

Colorado State Square Dance Association

State Festival Final Report

Policy Sheet 2 – Exhibit 3

Date: July 19, 2015

Report given for the **2015** Colorado State Square Dance Festival

By **Scott White**, Festival Chairman

Theme: **Cut The Diamond**

Date: **June 12-14, 2015**

Location: **Crowne Plaza DIA, 15500 E. 40th Ave., Denver, CO 80239**

Logo:



Registration Numbers: **496 Registered**

Distribution of Dancers:

Colorado West **20 (4%)** ; Denver **279 (56%)** ; Northeast **68 (14%)** ;

Southeast **87 (18%)** ; Other **42 (8%)**

Totals Include **5** Youth Dancers.



Colorado State Square Dance Association

State Festival Final Report

Policy Sheet 2 – Exhibit 3

State Represented: Number: 11

Included: Colorado, Montana, Texas, South Dakota, Kansas, New Mexico, Nebraska, Hawaii, Alabama, Arizona, Washington

Registration History:

July 2014 = 188

October 2014 = 216

January 2015 = 224

April 2015 = 318

Registration Donations:

Early-Registration Deadline June 16, 2014

Full Package Adult \$ 50 Youth (17) \$ 35

All Day Saturday Adult \$ 45 Youth (17) \$ 35

Pre-Registration Deadline June 11, 2015

Full Package Adult \$ 60 Youth (17) \$ 35

All Day Saturday Adult \$ 45 Youth (17) \$ 35

At Door Registration

Full Package Adult \$ 75 Youth (17) \$ 35

Friday Night Only Adult \$ N/A Youth (17) \$ N/A

All Day Saturday Adult \$ 55 Youth (17) \$ 35

Saturday Night Only Adult \$ N/A Youth (17) \$ N/A

Registrations:

Early Registered: 191 @ \$50 = \$9,550

Pre-Registered: 220 @ \$60 = \$13,200

Callers: 24 @ \$35 = \$840

Youth: 5 @ \$35 = \$175

At the Door: 13 @ \$75 = \$975

Sub-Total \$26,765

Cancellations 11 @ \$ various = <\$ 700 >

Grand Total \$26,065



Colorado State Square Dance Association

State Festival Final Report

Policy Sheet 2 – Exhibit 3

Registration Forms:

Attach Early Pre-Registration, Pre-Registration, At Door Registration, and Pre-Registration Booklet.

Pre-Registration Tri-fold & enclosed registration form

- Number Printed: **4,500**
- Name of Printer: **My Friend the Printer, Pueblo, CO**
- Cost: **\$837.69**
- Number not distributed: **0**
- Details: **Full Color Tri-fold with 1/3 sheet separate reg insert.**

Dangles:

- Number Made: **250**
- Cost: **\$1.50/ea**
- Made By: **Mark Werner, Colorado Engraving, 303-378-5262**
- Number Not Distributed: **158**

Ribbons:

Pre-Registration

- Number Made: **1,000** Cost: \$ **261.11**
- Printed by: **Ribbons Galore, 916-773-8313, www.ribbonsgalore.com**
- Number Not Distributed: **500**

Special Ribbons:

- Type and Number made:
Vendor _____ Program _____ Committee _____
Solo _____ Saturday Only **100** Exhibition Only **100**
- Cost \$ **99.24**

Recreational Vehicles:

Registration Parking Fee: \$ **25** On-site Limit: **22** Total Profit: \$ **437** (minus caution tape)

Options: **\$12.50 for Thursday Night** Vendors fees covered parking (5 vendors)

Days Available:

- Thursday - Number **7** @ \$ **12.50** = \$ **87.50**
- Friday - Number **14** @ \$ **25** = \$ **350.00**



Colorado State Square Dance Association

State Festival Final Report

Policy Sheet 2 – Exhibit 3

- Saturday - Number inc @ \$ inc = \$ inc
- Sunday - Number - @ \$ - = \$ -

Dorm Rooms and/or Hotel Rooms:

Options Available:

Number used: 196 room nights @ \$ 109 + Tax (price) = \$ 21,364 + tax

Used for official festival business: 4 – Bob Huckleby, Flooring Vendor (contract stipulation)
2 – Tim Marriner (contract stipulation)
1 – Gayle Peters (promotional giveaway)

Food – Meals:

List any meals offered, costs, number attending and profit:

Full Meal Plan (5 meals) or Ala Carte Meals available for pre-purchase. Meals were subsidized by registration prices to make meals affordable for dancers, and increase convenience.

