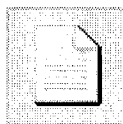




August YTD Financials

Monday, August 15, 2011 10:02 AM



August Fi...

Good morning,

Attached are the financial reports for your review, as of year to date 8-13-2011 we have a negative profit of \$7K. In comparison to the projection we are running unfavorable \$5K in the operations of the dances and \$2K unfavorable in general operations.

This is a clear indication that we need to more than break even on the dances and can't afford any more losses since this is our main source of income and we need to ensure enough profit to cover the dance + the operational expenses until we begin to generate revenue from advertising, showcase, or other events.

Regards,

Reina

Reina

**USA Dance LA
Profit & Loss Detail**

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
Income				
	02/07/2011		2-6 Dance	3,011.00
	04/04/2011	Dance Members	Deposit	3,530.57
	05/17/2011	Dance Members	Deposit	1,888.00
	06/06/2011	Dance Members	Deposit	3,616.00
	07/25/2011	Dance Members	Deposit	3,831.00
	07/25/2011	USA Dance Inc	Membership Reimbursements	390.00
Total Income				<u>16,266.57</u>
Gross Profit				16,266.57
Expense				
Awards and Grants				
Cash Awards and Grants				
	07/08/2011	Marilyn Tucker	Award for Rudy	27.43
Total Cash Awards and Grants				<u>27.43</u>
Donations				
	01/24/2011	Cash	Inglewood Unified School District for Black History Month Dance	500.00
	02/06/2011	USA Dance Palmdale		500.00
Total Donations				<u>1,000.00</u>
Awards and Grants - Other				
	07/23/2011	James Woo	Award for Felix	188.14
Total Awards and Grants - Other				<u>188.14</u>
Total Awards and Grants				1,215.57
Business Expenses				
	04/04/2011	Intuit		34.90
Total Business Expenses				<u>34.90</u>
Change for Dance				
	07/23/2011	Cash	July Dance	450.00
Total Change for Dance				<u>450.00</u>
Contract Services				
Outside Contract Services				
	01/14/2011	Caroline Devita	Flyers 2-6 & 2011 placeholders	100.00
	03/05/2011	Livia Squires	300 Monthly Charge & 66.00 for Chairs	366.00
	04/09/2011	Caroline Devita	Flyers for dance	50.00
	04/09/2011	Sprout Venture	Web Update	22.50
	04/09/2011	Squires Public Relations	Web & Communication Services	300.00
	04/24/2011	Susan Coggins	Data entry fess	375.00
	06/16/2011	Squires Public Relations		600.00
	07/23/2011	Squires Public Relations	June & July	600.00
Total Outside Contract Services				<u>2,413.50</u>
Total Contract Services				2,413.50
DJ Equipment & Fees				
	02/06/2011	James Woo	2-6 Dance	200.00
	04/10/2011	James Woo	4-10 Dance	225.00
	05/15/2011	James Woo	Tea Dance	225.00
	05/15/2011	James Woo	Jr Showcase & Dance	325.00
	07/23/2011	James Woo	July Dance	225.00
	08/12/2011	James Woo	8-14 Dance	150.00
Total DJ Equipment & Fees				<u>1,350.00</u>
Facilities and Equipment				
Permits				
	01/14/2011	David Spetner	Culver City Permit for Feb Dance	65.00
	02/06/2011	David Spetner	2011 Permits for Culver City	280.00
Total Permits				<u>345.00</u>
Rent, Parking, Utilities				
	01/14/2011	Culver City	2-6 dance	1,483.00
	03/05/2011	Culver City	4-10 Dance	1,466.00
	03/05/2011	Granada Pavilion	May Tea Dance Deposit	250.00

