



DURANGO SHIN-BUDO KAI AIKIDO

2025 • Annual Report

2025 Highlights

- The dojo was gifted a shomen torii
- The new 12-week Starter Series and ongoing Crash Course show promise in attracting and retaining students
- Hosted two successful shugyos
- 7 kyu and dan promotions
- Gargantuan attendance at ABQ seminar
- Received Ballantine Grant for 2026 special seminar



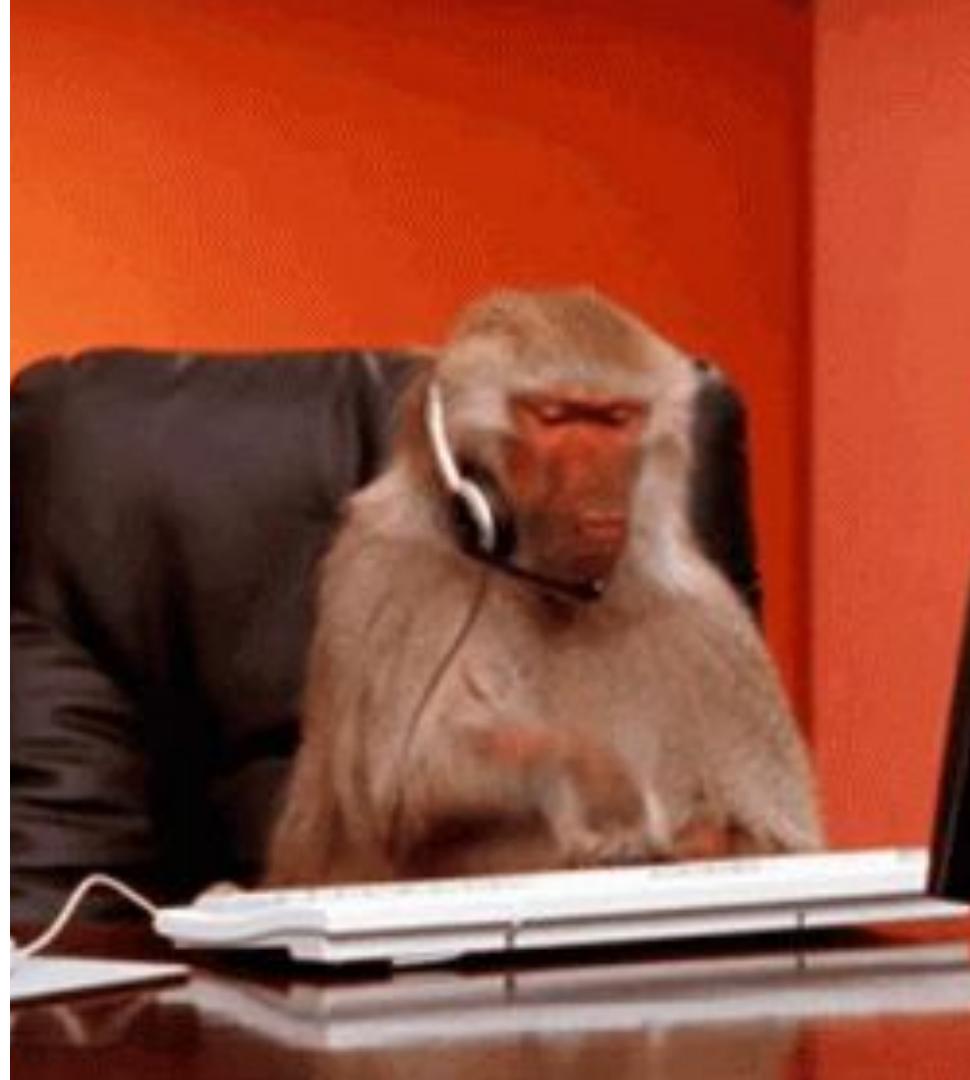




Financial Report

DSBK did a little better than breaking even in 2025 with almost \$2000 more in our account in December of 2025 than we had in at the close of 2024. Our sublease partner, Threshold Training, continues to be a big aid in helping us pay expenses. (Thank you, A J!)

We need to continue to grow our membership by offering excellent regular classes, as well as Crash Course, Starter Session, and special events classes. Kids/family classes may prove essential in attaining our independence from sublease income.



