

2010 BUSINESS RECOGNITION

HOSTED BY
Weber State University,
Ogden SBDC



OWNER
Raymond Van Mason
NATURE OF BUSINESS
Dance Instruction

CITY
Ogden
COUNTY
Weber

PHONE
801-296-1372

WEBSITE
www.imagineballet.org

BUSINESS STRUCTURE
LLC and 501(c)(3)

BUSINESS BEGAN
January 2005

EMPLOYEES
1 full-time, 4 part-time

SBDC CONSULTANT
Beverly King



After leaving Ballet West as principal artist, Raymond Van Mason continued to be a nationally recognized dance choreographer and teacher. In 2004, Van Mason decided he wanted to provide Utah students with a pre-professional youth ballet company for training and performance experience. Imagine Ballet Theatre was created under Van Mason's vision and direction.



After several years of performing at the Peery Egyptian Theater, Imagine Ballet started a move into its own studio space. To prepare for and smooth the transition, Van Mason, IBT owner and artistic director, approached the Ogden Small Business Development Center for help. The SBDC helped him see the big-picture vision for Imagine Ballet's future. Van Mason got help preparing a business plan for use during the loan and building process. Having a fuller staff, long-term goals and a defined business plan will help propel the company into the future in Ogden.

Secret to Success

"You must have a vision for your future. Without something to look to and reach for, any business will fail to progress beyond its infancy."

Van Mason said IBT as a non-profit arts organization will further foster the arts in his community. As a for-profit organization, he hopes The School of IBT will grow and extend throughout the area as a strong and reputable business. Having the advice and direction of an SBDC consultant has been invaluable as moving forward, he said. With their help, he laid the foundation for a thriving arts organization.

"In every situation, success comes from a passion for my art – the overwhelming drive to keep doing this even when difficulties arise – and the joy of seeing the outcomes of that drive. A dancer

achieving something they've been working toward, a new theater patron sending me a letter or recognition from the community all amount to success," he said.

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

"I feel I've laid the foundation for a thriving arts organization, and having the advice and direction of an SBDC consultant has been invaluable as we move forward."

*Raymond Van Mason,
Owner and Artistic Director*

jobs	
	revenues
growth	

