

Columbia City BeatWalk 2012 Management Agreement

The manager is responsible for managing and executing the 2012 CCBA BeatWalk program consistently with the program budget approved by the CCBA Executive Committee and under the general direction of the CCBA Marketing Committee Chair. The manager will participate in marketing and promotion, fundraising, coordination between venues and musicians, night-of coordination, record keeping, and reporting, among other tasks.

The manager shall be responsible for each of the following tasks, with assistance as needed by the CCBA Marketing Chair and Program Manager:

- Pre-season tasks, including:
 - Recruit volunteers and developing BeatWalk volunteer database
 - Executing the BeatWalk marketing and promotion plan and budget in coordination with the CCBA Marketing Chair and Program Manager
 - Solicit financial sponsorships in coordination with the Marketing Chair and Program Manager
 - Produce radio and/or print promotional materials
 - Design, produce, and distribute posters and promotional cards
 - Assist the CCBA Marketing Chair and Program Manager in the website redesign
 - Locating and distributing BeatWalk sidewalk displays to participating venues
- Pre-event tasks, including but not limited to:
 - Confirm arrangements between venues and musical acts
 - Send press release to local media outlets
 - Recruit volunteers and confirm volunteer venue assignments in instances where volunteers are not provided directly by venue businesses
 - Promote BeatWalk on social media such as Facebook and Twitter and on the BeatWalk website
 - Collect all venue contributions, totaling \$960 unless otherwise noted
 - Deposit all venue contributions into CCBA/BeatWalk bank account, or giving all venue contributions to the CCBA Treasurer, Marketing Chair, or Program Manager for deposit
 - Withdraw no more than \$1,920, unless otherwise noted, per event for band payments
 - Withdraw no more than \$800, unless otherwise noted, for volunteers cash-on-hand
 - Assembling volunteer pouches
 - Design, produce, and distribute of programs
- All night-of tasks, including but not limited to:
 - Distribution of balloons/BeatWalk sidewalk displays to participating venues
 - Volunteer training
 - Door revenue collection, recording and safeguarding
 - Band payments
 - Trouble-shooting
 - In the company of the CCBA Program Manager or a CCBA Executive Committee member, deposit all cash/checks (e.g., door revenues, cash-on-hand) into the CCBA/BeatWalk account via Bank of America night deposit box and send copies of the deposit slip to both the CCBA Program Manager and Treasurer

- Post-event tasks, including but not limited to:
 - Report the following to the CCBA Marketing Chair and Program Manager within one week of each BeatWalk event:
 - Paid attendance
 - Venue contributions
 - Door revenue
 - Band payments
 - Other expenses
 - Net income/loss
 - BeatWalk checking account balance

Compensation:

The manager will be paid \$200 base amount per month, by the last day of the month, from the start date through September 2012.

The manager will be paid bonus compensation as follows:

Admissions Bonus

In order for the event to break even, revenue generated by admissions must be equal to or greater than \$8,000. If season admissions revenue exceeds the breakeven amount by 15%, totaling at least \$9,200, the manager will receive a \$500 bonus payment at the close of the season. If admissions revenue exceeds the breakeven amount by 25%, totaling at least \$10,000, the manager will receive an additional \$600 for a total bonus payment of \$1,100 at the close of the season.

Sponsorship Bonus

In order for the event to break even, revenue generated by sponsorships must be equal to or greater than \$250. The manager will receive 40 percent of sponsorship revenue in excess of \$500 which (s)he directly solicits at the end of the season.

All payments (monthly base and bonus amounts) made to the manager shall be approved by the Marketing Chair and Program Manager, and co-manager payments shall only be made via checks written by the CCBA Treasurer.