



INNER BEATS

NON-PROFIT
ORGANIZATION

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● TABLE OF CONTENTS ●

02	Concept	70	Fundraising & Budget Plan
04	Planning & The Arts	71	Financial Assessment
05	Mission Statement	72	Year 2 Budget
05	Vision Statement	73	Monitoring & Evaluation Plan
05	Values	74	Future Vision
06	Goals	74	Monitor Plan
07	Unique Qualifications	74	Monthly Meetings
07	Service Statement	74	Surveys
07	Community Engagement	75	Evaluation Plan
08	SWOT Analysis	76	Timetable
08	Resource Assessment	78	Appendix
10	Personnel Profile	79	Supporting Materials
15	By Laws	81	Works Cited
36	Articles of Incorporation	82	Self-Assessment
31	IRS Non-Profit Tax Status		
41	Policies		
44	Systems		
44	Fiduciary Responsibilities		
45	Volunteers		
45	Tracking, Recording, & Reporting		
45	Plans		
46	Operational Plans		
47	Strategic Plan		
48	Balanced Score Card Diagram		
50	Decision Making Procedure		
51	Community Alliance		
52	Performance & Program Planning		
56	Marketing & Audience Development		
57	The Four P's		
58	Marketing and Planning Process		



CONCEPT

**INNER
BEATS**
MUSIC FESTIVAL
2020

● CONCEPT ●

Inner Beats is a non-profit organization located in Seattle, Washington. The nonprofit itself provides professional music advice and knowledge to local aspiring musicians and bands. The organization partners with Orbit Audio recording studio to supply these pre-professionals with high grade equipment. Inner Beats holds a music festival in which each musician and band will perform in during a weekend in August. The festival is designed to make an economic impact and generate musical opportunities within a community.

Inner Beats Music Festival is an annual two-day event that engages the community with concerts, and opportunities to explore new neighborhoods in the Seattle area. We will be working with establishments in older neighborhoods that are currently being revamped with new development. This way they will be getting exposure during the festival along with the artists that perform. Inner beats Music Festival is designed to create exposure for musicians and economic growth in new development bringing the community together.

Inner Beats invests in building strong relationships with the people of Seattle and Orbit Audio recording studio as a way to promote local talent and boost economic activity in up-and-coming neighborhoods. This organization is dedicated to combining the passion of music and opportunity. Our focus is on bringing together local musicians and the community to promote artistic knowledge and economic status. Enrichening the community by holding live performances throughout a two-day span where patrons can enjoy the music and interact with artists while exploring a newly developing neighborhood.

The background features a dark, textured surface with a repeating pattern of stylized vinyl records and geometric shapes like triangles and squares. The records are in various shades of grey and black, with some labels visible, including 'COLUMBIA' and 'JOHNNY CASH'.

MARKETING &

AUDIENCE DEVELOPMENT

**INNER
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2020

● THE FOUR P'S ●

Product:

Inner Beats Music Festival is offering exclusive concerts of the next upcoming artists. In the Seattle community music plays an important role in many people's lives so this will interest many. When attending the Inner Beats Music Festival spectators will receive promotions for shops and restaurants in the district where the festival will be located.

Price:

The festival does not cost to attend. However, spectators will have the chance to purchase an Inner Beats Music Festival t-shirt for the price of \$20.00. The bands will be paying our nonprofit organization to perform in the festival. Set times will be 30 minutes for \$250.00. (This may seem like a lot, but bands and artists will be willing to pay a price to get exposure and people talking about them and a festival is a great way to do so.)

Place:

Inner Beats Music Festival will be renting space at Orbit Audio, to have an office along with access to a recording studio. The festival itself will take place in upcoming neighborhoods in the Seattle area. The festival will move each year to a new location to new development in the community to continue with the vision of creating a while exposure for musicians and boosting economic activity while bringing the community together.

