

SWOT Analysis

Event Name: Gala en Pointe

Event Purpose: The central purpose of *Gala en Pointe* is to celebrate and sustain the artistic excellence of youth ballet while ensuring that our community continues to have access to professional-quality dance productions.

Event Strength (Internal)

1. combines the artistry of a professional-quality ballet performance with the sophistication of a formal gala. This dual format offers guests not only the chance to enjoy an evening of live dance at a high standard but also an elegant social experience, creating a unique and memorable event that sets itself apart from typical fundraisers in the region.
2. The event functions as one of Northwest Michigan Ballet Theatre's primary fundraising opportunities, generating essential revenue to support the dancers' training, performances, and artistic growth. The funds raised help ensure that students have access to the resources, coaching, and opportunities they need to continue developing their skills and pursuing their dance careers, making the gala central to the organization's sustainability.
3. Enthusiastic involvement of parents and families of the dancers. Parents are eager to support their children's artistic journeys and often volunteer their time to assist with event operations, set-up, and promotion. Their willingness to contribute creates a strong base of dedicated support while also allowing them to participate in the event, often with the added benefit of experiencing the performance in return for their service.
4. NMBT's deep community ties and longstanding relationships with local schools, families, and arts advocates serve as a foundation for the gala's consistent success. These connections foster goodwill, encourage attendance, and build donor loyalty, as community members see the event not just as entertainment but as an opportunity to invest in the cultural and educational growth of Northwest Michigan

Event Weakness (Internal)

1. Admission Price- A \$100 admission fee might be too expensive for some guests to afford, so it could limit the people that could come. We could try and amend this by advertising tickets early in the year and offering discounts for guests in need. We could also have volunteer opportunities for people that want to be involved but can't afford to attend as a guest.
2. The funds for the event are taken from the year before, so if the event didn't do well the year before, it will be hard to budget for the next year's gala. We could create a fundraising goal of how much money we want to make off of the gala, to help encourage attendance and donations, and we could continue to raise expectations for each gala so they improve every year.
3. Many of the volunteers will be young dancers which could be a concern with their maturity and responsibility levels, especially with alcohol being a part of the event. We will make sure the volunteers selected are responsible and trustworthy, and there will be

a meeting to talk through the event with the volunteers and ensure they are knowledgeable about their jobs and responsibilities.

4. The team organizing the event are simultaneously choreographing large-scale ballets including the excerpts that will be performed during the gala. They have a lot on their plates and so it is vital that everything is incredibly well organized so no details get missed. By working together and having constant communication, all of the team members can make sure everything gets completed and nothing gets looked over.
5. With any event involving dancers, injuries are a huge concern. The dancers are involved in the event by volunteering and performing in the ballet excerpts. To do our best and prevent injuries we can encourage dancers to advocate for themselves when they aren't feeling well, and be preventative by focusing on stretching and physical therapy.

Outside Opportunities (External)

1. **Promote Local Businesses** – Because the gala is happening in downtown Traverse City, local businesses have the chance to reach new customers. For example, a local restaurant and bar is providing the food and drinks, which helps them showcase their brand to the community.
2. **Stable Economy** – Traverse City has a strong middle-class economy, and many residents are willing to spend money on events that support their community. This makes fundraising through the gala more promising.
3. **Tourism Appeal** – Traverse City attracts many visitors, especially during popular event seasons. By promoting the gala as part of the city's cultural scene, it can appeal not only to locals but also to tourists looking for unique experiences.
4. **Media and Community Exposure** – Supporting a local dance company makes this the kind of event local newspapers, magazines, and community groups are likely to highlight. That extra attention can raise awareness for both the gala and its sponsors.
5. **Partnerships and Sponsorships** – The gala is a great opportunity to build connections with local businesses and sponsors. These relationships can help boost fundraising this year and open the door for future collaborations.

Outside Threats (External)

1. **Weather Conditions** – Northern Michigan weather can be unpredictable, and bad weather like snow, heavy rain, or storms could negatively affect attendance, especially for those traveling from outside the city.
2. **Competing Events** – Other fundraisers, concerts, or community events happening at the same time in Traverse City could reduce attendance and that would affect ticket sales.
3. **Economic Shifts** – While the local economy is generally stable, inflation, rising costs, or unexpected downturns could make people less willing to spend money at the auction or on the ticket prices.
4. **Tourism Dependence** – While tourism could be a benefit, this event should not rely on out-of-town visitors. The reason being, if travel slows down due to high costs, transportation issues, or seasonal dips, the event may attract fewer guests.

Crucial issues the event will face?

- 1. Balancing Fundraising Goals with Event Costs** - The gala requires significant expenses for venue rental, catering, décor, and production elements. A crucial issue will be ensuring that these costs do not outweigh the fundraising revenue
- 2. Expanding Beyond the Existing Donor Base** - While NMBT has loyal supporters, the event must also attract new donors, sponsors, and audience members to grow long-term sustainability. Limited marketing reach could restrict this growth, so expanding community engagement and visibility is essential.
- 3. Volunteer and Staffing Capacity** - Because NMBT relies heavily on volunteers and a small administrative team, managing such a large, complex event can be challenging. Ensuring adequate training, delegation, and support for volunteers is a crucial issue in delivering a seamless guest experience.