

Welcome to



The Academy of Performing Arts



academywi.com

OAK CREEK

9160 S Pennsylvania Ave
414-768-0101

FRANKLIN

10001 St Martins Rd
414-427-1212



Table of contents:

★ Welcome to the Academy of Performing Arts!

Getting Started

- Welcome to APA
- Registration
- Tuition & Fees
- Dress Code

Classes & Performances

- Dance Class Guide
- Recitals & Performances
- Path of a Dancer

More Opportunities

- Additional Opportunities
- Competitive Teams
- Girl Scouts
- Birthday Parties
- Refer a Friend

Resources

- Dance FAQs
- Music FAQs
- Maps
- APA Values



Welcome!



Thank you for choosing APA for our 22nd season! We are honored to be part of your family's journey and are committed to providing quality arts education in a fun, positive, and encouraging environment.

We know there's a lot of information to take in, so we've created this handbook to guide you through everything you need to know.

If you ever have questions, our friendly front desk team is always happy to help.

Welcome to the APA family!

Jamie Cook

Studio Owner



HOW WE GIVE YOU MORE...

- ✓ Small class guarantee for younger dancers
- ✓ Age-appropriate costumes, music, and choreography
- ✓ Two make-up classes per semester
- ✓ 100% money-back guarantee on your first class
- ✓ One-way observation windows
- ✓ Professional dance flooring and tumbling mats
- ✓ Parent waiting and viewing areas
- ✓ One costume used for both dance showcases
- ✓ FREE APA tote bag
- ✓ FREE June Dance Showcase recording
- ✓ FREE Participation medal
- ✓ FREE APA T-shirt
- ✓ Convenient scheduling across dance, music, and theatre

Save with APA Discounts!

- **Sibling Discount:** Save \$5/month for each additional sibling.
- **Multi-Class Discount:** Save \$10 on your second group class and \$15 on your third.
- **Mix & Match:** Discounts apply across dance, music, and theatre group classes.



the academy of performing arts

CONTACT US

-  info@academywi.com
-  Oak Creek: 414-768-0101
-  Franklin: 414-427-1212
-  Mon-Fri: 4-9pm
Sat: 9am-1pm

OUR MISSION

**Building Happy,
Healthy, &
Responsible Kids
Through Arts
Education!**

COMMUNICATION

 Have a question outside of office hours?
TEXT US at: (414) 441-4629

 Email is our MAIN form of contact. Please add info@academywi.com to your safe senders list and check the email you provided us regularly.

 We send out important newsletters on the 1st of every month and they are ALSO posted on our website at academywi.com/blog



[Newsletters](#)

 Need to make changes, payments, or sign up for other classes? Use your APA Parent Portal!

[Click or Scan To Login to Parent Portal:](#)



[Or Learn To Create Your Account:](#)



FOLLOW US ON SOCIAL MEDIA!

 @TheAcademy2005
(The Academy of Performing Arts
- Oak Creek & Franklin)

 @TheAcademy2005

REGISTRATION IS EASY

- ✓ First month's tuition + \$40 annual membership due at registration (\$50 family max)
- ✓ Convenient monthly auto-pay
- ✓ Month-to-month classes
- ✓ Just 2 weeks' notice to withdraw
- ✓ No long-term contracts

Dance Showcases

- ✓ Optional December & June performances
- ✓ 95%+ of students participate
- ✓ No extra rehearsals
- ✓ Choreography learned during class

Included with Your June Dance Showcase

- Performance Recording
- Participation Medal
- Anniversary Trophies (5, 10 & 15 years)
- One costume used for both showcases

For more info scan here:



winter show



spring show

Music/Theatre Concerts & Performances

- Two optional performances each year
- Build confidence and stage presence
- Share your progress with family & friends
- Oak Creek & Franklin perform together
- Theatre students may also perform in plays and musicals

Included with Your June Performances

- Participation Medal
- Anniversary Trophies (5, 10 & 15 years)

Scan for Music Concert & Theatre Performance info



Music Concerts



Theatre Performances

Communications

Our dedicated staff has been busy continuing their education and training, so they're ready to inspire and support every student. As always, if you have any questions or concerns, please reach out to our friendly front desk team - we're here to help!