● THE FOUR P'S ●

Promotion:

Inner Beats Music Festival is partnered with shops and restaurants in the targeted district of that year's festival who will promote the festival on their social media pages, while we are doing the same on our social media platforms. Board Members will be strong communal leaders who will use their social media as well to promote the festival from finding bands all the way up to the actual event. Post Cards will be sent out to mailings lists. Posters will be distributed at business across the Seattle community. Inner Beats will be active on all social media platforms including Facebook, Instagram, Twitter, and Snapchat to create exposure for our nonprofit and keep the community excited and talking about what we offer.

● MARKETING PLANNING ● & PROCESS

Organization Profile & Audit

Mission:

Inner Beats Music Festival is a nonprofit organization that strives to produce artistic knowledge into the community with a festival that promotes pre-professional artists in the Seattle area while boosting economic growth in new shops and restaurants.

Values:

Inner Beats values are inclusion, community, excellence, and opportunity.

MARKETING PLANNING & PROCESS

Organization Profile & Audit

Programs of Activity:

Our nonprofit will create exposure and opportunity for local artists while providing them with professional advice to prepare their set for our festival. Inner Beats works with shops and restaurants to promote our festival by offering discounts and specials during the festival from the shops and restaurants located on the street where the festival will take place.

Current Plans:

Establish our Board of Directors with strong communal leaders. Build strong relationships with music professionals, local artists and bands, and with establishments along the street where the festival will take place.

Current Marketing:

Marketing Director and Staff work to develop a marketing plan and marketing materials.

Environmental Analysis

Demographic:

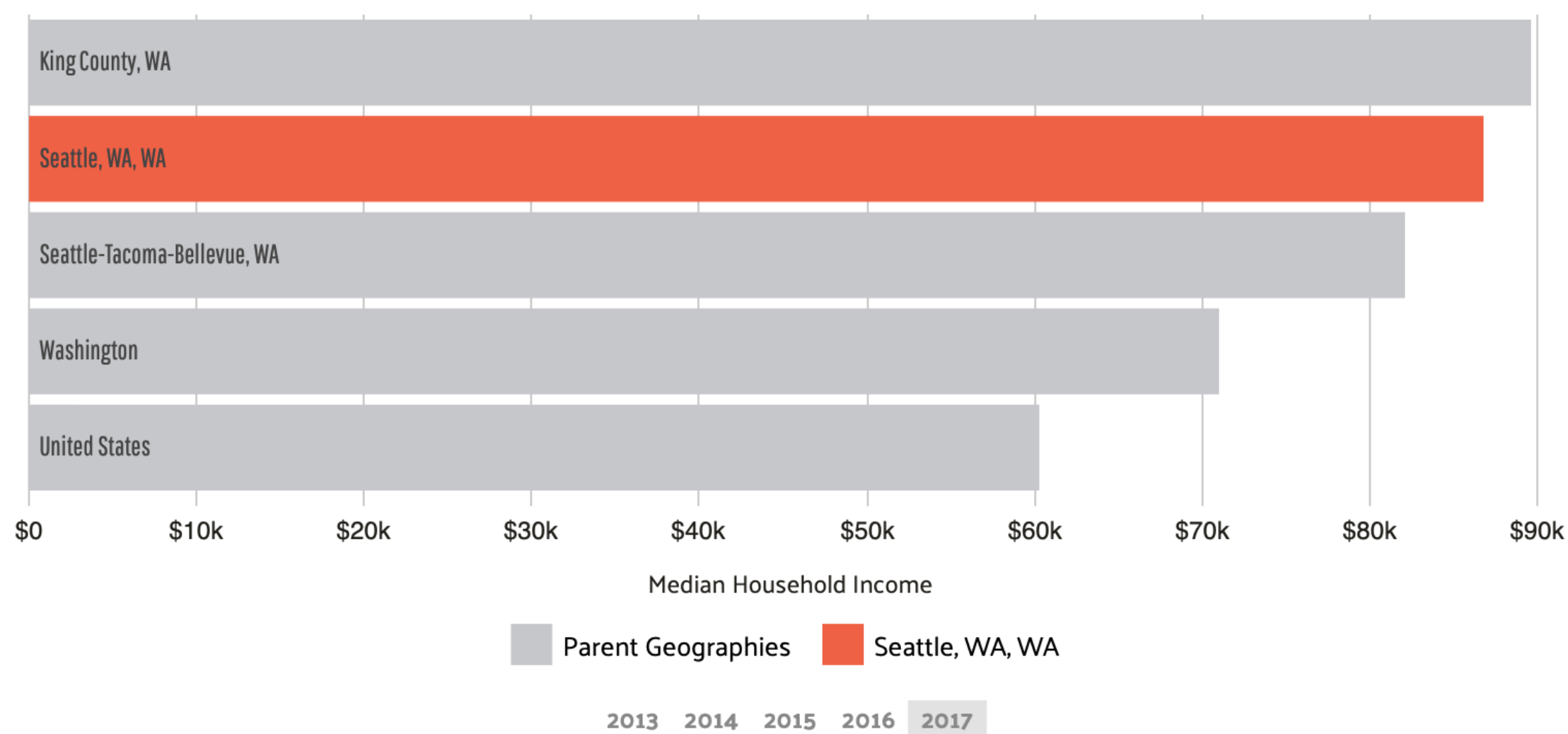
Inner Beats Music Festival takes place in newly developed areas throughout the Seattle community. Seattle, Washington is the largest city in the Pacific Northwest with a population of 724,764.

