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DANCECO

LTD

ST. ALBERT & EDMONTON

Student & Parent Handbook

Introduction to DanceCo

Our goal is that ALL our dancers are continually inspired and challenged to learn and improve their dance technique, in a warm and enjoyable environment. We encourage each student to work at their own personal best in a friendly and nurturing atmosphere. Our focus at DanceCo is the life skills that are achieved through participating in dance. Our experienced and professional instructors provide personal attention and positive motivation to all students whether they are working at a recreational or competitive level.

Contact Information

Email: dancecoltd@gmail.com

Website: www.danceco.net

Online Account: <https://www.thestudiodirector.com/dancecoltd/portal.jsp>

Edmonton Studio

Address: 9104 – 179 Ave

Phone: 780.760.1899

St. Albert Studio

Address: 9030 McKenney Ave

Phone: 780.460.1899

2026-2027 Calendar

September 14	Full Year Classes Commence
September 30	National Day For Truth and Reconciliation (Closed)
October 12	Thanksgiving (Closed)
October 31	Halloween (Open)
November 11	Remembrance Day (Closed)
December 13	Winter Showcase (Pre-School & Primary Programs)
December 14 - January 3	Christmas Break (Closed)
January 4	Full Year Classes Resume / Half Year Classes Commence
February 15	Family Day (Closed)
March 1 - 4	Dress Rehearsal (Core and Competitive Classes)
March 26	Good Friday (Closed)
March 29 - April 4	Spring Break (Closed)
May 24	Victoria Day (Closed)
June	Year End Recital (Dates TBA)
October / February	Watch Weeks (Dates TBA)
April / May	Photos (Dates TBA)

DanceCo Ltd. will not provide separate make-up classes for those cancelled due to Stat Holiday or weather conditions.

Expectation of Students

Attendance and Punctuality

All students are expected to attend classes regularly and on time, in consideration of the teacher and the other students. If lateness or absenteeism continues despite reminders and opportunities to improve, it may affect eligibility to attend competitions with the team.

Conduct

We ask that all students respect the DanceCo studio and their fellow dancers by; using the boot racks provided or placing shoes neatly in the front lobby area, remaining quiet, & refraining from running or throwing items in the lobby, change room and hallway areas. Dancers eating in these areas are expected to clean up after themselves. Water bottles are acceptable in the studios. Food, other drinks and gum are not. Cell phones must be turned off while dancers are in class.

Dress Code

All Full-Year and Half-Year dancers are expected to adhere to the Specified Dress Code Requirements.

Expectation of Parents

Attendance and Punctuality

It is appreciated if parents advise administration if any dancer will be missing class two or more weeks in a row via email dancecoltd@gmail.com or voicemail (St. Albert) 780-460-1899 (Edmonton) 780-760-1899.

Conduct

At DanceCo we feel that every child is entitled to dance and is to be treated with kindness and respect. We ask that all parents refrain from judging the dancers. We also expect that only positive comments and actions will be relayed between parents as well as toward ALL our dancers.

Parking

For the safety of the children we request that parents DO NOT STOP OR PARK in the fire lane in front of the St. Albert studio. If your dancer is too young to locate your vehicle in the parking lot please come inside the studio to meet them.

Staying Informed

Remaining aware of what is happening within your child's program is extremely important. We at DanceCo attempt to do everything possible to ensure that all parents and dancers are well informed. E-mail is our preferred method of communication for newsletters, updates, etc. We also request that you check our studio bulletin board, tv screens and website at www.danceco.net on a regular basis to stay informed of all pertinent information.

Supervising Dancers and/or Siblings

A play area is available in the lobby area to assist in keeping siblings occupied. Dancers are also welcome to do homework, eat or visit in the lobby or change room area. Our receptionists are available to assist parents and dancers when necessary, but are not expected to babysit the dancers or siblings. Please ensure your children are aware of ALL rules and that you supervise your children if you are in the lobby.

Costuming Information

All dancers enrolled in the Full Season & Jan to June Dance Program will be required to purchase a costume for each class that includes choreography. A \$75 costume deposit per dancer/per class, excluding Ukrainian Classes (please see Ukrainian Costume section below) is payable at time of registration (in the form of pre-authorized credit card or Rotessa). Costume Deposits are non-refundable unless written notification is provided to the DanceCo Administration Department prior to October 1st for full season classes or January 1st for half season classes. The balance of costume fees will be charged to family accounts in the spring as the costumes arrive and are due upon pick up. Once your dancer's costume has been ordered, you are responsible for the full price of the costume.

Costume prices may vary due to exchange rates, shipping, duties, and supplier costs. We strive to keep all costume fees as affordable as possible while maintaining quality and performance standards. The average price of each costume is \$90-\$120 for our younger dancers, \$120 to \$175 for our Core Program Dancers and \$150 to \$195 for our Competitive Program Dancers.

