

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 since 2023

- Online sales for classes and live music events
- Offering new classes
 - Taster Class
 - Balboa Plus
 - Shag Plus
- 7 Live music events in 2023
- ALX was successful despite challenges
- Developing new perks system for volunteers

Austin Swing Syndicate Attendance & Finances 2023

Treasurer: Phillip Wiemeyer



Attendance 2015-2024*

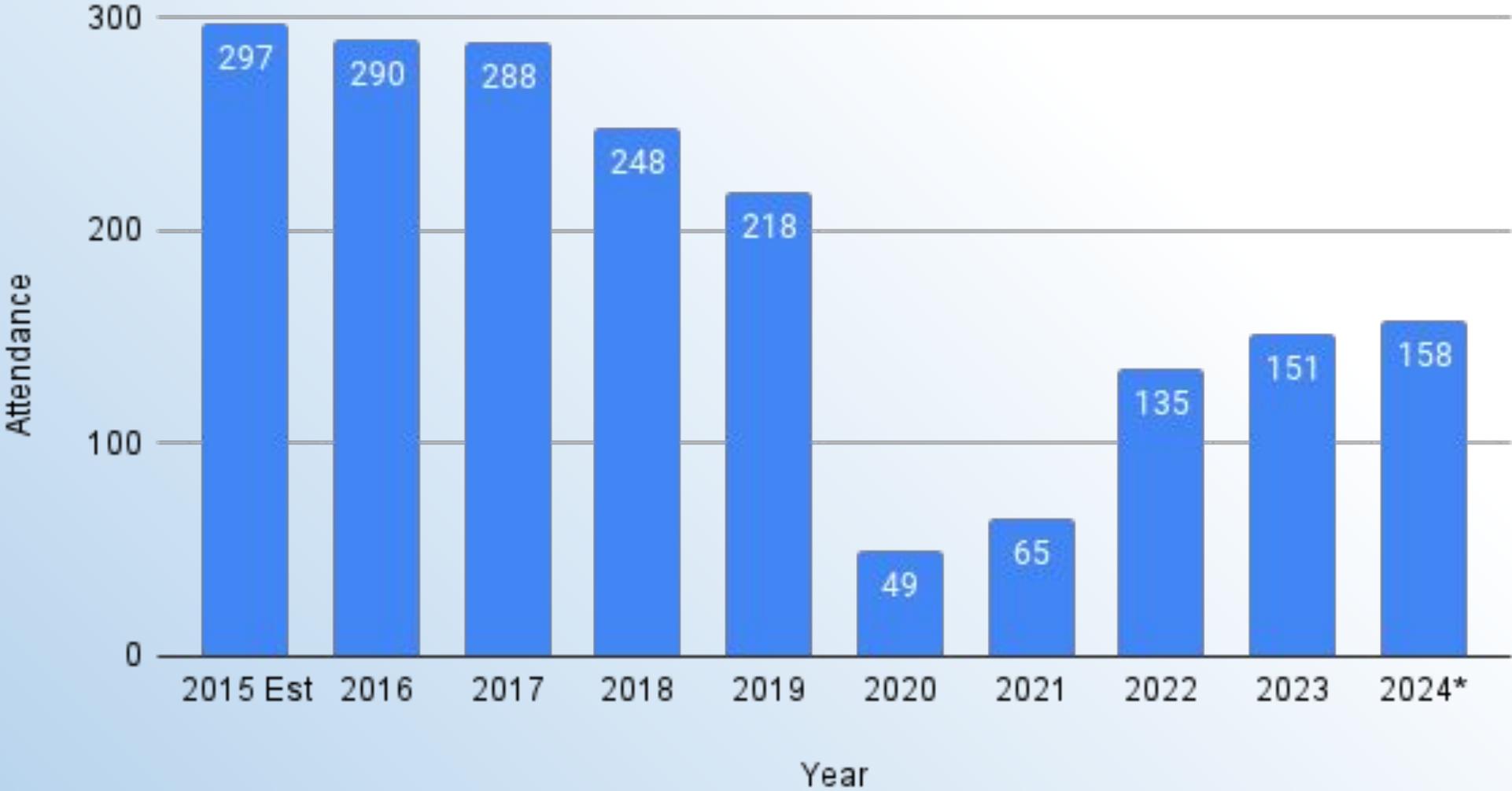
