

Just For Kix of White Bear Lake
Background and General Information for 2017-2018 Dance Season

Updated 8/12/2017

Just For Kix - background and info

Just For Kix started in Cindy Clough's basement in Brainerd, MN in 1981 and has now grown to over 200 dance programs in 10 different states. There are over 22,000 dancers participating in a Just For Kix dance program across the country!

Mission Statement and Philosophies

Just For Kix Mission is to:

- enrich children's lives and the lives of those who teach them and support them.
- offer quality classes, events, products, services and opportunities to our clients and fulfilling careers to our Directors and Home Office Team.
- reach out to the hearts and spirits of women and men enabling personal growth and fulfillment to those whose lives we touch.
- carry out our mission in a spirit of caring, living the positive values on which our company was built.

Why are we in a church, a school or a city-owned building?

This is a question we get a lot. Just For Kix is a "mobile" dance program. This means that we can teach anywhere as long as we have the music and space we need (Just For Kix provides us with a portable sound system). We are trained to be able to teach with or without mirrors and with or without any other materials. When I started this program in 1996, the Just For Kix home office said to search for places that are near to me and have at least one large room that they are willing to rent out once per week. We started at Redeemer Lutheran Church in the fall of 1996. The church has gone through a few renovations since we started, and we have grown so much that we have utilized up to three rooms sometimes three nights per week. In 2016, Redeemer Lutheran decided to partner with a senior program that required some of the space we use, so we decided to look for a new location. We found a new primary location at Level Up Academy, a public, charter school very close to our old primary location. Redeemer Lutheran Church was very good to our program for 17 years and we appreciate all they did for us. We are very happy at Level Up Academy (LUA) and hope to continue our great relationship for many years to come.

Two years ago, we added a class at the White Bear Lake Armory and now we've got three classes there on Monday nights. The Armory has a gym, so it is a great place to hold dance classes. Unfortunately, it's also a great place to play sports and hold other events, which is why we are only able to utilize it on Monday nights.

This year, White Bear Schools is going to allow us to use a small gym at Sunrise Middle School. They are giving us a trial run to see how it will work out, both for us and for them. The school district does not normally rent regularly to outside groups, but because we've used their facilities

for numerous shows over the last 20 years, they decided to finally make it work. We are very excited for this opportunity! This year, we will hold three classes at Sunrise Park Middle School, in Gym 3, twice per week.

By renting space in existing facilities, Just For Kix doesn't incur the normal expenses like other studios do - cleaning (especially bathrooms), utilities (like heat, air conditioning, phone lines, network/wifi), maintaining things like parking lots, doors, windows, exteriors, paint, signage, etc. There are about a dozen Just For Kix programs in the U.S. that do operate out of their own studios, and they have all said that yes, it's great having your own space to hang items and show off awards and be able to paint the walls any color you like, but it's also much harder because there are so many more expenses that they didn't realize they would be responsible for AND that they would need to have the studio staffed for certain hours of the day. These directors were also financially responsible for any flooring, barres or mirrors they installed - Just For Kix relies on existing buildings, so the corporate office does not fund any capital improvements for youth programs.

I feel very lucky that we've been able to grow our Just For Kix program as big as it has gotten in a church, a school and a city-owned building. WE ARE OPEN, however, to new ideas! If you know of a space that would be perfect for dance classes AND has a reasonable rental rate, we would consider it!

If you have any questions, please contact our Program Director at 651-653-8539 or whitebearlake_mn@justforkix.com, or our Home Office at 218-829-7107 or dance@justforkix.com.