

Austin Swing Syndicate Current Board Activity

President: Deb Tindle



Recent Projects

- Four on the Floor successfully integrated
- Audio equipment replacements ordered
- Working on our 2018 tax return
- Received \$4k City of Austin grant
- New posters for marketing around town
- ALX 2019 planning underway
- NYE 2018 complete
- Mix & Match and Strictly competitions
- Election Committee 2019 formed
- Registered for “I Live Here I Give Here”



Mix & Match victors getting pumped by their majestic dancing

Schedule 2019



- Recurring events
 - Intro lesson at 8:15pm, FotF 7-9pm
 - ALX committee meetings every 1st Thursday
 - Volunteer trainings every 2nd Thursday
 - Band jams in the Art Gallery every 3rd Thursday
 - Public board meetings every 3rd Thursday
- Special events scheduled so far:
 - Strictly Contest – 1/24
 - DJ Battle of the Bands – 1/31
 - Valentine's Dance – 2/14
 - Election Season – 2/28–3/14



Caitlin baking Texas-shaped things like a true Texan

Austin Swing Syndicate Admission & Finances 2nd Half 2018

Treasurer: Lizi George



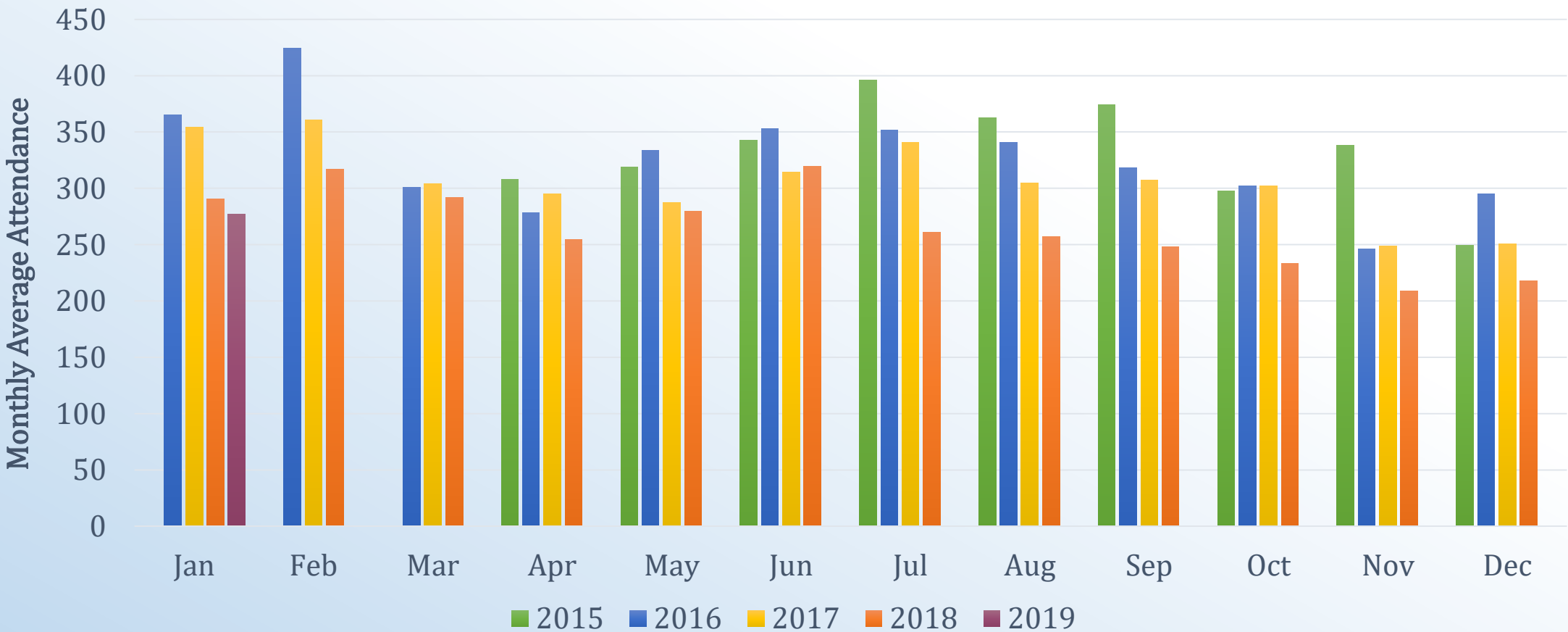
Agenda – Financial

- Attendance numbers & trends
- Revenue & attendance by source
- P&L 2018
- Preliminary 2019 budget and projected revenue
- Additional statistics



