



Budgeting – #2

Non-Performance budgeting
for the emerging Presenter

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Housekeeping

You can hear us, we cannot hear you!

Can't hear?

- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question?

- Use the chat box, any time. Will have time at the end and after the webinar.

Downloads

- Slide Presentation and other materials
- Webinar Recording will be available on Ontario Presents site

Getting Started

- Performance budget done (see prior webinar).
- Investigate: walk through the event from point of view of audience, artist, venue, etc.
 - What needs to be supplied for audience, artists, venue?
 - Who is to supply these?
 - What is the cost? Who pays?
 - What **streams of revenue** will exist? And who participates?
 - Artist and venue contracts important

An Example

- Artist to perform in church or town square or ? – some of the questions:
 - Audience informed by?....marketing plan in show budget or general?
 - How does audience get to venue? Is there adequate parking? Revenue for you? cost to patron?
 - Are there washrooms? Coat racks? Wheelchair accessible? Security?
 - Enough room on 'stage', enough power, etc. for artist? Is there a stage? Review contracts well.
 - Do you need special license to perform?
 - Refreshments? What and who does it?
 - Ticket sales – who does it? How? Cost?
 - What about all the work you do?

Categories/Departments

- Administration
- Marketing
- Box Office
- Operations
- Bar and Food Service
- Staffing
- Other (i.e. performances – see prior series)
- Development (grants, sponsorship)
- Revenue items i.e. rent, grants, etc.

Administration

- Office supplies
- Computer supplies, support and internet
- Insurance
- Legal and audit/accounting services
- Phone?
- Bank charges/service set up e.g. Square, online deposits
- Travel/conferences
- Consulting/training

Operations

- Rent of space/security (non-performance)
- Cleaning and supplies
- Waste removal and washrooms
- Maintenance supplies and equipment
- Utilities
- Setup/takedown performance space; stage maintenance and equipment
- Accessibility
- Parking

Marketing

- General (not performance specific)
- Website design and maintenance
- Other social media presence
- House programme?

Box Office

- Outside services or in-house?
- Supplies/computer program
- Credit card fees, etc.
- Staffing

Bar and Food Service

- Who is to supply?
- Supplies (cups, etc)
- Product (drinks, food, etc)
- License (alcohol) and training
- Staffing
- Goal is net revenue

Staffing

- Administrators
- Marketing
- Box office
- Stage/operations
- Bar and food
- Front of house/security
- Wages and benefits

Revenues and Recoveries

- Bar and food service
- Rent (% presenter?)
- Box office
- Fundraising, sponsorships, grants, etc
- Staff recoveries
- Ads on social media/house program
- Show net revenue
- Interest?

Budget Worksheets

- A) for regular reporting - Board, funders, etc.
 - Traditional income statement/balance sheet
- B) for analysis of profitability (would you do this again? Are you making \$?)
 - Analysis of revenues, profit margins, efficiencies, etc.; whole and parts
- C) for funding applications and reporting
 - See funder requirements/reporting forms

Budget worksheet - non-performance

Expenses				<u>\$ 2017</u>				
Administration:								
	Office Supplies			\$50.00		Notes:		
	Computer & Internet			\$1,200.00				Opportuni
	Travel/conferences			\$500.00				Multiple s
	Total Admin			<u>\$1,750.00</u>				
Operations:								
	Rent of admin space			\$500.00				
	Waste removal and washrooms			\$200.00				
	Stage/space set up + take down (2)			\$100.00				
	Parking (exp and revenue?)			\$0.00				
	Total Operations			<u>\$800.00</u>				
Marketing/Advertising:								
	Website design/maintenance			\$500.00				
	House programme (exp or rev?)			\$0.00				
	Total Marketing			<u>\$500.00</u>				
Box Office:								
	Credit card fees (1)			\$2,500.00				
	Computer program/supplies			\$1,000.00				
	Staff (3)			\$2,500.00				
	Total Box Office			<u>\$6,000.00</u>				
Bar and Food Service:								
	Net			\$100.00				
Staffing salaries and wages:								
	Box Office (3)			see above				
	Admin			\$5,000.00				
	Marketing			\$2,500.00				
	Development			\$2,000.00				
	Stage (2)			see above				
	Front of House (net?)			\$100.00				
	Total Salaries and Wages			<u>\$9,600.00</u>				
	Total Expenses			<u>\$18,750.00</u>				
Revenues:								
	Shows (net)			\$5,000.00				
	Bar and Food			\$470.00				
	Rent			\$0.00				
	Box Office Recoveries			\$2,500.00				
	Fundraising			\$1,000.00				
	Sponsorships			\$2,000.00				
	Grants			\$5,000.00				
	Salaries & Wages recovery			\$2,500.00				
	Interest			\$100.00				
	Total Revenue			<u>\$18,570.00</u>				
Surplus/(deficit)				<u><u>-\$180.00</u></u>				