MARKETING PLANNING & PROCESS

Environmental Analysis

Economic:

The average median household income is \$86,822.

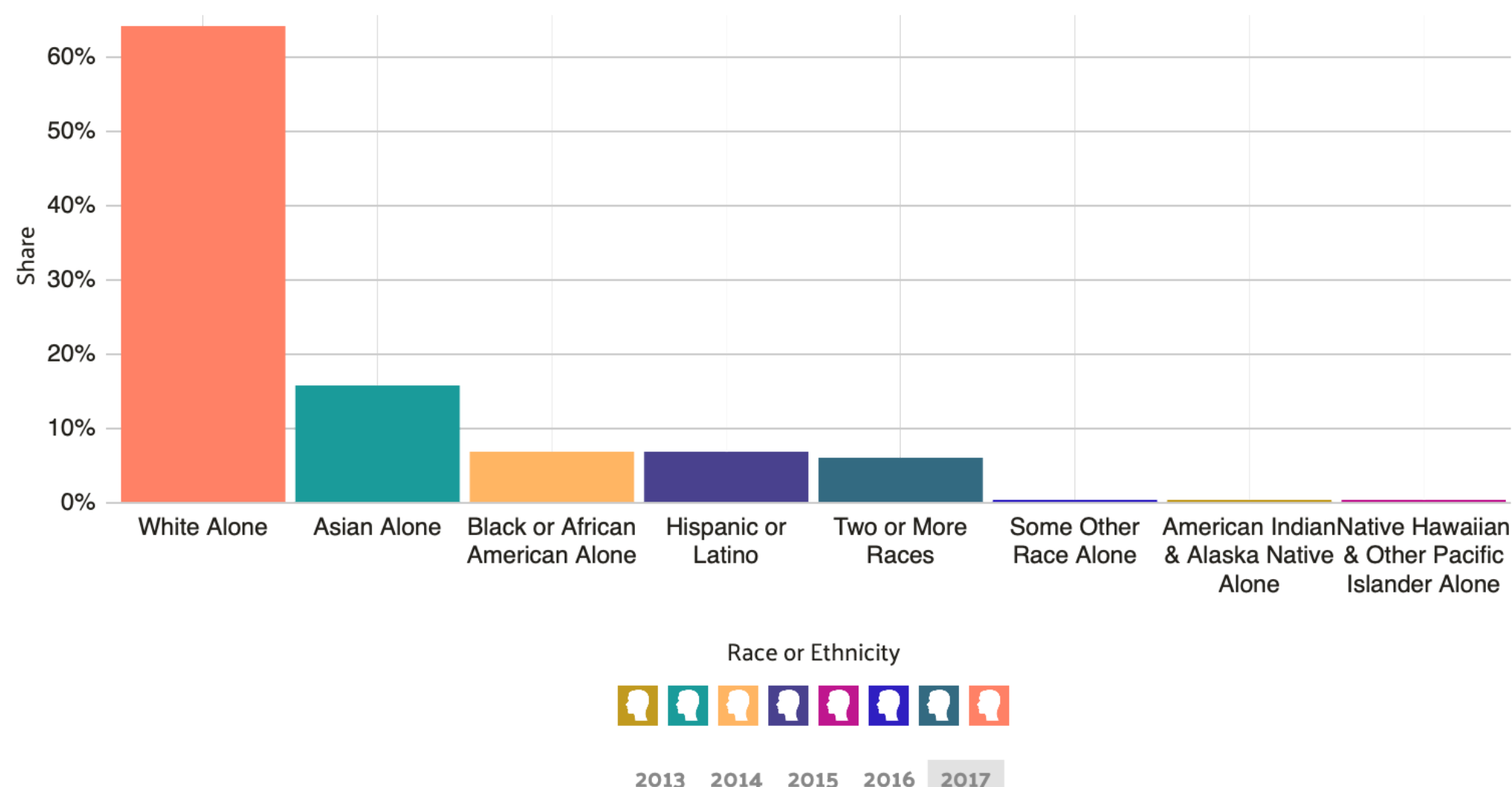


Political:

Washington State is a dominantly Democratic state.

Cultural:

We strive to keep up changes in the Seattle community that will happen during the existence of our non-profit organizations and adapt to how the consumers lifestyles change.



MARKETING PLANNING & PROCESS

Challenges & Opportunities

What factors limit the organization?

- Potential competition from other organizations in the future.
- Potential consumers may not have social media platforms to see advertising.

What factors will permit better fulfilling mission?

- Potential exists to increase subscriber base with consumers that are just in the area shopping or eating during the time of our festival.
- Potential exists to venture into new endeavors such as partnering with food trucks.

Overall Objectives

- Getting performers and the community interested in the festival with marketing and outreach plans and working together with shops and restaurants.
- In the next fiscal year, increase marketing to gain more publicity for the event by a net base of 5%.
- In the next fiscal year, establish relationships and gain more sponsors by a net base of 5%.

MARKETING PLANNING & PROCESS

Marketing Strategies

Inner Beats Music Festival's target market is the millennial age and young families. We strive to create an unforgettable and unique experience at our festival by engaging the community in all day concerts and establishment exploration. We will use social media as our main marketing strategy to keep the community aware and intrigued. Emails, flyers, online website, radio advertisements, and postcards will also be used as marketing tools to promote our organization and event.

