

Austin Swing Syndicate Current Board Activity

President: Nick Williams



Town Hall Forum

- There will be time at the end of the presentation for asking questions and providing feedback
- Be mindful of other people's time
- Clarifying questions are allowed but there is a decent chance it will be covered in a later slide





Accomplishments this Year

- Developed new class curriculum
 - Offering progressive classes in Lindy Hop, Balboa and Shag
 - Trained new intro to swing instructors
- 5 live music events this year
- ALX 2022 was a huge success!!
- Volunteer appreciation party
- Started a performance Lindy Team
- Restarted the monthly newsletter
- Social Media Marketing
- Increased attendance by 200% from early in the year!

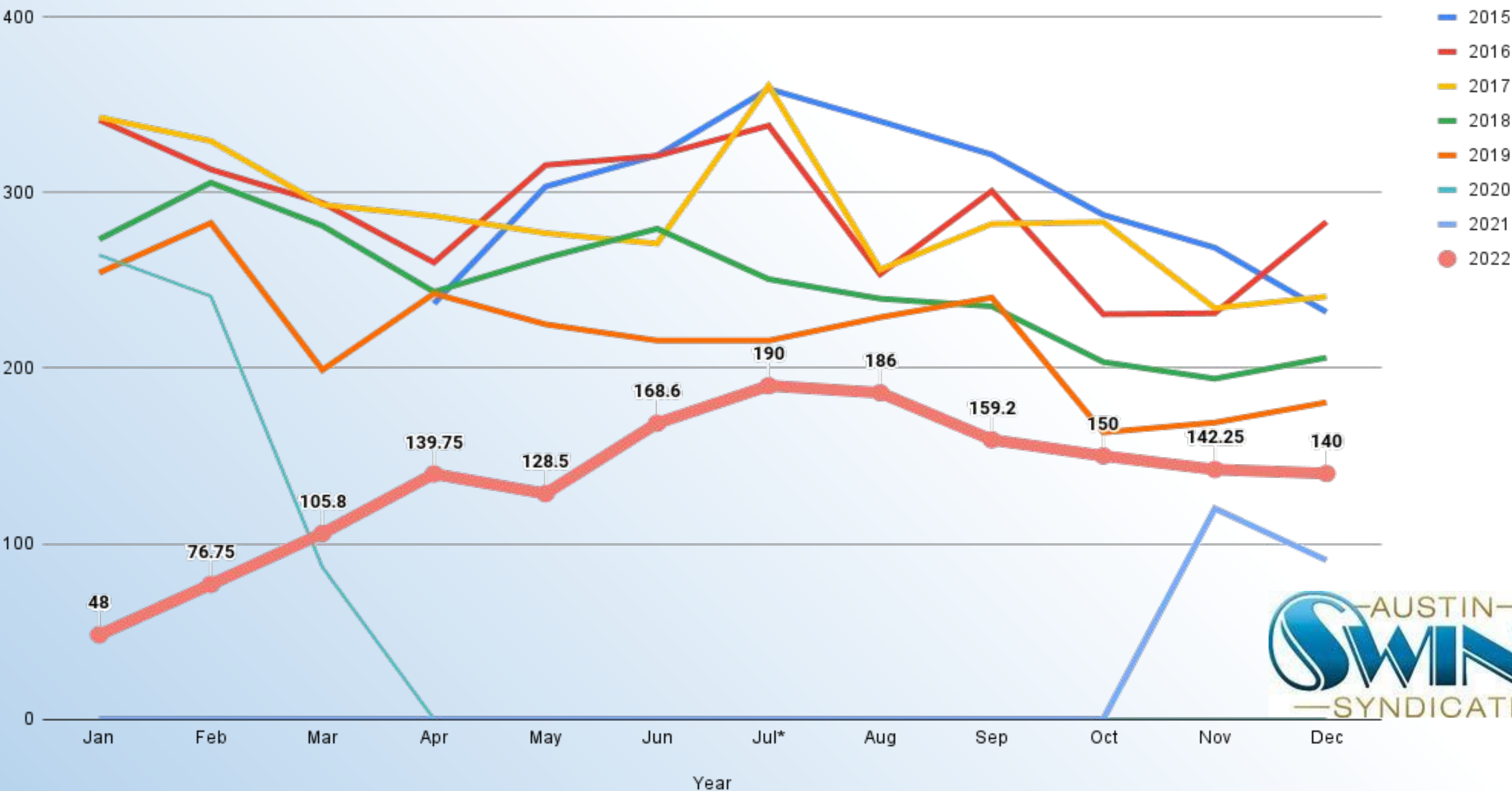
Austin Swing Syndicate Attendance & Finances 2022