Current Balances

Checking: \$8,743.18

Emergency Fund: \$2,500.04

Scholarship Fund: \$ 540.27

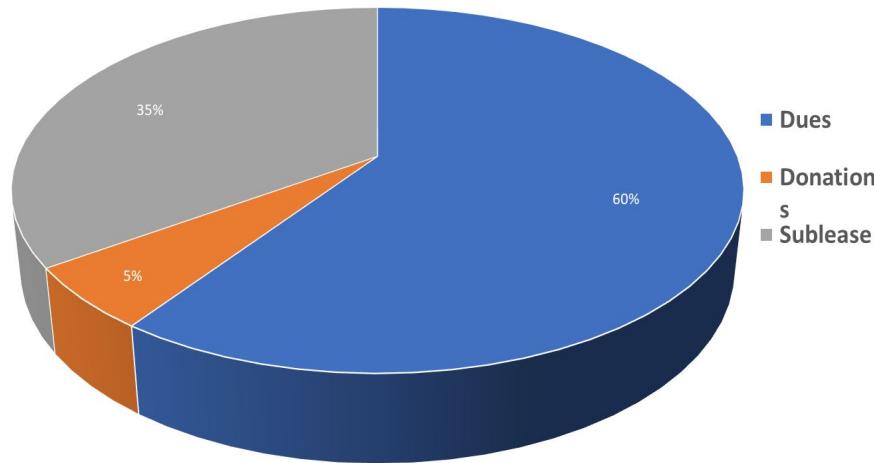
Paypal balance: \$1,828.09

Total: \$13,611.58

*as of 12/09/2025

January 1 – December 9, 2025

Revenue: \$20,808

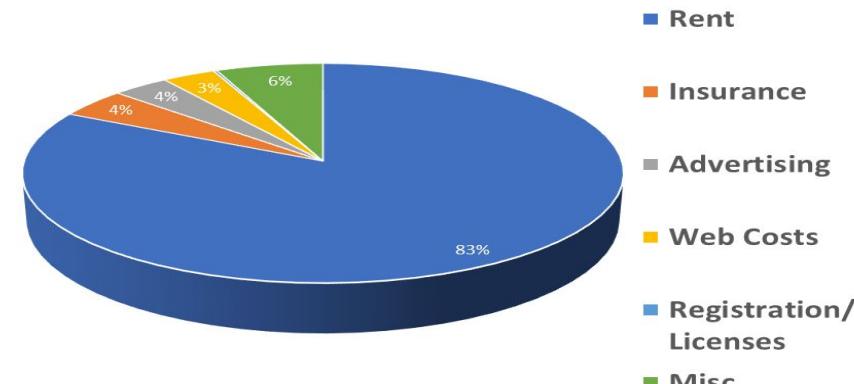


Dues: \$ 12,451

Donations: \$ 1,157

Sublease: \$ 7,200

Expenses: \$18,578



Rent: \$ 15,260

Insurance: \$ 787

Web Costs: \$ 592

Advertising: \$ 635

Licenses: \$ 37

Scholarships: \$ 85

Miscellaneous: \$ 1,182

Donations include Individual donations and CityMarket.



Prior to Covid, DSBK's average monthly class attendance for all classes was **114** (in 2019). From 2022 to 2024, the average grew from **74** to **102**. (2023 remains an outlier with 40% growth thanks to LTAC grant events boosting attendance.) This year, 2025, marks the first time DSBK has reached anything like pre-pandemic numbers, with an average of **111**—and that was without grant-funded events!

