



DANCE FITNESS STUDIO

Mission Statement

Meet me at the Barre strives to bring fun and fitness into one studio for dancers, ex-dancers, and non-dancers alike. Geared towards an audience and of young adults and older, we create a space that is encouraging with varying forms of exercise. Whether dance training is under your belt or not, Meet me at the Barre strives to bring the joy of dance and the world of fitness together.



Values

Encouragement

Power

Confidence

Fun

Strength

Growth

Business Type

Meet at the Barre is an S Corporation. S-corp allows the business owners to be treated as employees for tax purposes. This tax status also can reduce self-employment taxes.

Being the owner and an employee of the studio, S-corp tax status is the best option for the business. I teach classes just as much as I run the behind-the-scenes of the studio. Due to this tax status, I get paid and taxed as an employee, which is more beneficial than being taxed solely as the owner.

This tax status does require my business to spend more money on bookkeeping and payroll services so paying myself does not make any of my employees uneasy or question my financial integrity as the owner. However, due to my husband being a Civil Litigation Lawyer, he works closely with the accountant and makes sure that the studio is still being run the way we want financially in terms of paying my employees and collecting monthly membership fees from the members.

Studio Name

Fitness, especially dance-based fitness, is supposed to be fun! Going to classes should have the same ease as going out with your girlfriends.

I came up with the name for the studio in the hopes of emulating this same ease while having a fun play on words that gives people an idea of what we do here.

The logo includes a fun wine glass to add to the play on words, act as a great marketing item, and also to hint at some of the fun events that take place at the studio. The overall vibe of the studio is a fun night out. Who doesn't love to look great on a night out? Our fitness studio makes it fun to get in shape, stay healthy, and have fun.

Studio Type

Meet me at the Barre is not your typical dance studio. It is a dance fitness studio that combines the workouts of ballet barre, zumba, HIIT, yoga, pilates, and spin to create a lineup of classes that fits everyones favorite routine. The overall feel of the studio is relaxed as we want to create a space in which people can push themselves and reach their personal fitness goals without judgement or any necessary experience.

Since the studio is based in Chicago right on Michigan Ave., people tend to think that my studio is exclusive. However, my instructors and I have tried to go against that stereotype and create a space that is welcoming and accessible to all. Achieving the best physical version of oneself should be something everyone has the opportunity to do.

Age Demographic

The target age for the studio is 16+. Of course, younger members will come with their parents, but the studio tends to have a more mature audience. The studio attracts a lot of college students from Columbia College Chicago and the University of Chicago. It also draws a lot of traffic from people working on Michigan Ave. in the plethora of sorporate buildings, coffee shops, and upper-scale stores.

There are som events that are hosted at the studio that are only open to members 21+, but everyday classes are catered towards people ages 16 to around 50 years old.

Business Licensing

In order to own a business in Illinois and/or work with the people of Illinois, a couple licenses are required.

1

ASSUMED BUSINESS NAME REGISTRATION

Since my studio is not named after me, the state of Illinois requires I obtain an Assumed Business Name Registration from the Cook County Clerk's Office.

REGISTER WITH THE SECRETARY OF STATE

2

Every business that operates in Illinois, whether its home-base is there or not, is required to register the business with the Illinois Secretary of State

3

ILLINOIS DEPARTMENT OF REVENUE ACCOUNT ID NUMBER

Formerly known as the Illinois Business Tax Number, IDOR is required for all businesses that hire employees and sell products. Since Meet me at the Barre does both of these things, an IDOR is required for our business.

Classes

BARRE

Body burn barre- a fan favorite of the studio. Our barre class combines a typical ballet barre with strengthening and conditioning.

PILATES

Strengthening pilates- get strong, aligned, and flexible with our structure pilates workout
Wake-up Pilates- start the day right with a low-impact exercise that will strengthen and elongate muscles.

YOGA

Sunrise yoga- wake up with the sun and get your day started right with relaxing and centering yoga
Reset yoga- end the week with a workout that will feel good on your body and center both your body and mind for the week ahead

HIIT

Strengthening & Conditioning- high intensity interval training is the best way to burn calories, tone your body and sweat. These classes are structured to push members to go as hard as possible for a short period of time. If you love the gym, this is a great workout for you.