Attendance (paid) by Year





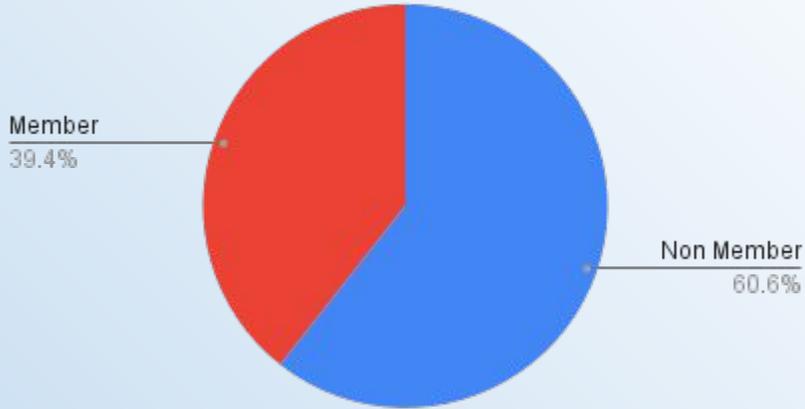
Average Attendance 2015-2024*

Average (paid) attendance by week

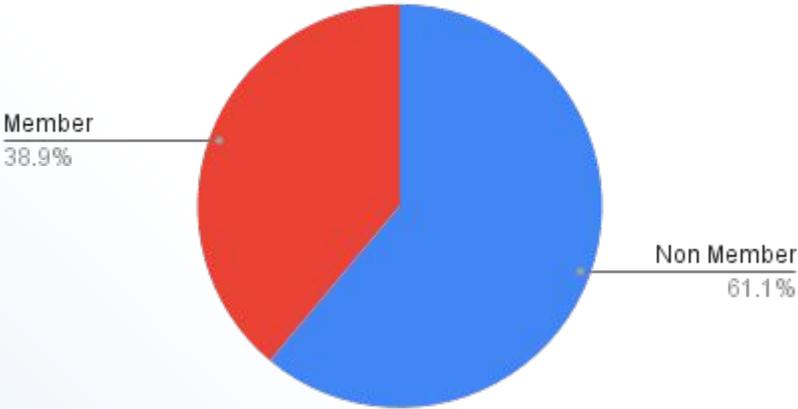


Attendance Trends

2015/2016/2017 Member vs. Non Member



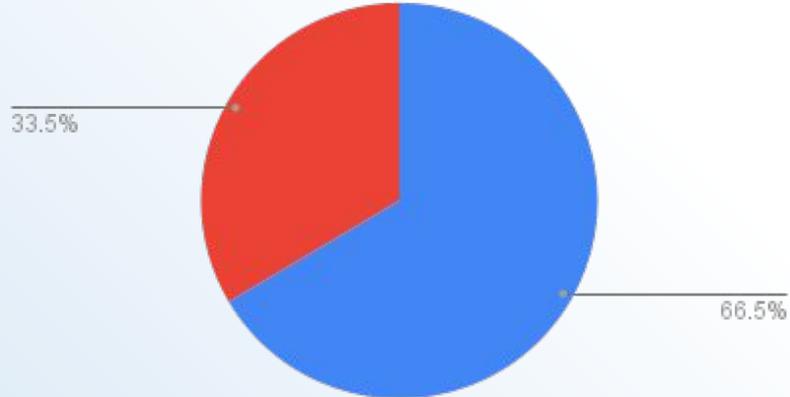
2018/2019 Member vs Non Member



2020/2021 Member vs Non Member

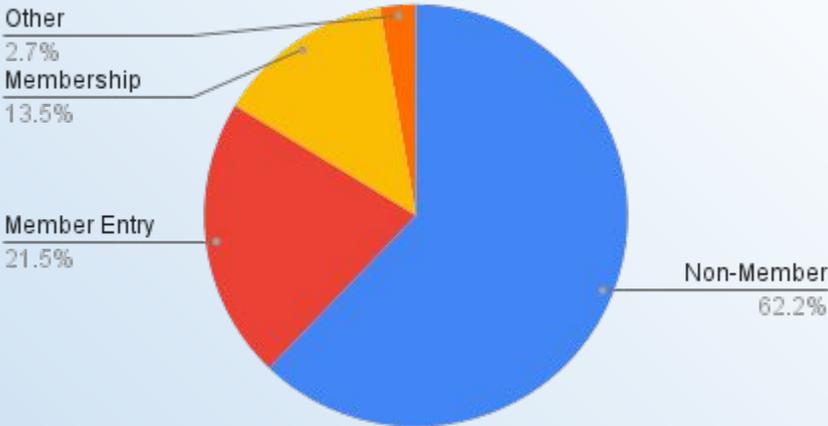


2022/2023 Member vs Non Member

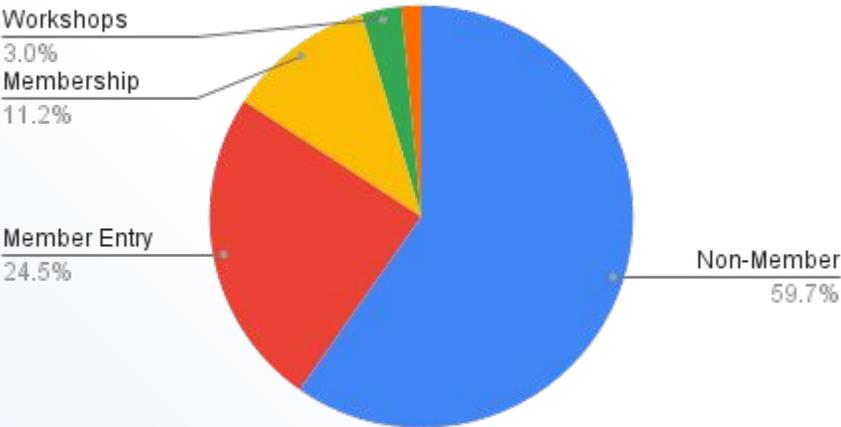


