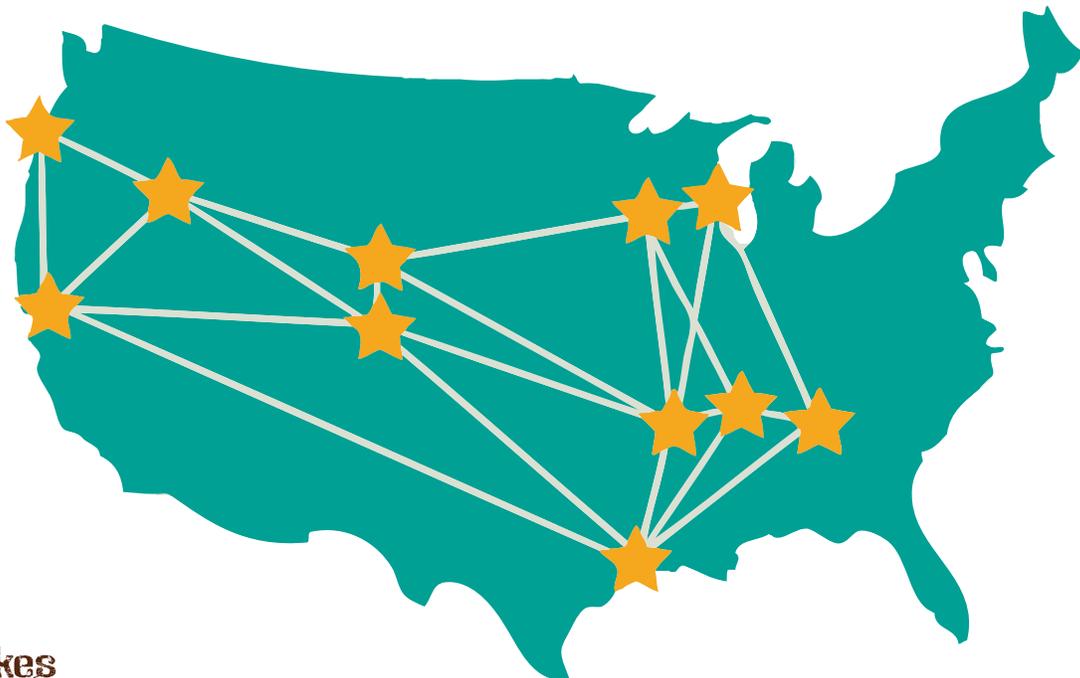


band SWAP 2013

PROGRAM ANALYSIS, OUTCOMES AND OUTLOOK



WWW.SPOKESBUZZ.ORG

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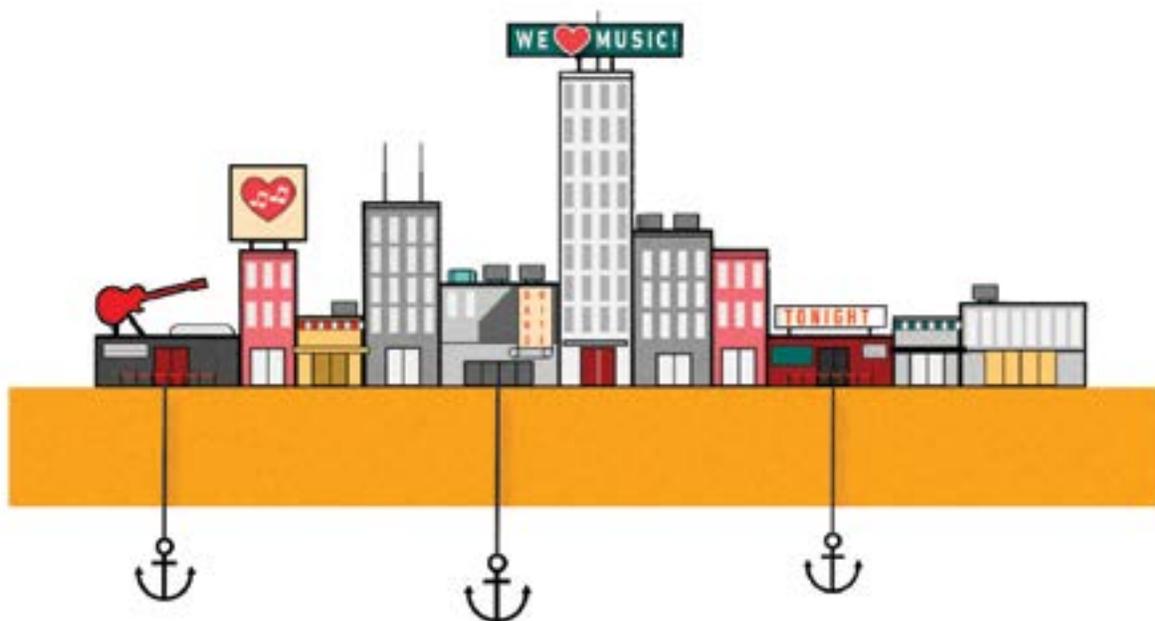
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Overview: SpokesBUZZ Mission and BandSwap Program Mission

