

24TH Annual

salon today 200

2020 has been a wild ride for most businesses, but especially salons, spas and barbershops. Historically, our ST200 for this year would have closely examined 2019, but we simply can't ignore what's been happening in 2020.

So this year, we are pivoting the competition a bit to make it easier to enter (hasn't your year been hard enough?), and we'll strive to capture the successes salons have accomplished despite a pandemic and mandated salon closures. For that reason, we will be focusing on "Success" in 2019 and "Survival Strategies" for 2020.

That means we're tabling our other best practice categories for this year, and the 2021 application will have only two short essays. We also won't be collecting tax statement documentation to verify growth this year--while we'll ask for and examine your sales revenue for 2019, we won't be publishing it this year. That means when it comes to reporting your numbers, we're holding you to the honor system. Although, if we question the revenue you enter, we may call and ask for your accountant to back up your statement.

No worries though, we're still going to capture the great data and business building ideas for which the ST200 has become famous for.

ALL SALONS MUST COMPLETE THE APPLICANT INFORMATION SECTION. THEN, EACH APPLICANT MUST COMPLETE THE "SUCCESS AND SURVIVAL ESSAY."

SALON TODAY 200 Processing Fee: This year, we are only able to accept the online application. And the processing fee is \$75 when you submit your application. Applications are due October 31, 2020!

The SALON TODAY 200 will be published in the Winter Edition 2021 of SALON TODAY and posted before the issue goes to press. Good luck!



The SALON TODAY 200 will be published in the Winter 2021 issue of SALON TODAY. Good luck!

See back cover for SALON TODAY eligibility and criteria rules.

> APPLICANT INFORMATION

Salon name: _____

Salon owner name(s): _____

Salon street address: _____

City: _____ State: _____ Zip: _____

Business phone: _____ *Owner Cell No.: _____

E-mail address: _____

*We communicate ST200 news through email. Please use an address that is frequently checked.

Website address: _____

Have you applied before? Yes No If yes, have you been named a Salon Today 200 Salon before? Yes No

*Your mobile number will be held strictly confidential, and will only be used to verify information on your application or to contact you about stories in Salon Today.

1. In what year did your salon/spa business open?

_____ (year opened)

2. Does your business include more than one salon/spa location?

_____ Yes How many, including this one? _____ total locations
_____ No

3. Rounded to the nearest thousand dollars, please provide your company's:

2018 Gross Revenue: \$ _____

2019 Gross Revenue: \$ _____

(Please note: This data WILL NOT BE printed in the SALON TODAY 200 issue this year, but we are asking all applicants for this data so we can continue to produce overall benchmarks for the industry. Only our data researcher will have access to this info.)

4. Approximately what percent of your salon's current gross revenue is generated by each of the following categories? (The sum should equal 100%. If none in a particular category, write "0." Please round to the nearest whole number.

	Hair color service sales	_____ %
	Hair cutting service sales	_____ %
Chemical service (straightening, conditioning, perming)		_____ %
	Nail service sales	_____ %
	Retail sales	_____ %
Skin care, body care and spa-type service sales		_____ %
	Other	_____ %
	Total=	100%

5. How many square feet of space does your salon business occupy?

(If more than one salon, please provide the square footage for each location. Round to the nearest hundred feet. Example: 3,500)

_____ square feet	_____ square feet
_____ square feet	_____ square feet
_____ square feet	_____ square feet

6. How many total employees do you have? _____

7. What is the total number of client transactions (tickets) your business had in the last fiscal year? _____

8. What is the average price charged at your salon(s) for:

Shampoo, cut and style _____
Single process color _____
Basic manicure _____
Basic 60-minute facial _____

*Round to whole dollars (Example \$42)

9. Do any of the salon/spa owners perform client services?

_____ Yes How many perform client services? _____
How many hours per week, on average does each owner perform client services? _____
_____ No

10. Do you consider yourself to be either a day spa or a salon/spa?

_____ Day Spa
_____ Salon/spa

11. Have you hired a salon coach/consultant in the past three years?

_____ Yes _____ No
If yes, then who? _____

12. What single revenue related key performance indicator (KPI) do you review most frequently to assess the health of your business? Or if you could only review one, which would it be?

