

Survey Results: Finding a New Home



Ballroom Dance Club
of Charleston

Up From The Ashes

April 2014

Survey Report: New Home for the Charleston Ballroom Dance Club of Charleston

Demographics:

84 completed surveys

Question 1: How long have you been a club member?

- 35% More than a year and less than 5 years
- 31% More than 5 years and less than 10
- 23% More than 10 years
- 11% Less than a year

Question 2: Where should our new home be located?

- 47% Anywhere in West Ashley as long as long as the facility is a good one
- 30% Anywhere in Charleston, the facility is more important than location
- 11% As close to our old location as possible
- 11% I want to move back to our old location

Question 3: How important is it that our new facility be visible from a major road?

- 52% Important but not the most important factor to consider
- 19% Not important
- 16% Important but not as important as some people seem to think it is
- 13% very important for recruitment

Question 4: Installing a dance floor and preparing a new facility for the club will cost the club a significant part of our reserves. Which of the following best describes how you feel about spending money to establish a new facility for the Club.

- 46% I think the club should spend what is necessary to establish a safe and attractive place for our club but make sure to retain a reserve.
- 26% We elected a Board to help manage the Club, we should allow them to make the best choices from all the options available.
- 25% I think a nicer facility will attract new members and retain existing ones. We should spend the money and get what we need and want.
- 3% I think saving money is more important than having a nicer facility and we should only spend what is absolutely necessary.

Question 5: What do you think the Board should maintain as the minimal amount of cash reserve? The Club currently has \$70,000 in reserves.

- 47% \$25,000 (one years minimal operating expenses)
- 24% \$30,000
- 18% \$20,000
- 11% \$10,000

Question 6: The dance floor in our fire damaged facility was nailed down and was not cost effective to remove or refurbish. A quality moveable dance floor (in case we choose to move the club to another location in the future) is more expensive than a non-moveable floor. How important is it to you the floor we buy this time be moveable?

- 35% Not that important, we should choose our facility with care and plan to stay there a long time
- 31% Important, but I would rather have a really good floor at a lower price than a moveable floor not as good.
- 22% very important, no one can predict if and when we will need to move
- 12% I don't think the floor is as important as people say, just get a good space and an ok floor. We only dance a couple hours at a time on it. It is the instructors that benefit most from an expensive floor.

Question 7: Apart from the floor, how important is having kitchen facilities to heat/refrigerate food for parties?

- 63% Important, we are a social dance club and having a kitchen facility supports what we do.
- 24% Not important to me, I only come for the dance, not the food.
- 11% Very important, the food adds a great deal to the dances feeling like a real party
- 3% I don't care one way or the other

Question 8: We had a bargain rent price at our old facility at \$7 a square foot. A new facility will likely cost us more than our previous location. The amount of space we need directly affects cost. How much space do you believe is critical for the Club.

- 55% We should balance space with cost and location and be flexible
- 29% We need the same amount of space we had at our old location.
- 16% We should plan to grow and have more space than what we had before at the old location.
- 0% We could have less space than our old location and still have enough room for the club to grow membership

Question 9: Which of the following is the best choice for the Ballroom Dance Club of Charleston:

- 57% Immediately look for a new location, create a good dance space for the members
- 24% Stay at St Andrews Fitness center and see how things go
- 11% Sublease (share time) with another dance studio because the facility already exists
- 7 % Stay at St Andrews Fitness Center until the old facility is rebuilt and move back

Question 10: During the time we stay at St Andrews Fitness Center, our Friday and Saturday party hours should:

- 29% End Friday and Saturday earlier than our previous hours at the old facility
- 27% Last until the last couple has stopped dancing (no later than 11)
- 23% Stay the same as our old facilities (11pm)
- 21% End at 10:30 on Fridays and 11 on Saturdays

Question 11: During the time we stay at St Andrews Fitness center, our parties should be:

- 37% Made a little nicer when possible to encourage attendance by members, food contributes to the social feel of parties.
- 29% maintained as close as possible to our usual food/decoration offerings as possible
- 29% Scaled back in terms of food and drink
- 5% Scaled back significantly in terms of food

Question 12: How often do you attend parties (Friday and Saturday nights) in a months time?

- 37% Several parties a month
- 36% I attend almost every party
- 18% I don't attend every month
- 9% Usually at least once a month