

SUNDANCE IN THE ERA OF COVID-19

- **Tough times – so much of our income is event-based**
- **How to continue to fulfill our mission**
- **How to keep our community connected**
 - **Live-streaming lessons and dancing**
 - **Composite shelter-in-place line dance videos**
 - **Zoom socials and meetings**
 - **????**
- **How to deal with the uncertainty**

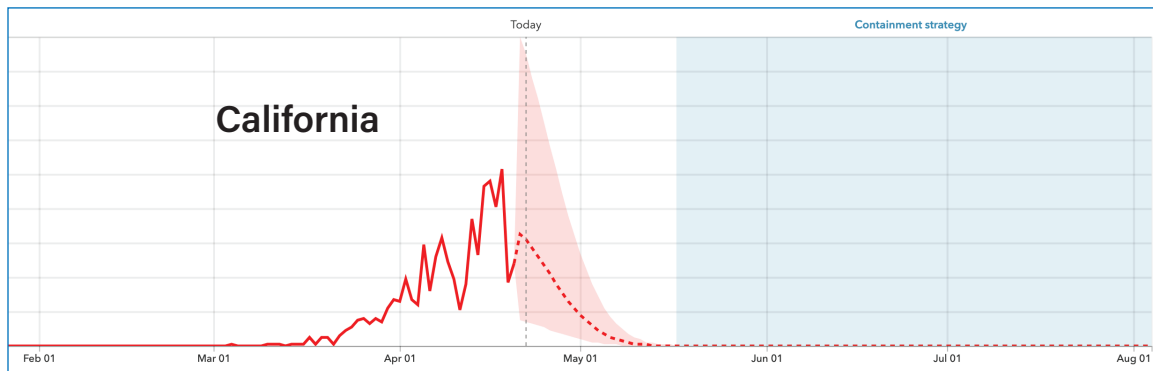
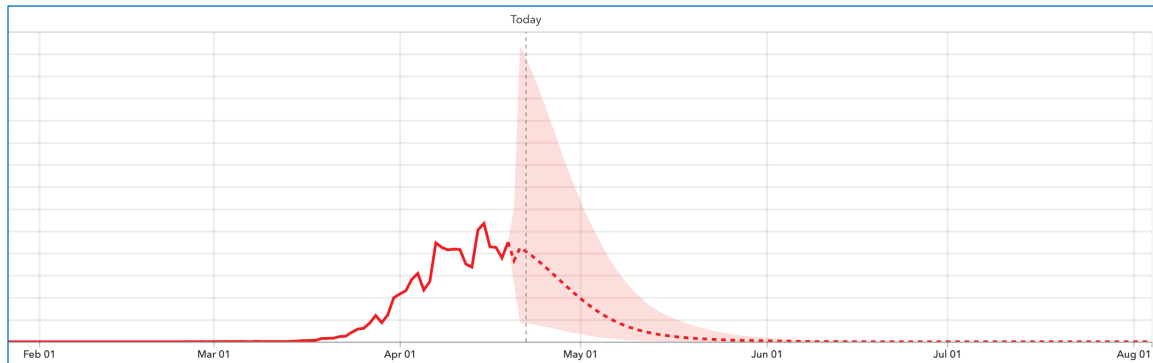
"SPANISH" FLU

