

Austin Swing Syndicate Current Board Activity

President: Nick Williams





Ongoing Projects

- Recruiting new DJs
- Developing a class program run by the Syndicate
 - Teacher training and scheduling
 - Offering intro and progressive classes for Lindy Hop
 - One month classes for Balboa/Collegiate shag
- ALX planning
- Marketing and social media strategy
- Performance team is in the works

Austin Swing Syndicate Admission & Finances 2022

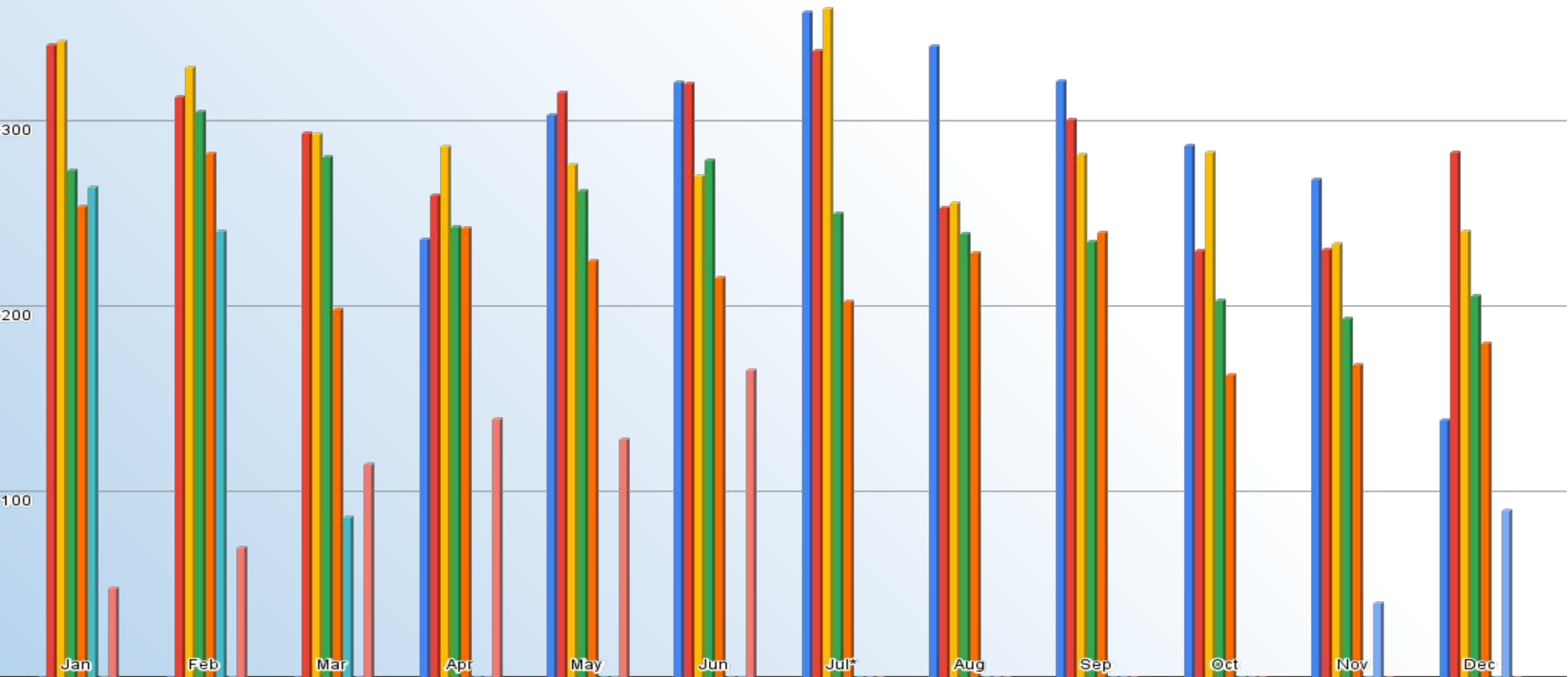
Treasurer: Phillip Wiemeyer



Attendance 2015-2022

Average Attendance By Month

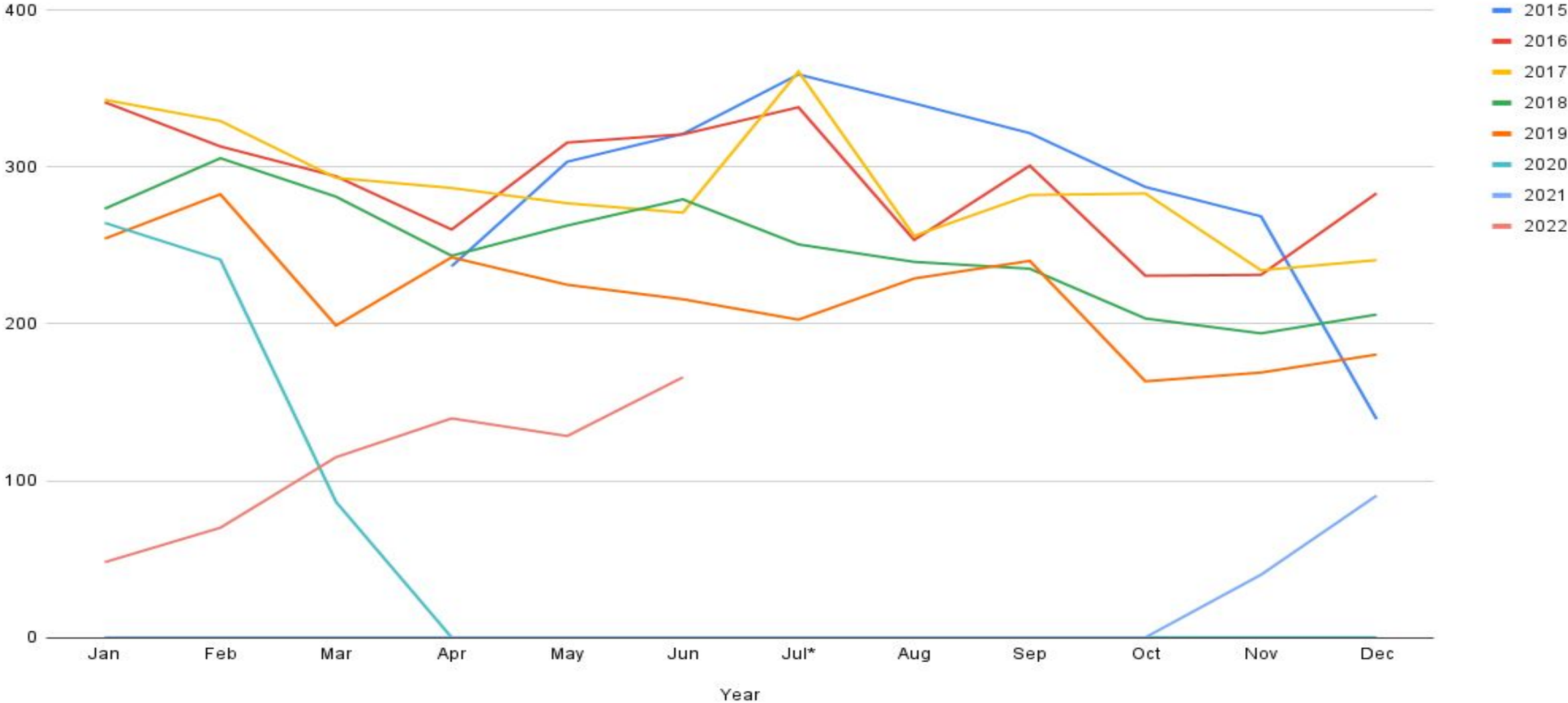
2015 2016 2017 2018 2019 2020 2021 2022





Attendance 2015-2022

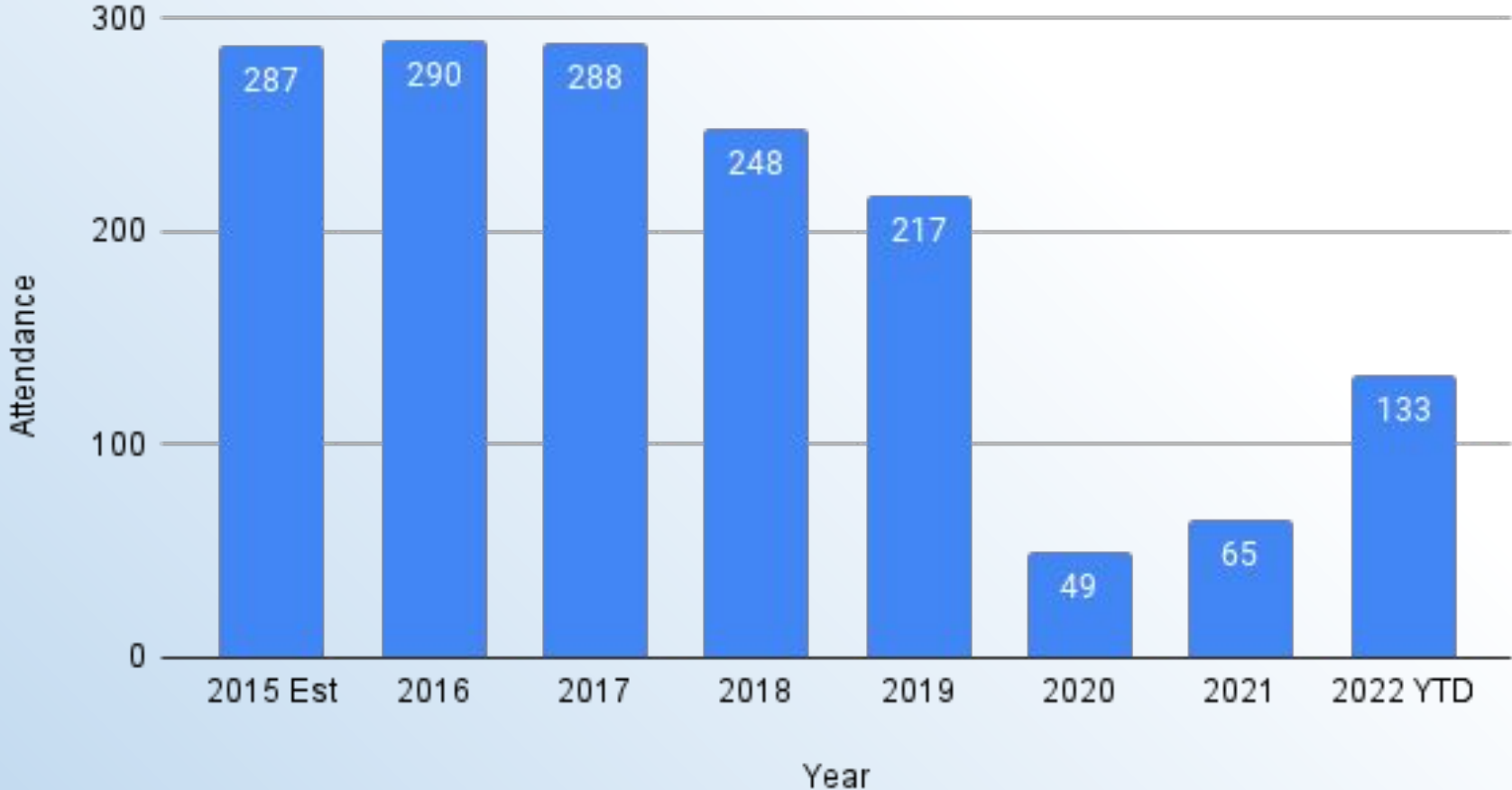
Attendance (paid) by Year





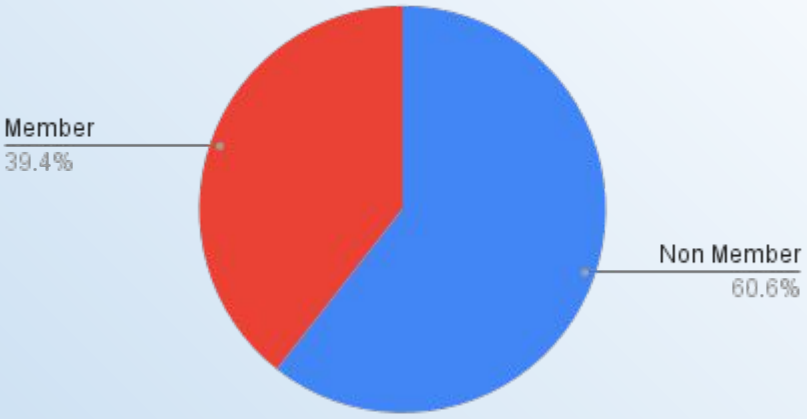
Average Attendance 2015-2022

