

# Marketing research report

So I've been inquiring with various clubs in our province, and in Alberta mostly,, but with our Canadian national in penticton was also able to discuss marketing and costs with clubs further afield

In summary this is what I've heard

Most Clubs everywhere are seeing an increase of new dancers

However not many new dancers are willing to commit to a long commitment of a full year before they can Just dance ,, not a year long of lessons

A six month commitment seems successful but with only half of new dancers returning to the second session of lessons (September to xmas,, then January to April)

Fun dances that teach basic moves that have them dancing the same night are attracting 6 plus squares (gary winters , brent Mawdsley, Linda Potyok and co. Are some examples)

Experienced dancers one year plus are willing, wanting , demanding even to be given lessons to PLUS (Vernon star country is one example)

Promotion seems to be just as varied as past years , posters, ads, demos, public awareness campaigns, facebook and of course word of mouth

I do see more A I being used by members creating more vibrant posters , and many individual facebook pages The most successful clubs have a designated person that adds photos and updates regularly

As BCSR D one thing we could assist with is promoting bcfd website as a central hub to provide links to the individual club facebook pages

Caller and cuer fees vary not only between clubs but with the individual caller themselves, depending on the event

If its a public event, mostly at no charge

If there is a paid dance, the cost is often dependant on how many dancers attended or percentage of the door , or just travel costs , or a set fee

If its a new club, oftentimes free till the club is established

As to hall fees ,, most every club I've spoken with has

experienced an increase in their hall costs, those that have not are waiting for it to happen

There are some innovative ideas to try and keep the same hall rates low,, such as members offering some volunteering at the hall, donating to the hall or fundraising for hall upgrades

But most halls have doubled fees since covid

So most all clubs charge their dancers 10.00 per night

Some clubs have incentives such a punch passes, bonus nights for paying a seasons dance fees up front, discounted times for angels during new dancer nights

If there are alot of new dancers a struggling club can stay out of the red, however there are clubs that Don't do new dancer classes,

the increased hall costs combined with aging dancers and executive burnout are causing those clubs to struggle

Can bc federation assist them

I do believe that keeping the new dancer grant going for EVER year and not every second year is an incentive for clubs TO provide new dancer classes

One problem that curtails the offering of new dancers

classes is the bounce and hand grips of new dancers hurting the senior dancers

Quite a serious problem to consider for a club that would like to have new dancers, but to the detriment of its older members

Should BCS&RDF provide financial support to these clubs to keep them going, when all of know that without new dancers a club will eventually die out

One area solved this problem of mixing old and new by supporting a new caller club that just teaches new dancers, and once they've learned lessons well, funnels them on to two local clubs that don't do new dancer classes

So in conclusion

All areas seem to be experiencing an increase in dancers

Most areas are using the same promotional ideas, with facebook photos seeming to attract more views and shares

The clubs that have a dedicated promotion person are doing a more successful job

But still the personal friend bringing a friend is the final and best step in acquiring a new dancer that stays

Hall costs ARE increasing

Executive roles are hard for clubs to fill and for the board members hard to pass on to other members

Clubs that do not do new dancer clubs are struggling

Fun dances are successful in enticing new people to dance

End of report

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