

Presentation to Board of Supervisors and EDAC

-American River Music: What we are?

- Coloma Based Non Profit formed in 2007 with primary program being to present the American River Music Festival

-American River Music Festival – September 14~15~16, 2012 (6th annual)

- Presenting “Live” music as a source of **Inspiration and Enjoyment**
34 music performances from world renowned artists in 10 locations:
Main Stage, Three sponsoring campgrounds, 4 Restaurants, River Hike, River Trip
- **Instruction** through Active Participation: 7 scheduled join-in shops plus jams and dance
- Community, Family, Kid’s, Art, Outreach.

-How we do it: Amazing Collaborative Partners:

- EDCounty - Board of Supervisors, Environmental Planning, AQMD, Planning, Sherrif, CAO,
- Community – Over 20 collaborative partners including ED County Chamber of Commerce, Visitors Authority, C-L Chamber, Cal.Net, El Dorado Savings Bank, El Dorado Arts Council, Madrona Vineyards, Mountain Democrat, American River Resort, Camp Lotus, EarthTrek, All-Outdoors, Sierra Nevada House, Hot Shots Imaging, Whitewater Connection, River Runners, Adventure Connection
- Volunteers

-Are we getting out there (BRANDING)? Publicity in 2012

- Cover of Sacramento Bee Ticket
- Cover of Sac Bee Arts and Entertainment: Named one of Sac Bee “Best” choice for fun in 2012 (one of two chosen in county)
- Featured on cover of Mt Democrat “entertainment” section
- Featured on cover of Auburn Journal “entertainment” section
- Featured in Submerge Magazine
- KVMR live broadcast (estimated 50,000 listeners)

Submitted by m

Demonstrator

at Board Hearing of _____

15 3-12-13

-Let's do the #s

- 1500 folks attended the festival
- 1000 ticket buyers
- 170 Guests
- 130 volunteers/staff
- 100 vendors
- 75 musicians
- 25 KVMR radio staff for the live broadcast
- Web Site = 23,000 unique visitors, 82,000 page views
- Heads in beds = 100 overnight lodgings (200 folks)
- Heads in tents/RV's = 900
- \$60,000 in ticket revenue, \$88,000 Total
- \$279,900 spent by visitors attending festival. Based on figures provided by Dan Mishnell – Director of Research – Visit California, a non-profit partner of the Ca Division of Tourism.
- ROI based upon County Promotional Funding of \$36,077. = 773%
- ARM's 2012 total income \$140,000...expense \$135,000.

-Where do we go from here:

- Currently planning the 7th ARMF – Sept 13~14~15 (invite them).
- ARM's primary goal going forward: independent sustainability.
- With the County's support through continued promotion grant funding ARM expects to reach its goal by 2017.
- Expand into additional programs

Calculation of \$279,900 spent and ROI:

RV/campground = \$75/ person/day

Paid Accommodation = \$129/person/day

900 (RV/campers) X 3 (days) X \$75/day = \$202,500

200 (Lodgers) X 3 (days) X \$129/day = \$77,400

\$202,500 + \$77,400 = \$279,900

\$279,900 / \$36,077 = 773%

Community Linkages 2012

2012 Partnerships with American River Music - Total = \$83,700

Fiscal Sponsorship - \$2,500

\$1,500 from El Dorado Savings bank

\$1,000 from Madrona Vineyards

In-Kind Marketing and Publicity – \$46,300

\$20,000 - KVMR Community Radio 89.5 Nevada City

\$10,000 – Sacramento Bee

\$5,000 - the Mountain Democrat

\$2,000 – Submerge Magazine

\$2,000 – Auburn Journal

\$2,000 – All Outdoors

\$1,000- Whitewater Connection

\$1,000 - EarthTrek

\$1,000 - El Dorado Arts Council

\$1,000 - American River Conservancy

\$500 – Camp Lotus

\$500 - KPFA Community Radio 94.1 Berkeley

\$300 – Lotus Nursery

Product and Services Donations - \$22,500

\$4,000 - EarthTrek Expeditions for lodging, meals, camping and rafting services

\$4,000 – Cal.Net for hot spot wireless internet services at H-L Park

\$2,000 - American River Resort for lodging, meals, camping and RV services

\$2,000 - Camp Lotus for lodging and camping services

\$2,000 - Sierra Rizing Bakery for food services

\$1,500 - Greg Upton for Sound Engineering

\$1,500 - Louis Godey for Sound Engineering

\$1,500 – Bruce Doan for Sound Engineering

\$1,500 - Gary Bennet for Sound Engineering

\$500 - Wilkinson Portables for sanitation services

\$500 - Betty Sederquist Photography

\$500 – Gringo's Café for music presentation

\$500 – Tom Van Noord for Parking

\$500 - Nor-Cal Beverage for beverage donation

Volunteer Services - \$12,400

\$10,400 - 130 festival staff volunteers @ 8 hours/volunteer @ \$10/hr = 1,040 hours