Please note that costumes are ordered based on a general measurement chart. Therefore, it is possible that minor alterations may be required for your dancer's costume(s). Alteration fees incurred are the responsibility of the parent/guardian.

Ukrainian Costumes – Costuming for the Ukrainian classes is quite elaborate including intricate stitching and head pieces. The costumes are also designed in such a way that they typically may be worn for several years. As a result, they are in the \$300 and up range.

Costume Requirements – A "Costume Requirement Sheet" will be provided via email and/or posted online for each class. Included in the costume requirements sheet will be; The Instructors Name, Class Discipline, Class Day and Time, Name of the Class Dance (as listed in the recital program), general performance dates, a description of the costume, as well as detailed information regarding the tights, shoes, hair, makeup and accessory requirements for each dancer.

Dance & Costume Accessories - Dance tights, performance hair clips, performance earrings, makeup, eyelashes and lash adhesive are available for purchase at reception prior to Dress Rehearsal, Festivals and Recital. All purchases are non-refundable.

Competition Information

All core full year classes participate in 2-3 competitions and all competitive full year classes participate in 3-5 competitions in the Edmonton area in the Spring. They provide the dancers the opportunity to perform their class dance on stage in front of an audience, and have an adjudicator (judge) assess their performance. All participants of competitions will receive a medal for each performance based on the adjudicator's assessment. Each class will perform once at each of the competitions and may be required to perform during the school/workday. An estimated 2 to 3 hours will be required at the venue for each performance. Participating in competitions is optional for Core Program Dancers. If your child does not wish to participate in the performance, please inform us in writing prior to November 1st. Participating in competitions is mandatory for Competitive Program Dancers.

***All in-studio classes will be cancelled for the duration of each competition.**

Competition Fees - There is an additional fee to participate in competitions. The average cost for two-three competitions is \$150 to \$225 per student, per class (core classes). The average cost for 4 festivals/competitions is \$250 to \$325 per student, per class (competitive classes). A \$95 competition fee deposit (per dancer/per class) is required by pre-authorized credit card or Rotessa at time of registration – payable November 1st. Competition Fee Deposits are non-refundable unless written notification is provided to the DanceCo Administration Department prior to November 1st, that the dancer will not be participating in competitions. The balance of competition fees will be posted to family accounts December 10th. Payment in full is required at that time and is non-refundable.

*Specific dates and times for each competition are set by the competition organizers and are usually provided to DanceCo for posting within 3 to 4 weeks of the start of each competition. These schedules will be distributed via email and posted online and at the studio.

Dress Rehearsal – A mandatory full dress rehearsal is held at the Arden Theatre in early spring for all dancers participating in competitions. Performing on a stage is quite different than dancing in-studio. We feel it is important for our dancer's to have the opportunity to dance on a stage prior to performing at competitions. Doing so can increase their comfort level on competition day by providing them with a sense of what it is like to perform under the bright lights of a stage in front of an audience. This also gives them a better understanding of instruction they have received in-studio in regard to which curtain's to enter and exit through, where centre and quarter stage marks are located and how they relate to the spacing of their dance. It also allows for any unforeseen issues with props, costumes, hair and makeup to be worked out. A nominal fee is included in each dancer's competition fees to cover the cost of the theatre rental.

Additional Dancer Opportunities & Miscellaneous

Exams

We offer exams at various levels and in various disciplines in your competitive program. They are not compulsory, however in certain circumstances, they are highly recommended. Please do not hesitate to talk to your dancer's instructor, or leave a message for Management, if you are interested in finding out more about our exam policy.

STAR Team

This is a program that has been set up for our younger dancers (minimum age 12) who are enrolled in 2 or more hours of dance to assist in classes. It is an excellent opportunity for our dancers to learn firsthand what is involved in becoming a dance instructor while providing assistance to the instructor. We are continually looking for new members and will have information out each August about applying.

DanceCo Dancers Performing Company

The DCD Performing Company is a group of dancers that perform at various venues throughout the year as well a travel opportunity in the summer. Members are selected by audition, with pre-requisites being a minimum of 8 years of age and enrolled in a minimum of 2 hours of dance per week with a strong technical and performing background. The performing company provides excellent opportunities for dancers to perform in front of audiences for entertainment only with no judging panels.

Prior to providing permission for your dancer to audition for the performing company it is important for the dancer and parents to understand that selection is done by an audition process where dancers are selected (by either in-studio or outside-studio instructors) based on specific criteria that may include; technique, ability to pick up and retain choreography quickly; overall performance level, attitude and stamina. Auditions are a great learning experience for dancers and it is important for them to understand that NOT ALL dancers will be chosen for the company.

In addition, it is important for the parent and dancer to understand the time and financial commitment required.