Treasurer: Phillip Wiemeyer



Attendance 2015-2022

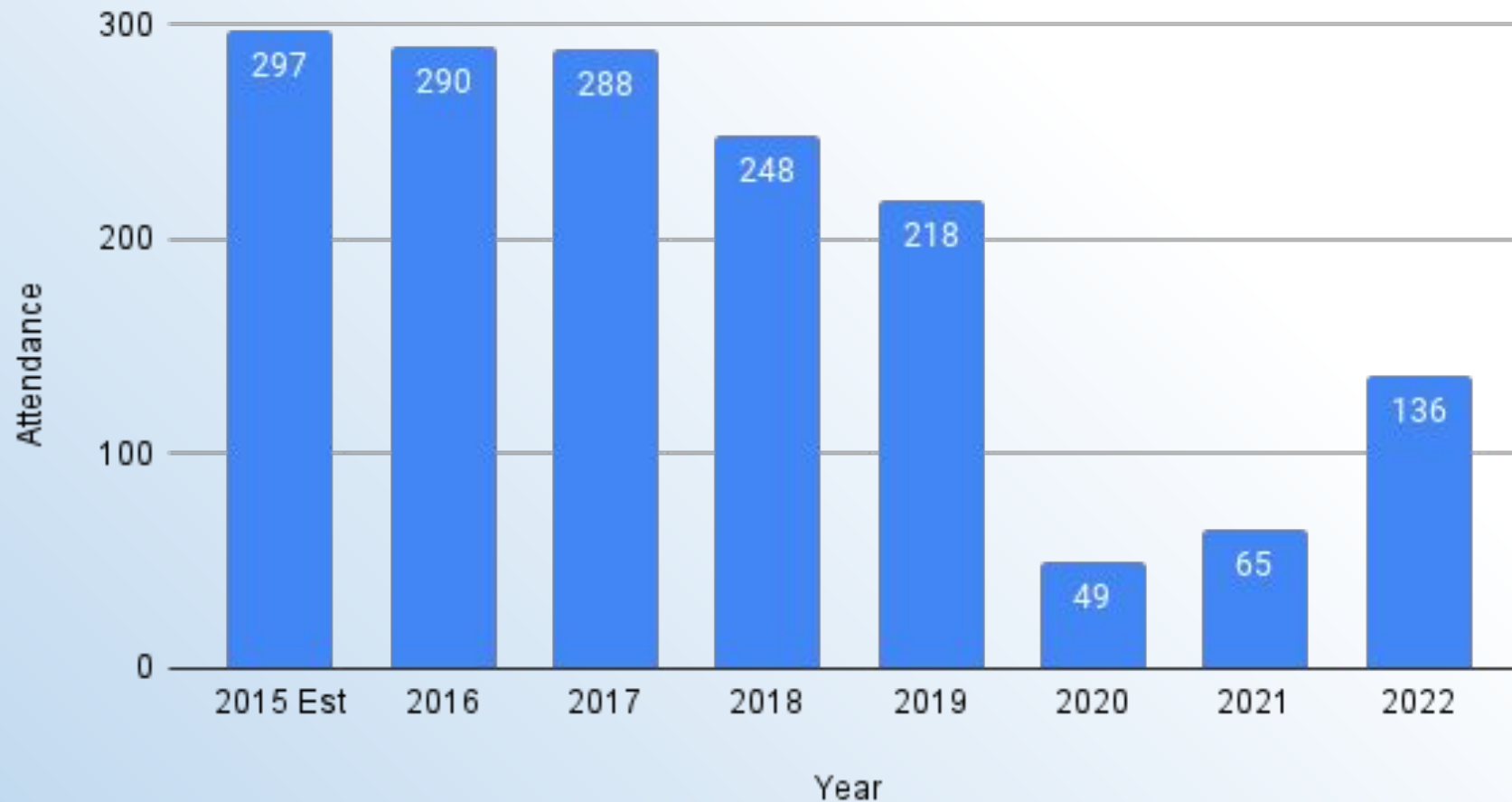
Attendance (paid) by Year



Average Attendance 2015-2022



Average (paid) attendance by week



Attendance Trends

2015/2016/2017 Member vs. Non Member



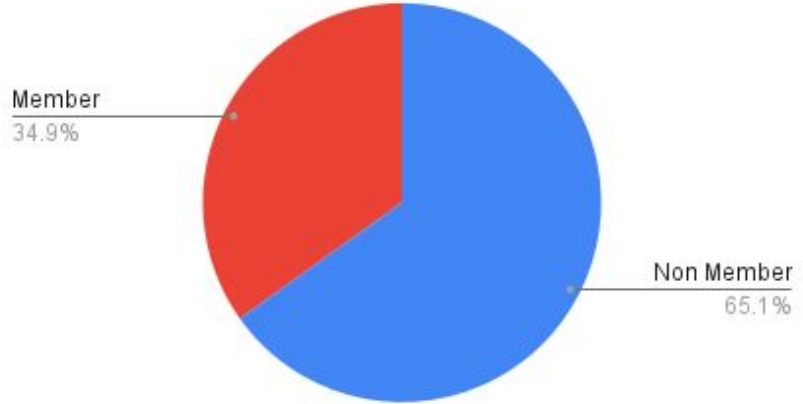
2018/2019 Member vs Non Member



2020/2021 Member vs Non Member

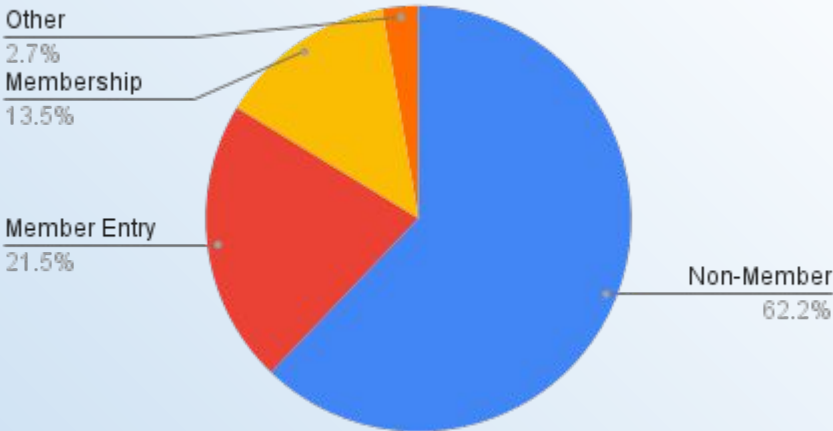


