival- Students enrolled in Level 3 Ballet will learn a short piece every fall and have the opportunity to audition and be asked to perform the piece at the annual Chicago Ballet Festival in November.

Company Showcase- The All Star and Showstoppers companies will perform in a short showcase for parents and families at the studio in January. The purpose of the showcase is to have a chance to perform all competition pieces for an audience before taking them to competitions.

Christmas Showcase- Students enrolled in the Petite and Recreational level classes will perform Christmas themed pieces that are prepared during the fall, in a showcase held at the studio for parents and families.

National Tap Dance Day Performance- Emily will select a few dancers enrolled in Level 3 tap to perform at Chicago's annual National Tap Dance Day performance on May 25th.

Recital- Rhythmic Studios hold an annual recital in June, in which all students will participate by performing class dances prepared in the spring, all competition pieces, and any senior solos/duets.

Picture Day- Each class will have a designated picture day/time the week after recital. This schedule will be distributed at the beginning of the spring semester. Students are expected to attend but are permitted to schedule a makeup session for individual pictures.

STUDENT DISCIPLINARY POLICIES

Faculty and staff will be instructed upon being hired about appropriate ways to discipline students in specific situations where it is necessary. All faculty and staff should expect the same respect from students that they display themselves. After a student's first behavioral issue, the instructor should notify the owner of the situation. The instructor has the right to bring a student to the front desk where the parent will be contacted if it is a situation that continually disrupts the classroom environment and ability for other students to learn and progress.

RIGHTS TO CHOREOGRAPHY

All choreography created by Rhythmic Studios instructors for studio purposes is owned by Rhythmic Studios. Instructors are not permitted to use choreography created for Rhythmic Studios for any outside or personal purposes. Students may be permitted to take videos/post certain choreography with permission from the choreographer.

DRESS POLICIES

All faculty and staff are expected to dress in an appropriate manner that well reflects the values of Rhythmic Studios at all times. Instructors should come to class dressed and ready, at least 15 minutes prior to the start of their first class. Instructors should use their best judgment on attire for each of their classes, based on the style they are teaching. Attire should be fitted dance/athletic wear that allows them to properly move and demonstrate steps to students. Hair should be pulled back at all times, and no distracting jewelry or clothing.

TEACHING ETIQUETTE

All instructors are hired based on the values and skill they present in teaching dance. This includes their ability to maintain appropriate and respectful teaching etiquette at all times throughout their classes. Instructors are expected to begin and end their classes on time, maintain a focused and fun environment that yields learning and growth in all students, and limit socialization on a personal level with students and parents. Instructors should be respectful of all studio space, equipment, and property. All choreography and class material should reflect the values and mission of Rhythmic Studios.

OPENING & CLOSING PROCEDURES

All faculty and staff will be instructed on proper opening and closing procedures should they be given this responsibility at any point. In general, the owner and main office staff will be responsible for opening and closing, as they will be the ones with studio keys. However, the first in and last out rule applies for any instructor who may be staying late or arriving early, and are expected to follow proper protocols for locking up. Faculty and staff will be given the code to open the back door should they need to come to the studio outside of normal hours; they should be careful not to abuse this, as it is a privilege granted by the owner. The front and back door should remain locked at all times outside of normal studio hours. The person who opens and closes is responsible for checking thermostats, studios, restrooms, and dressing rooms, as well as turning on lights and unlocking doors.

ACCESS TO STUDENT RECORDS

Only the owner and main front desk staff will have access to student and family records to maintain the highest level of privacy and professionalism between clients and instructors. An instructor may request specific information regarding a student record for a specified purpose but will not be allowed access to the actual full record. This request may be approved or denied by the owner. Student records will be stored on the studio computers in a password protected area of the studio software.

STUDIO RENTAL

The studio may not be rented for outside purposes, unless for special circumstances approved by the owner. Students can schedule private lessons through the front desk for times outside of normal studio hours, following proper private lesson guidelines.

SOCIAL MEDIA POLICY

Faculty and staff are not permitted under any circumstances to communicate or connect with students and families of the studio through any form of social media. All personal pages should be kept private, and any content shared should be professional and reflective of the Rhythmic Studios values and mission. Instructors are encouraged to create professional performance related pages that can be followed by students. Any studio related content shared by instructors should reference the studio name and social media pages to give credit and help with promotion in a positive manner. The social media policy for faculty and staff is a strict, no exceptions rule, as this is a topic taken very seriously at our studio. Infractions to this rule will have repercussions, and possible dismissal from the studio.

PRIVATE LESSONS

Any student at Rhythmic Studios may sign up for a private lesson with one of our instructors to work on technique in a specific style. Members of the Company may have private lessons to specifically work on solo/duet choreography for competitions and performances. Studio A is reserved during “Private Lesson Block” times, but studio space can be reserved at other times for privates in advance based on instructor/faculty/studio availability. All private lessons must be scheduled through the front desk at least one week in advance.

By signing below, I am acknowledging that I have fully read and understood all information stated in the Faculty and Staff Handbook. I understand that as an employee of Rhythmic Studios I am expected to follow and exceed these guidelines at all time, or consequences may follow.

