

Presenting Finance 101

WEBINAR SERIES FOR ARTS PRESENTING



Show Budgets etc.

Reminders

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 or comment? Use the chat box, any time.

Downloads

- Slide presentation
- Show budget 101

W5 of Presenting

- 1. Who are you?
 - - employee or like?
 - Example of like
 - - principle?
 - Example of this

Poll 1

- Are you an employee of a venue / performing arts facility?

W5 of Presenting -2

- What are you?
 - Organization
 - Charity
 - Not for profit
 - For profit
 - Sole proprietorship
 - Small business, etc.
 - Reference – google Canada Revenue Agency (CRA); Before You Start; checklist of small business
 - Charity – CRA; choose charities and giving for definition

W5 of Presenting - 3

- Why do you care?
 - Legal
 - Who is signing contracts?
 - How to sign contracts?
 - Legal advice
 - Financial
 - HST, GST, etc.
 - Reference: Canada Revenue Agency; choose businesses choose GST/HST on right side of page

W5 of Presenting – 4

- Where is performance?
 - Jurisdiction
 - Taxes
 - Local laws
 - other – see venue later on

W5 of Presenting - 5

- When is presentation happening?
 - Legislation changes
 - Local laws
 - Other
 - Weather
 - Risk management
 - Other changes

Poll 2

- Are you budgeting for a season (more than 1 performance and more than 1 month)?

How to build a budget

- Revenue

- What type

- When to add

Expenses

- Artist

- Venue

- You

What comes first? Why?

Artist Contract

- Fee
 - \$; when;
- Equipment
 - What do we supply?
- Technical
 - Lights, sound, props, carpentry
 - costing
- Hospitality
 - Accomodation; meals; dressing room; other
- Other
 - Insurance; marketing, etc.

Venue and contract

- Who? Size?
 - Is it inside or out? Yours or 3rd party?
 - Is size compatible with artist?
- Necessities
 - Bathrooms, parking, security, first aid, FOH (ushers), accessibility, technical, seating
- Niceties
 - Bar, lounges, food, music, etc.

Other things

- Marketing
 - You build the plan
 - Artist should supply photos, etc.
- Copyright
 - SOCAN reference: google SOCAN, choose music licenses – includes why socan? Tariffs, how to and forms

Poll 3

- Are you doing the ticketing?

Other things – 2

- Insurance
 - Liability insurance for you
 - Same for artist
 - Same for venue

Why?

Revenue

- Ticket sales
 - Pricing?
 - The art
 - # seats
 - market
 - Who does it?
 - You? 3rd party?
 - Who holds the \$?
 - Taxes
 - How to determine? Who does it?

Other revenue

- 5 sources
 - Sponsorships
 - Grants
 - Angels
 - Loans
 - Miscellaneous
 - House program
 - memberships

Finance 101 Webinar - Budgeting for a Single Performance

| | | | |
|----------------------------|-------------------------|----------------|------------------|
| Name of Organization | ABC Concert Promotions | | |
| Name of Performance | Jane Doe, Pianist | | |
| Revenue: | Ticket Sales * | 200 \$ 25.00 | 5,000.00 |
| | Capacity/% | 200 100% | <u>5,000.00</u> |
| Expenses: | Artist | Fee | 2,260.00 |
| | | Travel | 0.00 |
| | | Hospitality | 150.00 |
| | | Equipment | 250.00 |
| | | Other | <u>250.00</u> |
| | Subtotal Artist | | 2,910.00 |
| | Venue | Fee | 1,000.00 |
| | | Security | 150.00 |
| | | Front of House | 300.00 |
| | | Technical | 500.00 |
| | | First Aid | 100.00 |
| | | Other | <u> </u> |
| | Subtotal Venue | | 2,050.00 |
| | Marketing | Price the plan | 1,500.00 |
| | Copyright (SOCAN) | | 169.50 |
| | Box Office | Fees | 0.00 |
| | Other | Insurance | 200.00 |
| | | Other | <u> </u> |
| | Subtotal expenses | | <u>6,829.50</u> |
| Net before Promoter Profit | | | -1,829.50 |
| | Promoter Profit* | % or flat? | <u> </u> |
| | Net Settlement | | <u>-1,829.50</u> |
| Other Revenues: | Grants* | | 500.00 |
| | Sponsorships* | | 1,500.00 |
| | Angels* | | 500.00 |
| | Donations (if Charity)* | | <u> </u> |
| | Total other revenue | | <u>2,500.00</u> |
| | Profit or -loss* | | <u>670.50</u> |

Notes:

* denotes no GST/HST. All other lines will include taxes.