SpokesBUZZ is a nonprofit organization based in Fort Collins, Colorado. Created three and a half years ago with the intent of establishing Fort Collins as a global music hub, SpokesBUZZ has been steadily growing its reach and influence through unique promotions and programming designed to:

- Amplify the Colorado music scene
- Promote Colorado as a progressive cultural destination
- Develop our professional artists
- Grow the local economy



In 2012, the BandSwap program was created and implemented to help Colorado artists establish connections and grow their fan bases beyond their own backyard. The program quickly demonstrated its ability to connect like-minded municipalities and provide opportunities for innovative cities to draw attention to their communities as creative places to visit, live and work.

Executive Summary

As fostering and attracting creativity become key components in improving the economic health of a community, investing in unique programs that support cultural innovation is no longer just a nice idea. It's an imperative for a city that wants to be both competitive and captivating. Fortunately for the musicians and citizens that live in Fort Collins, Denver, Chico, Lafayette, Madison, Portland, Asheville, and Nashville, their communities are aligned with this idea and see the benefit in supporting bands, creating fans, encouraging innovation through interdependence, and orchestrating reciprocity.

In 2013, these aforementioned eight cities worked in partnership with music nonprofit SpokesBUZZ Fort Collins to present the second annual BandSwap -- a reciprocal multi-city band exchange program that is revolutionizing and democratizing an outdated music industry model while connecting like-minded communities in an ongoing exchange of creativity and economic vibrancy.

Synopsis of Results: BandSwap 2013

9.5 million people

Estimated audience reach via marketing and publicity efforts

\$95,000

Average media buy, estimated at a market rate of \$.01 per person for 9.5M people

< 3/4 ¢

Partner City estimated cost per view

\$25,000

Amount the City of Fort Collins contributed to BandSwap

\$5000

Amount each outbound BandSwap city contributed to participate in the program

\$125,759

Total expenses for the program

\$45,857.67

Fees paid to the 200+ participating musicians

\$68,148.67

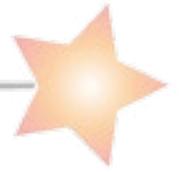
Creative workforce dollars spent

5,266

Total BandSwap event attendance

This report outlines BandSwap 2013 program results and identifies areas of potential change and improvement for BandSwap 2014. Cities and citizens are encouraged to give feedback and provide additional ideas to enhance the program before planning begins in earnest for next year. Questions, comments or requests for additional information can be directed via email to: info@spokesbuzz.org.

BandSwap Directed Dollars Per City:



Asheville:	\$9,945.03	Chico:	\$10,274.63
Denver:	\$15,543.81	Fort Collins:	\$27,385.96
Lafayette:	\$7,400.60	Madison:	\$6,272.83
Nashville:	\$8,296.40	Portland:	\$8,703.14
Total:	\$93,822.40		

BandSwap Media Reach Per City:

Asheville:	5,371,918	Chico:	6,583,344
Denver:	6,424,279	Fort Collins:	7,274,003
Lafayette:	6,874,564	Madison:	5,153,592
Nashville:	6,164,337	Portland:	6,247,754

To calculate the total media buy value for your city, multiply media reach, above, by .01 (this estimates cost at 1 penny per impression). Example: the BandSwap media value for Nashville is estimated at \$61,643.37.