_____ Client count (number of tickets or transactions)
_____ Average ticket total sales/client count
_____ Client retention (for existing clients)
_____ Client retention (for new clients)
_____ Retail per client ticket
_____ Percent of service clients buying retail
_____ Productivity (percent booked)
_____ Frequency of visit
_____ Percent of clients pre-booked
_____ Other, please specify _____

13. Do you have non-compete and/or non-solicitation contracts with your service providers?

_____ Yes If yes, have you ever had to defend it in court? ___Yes ___No
_____ No

14. Do you have an annual salon improvement budget for remodels, equipment, etc. (exclude repairs and maintenance)

_____ Yes _____ No
If yes, what percentage of your overall budget does it represent? _____ %

15. How are your staff paid? What percentage of your team are

_____ Commissioned Service Providers
_____ Salaried
_____ Paid an Hourly Wage
_____ Independent Contractors (Pay you a rent)
Total = 100%

16. Do you hold regular staff meetings? _____ Yes _____ No

If yes, how often?
_____ Daily
_____ Weekly
_____ Monthly
_____ Quarterly

17. Do you lease or own your real estate?

- lease
- own
- combination

18. Approximately what percent of your total salon expenditure falls into each category listed below? If none, write "0." Round to the nearest whole number. Total should equal 100%

- Conventional employee benefits (medical, dental, 401K, etc.): _____%
- Education/Training Benefit: _____%
- Insurance (property and business-related policies): _____%
- Labor costs (include owner compensation as a service provider): _____%
- Marketing/Advertising: _____%
- Owner compensation: _____%
- Professional services (legal, accounting, etc): _____%
- Rent/Mortgage: _____%
- Supply costs: _____%
- Taxes: _____%
- Telecommunications (phone, fax, internet): _____%
- Utilities: _____%
- Profit: _____%
- Other (specify): _____

- TOTAL (should equal 100%)

19. Of which of the following industry associations are you a member? (check all that apply)

- Cosmetologists Chicago
- Intercoiffure (ICA)
- International Salon/Spa Business Network (ISBN)
- The International Spa Association (I/SPA)
- Professional Beauty Association (PBA)
- 2 to 10 Network
- Other (specify below)
- _____
- _____

20. What are your best-selling retail hair care lines? (List top 3)

21. What hair color lines do you use? (List top 3)

22. What texturizing systems do you have? (List top 3)

23. What skin care lines do you use in the salon? (List top 3)

24. What cosmetics lines do you carry in the salon? (List top 3)

25. What nail care lines do you use? (List top 3)

26. What salon software do you use?

27. What other industry technology tools do you use? (Example: DemandForce, ZeeZor)

As a salon owner or business leader, how are you feeling about your business today?

- Extremely Positive
- Somewhat Positive
- A Mix of Positive and Negative
- Somewhat Negative
- Extremely Negative
- I Don't Know/Not Sure

Which timespan best represents the length of time your salon was closed due to the COVID-19 pandemic?

- 0-3 Weeks
- 4-6 Weeks
- 6-9 Weeks
- 9-12 Weeks
- Longer than 12 Weeks

Roughly estimating, which of the following best describes your August 2020 revenues? Please only select one response.

- August 2020 revenues were above August 2019 revenues.
- August 2020 revenues were flat compared to August 2019 revenues.
- August 2020 revenues were down 1-5% compared to August 2019 revenues.
- August 2020 revenues were down 6-20% compared to August 2019 revenues.
- August 2020 revenues were down 21-35% compared to August 2019 revenues.
- August 2020 revenues were down 36-50% compared to August 2019 revenues.
- August 2020 revenues were down more than 50% compared to August 2019 revenues.
- Don't Know/Not Sure

Did your salon or company create and post or share a statement of diversity, inclusion and/or anti-racism in 2020?

- Yes
- No
- Not yet, but intend to do so
- Don't need to do so, it's already part of our culture
- Don't know/Not sure

How important a factor do you believe your salon's approach and policies related to culture and inclusion will be on future recruitment efforts?

- Extremely important
- Very important
- Somewhat Important
- Not Important
- Don't Know/Not Sure

For the locations that are currently open, what (estimated) percentage of original staff who were working at those locations before the shutdown, are still working for you?

- All of our original team are still working for us.
- More than 80%
- 71-80%
- 61-70%
- 51-60%
- 50% or Less
- Don't Know/Not Sure

> SUCCESS AND SURVIVAL ESSAY SECTION

To be eligible for the SALON TODAY 200, you must complete the two essays in the essay section. Not only does this give us much needed information to evaluate your business, but it also gives us the quotes we feature in the ST200 profiles in the coverage.