Class Registrations & Memberships 2024 & 2025

Measure: [Total sales](#) ▾



2024 = gray line

May 2025 spike reflects purchase of annual dues \$756

Month-to-Month Comparison

Date ↓	Total sales ⓘ	Total orders	Avg. order value ⓘ	Gross sales ⓘ	Discount
Summary	\$8,486.00 \$4,065.00	128 65	\$66.30 \$62.54	\$8,506.00 \$4,085.00	\$20.00 \$20.00
12/1/2025	\$624.00	7	\$89.14	\$624.00	\$0.00
12/1/2024	\$140.00	2	\$70.00	\$140.00	\$0.00
11/1/2025	\$640.00	10	\$64.00	\$640.00	\$0.00
11/1/2024	\$270.00	6	\$45.00	\$270.00	\$0.00
10/1/2025	\$782.00	19	\$41.16	\$782.00	\$0.00
10/1/2024	\$210.00	3	\$70.00	\$210.00	\$0.00
9/1/2025	\$1,034.00	13	\$79.54	\$1,034.00	\$0.00
9/1/2024	\$280.00	4	\$70.00	\$280.00	\$0.00
8/1/2025	\$498.00	8	\$62.25	\$498.00	\$0.00
8/1/2024	\$530.00	8	\$66.25	\$530.00	\$0.00
7/1/2025	\$456.00	9	\$50.67	\$456.00	\$0.00
7/1/2024	\$280.00	4	\$70.00	\$280.00	\$0.00
6/1/2025	\$510.00	8	\$63.75	\$510.00	\$0.00
6/1/2024	\$270.00	5	\$54.00	\$270.00	\$0.00
5/1/2025	\$1,274.00	11	\$115.82	\$1,274.00	\$0.00
5/1/2024	\$725.00	12	\$60.42	\$745.00	\$20.00
4/1/2025	\$558.00	11	\$50.73	\$578.00	\$20.00
4/1/2024	\$505.00	8	\$63.13	\$505.00	\$0.00
3/1/2025	\$556.00	12	\$46.33	\$556.00	\$0.00
3/1/2024	\$275.00	4	\$68.75	\$275.00	\$0.00
2/1/2025	\$512.00	8	\$64.00	\$512.00	\$0.00
2/1/2024	\$440.00	7	\$62.86	\$440.00	\$0.00
1/1/2025	\$1,042.00	12	\$86.83	\$1,042.00	\$0.00
1/1/2024	\$140.00	2	\$70.00	\$140.00	\$0.00

Subscriptions (Recurring Payments)

Measure: [Total revenue](#) [▼](#)



Payment date ▼	Total revenue	First payment... i	Recurring pay... i	One-time pay... i
Summary	\$6,546.00 \$3,715.00	\$1,246.00 \$210.00	\$4,480.00 \$1,820.00	\$820.00 \$1,685.00

2024 = gray line. Overall subscription revenue grew by 76% year-to-year. “First payments” = first time someone signs up for a subscription; 2025 “firsts” high due to annual dues purchase, but still grew by 133% when adjusted. “Recurring” reflects those who kept paying after 1 month. Recurring subscriptions rose by 146% year-to-year.

Promotions

We celebrated many promotions in 2025. Each one represents collective advances in everyone's skills and expertise. Congrats!

Joe Grant, Doug Fults &
Denyce White, Gokyu

Chris Lewis & Dusty
Cocherelle, Sankyu

Philip Riffe, Godan

Mark Winkworth,
Rokudan





Events

DSBK hosted two successful shugyos (one in January and one in June) that drew in a diverse mix of regular, new, and visiting students.

We launched the new 12-week Starter Series (Spring & Fall) with an ongoing weekly crash course.

DSBK hosted a special kids' class for Mountain Middle School 4th graders that was a hit!

We offered a Sip & Slice weapons demo/class at Eso Terra in August.

In October, Sensei Mike Cheney led two post-seminar classes just for DSBK students.







Web Traffic

In order to grow and continually reach new students, DSBK relies on a robust website and social media presence. Many unpaid hours go into maintaining these online platforms. Based on our traffic stats, the nonprofit is clearly the benefactor of skillful messaging and marketing.



Attention-Getters 2025

1,535

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



876 • 57%

Google Search – mobile

379 • 25%

Google Search – desktop

185 • 12%

Google Maps – mobile

95 • 6%

Google Maps – desktop

125

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1.	aikido	53
2.	dojo	36
3.	durango aikido	36
4.	aikido durango	< 15
5.	akai durango co	< 15

Web Celebs 2024

1,777

👁️ People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



● 1,013 • 57%
Google Search – mobile

● 533 • 30%
Google Search – desktop

● 193 • 11%
Google Maps – mobile

● 38 • 2%
Google Maps – desktop

390

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1.	dojo	203
2.	durango martial arts	112
3.	aikido	42
4.	durango jiu jitsu	17
5.	jiu jitsu durango	16

Wix Web Traffic 2025 & 2024

Measure: [Site sessions](#) ▼



Date ↓	Page views	Site sessions ⓘ	Unique visitors ⓘ	Bounce rate ⓘ	Avg. session ... ⓘ
Summary	5,065	2,352	1,516	67%	3m, 59s
	3,407	1,199	737	50%	5m, 57s

Page views rose nearly 49% year-to-year, while the number of unique visitors more than doubled!

