

## Maplewoodstock 2024 August Committee Discussion Topics

### Review of 2023 Festival

Congratulations to all for an amazing year, especially with all the challenges!

#### Financial performance

- Tarquin still owed \$70
- \$24,000 in the bank and we owe about \$15,000 (town has not billed us: police for \$7k, DPW for \$4k, EMS for no idea, need donation for south orange rescue)
- Money coming in from the Elks for about \$7k and one advertising sponsor for \$500
- Paid Rick \$48k - went up 30%
- Total spend roughly \$140k / expect \$150k for 2024
- Beer revenue for us was \$14k
- Merchandise revenue \$20k
- Food vendors \$15k
- Donations \$4400
- Band apps \$3300
- Vendors \$13k
- Spent \$42k on 4 headliner bands
- Spent \$700 for insurance
- Spent \$5k on News Record
- Spent SOMA Living \$3k
- Kid Zone revenue as part of art vendors
- Net loss for the year is about \$3-4k - virtually break even, even with all the costs!
- 50/50 profit - brought in about \$4k. Definitely helped. Positive experience. Spectators are willing to donate to the experience, knowing that giving \$20 for 2 days is great value. This might not be most efficient way to do - tracking down winner, asking volunteers to do it during festival. Needed more selling time which means more volunteers. Are there other ways to get donations more effectively? Can we brainstorm some other ideas?

#### What went well

- Tom et al: Crowd size was great even with the rain
- Brad: Audio quality and production overall tremendously improved. Sound in audience sounded very good. Production staff friendly and accommodative.
- Kid Zone on “stage side” worked well; canopies not affected.

- All: Music performances excellent; good variety of styles.
- Brad: Earlier Sunday night ending/cleanup
- Susan: DPW kicked ass

### **What could be better**

- End earlier on Sunday / one headliner
- Brad: Need better ice solution (especially if very hot). Buying ice retail isn't optimal.
  - Tom: Suggest having an Ice Vendor/truck on site selling ice as needed. / But they cannot stay all day
  - Get out of the middle of it - have them come at 10am
- Brad: Festival to purchase its own coolers, fans, etc. if \$ permits. Would make setup and cleanup easier.
- Vendor layout better but still not optimal
  - Tom: The splitting of vendors turned out not to be ideal. On Sunday some vendors actually request to be moved off of the hill and onto the east field. Saturday was awesome - the music on the east field made all the difference. Sunday was different. The ones on the hill were lost
  - Susan: put all art vendors on the flat field.
  - Brad: Need to create the vibe / border of the event
  - Create a natural boundary of events / vendors
- Cohesive decorations/art around festival site to improve overall vibe.
  - Tom: Potential for reaching out to the art community
  - Might need to help fund supplies
  - Before event have a community art project
  - More lighting
- Brad: No HS kids could be found to clean bathrooms. Hire service?
  - Tom: Will need to price out options
  - Susan: More port-a-potties kept them all less awful / needed less cleaning
- Brad: "College kid zone" disruptive to some - do we put them in a separate area
- Clarity of finances with Elks
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### **Ideas for 2024 festival improvement**

- **Any 2023 Surplus available for investment/new purchases? Not really - we are flat**
  - Storage Unit - costs about \$1k per year

- Brad: Festival coolers, fans, canopies for band check in area
- Brad: "Festival Merch" sign for roof of merch tent? Multiple merch tents?
- Brad: Ferris wheel?
- Brad: Video screens on sides of stage/beer garden?
- Other items we can improve
  - Brad: Festival layout review
  - Need \$50,500 from sponsors & advertisers for 2024
  - Set target for band spend for 2024
  - Get production cost estimates / rebid
  - Kid Zone - post mortem
  - Need Elks debrief and greater transparency for 2024
  - Fundraising from the community: Spectators are willing to donate to the experience, knowing that giving \$20 for 2 days is great value. This might not be most efficient way to do - tracking down winner, asking volunteers to do it during festival. Needed more selling time which means more volunteers. Are there other ways to get donations more effectively? Can we brainstorm some other ideas?
  - Someone else to help sell advertisers and help Gary
  - NJ Monthly as an option
  - Cato wants to come back!
  - Pay local acts more
  - Platform - must be moved further down the hill
  - Need more clarity from the town on requirements. Issue with the generators - want more environmentally friendly generators. Discuss with town in advance - need a plan and the requirements in advance
  - Continue to remind people that this is run by volunteers - increase and change verbiage. Think about ways we can do this! Going forward, use the "Sponsored by: (Maplewoodstock Foundation)"
  - Can we do a canopy raffle for a fee?
  - Can we increase vendor fees?
  - Create a "Friends of" donation page in the program based on donations

### **Layout Team**

- Brad
- Kevin
- Tarquin
- Jamie
- Susan

### **Spectator/band/vendor survey?**

- Community tolerance for fundraising
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### **Vendors**

#### **Are vendors a must have (for financial and/or experiential reasons)**

- How much money do vendors contribute to the overall budget? \$13k
- Maintain quality of vendors
- Jill Crisciulo invoked to run vendors at 7:40pm
- Yes - we want to keep the vendors

#### **If keeping the vendors...**

- Options:
  - Team for vendors: Kevin is back! Food and Art!
  - Possible names
    - Amy Biasucci - maybe help with tshirts
    - Kat Delett
    - Kubie
    - Gayle Shand
    - Danny
- Transition from Katie/info exchange - Tom or Kevin

#### **Food vendors**

- On the show side could we sell water, soda, gatorade directly ourselves without pissing off the food vendors
- Have to be very generic about it

#### **Township Relations**

- **Proactive plan to stay in front of potential regulation**
- **Maplewood Bible Church issue**
- **Generators**
- **Vendors**

#### **501(c)(3) Plan**

- How are we going to proceed? It is a must do
- Can we leverage tax-deductible status to raise funds
- Brad and Tom to discuss and handle

- Friends of Maplewood Rec: Tom hired accountants to get us up to date and shut it down. Need end of fiscal year numbers. Then we pick a shut down date. But we need a new tax id number
- There is a company that does consulting on 501(c)(3) - Brad will hire them to get us set up. Need an educational component
- Can open account before the 501(c)(3) and get incorporated. Then show the 501.
- Need a board of at least 3 members