

THE SUMMER CAMP CURRICULUM & OPERATIONS BLUEPRINT

A Step-by-Step Guide to Profitable and Engaging Half-Day Camps *Includes: Sample 5-Day Curriculum & Ops Checklist*

Welcome to Your Most Profitable Summer Yet!

Dear Studio Owner,

Let's be honest: planning for summer can be exhausting.

After 38 years of owning a studio, we know firsthand that this time of year can feel like a bit of a grind. You are right in the middle of juggling recital preparations, managing your staff, and wrapping up the spring season. On top of all that, you are somehow expected to find the time and creative energy to build, market, and launch your summer programs from scratch.

It is a lot. But you don't have to reinvent the wheel.

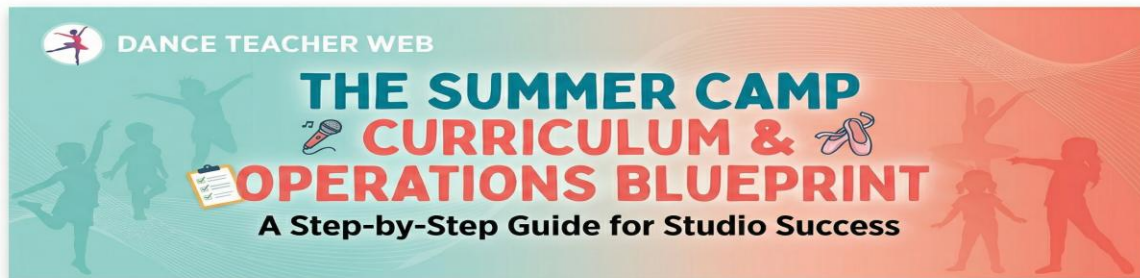
We created **The Summer Camp Curriculum & Operations Blueprint** to take the heavy lifting off your plate. Whether you are looking to attract brand-new students with our *Pink Dreamhouse* mini-camp or just need a rock-solid operational checklist to keep your budget on track, this guide is your plug-and-play solution.

Our goal is simple: to provide you with the smart tools you need to make this upcoming season your most profitable, organized, and stress-free summer yet.

Take a breath, grab a cup of coffee, and dive in. You've got this, and we are right here cheering you on!

To your success,

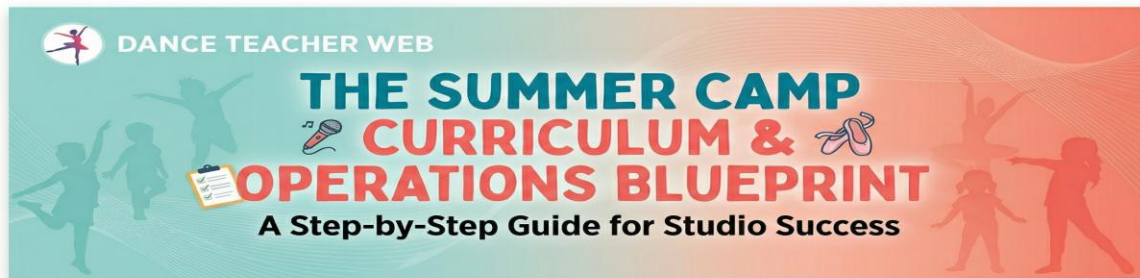
Steve & Angela Sirico Founders, Dance Teacher Web



1. The 3-Hour Mini-Camp Framework

Consistency is key for ages 4-6. Use this exact time-block structure every day to keep dancers engaged, manage energy levels, and give teachers a reliable roadmap.

- **0:00 - 0:15 | Welcome & Warm-Up Circle**
 - Icebreaker question of the day (e.g., "What is your unicorn's name?").
 - Light, seated stretching and imaginative warm-up (reaching for stars, painting rainbows with toes).
- **0:15 - 0:45 | Technique & Center Work**
 - Introduction to basic terminology.
 - Focus on gross motor skills: skipping, galloping, marching, and chassés across the floor. *(Note: Keep choreography strictly age-appropriate; floor work like knee drops should be saved for advanced, older classes).*
- **0:45 - 1:15 | Themed Choreography**
 - Learn 4-8 counts of the "Camp Dance" that will be performed at the end of the week.
- **1:15 - 1:45 | Snack & Storytime**
 - Bathroom break followed by a themed snack.
 - Teacher reads a short book related to the week's theme while dancers rest.
- **1:45 - 2:15 | Creative Craft Station**
 - A daily craft that dancers will use as a prop in their final performance (e.g., decorating a wand or creating a rockstar microphone).
- **2:15 - 2:45 | Creative Movement & Games**
 - Freeze dance, obstacle courses, or parachute play.
- **2:45 - 3:00 | Cool Down & Parent Pick-Up**
 - Review the choreography one last time.
 - Hand out daily stickers or stamps.



2. Sample 5-Day Theme: "The Pink Dreamhouse"

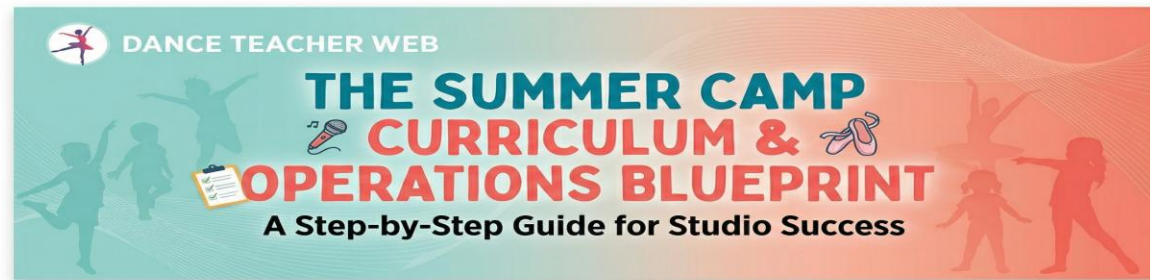
Plug this directly into the framework above for a ready-to-teach curriculum.