2022 Member vs Non Member

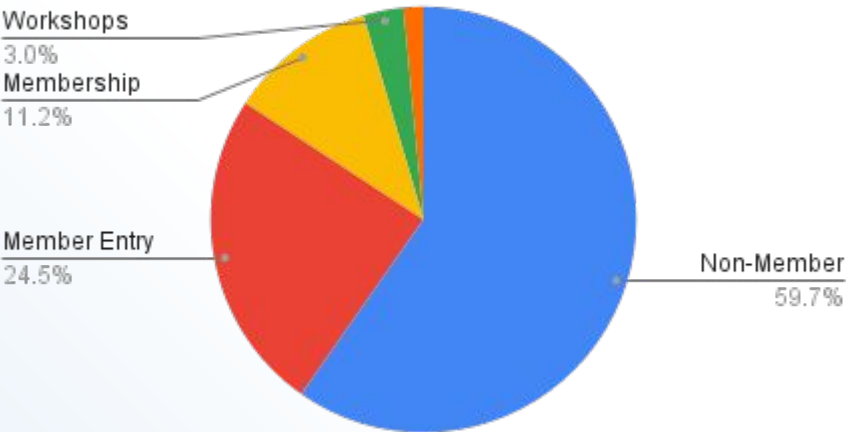


Revenue Trends

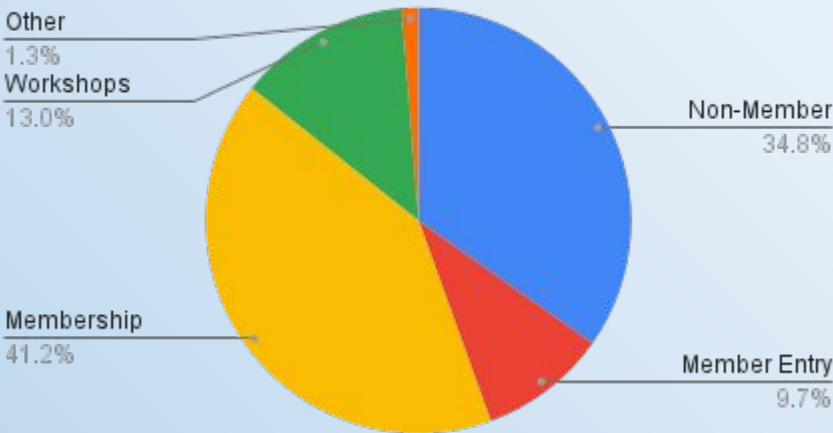
2015/2016/2017 Revenue



2018/2019 Revenue

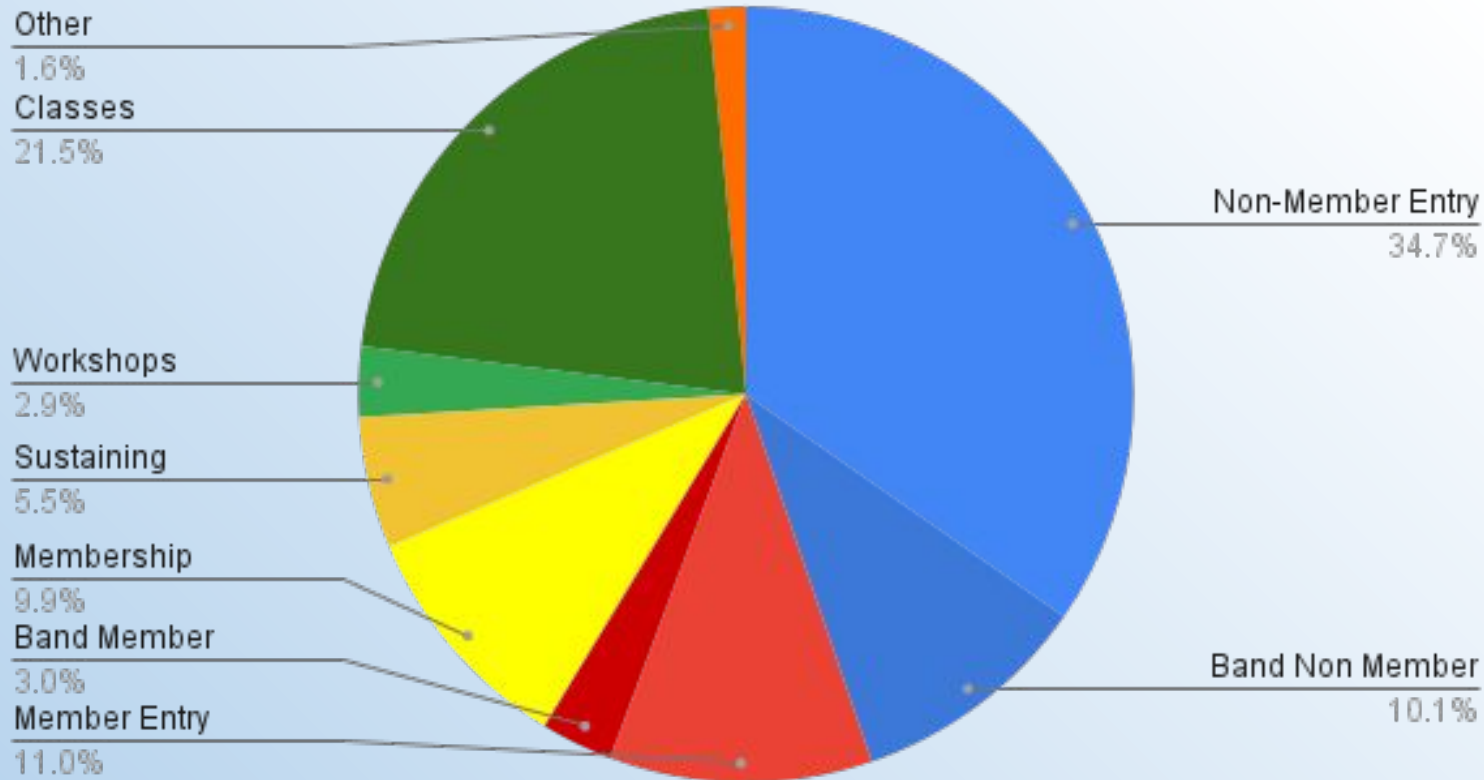


2020/2021 Revenue



Revenue By Source 2022

2022 Revenue



- Classes are a big source of new revenue
- Sustaining Memberships
- Increased band prices also greatly helped!