Name

Signature

Date



RHYTHMATIC STUDIOS



SECTION 8: ADVERTISING

MARKETING CALENDAR

May	• Finalize branding and all designs • Purchase and install outdoor sign • Create list of advertising methods • Design and launch website • Create all social media accounts, post welcome and intro material • Create mailing lists for emails and print newsletters/ads • Finalize monthly newsletter template • Print grand opening and registration posters • Hang posters in other local businesses and schools
June	• Design and finalize email and print newsletter • Create weekly posting schedule for all social media accounts, at least twice a week • Mail ads and grand opening materials • Hang posters in other local businesses and schools • Purchase and install indoor signs for behind front desk and studios • Update website, preview with staff for fall enrollment process • Release fall enrollment information on website • Post on social media and website, registration open, signups for open house
	• Purchase and hang grand opening/registration banner for window • Create and send out July newsletter emails for grand opening/registration

July	• Post twice a week on social media to encourage registration/promote opening, more in week before opening • Post official class schedule/offerings on website for upcoming season • Post facility tour videos and faculty features on Instagram and Facebook • First open house, registration event • Post about open house, promote next • Begin paid social media advertising
August	• Create and send out August newsletter for registration and season events • Second open house, registration event • Continue hanging print posters to promote registration • Fall classes begin • Post facility pictures and faculty highlights on Instagram and Facebook, twice a week • Create first semester holiday graphics for posting on social media • Post first day of classes • Send enrollment reminder postcards to mailing list • Send “Welcome” E Blast to all currently registered students and families, include tuition payment info and studio calendar
September	• Create and send out September newsletter • Social media posts, videos and pictures of classes, twice a week • Post for Labor Day- No Classes • Promote fall class registration on social media • Begin “Rhythmic Student of the Week” Instagram/Facebook Highlight • Publish magazine ad for grand opening “Enroll Now”

	• Purchase Hootsuite account for scheduling Instagram and Facebook posts
October	• Create and send out October newsletter, include info about Halloween week parties/costumes • Instagram/Facebook Halloween posts • Instagram lives during Halloween week, show off dances and costumes • Release official Christmas class showcase dates and information, on website and in email newsletters • Send tuition payment and costume fee reminders through email • Social media posts twice a week
November	• Create and send out November newsletter, include info about holiday closures and Christmas showcase details • Send Christmas showcase specific E Blast to parents and families • Begin posting Christmas showcase information on social media, twice a week • Print and post flyers about Christmas showcases in studio and local businesses • Post for Thanksgiving Break- No Classes • Evaluate first semester marketing, social media successes and room for improvements • Ask parents opinions on forms of communication and marketing of upcoming events • Begin planning improvements for the next semester • Post promotional for Chicago Ballet Festival performance

	• Continue promoting registration for next semester
December	• Create and send out December newsletter, include information about Christmas break studio closure and class showcases • Increase social media posting to daily during Christmas showcase week, post clips of dances on Instagram and Facebook • Post for Christmas • Update website and mailing lists for upcoming semester, finalize marketing tactics to improve registration and promote events • Clean up contacts and mailing lists to prep for new year
January	• Create and send out January newsletter, “Welcome Back” and upcoming events, studio calendar, tuition payment reminders • Social media posts, all platforms, welcome info, enrollment promotion, twice a week • Post first day back • Finalize summer plans, begin creating promotional materials for camps and classes • Send E-Blast to competition families about upcoming Company Showcase Day • Send E-Blast with Recital save-the-date, info coming soon • Begin creating marketing plan and ads for recital
	• Create and send out February newsletter, include info about Valentine’s Day class parties and attire

February	• Continue posting on all social media platforms, post on Valentine's Day, twice a week • Send E-Blast reminder about tuition and recital fees
March	• Create and send out March newsletter • Begin advertising for recital, post info on website and flyers around studio/local businesses • Social media posts, teaser videos for recital dances/costumes, twice a week • Recital tickets on sale at the end of the month at front desk or online
April	• Create and send out April newsletter, recital info priority, announce major awards and honors from competitions/conventions • Post about major awards and honors from recent competitions/conventions on social media • Post about recital, twice a week • Send E-Blast with picture day info • Announce summer camps, finalize class schedule and post on website
May	• Create and send out May newsletter, info about recital and details for summer camps and class schedule • Send E-Blast about summer information, enrollment open • Post promotion for National Tap Dance Day Performance • Post about recital, twice a week • Post about summer camps on social media
June	• Create and send out June newsletter, recital info and summer camps/classes • Post about recital, daily week of

	• Post pictures and videos of start of summer camps and classes • Begin planning advertising for enrollment for upcoming season, finalize schedule
July	• Create and send out July newsletter, info about final summer classes, enrollment open for upcoming season • Post class schedule on website • Announce enrollment open for upcoming season, post on social media, website, flyers at studio • Host first open house of the season, registration event • Re-finalize mailing list to prep for upcoming season
August	• Create and send out August newsletter, registration info and announcements for upcoming season • Fall classes begin • Post about first day of classes • Social media posts twice a week • Host second open house, registration event • Post studio calendar on the website, send in an E-Blast • Publish magazine ad to promote enrollment • Send “Welcome Back” E-Blast to registered families
September	• Create and send out September newsletter, promote upcoming events for the season • Social media, advertise different classes, highlight students and faculty, twice a week • Send E-Blast with tuition payment reminders

