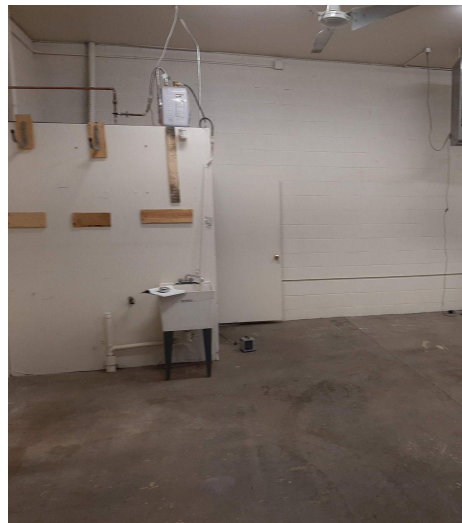


# DURANGO SHIN-BUDO KAI AIKIDO

2023 • Annual Report

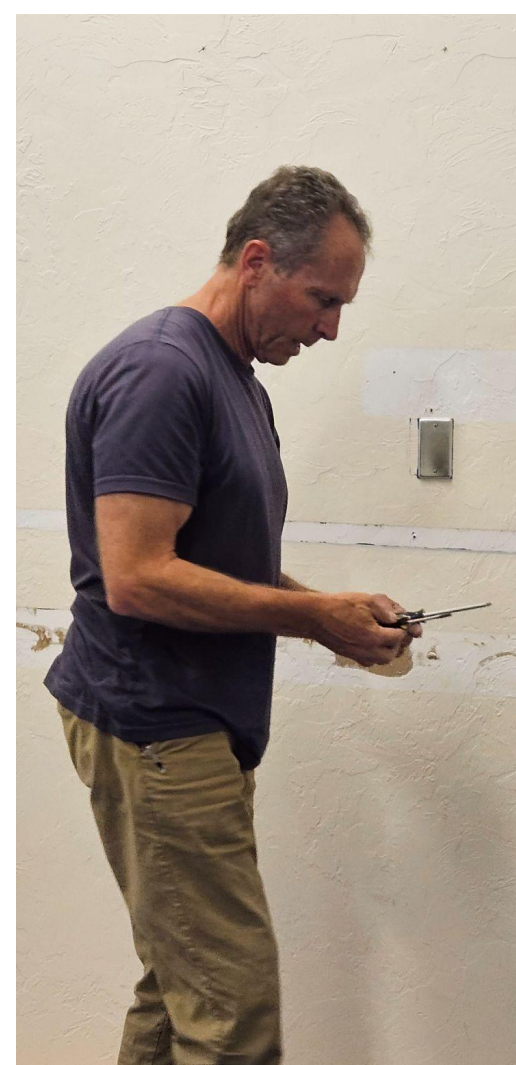


DSBK moved!  
Again.

We shifted from the smaller Unit B to the luxurious Unit D and acquired a reliable sublessor.



We are grateful for everyone's help with renovations!





