

Negotiating With Lounges

Section Notes

One of the biggest problems facing many shag clubs is finding a good place to meet and dance. This section is designed to help give you some ideas on locating a facility.

Negotiating With Lounges

Local lounges are usually the best choice for your club's meetings, regular beach nights or dances if they have a dance floor. I have seen some that don't have dance floors bring them in for shag groups.

Look for a place that is safe, with no bad neighborhoods or dark parking lots.

If you find a lounge where your club would like to meet, you have to show them that you will make money for the facility. This is the fun part. If you are looking at a place where the business is booming every night, you may have a big problem. You will have to work your way in slowly by taking whatever night they will offer. You may even have to accept certain hours during a certain night. If this is the place you want to be, then take what you can get and work your way into a better night or time. Remember, this can only happen if you have a really good turn out.

Tips that will help you secure a place:

1. Offer to have someone teach shag lessons. This has always been a big plus.
2. Offer to pay for a DJ to play your music. This is a plus because that will save the lounge money right off the bat. If that does not work or you can't afford to pay a DJ, see if they will let you bring in your tapes or CDs and have the house DJ play them.
3. Make sure you take care of the bartenders. Make them happy to see you. They have a lot to say about what happens in a bar!
4. Drink, drink, drink, and I don't mean water! If the lounge doesn't make money, you will not be there long.
5. Learn never to be a snobby group in a public bar. The regulars and bar flies can make life miserable. But, if they like you, they can help you.
6. Work with the lounge to suggest special promotions like discounted drinks, or free munchies. Then help them advertise what the lounge is offering.
7. Recognize that your club President may not be the best person to negotiate on behalf of your club. There may be someone in your club who is good at this type of thing, or who knows the lounge owner or manager.

Remember every club owner is different and you have to approach them differently. Never demand anything from them, and make a big fuss over anything they do for you. It always helps to plug the lounge in your newsletter, and make sure they get a copy of it.

You can run into a wall with any lounge. If that happens, look for another. If one isn't available, most civic organizations have club houses that they will rent out to you for a very reasonable price. Talk to them and see what they have to offer. If there is nothing there, then consider building your own club house. If you can't do that, then meet every Saturday night at your club President's house. Soon, he will find you a place to meet!