

DRAFT

GATE MANAGER

There are two jobs that make up the gate function; taking care of the gate before, during, and after the show, and managing the Gate Volunteers. The Gate Volunteers assist in setting up the gate area, sell the tickets and manage the cash box during one show. For more information about the Gate Volunteers job, please refer to that job description.

The Gate Manager is responsible for all aspects of gate including:

1. Preparing the cash box and Concert Report Form
2. Managing the volunteers
3. Completing the Concert Report Form
4. Paying the performers
5. Making bank deposits
6. Preparing and distributing advance tickets
7. Reporting attendance and financial data to the board
8. Developing and submitting an annual projected budget to the treasurer in July
9. Arrange to be a signer on the checking account.

Hours: Plan on 6:30 to 11 pm. on the night of the concert. Arrive by 6:30. Some one must be at the gate table and watching the cash box at all times. You can leave after the gate table has been cleared and the performer has been paid, typically 11 pm.

BEFORE THE EVENING OF THE PERFORMANCE

1. Preparing the cash box and Concert Report Form:

The cashbox needs to have enough cash to make change for tickets. Coins are also necessary because workers seeking repayment for small purchases can be paid from the box (providing they have a receipt and present before intermission).

A good way is to have a sheet in the box listing the amount of each currency and coin - this simplifies subsequent verification. Cash for the first show of a season is withdrawn from the bank. At the end of the season, the box is emptied into the bank. Cash for other shows is generally retained from the proceeds of the previous show.

The concert report form must have the concert information entered.

Page 1:

- a. At the top, enter the Performer, Date and Venue.
- b. Enter the cashbox opening balance in the upper left corner
- c. Enter the names of the people taking gate.
- d. Verify the ticket and membership prices; update them if necessary
- e. If advanced tickets were sold, complete the bottom of the page
- f. Add names of people with free tickets from radio show give-aways and performer comps to the front of the form.

DRAFT

Page 3:

- a. Enter the expense information (such as van rentals, ticket printing, advertising, hotel, food, etc.) in lines 8 and 13.
- b. Enter the performers guarantee (line 15) and bonus factor (line 20) as per their contract
- c. You can't complete line 14 until the show; receipts for meals, accommodations and other costs aren't generally known until show time. (I strongly suggest that you insist that these receipts be presented before intermission; otherwise your performer's pay will be wrong.)
- d. Performer's Guarantee (line 22) is occasionally paid by a check. Another possibility is that they received a partial payment. Both of these can be entered before the show. Check with the booking manager for specific arrangements with the performer.

The remainder of the form is filled in the night of the performance. (Ref. Section 3 below)

THE EVENING OF THE SHOW

2. Managing the volunteers:

Typically two people work the gate, the Gate Manager is often one; sometimes it is two volunteers. The gate manager needs to make sure the volunteers understand their responsibilities and that the work gets done. Things to watch:

- a. The gate tables need to be set up and the literature displayed
- b. Go over the concert report form, making sure they understand the prices and how to track ticket counts
- c. Have them count the cash box and verify the opening balance
- d. Stick around to make sure they are comfortable and effective in their job and to answer any questions that come up
- e. Make sure the cash box is never left unattended
- f. Make sure they inform you when they are ready to leave
- g. If a volunteer fails to show up you must make sure the job is covered

3. Completing the Concert Report Form:

The attendance and financial details of a concert are recorded on our standard 5 page concert report form. After about one song into the second act, allowing for half time arrivals, you can begin working on the concert report. Anyone arriving after I've started counting I admit - suggesting they put a few dollars in the food box.

Page 1 - Calculating Attendance:

Enter ticket counts in each category. For roll tickets, subtract starting and ending ticket numbers. For serialized tickets (meaning those sold for advance ticket events), count the tickets on the worksheet. Calculate ticket sales by multiplying count by sales price complete the Gate Tally section.

DRAFT

Count the memberships and complete the dues tally section.