Revenue Trends

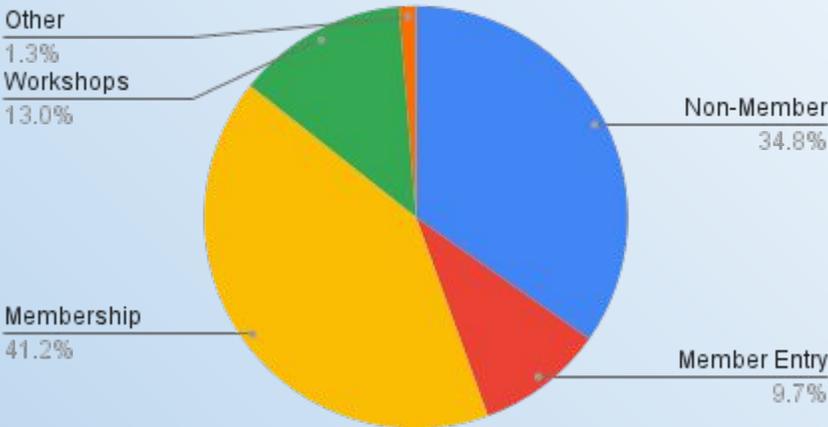
2015/2016/2017 Revenue



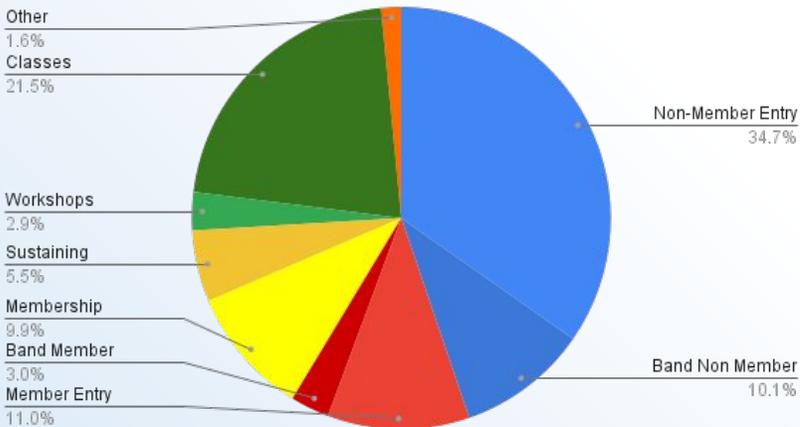
2018/2019 Revenue



2020/2021 Revenue

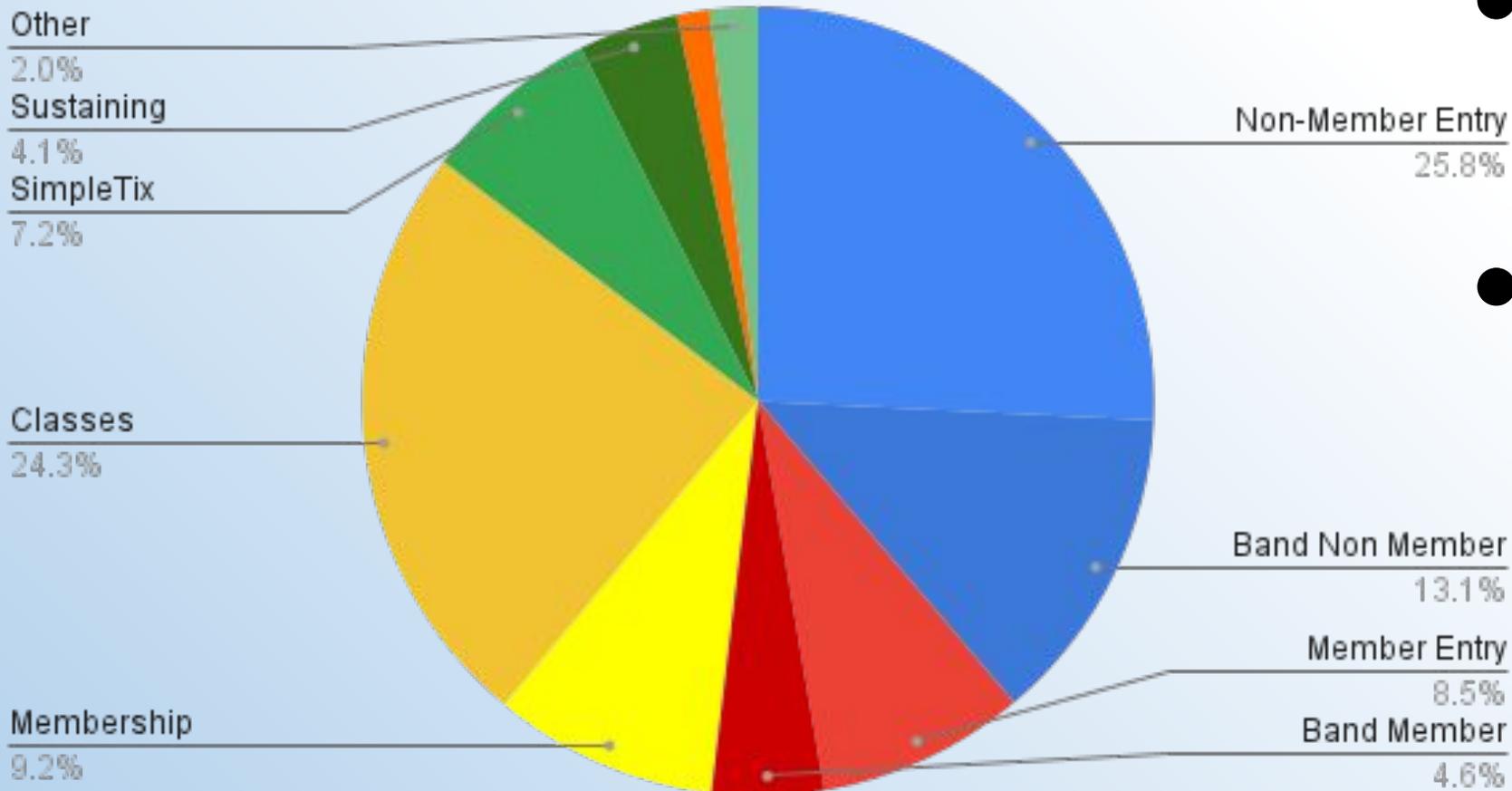


2022 Revenue



Revenue By Source 2023

2023 Revenue



- Online sales are a new source of revenue
- Classes/Online sales are 31% of revenue



Membership Sales 2015-2022

Membership Sales (Total)



We sold 55 memberships on the Anniversary Dance!

