

ChariTunes Inc.

Group 5

Our Plan

To provide both *a platform for up-and-coming artists to feature their music, while also serving the community with our ticket sales*

Offering festival-goers the chance to discover new music in the heart of Governors Island, sample unique food options, and partake in various activities around the grounds.



Our Company

- Founded in 1985
- Non-profit organization
- Our company raises an average of \$110,000,000 a year from music festivals and benefit concerts.
- Rainforest Fund Benefit Concert. (1989-)
- Tibetan Freedom Concert (1996)
- The Concert For New York City (2001)
- Tsunami Aid (2005)
- Hope for Haiti Now (2010)



Scope - Marketing/Public Relations

- Local talent search via third-party vendor in New York Metro area
- Social Media Campaign (Twitter/Instagram/Facebook/Youtube)
 - Connect with Artists
 - #musicforgood (festival-goers can use this hashtag during/before)
 - Youtube interviews with artists (how music influences positivity in the community)
 - Influencer Marketing
- Billboards to attract potential customers (Simple but Impactful)
- Focus on the food (Use popular brands to attract customers)
- Apparel/Contests

Scope - Finance and Operations

FINANCE

- Forecasting and preparing so all costs are financed properly and profit can be earned
- Revenue drivers include but are not limited to tickets, sponsorships, merchandise, food and drinks, ticket glampers, and more
- Cost drivers include site hire, staging, utilities, technology, security, safety services, permits and license, marketing, and more
- This is a great business opportunity where financial experts have responsibilities of budgeting, allocating capital, forecasting, and ultimately donating the proceeds

OPERATIONS

- Generators will be required to power the stages (from ~200kVa to ~3000kVa)
- Will require event-coordinating staff (site, production, stage managers), as well as social media managers, photographers, etc.
- Local law enforcement is also needed, and officers will be given deployment grids to maximize their efficiency
- Relevant fire regulations such as the IFC will be adhered to, with fire extinguishers placed near large tents, food trucks and all generators

Scope - Sanitation, Security, and Logistics

- Current ferry infrastructure will easily handle guests, construction, staff, vendors, and talent



Timeline

As soon as our proposal is accepted, Charitunes will be planning, preparing and licensing

Starting in July of 2020 until the event Charitunes will be setting up, marketing, and selling tickets to the event

May 16th 2021 & May 17th 2021- Application for Permits due (\$50,000 total)

June 16th 2021 - Temporary Food Service Establishment Permits required from vendors

July 30, 2021 half day

July 31, 2021 full day

Cost Projections

Description	Units	Price based on other music festivals	Costs
Main Performers	2	\$100,000.00	\$200,000.00
Up-and-Coming Performers	43	\$10,000.00	\$430,000.00
Site hire	129	\$3,000/acre	\$387,000.00
Contractors		\$2,500,000.00	\$416,666.67
Permits and fees		\$3,000,000.00	\$500,000.00
Equipment rental		\$2,000,000.00	\$666,666.67
Payroll taxes and employee benefits		\$1,000,000.00	\$166,666.67
Marketing		-	\$620,000.00
Building,supply and office expenses		\$2,000,000.00	\$333,333.33
Utility bill		\$1,100,000.00	\$366,666.67
Safety expenses		\$1,200,000.00	\$200,000.00
Ticket servicing		\$1,000,000.00	\$166,666.67
Photography and videography		\$50,000.00	\$100,000.00
Staffing		\$3,000,000.00	\$500,000.00
Maintenance		\$200,000.00	\$33,333.33
Ferry Transportation		\$40,000	\$40,000.00
Total			\$5,127,000.00

Project Team



Garret Chestnut
Operations SME



Reilly Fitzgerald
Logistics SME



Alex Heifler
Project Manager



Pramukh Nadig
Operations SME

Project Team



Julia Nelson
Logistics SME

Mausam Patel
PR/Marketing SME



Jacob Southren
Finance SME



Brandon Wang
Finance SME

In Summary

Charitunes, Inc. has the means to organize and execute a music festival on Governors Island through

- Advertisement and community relations
- Local artists performing for all demographics
- Food trucks acting as vendors
- Security, Emergency response and Sanitation all considered and prepared
- Operations, Finance and Logistics conducted by experts



Thank You! Questions?