Page 2 - Count the cash box

Page 2 is a standardized page to record currency and coin in the cash box. There is a left and right side to the form. The left side is used the night of the show and is necessary to calculate the performer fees to be paid. The right is used to count the box when preparing the bank deposit, usually done in following days.

Make any comments or notes you may have at the bottom of page two. These include reimbursements paid from the box, merchandise (Buttons, Tee Shirts, Books etc) and people admitted free as comps.

Member reimbursements: Occasionally a member has purchased a small item (less than \$25) for the fiddle. If they provide a receipt, they can be paid from the cash box. Write on the receipt the name and the purpose of the purchase. Enter the same info at the bottom of page two. Put the receipt in the bottom of the box.

Refreshments: Pick up the donation box from the refreshment table. Get the receipt for the food purchase, either from the set up person or inside the donation box, and write the performer's name and date on the receipt and put in bottom of cash box. Count the refreshment money and enter the amounts in the left hand column under Refreshments

Page 3 - Calculations

Page 3 references your counts from pages 1 and 2. The form should be pretty self-explanatory.

Calculate the Gate (monies from ticket sales): Items 1- 7 take the cash box count and remove starting cash, memberships and other cash box transactions to arrive at the actual ticket sales, the "Gate".

Expenses: Items 8, 16 total the expenses incurred in putting on the show.

Use line 14 for special expenses related to this show, i.e. a meal for the performer, truck or equipment rental, etc. If more than one item, provide a detailed list at the bottom and enter the total on 14. Be sure to note clearly what the expense was for. Important - if this expense is paid from the cash box - follow the "Member reimbursement" procedure referenced above.

Line 17 captures a standard %15 for our overhead.

Line 18 totals the concert expenses

Line 19 is the profit - the performer is paid a percent of this amount (if any).

Lines 22, 24 calculate the performers pay.

DRAFT

Take the amount on line 24 from the cash box and place in an envelope for the performer. Enter the performance information on page 5. When you pay the performer(s), they must sign that they have received payment.

IMPORTANT: If line 24 is greater than \$600, you **MUST** get a Social Security or Tax ID number.

YOU CAN STOP HERE IF YOU LIKE!

If you have time you can continue to page 4, otherwise you have the information necessary to discuss the concert results and pay the performer.

Gate tally, final profit, refreshment profit and bank deposit:

Page 4:

Final Profit; Lines 25, 28 calculate the Ten Pound Fiddle's profit after the performer has been paid.

Gate Tally: Lines 29, 31 double check the tickets sold vs. the gate receipts. Usually off a couple of tickets, don't sweat it.

Refreshments: Lines 40, 42 calculate profit on food. Remember, money often is put in the donation box after the performance. My suggestion is to not do these lines the night of the show.

DO NOT do lines 32, 39. These are done when the bank deposit is prepared.

AFTER THE PERFORMANCE ENDS

4. Pay the performer:

Summarize the attendance and gate amount with the performer. Ask them if they would like to review the calculations. Give them the pay envelope and suggest they count it. Have them sign the last page of the concert report form. Get a SS number or tax ID if the amount is over \$600. Sometimes they want a copy of the forms, if so, have them write a FAX number or address at the bottom of the page.

Pack up: Get the refreshment donation box, check for additional money. Put donation box, tickets, fliers and gate items in the gate box and carry downstairs. Fold tables and put away. Return chairs to appropriate location. Pick up any trash or cups, leave the area ready to be vacuumed.

Before Leaving:

DRAFT

Important!! Check with the sound manager and make sure they have a key to lock up. In case of a problem there is a spare key in the cash box. Either give them a key or better yet, stay to help lock the building.

Check with the house manager, letting him or her know you are ready to go.

This completes a description of the Gate Manager's evening-of-show duties. Additional responsibilities are described below.

5. Bank Deposits:

A deposit is made for each show. These calculations are covered on lines 32, 39. The form should be self-explanatory (making the form balance may prove more elusive). If advance tickets were sold, those monies are put in as a separate deposit. Write the performance date, performer name and source of funds (cashbox or advance tickets) on the deposit receipt.