DanceCo Ltd. does not operate the Performing Company every year.

Birthday Parties

We provide studio space, a qualified dance instructor and a party area for those wishing to have a Dance Birthday Party. The non-refundable fee is \$195 for up to 10 children and \$10.00 extra for each additional child. A \$50 non-refundable deposit is due upon confirmation of the booking. The balance is due the day of the party based on the number of guests. Please see reception for further information on booking a party and payment details.

Summer Camps & Intensives

We offer summer dance camps and intensives during the months of July and August. Camps offer a fun week of Dance, Crafts and Activities for ages 3 and up. Intensives are geared more towards competitive dancers looking to continue their training throughout the summer.

Consignment Dancewear & Shoes

Those interested in purchasing and/or selling used dancewear and/or shoes may do so through the St. Albert DanceCo Consignment Shop. Lightly worn bodysuits and shoes which are included in the DanceCo Dress Code Requirement List may be consigned. All sales are final and non-refundable. Please see reception for further information.

Answers to Common Questions about Dance Competitions

How Do They Work?

The dance is placed in a category with dancers of similar age and ability. They perform their dance number on stage and an adjudicator (judge) awards them a percentage based on their performance. This percentage determines what type of medal or placement they will receive. The adjudicator bases their decision on what expectations he (or she) has of dancers at the age and ability level. Scheduling is broken down into time slots (or categories) that are usually ½ hour to 1 hour of various performances. All the dancers go back up on stage for adjudication after their category/time slot has been completed. At this time the adjudicator comes up on stage with the dancers and provides them with some feedback on their performance, as well as informing them of what their medal standing was. The competition organizers will distribute the medals at this time.

How Are They Scheduled?

Competitions are run slightly different depending on the company organizing each one. However, they usually operate from 9 am to 9 pm during the designated days. All dance studios are required to have their information (regarding which classes and dancers are going to participate) and all their funds, submitted prior to specific deadlines. The organizers review all the submissions and develop a timeline from that point. In early spring they will send out exact dates and times as to when each class will dance. There is always the chance that your child may end up being scheduled during school / work hours.

Are Competition Fees Refundable?

The only way Competition Organizers are able to prepare a working schedule is to require studios to guarantee participation at time of registration. For this reason, studios are required to remit a non-refundable payment of all entries at time of registration to each organization, by a specific cut-off date. As a result, we cannot provide refunds to customers should their dancer be unable to perform.

How Much Time Does It Take?

We expect our dancers to arrive at the competition location at least one hour prior to their performance time, with hair, make-up, and costuming complete.

Some competitions are divided into ½ hour to 1 hour increments. At the end of each section, adjudication takes place. Dancers do not have to stay for adjudication, but it is highly recommended. Depending on whom the adjudicator is, this process can take from 10 minutes to 20 minutes. So overall, we suggest to all our families that they allow at least three hours for being at each festival. Other competitions are divided into ½ hour to 1 hour increments. However, award presentations may only take place a few times a day. Should the next scheduled award presentation take place shortly after the dancers perform we recommend the dancer's stay. However, dancers are not expected to remain for a presentation that is scheduled several hours after a performance.

Can I Take Photo's or Video of My Dancer's Performance?

Festival/Competition organizers do not allow any type of photography (video or still) in the theatre. Doing so can result in disqualification of the entire group and/or studio. Some festivals have videos and still photos available for purchase.

Is Admission Charged?

Most Festivals/Competitions now charge admission. Rates may range between \$10 and \$15 per person. Multiple day & weekly rates may be offered.

Are Programs Available?

Programs are usually available for a minimal fee.

Competition Procedures & Etiquette

Time Frames

All dancers are required to be at each competition AT LEAST ONE HOUR PRIOR to the time they are scheduled to go on stage. Their hair, make-up and costuming should be complete by this time. Full stage make-up is required. Costumes should be clean and neat.

Meeting Place

Dancers will meet inside rehearsal hall. If the teacher is not right there, please be patient, as he/she may be backstage putting another group or soloist, on stage.

Personal Items & Cell Phones

All personal items should be left with a parent, or in the change room. Valuable items should be left at home. The teachers are unable to look after everyone's various items so we would ask everyone to have their jewellery, hair ties, sweaters, etc. stored away prior to going to rehearsal hall. This is especially relevant with cell phones. The teachers are asking that all cell phones are either left at home, or with a parent, for the duration of the time that the dancers are with their teacher.

Absenteeism

If a situation arises wherein a dancer is unable to attend a competition, or will be late, please advise the teacher so that the group can proceed with their rehearsal.

Procedure Before Performing

Once all members of the group have arrived, the teacher will proceed to the rehearsal hall so they can run through their number prior to their performance. From this time forward, the teacher will take charge of the students and family members may proceed to the theatre.

