

Austin Swing Syndicate Current Board Activity

President: Deb Tindle





Ongoing Projects

- Elections committee
- New DJ and Teacher training programs
- New Lindy/Charleston classes in the Art Gallery
- Price increase
- Revamping the website
- Finishing our 2017 tax return
- Standing ALX planning committee
- Marketing exploration
- New spot for Sunday practices
- Actively pursuing City of Austin grants



Elections Announcement

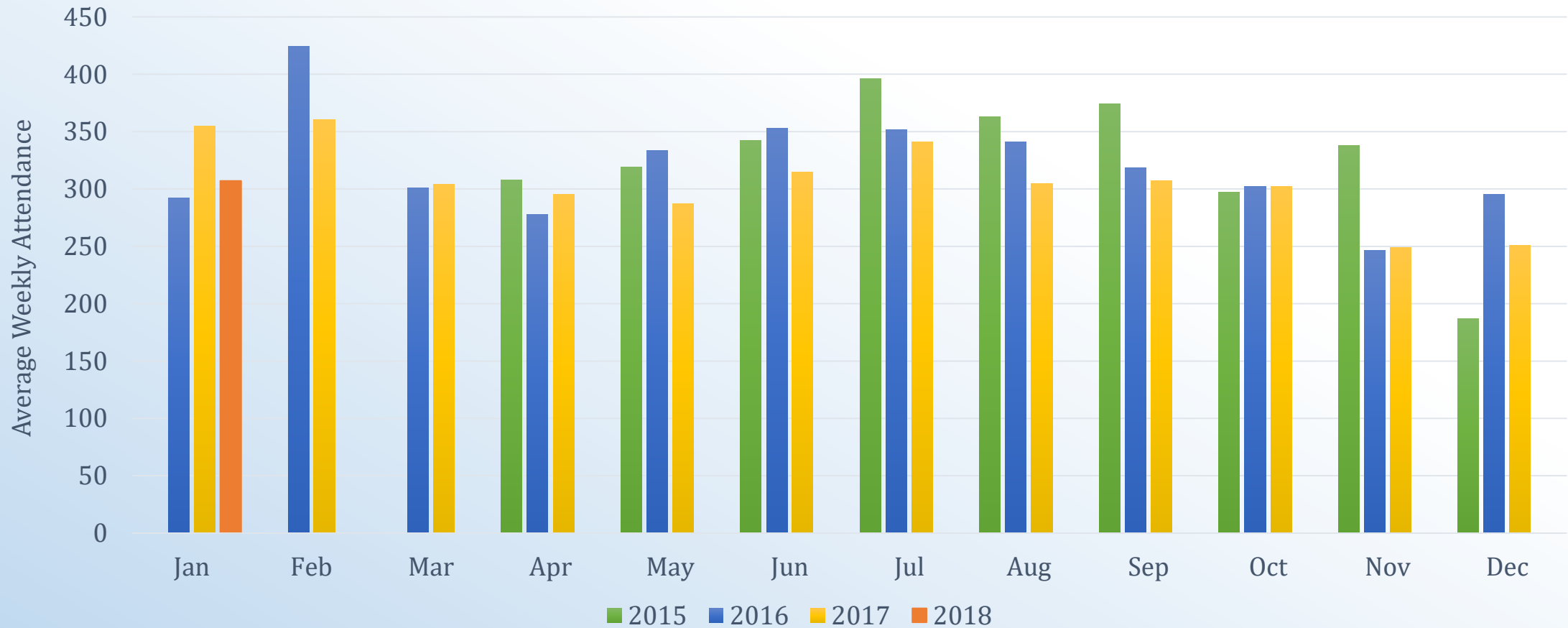
- Elections will be held in March
 - All members are eligible to run and vote in the election
- Four spots on the Board of Directors are open – no previous board experience required
- Officers are elected internally by the new board
- Two year commitment
- Election Town Hall on 2/22 to introduce the candidates to the membership
- There will be online and in-person voting

