

## Calling all boys

*SPRINGFIELD TWP. -- Hoping to boost overall enrollment and attract more male students, longtime dance instructor Tina Marie Prentosito has bold plans to jazz up her dance school here.*

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Her new focus calls for renaming the Tina Marie School of Dance to the Cincinnati Dance and Movement Center, adding new classes such as tumbling and launching a "boys only" class next year as part of a larger move to double the studio's male enrollment by 2011.

"Males are the great untapped market in dance," she said.

Prentosito said she is investing about \$15,000 on new equipment, new signage, a new Web site and advertising to lure new students from Greater Cincinnati and Northern Kentucky. She hopes the changes are in place by Sept. 21 when fall classes begin.

She also plans to change some of the studio's pricing to offer discounts up to 50 percent off normal class rates to entice students who take one class per week to take multiple classes weekly.

The goal is to boost the school's overall individual enrollment of about 200 people now during its main session from September to June.

Prentosito said the recession prompted her to make the changes now to generate more revenue. She said the bad economy has hurt some families' ability to pay tuition.

She said the studio's name is being changed for many reasons.

First, the new name reflects an expanded curriculum that will offer movement-based classes that are dance related but not restricted to dance only.

The studio this fall plans to add three tumbling classes for children and an exercise class for parents to take with young children. Prentosito also said a clogging class - a rhythmic form similar to tap dancing - will be added.

The studio now offers 50 classes weekly for children and adults, including ballet, tap, jazz, hip hop and basic movement.

The name change also is aimed at attracting more male students.

Males account for about 5 to 10 percent of the school's individual enrollment. Prentosito wants to boost that number to 20 percent.

Finally, Prentosito said the new name also better reflects the 23-year-old studio's growth, which now includes nine teachers and three administrative assistants. "The old name evokes the image of a one-woman operation," she said.

She hopes the changes will boost the studio's annual revenue by 10 percent by 2011, though she did not disclose actual dollar figures.

At a glance

Founded: 1986

Owner: Tina Marie Prentosito

History: Initially opened as Miss Tina's School of Dance, renting space at community churches in Finneytown, Greenhills and Forest Park.

Moved to Brentwood Plaza in 1991 and changed name to the Tina Marie School of Dance.

Expanded and moved in 2000 to its current 7,000-square-foot building along Compton Road in Springfield Township.

Curriculum: Offers various class for age 3 to adults.

Class fees run from \$36 to \$54 per student monthly, depending on the type of class. The studio also has a performance team and a competitive team.

More details: [www.cincinnatiadance.com](http://www.cincinnatiadance.com) or 513-521-8462.