**USA Dance LA
Profit & Loss Detail**

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
	05/15/2011	Granada Pavilion	Tea Dance	250.00
	05/15/2011	Culver City	Jr. Showcase & Dance	2,382.50
	07/17/2011	Culver City	July Dance	1,885.50
	08/12/2011	Regency Ballroom	8-14 Dance	450.00
Total Rent, Parking, Utilities				8,167.00
Total Facilities and Equipment				8,512.00
Food for Dance				
	02/05/2011	Costco	2-6 Dance	105.82
	02/06/2011	Costco	2-6 Dance	88.11
	02/06/2011	Dave Pierce	Water 2-6 Dance	26.94
	02/06/2011	Deja Bibber	2-6 Dance	85.47
	04/09/2011	Costco	4- 10 Dance	89.52
	04/10/2011	Deja Bibber	Reimbursement for Sam's Club 4-10	34.94
	04/10/2011	Costco	4-10 Dance	77.73
	05/07/2011	Costco	Tea Dance	112.07
	05/15/2011	Costco	Tea Dance	50.13

**USA Dance LA
Profit & Loss Detail**

	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
	05/15/2011	Dave Pierce	Water Tea Dance	16.76
	05/15/2011	Deja Bibber	Tea Dance	240.75
	05/15/2011	Costco	Tea Dance	184.82
	05/15/2011	Costco	Tea Dance	38.96
	07/23/2011	Costco	July Dance	241.15
	07/23/2011	Costco	July Dance	26.50
Total Food for Dance				<u>1,419.67</u>
Food Service				
	02/06/2011	Deja Bibber	2-6 Dance	180.00
	04/10/2011	Deja Bibber	4-10 Dance	180.00
	05/15/2011	William Tarr	Tea Dance	180.00
	06/16/2011	Deja Bibber	6-5 Dance	180.00
	07/23/2011	William Tarr	July Dance	180.00
Total Food Service				<u>900.00</u>
Instructor Fees				
	02/06/2011	Michael Donovan	2-6 Dance	110.00
	04/10/2011	Laura Canellias	4-10 Dance	100.00
	04/11/2011	Rudy Hernandez	K-12	350.00
	05/15/2011	Leonid Proskurov	Tea Dance	200.00
	06/19/2011	Rudy Hernandez		280.00
	06/30/2011	Rudy Hernandez	K-12	980.00
	07/23/2011	Felix Chavez	July Dance	100.00
	08/12/2011	Tom Hicks	8-14 Dance	100.00
Total Instructor Fees				<u>2,220.00</u>
Insurance Expense				
	06/19/2011	Bichlmeier Insurance Services	BOD Liability Insurance	1,125.00
Total Insurance Expense				<u>1,125.00</u>
Operations				
Postage, Mailing Service				
	01/17/2011	Marilyn Tucker	2-6 Dance	40.83
Total Postage, Mailing Service				<u>40.83</u>
Supplies				
	04/10/2011	Dave Pierce		145.35
	04/11/2011	Herbert McGurk		142.70
	06/30/2011	James Woo	Tablecloths 5-4 \$49.22/	165.27
	07/08/2011	Dave Pierce	water	16.80
Total Supplies				<u>470.12</u>
Total Operations				510.95
Other Types of Expenses				
Advertising Expenses				
	03/07/2011	Constant Contact		294.00
Total Advertising Expenses				<u>294.00</u>
Memberships and Dues				

Outreach Committee (update)

12 Aug 11

June: 18 dancers and approx. 70 attendees.

July: 4 dancers (Jaime, Jerry, Sue Barr, Kelly) and approx. 40 attendees.

Aug 13. 9 dancers (Kelly, Rudy Williams, Aurileo & Olivia Sanchez, Laura Harvell, David Spetner, Sunny Kim, Brie, ???) About half of us did double duty. ~30 attendees.

Future Outreach

* Sept. 17th: Sunrise of Beverly Hills (CONFIRMED - Carpet)

* Oct. 22nd: Culver City Senior Center (UNCONFIRMED - Wood Floor) , across from Vets

Aud. ¹³

* Nov. ~~12~~¹³th: L.A. Jewish Home for the Aging (UNCONFIRMED - Carpet), Reseda

* Dec. 10th: Vet's Admin Community Living Ctr (UNCONFIRMED - Linoleum tile), Brentwood

COMMUNICATIONS COMMITTEE REPORT
by Livia Squires
August 15, 2011

Follow up on items from last meeting

Facebook

Kelly Richardson was contacted about merging her Senior Outreach FB Group with the USA Dance Los Angeles County FB page. The communications committee agreed to create a new FB Group for the chapter and make Kelly one of the administrators of the group. We will shut down the existing page after we create the new FB group for the chapter.

