

APPENDIX A: STRAND SOCIAL CLUB BUSINESS MODEL

Education

Class	Frequency/Week	Duration	Cost	Students	Gross Revenue	Teacher Pay/Week	Net Revenue	
Music								
Piano Lessons 1	4	60 mins	\$30	4	\$120	\$100	\$20	
Piano Lessons 2	4	60 mins	\$30	4	\$120	\$100	\$20	
Guitar Lessons 1	2	60 mins	\$30	2	\$60	\$50	\$10	
Guitar Lessons 2	2	60 mins	\$30	2	\$60	\$50	\$10	
Other Music	6	60 mins	\$30	6	\$180	\$150	\$30	
Recording Studio	1	60 mins	\$5	4	\$20	\$25	-\$5	
					\$560	\$475	\$85	
Language								
Spanish	1	60 mins	\$8	8	\$64	\$50	\$14	
					\$64	\$50	\$14	
Arts								
Painting 101	1	60 mins	\$10	7	\$70	\$50	\$20	
Photography	1	60 mins	\$15	10	\$150	\$50	\$100	
Paint/Wine	1	90 mins	\$20	14	\$280	\$75	\$205	
Ceramics	1	90 mins	\$20	12	\$240	\$75	\$165	
Woodworking	1	90 mins	\$20	12	\$240	\$75	\$165	
Art 1	1	60 mins	\$10	7	\$70	\$50	\$20	
Art 2	1	60 mins	\$10	9	\$90	\$50	\$40	
Kids Arts 1	1	60 mins	\$10	12	\$120	\$50	\$70	
Kids Arts 2	1	60 mins	\$10	12	\$120	\$50	\$70	
					\$1,380	\$525	\$855	
Dance	In Collaboration with YMCA*							
Yoga	2	60 mins	\$7	15	\$210	\$100	\$110	
Dance 1	1	90 mins	\$15	8	\$120	\$50	\$70	
Dance 2	1	90 mins	\$15	8	\$120	\$50	\$70	
Kids Dance 1	1	60 mins	\$15	12	\$180	\$50	\$130	
Kids Dance 1	1	60 mins	\$15	12	\$180	\$50	\$130	
Kids Dance 2	1	90 Mins	\$20	12	\$240	\$50	\$190	
Kids Dance 2	1	60 mins	\$15	12	\$180	\$50	\$130	
					\$1,230	\$400	\$830	
				Totals	\$3,234	\$1,450	\$1,784	

*YMCA will operate the program. 25% of NET will go to SSC

After School Program

REVENUE			
	Cost per Child	Number of Children	Revenue per Week
Kids	\$15	20	\$1,500

EXPENSES		
	Cost per Day	Cost per Week
Teacher	\$50	\$250
Materials	\$10	\$50
Snack	\$10	\$50
Total	\$70	\$350
Profit		\$1,150

Staffing

FTE Staff	Salary
Executive Director	\$42,000
Business Manager	N/A
Development Director	N/A
Program Director	\$32,000
Education Director	N/A
Admin 1	\$25,000
Admin 2	N/A
Total	\$99,000
Contract Staff	
Marketing Director	NA
Technical Director	\$6,000
Venue Coordinator	N/A
Contract 1 (Tech)	N/A
Total	\$6,000

Camps

REVENUE				
	Frequency/Year	Number of Children	Cost per Child	Total
Art Camp	3	20	\$150	\$9,000
Music Camp	1	20	\$150	\$3,000
Theater Camp	1	20	\$150	\$3,000
				\$15,000

EXPENSES			
	Art Camp (x3)	Music Camp	Theater Camp
Teacher	\$2,250	\$750	\$750
Snack	\$450	\$150	\$150
Supplies	\$1,200	\$400	\$400
Total	\$3,900	\$1,300	\$1,300
Profit	\$5,100	\$1,700	\$1,700

Marketing

	Month	Total
Advertising		
Social Media Ads	\$300	\$3,600
Radio	\$200	\$2,400
Print	\$300	\$3,600
Total	\$800	\$9,600
Printing		
Brochures	\$1,000	\$4,000
Posters	\$200	\$2,400
Postcards	\$150	\$1,800
Total	\$1,350	\$8,200
Grand Total		\$17,800

Rentals

Rental	Frequency	Cost		Total	Audience	Bar Sales
		Weekday	Weekend			
Theater	10/year	\$150	\$200	\$1,750	500	\$3,000
Hardware Main	20/year	\$150	\$500	\$6,500	1000	\$8,000
Theater Birthday Package*	10/year	NA	\$250	\$2,500	NA	
Artist Studios (3)	NA	\$150		\$5,400		
Total				\$16,150		\$11,000