BandSwap Program History

In 2012, over the course of one week, SpokesBUZZ sent five Fort Collins bands to Portland, Ore., Lafayette, La., Milwaukee, Wisc., Memphis, Tenn. and Boise, Idaho to play with partner bands in each city. The Colorado bands returned with their partner bands over the following weekend to play a series of shows in Fort Collins (coined “SpokesBUZZ Homecoming”), attracting attention to the cities involved. The inaugural program also helped the touring musicians engage additional fans in new locales and establish connections that would assist them in booking future performances in those partner cities.

Changes from 2012 - 2013

The City of Fort Collins supported the initial BandSwap pilot program in 2012 and was enthusiastic about its demonstrated success and potential for future progress, particularly related to connecting communities. In 2013, Fort Collins increased its program support from a \$5000 match of a local crowdfunding campaign to a \$25,000 matching donation contingent on receiving \$5000 in city support from at least five other cities. Josh Birks and the City’s Office of Economic Health worked with SpokesBUZZ to identify other cities that share similar traits to Fort Collins in terms of an active interest in cultivating a creative and innovate community culture.

Portland and Lafayette signed on to participate in the program for the second year, and five additional cities were added: Chico, Calif.; Denver, Colo.; Madison, Wisc.; Nashville, Tenn. and Asheville., N.C.

With eight cities now on board with the program, the number of musicians served increased automatically (with larger bands in terms of number of members also being selected to participate, and fewer bands touring into Colorado, costs for travel and talent fees also increased).

Denver was not only an outbound “swap” city, but participated as a “homecoming” city as well, with performances scheduled there for the incoming Portland and Lafayette bands.

BandSwap 2013 also added an educational and networking component designed to allow the bands to network with and learn from industry professionals in each city, via the “Starving Artist Networking Parties” sponsored by Illegal Pete’s restaurants. A national publicist was also brought on board for the duration of the 2013 program to help share the unique BandSwap story and get the word out about the talented bands and invested communities involved in the events.

For a closer look, please see provided zip drive for photos and videos from BandSwap 2013.

Visit <http://bit.ly/191ncAw> and <http://bit.ly/1gRaPOV> to see two BandSwap promotional videos created to demonstrate the program’s mission and benefits.

How BandSwap Achieves the Mission

The mission of BandSwap is to establish a network of cities that work together to promote themselves as cultural destinations through national publicity and local performances.

In its simplest permutation, BandSwap is really a “fan swap” -- a way for a touring band to build a new audience in an unfamiliar town. However, the creation of an ongoing, overarching branded program, backed by civic and community support and promoted nationally as an innovative economic initiative has made BandSwap a not-so-secret handshake of sorts. By extending the credibility of the program and its growing reputation to artists from participating cities, BandSwap makes it easier for a band traveling to or from a BandSwap-associated city to get a foot in the door in an unfamiliar venue, and start building tours (without having to invest money they may not yet have in a booking agent or a promoter). In this way, the program levels the playing field for bands and deconstructs the typical linear limiting music industry touring model.



Additional BandSwap Benefits

In addition to the obvious benefits to the bands, BandSwap provides participating partner cities opportunities to collaborate, share resources and information, and work together to ride the wave of the rising tide. Like-minded communities that are invested in the cultural health of their city as an economic driver often have other things in common and face similar challenges. BandSwap creates a platform for these municipalities and musicians to connect. The investment in the program feeds the local economy through sales tax and lodging revenues, increased tourism, and investment in the creative workforce.

Also worth a reminder: BandSwap rocks! It’s a terrific way to demonstrate and enjoy the finest musical talent a town has to offer! And at the same time, BandSwap continues to offer a unique artist development opportunity to participating musicians -- this is a boot camp of sorts, a participatory program that allows bands to put performance skills and promotional efforts into practice while incorporating aspects of touring, networking and navigating the nuances of taking the show on the road (sometimes for the first time outside the comfort zone of their familiar regional markets).

Evaluation of BandSwap 2013

BandSwap 2013 was an ambitious leap into relatively new territory for SpokesBUZZ, both literally and figuratively. The program was again a roaring success, earning more media attention, serving more musicians, involving more community members, connecting more fans to new bands.

