



Connecting artists to opportunities to make a living

In the Know

BUDGET

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FOR THE CITY OF AUSTIN'S NEXUS GRANT



GETTING STARTED

You can do it!

- Budgeting isn't hard and everyone can do it!
- To be successful, it will take planning and research
 - But it's doable and you've got this

Before you fill in your budget...

- You have to know WHY you're doing this event
 - There needs to be a reason and not just for a grant
 - If you disconnect from this purpose, the rest of this will be so hard and painful
- Events are hard, can be costly and need to serve a goal

About your event

- Ask yourself: What type of event do I want to produce?
 - Example: workshop, party, exhibition, performance
- Will you need collaborators?
- Are you providing food and drinks?
- Will you need sponsors to make this a reality?
- Have references for other similar types of events

Knowing what you want will help all of this fall into place

Attendance

How many attendees are you expecting?

- How many attendees do you need for the event to work?
- What's your goal?
- What's your stretch goal?



Event date

What is the event date and time?

- Weekend vs weekday
- Overnight vs same day load in/out



Venue

What do you need from the venue?

- What type of equipment do they provide vs what you need to rent?
 - Example: does it include AV or do you need to rent it separately?
- Is there A/C?
- What's the parking situation?
- Where in Austin would you like it to take place?

Have references for ideal venues

Promotion & marketing

How sizable is your existing network/reach?

- Will you need to grow your network in order to get the number of attendees you'd like to have?
- How much time will you spend promoting?
- What type of materials do you need?

Partners

Do you have partners/sponsors?

- How many artists are involved?
- Specific kinds of artists?

Nexus application question

- Provide the name(s) of creative collaborator(s). Describe your collaborator's role in the development and implementation of your proposed activities.





EXAMPLE BUDGET

Example event budget

Example Event Budget

NUMBER	CATEGORY	NOTES
\$4,375.00	Total Income	
-\$4,050.00	Total Expenses	
\$325.00	Total Profit	
\$2,875.00	Ticket Sales & Donations	
\$600.00	Paid to Creators	
\$100.00	Ad Spend	
331	Attendees	
3	Community Partners	Paid and In-Kind
15	Artists Featured	
2	Music Groups + Performers Featured	

Example Event Budget

AMOUNT	CATEGORY	DETAIL	CONFIRMED	PAID	OTHER INFO
\$325.00	ART TOTAL				
-\$4,050.00	EXPENSES				
-\$1,500.00	-Venue		<input type="checkbox"/>	<input type="checkbox"/>	Check
-\$200.00	-Art & Music	DJ	<input type="checkbox"/>	<input type="checkbox"/>	Cash
-\$200.00	-Art & Music	Photographer	<input type="checkbox"/>	<input type="checkbox"/>	Cash
-\$200.00	-Art & Music	Videographer	<input type="checkbox"/>	<input type="checkbox"/>	Cash
-\$500.00	-Staff	In-house Team	<input type="checkbox"/>	<input type="checkbox"/>	Payroll
-\$75.00	-Staff	Door Assistant	<input type="checkbox"/>	<input type="checkbox"/>	Cash
-\$75.00	-Staff	Door Assistant	<input type="checkbox"/>	<input type="checkbox"/>	Cash
-\$125.00	-Staff	Bartender	<input type="checkbox"/>	<input type="checkbox"/>	Cash
-\$125.00	-Staff	Bartender	<input type="checkbox"/>	<input type="checkbox"/>	Cash
-\$75.00	-Staff	Parking Assistant	<input type="checkbox"/>	<input type="checkbox"/>	Cash
-\$100.00	-Marketing	Digital advertising	<input type="checkbox"/>	<input type="checkbox"/>	Credit card
-\$100.00	-Marketing	Printed flyers	<input type="checkbox"/>	<input type="checkbox"/>	Credit card
-\$100.00	-Supplies & Decor	Cups, Table cloths, bar mixers	<input type="checkbox"/>	<input type="checkbox"/>	Credit card
-\$175.00	-Supplies & Decor	Portapotty Rentals	<input type="checkbox"/>	<input type="checkbox"/>	Credit card
-\$150.00	-Supplies & Decor	Shirts for merch	<input type="checkbox"/>	<input type="checkbox"/>	Credit card
-\$50.00	-Equipment	Lights	<input type="checkbox"/>	<input type="checkbox"/>	Credit card
-\$300.00	-Production	Mobile gallery walls	<input type="checkbox"/>	<input type="checkbox"/>	Cash
\$0.00	-Insurance	Included with venue cost	<input type="checkbox"/>	<input type="checkbox"/>	
\$2,875.00	INCOME				
\$1,000.00	Entry	Eventbrite			
\$500.00	Entry	Website			
\$500.00	Entry	Square			
\$400.00	Entry	Cash			
\$300.00	Entry	Venmo			
\$25.00	Merch	Cash			
\$100.00	Merch	Square			
\$50.00	Merch	Venmo			
\$1,500.00	PARTNERS				
\$1,500.00	Sponsorship	Paid	<input type="checkbox"/>	<input type="checkbox"/>	
\$0.00	Sponsorship	In-kind	<input type="checkbox"/>	<input type="checkbox"/>	
\$0.00	Sponsorship	In-kind	<input type="checkbox"/>	<input type="checkbox"/>	



EXPENSES

What will you need to spend money on to make this happen?

