

Austin Swing Syndicate Current Board Activity

President: Deb Tindle



Recent Projects

- New DJ training program
- Revamping the website
- Finished our 2017 tax return
- Submitted City of Austin grant proposal
 - Expecting to hear back in September
- New posters for marketing around town
- ALX planning
- NYE planning
- Policy and procedure manual
- Increased Facebook and Instagram marketing



Caitlin posing with sick new signage

Schedule 2018



- Recurring events
 - Three rooms of classes at 8:15pm
 - ALX committee meetings every 1st Thursday
 - Volunteer trainings every 2nd Thursday
 - Band jams in the every 3rd Thursday
 - Public board meetings every 3rd Thursday
- Special events scheduled so far:
 - Mix & Match Contest – 7/26
 - DJ Battle of the Bands – 8/16?
 - Halloween Dance – 10/25
 - ALX opening night – 11/15
 - Holiday Dance – 12/13
 - NYE – 12/31



New dope schedule board (design by Jin Young)

Austin Swing Syndicate Admission & Finances 1st Half 2018

Treasurer: Lizi George



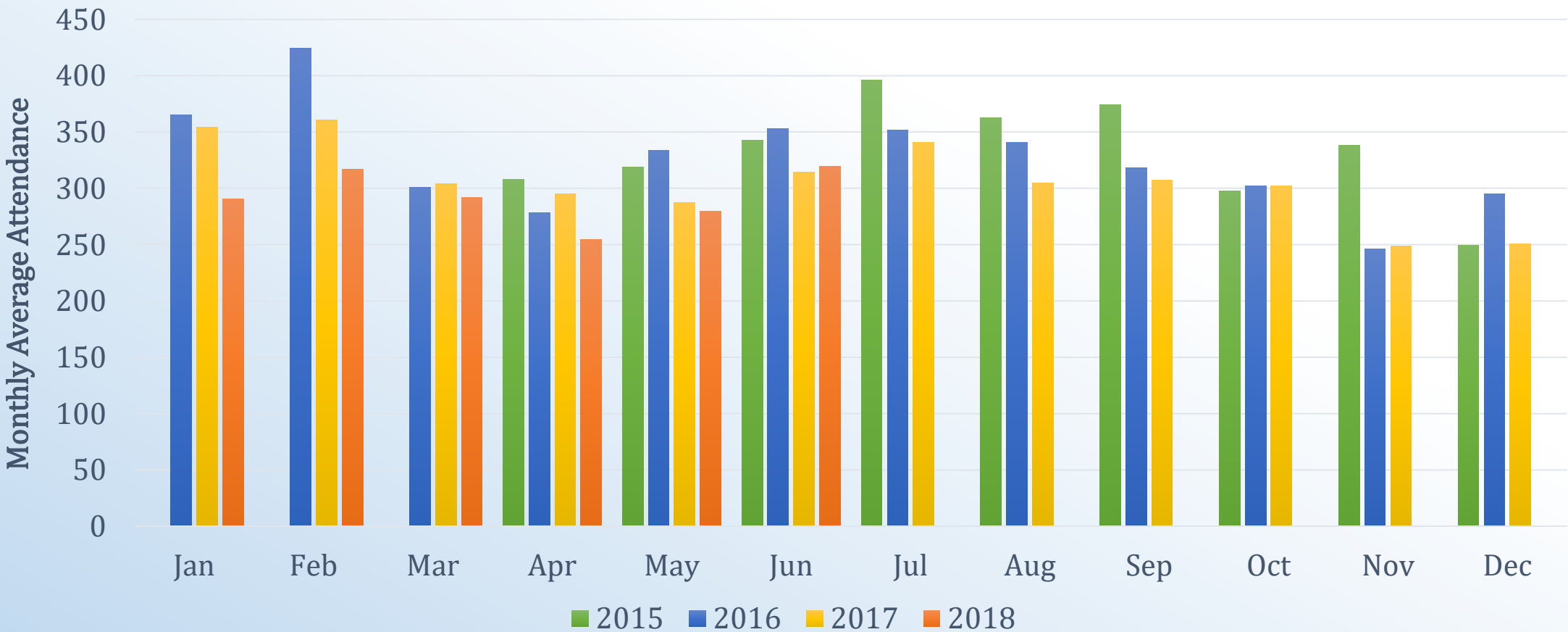
Agenda – Financial

- Attendance numbers & trends
- Revenue & attendance by source
- Example reports from three dances this half
- P&L update 2017
- 1st half 2018 budget and P&L
- Additional statistics