Budgeting a Grant

- Review grant requirements for applying and reporting.
- Set up column on budget for grant specific items
- See worksheet below

	Ontario Presents - Non-performance budgeting webinar				
	<u>Budget worksheet - non-performance</u>				
Expenses				<u>\$ 2017</u>	Grant #1
Administration:					
	Office Supplies			\$50.00	
	Computer & Internet			\$1,200.00	
	Travel/conferences			\$500.00	500
	Total Admin			\$1,750.00	\$500.00
Operations:					
	Rent of admin space			\$500.00	
	Waste removal and washrooms			\$200.00	
	Stage/space set up + take down (2)			\$100.00	100
	Parking (exp and revenue?)			\$0.00	
	Total Operations			\$800.00	\$100.00
Marketing/Advertising:					
	Website design/maintenance			\$500.00	200
	House programme (exp or rev?)			\$0.00	
	Total Marketing			\$500.00	\$200.00
Box Office:					
	Credit card fees (1)			\$2,500.00	
	Computer program/supplies			\$1,000.00	200
	Staff (3)			\$2,500.00	
	Total Box Office			\$6,000.00	\$200.00
Bar and Food Service:					
	Net			\$100.00	
Staffing salaries and wages:					
	Box Office (3)			see above	
	Admin			\$5,000.00	
	Marketing			\$2,500.00	500
	Development			\$2,000.00	
	Stage (2)			see above	
	Front of House (net?)			\$100.00	
	Total Salaries and Wages			\$9,600.00	\$500.00
	Total Expenses			\$18,750.00	\$1,500.00
Revenues:					
	Shows (net)			\$5,000.00	
	Bar and Food			\$470.00	
	Rent			\$0.00	
	Box Office Recoveries			\$2,500.00	
	Fundraising			\$1,000.00	
	Sponsorships			\$2,000.00	
	Grants			\$5,000.00	
	Salaries & Wages recovery			\$2,500.00	
	Interest			\$100.00	
	Total Revenue			\$18,570.00	
Surplus/(deficit)				<u>-\$180.00</u>	

Is it worth doing this thing?

- Analyzing parts of your budget for efficiencies/revenue generation
- Deciding which ones to review – opportunities for revenue? What combinations work best? Other criteria?
- Setting up the worksheet (see below)
- Analysis before action – go or whoa?

	Ontario Presents - Non-performance bud		
	Budget worksheet - Bar and Foo		
<u>Expenses</u>			 <u>\$ 2017</u>
	Liquor		\$250
	Wine		\$250
	Beer		\$300
	Soft Drinks		\$50
	Coffee & Tea		\$25
	Snacks		\$50
	Product Expenses		<u>\$925</u>
<u>Revenues:</u>			
	Liquor		\$750
	Wine		\$750
	Beer		\$500
	Soft Drinks		\$75
	Coffee & Tea		\$20
	Snacks		\$150
	Revenues		<u>\$2,245</u>
	Gross Margin	143%	<u>\$1,320</u>
	Liquor License		\$100
	Supplies (1)		\$250
	Salaries & Wages		\$500
	Total Expenses		<u>\$1,775</u>
	Net Revenue (Expense)		<u>\$470</u>

Where to go from here

- Evaluate budget – it should look like your business/initiative.
- Invest in an hour of accountant time to review especially for taxes, both sales and income.
- Grants, etc in coming sessions
- Keeping track – see next week's webinar

Sign Up!

MONEY:

PLANNING FOR IT, GETTING IT, TRACKING RESULTS

Upcoming webinars in this module:

- February 1: [Keeping Track – Income Statement and Reporting](#)
- February 8: [Finding Money I: positioning your organization for success](#)
- February 15: [Finding Money II: apply, report, repeat](#)