

# FDF is Priceless

The “right” package price to attend or participate in a program like FDF has always been a question among our participants and communities. Some believe it’s overpriced but why do they feel that way? Where does this “high-price” misconception come from? In reality, FDF package prices are lower than what they should be considering the hard costs that go into putting on a four-day weekend event of it’s magnitude. The costs, compared to what participants pay today, (and require for their performances) doesn’t necessarily balance. That’s why we wanted to share with you what truly goes into developing a spectacular ministry and program like FDF. The FDF organization works diligently year after year to help this program continue to thrive and we appreciate your continued support and understanding.

## What it costs to run FDF:

As a ministry and non-profit organization, FDF takes a considerable amount of money to operate. Looking back at past FDF programs, the package price has hardly changed, which financially, doesn’t allow for the program to operate positively or grow. Typically, costs for major programs and events increase by 3-5% annually in order to keep up with current economic factors like service, food and facility fees. Especially when a program is growing and requiring more to operate. More importantly, it’s very difficult for FDF to offer scholarship programs, grow its endowment fund or add workshops and dance education programs if prices are not adjusted appropriately.

### Operating costs are comprised of three main factors:

1. Food prices
2. Production fees
3. Facility and operating costs

## #1 FOOD PRICES

Food can be one of the most expensive items on the FDF budget. Because the event requires a hotel environment and our participants need to be hosted and fed throughout the weekend, the cost for food and operations is usually between \$275,000 - \$300,000, depending on the hotel property and city.

## #2 PRODUCTION FEES

FDF has become one of the premiere events within our Metropolis and the level of staging, acoustics, equipment and overall staffing that participants have come to expect equals that of a major concert or convention trade show. Although the management team is always working on ways to make this more affordable while maintaining the high-quality it deserves, this is the second most expensive element that affects the FDF budget. On average, production costs over \$170,000 a year.

## #3 FACILITY & OPERATING COSTS

Depending on the city and the venue, the costs to rent facilities and meeting space can be costly. Usually, FDF receives rebates or discounts when booking the event but there are always costs involved. Typically, the facilities cost FDF another \$35,000-\$50,000 per year to secure and the overall operating costs (including trophies, marketing materials, décor, weekend entertainment, security and more) equal an additional \$250,000-\$275,000. These three areas equal over \$600,000 in costs and are critical in making the FDF weekend operate successfully.

## Packages and Pricing

Over 85% of the packages sold at FDF are full participant packages and they are the main source of revenue for FDF. But unfortunately, that doesn't always pay for the costs we describe above. The package prices today do not reflect what the event costs to run the program. In fact, the money that comes in during the weekend from casual attendees, parents and other participants is usually what helps FDF stay afloat.

But in order for FDF to grow and become an even stronger ministry, it needs to function more efficiently. The package prices should, at the very least, pay for the fixed program costs. The additional funding and gate receipts that come in throughout the weekend should be used to grow the program. In most recent years, the program has either broken even or run at a deficit so packages and pricing always need to be analyzed closely and adjusted accordingly in order for this ministry to continue to thrive for another 34 years.