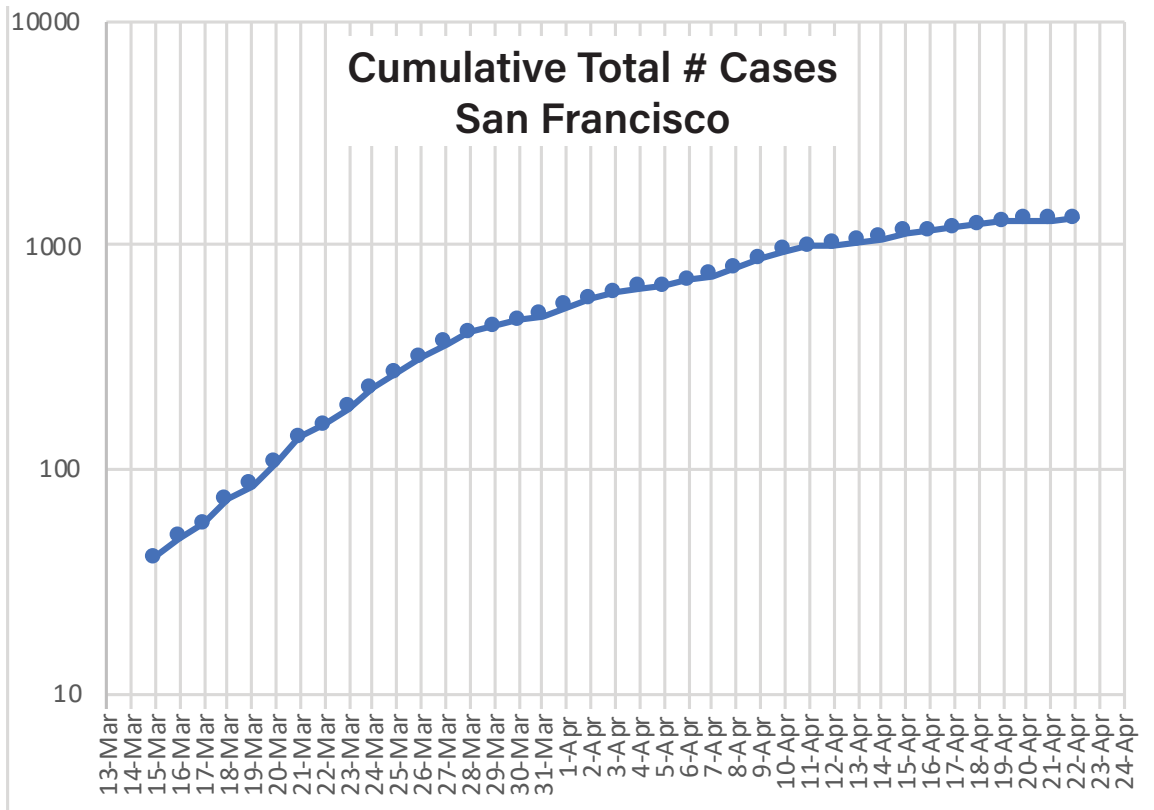
- **Infected 500 million people worldwide, killed 50 million**
 - **COVID-19 4/22/20: 2.5 million cases, 177,000 deaths**
- **First wave March–May, 1918, highly contagious but not particularly deadly**
- **Second wave possibly caused by a mutated virus**
- **Second wave September–December, 1918**
- **Spread initially by extensive wartime troop movements**
- **WW1 ended November 11, 1918**
- **Military parades and a lack of social distancing at the end of the war did not cause the second wave**
- **Third wave - January–May, 1919**