\$2,000 - Alice Butler, Volunteer Coordinator 200 hours @ \$10/hr

American River Music, Inc.
Program Year 2012 Budget - Proposed

<u>Description</u>	Total	County \$\$	% County	Other
<u>Expenditures:</u>				
<u>Salaries:</u>				
Matt Semonsen – Director				
% of total FTE				
.90	40,000	30,000	75%	10,000
Musicians	25,000	0	0	25,000
Advertising	10,000	5,017	51%	4,983
River Trips	12,000	0	0	12,000
Campgrounds	10,000	0	0	10,000
Bus Shuttles	8,000	0	0	8,000
Stage and Structures	5,500	0	0	5,500
Accounting	1,500	1,000	66%	500
Printing	2,000	0	0	2,000
Sound	1,800	0	0	1,800
Lodging	1,500	0	0	1,500
Miscellaneous	1,500	0	0	1,500
Insurance	1,500	0	0	1,500
Security	1,200	0	0	1,200
Supplies	1,000	0	0	1,000
Postage	1,000	0	0	1,000
Telephone	660	0	0	660
Accounting	500	0	0	500
Sanitation	300	0	0	300
Total FY Expenditures	124,960	36,017	35%	88,943
<u>Revenues:</u>				
Ticket Sales	65,460			
County Promotion Funds	46,500			
Beverage/Merch sales	11,000			
Shuttle funding	6,000			
Sponsors	2,500			
Total Revenue	131,460			

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American River Music, Inc.
Profit and Loss
 January through December 2012

	<u>Jan - Dec '12</u>
Ordinary Income/Expense	
Income	
Contributions Income (Contribution Income)	
Unrestricted (Unrestricted Contributions)	110.00
Total Contributions Income (Contribution Income)	110.00
Festival	
Beverages	11,133.00
merchandise	7,012.00
Raffles	510.00
Sponsorship	2,500.00
Tickets	58,975.87
Vending	2,880.00
Total Festival	83,010.87
Grants (Grants)	
EDACouncil	3,000.00
Promotion	36,077.00
Shuttle	5,084.00
Total Grants (Grants)	44,161.00
Miscellaneous Income (Miscellaneous Income)	203.00
Reimbursed Expenses (Reimbursed Expenses)	612.32
Total Income	128,097.19
Expense	
American River Music Festival	
advertising	13,752.62
beverage	3,745.74
Bus Shuttles	5,955.00
Campgrounds	8,143.00
Heartland Payment Systems	1,171.44
ice	293.76
Lodging	607.20
merchandise	
artist payment	5,378.28
sales tax-past,interest,penalty	4,577.00
sales tax 2012	1,316.00
Total merchandise	11,271.28
miscellaneous	1,126.71
Musician Fees	27,398.00
Outfitters/river trips	2,250.00
petty cash for booths	0.00
portables	970.00
postmaster	381.13
printing	14.45
rentals	4,100.00
Sanitation	300.00
Security	910.00
Sound	1,800.00
Stage	3,060.00
web	521.00
Total American River Music Festival	87,771.33
Dues and Subscriptions (Dues and Subscriptions)	285.00
Insurance (Insurance)	
Liability Insurance (Liability Insurance)	1,119.60
Officers and Directors	601.53
Total Insurance (Insurance)	1,721.13
Internet Service	491.28
Office Supplies (Office Supplies)	330.62

140K

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American River Music, Inc.
Profit and Loss
January through December 2012