PARENTS ARE NOT ALLOWED IN THE REHEARSAL HALL

Procedure After Performing

After they have performed, the dancers will either remain with the teacher, (dependent on the age of the performers, and how many numbers remain before adjudication), or they can enter the auditorium to watch the remaining dances. The competition organizers will announce when they want all dancers backstage for adjudication. Once adjudication is complete, all dancers are free to leave.

On Stage Expectations

Dancers are to remain in their costume until after adjudication unless they have another dance coming up soon after. In this case they are permitted to change into their next costume before going on stage for adjudication. However, Dancers must not be in the theatre, or on stage for adjudication, in a costume that they have not yet danced in – unless it is covered up. They can slip on their DanceCo jacket or hoodie for this. Dancers are required to stand still and remain quiet on stage while waiting for the adjudicator, and while the adjudicator is speaking.

Off Stage Expectations

Dancers are required to stay with the group at all times, unless the teacher has given them permission to do otherwise. We expect all our dancers to always be respectful of other performers and to refrain from any foul language or negative comments.

AUDIENCE MEMBERS – PLEASE ABIDE BY THE FOLLOWING RULES:

- When entering or exiting the theatre, wait until the music stops. This allows fewer distractions in the theatre when a performance is in progress.
- Food & drinks (other than water) are not allowed inside any of the theatres.
- RESPECT ALL DANCERS - Every dancer getting up on stage to perform deserves respect and appreciation from audience members, and other dancers. Competitions should be a positive learning experience for all involved. Please encourage and congratulate your dancer, her group members, and even other "competitors". Having fun and performing on stage is our main purpose for entering festivals. Please make us proud by displaying EXCELLENT SPORTSMANSHIP at all festivals and/or competitions.

Withdrawals & Explanation of Fees

Withdrawal from full season dance classes is required to be submitted via email prior to the end of the current month. No further monthly payments will then be charged to your card, with the exception of balances due on costumes or competition fees.

Registration Fees – Non-refundable or transferable

Tuition Deposits – Non-refundable or transferable

4 or 6-Week Classes – Non-refundable or transferable

Solo, Duet, Trio and/or Special Group Fees – Non-refundable or transferable

Exam Fees – Non-refundable or transferable

Workshop Fees – Non-refundable or transferable

Consignment Items – Non-refundable

DC Wear – Non-refundable

Costume Fees:

Deposit – Non-refundable or transferable after October 1 (Full Season) / January 1 (Half Season)

Balance – Non-refundable or transferable – customer is responsible to pay the balance of the costume fees once the costume has been ordered for the dancer.

Competition Entry Fees:

Deposit – Non-refundable or transferable after November 1st

Balance - Non-refundable or transferable – customer is responsible to pay balance of the competition fees once the funds have been remitted to each Competition Organization by DanceCo on the customers behalf.

Fee Schedule

Full Season Program Tuition Fees - Are based on total hours per family per month. The monthly fee schedule is calculated by dividing the **FULL SEASON** tuition by 10 to provide for easy monthly instalments. Consequently some months will have more weeks of dancing than other months, but the monthly instalment remains the same. A non-refundable tuition deposit equal to 2 monthly instalments and registration/administration fee is required at time of registration accompanied by either a series of post-dated cheques, or Visa/MasterCard/American Express information for authorization of monthly payments, for the remaining 8 months tuition instalments (Oct to May), recital costumes fees and performance fees, if applicable.

Hours/Week	Installment/Month	Hours/Week	Installment/Month	Hours/Week	Installment/Month
0.50	54	7.25	271	14.00	391
0.75	64	7.50	276	14.25	394
1.00	75	7.75	281	14.50	397
1.25	87	8.00	286	14.75	400
1.50	99	8.25	291	15.00	403
1.75	112	8.50	296	15.25	405
2.00	118	8.75	299	15.50	408
2.25	126	9.00	304	15.75	411
2.50	131	9.25	308	16.00	412
2.75	143	9.50	314	16.25	414
3.00	153	9.75	317	16.50	416
3.25	160	10.00	323	16.75	419
3.50	170	10.25	327	17.00	421
3.75	180	10.50	332	17.25	424
4.00	189	10.75	337	17.50	427
4.25	194	11.00	342	17.75	429
4.50	200	11.25	346	18.00	432
4.75	206	11.50	350	18.25	435
5.00	214	11.75	353	18.50	437
5.25	219	12.00	358	18.75	439
5.50	226	12.25	363	19.00	441
5.75	236	12.50	368	19.25	442
6.00	243	12.75	373	19.50	443
6.25	250	13.00	378	19.75	447
6.50	255	13.25	382	20.00+	450
6.75	262	13.50	384		
7.00	267	13.75	387		

PLEASE NOTE THAT TUITION FEES DO NOT INCLUDE GST