JAZZ

Energize jazz- combines the technique used in the jazz style of dance and combines it with a full body workout and stretch. Little to no prior dance technique required.
Revive jazz- similar to Energize, but this class is perfectly geared towards ex-dancers and/or dancers that are looking for a low-stakes class.

ZUMBA

Lunch break zumba- take a break in your work day and enjoy an aerobic workout that gets your body moving.
Sweat it out Zumba- enjoy an aerobic workout inspired by various styles of Latin dance. Listen to an energetic playlist while burning calories and having

SPIN

Classic spin- the most basic of cycling workout classes. Perfect for those looking for a non-stop, low-impact but high intensity workout.
Super spin- perfect for more advanced spin class members. Higher resistance and faster rides will get members in great shape while listening to great playlists.

Class Schedule



MONDAY

6:00-6:50am	Sunrise Yoga w/ Chloe
6:30-7:20am	Classic Spin w/ Kat
9:30-10:20am	Strengthening Pilates w/ Cara
12:00-12:50pm	Lunch Break Zumba w/ Rodney
5:30-6:20pm	Energize Jazz w/ Sophia
6:00-6:50pm	Classic Spin w/ Rodney
6:30-7:20pm	Body Burn Barre w/ Cara

TUESDAY

6:00-6:50am	Wake Up Pilates w/ Ceci
7:00-7:50am	Super Spin w/ Kat
9:30-10:20am	Strengthening & Conditioning HIIT w/ Cara
4:30-5:20pm	Revive Jazz w/ Sophia
6:30-7:20pm	Sweat it out Zumba w/ Angie

WEDNESDAY

6:00-6:50am	Sunrise Yoga w/ Chloe
6:30-7:20am	Classic Spin w/ Kat
9:30-10:20am	Strengthening Pilates w/ Cara
12:00-12:50pm	Lunch Break Zumba w/ Rodney
5:30-6:20pm	Energize Jazz w/ Sophia
6:00-6:50pm	Classic Spin w/ Rodney
6:30-7:20pm	Body Burn Barre w/ Cara

THURSDAY

6:00-6:50am	Wake Up Pilates w/ Ceci
7:00-7:50am	Super Spin w/ Kat
9:30-10:20am	Strengthening & Conditioning HIIT w/ Cara
4:30-5:20pm	Revive Jazz w/ Sophia
6:30-7:20pm	Sweat it out Zumba w/ Angie

FRIDAY

6:00-6:50am	Body Burn Barre w/ Cara
7:00-7:50am	Super Spin w/ Rodney
9:30-10:20am	Strengthening Pilates w/ Ceci
12:00-12:50pm	Lunch Break Zumba w/ Angie
5:30-6:20pm	Classic Spin w/ Rodney

SATURDAY

8:30-9:20am	Body Burn Barre w/ Cara
8:30-9:20am	Classic Spin w/ Kat
10:00-10:50am	Strengthening & Conditioning HIIT w/ Rodney
10:00-10:50am	Classic Spin w/ Kat

SUNDAY

8:30-9:20am	Reset Yoga w/ Chloe
1:00-1:50pm	Reset Yoga w/ Chloe
6:30-7:20pm	Reset Yoga w/ Chloe

SPECIAL EVENTS

Girls' Night Out Zumba w/ Angie & Ceci

1st & 3rd Fridays on every month - 7:00-7:30pm

Bring all of your girlfriends and join some of our favorite zumba instructors for a GNO workout. Whether the class is followed by a night out with the girls, date night, or a night in, kick it off with some fun self-care. BYOB (use membership availability or pay \$30 night of) *21+

Galentine's

Ferbruary 14th 10:00-10:30am

You and your friends are invited to our Galentine's Day pilates. Every friend you bring is an additional 5% off of the class. (Membership packages do not cover this class)

Valentine's

Ferbruary 14th 10:30-11:20am

Bring you and your partner for a love-filled pilates class. Partner gets 50% off class price. (Membership packages do not cover this class)

Class Pricing & Membership Fees

\$22 FIRST CLASS

\$25.50 DROP IN CLASSES

4 CLASSES PER MONTH: \$97

8 CLASSES PER MONTH: \$194

UNLIMITED CLASSES PER MONTH: \$270

*reserve your spot in each class online prior to the start of class or at the end of another class

