



April 20, 2013

Re: SpokesBUZZ Fort Collins Proposal to Participate in BandSwap, a National, Multi City Economic Development program

Karin Wolf  
City of Madison Arts Commission  
215 Marin Luther King Jr Blvd, Rm LL100  
Madison, WI

Dear Karin Wolf,

SpokesBUZZ is a 501-c-3 organization founded in 2009 that promotes the arts and culture scene of the Front Range of Colorado, headquartered in Fort Collins, CO. The mission of SpokesBUZZ is:

- Amplify local music
- Develop professional artists
- Promote our region as a progressive cultural destination
- Grow local economies

Fort Collins is well known for many things, however, our organization promotes the music scene which is thriving and growing. We believe this success is in large part due to the work SpokesBUZZ has done to promote it nationally through regional and national collaboration, SXSW showcases and the nationally touring bands that are a part of our music incubator and BandSwap.

I am contacting you to invite Madison to be one of 6 cities that will have an opportunity to be a part of SpokesBUZZ BandSwap. We had tremendous success last year piloting the program in Portland, Lafayette, Milwaukee, Memphis and Boise. BandSwap is an innovative marketing effort geared to collaborate with cities and the music industry to foster economic development and advance local artists. This particular initiative was created to cross-promote a sampling of the best live music from each of our respective markets. The Program offers a partnership between your and our area's best and brightest talent with the opportunity to share their music, build their fan -base and grow their musical reputations in new markets.

This year, we are asking that our partner cities pledge a small financial contribution to the program in order to participate. The City of Fort Collins has presented us with a matching challenge of \$25,000 and we intend for 5 partner cities to each put \$5,000 into the \$115,000 program. BandSwap earned over half a million media impressions and we are confident that BandSwap is a worthy investment for each city involved bringing press, publicity and awareness to each community. Our funding comes from sponsorships, individual donations and grants and is grassroots based. We were generated from the community's interest in supporting our unique and diverse culture.

Our major sponsors include the City of Fort Collins, New Belgium Brewery, Fort Fund, Mishawaka Amphitheatre, Scene Magazine, Town Square Media – 99.9fm, KRFC Community Radio and Shaped Music. We are seeking national sponsorships for this program as well as additional media partners specifically to support BandSwap 2013.

I am attaching recent press we have earned, our Convention and Visitor's Bureau's information for you to review. I will be following up to schedule a conference call with our City of Fort Collins Economic Development Director, Josh Birks to discuss the partnership upon confirmation that you have an interest in this program.

Please watch the enclosed DVD of our video created from BandSwap 2012 footage which does a wonderful job relaying the BandSwap program and its benefits.

Best Regards,

Dani Grant

Founder and President, SpokesBUZZ





## **What is BandSwap?**

BandSwap is an event that will highlight and promote Fort Collins and our like-minded partnering cities through collaborative efforts with venues, media, fans and bands in six host cities across the country. SpokesBUZZ will partner with local music venue, music foundations, trade rags, news media, radio and local bands in the host cities to develop media outreach, to promote the shows through street-teaming and social media, and ultimately, to not only introduce ourselves to these cities but to bring our partners home and offer a similar opportunity.

## **BandSwap's Objectives:**

- Reach out to established music cities which we would like to emulate and attempt cross pollination and radical collaboration with these cities.
- Create a national PR and marketing campaign for the City of Fort Collins, our partnering cities and our sponsors.
- Establish partnerships and ongoing reciprocal relationships with venues, media, bands and fans in like-minded cities across the nation
- Develop credibility for SpokesBUZZ and the City of Fort Collins as a go-to source for up-and-coming music and as a fast growing arts and cultural scene



### **The benefits of Madison's involvement in BandSwap are 3 tiered:**

- The local music scene and community outreach & education/networking
- The national press opportunity for the cities involved
- The connection to like-minded city officials that are looking to collaborate and grow connections

### **What is SpokesBUZZ?**

SpokesBUZZ is a 501-c-3 organization founded in 2009 that promotes the arts and culture scene of the Front Range of Colorado, headquartered in Fort Collins, CO. The mission of SpokesBUZZ is:

- Amplify local music
- Develop professional artists
- Promote our region as a progressive cultural destination
- Grow local economies

## **BandSwap 2013 Confirmed Cities:**

Fort Collins, CO

Denver, CO

Asheville, NC

Lafayette, LA

Chico, CA

Portland, OR

Nashville, TN



## **BandSwap 2013 Starving Artist Parties:**

Illegal Pete's is sponsoring BandSwap "Starving Artist Parties" in each city. Independent from each performance, we will hold a networking event that consists of a 5 minute presentation about SpokesBUZZ and BandSwap followed by a brief educational panel conducted by media and music contacts in each city. These networking parties are meant to serve as an enriching opportunity for the bands to create lasting contacts that will help their careers.

## **BandSwap 2012 video:**

<http://vimeo.com/64609941>



# BandSwap 2013 Budget

<b>Assumptions based on 5 outside Cities plus Fort Collins</b>	<b>Host City Breakdown</b>		<b>Assumptions</b>
Revenue at Door 50 people paying cover at 6 locations	<b>3,500.00</b>	<b>583</b>	
Meeting Expenses for Committee	(600.00)	<b>0</b>	
Venue Rental or Room Fees based on 15 performances	(7,500.00)	(1,250.00)	
Staff Fees Designated (DC+MC+Staff 6 mos.)	(16,200.00)	<b>0</b>	
Production & Backline rental based on 6 cities	(8,000.00)	(1,333.33)	
Production Labor	(2,000.00)	(333.33)	
Marketing Fees	(19,650.00)	(1,637.50)	(based on 50% of total/6)
HandBills	(1,600.00)	(266.67)	
Large Poster Printing	(800.00)	(133.33)	
Banners 6	(1,750.00)	(291.67)	
Air Travel 75 people flying on avg \$275RT	(20,625.00)	(1,650.00)	-275
Talent Fees Based on 15 opener performances	(4,500.00)	(750.00)	
Headliner Talent Fees	(12,000.00)	(2,000.00)	-333
Catering in 8 cities	(2,400.00)	(400.00)	
Hosting Expenses 8 Cities	(4,800.00)	(800.00)	-133
Advertising in Host Cities 8	(2,400.00)	(400.00)	-67
National Publicist pre,during and post event	(10,000.00)	(1,666.67)	-278
<b>SubTotal</b>	<b>(111,325.00)</b>	<b>(12,329.17)</b>	<b>-1086</b> Ideal stipend/band member Based on 6 people in band 2012 - \$605 pp
<b>Asking for \$5,000 of estimated \$12,329.17 of host city expenses</b>			