Membership Numbers

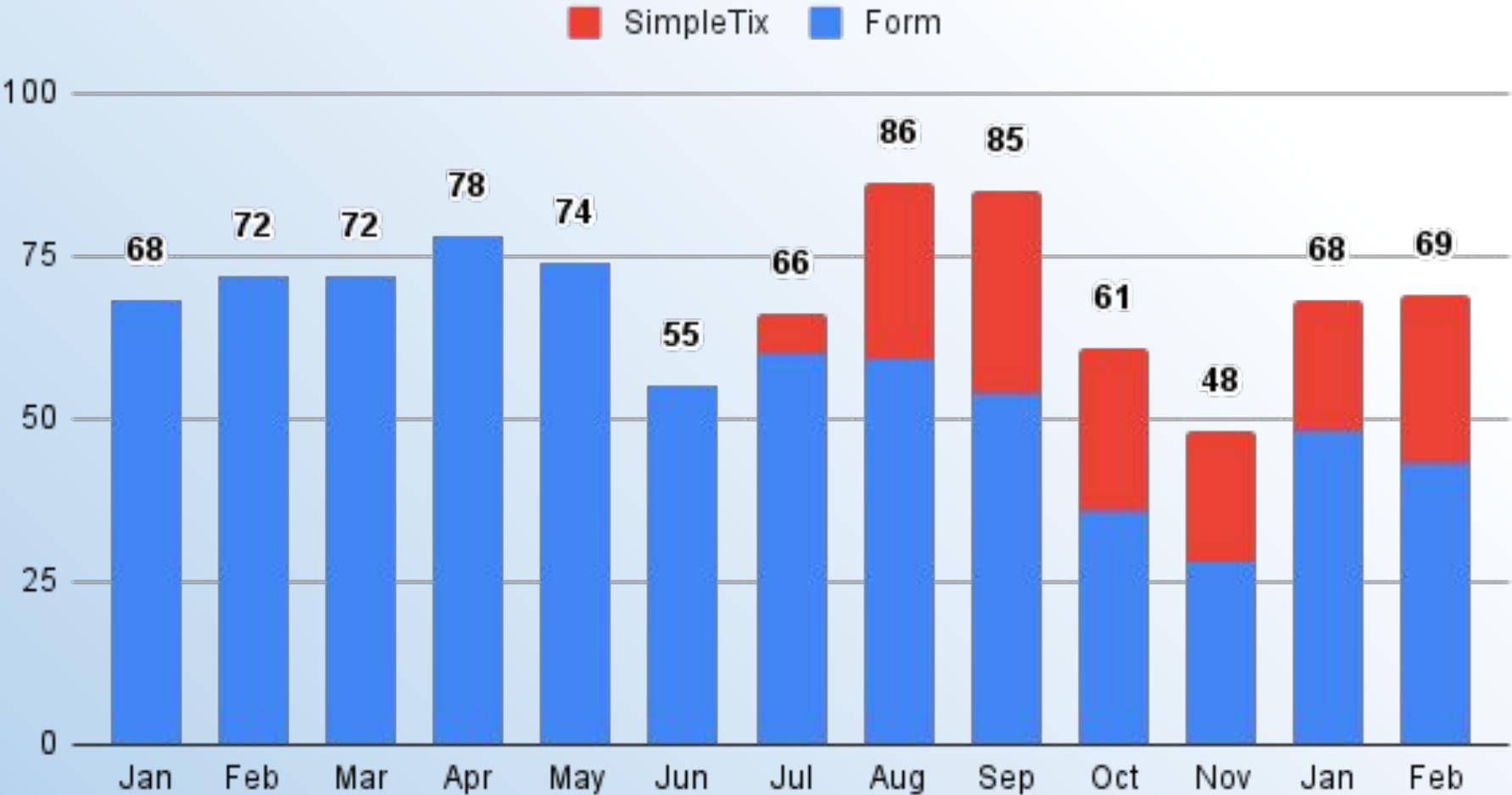


Memberships	2022	2023
Regular	181	204
Student	55	45
Sustaining	20	21
Total	256	270

- Tracked 430 uses of + sustaining members!