However, the intentional inclusion and cooperation with the cities in the planning and execution of the events versus the previous year's venue- and community-level collaborations introduced a new level of communication required. Overhead increased due to program expansion and growth from six cities to eight, with an additional regional homecoming component. If BandSwap 2012 was grassroots, BandSwap 2013 was like gangbusters, and while additional support from the cities certainly helped the bottom line, it was not always easy to keep pace with the increased operational demand. In a nutshell: a year-two program felt like a year-one program -- processes and systems needed to be revised, program elements which worked the previous year didn't always scale, and new tools and techniques had to be developed on the fly to contend with the growing pains. That said: SpokesBUZZ being the agile organization it is and the cities involved being at the forefront of innovation and creativity helped smooth out the rough spots quickly and identify ways to make things even better moving forward.

Defining Success

Measuring the impact of a program like BandSwap, with its multi-city and cross-community involvement, requires both an overall agreement on how to define success and a commitment to giving the program an opportunity to develop over time, with room to adjust for innovation within the long-term vision. This year's BandSwap program provided an opportunity to collect some baseline information in an effort to begin to evaluate impact. The concept of creative placemaking¹ was also introduced as a potential framework for establishing goals and benchmarks.

One possible way to evaluate the success of BandSwap over time is by employing some variation on ArtPlace America's "vibrancy indicators", particularly within the categories of People, Activity and Value. While we may not choose to adhere precisely to the vibrancy indicators posited by ArtPlace America, they do provide a good blueprint for evaluating community impact.

¹ For more information on creative placemaking, visit www.artplaceamerica.org



Proposed BandSwap Vibrancy Indicators

NOTE: these are suggestions that we are presenting, but the best method? Ask artists, partners and communities to contribute to this list, establish a feedback/data collection/survey process for ongoing input, continued engagement.

People:

- ☆ Attendance comped and paid
- ☆ Number of artists involved in program
- ☆ Average spend per musician for an average 2.5 day visit
- ☆ Tickets and merchandise sold, talent fees collected
- ☆ Expanded media coverage for the artists
- ☆ Increase in online engagement (set metrics tracking for social media, other web endeavors)
- ☆ Contacts and connections provided
- ☆ Shows booked in BandSwap touring markets
- ☆ Measuring the positive effects of the program on the bands and individual artists

Activity:

- ☆ Demonstrating increasing support for the BandSwap program as a whole
- ☆ Partnerships established: involvement from cities, organizations and communities
- ☆ Increased external funding, including grants, corporate sponsorship/private program support
- ☆ Performances and events booked
- ☆ Website traffic and online goal completion
- ☆ Increased media attention for the program and the communities involved

Community:

- ☆ Evaluating community involvement, economic and promotional impact at the local and regional level
- ☆ Venue sales, lodging, restaurant and retail revenue
- ☆ Tourism impact -- work with cities, visitors bureaus to establish metrics
- ☆ Demonstrated diversity and inclusion
- ☆ Investment in the creative industry of the community via creative workforce² dollars spent
- ☆ Economic impact via service industry workforce (labor paid)
- ☆ Increased opportunities for industry networking, education and artist development

² See creative occupations information at <https://cvi.westaf.org/content/creative-occupations>

Data Tracked - BandSwap 2013

In an effort to begin establishing baseline metrics related to vibrancy indicators, for BandSwap 2013, we can report the following (please see Appendix for more detailed information):

People

Total BandSwap Event Attendance: 5,266

Number of artists involved in BandSwap performances: 213

Talent fees: \$45,857.67

Media coverage for artists: 1.4 Million average media reach per band, see appendix for more media reach details

Online engagement: Between Sept. 1 and Nov. 1, 2013, the /BandSwap page on the SpokesBUZZ website accounted for 10% of the site traffic for that time period

Contacts/Connections: (estimated; provided via Starving Artist Networking Party packets) 200+

Shows booked in BandSwap touring markets:

Information related to this is somewhat anecdotal this year, but: during the 2013 BandSwap timeframe, artists from 2012 BandSwap in Milwaukee (Post Paradise and Herman Astro) utilized BandSwap connections to plan tours and book shows at BandSwap venues in Memphis, Nashville, Lafayette and Boise. It would be useful to create a mechanism in the future by which we can not only encourage this kind of activity and tour planning, but track it.