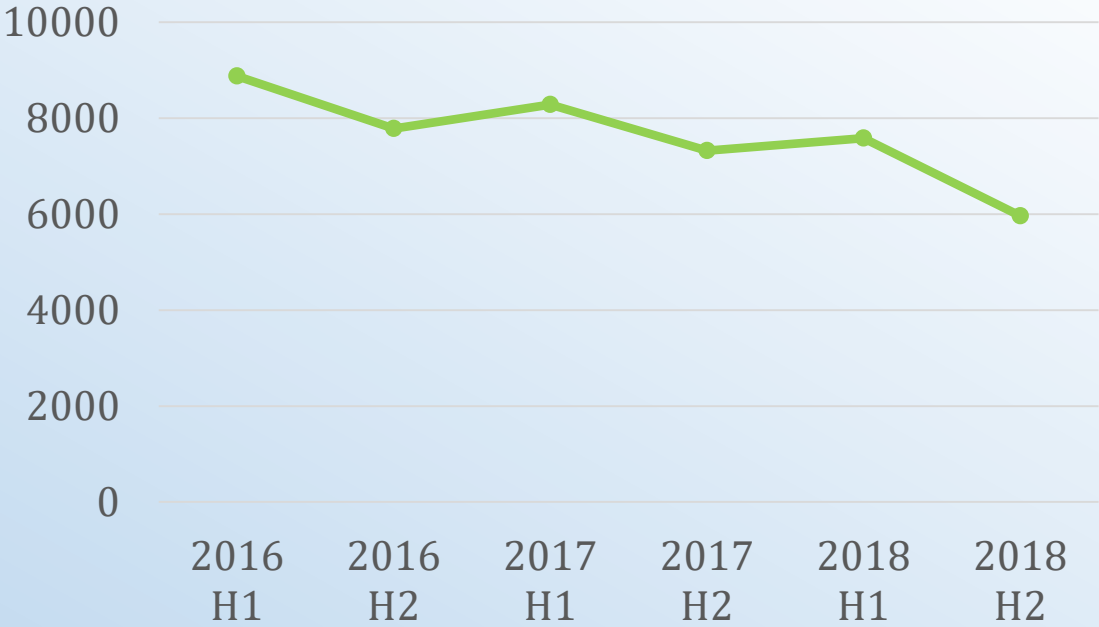
*When I see how much over budget we are
(photography by Truong Nguyen, NYE)*