Class Turnout

Class Sales: In Person and SimpleTix



- Enabled online sales for classes in July 2020
- Shag Plus launch

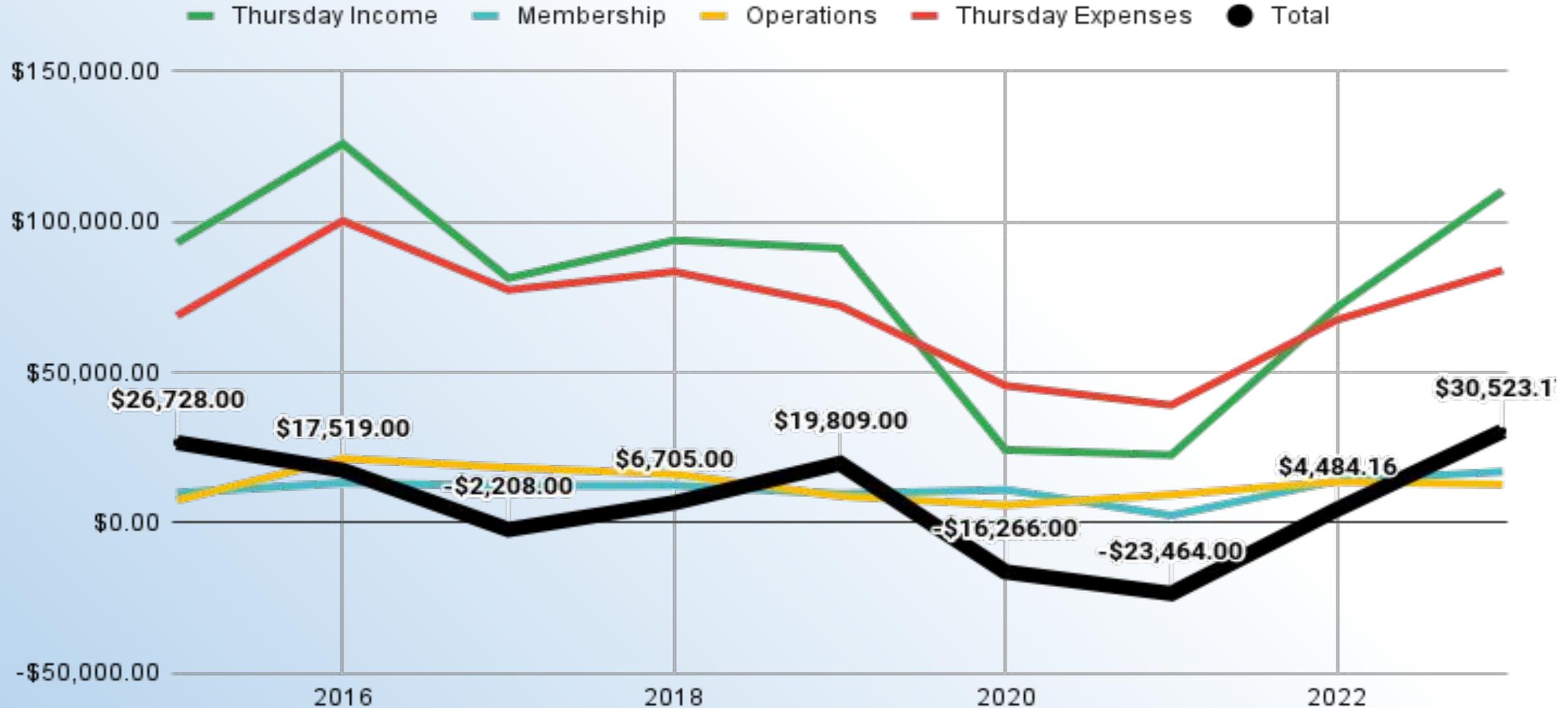


Expense break down

- 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

Profit & Loss

Thursday Revenue vs Expenses



Budget Surplus

- After accounting for ALX losses we have a budget surplus of around \$20,000
- Potential Uses of funds:
 - Pay the Jam Band more
 - Buy supplies for ALX (currently borrow from Deb)
 - Buy laptops/Ipads
 - Buy more sound equipment
 - Increase DJ's
 - Increase marketing budget
 - Host a workshop/bring in instructors
 - Increase budget for graphic design
 - Hire more photographers/video production
 - Put money in rainy day fund

Plans for 2024

- Simplify registration system
- Conduct customer survey
- Increase our marketing/turnout
- Host 4-5 live bands
- Build our community
 - Train next generation of ALX organizers
 - Performance Team
 - Community building workshop?



Austin Lindy Exchange 2023 & 2024 Planning





ALX 2024 Overview

