



Organizational Assessment Report

Prepared for: Mobile Bay Enthusiasm

Prepared by: Scanland Consulting

Assessment Completion Date: June 9th, 2025

Report Completion Date: June 17th, 2025

Executive Summary

Scanland Consulting has completed an Organizational Assessment for Mobile Bay Enthusiasm, including its operating brands Comedy Mobile and Emcee Mobile. This report incorporates data from the client's self-assessments, the internal startup business plan, and internal analysis provided by our President & Chief Consultant. The purpose of this assessment is to identify current operational strengths, key challenges, and actionable next steps to support the organization's continued growth.

It is important to note that Mobile Bay Enthusiasm was formally organized as an LLC on March 13, 2025. This assessment fully acknowledges that many of the observations captured reflect the very early stage of formal business operations and are not intended as criticisms of past practices, but rather as a guide to prioritize upcoming areas of focus as the business matures.



Current State Overview

1. Mission, Vision & Strategic Planning

Strengths:

- Leadership has a strong vision for becoming a Gulf Coast entertainment leader.

Growth Areas:

- No measurable success metrics currently defined.
- Mission and vision are clearly articulated, but not clearly defined or easily monitored/evaluated.
- Strategic plan lacks actionable steps, assigned responsibilities, and accountability structure.
- Current planning remains more investor-facing than operationally actionable.

2. Leadership & Team Development

Strengths:

- Positive collaboration between ownership (Zeke Buckhaults) and operations (Raquel Barrionuevo).
- Daily conversations provide consistent informal alignment.

Growth Areas:

- The company currently consists solely of Zeke and Raquel.
- Leadership roles and responsibilities are not formally documented.
- No clear accountability, performance evaluation, or onboarding processes.
- As growth occurs, hiring additional staff with specified roles and responsibilities will become necessary.



3. Operations & Systems

Strengths:

- Systems like ClickUp, Jotform, Zapier, and Gmail provide foundational operational tools.
- Basic checklists exist for event management.

Growth Areas:

- No complete operations manual or formal Standard Operating Procedures (SOPs).
- Inconsistency in what operational policies are in place and how they are applied.
- Systems listed are basic foundational systems that could possibly be limiting growth if not evaluated properly.

4. Revenue Development

Strengths:

- Consistent revenue from comedy shows, hosting, and promoter fees.

Growth Areas:

- Revenue primarily dependent on ticket sales.
- No developed strategy for merchandise, sponsorships, or other secondary revenue streams.
- No formal client acquisition or sales growth plan.

5. Marketing & Audience Engagement

Strengths:

- Active social media platforms and ongoing promotional materials.
- Strong word-of-mouth presence.

Growth Areas:

- No formal marketing plan or tracking of campaign performance.
- Inconsistent brand messaging across platforms.
- Opportunity for list-building and stronger direct marketing strategies.
- Website is difficult to find with simple google search.



6. Financial Management

Strengths:

- Event-level financial tracking is in place.

Growth Areas:

- No annual operating budget or multi-year financial forecasting (expected for a newly established LLC).
- Limited financial reserves and cash flow protections.
- Financial models in the startup plan require further validation and development.

7. Investor Readiness

Strengths:

- Draft business plan demonstrates an understanding of growth opportunities and market gaps.

Growth Areas:

- Business plan tone is too casual for external investors.
- Financial projections need stronger data sources, formal modeling, and sourcing.
- Presentation requires professional polish for investor audiences.
- Several typos and grammatical errors were noted throughout the business plan.
- The image featured above Zeke's name in the business plan appears to be incorrect and does not depict Zeke.
- The business plan shows no clear roadmap or financial modeling to support potential future growth into additional brands such as DeeJay Mobile or other spin-offs.