*failure to show at class reservation leads to a \$15 no-show fee

*monthly memberships are charged to accounts on the first of each month - monthly membership cancellations can be done whenever but the current month will be charged in full

Physical Space



20 N Michigan Ave, Chicago, IL 60602

1st Floor, Suite 100

2,395.82 sqft. for \$33/sqft./year (+ \$621/year for 3 reserved parking spaces)

Multiple unit building, interior access



Insurance



Meet Me at the Barre is covered under K&K Dance Studio and Program Insurance. This insurance covers all dance and fitness practices that take place at the studio as well as the installed equipment that makes these classes possible. Additionally, it covers the general operations, personal injury for faculty, coverage over any damage to the space, and injury for participants/students. The quote covers Commercial General Liability as well as Equipment and Contents.

Workers' Comp: Workers' Comp for my type of business in the state of Illinois is \$24.95 monthly. This fee is covered in the studio insurance.

Annual Quote: \$7,157.50

Monthly Quote: \$596.46

Computer Software



DanceStudio Pro

The studio will use DanceStudio-Pro as the studio software. This software allows for unlimited students, includes a "text-like" communication system with members so no staff members will have to use their personal numbers and we can maintain an appropriate level of professionalism , and has an integrated payment process. It is considered simpler and less expensive than JackRabbit.

Additionally, individual user settings allow me to choose what each faculty member has access to within the software. Overall, the software is user friendly for myself and my staff, allows for accessible communication while keeping a work/personal life boundary, and enables easy payment processes for tuition, fees, and sales.

Price: \$39/month (unlimited students)

Member Handbook



DRESS CODE

Members have the freedom to wear any workout attire they feel most comfortable moving in. Leggings, bike shorts, tank tops, sport bras, and t-shirts are recommended. Certain classes demand specific footwear. Shoes compatible with the stationary bikes can be borrowed from the studio. Barre classes require socks with bottom grips; these can be self-supplied or bought from the studio. Yoga classes will often be done bare foot. Unless specified, normal tennis shoes are appropriate for classes. Hair should be pulled back out of the face.

ATTENDANCE

Spots for classes can be reserved anytime before the start of the class. If a member is no longer able to attend the class, the spot reservation needs to be cancelled within 18 hours of the class start time. If a member fails to cancel the spot within that timeframe, they will be charged a \$15 no-show fee. Members may call the studio to discuss unforeseen circumstances (car problems or accidents, health issues, family situations, etc.) that result in an absence. Contact with an individual staff member (text, dm, etc.) will not count as an excusable form of communication for absences. The studio phone must be the primary form of contact.

TARDINESS

Late arrivals are only excepted within the first ten (10) minutes of class. Any members arriving more than ten minutes late to a class will be charged with the \$15 no-show fee.

MAKE UP CLASSES

Make up classes are only available to studio membership holders. Since the memberships are built on a payment policy of a certain amount of classes a week, members can makeup classes that count towards the allotted amount for that week, i.e. if a member that holds an eight (8) classes/week membership only attends seven (7) classes, they are allowed to add an additional class to add up to the allotted 8. However, the make up class must be completed within three (3) weeks of missing.

Member Handbook



DROP OFF / PICK UP & PARKING POLICY

We understand that parking on Michigan Ave. can be a hassle. If you are being dropped off, have the car pull as close to the curb as possible so you can get out and safely proceed into the building. When being picked up, members are asked to remain inside the 1st floor lobby of the building until they see their car pull up right outside. Additionally, street parking is always available and is free on the weekends.

CLASS DIFFICULTY LEVEL

Meet Me at the Barre offers various workout classes of various difficulty levels. If you are new to a certain style of workout, we recommend trying the easiest level for your first class. If this class proves to be too easy, we welcome you back to try a more advanced class of the same style free of charge. No one will be excluded from any class or any level; however, studio staff will offer advice of where we feel members are best suited in order to keep all bodies healthy and safe.

PAYMENT

Payments vary based on what fitness program works best with each member's schedule. Unless a member purchases a monthly discounted membership, each class will be paid for individually and must be paid for prior to the class starting. The memberships are set up on an automatic payment system and will be charged on the same day every month. As stated in the "Attendance" section, a \$15 no-show fee will be charged if a member does not cancel or fails to show up to a class in which they have reserved a spot.