- Theme is ALX's 25th anniversary!
- Dates are November 15th-17th
- Have some rebuilding to do after lower attendance in 2023
- Plan is to keep the general template from previous years
 - 7 Live bands
 - Late night hospitality on Friday and Saturday
 - Friday meet and greet
 - Saturday day dance and social
 - Sat Flash mob/social event
 - Sunday Jam Band
- Need to build the committee for 2024



ALX 2024 Budget

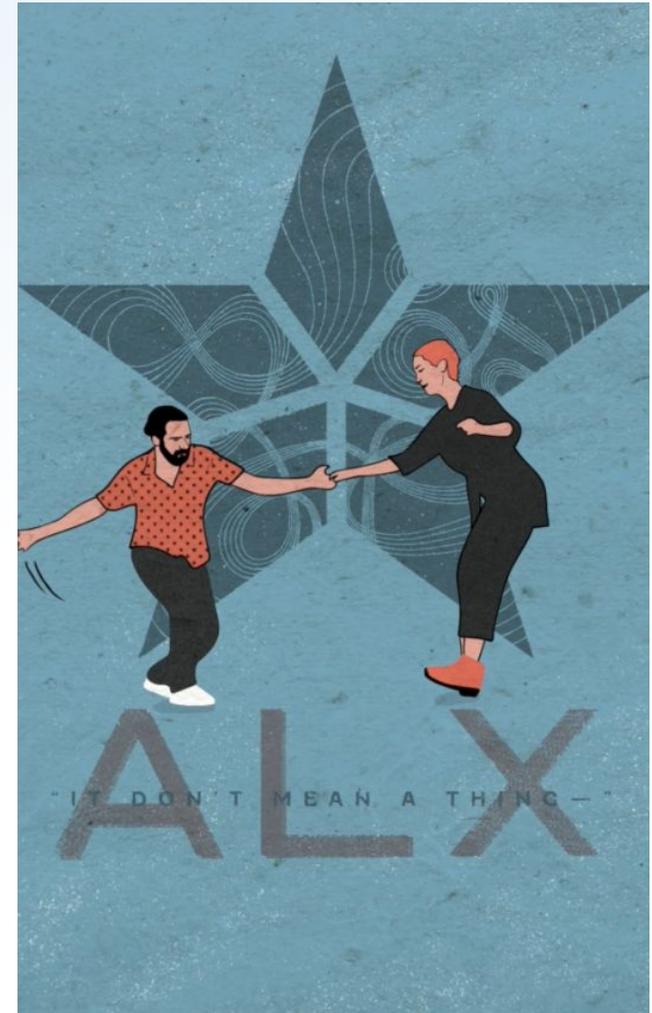
Expenses			
Category	Amt	Vendor	Status
Musician Fees	\$16,000.00	Musicians	
TFWC Rent	\$15,000.00	TFWC	
Security Deposit	\$1,000.00	TFWC	Refundable
MOD and Security	\$2,100.00	TFWC	
Late Night 1	\$500.00	GoDance	
Late Night 2	\$500.00	LITC	
Glass Elephant	\$4,000.00	Glass Elephant	
Marketing	\$0.00		
Graphic Design	\$1,200.00	Jen D.	
Postcards	\$100.00	MinuteMan	
Tshirts	\$800.00	Austin Screen Printing	
Meetings	\$800.00		
Website	\$100.00		
Sweepwidget	\$100.00		
Photographer/media	\$1,200.00	????	
Hospitality supplies	\$2,000.00		
Equip Rental	\$0.00		
Total		\$45,400.00	