FROM MITIGATION TO CONTAINMENT

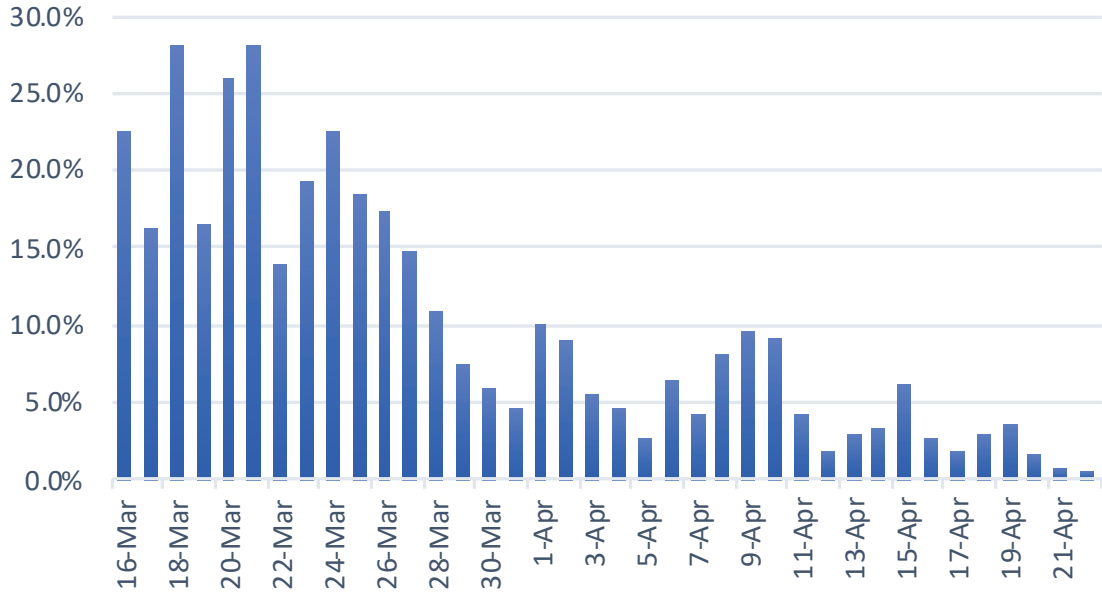
- JAMA - April 17, 2020. doi:10.1001/jama.2020.6572
- Opinion, not a study
- Diffusing density
- Testing critical
 - Virologic testing for active disease
 - Must be accessible, inexpensive
 - Contacts quarantined within 24 hours
 - Serologic testing for exposure
- Attending to vulnerable populations
- 2 months shutdown in the US costs > \$2 trillion
- Universal testing and contact tracing will cost \$5 billion

FORECAST (deaths) Institute for Health Metrics and Evaluation





% \triangle Cases Per Day San Francisco



PROSPECTS FOR SUNDANCE SALOON IN 2020

- **Mass gatherings with social distancing?**
 - Can we start with line dance events?
 - Outdoors vs. indoors
- **When can Sundance Saloon reopen?**
 - Psychology of risk vs. benefit
 - Reducing risk at Sundance Saloon
- **Sundance Stompede?**

SUNDANCE SALOON BUDGET 2020 - INCOME

	original budget	closed thru August	closed thru December
Admissions	56,445	29,060	10,785
Donations	67,145	50,975	45,000
Corporate	21,500	13,600	8,000
Fundraising	10,700	2,700	(20,000)
Other	420	300	220
TOTAL INCOME	156,210	96,635	44,005