My face if we didn't have to worry about money all the time (photography by Alex Smith)

Attendance 2015-2018



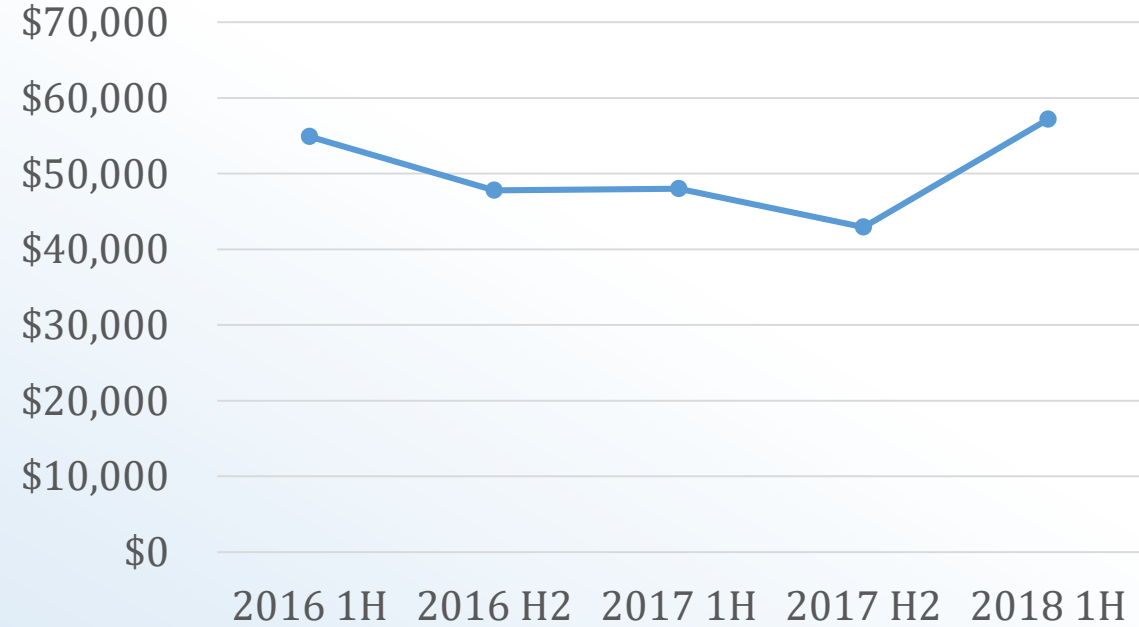


Attendance and Revenue Trends

Attendance Trends

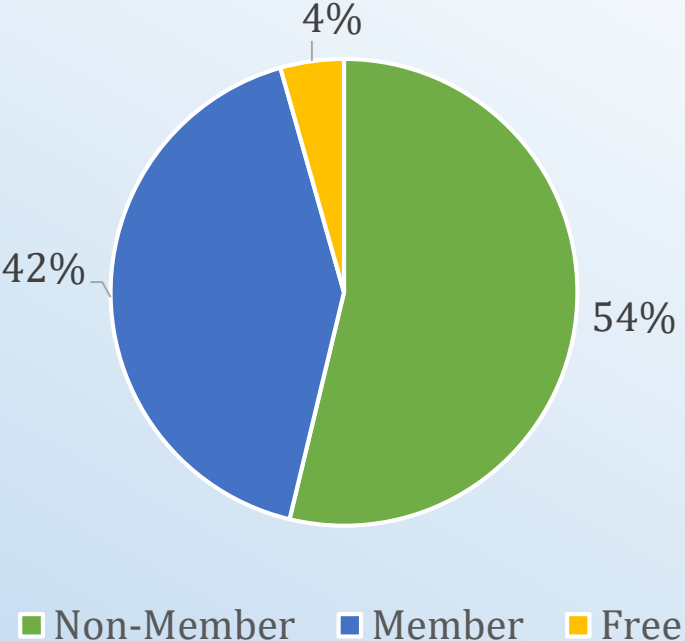


Revenue Trends

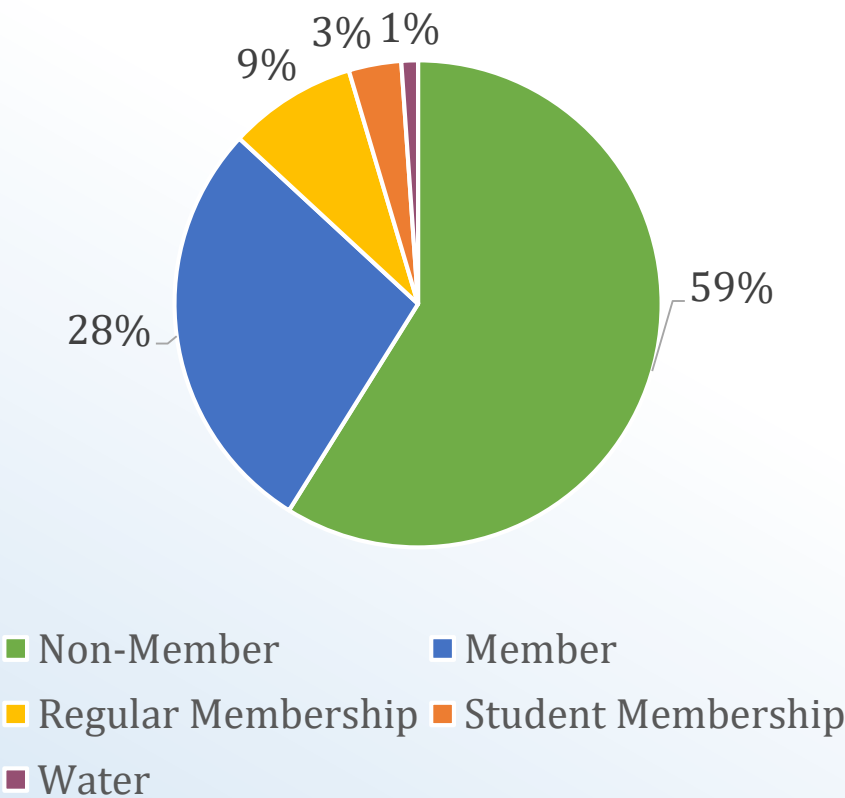


Attendance and Revenue Sources (2018 1H)

Attendance by Membership



Thursday Night Revenue by Source



Typical Dance Reports

- Anniversary Dance (6/28)
 - Attendance = 359
 - Expenses \approx \$4,400
 - Revenue = \$2,748
 - Total loss \approx **\$1,650**
 - Total loss (if members paid) \approx **\$850**
- Spring Swing (4/12)
 - Attendance = 284
 - Expenses \approx \$2,107
 - Revenue = \$2,667
 - Total profit \approx **\$560**

- Last Thursday (7/12)
 - Attendance = 262
 - Expenses \approx \$1,100
 - Revenue = \$2,145
 - Total profit \approx **\$1,050**



Jonathan Doyle Swingtet, featuring almost all of Westen's head (photography by Kevin Ngyen)

Profit & Loss 2017 Update



- Total Revenue = \$157,649.57
- Total Expenses = \$156,281.45
- Total Profit = **\$1,368.12**
- Other notes:
 - Wrote off the \$111,557.02 loss from officer theft that was carried for two years during investigation
 - Revenue down \$7k from 2016 (already up in 2018, as shown)
 - Expenses down \$5k from 2016



Celebrating our tremendous profit at the NYE dance