Membership Sales 2015-2022



Membership Sales (Total)



We sold 55 memberships on the Anniversary Dance!



Membership Numbers

2022 Memberships	
Regular	181
Student	55
Sustaining	20
Total	256

Class Turnout



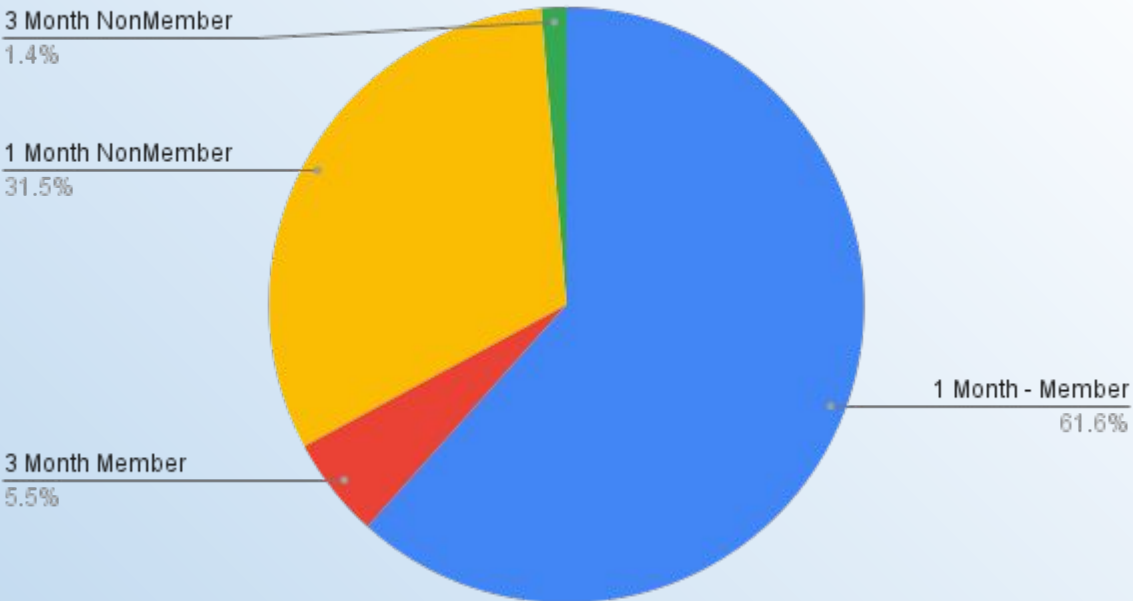
Class Attendance



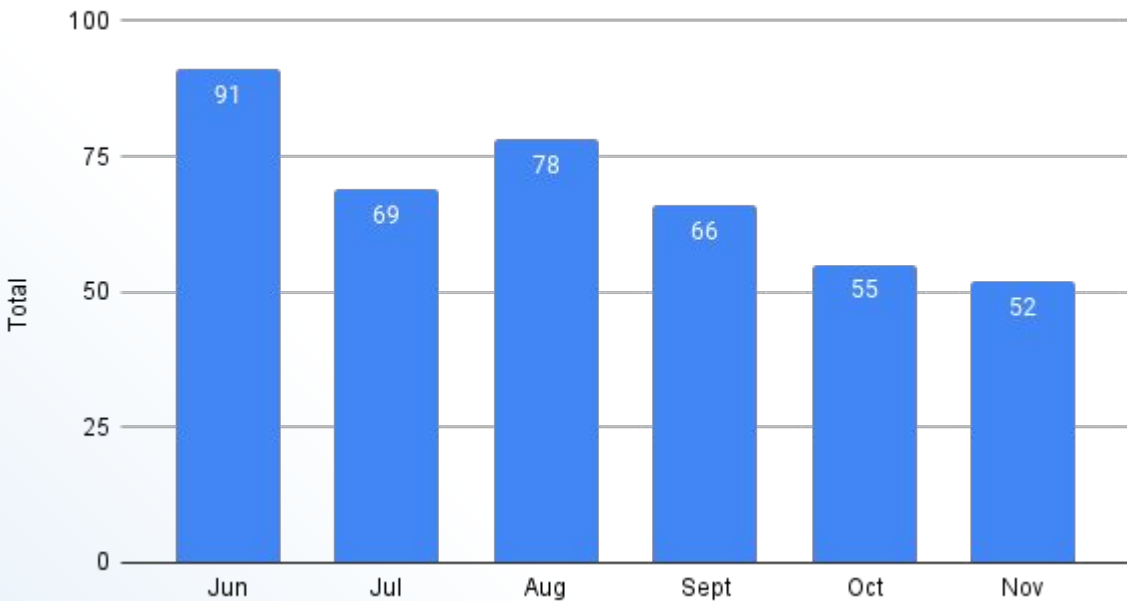
- Lindy Classes are popular
- 7 PM Classes not as well attended

Class Turnout

Class Breakdown



Total



382 total students have signed up for monthly classes
Around 10% of monthly attendance takes classes

