

STEEL

BRIDGE

SONGFEST

2011 VITALS

Income and Expense Report For Steel Bridge SongFest 2011

A commonly held misconception is that Citizens For Our Bridge (CFOB), Steel Bridge SongFest (SBSF) and The Holiday Music Motel (HMM) are the same entity, but they are *not*. CFOB is the non-profit (501c3) that organizes—and pays for—SBSF. Several key volunteers with SBSF are also closely associated with The Holiday Music Motel, but the motel is a completely separate business that supports SBSF by providing songwriter accommodations for the week of the festival at a greatly reduced rate. Aside from this discounted rental fee, HMM has never received ANY other proceeds from SBSF/CFOB. (NOTE: *Beach Harbor*, owned by CFOB board member John Hanson, also regularly provides support by offering 50% discounts on rooms for SBSF musicians.)

Below, you will find the basic breakdown of CFOB income and expenses relating to last year's event, SteelBridge2011. Also, please note the Holiday Music Motel's income and expenses, which are included here to help illustrate the value—and the *necessity*—of HMM's contribution toward the festival's continued existence.

If anything here needs further clarification, please don't hesitate to contact Eric Leyendecker (SBSF event director), melaniejane (HMM manager) or pat mAcdonald (founder, creative director). Contact information is listed below.

2011 Steel Bridge Songfest Expenses & Income (Festival related ONLY)

Expense	Cost	Income	Amount
Lodging	\$4,500.00	Public Support (cash donations)	\$920.00
Contract Services (Eric Leyendecker)	\$4,600.00	Event Passes - General	\$10,010.05
Utilities (port-o-potties)	\$357.65	Sponsorships	\$5,000.00
Marketing	\$510.00	Merchandise Sales (shirts, CDs, etc)	\$2,449.50
Meals (excluding in-kind donations)	\$62.10	Grants	\$500.00
Supplies (passes, lanyards, etc)	\$723.95		
Safe Ride Program	\$1,665.00		
Travel (rentals, fuel, etc.)	\$541.97		
Office Supplies (paper, ink/toner, etc.)	\$102.74		
CD Production (merchandise)	\$372.00		
Permits & Licenses	\$60.00		
Postage/Shipping (promo distribution)	\$30.43		
Facility Rental	500.00		
Shirts (merchandise) (remains unpaid)	2,208.37		
Banners (modifications) (remains unpaid)	79.80		
	TOTAL \$16,314.01		TOTAL 18,879.55

2011 Citizens for Our Bridge Inc. Expense & Income (non-festival related annual operations)

Expense	Cost	Income	Amount
Credit Card Processing Fees	\$755.80	Merchandise Sales (shirts, CDs, etc)	\$1,417.95
Storage Rental	\$581.48		
Software licenses	\$80.00		
Bank Overdraft Fees	60.00		
Other Banking Fees	\$29.36		
	TOTAL 1,506.64		TOTAL 1,417.95

ANNUAL TOTAL EXPENSES FOR 2011

17,820.65

ANNUAL TOTAL INCOME FOR 2011

20,297.50

HOLIDAY MUSIC MOTEL (HMM)

JUNE 5-12, 2011 INCOME AND EXPENSES:

HMM INCOME:

From SBSF/CFOB for rental of the entire motel for eight (8) days/nights (June 5-12) = **\$4500**

From songwriters for room upgrades = \$500

TOTAL LODGING REVENUE FOR ALL 8 DAYS = \$5,000.

HMM's Hypothetical Earnings during Steel Bridge if the motel was open to the public and FULL to capacity all eight days (\$1,532/day X 8 days) = \$12,256.

It is reasonable to assume the motel *could* be full of paid guests that entire week. There are weeknights during the slowest part of winter (Jan-March) when the motel is 100% full.

If HMM rented rooms *JUST for the 3 nights of the festival* (Thurs-Sat), the income (\$4,596)

would be close to what the motel actually made for all 8 days of SBSF2011. So, basically, HMM *donated* the rest, the equivalent of 90 free room nights with a value of **\$7659**.

Other HMM income associated with festival:

Beer Sales **\$645**

HMM t-shirt sales \$220

Total "other" = \$665

HMM EXPENSES:

CO2 (from Stone Harbor) **-\$100**

Payroll (net) for June 5-12, 2011 = **-\$1,630**

Misc supplies for diner (cream, milk, juice, cereal, fruit, pastries, etc.) **-\$297**

Beer wagon for outdoor portion of festival (one day only) **-\$150**

Draft beer (cost after returns and deposits) -\$415

Total Expenses = -\$2,592 (not including extra utilities for 24/7 electrical use, water, gas, etc.)

HMM gross Income: \$5,865

-Expenses: 2,592

HMM NET INCOME for June 5-12, 2011 = \$3,273 (WAY LESS than summer business as usual!)