LOGO

The design choices made for the studio's logo were based on the clean and professional image we want to portray. We kept it simple with the studio name in a legible, but bold font that people would recognize and remember. The pops of color will help to create an inviting feel and make people interested in learning more about our studio. The logo was designed in Canva and did not cost anything because the owner, in collaboration with the staff, came up with and finalized the studio logo. This way the owner was able to make sure her own vision was executed exactly the way it was intended and goes well with the rest of the studio image and branding. Depending on the medium and location of the logo, the aquamarine background may not be utilized, as this is a secondary branding color for the studio. The logo will be utilized for all branding and advertising purposes, including but not limited to signs, newsletters, website, ads, social media, merchandise, and décor.



SIGNS

Signage for Rhythmic Studios will include an outdoor lighted sign on our suit of the strip mall building. The sign will be backlit and visible from the street and surrounding area during the day and nights. In addition, there will be another similar lighted sign to hang behind the front desk. The studio will also have printed window film that will be seen from the outside, and banners to go inside each studio with the studio colors and logo.

We will be purchasing the outdoor lighted signs from Captivating Signs, which will cost approximately \$900, including installation. Below is an example of the style of sign and the Rhythmic Logo that will be utilized for its design.



We will be purchasing the window film and studio banners from Better Banner Printing because they specialize in high quality dance studio advertising materials. Two 4' x 8' banners will cost approximately \$230 total, and the window film to cover two of the store front panels of window will cost approximately \$400.

These will be installed by the owner and family volunteers. The design for each will include the studio logo, colors, and images of our dancers, similar to what is shown.



WEBSITE

The Rhythmic Studios website was designed and created by the owner and office manager, using a free website call Wix.com. The studio website will be updated at least twice a month, or more if necessary, when new information comes up. The website will be a landing point for anyone interested to joining the studio, as well as current families, to find all information regarding classes, scheduling, upcoming events, registration, etc. The website contains images and videos featuring our students and the events/performances they are involved in, and maintains the studio's overall branding and look to make it easily recognizable for users. . The purchase of our domain will cost \$15 a year. Below is access information to preview the website, as well as screenshots of the different pages.

Access:

Go to www.wix.com

Email: ejschmukal@gmail.com

Password: ejsdance888

IT'S TIME TO DANCE

Energy Resilience Devotion Respect



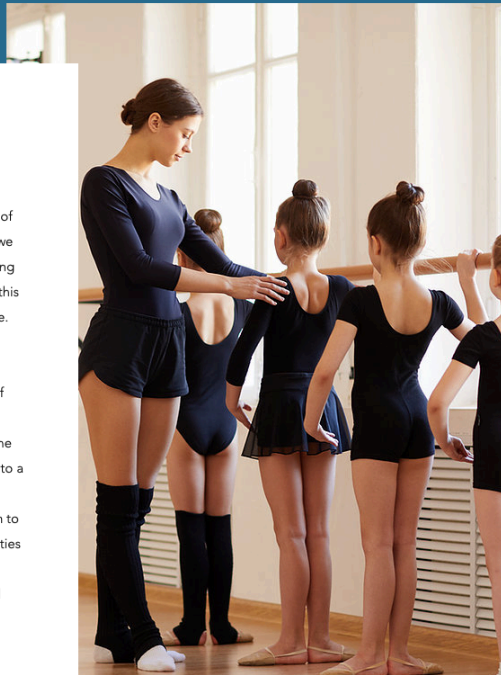
ABOUT US

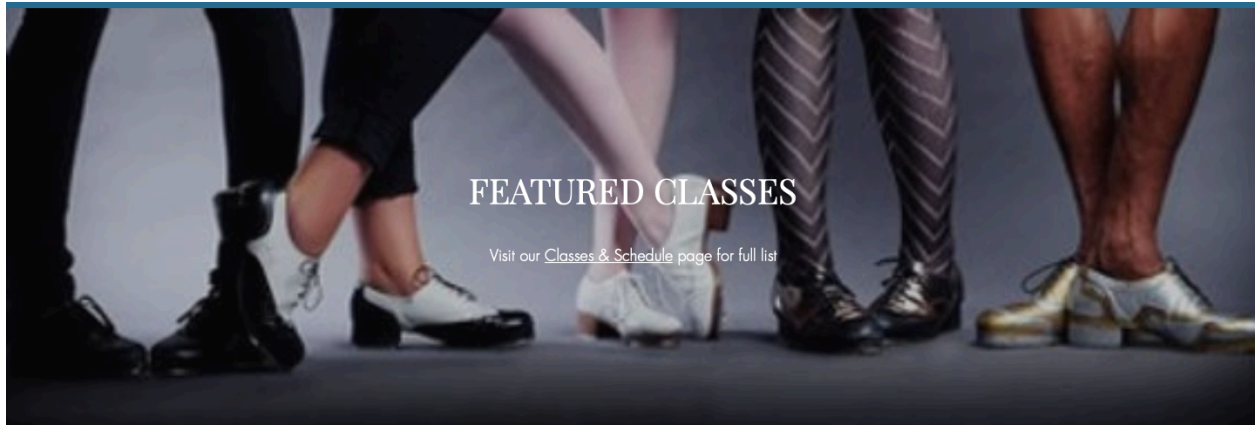
Mission

Rhythmic Studios' mission is to create a base of well-rounded and knowledgeable performers; we strive to share our passion for dance to upcoming generations who have the same desire to pass this love on to audiences and other performers alike.

Vision

Growth and development are at the forefront of our organization—Rhythmic Studios sees a bright future ahead as we continue to perfect the art of teaching dance and extend our outreach to a large base of students who all share the same passion and goals. As the studio grows, we plan to increase the number of performance opportunities for our students, as well as introduce a larger variety of class offerings to create well-rounded and versatile dancers.





FEATURED CLASSES

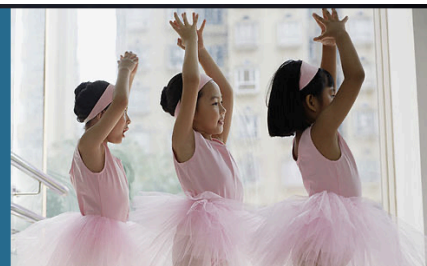
Visit our [Classes & Schedule](#) page for full list



CONTEMPORARY & LYRICAL

Levels 1-3

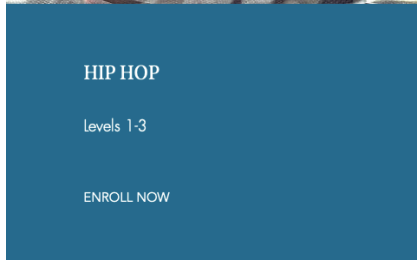
[ENROLL NOW](#)



COMBO CLASSES

Ages 2-8

[ENROLL NOW](#)



HIP HOP

Levels 1-3

[ENROLL NOW](#)



CONTACT US

Interested in learning more about Rhythmic Studios, or ready to sign up for class? Get in touch today to schedule a trial class or enroll now!

88 W Gartner Rd. #112, Naperville, IL 60540

office@rhythmic.com

(972) 639-7353

Name

Address

Email

Phone

Subject

Type your message here...

[Submit](#)

office@rhythmic.com

(972) 639-7353

88 W Gartner Rd. #112, Naperville, IL 60540



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CLASSES

Click [HERE](#) for Fall 2027 Schedule

BALLET

Levels 1-3

Rhythmic Studios understands the importance of ballet and how it benefits the technique of dancers in all other styles they train in. As students get older and reach a certain skill level, they may be invited to go en pointe. All of our competition students are required to take ballet, and older students will have this class twice a week.

TAP

Levels 1-3

This is a favorite at Rhythmic! Each student will be introduced to a variety of genres within the style, including rhythm tap, soft shoe, and Broadway/musical theater style tap. Our focus at Rhythmic Studios will be primarily on rhythm tap, as this is upcoming in the industry and the rhythm and musicality required will be beneficial to students' improvement in other styles.

RHYTHMIC STUDIOS FACULTY & STAFF

Our faculty and staff have all been trained at top tier levels, and are more than excited to work with your kids and share their passion for dance.



EMILY SCHMUKAL

Owner/Director, Instructor

Emily Schmukal grew up in Dallas, TX, where she danced with CK Studio, the Rockwall Ballet Company, and Rhythmic Souls Tap Company. She received a Bachelor of Science in Dance Management with a Minor in Business Entrepreneurship at Oklahoma City University. While at OKCU, she was a member of the American Spirit Dance Company, directed by Jo Rowan. After

Stay in the know on all Rhythmic news and upcoming events. Exciting announcements coming soon!



August 1st, 2027

Interested in learning more about Rhythmic Studios, or ready to sign up for class? Get in touch today to schedule a trial class or enroll now!

(972) 639-7353

Submit

SOCIAL MEDIA

Rhythmic Studios will actively post on all of our social media platforms to maintain a good online presence that will inform anyone who visits the pages of what is going on at the studio and what is coming up. In addition, the social media platforms will carry over our same branding and professional look used on all advertising. Our two primary social media platforms will be Instagram and Facebook, as these target the audience we are looking for in the most efficient way, and they will be able to relay the information and media we would like to promote. Our social media will easily link to our website and other contact info, making it easy for visitors to find out more about us and potentially enroll. Types of posts will vary depending on the time of the year, but some examples will be enrollment promotion, pictures/videos of classes, student/faculty spotlight, announcements about the studio and upcoming events, holidays, etc. Story posts and live videos will also be utilized, ideally daily, to post more casually about the day-to-day life at the studio, awards ceremonies at competitions, etc. Once the studio becomes more established, we will create a YouTube Channel to upload class, promotional, and competition videos to use for advertisement.