# Current Balances

Checking: \$10,479.88

Emergency Fund: \$ 2,502.13

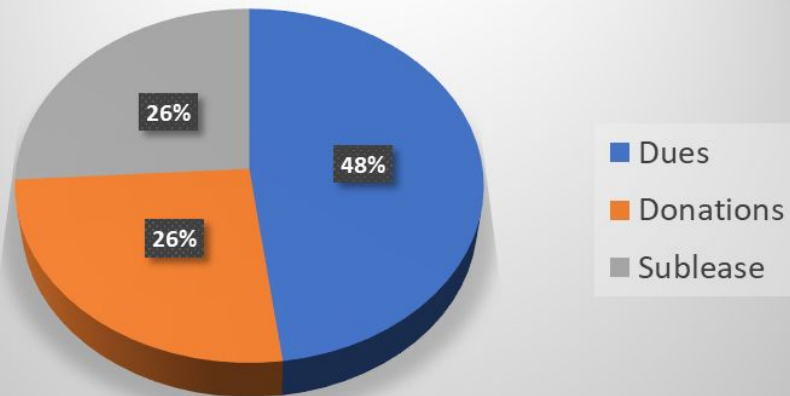
Scholarship Fund: \$ 225.18

Paypal balance: \$ 485.65

Total: \$13,692.86

\*as of 12.03.23

## Income

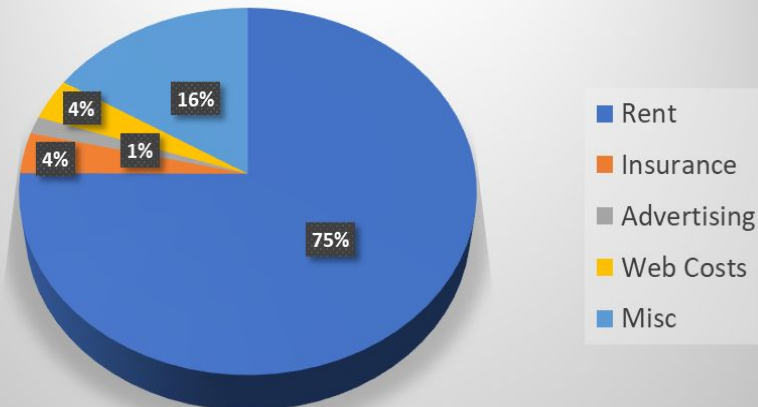


**Dues:** \$ 13,286

**Donations:** \$ 7,237

**Sublease:** \$ 7,200

## Expenses



**Rent:** \$15,400

**Insurance:** \$ 740

**Web Costs:** \$ 753

**Advertising:** \$ 312

**Miscellaneous:** \$3,311

Donations include Individual donations, LTAC grant, and CityMarket. Currently waiting to receive additional \$4606.26 in final LTAC funds.

17 people paid dues in the month of November, totalling \$1,163.11 + \$600/month for Threshold Personal Training Durango (AJ's sublease): Rent: \$1,400: NET (November): \$363.11!!

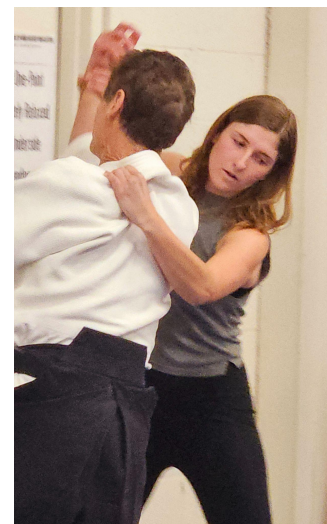
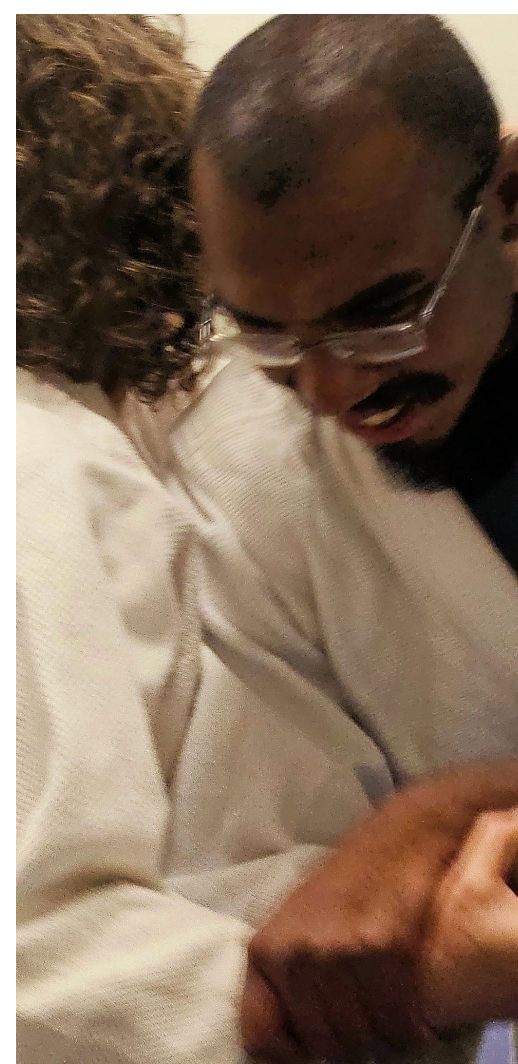
As 2024 arrives, the best support we can receive from our aikidoka is a solid commitment to regular practice! A critical mass on the mats helps attract and retain new students.