- **Monday: Welcome to the Dreamhouse**
 - *Craft:* Decorate pink paper sunglasses.
 - *Dance Focus:* Upbeat jazz walks and posing like fashion models.
- **Tuesday: Beach Day**
 - *Craft:* Design a seashell necklace.
 - *Dance Focus:* Leaps over "sandcastles" (cones) and hula-inspired port de bras.
- **Wednesday: Pop Star Party**
 - *Craft:* Decorate a cardboard microphone.
 - *Dance Focus:* Funky, beginner hip-hop grooves and finding the beat.
- **Thursday: Dreamhouse Pajama Jam**
 - *Craft:* Design a sleep mask.
 - *Dance Focus:* Lyrical and ballet basics; focusing on balance and soft arms.
- **Friday: The Grand Fashion Show**
 - *Craft:* Decorate picture frames for a camp polaroid.
 - *Dance Focus:* Full review of the week's routine.
 - *Finale:* A 10-minute performance for parents during pick-up.

3. The Studio Owner's Operations Checklist

A quick punch-list to ensure your camp is profitable and runs smoothly.

- **Budget & Pricing:** Calculate your hourly rate + \$10/hr "camp premium" for supplies.
- **Staffing:** Assign one lead teacher and one assistant/demonstrator per 12 dancers.
- **Supply Run:** Purchase all snacks, craft supplies, and stickers 14 days prior.
- **Allergies & Medical:** Print out the roster 48 hours in advance and highlight any camper food allergies in red.
- **The "Next Step" Offer:** Print exclusive discount vouchers for Fall Registration to hand to parents at Friday's pick-up performance.



4. The Post-Camp Retention Strategy

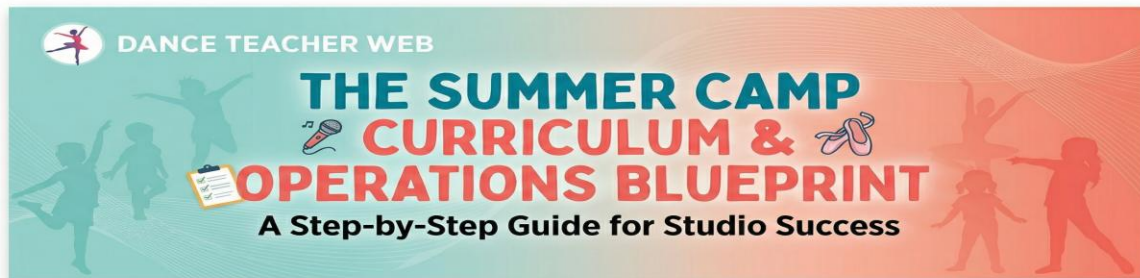
A successful summer camp is your best audition for the Fall season. Don't let those new leads go cold.

- **The 48-Hour Follow-Up:** Send an email to all camp parents within two days of the camp ending. Include a group photo, praise for how well the dancers did, and a direct link to register for Fall classes.
- **The "Camp Reunion" Free Class:** In mid-August, invite all summer campers back for a free 45-minute "Reunion Class." This gets them back in the building right as parents are finalizing their back-to-school schedules.
- **VIP Fall Placement:** Make parents feel special by pre-evaluating their child during the camp. Send a personalized card: *"We loved having [Name] in our Dreamhouse camp! She has great rhythm and we highly recommend placing her in Tuesday's Pre-K Jazz & Tap combo class."*

5. Take the Guesswork Out of Camp Pricing

To ensure your summer programs are highly profitable right out of the gate, you can plug your numbers directly into our interactive tracker.

Check out **Module 3 Studio Ops** [[the Tuition Revenue Forecaster](#)] This tool helps you instantly break down your overhead, material costs, and staff pay so you know exactly what to charge to hit your summer revenue goals.



☀️ **READY TO TAKE YOUR STUDIO TO THE NEXT LEVEL?**

Speaking of Summer...

After putting in the work to build your summer programs, it is time to invest in *yourself*. Join us at the **Dance Teacher Web Conference and Expo** this August 6-9, 2026, in Las Vegas!

- **Ignite Your Creativity**, Build Your Business, Explore A World Class Expo Hall and Give Your Team A Year Long Boost That Will Elevate Your Business.
- **Enjoy Exclusive 6-Month Video Access:** Never miss a moment! Your registration includes on-demand video access to all sessions for six full months at no additional charge so you can review and integrate what you learn at your own pace.
- **Revitalize Your Curriculum:** Discover fresh, age-appropriate choreography and innovative teaching strategies across all styles and levels to keep your students inspired.
- **Streamline Your Operations:** Uncover actionable business strategies and get hands-on with the latest digital resources designed to boost student retention, increase revenue, and simplify your day-to-day.
- **Expand Your Network:** Share ideas, troubleshoot challenges, and build lasting relationships with master teachers, industry leaders, and fellow studio owners from around the globe.

Smart Tools for Today's Dance Educator! Come connect, stay current, and gather the tools you need to make your upcoming season your most profitable and stress-free year yet.

[**\[Click Here to Grab Your Tickets!\]**](#)