Average (paid) attendance by week

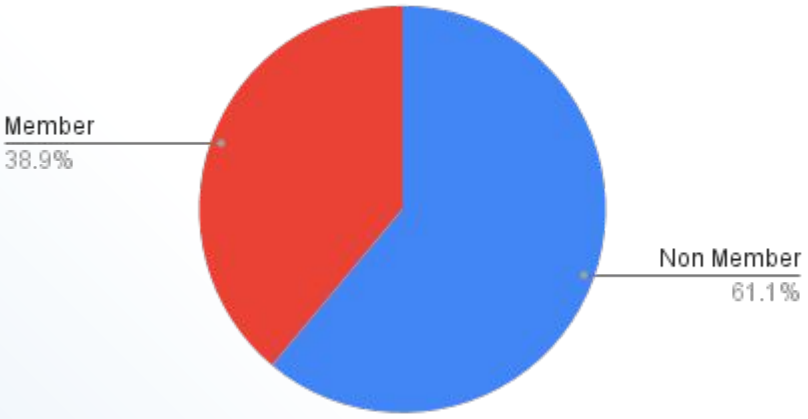


Attendance Trends

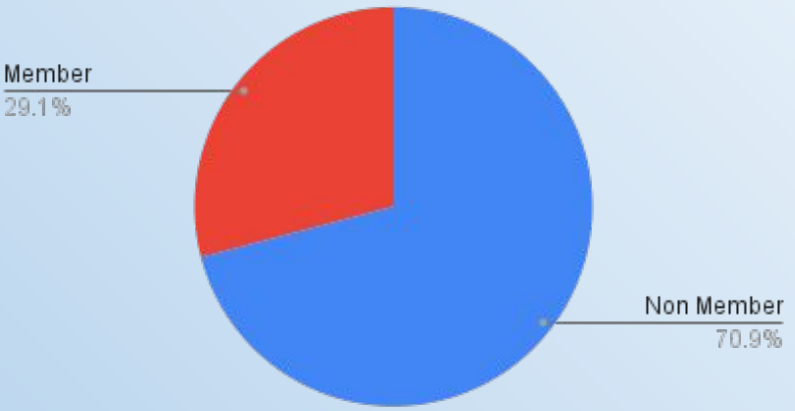
2015/2016/2017 Member vs. Non Member



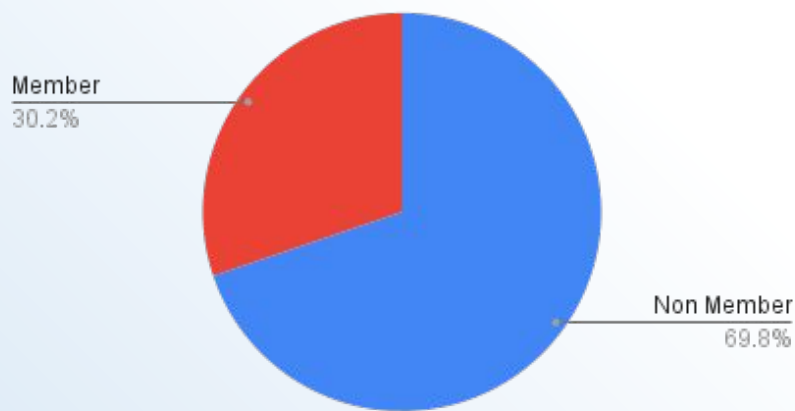
2018/2019 Member vs Non Member



2020/2021 Member vs Non Member

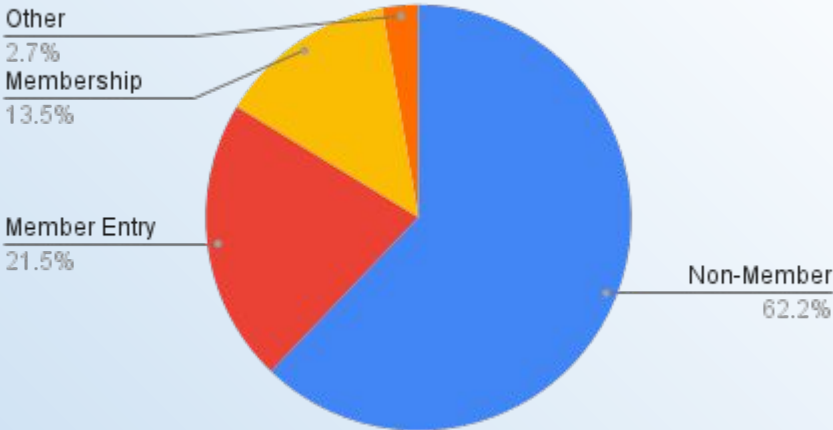


2022 Member vs Non Member

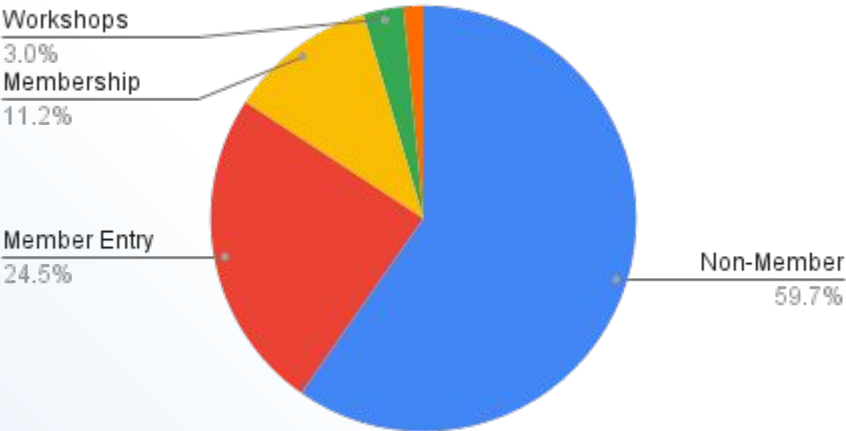


Revenue Trends