Budget 2018



Projected for the year (January 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

Actual 1st Half 2018

Rent	\$20,800
Staff Payout	\$9,000
Square Fees	\$780
Insurance	\$1,270
Subscriptions	\$1,470
Live Band Nights	\$6,000
Nomad Sound	\$2,400
Charitable Contributions	\$7,875
Professional Fees CPA/Lawyer	\$3,235
Supplies	\$1,150
Marketing	\$2,400
Food for Events	\$1,210
ALX	\$3,550
NYE	\$3,750
Grand Total Expenses	\$64,890

Projected Revenue 2018



Projected for the year (January 2018)

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

Actual 1st Half 2018

Thursday Nights	\$60,500
ALX	\$0
NYE	\$0
	\$60,500

Balancing Revenue and Expenses



Budgeted



Halfway through the year



Additional Statistics

- Number of water bottles sold (2018): 692
- Current number of members: $422 + 15 \text{ GOLD} + 7 \text{ BOARD} = 444$
- Typical cost of staff per night: \$320
- Percent cash transactions (2018): 51.4%
- Website page views (past month): 5,681
- Percent student members: 35.3%
- \$\$ in the bank (as of 7/16) \approx \$58,000
- Social media
 - Facebook page likes: 8,802
 - Instagram followers: 983
 - Yelp Reviews: 10

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

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



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