MEMBERSHIP CANCELLATIONS

Monthly membership plans can be cancelled at any moment. However, if cancellation takes place after a monthly payment, that month cannot be refunded, i.e. if a member is set up to pay each month on the 6th and they don't cancel before then, they will not get the money back for that month.

Member Handbook



MEMBER CONDUCT & STUDIO BEHAVIOR

Meet Me at the Barre strives to create an environment where everyone can reach their fitness goals in the most positive and fun way. The studio still asks for a level of professionalism from each member. We ask that members communicate any and all complications whether it be payments, attendance and/or issues with staff or other members. Promptness and focus in classes is asked of every member.

Every members' fitness journey looks different. Judgement, rude behavior, and discrimination of any kind are absolutely not permitted at the studio. Any member showing behavior of or similar to the ones listed previously will be asked to leave and find a new studio.

DISCIPLINARY POLICIES

Failure to follow any of the studio's policies clearly stated in the handbook will result in communication with the owner. If actions do not change after this meeting, members may be asked to take a break from the studio or be asked to leave the studio all together.

SOCIAL MEDIA POLICIES

Due to the relaxed nature of the studio, we allow faculty and members to follow each other on social media accounts. We do not closely monitor members' social media pages; however, anything that is posted about the studio must be approved and credit given to the perspective instructor.

REGISTRATION FORM

BASIC INFORMATION

Date :

Name

Date of Birth

Phone Number

Email

Address

EMERGENCY INFORMATION

Allergies

Emergency Contact Name

Relation to Emergency Contact

Emergency Contact Phone

Emergency Contact Email

CLASS INTEREST (CHECK ALL THAT APPLY):

☐ Barre

☐ Pilates

☐ HIIT

☐ ZUMBA

☐ Yoga

☐ Jazz

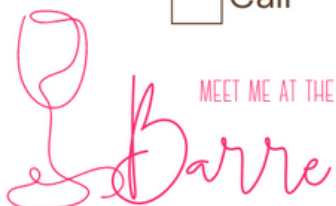
☐ Spin

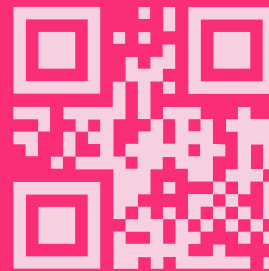
BEST WAY TO CONTACT YOU

☐ Call

☐ Text

☐ Email





DANCE FITNESS INSTRUCTOR

Trained in at least 2 of the following fitness styles:

☐ Barre

☐ Pilates

☐ Jazz

☐ Yoga

☐ HIIT

☐ ZUMBA

☐ Spin

Scan the QR Code above or visit
www.meetmeatthebarre.com for more information and the
link to the job application!



WE ARE HIRING!

STAFF APPLICATION

PERSONAL INFORMATION

Date :

Name

Date of Birth

Phone Number

Email

ABOUT YOU

Three words to describe yourself

Three most important things when it comes to teaching a fitness-based class

INSTRUCTORS ONLY!

TRAINING & CERTIFICATION

*All employees need to be certified in AT LEAST 2/7 fitness styles offered:

CHECK ALL STYLES IN WHICH YOU ARE CERTIFIED/TRAINED:

☐

Barre

☐

Pilates

☐

Jazz

☐

Yoga

☐

HIIT

☐

ZUMBA

☐

Spin

Studio / Gym you trained at:

Number of years you have trained in each style:

INSTRUCTORS ONLY!

All proof of certification needs to be attached to the application before submitting.

Teaching reels and/or filmed material can also be attached along with certification.

OFFICE STAFF ONLY!

PAST WORK EXPERIENCE

List any and all past work experience that equips you to work in the studio office

Special Skills related to job, i.e. number of words per minute, strong excel skills, etc.

ALL APPLICANTS

AVAILABILITY

List any and all days of the week/times that you could be scheduled to work :

ALL APPLICANTS

All applicants, regardless of job title must submit a relevant resumé, and list the information of at least two (2) references.