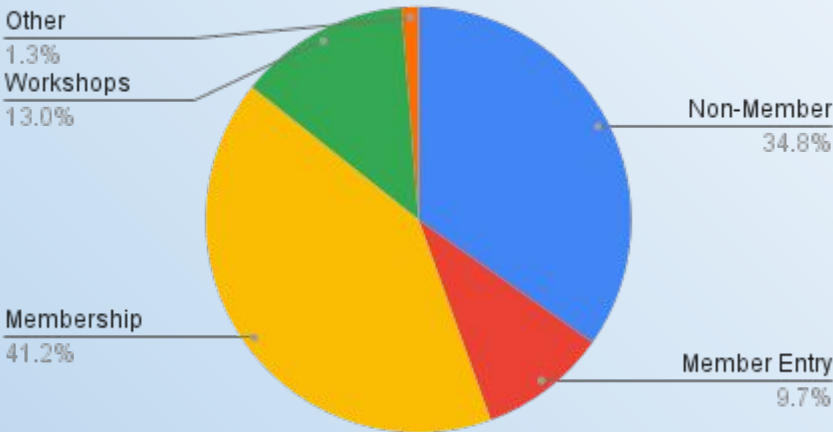
2015/2016/2017 Revenue



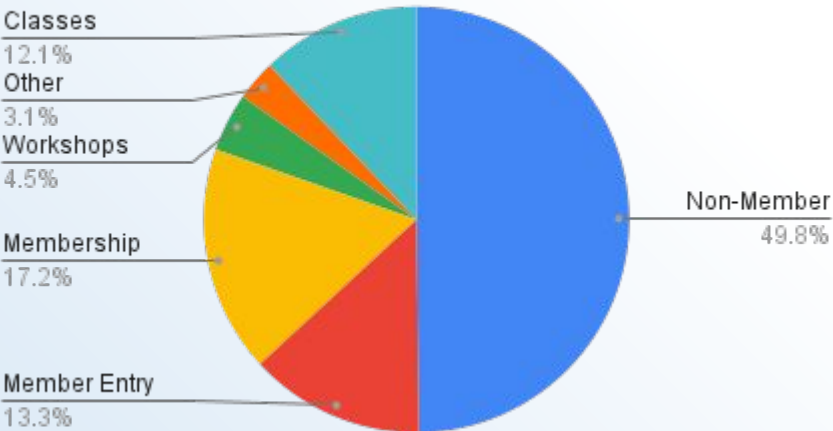
2018/2019 Revenue



2020/2021 Revenue



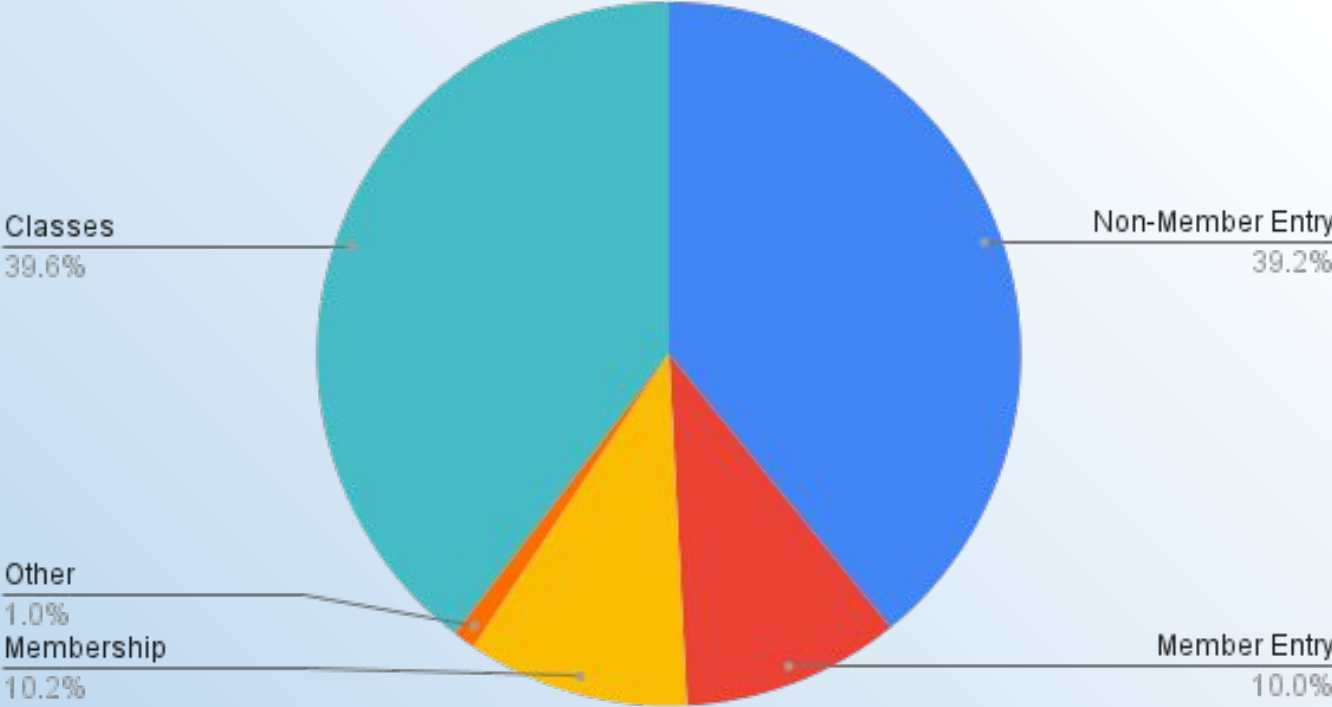
2022 - YTD





Revenue June

June 2022



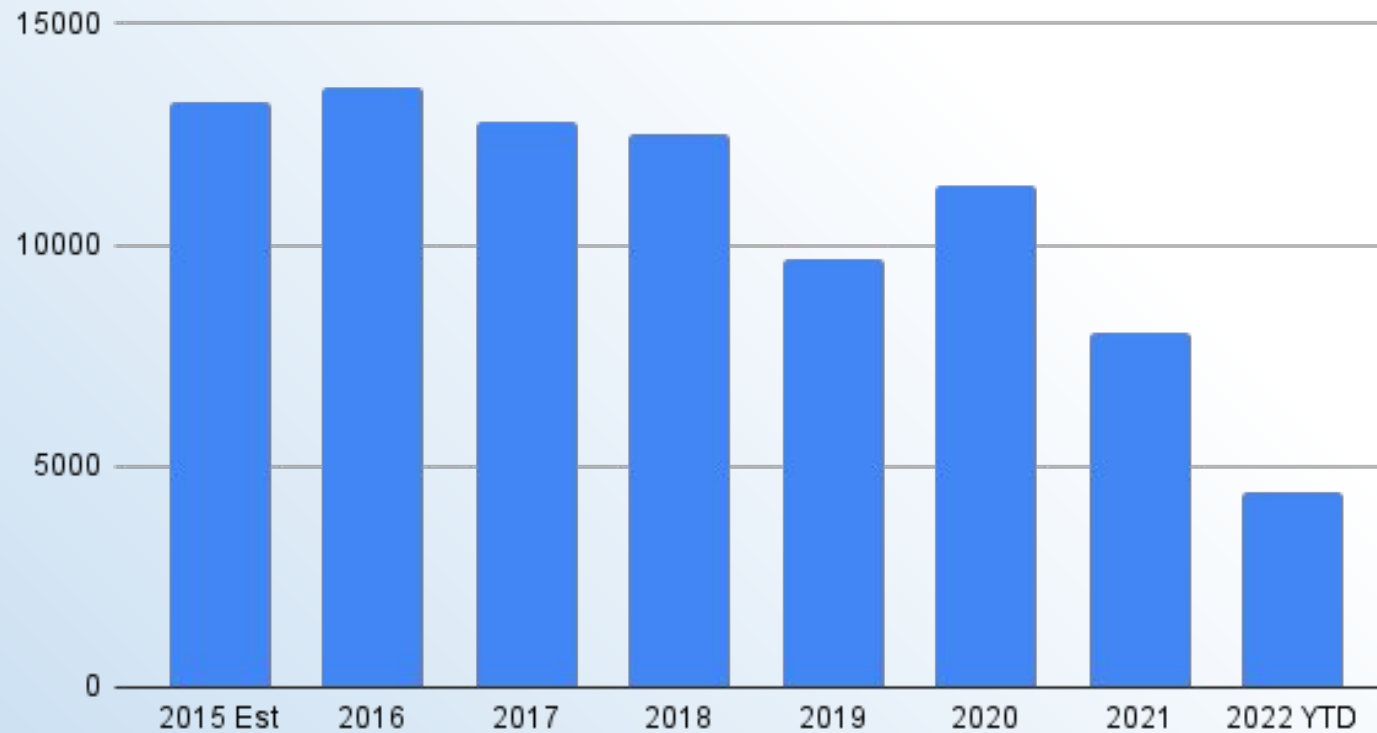
Over \$9,000 in sales in June!

Our first profitable month since the pandemic!

Membership Sales 2015-2022



Membership Sales (Total)