Having set up a tour through BandSwap cities in Tennessee and Louisiana, Herman Astro (Milwaukee - BandSwap 2012) met up with Constitution (Fort Collins - BandSwap 2013) for dinner at Belcourt Taps in Nashville in September.

Activity

Partnerships established: involvement from cities, organizations and communities

This year's expansion of BandSwap events and more integrated involvement by the cities meant more support at the community level and greater grassroots efforts within the individual communities. Ranging from involvement at the state university level (Chico State, Colorado State) to support from arts organizations such as the Madison Arts Commission, Madison Area Music Association, Swallow Hill Music and WESTAF, BandSwap also integrated city initiatives like Create Denver and Downtown Alive! in Lafayette, and the beginnings of an international presence via Nashville's concurrent "British Invasion" exchange program. By establishing these significant program partnerships in 2013, BandSwap paved the way for ongoing opportunities for both the artists and their respective communities.

Increased external funding, including grants, corporate sponsorship/private program support

In addition to the newfound financial support from outbound city partners in 2013 (via \$5,000 invested by each participating BandSwap city), the City of Fort Collins also increased its investment in the program to a total of \$25,000 (vs. \$5000 in 2012, the program's inaugural year). In addition to venue support in each city, BandSwap received increased support from New Belgium Brewing in 2013, as well as corporate support from Illegal Pete's, U.S. Cellular Center, Build.com, Synthesis/SynMedia, Majestic Live, Voodoo Donuts and Wisconsin Distributors. The United Kingdom even contributed to BandSwap in 2013, via U.K. Trade and Investment's support of Nashville performances. The program also received new grant support from WESTAF and a second consecutive year of grant support from Fort Fund.

Performances and events booked

The number of BandSwap events more than doubled from 2012 to 2013, with the expansion of outbound performance destinations and the addition of Denver as a homecoming city, more radio appearance opportunities for the artists, and the inclusion of industry networking events in every participating city.

Community

- Investment in the creative industry via creative workforce dollars spent: \$70,000
- Food & beverage revenue based on estimate spend of \$20 per attendee: \$104,000
- BandSwap Production costs: \$5200
- Total Production Costs: \$12,500
- Estimated labor paid: \$6,250
- Average total volunteer hours: 710 hours



Demonstrated diversity and inclusion:

In seven of the eight participating cities, at least one event featuring a musical performance was offered free of charge this year. All local artist development/industry networking events were also offered at no cost to attendees.

Increased opportunities for industry networking, education and artist development

In addition to the inherent networking opportunities made available to artists via inclusion in the BandSwap program as a whole, in 2013 we specifically added eight industry-specific networking events (one in every BandSwap city: the Illegal Pete's "Starving Artist Networking Party") to provide opportunities for area musicians - not just those involved in BandSwap - to connect with industry professionals.

Finances

Budget Reconciliation: Please see Appendix for detailed budget reconciliation

Financial Analysis

Expenses for BandSwap 2013 outweighed program income, with the most significant expenditures being invested directly in the artists (more than \$45,000 in fees paid to musicians) and in program promotion and advertising for the bands and cities (more than \$16,000). Travel (\$9000+) and catering (\$10,000+) were the next most significant expenses.

Total Income:	\$84,099.51
Total Expenses:	\$125,597.00
Net Income:	(\$41,497.49)

60% of program expenses were invested in the local economies of the participating cities, with 54% of the total expenses representing direct investment in the creative workforce.

Note: each city doubtless had additional expenses that are not accounted for within our financial tracking process; going forward it would be ideal to include those expenses in BandSwap reporting. Estimated expenditures of \$2500 per each outbound city were added for the purposes of this report to account for items such as professional services donated, hospitality and lodging, room and venue space donations, printing costs, production and transportation, etc.