Attendance 2015-2018

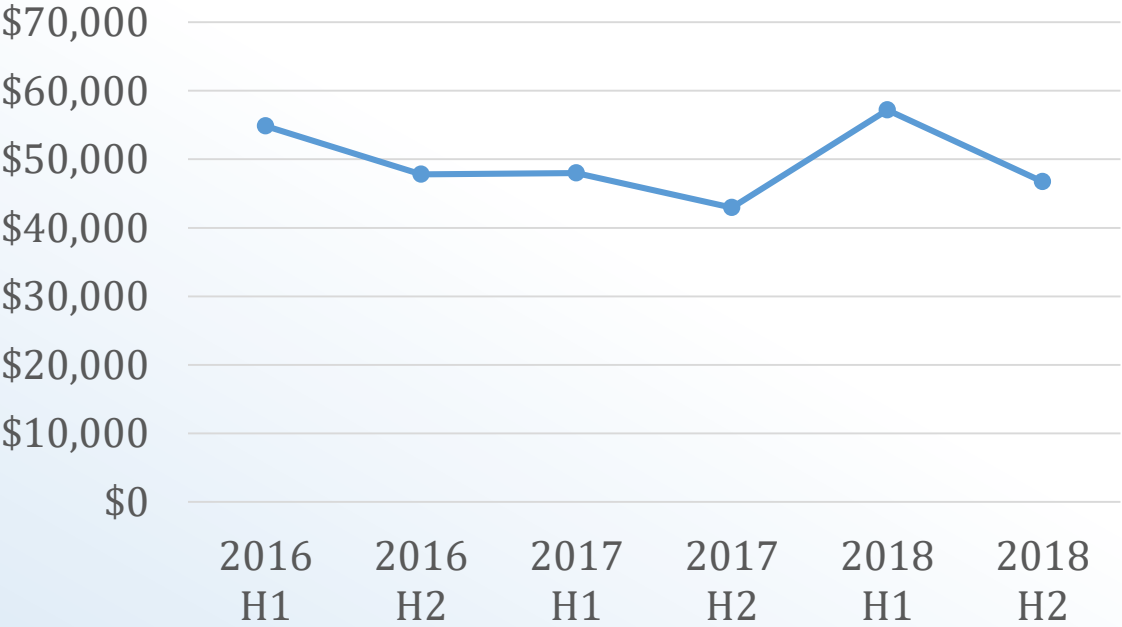


Attendance and Revenue Trends

Attendance Trends

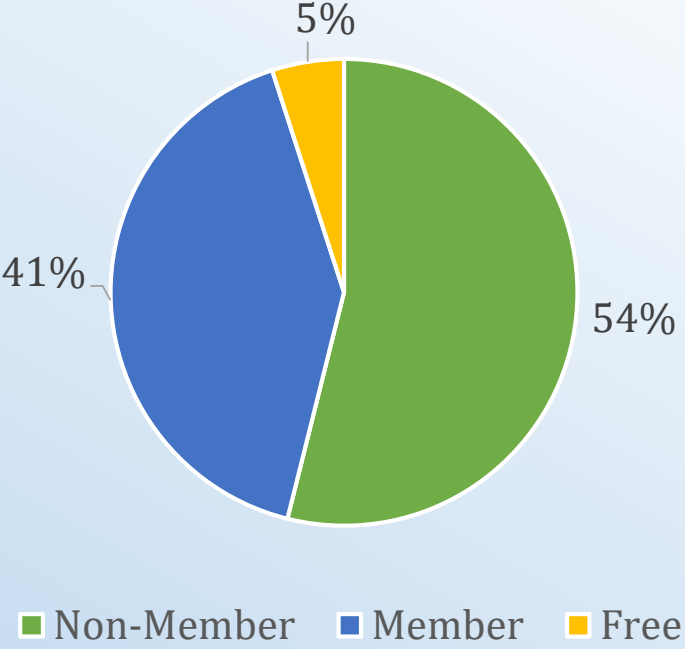


Revenue Trends

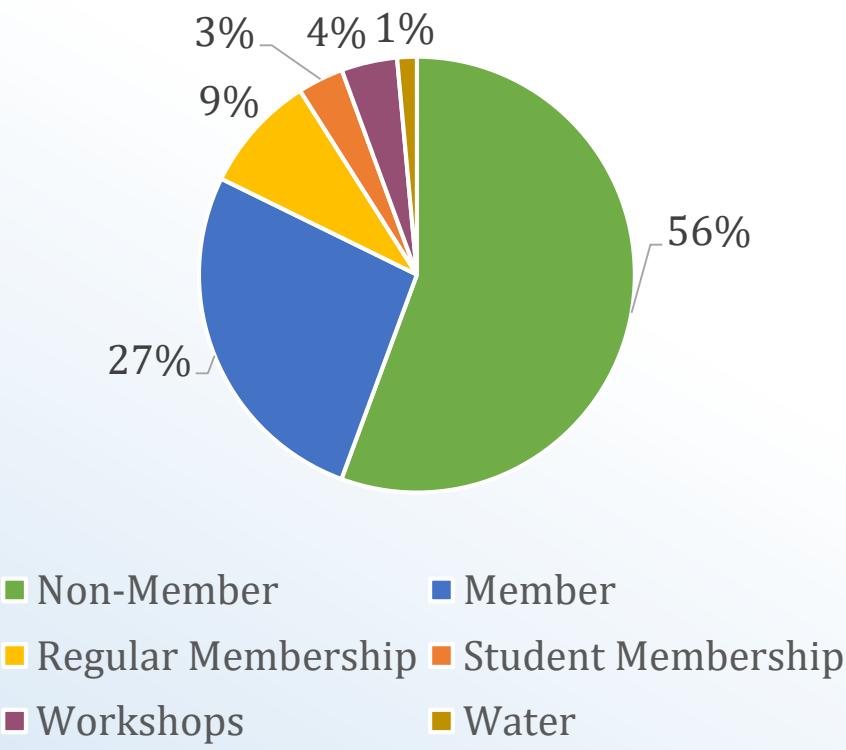


Attendance and Revenue Sources (2018 2H)