SUNDANCE SALOON BUDGET 2020 - EXPENSES

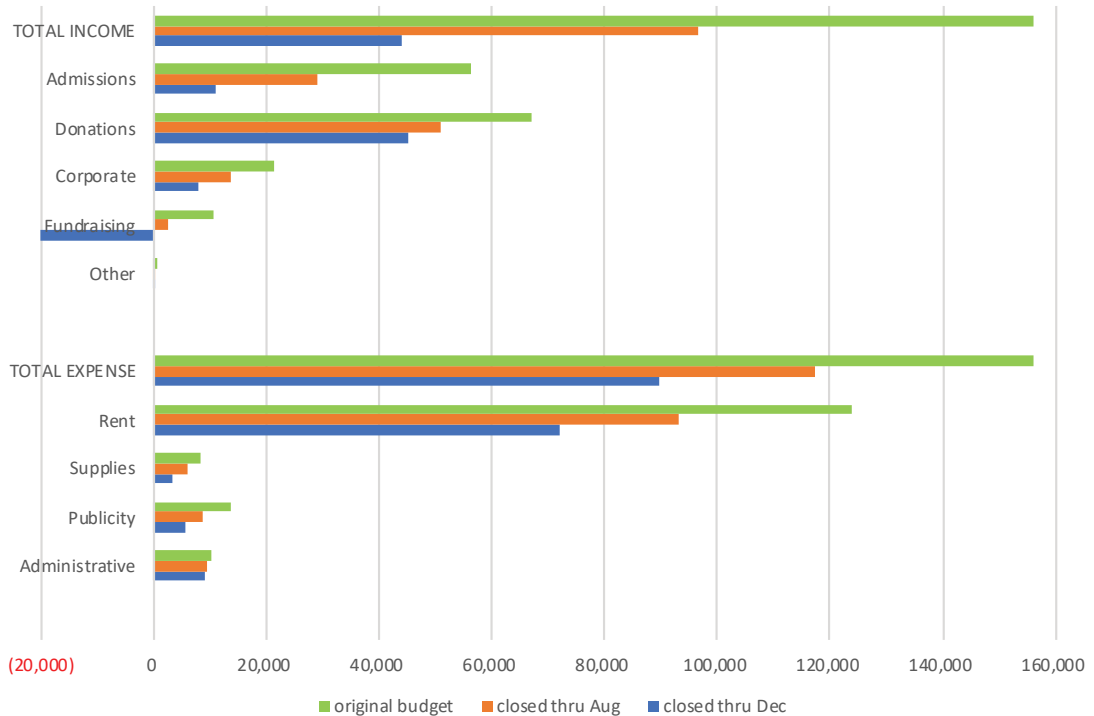
	original budget	closed thru August	closed thru December
Rent	123,800	93,250	72,025
Supplies	8,280	5,835	3,125
Publicity	13,800	8,700	5,720
Administrative	10,330	9,400	9,000
TOTAL EXPENSE	156,210	117,185	89,870
 NET INCOME	 0	 (20,550)	 (45,865)

THE STORY BEHIND THE RENT AGREEMENT

- **Two years ago, relationship with Space 550 at a nadir**
- **Thursday attendance was extremely poor**
- **Thursday bar sales were even more dismal**
- **Entered an agreement for a bar minimum on Thursdays**
- **Rent to increase by \$10,000/year**
- **Result: attendance and bar sales up, donations up**

- **Relationship has improved over past several months**
- **Discussion with Space 550 owner on March 12**
- **Sundance to continue to pay rent at 50%**
 - **Secures our space to return when ready**
 - **Helps to keep owner solvent**
 - **Solidifies our relationship as partners**

SUNDANCE ASSOCIATION BUDGET 2020



MEETING THE SHORTFALL

- | | |
|---|----------|
| ▪ Tapping our emergency reserve fund | \$10,000 |
| ▪ Maintain membership income | \$10,000 |
| ▪ COVID-19 Relief Fund
[Live-stream "admission fee" at \$140/week = \$5,000] | \$10,000 |
| ▪ Give OUT Day | \$5,000 |
| ▪ Country Dance-A-Thon (virtual?) | \$5,000 |
| ▪ Volunteer grants | ? |

GIVE OUT DAY – JUNE 30

- **Sponsored by the Horizons Foundation**
- **Annual day of giving to LGBT nonprofits**
- **Prizes based on # of unique donors \geq \$10 made June 1–30**
 - **For our organization size, last year**
 - **\$2,500 prize = 214 donors**
 - **\$5,000 prize = 254 donors**
 - **\$10,000 prize = 413 donors**
 - **If 50 folks each raise \$50 in \$10 allotments, that's**
 - **\$2,500 in donations and 250 donors**
 - **If 100 folks each raise \$50 in \$10 allotments, that's**
 - **\$5,000 in donations and 500 donors**
 - **Incentivize your friends and family to donate!**
- **Addt'l \$1,000 for most donations in a specified hour**



NAVIGATING FACEBOOK

- **Sundance Saloon Facebook Page**
 - 2197 people Like Sundance Saloon
 - 2245 people Follow Sundance Saloon
 - Posts reach very few people, typically 200
 - We pay to “boost” posts and events
- **How you can help:**
 - Posts with more engagement reach more people
 - Like and Share posts and events
 - More helpful for a regular post than group post
 - Invite specific friends to our Facebook Events

INVITING FRIENDS TO FACEBOOK EVENTS

