

Financial Transparency

It can be hard to crunch the numbers when it comes to presenting live performance, especially if you haven't had much previous experience running a 2-to-3-week season.

There are many factors at play including how many people are on your team, whether those people are getting an upfront fee or a split of the box office, and if you are successful in obtaining a grant or external funding. It also depends on the networks of lead artists or those involved in the show, i.e., if you have a strong audience following already.

Your \$2,500 seed fund should cover you for most initial out of pocket expenses for things like set, props, and marketing, but some expenses may still need to be recouped from your box office sales.

To give you an idea of how much money you stand to make from the box office, here is an example.

Let us say you are programmed in the Studio for 3 weeks of presentation, which means 15 shows.

The Studio maximum capacity is 50 (depending on your chosen seating configuration). We can estimate the average ticket price as \$26.26* and let us estimate you sell 50%^ of your capacity.

Total capacity = 50 seats x 15 shows = 750

Estimated sales = 50% of 750 = 375

Total Box Office Income = 375 x \$26.26 = **\$9,847.50**

Inside Ticketing Fees = \$3.50 x 375 = **\$1,312.50**

Box Office Projection is therefore **\$9,847.50 - \$1,312.50 = \$8,535**

We then need to deduct TBRT's **ticketing commission** split on net box office, which, assuming this production did not obtain external funding, is 20%. So, in this case, **\$1,707**.

\$8,535 - \$1,707 = \$6,828

\$6,828 would be the money The Blue Room Theatre **pays out** to this example production, assuming no other costs need to be deducted, like for office printing, additional rehearsal room hire, and materials like paint.

*Average ticket price considers full price, concession prices and discounted prices based on 2022 Annual Season sales to date.

^The average overall for paid capacity for our 2022 Annual Season thus far has ranged from 50% to 86% - we suggest budgeting based on the lowest range.

This information is a guide only.