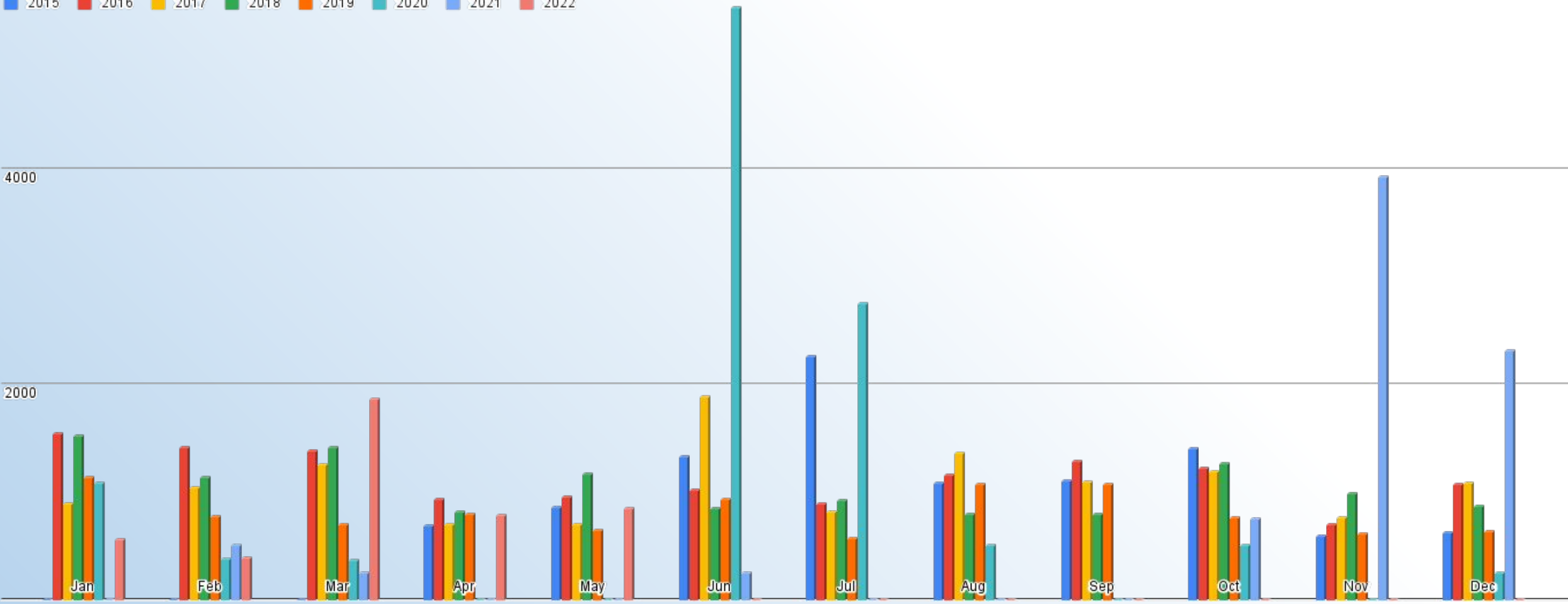




Membership Sales 2015-2022

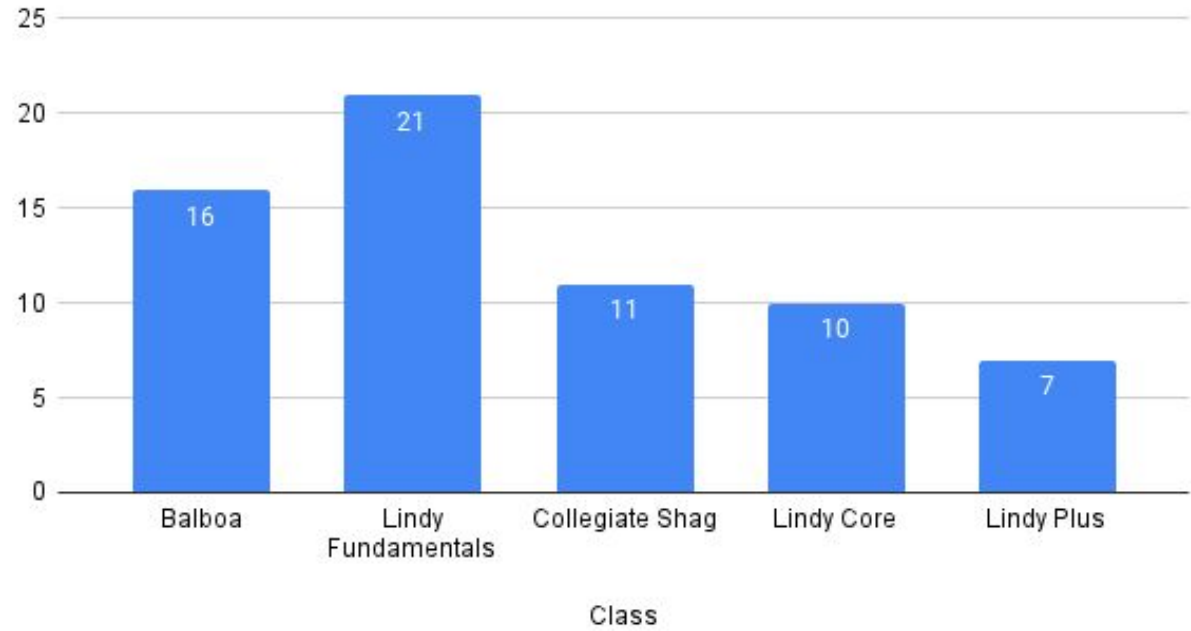
Membership Sales (by Month)