Austin Swing Syndicate Admission & Finances 2017

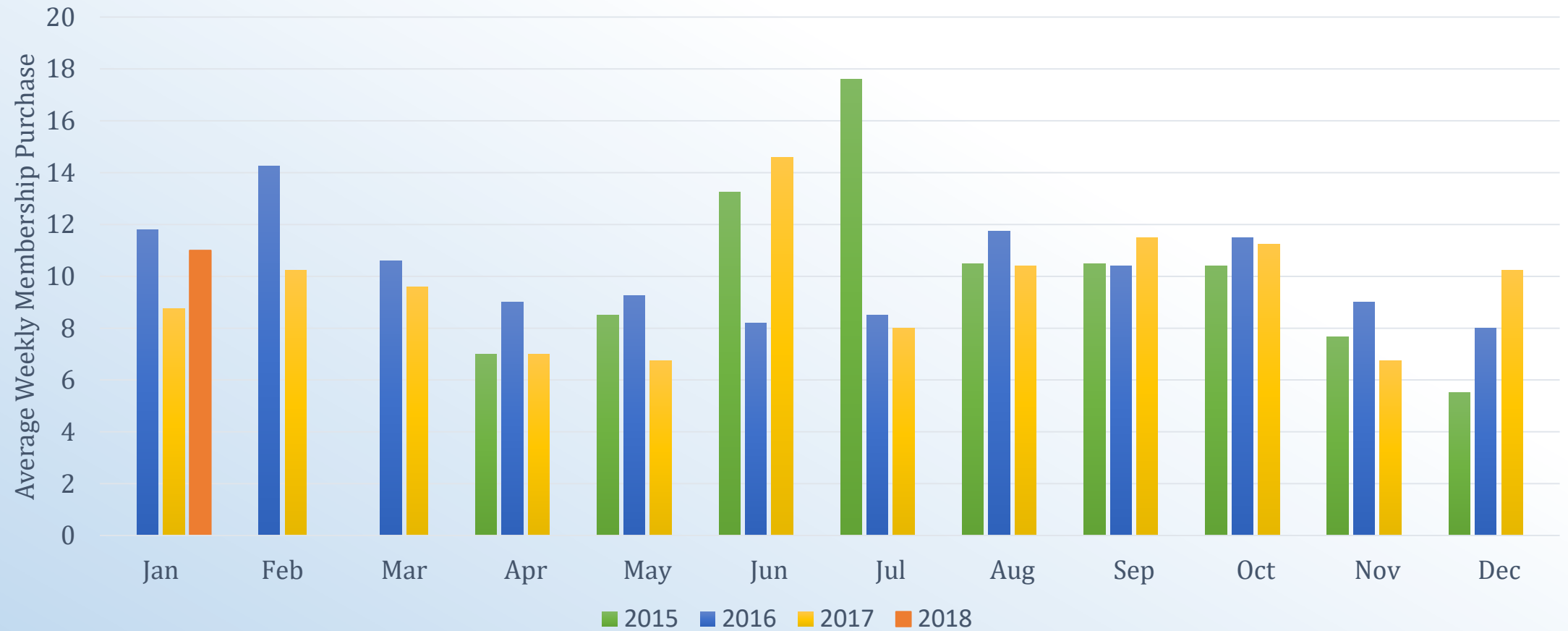
Treasurer: Lizi George



Attendance 2015-2018

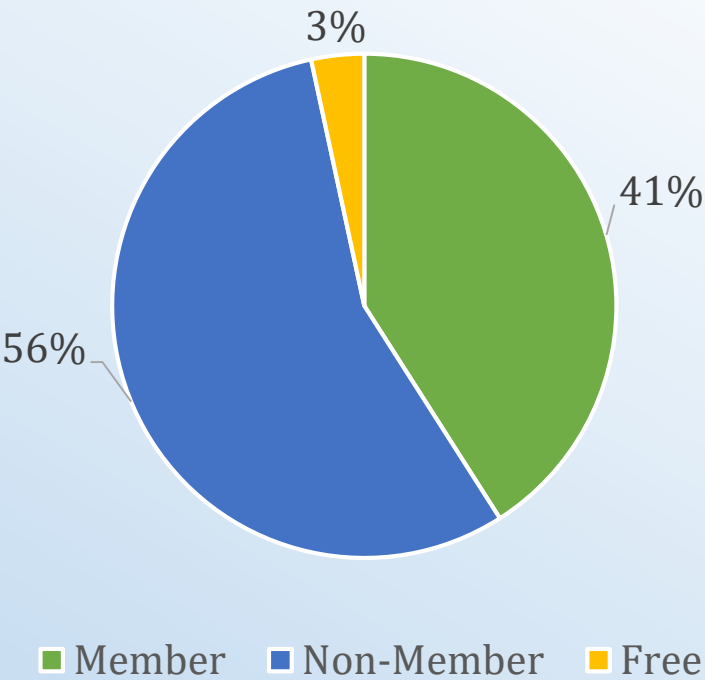


Membership Purchase 2015-2018

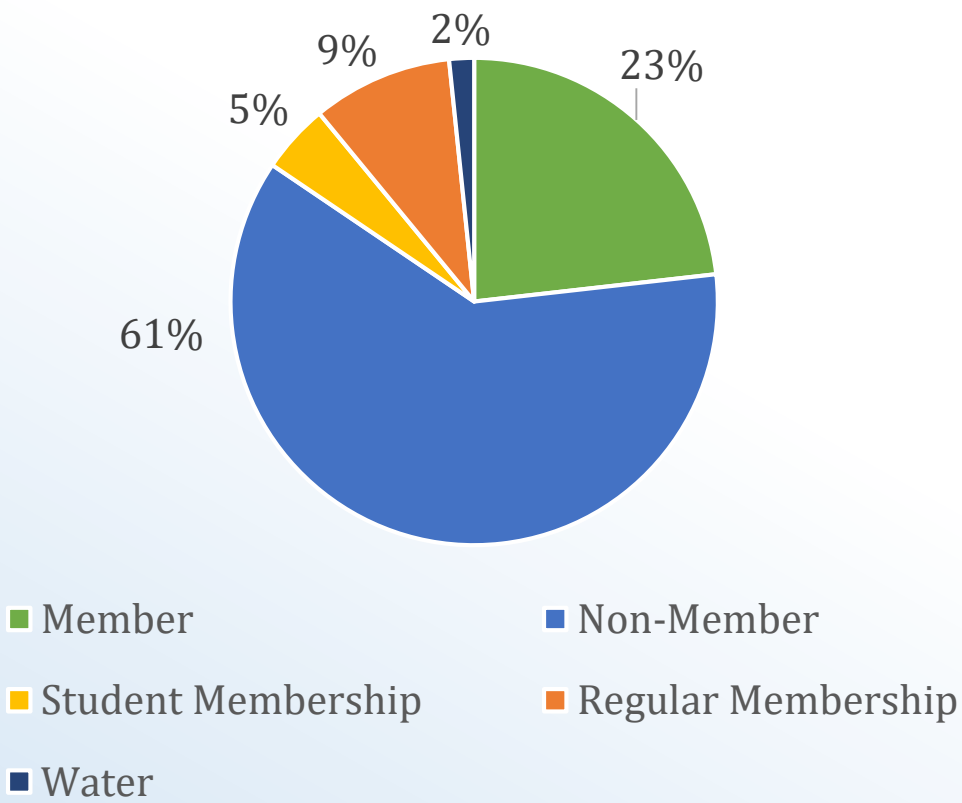


Attendance and Revenue Sources (2017)

Attendance by Membership



Revenue by Source





Price Increase Thoughts

- Rent increase means at least additional **\$7.8k** expenses each year going forward (ALX/NYE rent increases not included)
- We would like to be able to offer the same programming for our patrons, increase our marketing reach, more live music, food/decorations for events, etc. which we've had to cut back on in recent years
- Did market research on other regional and national swing dance organizations (Houston, Dallas, SA, Tulsa, Boston, Baltimore, DC...)
 - We were the cheapest before the increase, now we are comparable
- Using last year's attendance and an estimated 20% decrease in attendance, we will make an additional **\$20k** from admission
 - This will cover the rent increase, hopefully temporary lower attendance, and allow us to do more!

Profit & Loss (2016)



REVENUE

ALX Program Income	
Program Service Fees	26,694.65