All social media platforms will be updated with posts at least twice a week, or more depending on the time of the year. The Office Manager and a designated faculty member will be responsible for updating the social media accounts; the owner will also have access to post and will approve everything before it is shared. Facebook and Instagram also have scheduling features for times when the Office Manager may be busy, they can schedule posts ahead of time for each account. Dancers, families, and friends will be encouraged to follow these accounts and share posts to help with promotion of the studio.

Sample Instagram and Facebook Posts:

Enroll Now!

Registration Open for
Fall 2027

Visit rhythmicstudios.com
to save your spot today!

RHYTHMATIC
STUDIOS

office@rhythmicstudios.com

(972) 639-6353



MASTER CLASS!

WHO:

Melinda Sullivan

WHAT:

Int./Adv. Musical
Theater Tap Class

WHEN:

Thursday, November
16th, 8:00 pm

WHERE:

Rhythmic Studios

Contact us to save your spot today:

office@rhythmic.com

www.rhythmicstudios.com

(972) 639-6353



Open to all
Rhythmic Studios
students

FACULTY SPOTLIGHT

EMILY SCHMUKAL



Happy Holidays!

FROM OUR RHYTHMATIC FAMILY TO YOURS



Interested in taking dance?
Book a free trial class TODAY!

All ages/levels
welcome
BALLET
TAP
JAZZ
HIP HOP
& more!

office@rhythmic.com www.rhythmicstudios.com (972) 639-6353

**GRAND
OPENING!**

August 1st, 2027

**Come visit us
and sign up for
classes!**

office@rhythmic.com www.rhythmicstudios.com (972) 639-6353



CONGRATS!

To all of our Rhythmic Company
members who competed this
weekend! We are so proud!



SAMPLE AD

Rhythmic Studios will be publishing enrollment advertisements in *Naperville Magazine*, a local community magazine for the suburban area of Naperville. The ad will cost \$800 for a half page, bottom right location, and will be printed in the July and August 2027 issues. This magazine is perfect for the target audience we are looking to reach for enrollment as many families and parents with young children will see it. We kept it simple with the studio name and information on how to enroll in a legible, but bold font that people would recognize and remember. The pops of color will help to create an inviting feel and make people interested in learning more about our studio. The ad was designed in Canva and did not cost anything because it was created by the owner. We chose to pay extra for a half page ad, rather than a quarter to make it more noticeable, and the bright colors featured will help with this as well.

Enroll Now!
**Registration Open for
Fall 2027**

Visit **rhythmicstudios.com**
to save your spot today!

**RHYTHMATIC
STUDIOS**

**All ages/levels
welcome**

BALLET
TAP
JAZZ
HIP HOP
& more!

office@rhythmicstudios.com (972) 639-6353

NEWSLETTER

The studio will utilize a monthly newsletter to keep parents and families updated on what is currently happening at the studio, and any announcements for upcoming events. There is a basic template for the newsletter, but the office staff adapt and update each month with current information. They will be sent out at the beginning of each month to our student and family mailing lists by E-Blast and will be available in print form at the front desk for pickup as well. Below is an example of the August newsletter for the studio's opening season, which includes more basic information to introduce the studio to our families. The hardcopy newsletters will be printed at FedEx; we will print 25 each month for a bundle price of \$32.99/month.

FRONT



August at Rhythmic

Welcome!

MISSION

Rhythmic Studios' mission is to create a base of well-rounded and knowledgeable performers; we strive to share our passion for dance to upcoming generations who have the same desire to pass this love on to audiences and other performers alike.

VISION

Growth and development are at the forefront of our organization—Rhythmic Studios sees a bright future ahead as we continue to perfect the art of teaching dance and extend our outreach to a large base of students who all share the same passion and goals. As the studio grows, we plan to increase the number of performance opportunities for our students, as well as introduce a larger variety of class offerings to create well-rounded and versatile dancers.

ENERGY RESILIENCE DEVOTION RESPECT

BACK



RHYTHMATIC STUDIOS

Hello! Welcome, and thank you for joining the Rhythmic Studios family!

- Emily Schmukal, Owner

COMING UP!

August

- 9th First Day of Classes Open House
- 10th Company Meeting

September

- 1st Tuition Payment Due
- 6th Labor Day, No Classes

CONTACT

office@rhythmic.com
www.rhythmicstudios.com
(972) 639-6353
@rhythmicstudios



RHYTHMATIC STUDIOS



SECTION 9: THE FUTURE

SUMMER

CAMPS & INTENSIVES

Rhythmic Studios will hold two summer camps, geared towards younger and more recreational dancers, as well as two intensives for older more experienced dancers. Emily Schmukal and Tucker Ames will be the primary faculty for camps, along with student volunteer assistants. Rhythmic Studios' faculty will teach the intensives, in addition to guest master teachers being brought in, which will be determined closer to the actual dates.