Sales Estimations			
Ticket	Sales	Cost	Revenue
Early Bird	57	\$100	
Weekend Pass Tier 1	83	\$125	
Weekend Pass Tier 2	40	\$145	
Weekend Pass Tier3	60	\$165	
Group tickets	10	\$145	
Discount Pass	20	\$145	
Fri Pass	10	\$60	
Sat Pass	10	\$75	
Sun Pass	10	\$40	
ALX 2024 T-Shirts	100	\$20	
Vintage T-Shirts (\$15)	60	\$15	
Free Pass/Staff/Music	30	\$0	
Total Attendees (weekend)	270	Total Sales	

Estimated Revenue	
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Graphic Design

- Will design graphics for
 - Website
 - Marketing emails
 - Postcards
 - Price increases/promotions
 - Social Media
 - T-shirts
- Will work closely with the marketing coordinator
- Jen D has agreed to do the graphic design!
- Will be a paid role





Marketing Coordinator

- One of the most critical roles!
- Should develop a marketing plan
 - We already have a template we have used in previous years
- Email is the primary form of marketing
 - Responsible for the majority of sales
 - Will become very familiar with mail chimp
- Social media
 - Posting to various regional and national swing groups
- We sell a lot of tickets before scheduled price increases



Marketing/Promotions

- Discounted Tickets
 - End Tier 1 early bird sales around March/April (~\$120 a ticket)
 - End Tier 2 sales around June/July (~\$140 a ticket)
 - Tier 3 sales will continue up to November (~\$160 a ticket)
- Free ticket sweepstakes
 - Discounts offered to people who don't win
- Dance contest
 - Promote on social media
 - Winners get free tickets to ALX
- Video promotion
- Email previous ALX attendees
- Email members and syndicate progressive class students



Hospitality Coordinator

- Hospitality coordinator works the hardest during the event
- This year we are trying to off load the burden on the primary coordinator
- Split front and back house hospitality
- Use shift leads to split the responsibility
- Do NOT rely on walk on volunteers.
 - All volunteers should be vetted or local
- Develop a hospitality plan/budget for Friday and Saturday
- Buy supplies during the week
- Train volunteers
- Whitney has agreed to be the hospitality coordinator this year!



Coordinators

Live Music Coordinator

- Responsible for maintaining dialog between the committee and the band leaders
 - Send contracts
 - Get stage plots
 - Get musician list
 - Set list
 - Guest list
 - etc
- Also responsible for sound and lighting

DJ Coordinator

- Schedule DJ's during band breaks



Coordinators

Volunteer Coordinator

- Responsible for volunteer sign ups
- Scheduling volunteers
- Finding shift leads
- Training volunteers

Venue Coordinator

- Contact venues
- Get/Sign contracts
- Get contact information for all venues!



Coordinators

Housing (optional)

- Housing is an important part of ALX history
- Social media page was not well used
- Could use someone to round up hosts

Special Events

- Have an idea for a special event? Good, you can coordinate it!
- Flash mob is an example!