Data Deep Dive

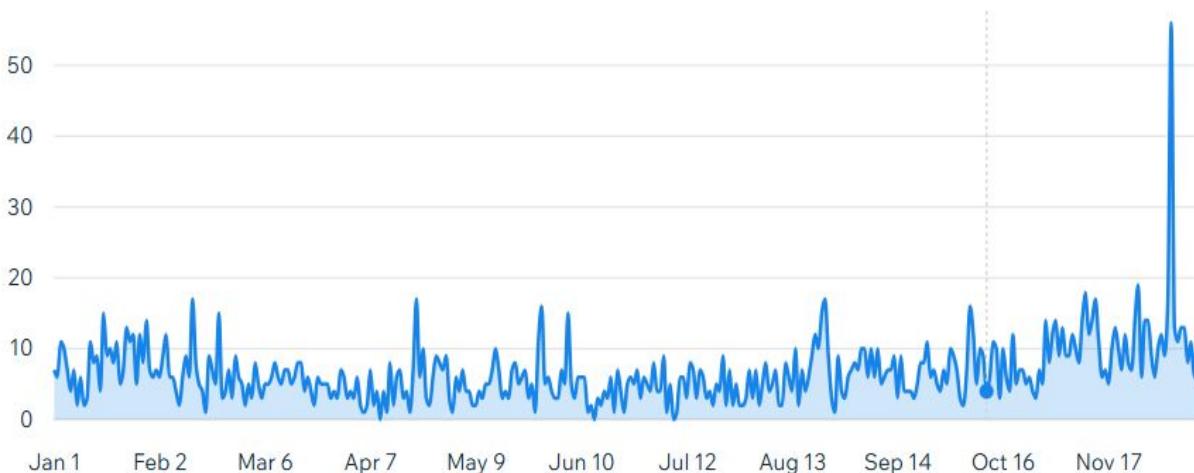
Site sessions

2,352 ↑ 97%

Unique visitors

1,516 ↑ 106%

Sessions over time



New vs returning visitors



- New 97% • 1,476
- Returning 3% • 40

Sessions by device



- Mobile 52% • 1,221
- Desktop 47% • 1,100
- Tablet 1% • 31

How They Find Us

Jan 1 - Yesterday Attribute to Last interaction

Traffic source i	Traffic category i	Site sessions ↓ i	Unique visitors
Summary		2,401	1,567
Direct	Direct	1,431	951
Google	Organic search	738	516
Wix email marketing	Email marketing	36	22
Facebook	Organic social	36	36
DuckDuckGo	Organic search	32	26
Bing	Organic search	31	24
durangoherald.com	Referral	20	20
whatshappeningdur...	Referral	20	19
Automated emails	Email marketing	15	13
shinbudokai.org	Referral	13	12