Class Turnout



Lead Follow Ratio

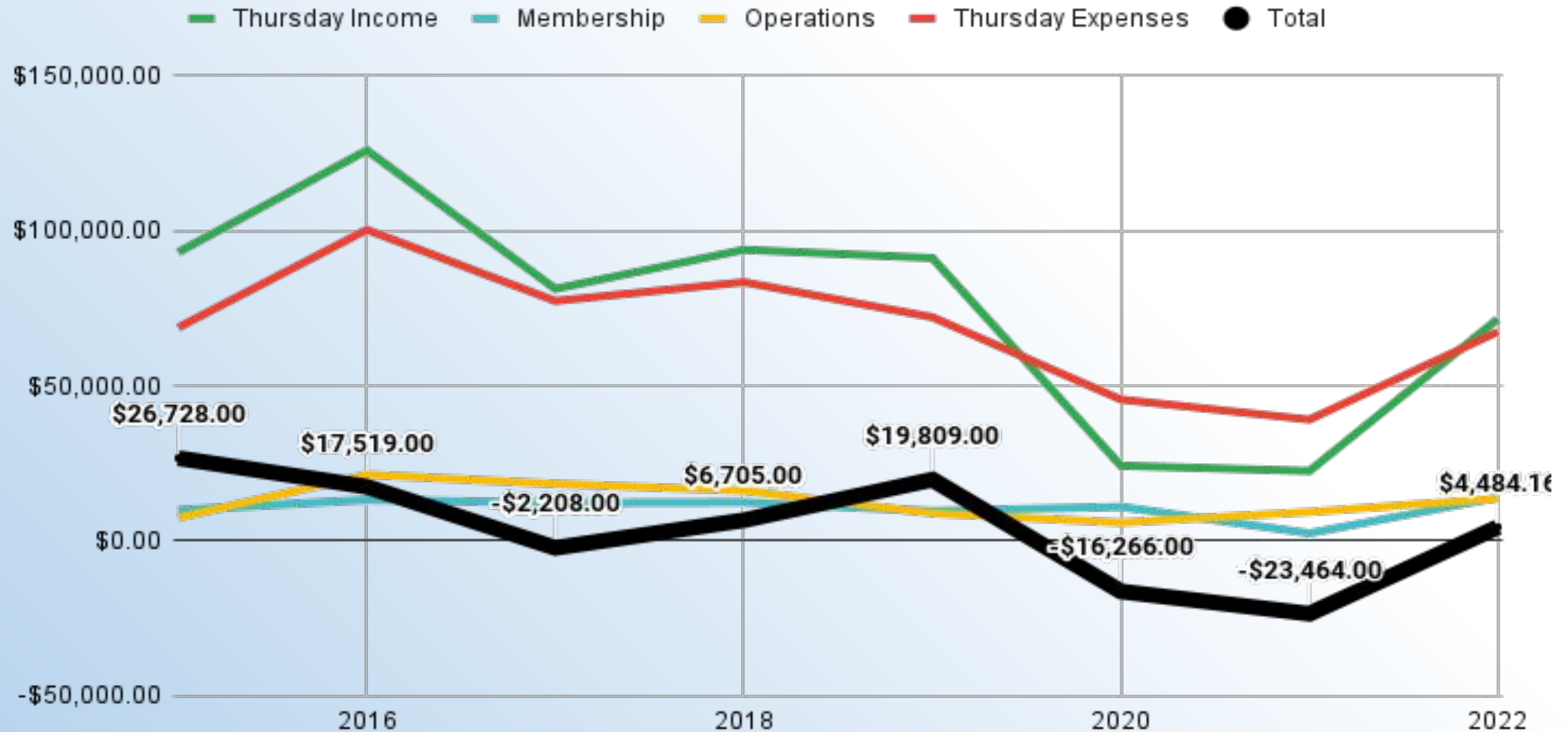


- Some classes have had large imbalances between roles
- 4 to 1 in rare cases

Profit & Loss



Thursday Revenue vs Expenses



*Current displayed values are estimations for 2022, final accounting has not been completed for the year

ALX 2022



Expenses		
Musician Fees	\$13,675.00	37.36%
Venue Fees	\$15,050.00	41.12%
Sound Fees	\$2,900.00	7.92%
Marketing	\$788.08	2.15%
Materials	\$2,787.88	7.62%
Hospitality	\$1,400	3.83%
Total	\$36,600.96	

Sales	
Total Weekend Pass	255
Total Day Pass	115
Total T-Shirt	94

ALX 2022 turned the highest profit is has ever had!!!
It usually loses a small amount or breaks even
A HUUUGGE credit to Janine Moore and her amazing marketing effort!

Austin Swing Syndicate Revenue Projections 2022

Treasurer: Phillip Wiemeyer





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 are a huge source of new revenue
- Increased Band Night Prices
 - Band nights historically lost an extra \$1000 for the night
 - Contract with the Fed will renew next year
 - Prices are unlikely to go down
 - Will know in March what our rent will be starting October 2023
- 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