Name	Dates	Age/Level	Enrollment	Price/Student
Princess Camp	1 st Week of June	2-6	30	\$400
Energy Intensive	3 rd Week of June	13-18	30	\$450
On Broadway! Camp	1 st Week of July	6-12	20	\$400
Pro Dance Intensive	3 rd Week of July	13-18	25	\$450

SUMMER CLASSES

Rhythmic Studios will continue to offer technique classes throughout the summer, in a more condensed version of our normal schedule. The classes will begin the second week of June and run through the last week of July. Our summer instructors are Emily Schmukal, Lauren Bakula, and Karlee Vriezema. Tuition prices will remain the same as throughout the year, and payments will be due at the end of June and the end of July. Due to traveling and other summer

activities, we anticipate 65 students overall to enroll in summer classes. Classes will be held on Tuesdays, Wednesdays, and Thursdays to allow for more free time. Two levels of each style will be offered for students ages 8-18, as well as ballet/tap/jazz combo for ages 2-4 and 5-7. Students can continue to reserve space with instructors for private lessons in advance. Summer classes and events will also be used as time for the studio director and instructors to observe students who could potentially move up in levels going into the next season or should be considered for the company.

CLASSES OFFERED

Tap, Emily Schmukal - Level 1, age 8-13 - Level 2, age 14-18	Ballet, Karlee Vriezema - Level 1, age 8-13 - Level 2, age 14-18
Jazz, Lauren Bakula - Level 1, age 8-13 - Level 2, age 14-18	Lyrical/Contemporary, Karlee Vriezema - Level 1, age 8-13 - Level 2, age 14-18
Hip Hop, Lauren Bakula - Level 1, age 8-13 - Level 2, age 14-18	Tap/Jazz/Ballet Combo, Emily Schmukal - Age 2-4 - Age 5-7

SCHEDULE

TUESDAY

TIME	STUDIO A	STUDIO B
5:00-6:00 PM	Tap 1	
6:00-7:00 PM	Ballet 1	
7:00-8:00 PM	Jazz 1	

WEDNESDAY

TIME	STUDIO A	STUDIO B
5:00-6:00 PM	Tap 2	
6:00-7:00 PM	Ballet 2	Combo 2-4
7:00-8:00 PM	Jazz 2	Combo 5-7

THURSDAY

TIME	STUDIO A	STUDIO B
5:00-6:00 PM		
6:00-7:00 PM	Lyrical 1	Hip Hop 2
7:00-8:00 PM	Lyrical 2	Hip Hop 1

PAY SCALE

Faculty Name	Pay Rate/Hour	Hours/Week	Weekly Amount	Monthly Pay
Emily Schmukal	\$0	8	\$0	\$0
Karlee Vriezema	\$26	9	\$234	\$936
Dara Brown	\$26	11	\$286	\$1,144
Lauren Bakula	\$26	8	\$208	\$832
Tucker Ames	\$26	4	\$104	\$416
Adam White	\$26	2	\$52	\$208
Isabella Schmukal	\$20	16	\$320	\$1,280
TOTAL			\$1,204	\$4,816

EXPLANATION

Experience	Pay/Hour
Business/Arts Degree	\$26
Office Staff	\$20

Based on the average pay rate of dance teachers in Chicago, \$23/hour

Instructors are requested to charge at a \$1/minute rate for private lessons, which are booked upon request by students; all payments go straight to the instructor

SUMMER TUITION

# of Classes	Weekly Price
1 Class	\$60
2 Classes	\$115
3 Classes	\$170
4 Classes	\$225
5 Classes	\$280
6 Classes (unlimited/company students)	\$335

- Tuition will be due at the end of each week that classes are taken
- Summer enrollment will be done weekly, rather than monthly, to allow for more schedule flexibility for students on break

PLANS FOR GROWTH

Rhythmic Studios plans to implement many tools and procedures to help promote the growth of our studio during its first few years. For instance, marketing is a major area of focus, especially in our first year, in order to get our name out in the community and build a strong reputation from the beginning. We plan to advertise in local magazines and newspapers, as well as make sure that our website and social media are up to date and being used efficiently to reach a broader audience. We will put all of our in-studio events on Naperville's local calendars to catch the eye of other community members. We plan to hold open house events at the beginning of the fall and spring terms to allow community members to see who we are and what we can offer. In addition, we will offer a free trial class and voided enrollment fee to people who come to the open house and choose to sign up. These actions will hopefully lead to growth in enrollment of all ages, as well as build a name for ourselves in the community of Naperville.

As the studio grows in terms of enrollment, we hope to see an increase in our number of members in the company. More company members will allow us to go to more competitions and conventions each season, which will not only promote our name in Naperville and Chicago, but in outside areas as well. Rhythmic Studios strives to continually update our offerings with what is in demand in the industry. This means we may expand our specialty class options and increase them to twice a week. After our first few years of being open, we hope to expand into a larger nearby location that will allow for 3-4 studios, in turn giving more opportunities for class offerings and separation of levels. Members of the Rhythmic Company are expected to attend all summer classes and intensives that apply to their age group/level, and are encouraged for all studio students. We do not plan to attend a Nationals competition in the first summer, so these classes and intensives will help to keep company members trained and while on break.