Email Contact List Clean-up

The Committee was provided with the member roster. We are going through the list of email addresses at this time. Will advise when completed.

Adding of email addresses directly to Constant Contact –

We are waiting to hear back from SproutVenture with an estimate.

Items Completed Since Last Meeting

- Information on Instructors & Studios page was expanded & corrected
- Call for Volunteers email was sent, and the same info was added to the website, replacing the volunteer page that was already there
- Web site and email promotions for the August dance and the Fall showcase were created and sent
- August Newsletter was created and sent
- Plug for Chapter YouTube channel was added to home page & some modifications were made to the channel itself
- Other news which was distributed included: Call for Senior Outreach Volunteers, Felix Chavez honored at July Dance, O.C. County Chapter's Presidents' Ball, and various dance news/events

K12 Program Committee Report
USA Dance LA Chapter #4031
August 15, 2011

Activities:

- Rudy Hernandez has been contacted and assured that USA Dance LA Chapter wishes to continue with his services in the K-12 committee.
- Linda Chestnut, USA Dance Palmdale, sent out an information sheet and entry forms for the Dancing Feet program.
- Jerry Hernandez mailed a hard copy of the Dancing Feet entry forms and information sheet to the principals of Nora Sterry and St. Lawrence Martyr elementary schools.
- A request for volunteers who may know of a school who would be interested in the Dancing Feet program was placed in the last newsletter. Several emails have been received, but nothing yet with any good leads to schools.
- Rudy Hernandez is still claiming that there is a difference in payment for the last school year. Jerry has made many attempts to correct this issue with no positive result.
- Marilyn contacted the principal of 49th Street School to determine the possibility of continuing our K-12 program there. She is waiting for a response.
- Jerry talked with Linda Chesnutt from Dancing Feet, who has agreed to three members of our committee and Rudy participating in the teacher training in the desert. We are not in agreement yet on the teaching though – Dancing Feet would like to have a pro come to LA to teach the teachers (\$1000) or have the teachers travel to the desert for the training.
- Laura talked to Andrea Wareham who responded to the recent volunteer request, and found she has good connections to LAUSD. We're hopeful that she may be able to get one or two more schools to participate in the Dancing Feet LA pilot.

Budget:

- The current budget is \$4000.
- The proposed budget submittal for the next school year is \$4000.

Recommendations:

- Resolve the differential in payment to Rudy immediately!
- Continue to research schools for Dancing Feet.

Upcoming Activities:

- Meet with Linda Chesnutt and Lisa Sandoval to discuss a mentoring program for their Dancing Feet Program. This is a feature they currently do not have in their Dancing Feet Program and have concluded that it is a needed item to aid in the success of establishing the program in the Los Angeles area.
- Continue discussions with Dancing Feet to determine if we can have Rudy teach the teachers in LA vs. the teachers traveling to the desert for the training. We also need to determine the cost feasibility of this idea.

- Set up a meeting between Rudy and Reina to discuss the differential in payment.
- Continue getting estimates from printers for 200 K-12 pamphlets. The last estimate from Kinkos was \$300.
- Meet with Sophia Chang, Chair - BOD of Dancing Classrooms LA, to discuss any collaboration efforts between our two organizations.
- Longfellow Elementary has contacted us asking for little swing dance demonstration, and possibly a short lesson for both kids and their parents at their school carnival on November 6. We are currently following up with this request.
- Andrea Wareham plans to contact Haddon Avenue Elementary School in Pacoima and another school in North Hollywood to check their interest in participating in Dancing Feet LA.

Dance Committee Report – August 15, 2011

July Dance

- I believe this is the first dance where we broke 200 in attendance.
- Event was well received, and Felix was a bargain for \$100 with lesson and two performances.
- Front desk funnel set-up was successful in tracking headcount and reduced unannounced walk-ins'.
- Food service of wraps only (instead of wraps and croissant sandwiches) with usual finger food was received and gone by the first hour.
- Snowball mixer featured Dance Hosts and got more people dancing instead of standing in line.