Total ALX Program Income	26,694.65
Membership Dues	13,295.00
Program Income	
Program Service Fees	126,024.20
Total Program Income	126,024.20
Total Revenue	\$166,013.85

EXPENDITURES

Operations	
Bank and Service Charges	1,402.87
Books, Subscriptions, Reference	335.09
Facilities & Equipment	106.99
Insurance - Liability, D and O	2,813.89
Other Costs	2,352.11
Postage, Mailing Service	85.65
Printing and Copying	654.14
Professional Fees	13,247.50
Total Operations	20,998.24
Program Expense	
Contract Services	19,427.54
Equip Rental and Maintenance	3,690.00
Event Entertainment	133.91
Event Food	11,760.79
Facility Rent	34,609.00
Marketing	2,518.73
Meals & Entertainment	362.92
Other	7,843.85
Parking & Tolls	225.00

Program Music	18,085.00
Supplies	2,105.09
Total Program Expense	100,761.83
Program Expenses - ALX	
Contract Services	3,951.97
Equip Rental and Maintenance	1,509.00
Event Food	843.04
Facility Rent	9,000.00
Marketing	153.70
Other	4,782.69
Program Music	14,360.70
Supplies	2,323.25
Total Program Expenses - ALX	36,924.35
Total Expenditures	\$158,684.42
NET OPERATING REVENUE	\$7,329.43
OTHER EXPENDITURES	
Other Types of Expenses	3,733.97
Total Other Expenditures	\$3,733.97
NET OTHER REVENUE	\$ -3,731.25
NET REVENUE	\$3,598.18