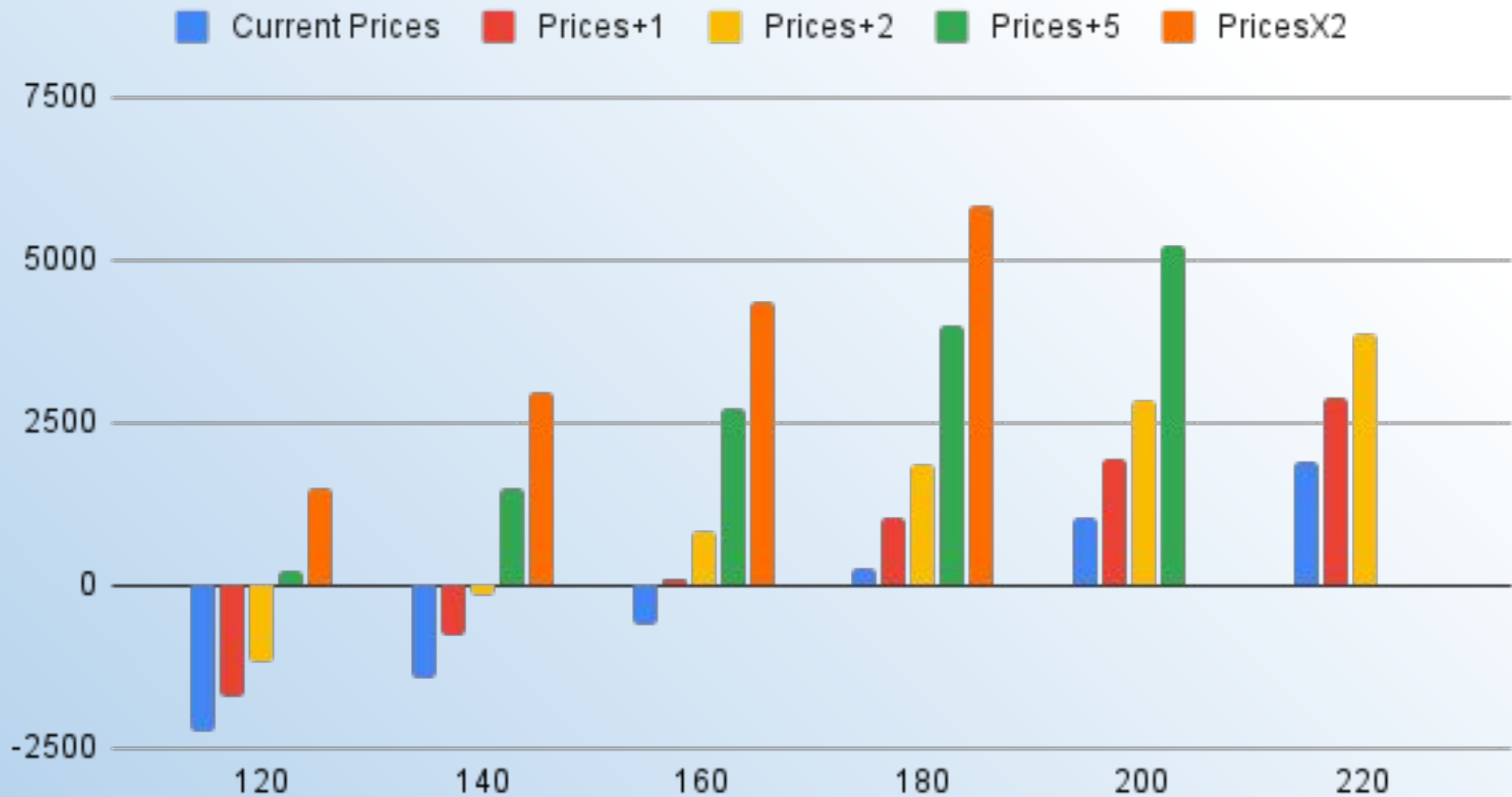
Projections

Revenue Projections (current rent)



Projections

Revenue Projections (Rent 1.5X)