Reference 1 Name

Phone/Email

Reference 2 Name

Phone/Email

Marketing Calendar

MONTH	MARKETING EVENTS
May	○ Finalize studio brand & marketing brand ○ Create studio website – include class list, instructor headshots & bios ○ Create monthly newsletter templates ○ Begin creating mailing lists ○ Begin creating email lists ○ Create templates for social media posts ○ Create templates for monthly newsletter ○ Order outdoor signage ○ Plan out summer advertisements
June	○ Create social media accounts – Instagram & Facebook ○ 2-3 posts weekly on social media accounts to engage with viewers & grow following ○ Create advertisements for fall enrollment ○ Create posters & flyers for advertisements ○ Publish advertisement in local magazine ○ Post flyer advertisements ○ Mount entrance signage
July	○ 2-3 posts weekly promoting fall enrollment & introducing team ○ Prepare building for Open House in August ○ Send advertisements to mailing lists ○ Continue posting flyer advertisements at local businesses ○ Promote fall enrollment on social media ○ Post signage on lobby directory ○ Advertise August Open House
August	○ 2-3 posts weekly on social media accounts (with additional story posts leading up to Open House & class start date) ○ Hang posters & flyers at local businesses advertising Open House & class start date ○ Advertise Open House on social media accounts ○ Send Open House info to mailing & email lists ○ Announce first official week of classes ○ Release class list and open online class registration ○ Send kick-off monthly newsletter ○ Begin social media series – Meet the Team Monday & What's Coming Up Wednesday ○ Post registration document on website ○ Post faculty application on website
September	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates

	○ Post for social media series ○ Send out monthly newsletter ○ Send out monthly schedule to email lists – Include studio closing for Labor Day ○ Advertise dates & instructors GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
October	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists – include studio closing at 3pm on Halloween ○ Advertise the dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
November	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists – studio closing for Veterans' Day and the dates for Thanksgiving Break ○ Advertise dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
December	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists – including dates for Christmas Break ○ Advertise dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
January	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Promote New Year's Discount Week ○ Send out monthly schedule to email lists – include studio closed for MLK Day ○ Advertise dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
February	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter

	○ Send out monthly schedule to email lists – including studio closing at noon for Presidents’ Day ○ Advertise dates & instructors for GNO ZUMBA ○ Advertise Galantine’s Special Event Class ○ Advertise Valentine’s Special Event Class ○ Continue advertising at local businesses & through mailing lists
March	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists – include that studio is open on St. Patrick’s Day ○ Advertise dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
April	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists – include studio closing at noon for Good Friday & studio closed for Easter Weekend ○ Advertise dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
May	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists – include studio closed for Memorial Day ○ Advertise dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
June	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists ○ Advertise dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists
July	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists ○ Advertise dates & instructors for GNO ZUMBA

	○ Continue advertising at local businesses & through mailing lists ○ Send out info on studio break the first week of August before classes start back up
August	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Advertise classes resuming on the second week of the month – discount week ○ Send out monthly newsletter ○ Send out monthly schedule to email lists ○ Advertise dates & instructors for GNO ZUMBA (only one class this month) ○ Continue advertising at local businesses & through mailing lists
September	○ 2-3 posts weekly on social media accounts (with additional story posts for special events) ○ Update website with upcoming events & special dates ○ Send out monthly newsletter ○ Send out monthly schedule to email lists – include studio closing for Labor Day ○ Advertise dates & instructors for GNO ZUMBA ○ Continue advertising at local businesses & through mailing lists



meetmeatthebarre



meetmeatthebarre Trying to fit in a workout before the day's chaos sets in? Start your morning right and join Chloe for Sunrise Yoga. Class begins at 6:00am. Wake up your body with the sunrise, and start your day with us at the studio!



meetmeatthebarre



GNO ZUMBA

IS TOMORROW

AT 7PM



meetmeatthebarre GNO ZUMBA is tomorrow at 7:00pm! Don't let the name deceive you; any and all are welcome! Bring your friends for a fun ZUMBA class before heading home to get ready for a night out! Put this class on your membership or pay \$30 at the door. You won't want to miss it!



MEET ME AT THE
Barre

DANCE FITNESS STUDIO

FALL ENROLLMENT OPEN NOW!

It's time to reach your fitness goals
in an environment that values
CONFIDENCE, FUN and GROWTH

Enjoy a variety of class styles:

- Barre
- Pilates
- Yoga
- HIIT
- ZUMBA
- Spin
- Jazz

Enrollment
Fee

\$22



CONTACT US, FOLLOW US, & LEARN MORE



615.516.2097



@meetmeatthebarre



www.meetmeatthebarre.com

