



SGD *at THE BALLROOM*

UPDATE

To our Students, Supporters and Friends of The Ballroom:

November 2019

Since taking over the Ballroom in August, we wanted to share the story about our first 3 months with you. Our goal was to keep the doors open as we knew how devastating the news of the sale was. This was an extremely difficult task but it allowed current students a place to practice and continue taking classes as well as teachers a space to teach including SGD. When the new owners offered the entire Ballroom at the last minute, our company essentially took a 'leap of faith' into the unknown of trying to save our Ballroom for the continuation of a dance venue. We changed over all utilities, hired and trained staff and got all aspects of the business up and running while keeping the doors open. To date, we've brought on 20 teachers with the addition of many new classes and socials. We have made many changes to the building including our fresh lobby updates, Champions 'club' updates, added ballroom tables, updated lighting, new online registration system, updated website and rentals info. Future plans include an outdoor patio, back entrance into club, bar, massage room, PT room, Kids corner and more.

We have had minimal staff working around the clock since August and thankfully doing a wonderful job at creating a positive and fun place to come dance, workout and socialize. Our goal has been for noticeable fresh changes, addition of new classes, events and growth in the Sunday night social. We believe we have accomplished that well. Unfortunately, we did not foresee many issues that have created a slow down of our plans and have been extremely detrimental to our staff and the start of our business in the Ballroom. Due to these unforeseen issues, our Grand Opening and re-branding plans were placed on hold. Building issues include roofing and other minor construction on the building that is still not completed, floor refinishing off schedule, fire alarm out of code with daily sounding issues, non-working phones and internet for our first 2.5 months in the building. The loss of our Fall season Kick off and promotion time has placed us in a weak position going into the holiday season. We are currently in negotiations with the new owners of the building in regards to these continuous issues and have demanded the building be brought to code immediately so we can move forward as planned. We apologize to everyone for any inconveniences caused.

While we understand there was confusion about SGD's lease at the Ballroom. We took a chance at the last minute and have done our absolute best to lift the empty Ballroom and revive it with new life and energy. We have many plans for the future but we need your help spreading the word about classes, socials, new membership option and event space rentals. We promise you transparency and involvement. We want to hear from you about your ideas on programs and growth of the Ballroom as a community center space. Please contact the front desk or Shawn Gardner if you have means to help. We hope our next update brings better news and thank you for your continued support of Shawn Gardner Dancing.

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