Media and Publicity

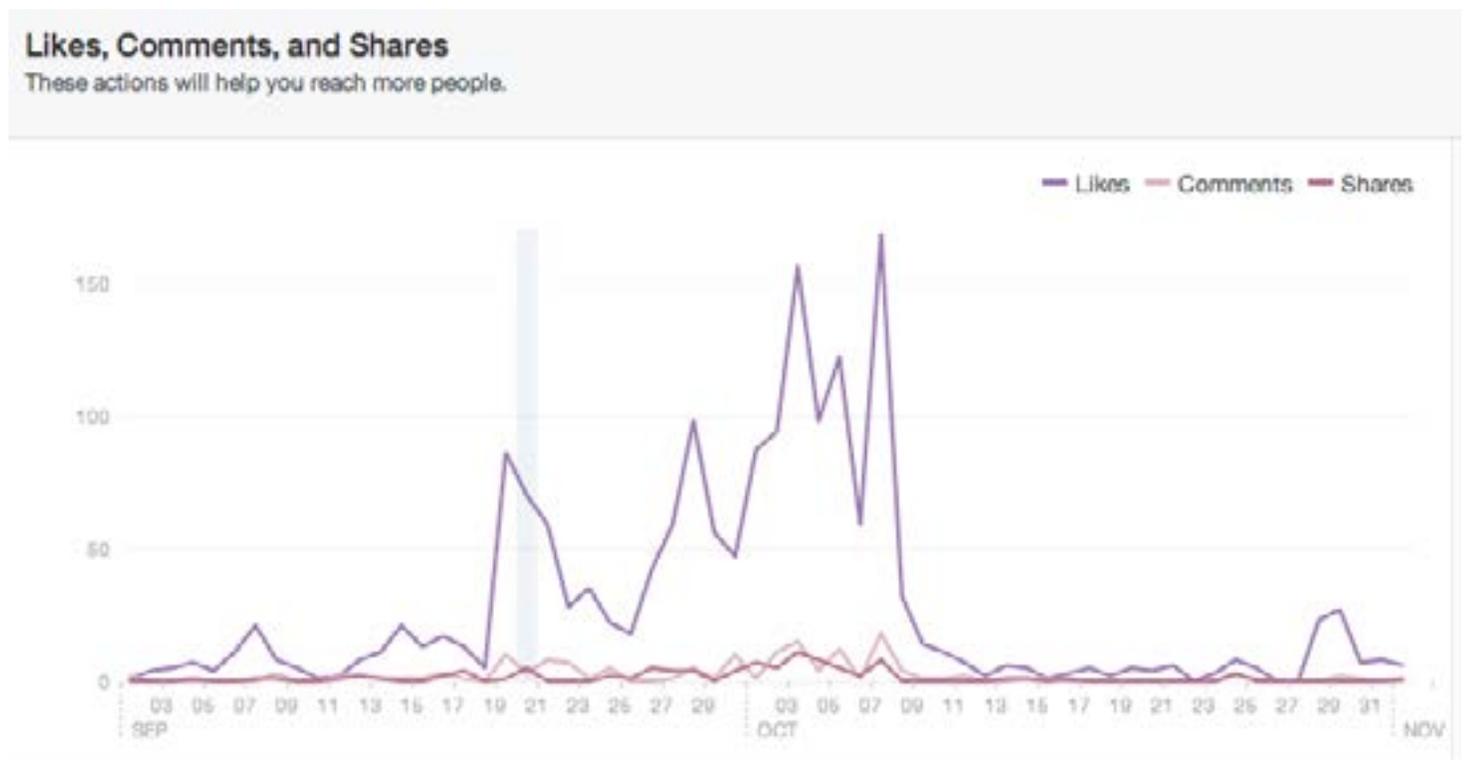
Media Matrix: Please see Appendix for detail earned media tracking

A series of five press releases and national publicity efforts by Hello Wendy PR helped BandSwap 2013 garner media coverage in every participating city, as well as global coverage via online industry publications such as Guitar Player and Blurt. Radio coverage for BandSwap was extensive, with opportunities for artist interviews and performances in local markets supplemented by online streaming and/or video capture of these performances (including Portland's KINK FM/Bing Lounge, OpenAir on Colorado Public Radio, and the storied Nashville Omega Lab Studios/Mando Blues Radio Show.) Television coverage of BandSwap was also garnered in Chico, via KWGN and KDVR in Colorado, and KWOW in Wisconsin.

While online, broadcast and print circulation reporting varies by publication and outlet, and information has not been made available from all media, BandSwap 2013 can easily account for a potential audience reach of 9.5 million nationwide (versus 474,193 in 2012).