	<u>Jan - Dec '12</u>
Payroll	
Federal Tax - medicare	1,160.00
Federal Tax - Social Security	4,160.00
Matt Semonsen's Net Amount	36,760.00
State Tax - Disability	400.00
State Tax - Training	7.00
State Tax - Unemployment	238.00
Total Payroll	<u>42,725.00</u>
Professional Fees (Professional Fees)	
Accounting (Accounting Fees)	585.00
Membership	35.00
Total Professional Fees (Professional Fees)	<u>620.00</u>
Supplies (Supplies)	
Office (Office Supplies)	1.86
Total Supplies (Supplies)	<u>1.86</u>
Telephone (Telephone)	666.72
Uncategorized Expenses	<u>0.00</u>
Total Expense	<u>134,612.94</u>
Net Ordinary Income	-6,515.75
Other Income/Expense	
Other Income	
Interest Income (Interest Income)	11.78
Other Income (Other Income)	11,600.00
Total Other Income	<u>11,611.78</u>
Net Other Income	<u>11,611.78</u>
Net Income	<u><u>5,096.03</u></u>

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American River Music, Inc.
Transaction Detail By Account
 January through December 2012

Type	Date	Num	Name	Memo	Clr	Split	Original Amount
American River Music Festival							
advertising							
Check	3/14/2012	1118	IContact	april-oct 2012		El Dorado Sav...	139.20
Check	3/21/2012	1122	Coloma Lotus Cha...	web site ban...		El Dorado Sav...	190.00
Check	4/19/2012	1128	Mountain Democrat	Gringo's pay...		El Dorado Sav...	167.00
General Journal	4/26/2012			Zvents ad		American Rive...	19.95
General Journal	4/26/2012			Clubfyers po...		American Rive...	169.99
Check	5/3/2012	1132	Eventbrite	April		El Dorado Sav...	69.27
Check	6/6/2012	1140	Imperial Printing	signs		El Dorado Sav...	161.63
Check	6/19/2012	1141	Eventbrite	May		El Dorado Sav...	128.74
Check	6/19/2012	1143	Backroad Productions	Kate Wolf Pr...		El Dorado Sav...	400.00
Check	7/15/2012	1150	Eventbrite	june		El Dorado Sav...	121.15
Check	7/17/2012	1154	Sacramento Bee	two print, 50...		El Dorado Sav...	1,844.00
General Journal	7/23/2012			WildFire App ...		American Rive...	109.19
Check	7/23/2012	1155	main Street Media	good times b...		El Dorado Sav...	200.00
Check	7/23/2012	1156	Submerge Magazine	two ads		El Dorado Sav...	520.00
Check	8/2/2012	1160	Eventbrite	july		El Dorado Sav...	511.95
Check	8/12/2012	1162	Wilk's Broadcasting	radio spots		El Dorado Sav...	520.00
Check	8/12/2012	1163	Mountain Democrat	inserts/progr...		El Dorado Sav...	1,800.00
Check	8/12/2012	1164	Gold Country Media	print + internet		El Dorado Sav...	657.00
Check	8/15/2012	1167	Valley Community ...	cal kids mag...		El Dorado Sav...	160.00
Check	8/15/2012	1168	Chalk It Up			El Dorado Sav...	125.00
General Journal	8/22/2012			Google Ads j...		American Rive...	351.59
General Journal	8/22/2012			Facebook ad...		American Rive...	758.40
General Journal	8/29/2012			electronic dh...		El Dorado Sav...	175.00
Check	9/6/2012	1179	Eventbrite	august		El Dorado Sav...	317.56
Check	9/6/2012	1180	Capital Public Radio	radio ad		El Dorado Sav...	632.00
Check	9/11/2012	1183	Gold Country Media	print ads		El Dorado Sav...	325.00
Check	9/11/2012	1184	IContact	april-oct 2012		El Dorado Sav...	18.00
Check	9/21/2012	1233	KVMR	donation for ...		El Dorado Sav...	1,040.00
General Journal	9/21/2012			Google ads		American Rive...	303.74
General Journal	9/21/2012			facebook ads		American Rive...	282.19
Check	9/21/2012	1235	Macer Media	sacramento p...		El Dorado Sav...	230.00
Check	10/8/2012	1248	Eventbrite	sept		El Dorado Sav...	493.97
Check	10/8/2012	1249	Mountain Democrat	program ads		El Dorado Sav...	250.00
Check	10/8/2012	1250	Capital Public Radio	radio ad		El Dorado Sav...	368.00
Check	10/8/2012	1251	Gold Country Media	print ads		El Dorado Sav...	125.00
General Journal	11/8/2012			final faceboo...		American Rive...	12.57
General Journal	11/8/2012			final google c...		American Rive...	55.53
Total advertising							

Total American River Music Festival

TOTAL

13 752.82