



Keeping Track and Reporting

How to deal with all those numbers!

Sharon McMorran

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

Poll:

Which of the following best describes your presenting activities?

- Municipality (or other similar entity) to present a performance/festival
- Group of volunteers (not for profit) in my community to present one or more performances
- A venue (hall/arena/other) as programmer or presenter
- An artist to set up dates and contracts for performances
- Freelance and I contract both artist and venue for performances.
- Other

Why and What to report

- Banking – so you know where you are at with your money; separate account.
- Regular reports – whole operations for you, who you report to, authorities (taxes), etc.
- Grants – just the grants PLUS whole operations or what? See grant agreement
- Analysis – of separate areas you want to track i.e. net revenue areas, performances

General good habits

- Backup – keep receipts, invoices, timecards, etc. for purchases/expenses
- Pay by cheque where none of above are available – i.e. payments on contracts, etc.
- Get it in writing – contracts for artist/hall, ticketing, etc. Review with legal advisor...
- Reconcile regularly – bank to records
- Keep notes of things you do – i.e. who you saw at which conference/showcase; what was discussed at business meetings, dates, etc.
- **Cash transactions....get a receipt from other party**
- Goal is audit trail of activities

Example #1

- Single performance, church or gym, your city
- No extra staging requirements
- Audience facilities on site
- Tickets on paper sold in advance/at door
- No non-performance costs
- Could be local band in bar or play in school gym...

The Details #1

Keeping Track - Performances

Ontario Presents Webinar 2017

Bank----->					Expenses----->						Investment and Sales	
Date	Description	Cheque	Deposit	Balance	Artist Fees	Hall rent	Ticketing	FOH	Technical	Marketing	Owner (ME)	Sales
Jan 1 2017	My investment		500	500							500	
Jan 1 2017	Staples	100		400			100					
Jan 5 2017	Chq #11 Hall deposit	75		325		75						
Jan 5 2017	Chq #12 posters	40		285						40		
	Jan-10 Ticket Sales		100	385								100
Total		215	600		0	75	100	0	0	40	500	100

Financial Statements for Performance

Revenue	<u>Actual</u>	<u>Budget</u>
Ticket Sales	100	2500
Expenses		
Marketing	40	500
Artist Fee	0	1000
Hall Rent	75	500
Ticketing	100	100
Technical	0	250
FOH	0	0
Total Expenses	215	2350
Net Revenue	-115	150

Due to Owner 500

Example #2

- Players have asked you to get them more gigs
- You find them several – how? Costs?
- You draft offers/contracts/review with legal
- Now there are non-performance expenses....

Where to start

- First is budget – see last webinar
- Set up worksheet to reflect budget items – see example below
- Set up banking
- Let's see what we have....
- What about performances? What about grants?

The Details #2

Ontario Presents Webinar														
<u>Keeping Track</u>														
						Expenses----->							Investment and Sales	
Bank----->						Administration----->				Operations----->				
<u>Date</u>	<u>Description</u>	<u>Cheque</u>	<u>Deposit</u>	<u>Balance</u>		<u>Office Supplies</u>	<u>Computer</u>	<u>Travel</u>		<u>Rent</u>	<u>Cleaning</u>	<u>Security</u>		<u>Owner (ME)</u> <u>Sales</u>
Jan 1 2017	My investment		500	500										500
Jan 1 2017	Chq #10 Staples	100		400		50					50			
Jan 5 2017	#11 - Via Rail	75		325				75						
	Jan-10 Ticket Sales		100	425										100
Total		175	600			50	0	75		0	50	0		500 100

	Consulting		\$0.00	
	Insurance		\$300.00	
	Legal and accounting		\$0.00	
	Phone		\$50.00	
	Bank charges/set up fees		\$50.00	
	Credit Card fees (1)	see below		
	Total Admin		\$2,150.00	\$125.00
Operations:				
	Rent of admin space		\$500.00	0
	Security for admin space		\$250.00	0
	Cleaning and supplies		\$50.00	50
	Waste removal and washrooms		\$200.00	
	Maintenance supplies/equipment		\$50.00	
	Utilities		\$300.00	
	Stage/space set up + take down (2)		\$100.00	
	Accessibility		\$0.00	
	Parking (exp and revenue?)		\$0.00	
	Total Operations		\$1,450.00	\$50.00
Marketing/Advertising:				
	General		\$300.00	
	Website design/maintenance		\$500.00	
	Other social media		\$10.00	
	House programme (exp or rev?)		\$0.00	
	Total Marketing		\$810.00	\$0.00
Box Office:				
	Credit card fees (1)		\$2,500.00	
	Supplies		\$100.00	
	Computer program		\$1,000.00	
	Staff (3)		\$2,500.00	
	Total Box Office		\$6,100.00	\$0.00
Bar and Food Service:				
	Net		\$100.00	

Way too complicated!

- Look at accounting programs – Sage and Quickbooks to start
 - Price is approx \$200 for small business for 1 user.
 - Your chart of accounts is the budget
 - Training via software supplier, or bookkeeper
 - Sorts and reports for you
 - Still pay attention to good habits.
 - Moving up from here – expansion?

Limitations to automation

- An expense is part of grant...
- Keeping each performance separate..
- May not be fast enough...settlements

When do I need an accountant?

- Start with bookkeeper to record
- Accountant can advise how to do cash transactions (i.e. parking, bar, etc), taxes, set up
- Accountant can help or do any filings required
- Business is complicated and accountant can add value – occasionally or more often.
- You need new perspective on how your business is doing
- A grantor/investor/regulator needs formal financial statements (i.e. review or audit)

Questions?

- Is this helpful?

Sign Up!

MONEY:

PLANNING FOR IT, GETTING IT, TRACKING RESULTS

Upcoming webinars in this module:

- February 8: [Finding Money I: positioning your organization for success](#)
- February 15: [Finding Money II: apply, report, repeat](#)