Examples of expenses

- Venue
- Staff: you, admin, bartenders, check-in, security, runners
- Supplies
- Promotion & marketing
- Equipment rental
- Production: decor, build out
- Insurance
- Artists: photographer, videographer, musicians/DJ, muralists

What will you need to spend money on to make this happen?

5 MINUTE BRAINSTORM

Using the worksheet, check off the expenses for your proposed project. Keep in mind this is your literal cash out the door.



INCOME

How are you making money?

Examples of income

- Tickets
- Sponsorships
- Donations
- Merch and/or product sales
- Cash investment/self-financing
- Partnerships

How are you bringing in money?

5 MINUTE BRAINSTORM

Check what types of income you are planning on making and add in the estimated amount you expect to make from each



IN-KIND

In-kind: payment in goods or services as opposed to money

Examples of in-kind

- Volunteers
- Venue discount
- Donated equipment
- Donated drinks & food

In-kind: payment in goods or services as opposed to money

10 MINUTE BRAINSTORM

- What is already available to you?
- What can you offer as a trade of equal value?
- Do you have partners in mind for this type of support?



HOW FAR DOES \$5,000 GO?

Think about the grant as a subsidy

Be realistic about your event

- Your budget can exceed \$5,000 but for the purposes of the grant application, the COA needs to see where the grant money goes

Keep in mind

- The panelists are looking for
 - How realistic your budget is for the scale of your project?
 - How you are spending the \$5,000?
- **Focus your energy on paying people first!**



BUDGET ACTIVITY

Fill out your budget

- Using the brainstorm worksheet, start to fill in the budget template from the Nexus application
- We will fill it out section by section

COA Nexus budget template

Column1	Column2	Column3	Column4
Download the Budget Template. Complete and save the file as “ApplicantName_Budget” and upload.			
Budget History and Proposal Budget Form			
Applicant Name:			
Operating Budget History			
<i>Enter the total income and total expenses for the budget years indicated below.</i>			
	Total Income	Total Expenses	Surplus/Deficit
Fiscal Year 2022	\$ -	\$ -	\$ -
Fiscal Year 2021	\$ -	\$ -	\$ -
Fiscal Year 2020	\$ -	\$ -	\$ -
Fiscal Year 2019 (not required for NEXUS)	\$ -	\$ -	\$ -
Fiscal Year 2018 (not required for NEXUS)	\$ -	\$ -	\$ -
Fiscal Health			
<i>Describe your applicant's fiscal health in the text box below. Be sure to explain any major budget fluctuations, surpluses, and deficits.</i>			
Continue below to complete the proposal budget detail			

Step 1: Operating Budget History & Fiscal Health

- If you do not have budget history beyond one year, put \$0 and add an explanation in the “Fiscal Health” section
- If you are an individual artist, list income related to your artistic practice/the project you’re proposing
- If you’re gearing up to produce an event, you may have some expenses (travel, admin time, meetings, equipment) already
 - What have you already invested in the event?

Step 2: Income Section

Earned income

- Money you are bringing in during the event
 - This includes ticket sales, donations, vendor fees, product sales

Unearned income

- Additional grants and sponsorship/partnership dollars

Funding request

- \$5,000

There is no matching requirement for in-kind or cash columns

COA Nexus budget template

Step
2



Proposal Budget Detail			
Provide budget details for your full proposed project budget.			
Income	CASH	INKIND	
Projected Total Earned Income	\$ -		
Projected Total Unearned Income	\$ -		
Funding Request Amount	\$ -		
Total Cash Income	\$ -		
Total In-Kind Support		\$ -	
Total Income	\$ -		
Expenses	Funding Request Amount	CASH	INKIND
Administrative Fees	\$ -	\$ -	\$ -
Artistic Fees	\$ -	\$ -	\$ -
Space Fees	\$ -	\$ -	\$ -
Marketing and Promotion	\$ -	\$ -	\$ -
Insurance	\$ -	\$ -	\$ -
Equipment Rental	\$ -	\$ -	\$ -
Supplies and Materials	\$ -	\$ -	\$ -
Production Expenses	\$ -	\$ -	\$ -
Other Expenses		\$ -	\$ -
Total In-Kind Support			\$ -
Total Expenses	\$ -	\$ -	
Proposal Budget Detail			
If needed, use this space to provide additional budget details not addressed in the application narrative.			

Step
3



Step 3: Expenses

- Add up your expenses for each category on the worksheet and put them in the Cash column in the Budget template
- Add up your in-kind cost for each category on the worksheet and put them in the In-kind column in the Budget template
- Determine how much money from each category you'd like to request for funding
- The Funding Request Amount column must equal \$5,000

From the Nexus app:

How will you use these funds to produce your event?

How will you use these funds to produce your event?

- This is a short answer question where you can explain your funding requested amount
 - How many artists are you involving?
 - How much are you paying each artist?
 - How much does the venue cost?
 - Will you book rehearsal space?



Connecting artists to opportunities to make a living

Thank you!

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