- **Friday dinner: Flank Steak or Chicken Cordon Bleu – festival cost \$27, sold for \$21, net loss of \$6 – 125 sold**
- **Saturday breakfast buffet: festival cost \$11, sold for \$12, profit of \$1 – 121 sold**
- **Saturday Lunch – Lasagna, Kebobs or Chicken Ceasar Salad – festival cost \$18, sold for \$15, net loss \$3 – 113 sold**
- **Saturday Dinner – Beef Loin or Chicken Classico – festival cost \$27, sold for \$21, net loss of \$6 – 182 sold**
- **Sunday Breakfast buffet – festival cost \$11, sold for \$12, profit of \$1 – 118 sold**
- **FULL MEAL PACKAGE – festival cost \$94, sold for \$75, net loss of \$19.**
- **Had 3 special requests for vegetarian meals, and 1 gluten free meal – same costs as above.**

\$1,942 was subsidized over 659 meals sold.

List any information on Refreshment Booths: **N/A**

Special Activities:

Included the “Adventure Room” in the schedule – a separate dance space for high energy, DBD, Progressive Squares, Hexagons, etc. This room was VERY well received. No additional cost as the space was in contract, and used existing callers.

Caller’s Seminar – hosted by Tim Marriner. No additional cost, as negotiated in his contract.



Colorado State Square Dance Association

State Festival Final Report

Policy Sheet 2 – Exhibit 3

Sewing Clinic – Various demonstrations by vendors and dancers. No additional cost.

Trail End Dance – hosted at hotel by Bear Miller, Jeff Palmer, Pat McBride and Roger Schappell. Festival was paid \$200 for use of hall for Thursday night.

Vendors:

Booth Size: 10' x 15' with additional 10' adjacent spaces available

Number Sold: 5

Costs: \$150.00 + \$50 each additional 10'x15' space

Location: Grouped together at end of Feature Hall, in U-shaped configuration

Booth Separation Material: Vendors self-seperated using racking

Types of Exhibitors: Clothing, shoes, accessories

Names of Vendors:

- Silly Life (Larry Jr. & Lisa Yarberry) 719-395-5769, sillylifellc@yahoo.com
- Beanie Haven (Marshia & Larry Yarberry Sr.) 719-207-2165, yarbs32@yahoo.com
- Originals by Becki (Melvin & Doris Nigh) 719-676-3170, stampsfromdj@cs.com
- Mondiki (Darrell Newell/Carolyn Cook) 503-781-5279, mondiki@aol.com
- Swing Thru Twice (Sandra Ward) 303-663-5702, sande1003@hughes.net

Special Considerations: \$333.64 (rent of an additional electrical distribution cart for needs beyond normal wall power – to run vendor provided spotlighting, hot plates, cash registers)

Special Note: Mondiki (largest clothing vendor) packed up and left before the Saturday evening dance because they were upset with scheduling decisions (even though they were together and in the feature hall) and depressed business levels. Second largest vendor also experienced reduced sales. Smaller vendors (carrying less expensive items) all claimed that they had “great shows”.

While dancing may not have always been in the hall where the Vendors were, they were in the feature hall, together. While dancing was happening in other halls, announcements were made that vendors were open.

Total Collected \$1250.00

After Party:



Colorado State Square Dance Association

State Festival Final Report

Policy Sheet 2 – Exhibit 3

Time: **10:30 PM, Sat June 14, 2015**

MC: **Jeff Palmer**

Entertainment: **Waggin' Wheelers Square Dance Club, Colorado Springs, CO**

Exhibition Groups Used: **N/A**

Cost to Council – (cannot be charged to CSSDA or Festival): \$ **N/A**

Exhibition Groups:

Groups Performing:

1. **Colorado Dancers**
2. **High Country Dancers**

Square Dance Programming:

Headline/Feature Caller(s): **Tim Marriner** (\$1,300 + \$500 airfare + lodging) contracted rate.