Facebook Traffic 2025

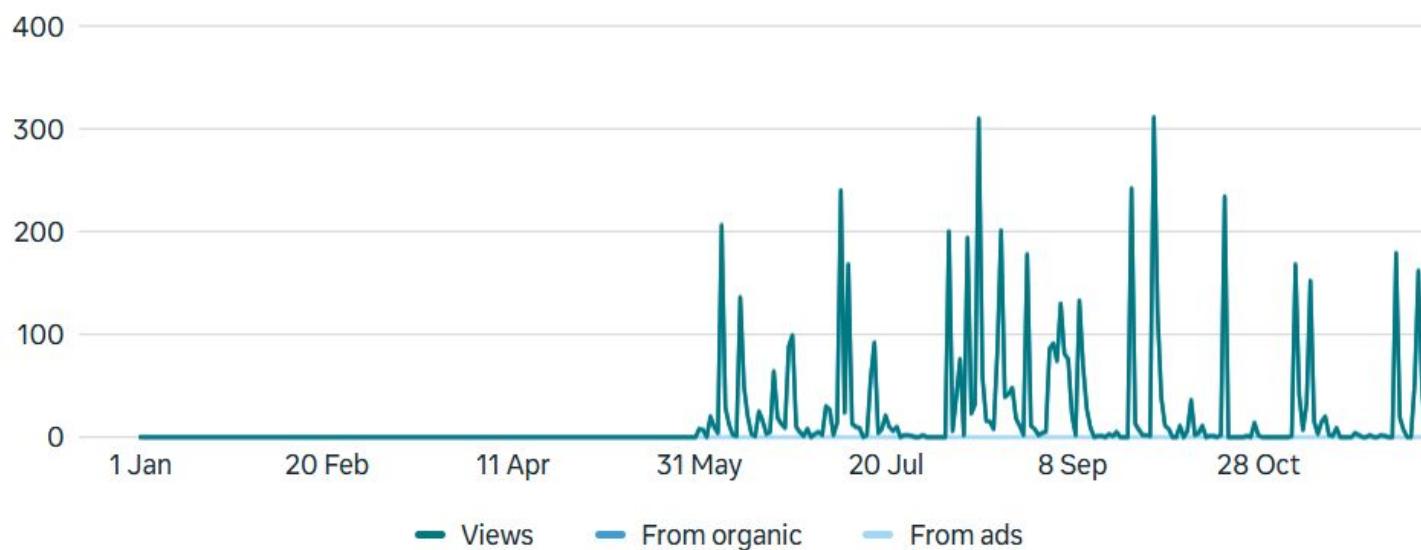


Instagram Traffic 2025

Views ⓘ
6.2K

Reach ⓘ
4.4K ↑ 314.3%

Content interactions ⓘ
323 ↑ 100%



Views breakdown

1 Jan - 15 Dec

Total

6,151

From organic

6,151

From ads

0

← Reel insights



Kaiten buy myself flowers.....
May 6 · Duration 0:21

16 1 0 0 1

Overview ⓘ

Views	388
Instagram	263
Facebook	125

Watch time 27m 56s

Interactions 11

Profile activity 0

Views ⓘ



263

Followers 39.5%
Non-followers 60.5%

← Reel insights



Dare to sip a slice of samurai life at North America...
August 13 · Duration 0:12

16 0 16 0 1

Overview ⓘ

Views	985
Instagram	523
Facebook	462

Watch time 27m 0s

Interactions 30

Profile activity 1

Views ⓘ



523

Followers 15.5%
Non-followers 84.5%



jynnemason and durangoaikido

SIP & SLICE at Esoterra's Arboratum



see lesson AUG 23 | 4PM

776 · View insights

← Reel insights



We never underestimate the courage of newcomer...
December 4 · Duration 0:20

21 0 0 0 0

Overview ⓘ

Views	486
Instagram	207
Facebook	279

Watch time 18m 20s

Interactions 13

Profile activity 0

Views ⓘ



207

Followers 23.0%
Non-followers 77.0%

← Reel insights



Rolling out the red carpet.....
September 30 · Duration 0:10

17 2 0 0 0

Overview ⓘ

Views	552
Instagram	476
Facebook	76

Watch time 37m 13s

Interactions 13

Profile activity 0

Views ⓘ



476

Followers 17.5%
Non-followers 82.5%





Five years after the interruptions of the global pandemic, it appears that the dojo, like so many other local businesses, is finally shifting back towards the old “normal” baseline. The organization achieved attendance numbers close to pre-pandemic levels and was able to generate a small profit. These victories appear to stem from the new starter series format and effective marketing. The starter series so far cultivates retention between 6 months to 1 year (or a growth rate of almost 9%). Meanwhile, web searches suggest that social media and other marketing tactics are bringing name recognition to the organization. Across SBK schools, DSBK sets the standard for success that others seek to replicate. However, the economic headwinds suggest that taking on a hobby may be yet another luxury households must forego. The organization will need to buckle down to sustain its momentum and should consider adding kids/family classes to its offerings, in addition to more one-time themed classes to draw in the curious.

2025 in Review