2015 2016 2017 2018 2019 2020 2021 2022

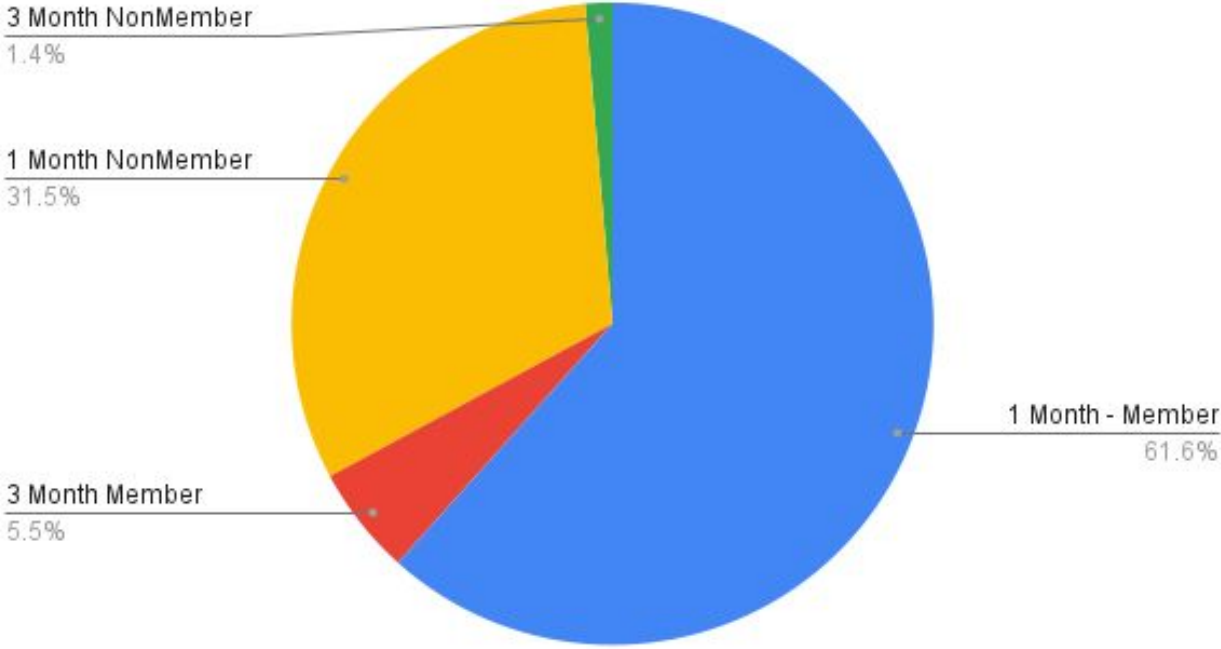


Class Turnout June 2022

All classes



Class Breakdown

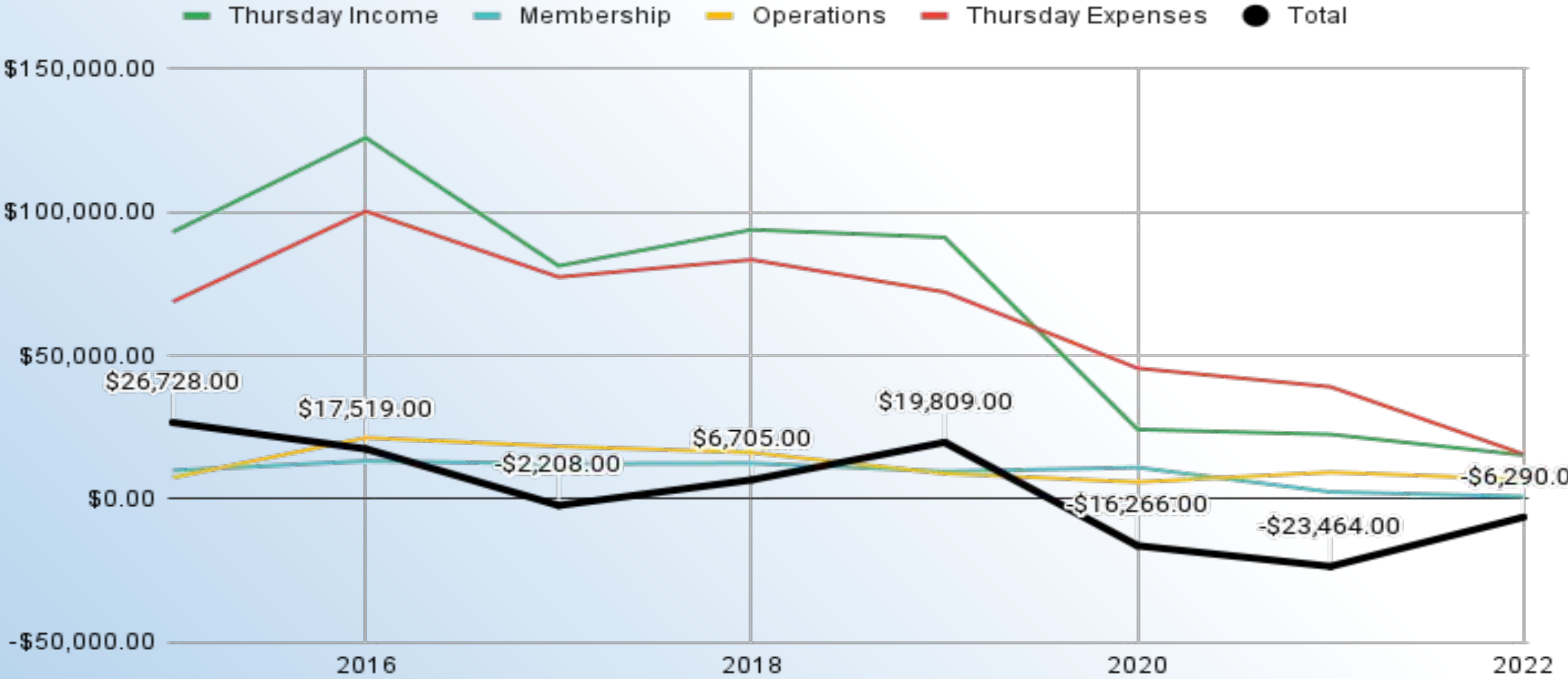


73 Students total in June!



Profit & Loss

Thursday Revenue vs Expenses



Austin Swing Syndicate Revenue Projections 2022

Treasurer: Phillip Wiemeyer



Pandemic Impacts

- As you can image the pandemic hit us hard
 - Sustaining members brought in revenue while we were shut down
- We obtained an SVOG grant
 - Deb Tindle cannot be thanked enough!
 - We have enough reserve cash to keep us afloat for the next few years
- Reality Check
 - Unfortunately we cannot afford to continuously lose money forever
 - We are currently at all time low levels of attendance
 - It is **highly likely** that our rent will increase in the future
 - Something will need to be done





Expense break down

- Expenses we do not control
 - Rent - this is our largest expense!
 - Bank Fees - proportional to income