*Birthday Package includes pizza and snacks

Programming

REVENUE										
	Frequency	Times	Cost	Audience	Revenue/Mo.	Revenue/Yr.	People	Bar/Event	Bar Month	Concessions
Gallery										
Gallery Opening	6x/Year	7pm	\$0	75	\$0	\$0	450	\$450	NA	
Gallery Talk	1x/Month	7pm	\$0	15	\$0	\$0	180	\$60	\$60	
				90	\$0	\$0	630	\$510	\$60	
Music										
Live Music	1x/WK	Varies	\$5	35	\$700	\$8,400	1680	\$280	\$1,120	
				35	\$700	\$8,400	1680	\$280	\$1,120	
Film										
Independent Film	4/Month	7pm	\$6	35	\$840	\$10,080	1680	\$210	\$840	\$6,720
2nd Run Film	8/Month	7pm	\$6	40	\$1,920	\$23,040	3840	\$280	\$2,240	\$15,360
Cult Classic	1/Month	7pm	\$5	25	\$125	\$1,500	300	\$150	\$150	\$1,200
Family Film*	4/Month	2pm	\$12	30	\$1,440	\$17,280	1440	\$180	\$720	\$5,760
				130	\$4,325	\$51,900	7260	\$820	\$3,950	\$29,040
Social										
Trivia Night	1/Week	7pm	\$0	40	\$0	\$0	1920	\$320	\$1,280	
Open Mic	1/Month	7pm	\$0	25	\$0	\$0	300	\$200	\$200	
Comedy	1/Month	7pm	\$5	30	\$150	\$1,800	360	\$240	\$240	
Event	1/Week	7pm	\$5	30	\$600	\$7,200	360	\$240	\$240	
Event	1/Month	7pm	\$5	30	\$150	\$1,800	360	\$240	\$240	
				155	\$900	\$10,800	3300	\$1,240	\$2,200	
Visual Art	Pieces	Avg Cost	Avg. Sold	30% Take	Year					
Gallery Sales	10	\$300	5	\$450	\$2,700					

EXPENSES					
	Frequency	Cost per Event	Bar Staff	Cost per Month	Cost per Year
Gallery					
Gallery Opening	6x/Year	\$50	\$30	\$65	\$390
Gallery Talk	1x/Month	\$0	\$30	\$30	\$360
					\$750
Music					
Live Music (bar)	1x/WK	\$100	\$60	\$640	\$7,680
					\$7,680
Film					
Independent Film	4/Month	\$100	\$30	\$520	\$6,240
2nd Run Film	8/Month	\$200	\$60	\$2,080	\$24,960
Cult Classic	1/Month	\$100	\$30	\$130	\$1,560
Family Film	4/Month	\$100	\$60	\$640	\$7,680
				\$3,370	\$40,440
Social					
Trivia Night	1x/WK	\$50	\$30	\$320	\$3,840
Open Mic	1x/Month	\$50	\$30	\$80	\$960
Comedy	1/Month	\$50	\$30	\$80	\$960
Event	1x/WK	\$50	\$30	\$320	\$3,840
Event	1/Month	\$50	\$30	\$80	\$960
		Cost/Month			\$10,560
Artist Residency	6 months	\$750			\$9,000

Full Budget - Revenue

Income	Jan	Feb	Mar	Apr	May	June	July
Gallery Opening	\$50		\$50		\$50		\$50
Gallery Sales	\$450		\$450		\$450		\$450
Education	\$12,936	\$12,936	\$12,936	\$12,936	\$12,936	\$12,936	\$12,936
YMCA Partnership	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600
Programming	\$5,925	\$5,925	\$5,925	\$5,925	\$5,925	\$5,925	\$5,925
Bar	\$8,247	\$8,247	\$8,247	\$8,247	\$8,247	\$8,247	\$8,247
Concessions	\$2,420	\$2,420	\$2,420	\$2,420	\$2,420	\$2,420	\$2,420
After School Program	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000		
Summer Camps			\$3,000			\$3,000	\$3,000
Rentals							
Rentals	\$1,346	\$1,346	\$1,346	\$1,346	\$1,346	\$1,346	\$1,346
Partnerships							
Ticketing Fees	\$599	\$599	\$599	\$599	\$599	\$599	\$599
Fundraising							
Corporate Gifts			\$5,000				
Programming Sponsorships			\$1,500				
Individual Gifts	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Grants/Foundations			\$2,000				
Special Event 1			\$2,000				
Special Event 2							\$3,000
Special Event 3							
Total Earned Revenue							
Total Unearned Revenue							
Total Income							

