

SNOWBALL 2011

Current Situation

For many years SnowBall Classic has been run by the SnowBall Committee, under the direction of the DSBC Board. The event has been very successful, in that it has attracted top dancers from all over the world and has been renowned for its appreciative audiences and attention given to visiting dancers and judges. In recent years Snowball has never made a profit for DanceSport BC and continues to be a drain both financially and from an organizational perspective. The following summarizes the financial performance for the last 10 years:

SnowBall Classic Continuity of Surplus 1996 to 2009										
Year	Opening Surplus	Revenue	Gaming Funds	Revenue as adjusted	Expenses	Net Income (Loss)	Dividend to DSBC	Closing Surplus	Proof	N.I. Per Fin. Stmts.
1996	\$ (7,057)	\$ 56,099		56,099	\$ 52,542	\$ 3,557		\$ (3,500)	\$ (3,500)	\$ 3,557
1997	(3,500)	70,424		70,424	64,818	\$ 5,606		2,106	2,106	5,606
1998	2,106	86,448		86,448	83,139	\$ 3,309	5,200	215	215	3,309
1999	215	111,797	9,500	121,297	105,040	\$ 16,257		6,972	6,972	6,757
2000	6,972	148,968		148,968	145,887	\$ 3,081	3,000	7,053	7,053	3,081
2001	7,053	182,703	10,500	193,203	162,326	\$ 30,877	3,000	24,430	24,430	20,377
2002	24,430	198,502	12,160	210,662	204,536	\$ 6,126	3,000	15,396	15,396	(6,034)
2003	15,396	261,347	6,010	267,357	225,680	\$ 41,677		51,063	51,063	35,667
2004	51,067	212,249	6,019	218,268	218,781	\$ (513)	13,300	31,235	31,235	(6,532)
2005	31,235	193,240	20,000	213,240	208,158	\$ 5,082		36,317	36,319	(14,918)
2006	36,319	174,400	30,000	204,400	197,262	\$ 7,138		43,457	43,455	(22,862)
2007	43,455	200,092	30,000	230,092	223,817	\$ 6,275		49,730	49,730	(23,725)
2008	49,730	190,095	70,000	260,095	268,474	\$ (8,379)		41,351	41,351	(78,379)
2009	41,351	158,603	40,000	198,603	202,773	\$ (4,170)		37,181	37,181	(44,170)
All Years	\$ (7,057)	\$ 2,244,967	\$ 234,189	\$ 2,479,156	\$ 2,363,233	\$ 115,923	\$ 27,500	37,177	\$ 37,181	\$ (118,266)
Add gaming										\$ 234,189
Net income										\$ 115,923

Without the gaming fund grant Snowball losses would have been unsustainable.

The DSBC treasurer has been undertaking an in-depth financial review of recent SnowBall events and these have highlighted significant concerns as follows:

1. Expenses are very high and there is a significant opportunity to reduce these as follows:
 - a. The risers have cost the event \$35,000 this year without an accompanying increase in revenues
 - b. The Hyatt location has cost \$27,000 this year just for the ballroom
 - c. The organizer has continued over many years to charge the following to the event:
 - i. \$10,000 as annual honorarium
 - ii. Thousands of dollars in ongoing expenses which include trips to major dance events in Blackpool, the German Open and Moscow, in addition to SnowBall paying for other significant expenses

2. a The main revenue stream for the event is ticket sales.

The price of tickets has been increased over the years but they have become too expensive and the cost of the risers built to accommodate more seats in 2010 was not recovered in ticket sales.
- b. Another source of revenue is Sponsorship and the present economic down turn has greatly affected revenue from this source.
- c. The gaming grants which SnowBall came to depend on are no longer available.

DanceSport BC should be able to use SnowBall as a major fund raising event. Instead it has become a drain on our financial resources and organizational capacity.

POSSIBLE VENUES

The DSBC Board is currently studying two options:

1. The Hyatt Regency Hotel, Vancouver
2. The Langley Event Centre, 7888 200th Street, Langley BC

In addition the Richmond Oval was considered but was not deemed to be financially viable. The Hyatt and Langley Event Centre options are viable and have their attractions and down sides. In the following study these have been highlighted for your consideration. There may be others that come to light as we discuss the venues together at the meeting.

No figures are given in the following summaries because negotiations are still underway with both the Hyatt and the Langley Event Centre and disclosure of additional financial detail would prejudice those negotiations.

