



# ASSOCIATION OF DANCE COMPETITIONS & CONVENTIONS

March 15, 2020

## **Association of Dance Competitions and Conventions (ADCC) COVID-19 Global Pandemic Official Statement**

Studio Directors & Dance Families,

The **Association of Dance Competitions & Conventions (ADCC)** is here to serve the entire dance community of dancers, parents, teachers, choreographers, studio directors, competition owners, venue operators and the hundreds of thousands of people directly impacted by the COVID-19 global pandemic.

As the collective voice of the dance competition and convention industry, the ADCC deeply understands how unbelievably challenging this time is for you. All of you—from dancer to choreographer to teacher to parent—have prepared so incredibly hard to attend our events this season. The outbreak of the COVID-19 virus, and the measures being taken to control its spread by federal, state, and local governments, has—as you ALL KNOW—brought the entire dance competition and convention industry to a standstill. This unprecedented event is something that no studio, competition, or convention could have ever prepared for, especially at this critical time of year. It is not only unimaginable—it is surreal.

**Studio Owners:** We can only try to imagine what you are going through as you work diligently to support your studio families each day. Every hour brings new and startling information. The many unanswered questions, plus not knowing what we still don't know, can create uncertainty and anxiety in all of us, especially in light of the minute-to-minute changes we continue to experience. Yet we can still avoid hasty and “fear driven” decisions.

The containment and social distancing measures put in place are severe, since this pandemic is fast moving, but we also know that the severity should help us “flatten the curve” so that we can get back to a “new normal” with on-site events as swiftly as possible. This is preferable to a longer term of social isolation. However, this does not remove the grave economic impact on all of us. And it is deep, and it is grave.

This situation goes to the financial heart of the sustainability of our entire dance community. The venues we booked are holding our deposits as well as “in full” payments that competition owners made before last-minute government social distancing measures were imposed.

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Deposits/payments were made from studios to competitions, on behalf of the parents, and the competitions placed those deposits/payments (on behalf of studios) to those venues. Dance studios and competitions provide young dancers a safe place to follow their passion. These same studios and competitions are also responsible for the employment of thousands of talented people to help make those passions a reality. These dedicated people rely on competition season income to support their daily lives. Besides payroll to support these people, studios and competitions have additional seasonal expenses to continue operating in the off-season. Maintaining sustainable cash flow for studios and competitions requires relentless fiscal diligence.

Nobody predicted this instantaneous disruption of flow from Parent > Studio > Competition > Venue. It is unprecedented! Venues for competitions are still keeping our deposits/payments in anticipation of the rescheduling of our events, while the natural flow of registration funds coming into competitions has come to a complete halt. Many studios have had to postpone classes that halted their tuition cash flow as well.

YES! We are all in this together. We are supporting each other through this “New Normal.” We are sharing the pain, burden, and economic sacrifice required to weather this extraordinary period. This period of postponement is not ideal, but we remain composed and patient as we work through the challenges that lie ahead.

We will sustain this crisis and come out stronger on the other side. The ADCC is committed to supporting everyone to help us persevere together. We thank you for your patience. We thank you for your understanding. We thank you for the incredible outpouring of support from studio owners, comp owners, choreographers—everyone is working for one another.

Our dance community is our family and like all families do when there is a challenge—we come together and take care of each other. The ADCC is working day and night to brainstorm and provide swift ideas and solutions to the ever-changing climate this virus has created. We are partnering with industry leaders from all corners of the dance world so that we may continue to stabilize the dance community and work together as one unified body.

We remain committed, as one collective voice and body, to uniting as one. We will continue to communicate as frequently to you as needs arise and offer you all our heartfelt thoughts and prayers.

Warmest regards,

**Sean Flanagan**

President, Association of Dance Competitions and Conventions