JULY DANCE		
	Budget	Actual
Venue (fixed)	\$1,466	\$1,611
Permit (fixed)	\$50	\$75
Instructor	\$100	\$100
Food	\$250	\$268
Food Fees (fixed)	\$180	\$180
Water (5 cases)	\$25	\$25
Flyer	\$50	\$50
DJ (fixed)	\$225	\$225
Trophy	\$200	\$189
Contingency	\$125	\$0
	\$2,671	\$2,723
Target attendance to cover costs (@\$15 per entry)	178	219
Profit		\$458

August Dance

- From my observations, there were large number of new persons and many people from Orange County USA Dance.
- Two table receiving entries worked out and minimal issues.
- Food service of Subway sandwich trays and cookies lasted until the end of the evening.
- Water sales hurt by water dispenser at southwest end of floor.
- Complaints of sound system -
 - Muddled sounds
 - Not able to hear at far end of room
- AC was inadequate in different areas of ballroom with coldest area being in the adjacent small ballroom.
- Some people left early due to either poor sound or heat.

AUGUST DANCE		
	Budget	Actual
Venue (fixed)	\$450	\$450
Permit (fixed)	-	-
Instructor (Tom)	\$100	\$100
Food	\$250	\$275
Food Fees (fixed)	-	-
Water (5 cases)	\$25	\$0
Flyer	\$50	\$50
DJ (fixed)	\$150	\$150
Contingency	\$115	-
	\$1,140	\$1,025
Target attendance to cover costs (@\$12 per entry)	131	131
Profit		\$110

From an email I sent on August 3, 2011

1. As Dave P. suggested, finalize my duties and responsibility as Dance Event Coordinator. **(Herb has already sent out my revised draft).**
2. As Dave P. also suggested, have Charles draft a Motion for a standard operating budget for the social dances (actually, two budgets - CCVMA and non-CCVMA venues) which will incorporate the management by exception concept.

Proposed Dance Budget for remaining 2011 dances.

- The contingency for October and December is higher due to possible decorations or give-aways.
- Proposal of \$10 entry for members at Holiday dance – still best price in town but not free.
- Additional ideas for Oct. and Dec. forthcoming.

September CCVMA Dance Budget Est.		October CCVMA Dance Budget Est.		December CCVMA Dance Budget Est.	
Venue	\$1,612	Venue	\$1,612	Venue	\$1,612
Permit	\$50	Permit	\$50	Permit	\$50
Instructor	\$0	Instructor	\$100	Instructor	\$100
Food	\$250	Food	\$250	Food	\$250
Food Fees	\$180	Food Fees	\$180	Food Fees	\$180
Water (5 cases)	\$25	Water (5 cases)	\$25	Water (5 cases)	\$25
Flyer	\$50	Flyer	\$50	Flyer	\$50
DJ	\$225	DJ	\$225	DJ	\$225
Contingency	\$250	Contingency	\$375	Contingency	\$375
Total Expense	\$2,642	Total Expense	\$2,867	Total Expense	\$2,867
Members	\$15	Members	\$15	Members	\$10
Non-members	\$18	Non-members	\$18	Non-members	\$18
> 25 years age	\$10	> 25 years age	\$10	> 25 years age	\$10
Break-even attendance (based on \$15/person)	176	Break-even attendance (based on \$15/person)	191	Break-even attendance (based on \$10/person)	287
Projected attendance	215	Projected attendance	230	Projected attendance	250
Est. Net Revenue (based on \$15/person)	\$583	Est. Net Revenue (based on \$15/person)	\$583	Est. Net Revenue (based on \$10/person)	(\$367)

Proposal actions for future dances:

- With the exception of Dance Hosts, minimize number of front-desk workers. Other venues are able to do with less (e.g. Donovan, Ballroom By The Bay, etc.) – why can't we?
- Board members submit possible alternative venues for dances – studios, synagogues, church halls, school gymnasiums, etc. throughout Los Angeles County.
 - Provide contact person info, if possible.
 - Email request to membership for possible suggestions.....
- Monthly or more dances (including additional tea dances) for 2012.
 - All dances YTD except Tea Dance have been profitable.
 - Increase presence throughout the County with more opportunity for membership recruitment.
 - Minimum staffing is possible at alternative sites, depending on layout of venue.
 - Alternative music and dance selections at other venues.
- PROMOTION:
 - Revise mailing list of studios and instructors to receive dance flyers.
 - Flyers mailed to target list twice before scheduled dance(s).
 - Board members distribute flyers at visited dance venues.
 - Prepaid group discounts to university ballroom programs (10 or more).
 - UCLA, CSU Northridge, Cal Tech, USC, and community colleges.
 - Specialized flyers for university programs.
- Avalon Ballroom – Catalina
 - Formal dinner/dance program
 - Black & White event
 - Live band



Dance Event Coordinator

Position Description

USA Dance LA Chapter #4031



USA Dance LA Chapter #4031 hosts a number of social dances throughout the calendar years as part of its service to its membership and in conjunction with the USA Dance National's Mission statement. The following is a description of the responsibilities and duties of a **Dance Event Coordinator** and how this position is to interface with other committees of USA Dance LA Chapter #4031.

The Dance Event Coordinator's responsibilities and duties are as follows:

- The Dance Event Coordinator shall submit to the Board a proposed social dance event calendar and annual budget for the coming year (date TBD). Budget per dance and overall budget will be submitted with projected income per dance and for the year.
 - The Board shall adjust/approve the proposed calendar and budget prior to further action of the Dance Event Coordinator.
 - Dance Event Coordinator shall interface with the Showcase/DanceSport Committee and other committees for dates of special events prior to submittal of proposed calendar.
 - Special and/or additional Dance Events may be proposed and submitted to the Board throughout the year as the need and/or occasion arises with location, date, times, dance theme and proposed budget.
- Research and negotiate venues for social dances.
 - Negotiate contract agreements and submit to the President for signature.
 - Research and obtain all necessary governmental permits, licenses, and requirements.
 - Review all existing permits for relevancy, accuracy and expiration date accordingly.
 - Review venue size appropriate for event, venue utilities (electrical, kitchen, restrooms, etc.) parking, location, quantity, in/outdoor lighting, proper function of utilities, emergency lighting.
 - Provide for availability of maintenance services during event to handle setup, adjustments, service, cleanup and emergencies.
- Research, negotiate and hire music providers (DJ's and/or live music).
 - Review music play list; make necessary adjustments according to event theme, suggested requests, proposed age group, etc.
- Contact and hire Professional instructors and/or performers from an approved list to provide instructions and/or demonstrate dance routine(s).
- Coordinate with the other committees of any special needs related to a specific event.
- The Dance Event Coordinator shall advise the other committees of all locations, and provide each committee the necessary information event theme, (floor size (sq. footage), stage, exits, restrooms, dressing rooms, kitchen, electrical, etc.) for the sole usage of the specific committee.
- Dance Event Coordinator reports directly to the Board or Chairperson of the Dance Committee.
- It is the responsibility of the Dance Committee that all committees and elements are properly in place for a successful dance.
- After each dance, the Dance Event Coordinator shall submit present a report to the Board after review by Chairperson of the Dance Committee. The Board will provide comments and suggestions as they relate to the current and future social dance events.

All duties related to chapter social dances not expressly assigned herein shall be the responsibility of the Dance Committee.

August 5, 2011

non-CCVMA Dance Budget			
Venue	\$500		
Instructor	\$100		
Food	\$250		
Food Fees	\$180		
Water (5 cases)	\$25		
Flyer	\$50		
DJ	\$225		
Total Expense	\$1,330	\$1,064	\$1,596
		-20%	+20%
Members	\$12		
Non-members	\$15		
> 25 years age	\$7		

CCVMA Dance Budget			
Venue	\$1,612		
Permit	\$50		
Instructor	\$100		
Food	\$250		
Food Fees	\$180		
Water (5 cases)	\$25		
Flyer	\$50		
DJ	\$225		
Total Expense	\$2,492	\$1,994	\$2,990
		-20%	+20%
Members	\$15		
Non-members	\$18		
> 25 years age	\$10		