Inner Beats Music Festival will advertise and fundraise throughout the year to gain as many donations and partners as possible to be able to fund artistic directors who will be helping bands prepare their sets for the festival. We will partner with new establishments to launch an outreach program to promote our festival along with providing discounts and food tastings at such shops and restaurants. We will have an organized preview of performers where donors and sponsors are invited to in which we will use their responses to make adjustments before launching the festival to the public.

MARKETING PLANNING & PROCESS

Marketing Process

Plan of Action:

The Board of Directors will be responsible for approving budgets for the marketing plan. There will be a subcommittee headed by a Marketing Director to be the “creative team” in charge of developing the marketing plan, initiating the marketing plan, seeing all marketing strategies out into the community. The Board of Directors will give final approval of all marketing strategies before they are implemented.

Marketing Timeline:

Inner Beats will continuously advertise and fundraise throughout the year to gain as many donations and partners as possible. We will use social media to promote our annual festival as well as the establishments we will partner with. We will hold preview performances for donors and board members two times prior to the annual festival.

Inner Beats Non-Profit Organization MarketingTimeline												
	Month:											
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Social Media Posts												
Snapchat Posts												
Postcard Sendout												
Surveys												

MARKETING PLANNING & PROCESS

Controls & Evaluation

Data Gathering:

Social Media accounts post survey, along with emails that were given at event, third party sources such as Yelp.

Feedback:

The organization will take feedback into consideration on how to improve marketing strategies. We will try to implement suggestions into future goals to always keep innovating and expanding.

Adjust Strategies as Needed:

Inner Beats will identify what the community responded positively to and what didn't seem to be as a big of hit. We will ask question such as: What is working? What changes could be made?

