

## Sundance Community eMeeting Summary April 23, 2020

Our knowledge about COVID-19 changes weekly, even daily. And it's hard to separate what we know from what we think we know. So most predictions are for a long time, even a year or more, before we can get back to normal. But there are also some signs that it might be much sooner than that, especially if we can significantly ramp up virologic and serologic testing and contact tracing. San Francisco's daily increase in cases has decreased from 20-25% in mid-March to less than 3% in mid-April, a good start.

One challenge is finding ways to continue our nonprofit mission and keep our community connected.

- Live-streaming lessons and dancing
- Composite shelter-in-place line dance videos
- Zoom socials and meetings
- ??? other ideas

Prospects for reopening Sundance Saloon will include

- When governmental entities allow mass gatherings
- Psychology of risk vs. benefit in the public's eye
- Ability to reduce risk at Sundance Saloon
  - o Maybe start with only line dancing
  - o Consider outdoor events with greater spacing
  - o Infection control protocols
- Sundance Stompede (September) – not looking favorable at this time, but will not make a final decision until the end of June. If canceled, one possible plan is to move it to Memorial Day weekend in 2021 and still host the IAGLCWDC. The Stompede after that would then be in the fall of 2022.

### Finances

- Income – zero admission fee income while closed, and expected 20-25% drop in donations, including corporate matching grants and volunteer grants, due to the poor economy.
- Expenses – we're paying half rent, and we have fewer expenses from supplies.
- Rough estimate of financial status
  - o \$20,000 short through August
  - o \$45,000 short through December

### Fundraising

- Goal: \$40,000 in funding through December
- Memberships – \$10,000 - forecast \$20,000 drop, but hoping to restrict it to \$10,000
- COVID-19 Relief Fund – \$10,000
  - o If 20 people "pay" \$7 admission weekly for the live-stream, that would be \$5,000
- Give OUT Day – \$5,000 - \$15,000
  - o Fundraising event with prizes to nonprofits with the highest number of unique donors who donate > \$10 between June 1 and June 30, 2020.
  - o Goal: 50 folks each raise \$50 in \$10 allotments -> probable \$2,500 prize
  - o If we can get 100 folks to raise \$50 -> possible \$10,000 prize!
  - o More details in May
- Country Dance-A-Thon – \$5,000
  - o Will have a virtual dance-a-thon if necessary. Hope to raise \$5,000
- Sundance Emergency Reserve Fund
  - o We do have an emergency reserve fund and can tap into that if necessary

### Facebook

- Facebook is stingy about disseminating our posts. We can pay Facebook to reach more people.
- Posts with more engagement get distributed to more people.
  - o "Like" and "Share" our posts
  - o Comment on our posts
  - o Invite your Facebook friends to Sundance Events