Finance 101 Webinar - Cashflow for Single Performance

Name of Organization ABC Concert Promotions

On Sale Nov 10, 2015

Name of Performance Jane Doe, Pianist

Performance Date January 30, 2016

| | | <u>Nov 15/15</u> | <u>Dec 15/15</u> | <u>Jan 15/16</u> | <u>Jan 30/16</u> | <u>Feb 15/16</u> | <u>Total</u> |
|----------------------------|------------------------------|------------------|------------------|------------------|------------------|------------------|-----------------|
| Revenue: | Ticket Sales* | 1,000.00 | 3,000.00 | 0.00 | 1,000.00 | 0.00 | 5,000.00 |
| Expenses: | Artist | | | | | | |
| | Fee | 1,000.00 | | | 1,260.00 | | 2,260.00 |
| | Travel | 0.00 | | | 0.00 | | 0.00 |
| | Hospitality | 0.00 | | | 150.00 | | 150.00 |
| | Equipment | 0.00 | | | 250.00 | | 250.00 |
| | Other | 0.00 | | | 250.00 | | 250.00 |
| | Subtotal Artist | 1,000.00 | 0.00 | 0.00 | 1,910.00 | 0.00 | 2,910.00 |
| | Venue | | | | | | |
| | Fee | 500.00 | | | 500.00 | | 1,000.00 |
| | Security | 0.00 | | | 150.00 | | 150.00 |
| | Front of House | 0.00 | | | 300.00 | | 300.00 |
| | Technical | 0.00 | | | 500.00 | | 500.00 |
| | First Aid | 0.00 | | | 100.00 | | 100.00 |
| | Other | | | | 0.00 | | 0.00 |
| | Subtotal Venue | 500.00 | 0.00 | 0.00 | 1,550.00 | 0.00 | 2,050.00 |
| | Marketing | | | | | | |
| | Price the plan | 500.00 | 500.00 | 500.00 | | | 1,500.00 |
| | Copyright (SOCAN) | 0.00 | | | | 169.50 | 169.50 |
| | Box Office Fees | 0.00 | | | | | 0.00 |
| | Other | | | | | | |
| | Insurance | 200.00 | | | | | 200.00 |
| | Other | 0.00 | | | | | 0.00 |
| | Subtotal expenses | 2,200.00 | 500.00 | 500.00 | 3,460.00 | 169.50 | 6,829.50 |
| Net before Promoter Profit | | -1,200.00 | 2,500.00 | -500.00 | -2,460.00 | -169.50 | -1,829.50 |
| Other Revenues: | Grants* | 250.00 | | | | 250.00 | 500.00 |
| | Sponsorships* | 0.00 | 500.00 | 500.00 | 500.00 | | 1,500.00 |
| | Angels* | 500.00 | | | | | 500.00 |
| | Donations (if Charity)* | 0.00 | | | | | 0.00 |
| | Total other revenue | 750.00 | 500.00 | 500.00 | 500.00 | 250.00 | 2,500.00 |
| | Cash requirements | -450.00 | 3,000.00 | 0.00 | -1,960.00 | 80.50 | 670.50 |
| | Cumulative Cash Requirements | <u>-450.00</u> | <u>2,550.00</u> | <u>2,550.00</u> | <u>590.00</u> | <u>670.50</u> | |

Notes: * denotes lines with NO GST/HST. All other lines will include taxes.

Feedback survey

Please take a moment to share your thoughts
on the webinar....

[TAKE THE SURVEY](#)

Join us next time...



Date: Wednesday, November 25th

Title: “Presenting Finance 200”

Level: Intermediate

[Register now!](#)