 - Subscription fees (Website, Quickbooks, Mailchimp)
 - Insurance
 - Business registration fees
 - Accountant fees
- Expenses we do control
 - How much we pay staff
 - How many live bands we host a year
 - Buying new equipment
 - Marketing costs
- This leaves increasing revenue as our best method to stay profitable!

Revenue Projections

- Class Revenue
 - Classes provide an opportunity for extra revenue
- Increased Band Night Prices
 - Band nights generally lose an extra \$1000 for the night
- Revenue Projections
 - Estimate attendance vs prices to know what it would take to break even
 - Increased prices will probably drive down attendance
 - This is a delicate balance
 - This is **only** a projection, no regular night price increases are planned at this time
 - The current preference is to bring attendance up **before** increasing prices



Projections without classes

Projections no classes



Projections classes low turnout

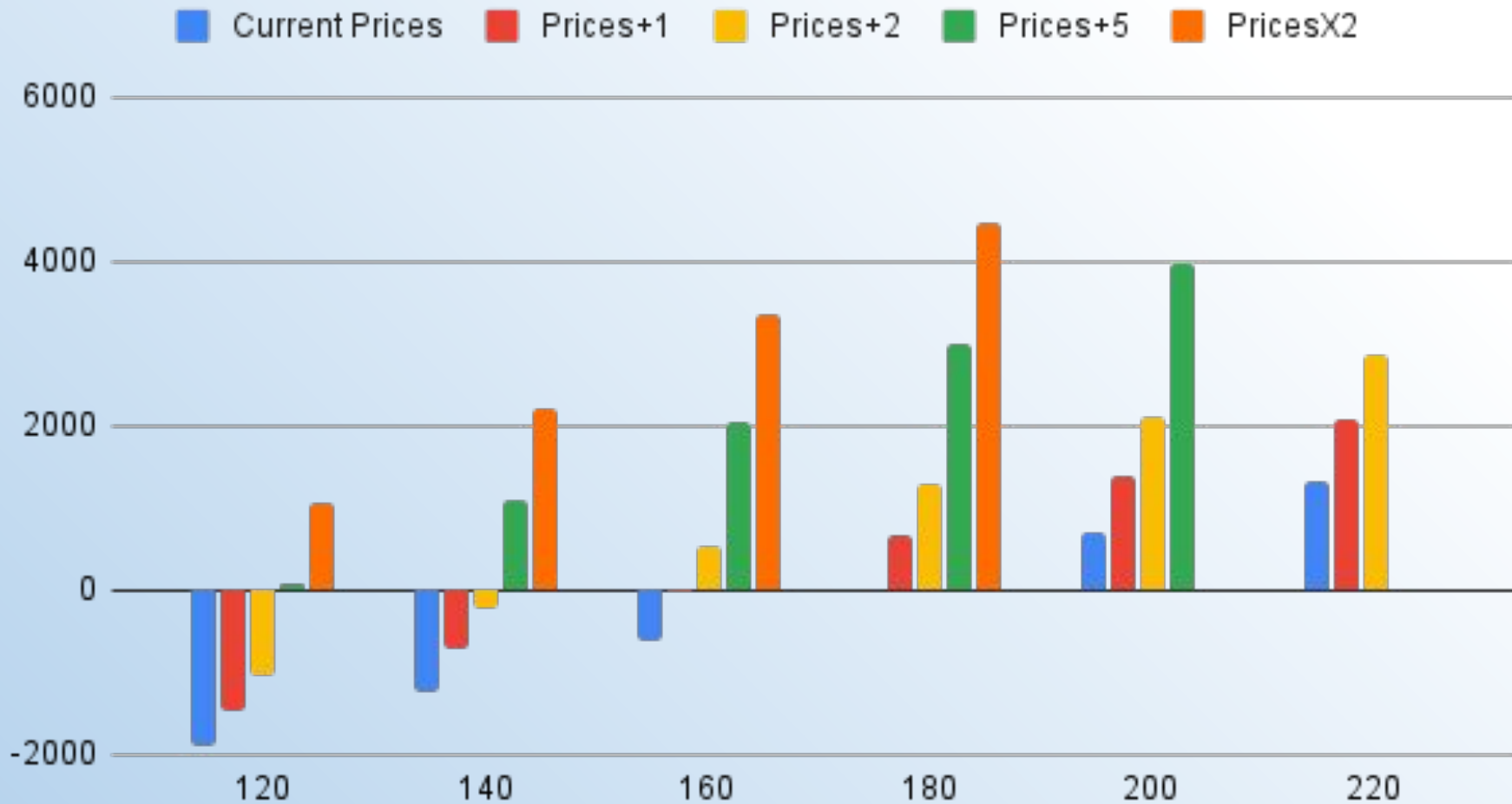


Projections Classes Low (~5 per class)