Key Alignment Gaps Noted in Assessment

During the Organizational Assessment, both Zeke and Raquel completed individual responses. While many answers aligned closely, a few important areas revealed differing perspectives that should be addressed as the organization grows:

1. Operational Documentation & Policy Use

- **Zeke:** Indicated many policies and processes exist and are applied.
- **Raquel:** Noted that while some processes exist, they are often informal, inconsistently applied, or not fully documented.
- **Consultant Note:** This gap reflects the difference between “what’s in my head” (ownership) vs. “what’s usable for others” (operations). Documenting clear, consistent SOPs will be key for growth.

2. Staffing & Role Structure

- **Zeke:** Indicated some roles are already somewhat defined.
- **Raquel:** Indicated most roles remain undefined or very fluid.
- **Consultant Note:** As new hires eventually join, undefined roles may create confusion. Future staff will require clarity in responsibilities to reduce reliance on owner involvement. Job Descriptions must be developed.

3. Financial Management & Budgeting

- **Zeke:** Confident in current financial tracking and budget management.
- **Raquel:** Acknowledged that while event-level budgets exist, overall budgeting systems need strengthening.
- **Consultant Note:** Both perspectives are true – event budgets function well, but full annual forecasting and financial controls should be established.



4. Strategic Planning

- **Zeke:** Indicated that planning conversations happen frequently.
- **Raquel:** Stated that while conversations occur, formal strategic documentation and tracking are lacking.
- **Consultant Note:** The regular conversations are a positive habit. The next step is translating those discussions into a formal, actionable growth plan with benchmarks.

5. Internal Communication Tools

- **Zeke:** Indicated comfort with current tools.
- **Raquel:** Expressed the need for better systems or documentation to simplify collaboration.
- **Consultant Note:** As operational complexity grows, standardized project management and internal documentation will become essential.



Recommended Post-Assessment Consulting Plan

Option 1: Structured Phased Engagement (More In-Depth, Faster Progression)

Phase 2: Business & Brand Foundation

Fee: \$1,000

Timeline: ~3 weeks

Includes:

- Brand voice, core messaging, and positioning
- Audience segmentation and target profiles
- Foundational marketing and engagement strategy

Phase 3: Strategic Growth Roadmap

Fee: \$1,000

Timeline: ~4 weeks

Includes:

- Priority growth objectives
- Milestone-based action plan
- Assigned roles & ownership
- KPI tracking system

Phase 4: Revenue Expansion & Sponsorship Development

Fee: \$1,200

Timeline: ~5 weeks

Includes:

- Merchandise & revenue stream strategy
- Sponsorship package creation
- Partner prospect targeting
- Sales materials & outreach planning



Phase 5: Operations & Systems Optimization

Fee: \$1,400

Timeline: ~6 weeks

Includes:

- Full SOPs & onboarding manuals
- Financial systems design
- Delegation & task management structures

Phase 6: Investor Readiness Preparation (Optional – Future Stage)

Fee: \$1,550

Timeline: ~3-4 weeks

Includes:

- Business plan revisions
- Investor pitch development
- Financial model refinement
- Pitch coaching & readiness review

Bundle Discount: Contracting 3 or more phases = 10% total discount

Option 2: Expanded Ongoing Organizational Coaching Model

Fee: \$850/month

Cancellation: Month-to-month with 60-day notice

Includes:

- Monthly 1-hour strategy session (coaching, review, or deep dive)
- Unlimited email and text support between sessions
- Document and material review with written feedback
- Light project work: active assistance building portions of deliverables
- Quarterly milestone check-ins to monitor progress
- Access to templates, SOP examples, financial models, and resource guides
- Priority scheduling for time-sensitive needs
- Advisory support across:
 - Organizational structure



- Financial modeling
- Sponsorship development
- Marketing strategy
- Hiring & team growth
- Investor preparation

Note: This model offers flexibility and guidance while moving at a pace adapted to real-time needs, but progresses more gradually than the structured phases.





Conclusion

Mobile Bay Enthusiasm has successfully established a creative foundation and strong operational intent. The next stage of development requires intentional investment in internal systems, financial modeling, and scalable business processes. By addressing these core areas, Mobile Bay Enthusiasm will be well-positioned for growth, investment readiness, and long-term operational sustainability.



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