Aug	Sep	Oct	Nov	Dec	Total	Year 2 (5%)	Year 3 (5%)
	\$50		\$50		\$300	\$315.00	\$330.75
	\$450		\$450		\$2,700	\$2,835.00	\$2,976.75
\$12,936	\$12,936	\$12,936	\$12,936	\$12,936	\$155,232	\$162,993.60	\$171,143.28
\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$19,200	\$20,160.00	\$21,168.00
\$5,925	\$5,925	\$5,925	\$5,925	\$5,925	\$71,100	\$74,655.00	\$78,387.75
\$8,247	\$8,247	\$8,247	\$8,247	\$8,247	\$98,964	\$103,911.85	\$109,107.44
\$2,420	\$2,420	\$2,420	\$2,420	\$2,420	\$29,040	\$30,492.00	\$32,016.60
	\$6,000	\$6,000	\$6,000	\$6,000	\$54,000	\$56,700.00	\$59,535.00
\$3,000				\$3,000	\$15,000	\$15,750.00	\$16,537.50
					\$445,536	\$467,812.45	\$491,203.07
\$1,346	\$1,346	\$1,346	\$1,346	\$1,346	\$16,152	\$16,959.43	\$17,807.40
					\$16,152	\$16,959	\$17,807
\$599	\$599	\$599	\$599	\$599	\$7,188	\$7,547.14	\$7,924.49
					\$7,188	\$7,547	\$7,924
\$5,000				\$5,000	\$15,000	\$15,750.00	\$16,537.50
\$1,500				\$1,500	\$4,500	\$4,725.00	\$4,961.25
\$100	\$100	\$100	\$100	\$1,000	\$2,100	\$2,205.00	\$2,315.25
\$2,000				\$2,000	\$6,000	\$6,300.00	\$6,615.00
					\$2,000	\$2,100.00	\$2,205.00
					\$3,000	\$3,150.00	\$3,307.50
			\$10,000		\$10,000	\$10,500.00	\$11,025.00
					\$42,600	\$44,730.00	\$46,966.50
					\$468,875	\$492,319	\$516,935
					\$42,600	\$44,730.00	\$46,966.50
					\$511,475	\$537,049.01	\$563,901.46

Full Budget - Expenses

	Jan	Feb	Mar	Apr	May	June	July
Staff							
Staff	\$8,250	\$8,250	\$8,250	\$8,250	\$8,250	\$8,250	\$8,250
Payroll Taxes	\$825	\$825	\$825	\$825	\$825	\$825	\$825
Health Insurance	\$900	\$900	\$900	\$900	\$900	\$900	\$900
Contract Staff	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Programming							
Upkeep/Maintenance	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Teacher Fees	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$5,800
Education Expense	\$200	\$200	\$200	\$200	\$200	\$200	\$200
YMCA Partnership	\$3,486	\$3,486	\$3,486	\$3,486	\$3,486	\$3,486	\$3,486
After School Program	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400		
After School Scholarships	\$250	\$250	\$250	\$250	\$250		
Summer Camps			\$1,300			\$1,300	\$1,300
Tech Expense	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Bar Expense	\$3,200	\$3,019	\$3,019	\$3,019	\$3,019	\$3,019	\$3,019
Programming Expense	\$5,703	\$5,703	\$5,703	\$5,703	\$5,703	\$5,703	\$5,703
Gallery Expense	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Rentals							
Rental Expense	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Fundraising							
Development Expense	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Special Event 1		\$1,500	\$1,500				
Special Event 2						\$2,000	\$2,000
Special Event 3							
Administration							
Copy Machine	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Office Supplies	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Bank Fees	\$100	\$100	\$100	\$100	\$100	\$100	\$100
QuickBooks	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Printing Expense	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Newsletter	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Ticketing System	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Technology	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Fees/Memberships	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Postage	\$25	\$25	\$25	\$25	\$25	\$25	\$25
Web Support	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Misc/Contingency	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Insurance/Pro Fees							
Insurance	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Workers Comp	\$41	\$41	\$41	\$41	\$41	\$41	\$41
Liquor Liability	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Fine Art Policy	\$30	\$30	\$30	\$30	\$30	\$30	\$30
Audit/CPA	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Legal Fees	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Marketing							
Graphic Design	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Advertising	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Printing	\$683	\$683	\$683	\$683	\$683	\$683	\$683
Utilities							
Electric	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Water	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Phone/Internet	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Elevator Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses							