☎ Text Us: (414) 441-4629

✉ Email Us: info@academywi.com

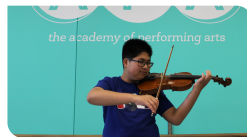
🌐 Parent Portal

📧 Monthly Newsletter - emailed every month
and also posted on our website at
academywi.com/blog





Tuition and Fees



Registration: \$40 annual membership fee / \$50 for families. Due at registration.

Monthly Tuition Fees: School-year tuition (September–June) is divided into 10 equal monthly payments. Tuition is automatically charged on the 15th of each month to prepay for the following month. The final tuition payment is processed on May 15.

Discounts available:

- Multi-Class Discounts: 2nd class receives \$10 off, 3rd class and any additional class receives \$15 off.
- Sibling Discount: \$5 off the less expensive class.

Tuition does not include the following required items: Costumes, dance shoes, leotard, or tights which must be purchased from APA unless otherwise approved.

Dance Dress Code: Dance attire required for all dance classes. [Click HERE to view our dance dress code!](#)

Referral Program: APA dancers that refer new students receive a \$50 class credit. New student must put dancer name in referral section. Credit will be applied to the current APA dancer's account after 2 months of paid tuition.

Earn a FREE Showcase Costume & One Month of FREE Tuition! Families enrolled in a recreational group class from September–June may choose our Pay-in-Full Option. Pay your full school-year tuition upfront and receive one FREE showcase costume (a value of over \$150) plus your 10th month of tuition FREE.

To enroll: Enter "Please charge my account in full!" in the comment field when registering. This authorizes APA to charge your account for the annual membership fee and the full school-year tuition.

Please Note:

- Your FREE showcase costume is included with the Pay-in-Full Option.
- Pay-in-full tuition is nonrefundable.
- No refunds will be issued if a student withdraws before classes end in June.
- Already registered? Email team@academywi.com to switch to the Pay-in-Full Option.

Dance Class Guide

*Costumes are charged on Oct. 15th or one-week after you register. Performances are optional and costumes will be used for BOTH shows!

CLASS	AGES	CLASS LENGTH	WINTER SHOW	SPRING SHOW	COSTUMES
 Ages 2-3	Ages 2-3	30 mins - 6-week session	Doesn't perform	Performs 1 Ballet Dance	\$77 + tax charged in Feb.
 Pre-Ballet	Ages 3-4	40 mins	Performs 1 Ballet Dance	Performs 1 Ballet Dance	\$77 + tax
 Ballet/Tap	Ages 3-4 & Gr. K-1st	1 hour	Performs 1 style	Performs 1 Tap & 1 Ballet Dance	\$77 + tax (shared costume for both styles)
 Poms	Grade K5+	1 hour	Performs 1 Poms Dance	Performs 1 Poms Dance	\$77 + tax (Gr 1 & Younger) \$85 + tax (2nd-5th gr) \$89 + tax (5th and up)
 Hip Hop	Grade K5+	1 hour	Performs 1 Hip Hop Dance	Performs 1 Hip Hop Dance	\$77 + tax (Gr 1 & Younger) \$85 + tax (2nd-5th gr) \$89 + tax (5th and up)
 Ballet	Grade K5+	1 hour	Performs 1 Ballet Dance	Performs 1 Ballet Dance	\$77 + tax (Gr 1 & Younger) \$85 + tax (2nd-5th gr) \$89 + tax (5th and up)
 Lyrical	Grade 2-5	1 hour	Performs 1 Lyrical Dance	Performs 1 Lyrical Dance	\$85 + tax
 Ballet / Jazz	Grade 2-8	1 hr 15 min	Performs 1 Ballet Dance	Performs 1 Ballet Dance & 1 Jazz Dance	\$85 + tax (2nd-5th gr) \$89 + tax (5th and up)
 Tap	Grade 2-8	30 mins	Performs 1 Tap Dance	Performs 1 Tap Dance	\$85 + tax (2nd-5th gr) \$89 + tax (5th and up)
 Acro	Grade 2nd+	1 hour	Doesn't Perform	Doesn't Perform	Workshops Only

All information is subject to change. Please refer to your registration confirmation email for the required attire and footwear for class.