SBSF Core Volunteer Hours (underestimated)

** It should be mentioned that the core volunteers are working at their own expense; pat and mj do not perform for several weeks surrounding the festival, devoting full time to SBSF. This is a huge loss in revenue for them while still incurring their usual expenses. They also buy odds and ends needed for the festival, help out with artist expenses, etc. with their own money. Steve Hamilton disassembles his entire Milwaukee studio and relocates it here via moving truck ALL at his own expense. He also bears the cost of studio supplies, equipment wear and tear, etc. Please realize: were it not for the chance to write and record, many of the most popular Steel Bridge musicians would NOT be motivated to drop their other normal obligations and opportunities just to come here and play for free.

IF these volunteers were paid just *minimum wage*, here's what it would cost:

Steve Hamilton - 160 hrs / 8 days of festival; 100+ hrs outside of festival mixing/mastering: **\$1,885**

Billy Triplett - 160 hrs / 8 days of festival; 75+ hrs outside of festival mixing: **\$1,703**

mj - 160 hrs / 8 days of festival + 740 more hrs over course of year = 900 hours: **\$6,525**

pat - 160 hrs / 8 days of festival + 740 more hrs over course of year = 900 hours: **\$6,525**

Eric (event director) - 150 hrs week of festival + 750 more over course of year = 900 hours: **\$6,525**

Eric is paid a fixed salary of \$4,600 (~635 hrs @minimum wage leaves 265 *unpaid* volunteer hrs)

Rachael – 10 hrs; **Jenna** – 5 hrs; **Natalie** – 30 hrs; **Nicole** – 20 hrs; **Tim** – 100 hrs;

Misc. door people – 110 hrs... Remember, these are *conservative* estimates!

TOTAL UNDERESTIMATED VOLUNTEER HOURS = 2,835 (\$20,553 @min. wage)

These are only the “core” volunteer hours. There are 100s more from people who are helping with set up, tear down, clean up, cooking, promotion, hanging posters, transportation (at their own expense), advertising design, (not to mention all of the donated goods that help to offset expenses), etc. **Keep in mind: many of these people are professionals who can and DO regularly make much more than minimum wage. Without this generous outpouring of volunteer help, a festival like SBSF would be cost prohibitive.**

Over 2,800 hours is a lot of free help. But is there someone we're forgetting?

*Oh yeah, the **MUSICIANS!!!*** Obviously, without the musicians there could be no Steel Bridge. These artists come here almost entirely at their own expense. They help in many ways as volunteers (promotion, grunt labor, etc.) and then they play for free. Why? They want to be involved because Steel Bridge has a good reputation among musicians as a cool event. If this were a “normal” festival, musicians would not come from all over the world to play for free. It would cost at least \$10,000 for musicians' travel alone. If we paid each act \$300, we'd have to budget at least \$45,000 for the music. Add a Jackson Browne or some other big name, and that amount could easily more than triple. Considering what we're getting for free, the charitable volunteer contribution from Steel Bridge musicians to our community is immeasurable.

FOOD DONATIONS: SBSF could not function without the generosity of our community. Feeding the musicians ALONE could cost several thousand dollars. Fortunately, generous souls donate countless hours to provide meals for the invited songwriters, helping to offset their expense of being here.

WHO'S PROFITING???

Aside from the love, excitement, and positive PR generated by this gift to the community where “everyone benefits,” those who profit financially from the event are the bars and restaurants where the performances take place (most of which experience their highest weekend profits during Steel Bridge SongFest), as well as many local shops, hotels and transportation services, which also report increased business during the festival weekend. Nothing else at this time of year would attract the thousands of people who come to Sturgeon Bay – many for the first time – to experience the amazing music scene that is generated here. So who's profiting? Financially speaking, **these local businesses are the SOLE beneficiaries.**

WHERE IS THIS GOING??? For the long-term survival of the festival (*and continued good morale among those of us who give all we can*) we need the continued support of the community. We would like to hear from you about how you would like to get involved! (*To those who ALREADY contribute above and beyond, we extend our deepest love and appreciation!*) As you can see from the information above (or first-hand observation), organizing and promoting an event of this size on a limited budget takes *tons of hard work!* You can help relieve some of this burden and make our job easier. Whether it's a financial contribution or other resources or services you can donate, the bottom line is: without greater involvement and support from the community, there is decreasing incentive—as the joy of giving wears thin—for the volunteers and musicians to keep doing it for free, year after year. And if everyone started wanting to get paid, SBSF would quickly cease to exist. Truly, the future of SBSF rests on you! We welcome your input, suggestions, and pledges of support. ***Please feel free to share this information with anyone you feel would appreciate it, and please contact us at any time with questions or concerns.***

Thanks!

Contact information:

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