Attendance by Membership



Revenue by Source



Expenses 2018



Projected for the year (January 2018)

Rent	\$41,600
Staff Payout	\$19,000
Square Fees	\$1,300
Insurance	\$2,220
Subscriptions	\$1,092
Musicians	\$6,125
Sound + Lighting	\$4,050
Charitable Contributions	\$5,000
Professional Fees CPA/Lawyer	\$2,000
Equipment + Office Supplies	\$500
Marketing	\$0
Food for Events	\$1,200
ALX	\$35,000
NYE	\$15,000
Grand Total Expenses	\$134,087

Actual 2018

Rent	\$47,015
Staff Payout	\$17,700
Square Fees	\$4,880
Insurance	\$2,750
Subscriptions	\$2,650
Live Band Nights	\$7,830
Sound + Lighting	\$3,200
Charitable Contributions	\$8,380
Professional Fees CPA/Lawyer	\$3,240
Equipment + Supplies	\$3,900
Marketing	\$2,150
Food for Events	\$1,400
ALX	\$39,340
NYE	\$18,220
Grand Total Expenses	\$162,655

Revenue and P&L 2018



Projected for the year (January 2018)

Thursday Nights	\$93,360
ALX	\$32,000
NYE	\$15,000
	\$140,360

Actual 2018

Thursday Nights	\$106,500
Grants	\$6,500
ALX	\$30,000
NYE	\$21,000
	\$164,000

	Expected	Actual
Revenue	\$140,360	\$164,000
Expenses	\$134,087	\$162,655
Profit	\$6,273	\$1,345



A line of people who don't give a shit if we can pay our bills (from Instagram @lalalyricc)

Budget 2019



Projected Expenses 2019

Rent	\$41,600
Staff Payout	\$15,300
Square Fees	\$3,500
Insurance	\$3,575
Subscriptions	\$1,087
Musicians	\$8,000
Sound + Lighting	\$4,050
Charitable Contributions	\$5,000
Professional Fees CPA/Lawyer	\$2,000
Equipment + Office Supplies	\$1,500
Marketing	\$1,500
Food for Events	\$1,200
Band Jams	\$800
ALX	\$40,000
Grand Total Expenses	\$129,112

Projected Revenue 2019

Thursday Nights	\$100,000
ALX	\$32,000
Donation	\$2,500
Rent Refund	\$8,000
Grand Total Revenue	\$142,500



I don't have anything cutesy to say about this, I just like this photo of Ren looking like a giant glowstick



Additional Statistics

- Percent cash transactions by \$\$ (2018): ~50%
- Number of water bottles sold (2018): 1,320
- Current number of members: 355
- Typical cost of staff per night: \$300
- Website page views (Dec): 6,035
- Percent student members: 34.9%
- \$\$ in the bank (as of 1/15) \approx \$55,000
- Social media
 - Facebook page likes: 9,032 (up by 230)
 - Instagram followers: 1072 (up by 91)
 - Yelp Reviews: 11 (up by 1)

What can you do (other than invite your friends)?



Like, share, comment on our posts



Follow, like, do whatever else you can do on Instagram



Review us on Yelp or Google Reviews



Bring our flyers with you when you go out dancing or to a new coffee shop

Thank you!

Austin Swing Syndicate Board

President: Deb Tindle

VP: Jin Young Cha*

Treasurer: Lizi George*

Secretary: Daniel Young

At-large: Emelise Baldwin**

Caitlin McTaggart

Nick Williams*

* Board members with 2-year
terms ending in March 2019

** Board member moving away



Board of Directors Election 2019



- There will be 4 open Board positions – 2 year terms
 - These are general positions - the new Board will internally elect officers at their first meeting
 - Officer positions are: President, VP, Treasurer, and Secretary
- The election will be held in March
- Anyone can run for a Board position. Useful skills include:
 - Accounting experience
 - Event planning experience
 - Marketing experience
 - Fundraising experience
- **Please *please PLEASE*** consider running for a Board position!
 - You will be doing a great service to the swing dance community
 - It looks great on a resume
 - You get into the dances and ALX for free
- Please stick around if you'd like to talk to any of us about serving on the Board

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