Dance DRESS CODE

Why a Dress Code?

- ✓ Builds confidence and a sense of belonging
- ✓ Keeps students safe and ready to move
- ✓ Minimizes distractions so dancers can stay focused
- ✓ Creates a professional and respectful classroom environment

Ages 2.5-3
Ages 3-4



- Leotard: Pink
- Tights
- Ages 2.5-3
Shoes: Ballet
- Ages 3-4
Shoes: Ballet, Tap

Grades K5-1st



- Leotard: Lavender
- Tights
- Shoes: Ballet, Tap, Jazz

Grades 2nd-4th



- Leotard: Mulberry
- Tights
- Shoes: Ballet, Tap, Jazz, Lyrical

Grades 4th-6th



- Leotard: Navy
- Tights
- Shoes: Ballet, Tap, Jazz, Lyrical

Grades 7th-Teen



- Leotard: Black
- Tights
- Shoes: Ballet, Tap, Jazz, Lyrical

Hip Hop



- APA T-shirt
- With black leggings/yoga pants/black shorts
- Hip Hop shoes

* GET THE SHOES THAT CORRESPOND WITH YOUR CLASS(ES). POMS STUDENTS WEAR JAZZ SHOES.

BALLET SHOES

AGES 2 - UP



(BLACK FOR BOYS)

LYRICAL SHOES



TAP SHOES

AGES 3 - UP



TAN (GIRLS)

BLACK (BOYS)

JAZZ SHOES

TAN (GIRLS)

BLACK (BOYS)



HIP HOP SHOES

POMS STUDENTS WEAR JAZZ SHOES



BLACK SPARKLY - GR.
K5-4TH

WHITE LOW TOP - GR.
4TH-UP

TIGHTS (FOOTED & CONVERTIBLE)



SKIRTS



SHORTS

Paths of a Dancer

What path are YOU Looking For? 	Learn & Grow 	Build Skills 	Advanced Training 
2 YRS OLD	1+ Classes		
3-4 YRS OLD		 Add another class.	
5-6 RS OLD		Add 2–3 classes.	Keep refining technique in Ballet & Jazz.
7-8 YRS OLD	Add a Ballet, Jazz or additional specialty class.	*Aim to have at least 1 Ballet and 1 Jazz.	Explore multiple specialty classes.
9 YRS OLD -TEEN			 Plan for at least 4 classes per week and consider joining our Competitive Teams.

Helpful Hint #1

For your dancer to excel in their dance style, we recommend avoiding changing genres every year. Try exploring by adding a combo class or 1 extra class at a time.

Helpful Hint #2

Ballet is the foundation of many dance styles and is highly recommended for dancers of all levels.

Additional Opportunities:

- 6-Week Sessions Parent & Tot
- Music
- Theatre
- Theatre Productions
- Competitive Teams

Competitive Dance Team options

Competitive Teams



Our Competitive Dance Teams provide dedicated dancers with opportunities to grow through advanced training, innovative choreography, performances, competitions, and community events.

Program Highlights

- Audition-based placement
- Multiple team levels based on age and ability
- 6–8 community performances each year
- Regional & national competitions
- Summer technique intensives and choreography camps

We welcome all dancers interested in taking the next step in their training.

Questions? Contact team@academywi.com.

All-Star Poms Program



The APA All-Star Poms Program offers competitive opportunities for dancers ages 5–13, with multiple team levels designed to help students grow at every stage.

Whether your dancer is transitioning from recreational poms, preparing for future auditions, or looking for a competitive team experience, there's a place for them at APA.

Our program focuses on:

- Strong technique
- Teamwork and leadership
- Positive role models
- Confidence and performance skills
- A supportive, encouraging environment



Refer A FRIEND

You Both Recieve \$50!