Aug	Sep	Oct	Nov	Dec	Total	Year 2 (5%)	Year 3 (5%)
\$8,250	\$8,250	\$8,250	\$8,250	\$8,250	\$99,000	\$103,950.00	\$109,147.50
\$825	\$825	\$825	\$825	\$825	\$9,900	\$10,395.00	\$10,914.75
\$900	\$900	\$900	\$900	\$900	\$10,800	\$11,340.00	\$11,907.00
\$500	\$500	\$500	\$500	\$500	\$6,000	\$6,300.00	\$6,615.00
					\$125,700	\$131,985.00	\$138,584.25
\$400	\$400	\$400	\$400	\$400	\$4,800	\$5,040.00	\$5,292.00
\$5,800	\$5,800	\$5,800	\$5,800	\$5,800	\$69,600	\$73,080.00	\$76,734.00
\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,520.00	\$2,646.00
\$3,486	\$3,486	\$3,486	\$3,486	\$3,486	\$41,832	\$43,923.60	\$46,119.78
	\$1,400	\$1,400	\$1,400	\$1,400	\$12,600	\$13,230.00	\$13,891.50
	\$250	\$250	\$250	\$250	\$2,250	\$2,362.50	\$2,480.63
\$1,300				\$1,300	\$6,500	\$6,825.00	\$7,166.25
\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,520.00	\$2,646.00
\$3,019	\$3,019	\$3,019	\$3,019	\$3,019	\$36,409	\$38,229.45	\$40,140.92
\$5,703	\$5,703	\$5,703	\$5,703	\$5,703	\$68,436	\$71,857.28	\$75,450.14
\$500	\$500	\$500	\$500	\$500	\$6,000	\$6,300.00	\$6,615.00
					\$253,227	\$265,887.83	\$279,182.22
\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,520.00	\$2,646.00
					\$2,400	\$2,520.00	\$2,646.00
\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,520.00	\$2,646.00
					\$3,000	\$3,150.00	\$3,307.50
					\$4,000	\$4,200.00	\$4,410.00
		\$3,500	\$3,500		\$7,000	\$7,350.00	\$7,717.50
					\$16,400	\$17,220.00	\$18,081.00
\$100	\$100	\$100	\$100	\$100	\$1,200	\$1,260.00	\$1,323.00
\$75	\$75	\$75	\$75	\$75	\$900	\$945.00	\$992.25
\$100	\$100	\$100	\$100	\$100	\$1,200	\$1,260.00	\$1,323.00
\$75	\$75	\$75	\$75	\$75	\$900	\$945.00	\$992.25
\$250	\$250	\$250	\$250	\$250	\$3,000	\$3,150.00	\$3,307.50
\$50	\$50	\$50	\$50	\$50	\$600	\$630.00	\$661.50
\$833	\$833	\$833	\$833	\$833	\$10,000	\$10,499.96	\$11,024.96
\$50	\$50	\$50	\$50	\$50	\$600	\$630.00	\$661.50
\$100	\$100	\$100	\$100	\$100	\$1,200	\$1,260.00	\$1,323.00
\$25	\$25	\$25	\$25	\$25	\$300	\$315.00	\$330.75
\$75	\$75	\$75	\$75	\$75	\$900	\$945.00	\$992.25
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000	\$18,900.00	\$19,845.00
					\$38,800	\$40,740	\$42,777
\$750	\$750	\$750	\$750	\$750	\$9,000	\$9,450.00	\$9,922.50
\$41	\$41	\$41	\$41	\$41	\$492	\$516.60	\$542.43
\$300	\$300	\$300	\$300	\$300	\$3,600	\$3,780.00	\$3,969.00
\$30	\$30	\$30	\$30	\$30	\$360	\$378.00	\$396.90
\$250	\$250	\$250	\$250	\$250	\$3,000	\$3,150.00	\$3,307.50
\$100	\$100	\$100	\$100	\$100	\$1,200	\$1,260.00	\$1,323.00
					\$17,652	\$18,534.60	\$19,461.33
\$100	\$100	\$100	\$100	\$100	\$1,200	\$1,260.00	\$1,323.00
\$800	\$800	\$800	\$800	\$800	\$9,600	\$10,080.00	\$10,584.00
\$683	\$683	\$683	\$683	\$683	\$8,196	\$8,606.15	\$9,036.46
					\$18,996	\$19,946.15	\$20,943.46
\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$14,400	\$15,120.00	\$15,876.00
\$500	\$500	\$500	\$500	\$500	\$6,000	\$6,300.00	\$6,615.00
\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,520.00	\$2,646.00
\$0	\$0	\$0	\$0	\$0	\$0	\$0.00	\$0.00
					\$22,800	\$23,940.00	\$25,137.00
					\$495,975	\$520,773.53	\$546,812.21