Attendance totaled **881** in 2022 and **1,261** in 2023.

The dojo **grew** by **43%** year over year class participation !!!!





# Lodgers' Tax Arts & Culture (LTAC) Grant

The City of Durango awarded DSBK \$9,030 from the LTAC fund to support 4 innovative crossover workshops, upgrade weapons, and improve the facility with new lighting.



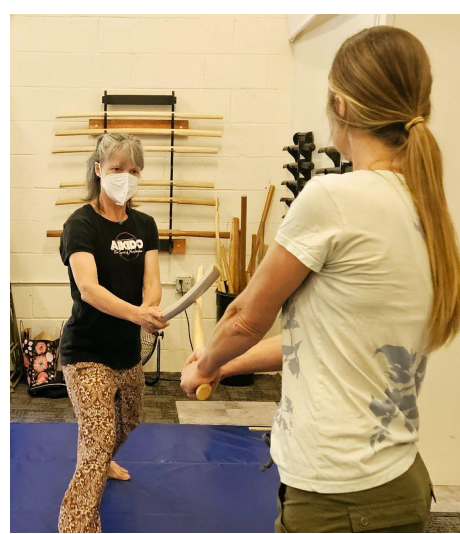
# Soft is Strong, Strong is Soft

Women's only workshop combining bokkendo/jodo and ikebana

Community partner: April's Garden

SOLD OUT

\$1300 in scholarships from LTAC



# Art Warriors

Kids' workshops combining weapons and Japanese woodblock printing

Community partner: Seed Studio

6 participants

\$450 in scholarships from LTAC



# Magnetic Connection

Adults' workshop combining dance and aikido

Community partner: West Slope Westies

SOLD OUT (with a waitlist)

\$1020 in scholarships from LTAC



# Brain Body Boogie

Family workshop combining aikido and dance

Community partner: Durango Dance

22 participants (almost sold out)

\$540 in scholarships from LTAC



# Promotions

We celebrated multiple promotions in 2023. Each one represents collective advances in everyone's skills and expertise. Congrats!

Chris Lewis, Gokyu

Mike Boeckman,  
Yonkyu

Jenny Mason, Sandan





## Kids' Classes

DSBK was able to offer kids' classes throughout the fall. Several students discovered our aikido classes through LTAC workshops. Students study fundamental techniques, bokkendo, jodo, and play a lot of games. Parents remark on how excited their children are to come to class. They go home eager to share what they've learned. They cannot wait to see their newfound friends next week!



# New Website

DSBK transitioned to a new website platform on Wix equipped with booking, scheduling, POS (point-of-sale) capabilities. The website also tracks its traffic in addition to Google analytics (how many people find DSBK based on the terms we've programmed into our Google Business Profile).



## Uniforms & Equipment

Find gis (white practice uniforms), hakamas, weapons, and more through these online resources:

[Bujin](#)

[E-Bogu](#)

[Ki International](#)

[Tozando International](#)

## Training Resources

[NY-SBK Videos](#) (view free archival footage of Imaizumi Sensei teaching techniques and principles)

[Aikido Journal](#) (read insightful and extensive articles on Aikido and training)

## Weekly Classes & Series



### Aikido | Monday 6pm

The form, function and connection of aikido. Not just how but why.

[Read More](#)



### Ki Class | Wednesday 5-6pm

An experiential class in cultivating one's natural Ki.