SHARE THE APA LOVE & EARN REWARDS!

Know a family who would love APA? Invite your friends and family to experience the APA difference and the positive impact it can have on their child!

As a thank you, we're offering a \$50 tuition credit for both you and the NEW family you refer! Once they complete 2 months of paid tuition, the credit will be applied to both accounts.

☀ No limits! The more you refer, the more you earn—your child could be dancing for FREE! ☀
Start spreading the word and enjoy the rewards!

WWW.ACADEMYWI.COM

GIRL SCOUTS

Earn your dance or musical theatre badge with us!

Ages 5+

HURRY!

Spots are limited



Girl Scout Troop provides badges for participants, APA provides souvenir badge.

Cost: \$5 PER GIRL

*(minimum of 6 students or a \$30 flat fee
IF you have less than 6 students)*

**SELECT SATURDAYS AT
12PM AVAILABLE**

For more details or to submit your date request, please click on the link below to complete our form.



www.academywi.com/girlscouts



girl scouts
of wisconsin
southeast



the academy of performing arts

PARTY

It's

TIME!



next step dance studio

BOOK A BIRTHDAY DANCE PARTY!

DID YOU KNOW? **NEXT STEP & THE ACADEMY OF PERFORMING ARTS** ARE SISTER STUDIOS! AND NSDS IS THE OFFICIAL BIRTHDAY PARTY HOST FOR ALL OF THE STUDIOS!

LET'S DANCE & CELEBRATE!

A TRAINED DANCE INSTRUCTOR
WILL BE YOUR PERSONAL
HOSTESS, LEADING A FUN WARM-
UP, DANCE GAMES, AND A THEMED
ROUTINE!

WE PROVIDE DECORATIONS,
TABLECLOTHS, PLATES & NAPKINS
—YOU BRING THE GUESTS!

LET'S CELEBRATE WITH DANCING
AND FUN!

Learn More & Book At

go.nextstepdancestudio.com/birthday-party





Dance FAQ's

QUICK REMINDERS

- Arrive on time. Students who miss warm-up may be asked to observe until it is safe to participate.
- Dance shoes are for the classroom only. Please do not wear them outside.
- Bring a water bottle to every class.
- Use the restroom before class whenever possible.
- Missed a class? Make-up classes are available.
- Need to switch classes? Just let us know—we're happy to help find the best fit!

ATTENDANCE & TARDINESS

Warm-up takes place at the beginning of every class and is an important part of injury prevention. Students who arrive late may be asked to observe until the teacher determines it is safe for them to join class.

SAFETY

Please pick up your child promptly after class.

Students are not supervised once class has ended.

Transition times between classes can be busy, so we appreciate your help in making sure every child is safely picked up.

ADDITIONAL INFO

Student Cubbies

Students may store personal belongings in the classroom cubbies during class.

Parent Observation

Parents of dancers in 1st grade and younger should remain in the building during class. Families are welcome to observe through our viewing windows.

Changing Before Class

If your dancer needs to change into dress code attire before class, please use the studio restrooms.

Absences

No need to notify us if your dancer misses an occasional class. Please contact us if they will miss two or more consecutive weeks.

Dress Code

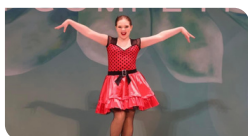
Required dancewear and shoes are available for purchase through the studio. Please refer to our Dress Code Guide for class-specific attire.

Teachers & Assistants

Teacher bios are available on our website <https://academywi.com/about-us/meet-the-crew/>. Some classes, especially younger age groups, may also have an assistant teacher.

Questions?

Our front desk team is always happy to help! Please stop by, call, text, or email us if you have any questions.





Music FAQ's

QUICK REMINDERS

- Bring your instrument to every lesson (except piano and voice students).
- Bring your lesson books to every lesson.
- Practice a little each day—your teacher will provide weekly goals.
- Need to change your lesson time? Contact the front desk—we're happy to help.
- Parents of students ages 6 and under are encouraged to attend lessons. Your teacher will let you know what works best.
- Questions about purchasing an instrument? Scan the QR code for our teacher recommendations.