Profit & Loss (2017)



Revenue

ALX Income	30,007.82
Donations	516.58
Membership Dues	11,850.00
NYE Income	30,078.84
Thursday Income	80,103.20
Uncategorized Revenue	120.00
Total Revenue	\$152,676.44

Expenditures

ALX Expenses	
Equipment Rental	1,102.68
Facility Rent	8,334.80
Marketing	643.71
Musicians	18,888.46
Other (deleted)	1,022.06
Sound and lighting	2,573.75
Staff	2,381.22
Supplies	2,008.25

Total ALX Expenses 36,954.93

Cash Over/Short -89.28

Charitable Contributions 279.50

NYE Expenses

Equipment Rental	303.00
Event Entertainment	3,522.50
Event Food	864.56
Facility Rent	1,849.00
Marketing	87.09
Supplies	72.51

Total NYE Expenses 6,698.66

Operations

Bank and Service Charges	4,163.01
Board Meetings	394.22
Books, Subscriptions, Reference	3,134.17
Business Registration Fees	73.37
Facilities & Equipment	18,047.02
Insurance - Liability, D and O	2,739.00
Lawyer & Accountant Fees	5,803.00
Merchant Services Fees (deleted)	195.77
Other Costs	209.48
Postage, Mailing Service	370.41
Printing and Copying	452.59

Total Operations 35,582.04

Thursday Expenses

DJs, Instructors, Performers	7,650.00
Facility Rent	18,846.00
Food & Beverages	2,858.79
Marketing	83.68
Musicians	14,969.00
Parking	5.00
Sound and lighting	2,495.00
Staff	12,227.00
Supplies	158.78

Total Thursday Expenses 59,293.25

Uncategorized Expenditure 193.17

Total Expenditures \$138,912.27

NET OPERATING REVENUE \$13,764.17



Additional Statistics

- Average attendance per week (2016): 326
- Average attendance per week (2017): 306
- Profit per month (revenue – basic expenses): \$1000 - \$3000
- Number of water bottles sold (2017): 1514
- Typical cost of staff per night: \$320
- Percent cash transactions (2017): 58.3%
- Current number of members: $495 + 14 \text{ GOLD} + 7 \text{ BOARD} = 516$
- Percent student members (estimated based on available data): 42.4%
- Live bands not including ALX (2017): 8

Organization Health



- Cash-flow positive this year!
- Currently \$61.3k in the bank, compared to \$40.6k this time last year
- On-track to get 2017 taxes filed well in advance of deadline
- Pursuing City of Austin grants
 - Were just awarded our first grant to cover professional grant-writer fees so we can go after large awards!



Austin Swing Syndicate Budget & Schedule 2018

Treasurer: Lizi George



Budget 2018



Rent	\$41,600
Staff Payout	\$19,000
Square Fees	\$1,300
Insurance	\$2,220
Subscriptions	\$1,092
Live Band Nights	\$6,125
Nomad Sound	\$4,050
Fed Donation for Floors	\$5,000
Professional Fees CPA/Lawyer	\$2,000
Office Supplies	\$500
Food for Events	\$1,200
ALX	\$35,000
NYE	\$15,000
Grand Total Expenses	\$134,087



Board/staff SAFE training (photo by Nick Williams)

Schedule 2018



- Live band events scheduled thus far:
 - Valentine's Dance – 2/15
 - Spring Fling – 4/12
 - Anniversary Dance – 6/14
 - Back to School Dance – 9/6
 - Halloween Dance – 10/25
 - ALX opening night – 11/15
- Other special events:
 - DJ Battle of the Bands – 1/4
 - Holiday Dance – 12/13



ALX 2017 (photography by Alex Smith)

Schedule 2018 (cont.)



- Recurring events
 - Three rooms of classes at 8:15pm
 - Band jams in the every 3rd Thursday
 - ALX standing committee meetings on the Landing every first Thursday
 - Volunteer trainings every second Thursday
 - Shoe suede-ing workshops
 - Shim sham classes
- Board meetings
 - Town Hall meetings – 1/25, 6/28
 - Election Town Hall – 2/22
 - Public board meetings every third Thursday



Pre-HRH 2017 dance (photography by Alex Smith)

Thank you!

Austin Swing Syndicate Board

President: Deb Tindle

VP: Jin Young Cha*

Treasurer: Lizi George*

Secretary: Cole Weaver

At-large: Victor Celania
Robbie Meshbane
Nick Williams*



* Serving a two-year term through 2018

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