ADVERTISING

All summer advertising and social media posts will remain consistent with Rhythmic Studios' branding and look. We will continue advertising through our website, social media, magazine advertisements, and flyers around the community. Below are two sample advertisements to be used on social media as well as flyers to promote enrollment for summer classes/camps and the upcoming season.

SUMMER SOCIAL MEDIA:



WEBSITE ADDITIONS:

Following our first full dance season, we plan to have a larger gallery of internal photos and videos from showcases, recital, competitions, picture day, classes, etc. This will allow us to update the website with more photos of our actual students, and add videos to showcase our students and market the studio. In addition, the “News” page will be updated with all end of the year and upcoming summer information to inform current students and hopefully grab the attention of prospective students.

EXPANSION

SHORT TERM (1-2 YEARS):

- **Increased Programming**

- Within first year, create a set weekly Musical Theater class for levels 1 and 2; this will allow the Thursday “Specialty Class” to rotate between a larger variety of topics
- Create additional Barre/Zumba class time offerings for adults during weekdays; potentially early mornings or afternoons, depending on what is most popular for people; this will potentially market to other adults than the parents of currently enrolled students

- **Increased Enrollment**

- Following our first full year, we plan to retain at least 75% of our students, and hope to increase enrollment by 15% going into the next season
- Accomplishing increased enrollment will depend on our marketing/advertising, and quality of summer offerings; we will encourage current families to share our info with other friends and family in the area

- **Advertising Improvements**

- Following each semester, the staff and owner will analyze the marketing and advertising formats used prior, determining which are worth continuing and which should be cut
- The studio will begin paid advertisements on social media to promote enrollment at the beginning of each semester

- Studio representatives will attend community events (festivals, parades, etc.) to market the studio
- **Facility Improvements**
 - The studio will constantly be improving its facility to look its best at all times; after the first year, this includes adding new décor and pictures to the lounge areas, as well as ensuring that all dance floors are in proper condition
 - The studio will purchase 3 portable tap boards to be kept in the student lounge area for practicing
- **Increased Tuition Rates**
 - Following the second year, the studio will increase tuition rates by 5%; this will provide more money to contribute to studio renovations, any additional programming, etc. that we would like to incorporate in the following years, and promote further financial stability for the studio
 - The additional revenue will allow the owner to begin paying herself a fixed salary

LONG TERM (5-7 YEARS):

- **Studio Renovations**
 - Within years 4-5, we would like to improve our lounge areas by adding new furniture and appliances that students can use to increase comfort for those who are likely to be at the studio for many hours each day
 - In year 5, we would like to renovate the flooring in one studio; both studios currently have a marley overlay, but considering that tap is one of the most popular styles offered at the studio, we feel that is important to have a wood floor. We will

take up the marley in one studio and add a wood overlay that is practical for tap, while also still useful for the other styles offered

- **Establish Community Involvement**

- Once the studio and its competition team have a more established presence within the community, we will be able to make guest appearances and performances at various community events
- These events include the annual Fourth of July event and Christmas Parade, where selected competition team members will perform to market and promote the studio, while also getting new performance experience

- **Faculty & Staff Additions**

- By year 5, we would like to hire an assistant to the Front Desk Manager; this person will primarily be in charge of social media and marketing aspects of the studio, but will also be available to assist in administrative tasks, seeing as this will become more complicated with increased enrollment over the years
- In addition, we would like to hire another full-time teacher to assist in company choreography and rehearsals, as we anticipate growth of this program
- Additional faculty and staff will allow the owner to step back from a few of her previous in-studio responsibilities to focus on more big-picture goals and growth tactics

- **Rhythmic Company Growth**

- We anticipate a high demand for students to join the company
- Over the years, we plan to grow the company in enrollment, as well as responsibilities and activities to participate in throughout the years; this includes

number of competitions and conventions each year and number of pieces that company members will be cast in

- In the 5th year, we anticipate there will be a need for an addition of a new team to the company; this means there will be three separate age/level divisions rather than the current two, due to the increased number of company members

- **Increased Tuition Rates**

- We plan to increase tuition rates by 5% every 3 years or so, depending on current enrollments and goals for the studio
- We will monitor the financial state of the studio, and needs of our families to ensure retention and enrollment growth, while working to benefit the studio and the wellbeing of its faculty and staff



RHYTHMATIC STUDIOS



FINAL BUDGET

FINAL BUDGET

The final budget for Rhythmic Studios shows the entire expenses required to open the studio, as well as the monthly expenses and revenue to support this cost and keep the studio financially stable. The startup cost for Rhythmic Studios totals to \$40,700.05, which includes all finances required to create and open the business. Included in this amount is \$4,500 that is set aside as cushion money for unexpected expenses we may incur in the process. Because of the money the owner and her spouse have saved throughout their years in professional work following graduation, they will open Rhythmic Studios debt and loan free, creating financial stability right from the start. The startup money required to open the studio will be funded primarily from the owner's savings account with the help of some gifts from her family members, as they know this has been a dream of hers for many years that is finally coming to fruition.