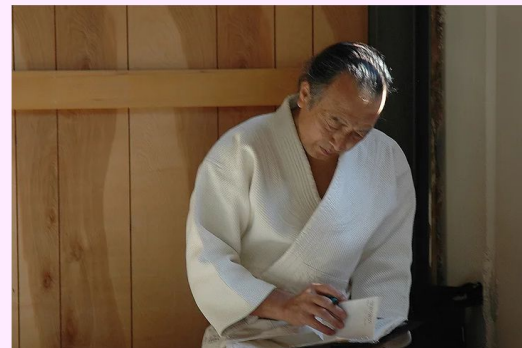
[Read More](#)



### Aikido with Ki | Wednesday 6-7pm

An exploration and application of Ki in motion to resolve attacks

[Read More](#)



Site sessions

868

Unique visitors

457

### Sessions over time





Current period

## Key stats comparison

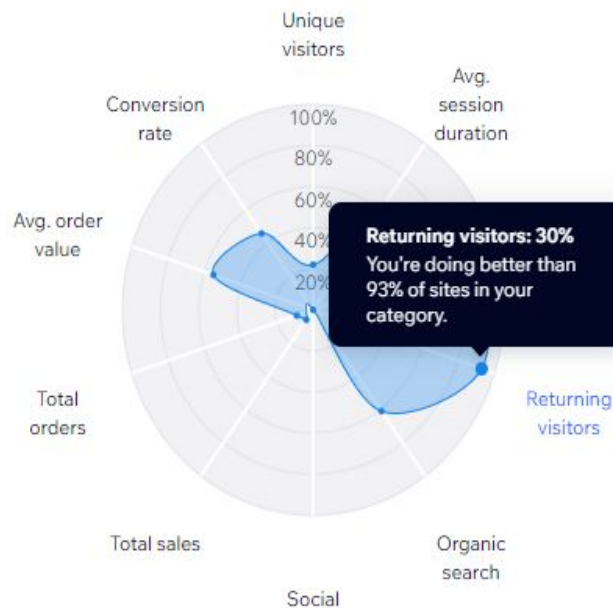
You're compared to [Fitness & Training](#) sites in [Worldwide](#). [Change Category](#)

Traffic	Your stats	Better than	
Unique visitors	61	22%	>
Avg. session duration	4min 9sec	63%	>
Bounce rate	40%	86%	>
Returning visitors	30%	93%	>
Organic search	48%	61%	>
Social	0%	0%	>
Sales	Your stats	Better than	
Total sales	\$475.00	6%	>
Total orders	8	9%	>
Avg. order value	\$59.38	55%	>
Conversion rate	6%	46%	>