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Please pick up your child promptly after class.

Students are not supervised once class has ended.

Transition times between classes can be busy, so we appreciate your help in making sure every child is safely picked up.

ADDITIONAL INFO

- **Instrument Requirements:** Students should bring their own instrument to every lesson unless enrolled in piano or voice.
- **Lesson Books:** Your teacher will recommend lesson books during the first lesson. Books may be purchased through APA (w/ a \$3 service fee) or another retailer.
- **Practice:** Daily practice is encouraged. Your teacher will provide individualized practice goals.
- **Need More Help?** Scan the QR code for instrument recommendations, practice tips, and additional music resources.

INSTRUMENT REQUIREMENTS

Guitar Recommendation: Mr Jack recommends purchasing or renting a guitar. Younger students should use a youth-sized guitar. Mr. Jack highly recommends this beginner-friendly guitar: it's high-quality and easier for kids to play. **Click [HERE](#)** to view.

Keyboard Recommendation: Our Music Director, Miss Tiffany, recommends looking for an affordable keyboard that includes 1.) at least 66 keys (88 is ideal—full-size piano), 2.) pedal compatibility (pedals are cheap and usually plug in easily), 3.) a music stand, 4.) an adjustable piano bench (or find a separate bench if more affordable), and 5.) weighted keys (for realistic piano feel). She recommends browsing Amazon and checking user reviews rather than focusing on a specific brand.

"Violin Recommendations: While the convenience and variety of online shopping can be tempting, purchasing string instruments from sites like Amazon can be risky. It may seem like a money saver, but they often hinder a student's progress and enjoyment. Our recommendation is to "rent to own" from one of her favorite local shops! Some benefits to renting are: If a young student outgrows their instrument, you can size up. The instruments are maintained and cleaned regularly. Simple returns if the student changes their mind or wants to switch instruments. We recommend Korinthian Violins, Lincoln Music House, and Family Music Center, Inc.



Theatre FAQ's

QUICK REMINDERS

Please have your student bring:

- Water bottle
- Pencil
- Folder
- Clothing should be easy to move in, and shoes must have backs – please no flip-flops or Crocs.
- Need to switch classes? Just let us know—we're happy to help find the best fit!

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Ready to sign up?

NEW STUDENT



CURRENT
STUDENT



Visit the parent portal
or send email to info@academywi.com

More Information?

Feel free to give us a call or send us an email
info@academywi.com

Or maybe you want to come try a class? Click [HERE](#)

COME CHECK US OUT!

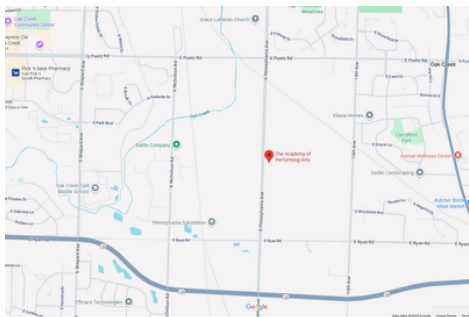
Franklin Location

10001 W St Martins Rd
Franklin, WI 53132



Oak Creek Location

9160 S Pennsylvania Ave
Oak Creek, WI 53154



Click [HERE](#) for directions
to our locations

SEE YOU AT *the studios*

APA VALUES

BUILDING CONFIDENCE

POSITIVE ROLE MODELS

EXCELLENCE

AGE APPROPRIATE CHOREOGRAPHY & COSTUMES

RESPECT FOR YOURSELF & OTHERS

ENCOURAGE CREATIVITY

EXCEED EXPECTATIONS

TAKE OWNERSHIP OF YOUR ACTIONS

GIVE BACK TO OUR COMMUNITY

As APA continues to grow, we reflect on our company values to help guide our business to preserve what has always been important to us as a company.

This is our promise to you.



the academy of performing arts