Within the first year, we anticipate the studio to incur a monthly expense of \$13,045.97, which includes costs related to advertising, basic supplies, studio maintenance, etc. In turn, we expect a monthly income of \$38,445.00 from enrollment fees and tuition payments, based on our anticipated first-year enrollment. After subtracting our monthly expenses, the studio will have a net monthly profit of \$25,399.03 that will be used to fund studio activities, lead to expansion for further establishment, and placed in savings to increase the financial stability of the studio. The amount of net monthly profit is plenty enough to cover additional studio costs that may incur.

Dance Studio Management

Studio Budget

September-May

Start Up Costs		Monthly Costs		Monthly Income	
Section Two		Section Two		Tuition	37895
Business Setup Fees (lawyer/accountant)	3500	Salaries	4816	1/12 Enrollment Fee	550
Licensing/ Business (city/state) Setup Fee		Licensing (If annual / by 12)		Total	38445
Section Three		Section Three			
Gas Hook Up/Deposit	50	Gas	175	Net Monthly Profit	25399.03
Electric Hook Up/Deposit	50	Electric	175		
Phone & Internet Hook Up/Deposit	100	Phone & Internet	125		
Trash Set Up/Deposit		Trash			
Water Hook Up/Deposit		Water			
Cleaning Start Up	212	Cleaning	275		
Rent Deposit & Assessment		Rent	6867		
Section Four		Section Six			
Painting Expense (paint, supplies, labor)	1858.72	Office Supplies	76.63		
Non-dance room Flooring	1533.87	Music	9.99		
Furniture	4295.16	Insurance	194.87		
Decorating	1304.82	ASCAP/BMI/SESAC	46		
Additional Décor Expenses		Monthly Dance Software Fee	38.25		
Section Five		Section Eight			
Tools to build dance floors		Advertising	200		
Materials to build floors	8592.48	Website Maintance	1.25		
Labor to build floors		Social Media Posting Tool	12.99		
Barres	1678.8	Printing	32.99		
Mirror	4458.9	Section Nine			
Observation Window		Monthly Loan Payment			
Camera/Monitors	99.98				
Section Six		Total To Date	13,045.97		
Start up Office Supplies	720.12				
Start Up Music Supplies	19.98				
Computer & Software	38.25				
Office Equipment	2,564.85				
Sound Equipment	2,657.88				
Section Eight					
Logo					
Sign	1530				
Website	1.25				
Newsletter Printing	32.99				
Advertising Start Up	900				
Section Nine					
Purchase Price- Down Payment (if applicable)					
Purchase Price- Monthly Loan (if applicable)					
Cushion Money	4500				
3 Months Security Amount					
Total To Date	40700.05				

Income - Wages

September-May

General Studio Setup	
Enrollment Total:	220
Number of Faculty:	6
Number of Staff:	1
# of Classes Offered per week:	29

Tuition Chart	Monthly Charge
1 hour tuition:	60
2 hour tuition:	115
3 hour tuition:	170
4 hour tuition:	225
5 hour tuition:	280
6 hour tuition:	335
Company dancers:	28 (245/9 months)

Class Income:	Monthly Price	Number of Students	Monthly Revenue	Annual Revenue (9 months)
1 Class a week	60	45	2700	24300
2 Class a week	115	60	6900	62100
3 Class a week	170	20	3400	30600
4 Class a week	225	15	3375	30375
5 Class a week	280	25	7000	63000
6 Class a week	335	40	13400	120600
Company Students	28	40	1120	10080

Total			37895	341055
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Payroll Expense	Pay per Hr/Class	Total Hrs/Classes a Month	Monthly Expense	Annual Payroll Expense (9 months)
Owner	0	32	0	0
Teacher #1	26	36	936	8424
Teacher #2	26	44	1144	10296
Teacher #3	26	32	832	7488
Teacher #4	26	16	416	3744
Teacher #5	26	8	208	1872
Office Staff	20	64	1280	11520

Total			4816	43344
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Summer Income - Wages

June-July

General Studio Setup	
Enrollment Total:	65
Number of Faculty:	3
Number of Staff:	1
# of Classes Offered per week:	12

Tuition Chart	Monthly Charge
1 hour tuition:	65
2 hour tuition:	115
3 hour tuition:	170
4 hour tuition:	235
5 hour tuition:	290

Class Income:	Monthly Price	Number of Students	Monthly Revenue	Summer Revenue (2 months)
1 Class a week	65	5	325	650
2 Class a week	115	10	1150	2300
3 Class a week	170	10	1700	3400
4 Class a week	235	15	3525	7050
5 Class a week	290	25	7250	14500
Intensives	450	55	24750	49500
Camps	400	50	20000	40000
Total			58700	117400

Payroll Expense	Pay per Hr/Class	Total Hrs/Classes a Month	Monthly Expense	Summer Payroll Expense (2 Months)
Owner	0	16	0	0
Teacher #1	26	16	416	832
Teacher #2	26	16	416	832
Office Staff	20	20	400	800
Total			1232	2464



RHYTHMATIC STUDIOS



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Works Cited

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