Essay Directions: The essays tend to give most ST200 applicants the most stress, but please remember we are looking for great business-building ideas and are not judging the quality of the writing, grammar or punctuation. We also aren't looking for flowery prose. Please get to the point in your essays quickly and use the space provided to share as many great ideas as possible. It's always valuable if you measured the impact of the idea and tell us the result it netted. AN ESSAY RESPONSE IN ANY CATEGORY SHOULD NOT EXCEED 1,000 WORDS.

> SUCCESS ESSAY:

Looking back over 2019, share three new management ideas that drove your growth in total revenue. and today, what drove your substantial growth in total revenue? How did they impact overall sales?

Maximum Word Count: 750

> SURVIVAL ESSAY:

As a leader, what management practices did you implement to stay strong during the COVID-19 pandemic? Did you implement any ideas to continue to generate revenue while you were closed? How did you maintain your culture and engage team members and guests during your closure? Once you reopened, what specific new ideas did you implement to generate more service and product sales?

Maximum Word Count: 750

> WHAT'S YOUR SALON'S STORY?

SHOW US YOUR STUFF

Got a great photo of you, your team or your salon interior? Send it in! SALON TODAY publishes as many of the photos of ST200 honorees as space allows. If you want to be considered for the cover – submit a few different portrait-quality shots of the owners. NOTE: Please submit digital files only. They must be 300 dpi and at least 4" x 6". Please submit digital images on CD or uploaded with your entry.

OWNER STATEMENT

ALL ENTRIES MUST BE SIGNED AND DATED BY OWNER: To the best of my knowledge, all of the information I have provided for the 2020 SALON TODAY 200—including financial documentation—is accurate. Subject to applicable law, I hereby grant to Bobit Business Media/SALON TODAY Magazine and its affiliates, subsidiaries, licensees and assigns (collectively, "Salon Today,") an irrevocable, perpetual and royalty-free right and license to use, reproduce, edit, display, transmit, prepare, derivative works of, modify, publish and otherwise make use of all or any part of my application materials (including without limitation my essay(s), photograph(s), marketing pieces(s), name, biographical material, company information, and likeness), in any and all media, whether now known or hereinafter created, on the Internet and throughout the world and for any purpose. In addition, the rights granted

to SALON TODAY include, but are not limited to, the right to edit, feature, caption, affix logos to, and to otherwise alter or make use of all or any part of the submitted application materials. I acknowledge that any marketing piece or photograph I submit and/or all or any portion of my essay responses may be published in SALON TODAY magazine, in other SALON TODAY publications, on SALON TODAY's website, or on or in some combination of the foregoing (collectively the "SALON TODAY Media"); however, SALON TODAY will have no obligation to make any use of an marketing piece, photograph, essay or other application materials. I hereby represent and warrant that my application does not and will not infringe, violate, or misappropriate any copyright or trademark, or any other right of any third party, and I have the right to grant any and all rights and licenses granted to SALON TODAY herein, including but not limited to all necessary rights under copyright, free and clear or any claims or encumbrances. I agree to indemnify, defend, and hold SALON TODAY harmless from and against, and hereby waive any right to pursue, and claims or any nature arising in connection with the inclusion in, publication or display on any Internet site, or any other use authorized under this statement, of any materials included in my application.

Signature _____

Eligibility & Criteria

1. Your salon opened on or before January 1, 2018.
2. Your salon has generated annual service and product sales revenues of at least \$250,000 per year since 2018.
3. Your business is primarily a provider of professional salon services, including, but not limited to, one or more of the following: hair care, nail care, skin care, body care and spa treatments.
4. You completely fill out the Applicant Information portion of this form.
5. You completely fill out the "Success and Survival" Essay.
6. You pay the non-refundable \$75 processing fee for the online application.
7. You electronically sign and date the Owner Statement.

DEADLINES AND PROCESSING

All entries MUST BE COMPLETED no later than midnight PST on Saturday, October 31, 2020.

Mailed in entries MUST INCLUDE a non-refundable \$125 processing fee. Checks can be made out to SALONTODAY magazine. Note: Payment of this fee is to cover processing of your application only, and does not guarantee that you will be featured in the magazine. (If you choose to enter via the online system, the fee is only \$75.)

Did you remember to ...

- Fill out your Applicant Information?
- Complete the Success & Survival Essays?
- Include financial documentation if required?
- Include non-refundable \$75 processing fee?
- Sign Owner Statement above
- Include photo (optional, but recommended)?
- Label all materials with your salon's name?

salontoday.com

Bobit
Business Media

? Call Stacey Soble at 805-709-1837 or e-mail stacey.soble@bobit.com with any questions about the Salon Today 200.