The deposit receipts are given to the treasurer so they can balance the accounts.

6. Creating and distributing tickets:

Warning: This can be very time consuming.

Most shows (at the church) use the roll tickets, so the following instructions do not apply.

Advance tickets are used for several reasons:

- a. They help assure good attendance
- b. They make sure we don't over sell seating capacity

Tickets can be created any way that suits the Gate Manager. We have created them in various ways in the past, including copying a sheet, printing them on a computer, having Kinko's make them and purchasing them from the Arts Center ticket office. However you wish to create them, they must have, at minimum, the Ten Pound Fiddle name, performer, performance date, venue and a sequential serial number. Our current tickets also include street directions to the performance location and are printed on a home computer. We print one ticket for each seat in the venue; when the tickets are gone we have a sell out.

Caution: To avoid overselling the seating, all comps and volunteers wishing a seat **MUST** arrange with the Volunteer Coordinator and get an actual ticket. Those without tickets will stand.

Once printed, they are cut. Currently Arie is doing this free, but most printers do this for a small fee.

Accounting for advance tickets:

DRAFT

We have created a 'ticket sales sheet' (in MS Excel) that has several pairs of columns. The first column in a pair contains the ticket number and the second is blank. In use, the price paid for each ticket is entered next to the corresponding ticket number. This allows us to print one ticket but allow them to be sold at the various prices.

We create one ticket sales sheet for each of the advance ticket outlets. These are placed in an envelope with the tickets and distributed to each location some time before the show. Currently we have them out 2 weeks in advance. Similarly, we create a form and block of tickets to be sold at Ten Pound Fiddle shows.

When the sales receipts and remaining tickets are retrieved from the sales outlets, we summarize the number of tickets sold at each price and then total these amounts to arrive at total ticket sales and ticket counts. These amounts are entered at the bottom of Page 1 of the concert report form.

All remaining tickets are available for sale the night of the show. To simplify tracking the tickets, I print up a master ticket sales sheet, with all ticket numbers shown. Then, using a magic marker, I blot out those ticket numbers that have been sold. Then, the gate people sell the remaining tickets and enter the selling price.

Holds - Holding tickets on a 'will call' basis.

Sometimes people find it hard to get to an advance ticket location, either they live too far away or they have some other physical or time constraint. As a service, we allow them to call and make arrangements for tickets to be held at the gate.

When people call requesting holds, they are informed that they must come a half hour before the start of the show, and if they do not, we reserve the right to sell unclaimed tickets.

A 'ticket reservation' form is used to record these holds. On the form, we record the callers name, phone number and number of tickets. Optionally, we record their mailing address. The phone number is used to call if there is a problem, their address can be used to send them East Lansing's visitor brochure when they ask about meals or accommodations.

The night of the show, tickets for each hold are paper clipped together and the name written on the back. These are kept by the cash box and given to them as they arrive. Since these tickets are not paid for, the gate people treat them like any sale.

Unclaimed tickets are then sold on a first come, first serve basis.

7. Reporting to the board

The results of the shows are reported at board meetings and recorded in the minutes. A running total is kept for show's data to provide a year-to-date profit or loss number. The information reported on each show include:

- a. Count of paid attendance

DRAFT

- b. Profit or loss amount for the show
- c. Profit or loss amount for the refreshments
- d. Year-to-date profit or loss amount for the show
- e. Year-to-date profit or loss amount for the refreshments
- f. % Member tickets

We have found that when the audience is mostly members, the performance is of less interest, and a loss is common. When the % of members is lower, meaning that there are lots of non-members, we are reaching a broader segment of the community, and we are more likely to have a profit.

Make a copy of each concert report form and retain for your records. Staple refreshment and any other receipts to the front of the original. Staple a copy of the contract to be back. Give these to the treasurer (Bob currently). Make sure the bank deposit slips have the show information written on them and give these to the person doing the checking (Heather currently).