Stats are relevant for the last 30 days: Nov 10 - Dec 9

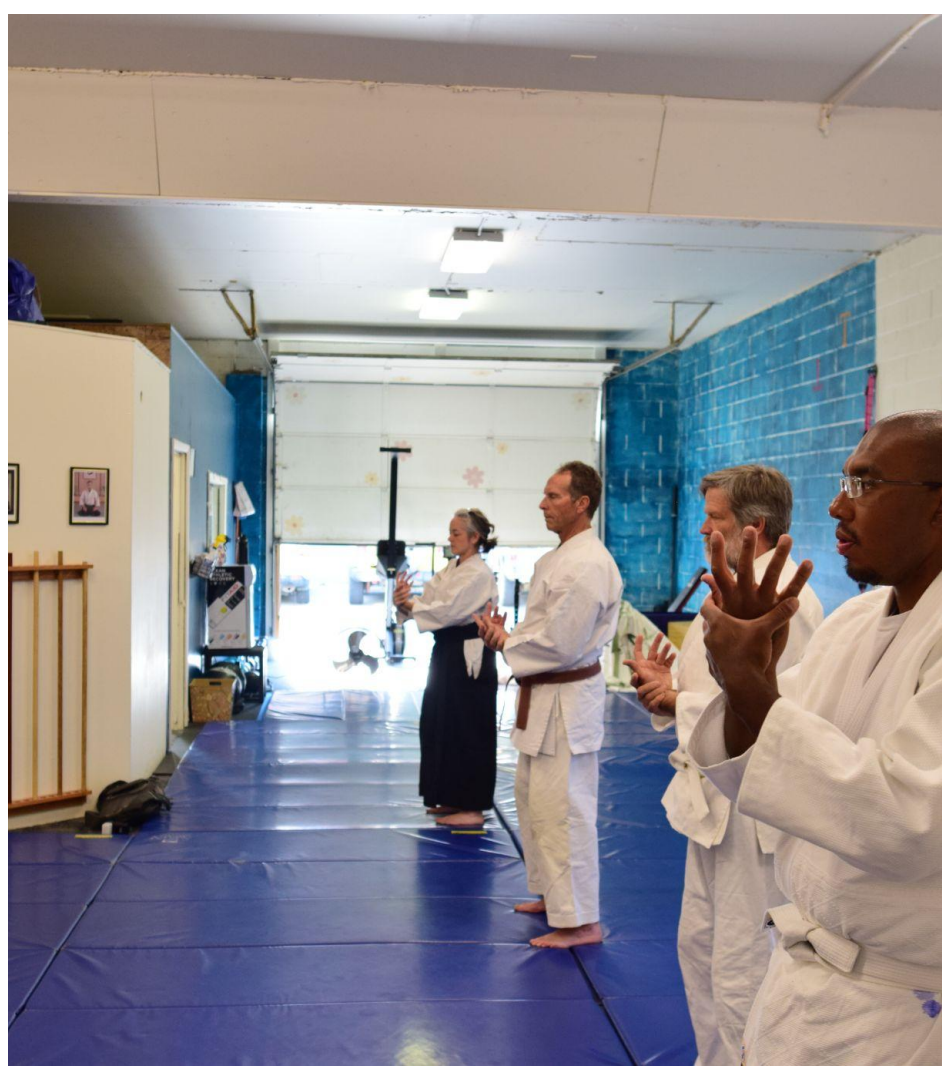
## Competition radar

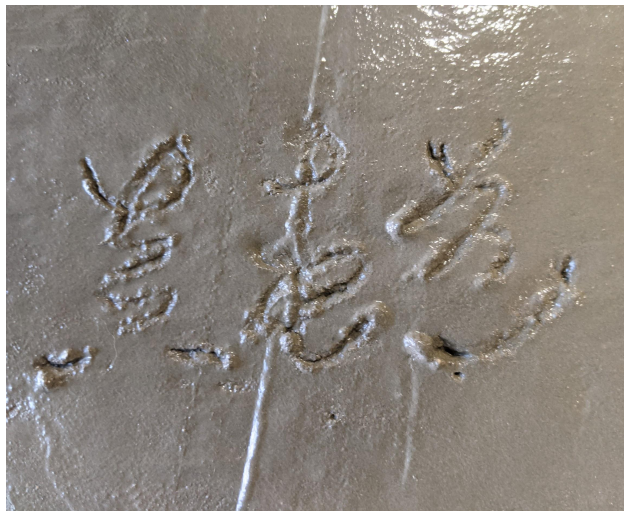
This is a visual representation of your benchmarks. The more coverage you have, the better you're doing compared to others.



### Take Action

Most top sites in your category sell via





## 2023 in Review

In 2023, DSBK adopted an aggressive outreach stance through a new, more interactive website, as well as a suite of collaborative grant-funded workshops. This posture yielded definite financial rewards, as well as meaningful community connections. Looking into 2024, DSBK will partner with Ignacio Schools through a grant-funded aikido for teens class led by Steve Self Sensei. Mountain Middle School is also investigating grants to create with our dojo an introductory martial arts experience for its students. At a recent Leadership Council meeting for all SBK dojos, dojo leaders reported on the state of their affairs (attendance, financials, outreach). DSBK emerged as one of the few dojos growing in size and solvent. Our peers praised our strategies and want to imitate our methods. DSBK's leadership remains committed to attracting and retaining more students (especially women), and to sharing the benefits of Aikido training with the wider community.