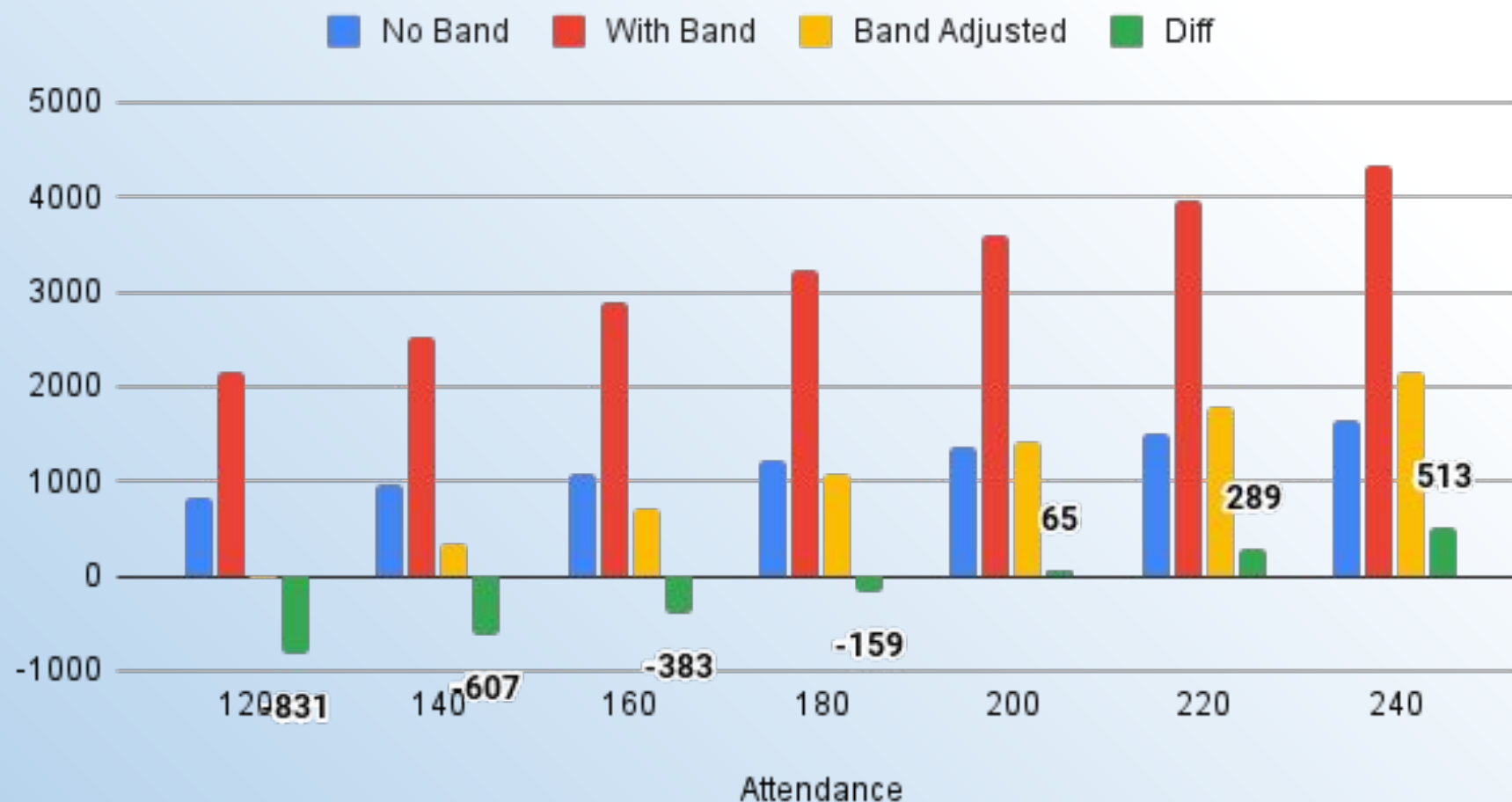
Projections

Revenue Projections (Rent 2X)



Band Breakdown

Band Breakdown



Due to fixed musician and equipment costs, bands are only profitable when we have a certain attendance threshold!