Reporting:

The organization will use social media to track how many interactions have been taken on our pages and use this tool to see what people are responding more to and what doesn't seem to grab their attention as much.

MARKETING PLANNING & PROCESS

Brand Appearance

Logo:



Design Choice:

The organization chose a vibrant green color to catch the attention of potential consumers, with contrast of the turquoise shades. The logo itself is a record to tie in the music theme.

Slogan:

“Rock the Block” is Inner Beats slogan because it incorporates our vision of providing help and exposure to upcoming musicians and bands giving them an opportunity to perform at our street festival that also supports community and economic growth.

MARKETING PLANNING & PROCESS

Merchandise

T-Shirt:



Marketing Messages

Postcard:



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

MARKETING PLANNING & PROCESS

Marketing Messages

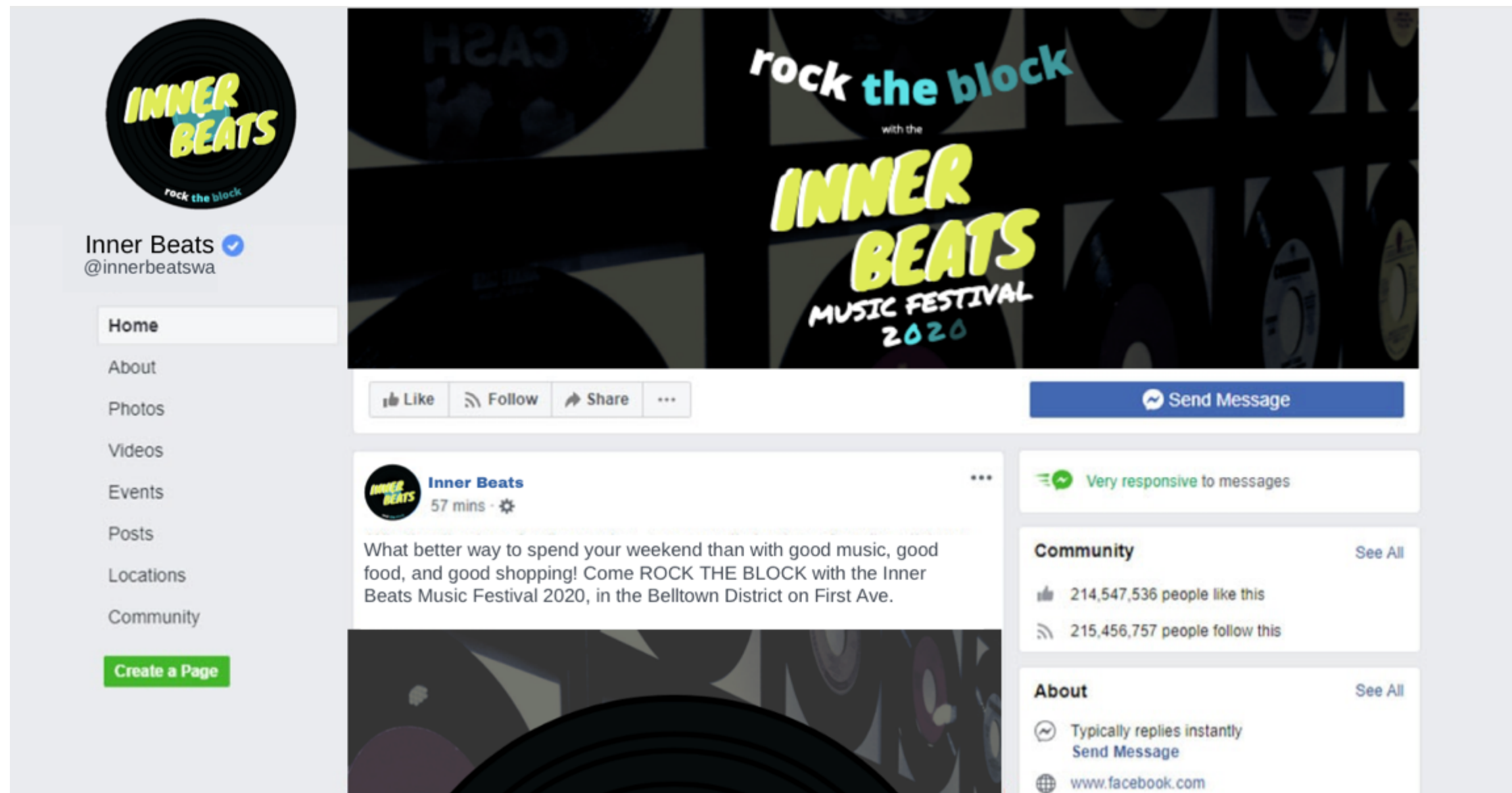
Flyer:



MARKETING PLANNING & PROCESS

Marketing Messages

Facebook:



Instagram:



Twitter:



Inner Beats will use Facebook, Instagram and Twitter social media platforms to promote our festival along with artists that will be performing at the festival. We will also include what stores and restaurants will be partnered with us in this year's street festival.

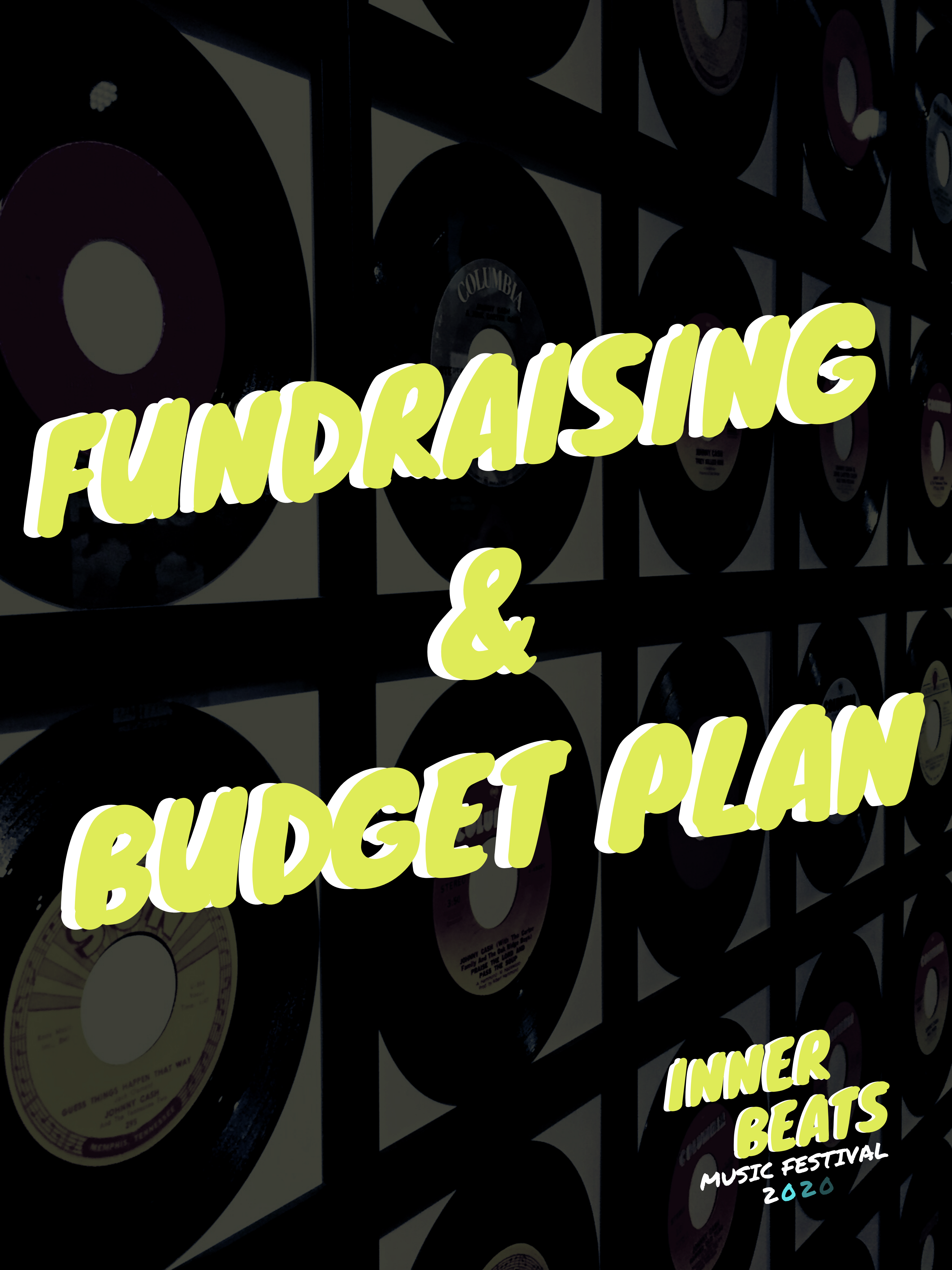
MARKETING PLANNING & PROCESS

Marketing Messages

Snapchat:



Inner Beats will use snapchat to keep spectators up to date with who will be performing and film behind the scenes exclusive footage as to what goes on leading up to the festival and during the festival.



FUNDRAISING & BUDGET PLAN

**INNER
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MUSIC FESTIVAL
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● FINANCIAL ASSESSMENT ●

Inner Beats will develop and build a strong presence within the Seattle community during their first year of operation. The first year we will break even because we are a new nonprofit organization, but with further marketing and outreach endeavors our second year will be more successful and bring a surplus of \$9,700. This surplus will be used to rent more studio space and expand the festival by adding more bands and moving it to an even larger location in upcoming years.

The Board of Directors must address various budget issues when assessing the income and expenses of the nonprofit. Transportation of equipment and parking are two large issues that seem to be easily forgotten about. The board will want to be sure that all the equipment that will be needed by each performer can be transported to the site of the festival safely. Without thinking about this, valuable equipment could break and then more money would be lost repairing such equipment. Parking is a large part of a festival that seems so obvious but is critical to the success. Without assessable available parking, spectators will not want to spend the time trying to find somewhere to park in order to attend the festival. It is key that the board ensures there is enough available parking on location for attendees.