The Hyatt Regency



+ 's

- Large elegant ballroom
- Ballroom and hotel in one location
- Great downtown location
- Seats approximately 1000
- Hotel restaurants close by
- Easy transportation to and from airport (30 mins. rapid transit)
- Known venue with previous experience

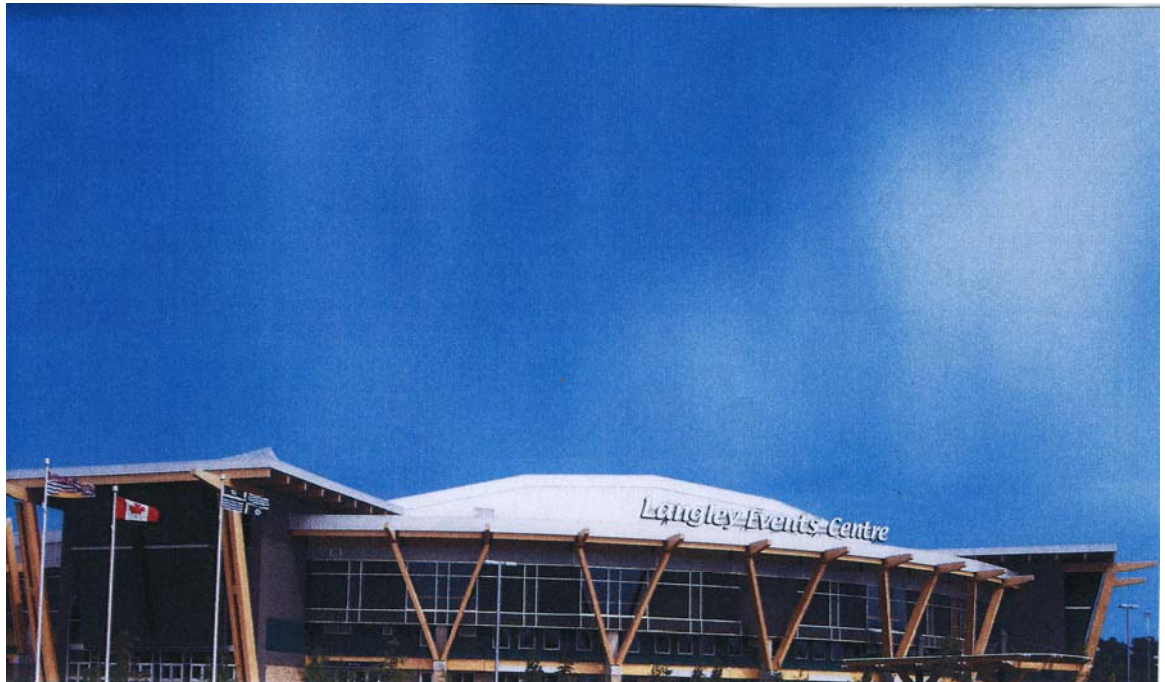
Extra Requirements

- | | |
|-----------------------|-----------------|
| • 70 X 40 dance floor | • full lighting |
| • sound | • risers |

- 'S

- Risers very expensive (\$35,000)
- Limited seating capacity
- Parking \$30 a day
- Hotel expensive
- Restaurants expensive
- No help with event organising
- Less ability to expand audience across Lower Mainland
- No assistance with promotion
- Many volunteers needed
- Speedy overnight set up and take down

Langley Event Centre



+ 'S

- Brand new facility off Hwy 1 at 200th Street
- Centrally located in heart of the Lower Mainland

More +'s for Langley Event Centre

- 2000 arena seats and more if necessary
- Set up by the Event Centre
- Much cheaper venue to rent
- 40 minutes from Airport and Ferries
- Arena to be curtained off to provide competition dance floor
- Practise area behind curtain
- Food and beverage concessions
- Banquet room for 500 - catered dinner for spectators/dancers
- Large change rooms
- Videotron screen to show live dancing
- Video streaming live on the web
- Extensive marketing network
- Existing advertising with the arena
- Free parking
- Close to buses and shops
- Cheaper hotels and restaurants 5 minutes away
- Cheaper seats and competitor passes
- Videotron screen for sponsor ads
- Experienced event organising in place therefore fewer volunteers required
- Centrally located in Lower Mainland will attract audiences from a much wider area



Extra Requirements

- 70 X 40 dance floor
- 40 X40 practise floor
- some extra lighting
- sound
- 2 buses and drivers

-‘s

- New location
- Partly new audience
- Hotels 5 minutes away
- Not downtown Vancouver
- Visiting competitors would have to rent cars or DSBC run an extra bus
- More marketing and promotion required but offset by LEC marketing capacity

First Floor

First Floor

GYMNASTICS ENTRANCE

DELIVERY ENTRANCE

SPORTS MEDICINE CLINIC ENTRANCE

CHANGE ROOMS

WASHROOM / CHANGE ROOM ENTRANCE

Podium

SPONSOR TABLES

WILLOUGHBY COMMUNITY PARK

SECURITY CENTRE ENTRANCE

BANQUET ENTRANCE

TOURISM LANGLEY VISITOR INFORMATION ENTRANCE

ELEVATOR ACCESS

ARENA LOBBY ENTRANCE

ARENA SPECTATOR ENTRANCE

TICKET OFFICE

ADMINISTRATION OFFICE ENTRANCE

GYMNASIUM ENTRANCE

Proposed Layout of Dance and Practise Floors

In reality there would be room for 20 sponsor tables