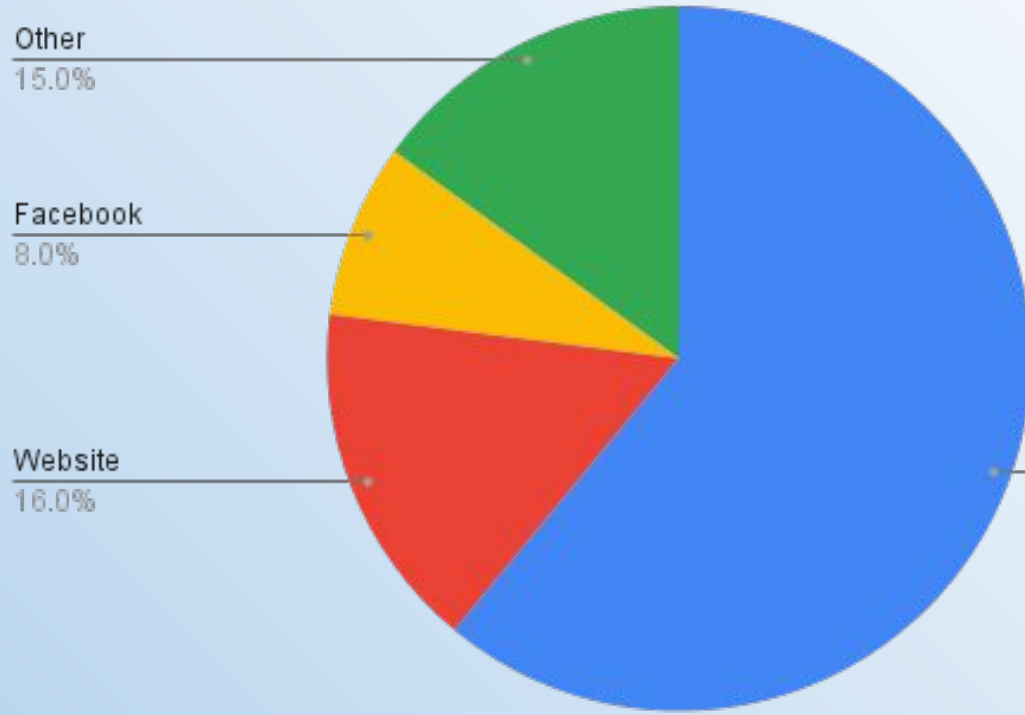
Austin Swing Syndicate Wrapping Up



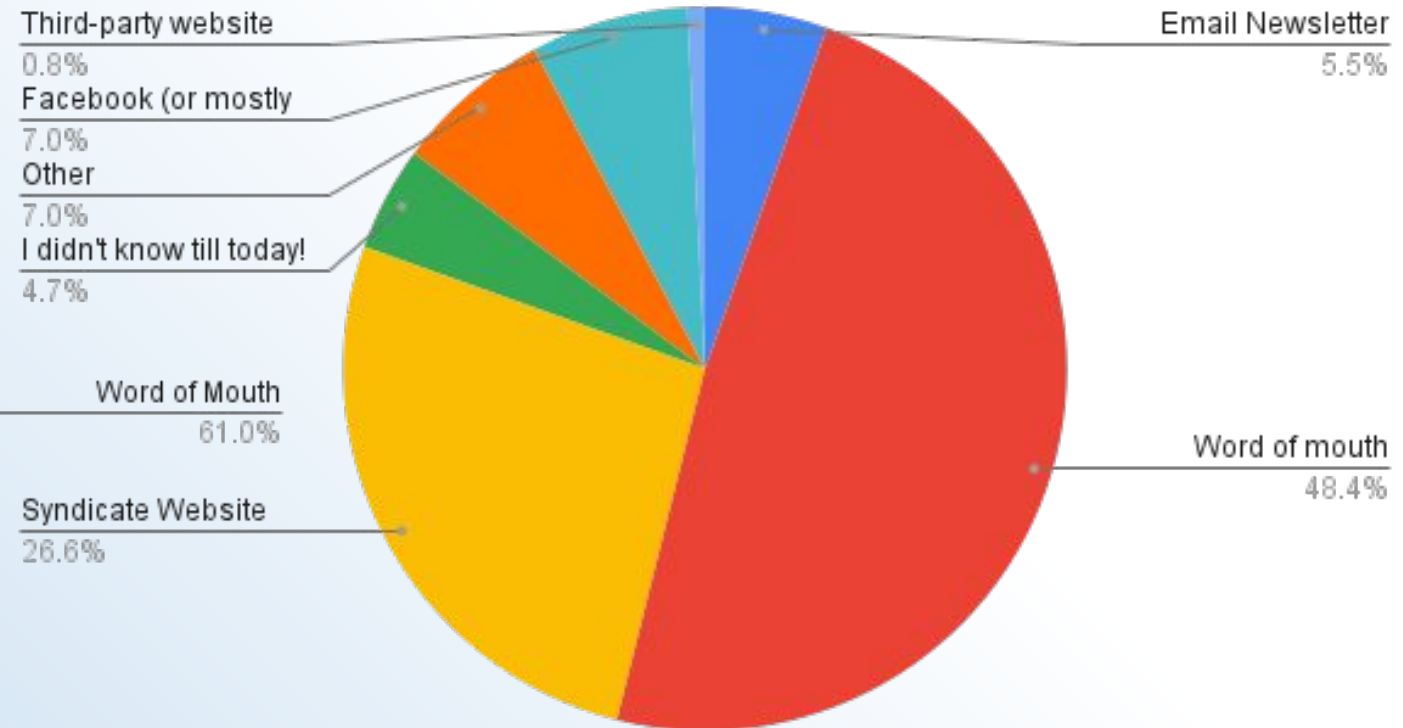
Initial Survey feedback



How did you hear about us?



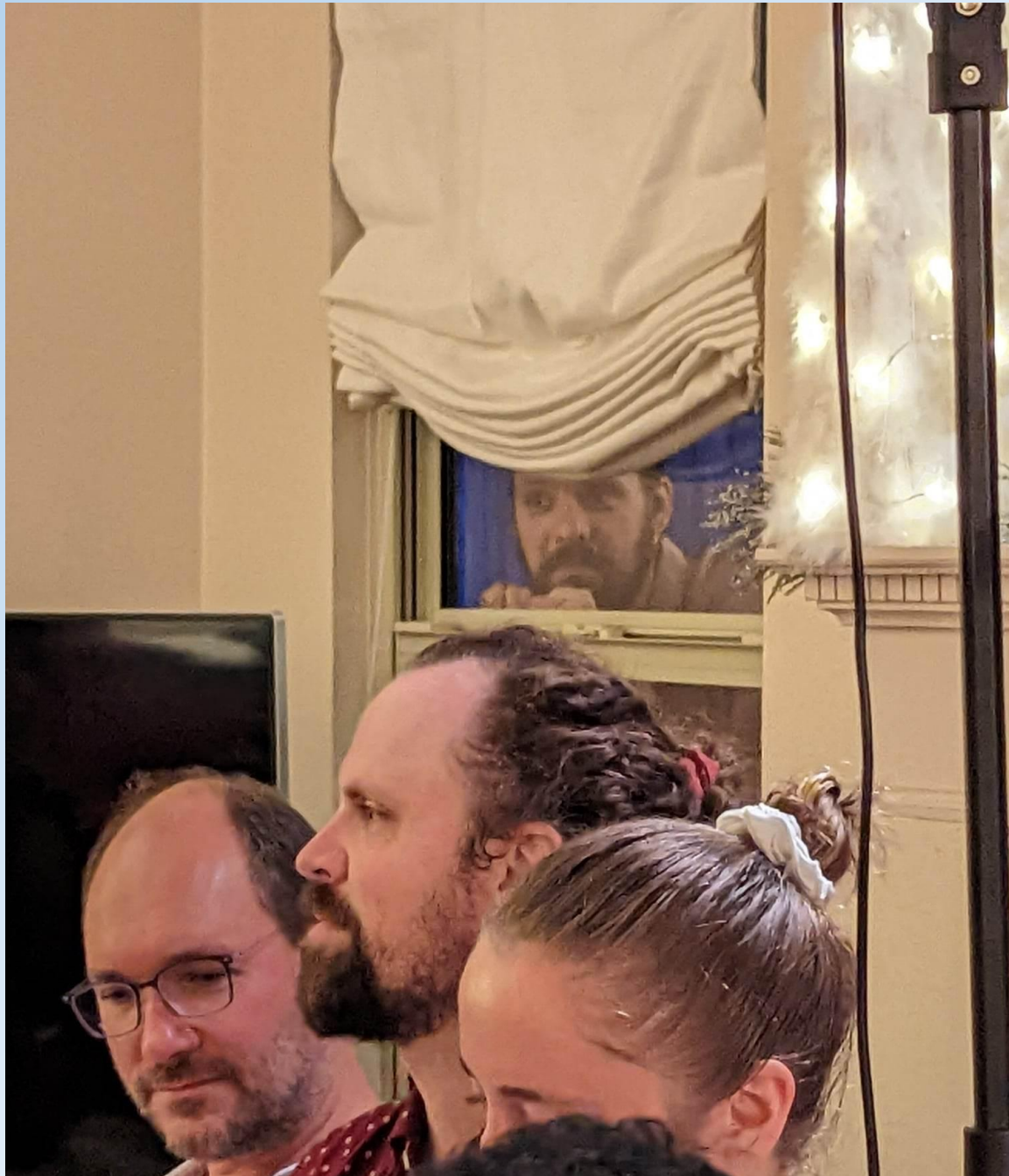
How did y'all hear about us?





Plans for Next Year

- New class offerings starting next year
 - Advanced Swing!
 - \$10 weekly class (every week except blues)
 - Can join any week
 - 8 PM
 - Advanced Balboa
 - Progressive class
 - 8 PM
- Marketing!
 - We need to market externally
 - Sources other than Facebook/Social Media
- Elections
 - Elections in March
- ALX 2023 Planning



Don't want to feel left out?



Here's how to Help!

- Ideas are great and always welcome
- We can really use people who are willing to work!
- Join a committee
 - Election committee
 - ALX 2022 committee
- Volunteer
 - Volunteer (Desk/Opener/Closer)
 - DJ Positions (Keep the music going)
 - Marketing (We need more attendees!)
- Become a sustaining member!!!



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



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