Other concerns the board must address might initiate creating a system for what will be implemented to monitor and control the budget. Spending can easily get out of control so have a system of review and approval is essential for the nonprofit to run effectively. Each section of the budget and everything that may be a possible expense should be addressed by the board to make certain that it each item a crucial aspect for the nonprofit to operate. A policy should be designed to uphold the financial mission and to stray away from endeavors that don't align with the mission.

● YEAR 2 BUDGET ●

INNER BEATS YEAR TWO BUDGET		
INCOME		
Contributed Income		
	Grants	4,000
	Board Membership (\$2,500 x 10 members)	25,000
	Other Contributors	750
Donations		
	Sound Equipment (rented)	5,000
	Lighting Equipment (rented)	5,000
	Stage	1,500
	Tent	2,500
	Gates	800
	Tables	350
	Chairs	300
Earned Income		
	Band Payouts (\$250 x 25 performers)	6,250
	Parking Fees (750 cars/day for 2 days @ 10/car)	7,500
	Sales from Partnerships (18% sales from each establishment/ est. \$25,000 total sales per	4,500
	T-shirt Sales (\$20 x 40)	800
Total Income		64,250
EXPENSES		
Contingencies		4,000
Insurance		
	Liability Insurance	2,000
Festival Expenses		
	Sound Equipment (Rented from what didn't suffice from donations)	2,500
	Lighting Equipment (Rented from what didn't suffice from donations)	2,500
	Stage (set-up costs)	1,000
	Special Event Permit	900
PR & Marketing		
	Photographer	500
	Printing	500
	Envelopes	200
	Postage & Delivery	500
	Website	50
Fundraising		800
Venue		
	Bills	10,000
	Office Rent (\$1,500/month)	18,000
	Office Supplies	500
	Utilities	10,000
	Street shut down	600
Total Expenses		54,550
TOTAL INCOME		64,250
TOTAL EXPENSES		54,550
TOTAL SURPLUS		9,700