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Subject: Re: Royalties and Strategy

From: Planet Ballroom <thomas@planetballroom.com>

Date: Wed, May 24, 2017 7:47 am

To: Bradley <bradley.davenport@planetballroom.com>

Cc: Jerilyn McDonald <jerilynmcDonald@gmail.com>, Todd Liddell <todd.liddell@planetballroom.com>, Burke & Julie Schnedl <rdufokker@gmail.com>, Bryan M Scott <bryan.scott@planetballroom.com>, hollie.scott@planetballroom.com, Bunny <elizabeth@planetballroom.com>

Based on recent performance reviews:

- Both teachers failed their Bronze 1&2 tests in March; so much so that the exams couldn't even be completed due to their lack of knowledge. They finally received proper training due to my monthly visits and passed their tests just last month. This means that up until last month the studio was operating with teachers who didn't know our most basic level of dance and teaching.

- Four owners and none of you are on site daily.

It's my understanding that:

- Burke moved to Orlando to pursue another venture.
- Todd doesn't visit Asheville.
- Jerilyn is on site once a month.
- Bradley is on site once a week for two-four hours.

That's very low owner involvement, basically absentee owners. Your team is left unattended 95% of the time. How can you expect results with virtually no leadership and training given to your team?

- On my visit last week, Luis was out due to illness and Sarah was the only teacher. Her energy was very low and the studio atmosphere was very dull. She told me that none of her students were attending your upcoming event. Newcomer class had NO newcomers in it.

- You've only just begun spending on advertising, but it's lower than our FDD requires. The past year, virtually no dollars were spent.

Summary:

- very low leadership/owner involvement
- very low training provided to team
- advertising budget is lower than PB requires

Late fees will apply to late payments. Late payments need to be settled within 15 days per our agreement.

Sincerely,

Thomas Minieri
Founder & CEO
Planet Ballroom International, Inc.

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On May 23, 2017, at 11:25 PM, Bradley <bradley.davenport@planetballroom.com> wrote:

Good Evening Tom,

The fees/royalties assessed today for Asheville will more than likely returned by the bank.

We are challenged this month and are requesting an extension/deferment of these payments until after June 5th.

In addition to that, we need your guidance with strategy and options to make this location successful.

-Bradley, Jerilyn, Todd & Burke

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