Projections classes medium turnout

Projection Classes Medium (10-15 per class)





Projections classes high turnout

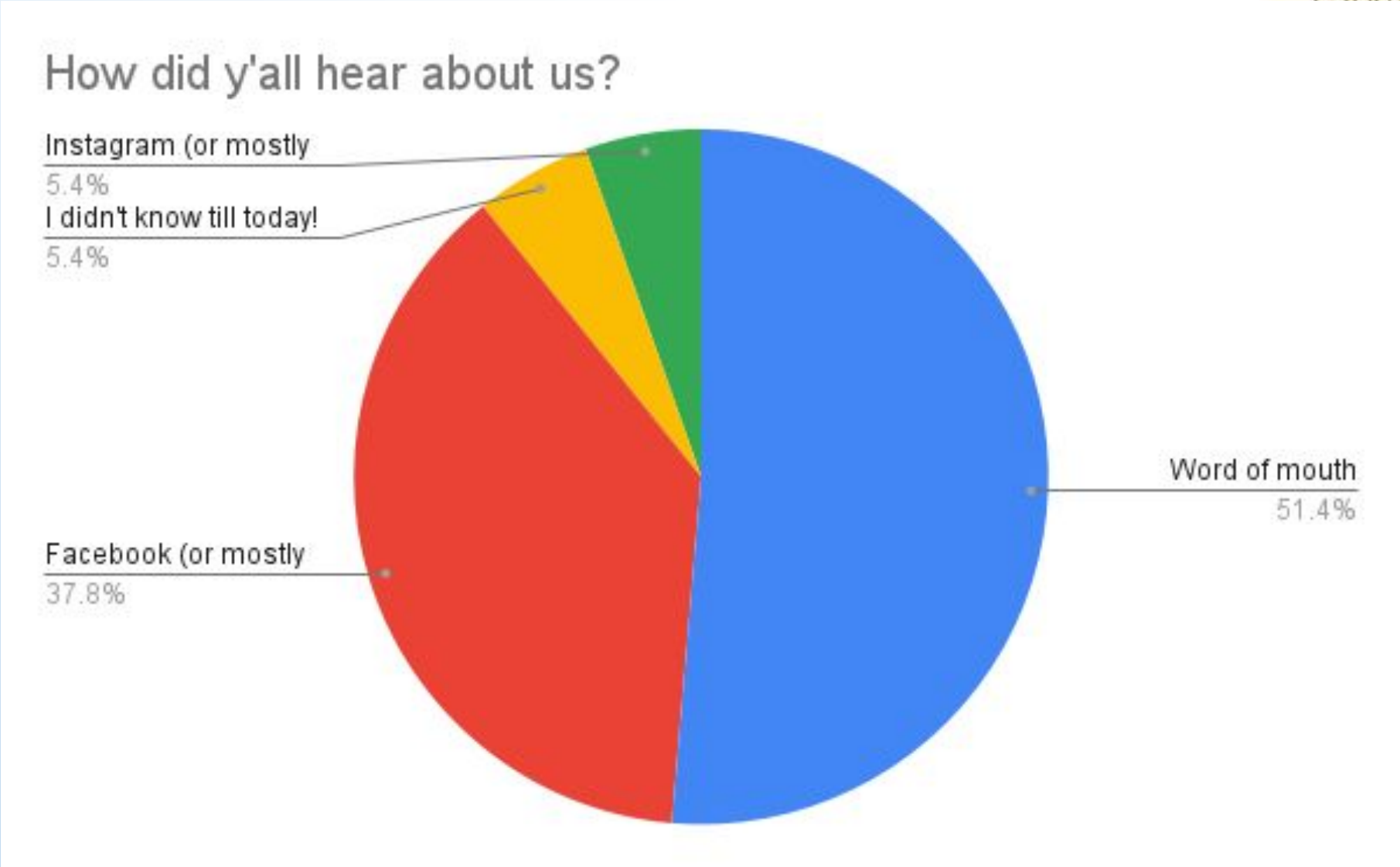
Projections classes High (15-20 per class)



Austin Swing Syndicate Wrapping Up



Initial Survey feedback





Proposed Future Endeavors

- Community recognition
 - Recognize all the volunteers and sustaining members who make this happen!
 - Need to throw an event to show you are important to us
- More frequent communication from the board
 - The newsletter should be sent at least once a month
 - Let you all know what is happening behind the scenes
- Featured Local Events
 - We are blessed to have a great local music scenes
 - Organize around going to specific events to support our local scene
 - Hand out free passes at local music events
- More data analysis
 - Understand our audience and what makes people become members
 - What are our best marketing platforms

How Can I Help?

- The Syndicate can use your help!
 - Ideas are great and always welcome
 - We can really use people who are willing to work!
- Positions that can be filled
 - Volunteer (Desk/Opener/Closer)
 - DJ Positions (Keep the music going)
 - Marketing (Ask Kari Kron for more info)
- Become a sustaining member!!!



Thank you!

Austin Swing Syndicate Board

President: Nick Williams

VP: Kari Kron*

Treasurer: Phillip Wiemeyer*

Secretary: Daniel Young

At-large: Ale Mier

Rick Elrod*

Jim Shepherd



* Serving a two-year term through 2024

Town Hall Forum Goals and Rules

- Our goal is to hear from as many people as possible, time-permitting
- We would like to use this time to gather information from the membership about what is important to them
- Each person is limited to two minutes on one topic, after which the board can respond for two minutes
- For any additional responses, topics, or comments please return to the end of the line