History (optional)

- Would like to have something to celebrate the history of ALX
- Someone could gather photos/interviews and make displays



Non Committee Roles

Photographer

- Would like to pay a photographer this year
- Photos are very important for our marketing/social media
- Need to have a faster turnaround time for posting photos

Video marketing

- Make a promotional video
- Post to social media

ALX 2022



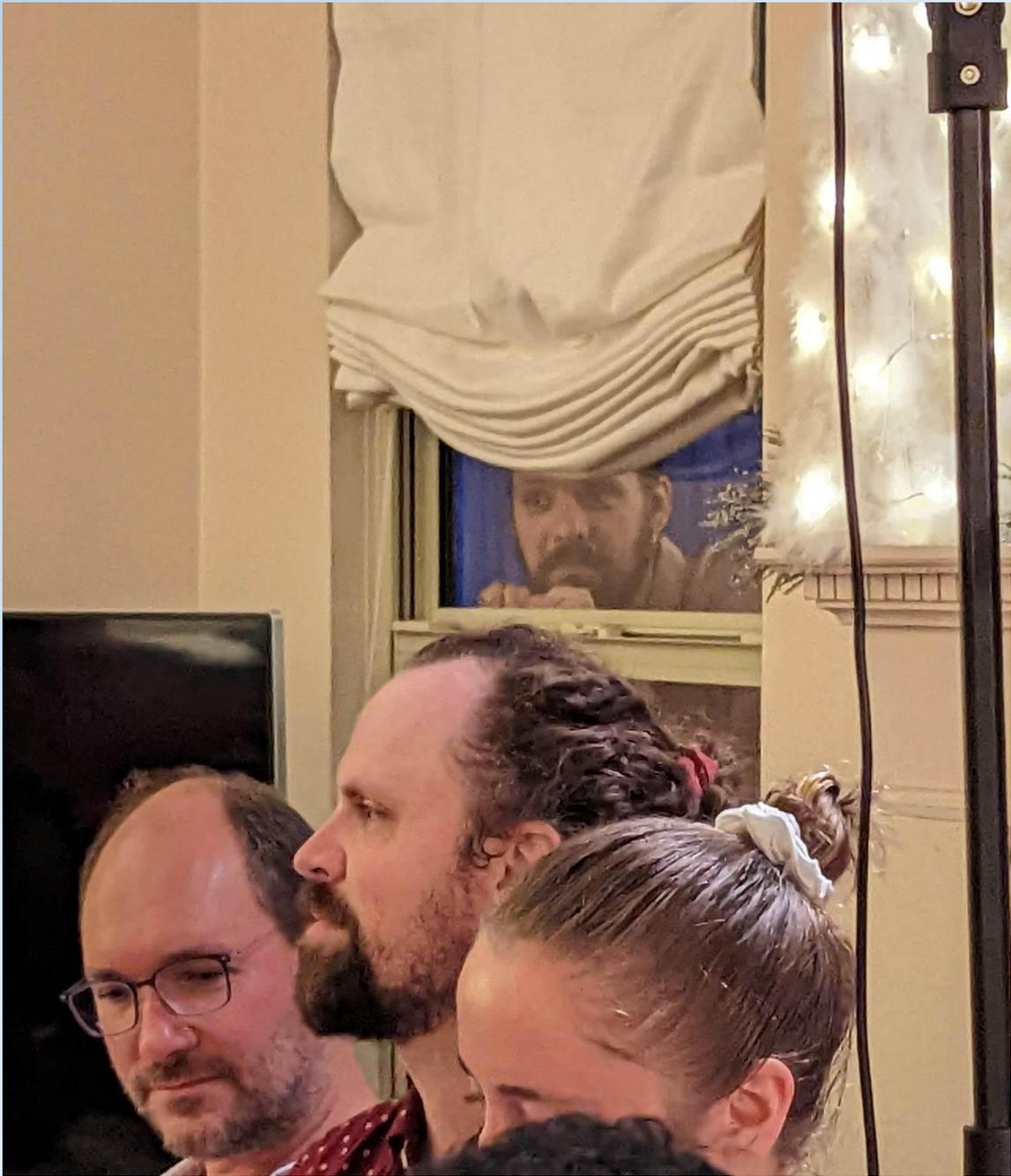
Expenses		
Musician Fees	\$13000	37.3%
Venue Fees	\$15,000.00	43%
Sound Fees	\$3700	10.6%
Marketing	\$1400	4%
Materials	\$600	1.7%
Hospitality	\$1,200	3.4%
Total	\$34,900	
Income	\$25,000	
Total Profit	-\$9,900	

Sales	
Total Weekend Pass	194
Total Day Pass	38
Total T-Shirt	64

- Early bird sales: 79
- 22 Tickets were refunded due to date change
- Eventbrite fees: \$2,097.37

Austin Swing Syndicate Wrapping Up





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 2024 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: Nicole Currens

At-large: Sam Temple*
Amanda Eakin
Lon Nix



* Up for reelection in 2024