Area Callers (names): **Jeff Palmer, Debbie Steinkirchner, Bear Miller, Roger Schappell, Bob Gaunt, Pat McBride, Sue Dellere, Mike Olivieri, Mark Hammett, Scott White, Elmer Claycomb, Michael Turley, David Cook, Alan Hirsch, John Blakely, Bob Riggs, Mike Bentley, Bill Heiny, Brian Nolde, Mike Meachum, Mountain Magic**

Time Slots in Mainstream and Plus Halls were **8** minutes. **Attach schedule.**

Round Dance Programming:

Levels Offered: **1-4**

Headline Cuer(s): **N/A – used local cuers – Numerous cuers BOYCOTTED this festival due to lack of National Cuer being hired.**

Area Cuer(s) names: **Justin Judd del Sol, Allynn Riggs, Roy Knight, Jeff Cox, John Herr, Barb Haines**

Time Slots in Round Dance Hall were **8** minutes.

Time Slots in Square Dance Hall were **4** minutes.

Attach Schedule.

Program Booklet:

Number Printed: **500**

Pages: **13**

Printed By: **Production Printing (School District) @ \$413.48**

6 pages reprinted by My Friend the Printer @ \$150.00



Colorado State Square Dance Association

State Festival Final Report

Policy Sheet 2 – Exhibit 3

Cost: **\$563.48**

Ads (sizes & total sold): **N/A**

Total Cost: **\$563.48**

Facilities:

Floors: List hall, dimensions, floor surface and attach hall schedule.

Hall #1: **Feature Caller Hall, Salon C & D, 175'x100', 9,000 sq ft. flooring**

Hall #2: **Round Dance Hall, Salon B, 75'x100', 1,500 sq ft. flooring**

Hall #3: **Local Caller Hall, Salon A, 100'x100', 3,000 sq. ft. flooring**

Hall #4: **Advanced Hall, Vail Ballroom, 46'x60', 1,000 sq ft. flooring**

Hall #5: **Adventure Room, Steamboat/Silverton/Breckenridge Ballrooms, 114'x60', 2,500 sq ft. flooring**

Hall #6: **Hotel Atrium, no floor installed, only catwalk/stage for fashion show, and exhibition dancers danced on carpet.**

Hall #7: **Dining Hall, Salon E, 175'x80'. No dance flooring. Also used for Hall of Ideas and Historical Displays.**

Hall #8: **Durango Room, 17'x35', classroom setup, no dance space.**

Hall #9: **Crested Butte Room, 25'x30', classroom setup, no dance space.**

Special Considerations: List all items adding to Facility Costs such as security, trash, signs, etc.

Facility Cost breakdown: Convention Center space would be complimentary if we sold more than \$10,000 in food & beverage (without tax, gratuity and service fees) and sold 160 room nights, which we met on both.

Flooring Provided by Bob Huckleby, Dancing Delight. 17,000 sq. ft. @ \$.50/sq. ft. (installed) + 4 nights hotel stay = \$8,500 + 4 room nights.

Only things that cost extra were additional power required by vendors for lights, hot plates, etc. This was a \$300++/day charge, negotiated down to a one-time \$250++ charge.

Signage (20"x30") at each door (5) listing the schedule for that particular room was \$85 to have printed and mounted to foam core board for easel use.



Colorado State Square Dance Association

State Festival Final Report

Policy Sheet 2 – Exhibit 3

\$50 one time fee to hotel for Projector Screen for Durango Room, for use by Web Training and EdNet Presentation.

Total Facility Costs: \$0.00 – Cost of conference facility was complimentary because we met contractual requirements to sell 160 room nights and more than \$10,000 in Food & Beverage sales. Payments to hotel for Banquet Charges, Power Distribution Cart, Screen rental and rooms totaled \$13,531.65.

Fundraising: Trail End Dance raised \$200 for the Festival (provided by the callers hosting the dance).

Showcase of Ideas:

Location: **Salon E**

Information provided from various clubs and activities from around the state, as well as historical displays from SEASDC and DAS&RDC.

Special Needs of Festival:

Additional Power was needed for vendors, beyond normal wall service. Spotlights, hot plates and cash registers competed for the power in ballroom.

Total Profit: \$5,981.28 (checks to both CSSDA & SEASDC in the amount of \$2,990.64)

Respectfully Submitted,

Scott White

Festival Chairman