Social media engagement was an integral part of the BandSwap 2013 program promotion, with real-time coverage being shared from all participating cities via Facebook, Twitter and Instagram. Bands also created video greetings shared via YouTube to help outreach prior to their travel to outbound destinations. Promotional videos explaining BandSwap posted on YouTube and Vimeo have received more than 1,200 views to date.

While individual insight data is still being gathered and analyzed from participating bands, current data indicates an average 335% increase in daily Facebook unique users for those bands that have reported thus far. SpokesBUZZ Facebook insights for September 1 - November 1, 2013, also demonstrate the overall impact fairly clearly:





A 2012 to 2013 year-over-year comparison of peak Facebook reach demonstrated a more than tenfold increase (14,254 in 2012 to 144,982 in 2013).

Media/Publicity Goals for 2014

Three initial goals for BandSwap media and publicity efforts in 2014 include:

•Creating a Website for BandSwap

Consolidating/sharing information via a BandSwap-specific URL to help bolster engagement, improve search traffic and increase visits.

•Measuring Success

Coming up with shared goals around targeted print, broadcast and online publications, jointly establishing which metrics make the most sense to track, and putting tools and mechanisms into place to help capture that data in a format that allows for easier analysis. The varying degrees to which the media outlets themselves are able/willing to report accurate data on readership/viewership/listenership are a factor to consider, as is the vast array of information available via social media and web analytics -- sometimes more is just more, not better.

•Enlisting More Promotional Assistance via the Bands and Cities

The best promoters for the program are the musicians and the communities they live and create in. Making sure the bands and cities have the proper tools and information needed to help them boost promotion of the program is key to growing media coverage and word-of-mouth marketing efforts.

Proposed Changes for 2014

As BandSwap evolves, we will need to identify and implement ongoing adjustments to achieve program objectives. Some recommended changes to the program for 2014:

Data Tracking Measures: As key partners review baseline information and establish goals and strategies for BandSwap 2014, it is important that we agree on consistent methodology for the collection of data well in advance of the planned programs and events. We'll then devise tactics and tools that allow teams in each city to more easily track and report the information. Incorporating some of the vibrancy metrics discussed earlier in this report, coding expenses more effectively, introducing participant surveys and developing more consistent "apples to apples" comparisons are among the initial suggestions.

Marketing Collateral: Simplifying the design parameters for marketing materials and giving the participating partners an ability to more easily construct program promotional materials in-house that still align with the BandSwap brand will ideally increase marketing effectiveness (while decreasing revisions, expenses and confusion.) For instance, we recommend creating a framework for banners and posters that will allow cities and venues to make direct changes to update sponsors, modify fluctuating details and better serve the local audience.

Band Criteria: Establishing more explicit criteria by which bands are chosen to participate in BandSwap 2014 will help increase musician and fan engagement, and present more opportunities to achieve program objectives. BandSwap is designed to attract emerging bands who not only exemplify talent and creativity, but are dedicated to furthering their careers, representing their cities and fostering new and ongoing connections with other BandSwap communities. Outlining expectations more clearly from the start will go a long way in making sure all bands involved are top-notch performers and active program participants. Also: committing to communicating with the bands earlier in the program timeline will help create more time for reaching a shared understanding of what's expected, from all parties involved.

Opening Acts: Once bands are chosen and confirmed to participate in BandSwap 2014, selecting openers via a contest or other promotional event could add an interesting promotional element to the program.

City Roles: Similarly, BandSwap works best when an engaged liaison within each city helps clear the path for collaborative effort and truly orchestrates reciprocity. A hands-off approach may result in a successful one-time event but not a mutually beneficial ongoing partnership. As each community is different, having a guide who is committed to maximizing the return on investment of all partners is crucial -- not just for the local government and economy, but for the bands and fans from all cities.

Tour Building: Helping bands capitalize on the BandSwap opportunity beyond the BandSwap events is recommended for next year's program, as this makes the most out of travel dollars and promotional exposure. Identifying other possible regional gigs for the BandSwap bands selected ensures that they are increasing their exposure to new potential fans, forging additional advantageous relationships in the industry and receiving the most benefit for their budget and their band.

Lodging & Airline: Pursuing a lodging sponsorship and attempting to secure hotel rooms vs. host homes for all BandSwap bands could mitigate costs while simplifying the overall planning process. While host homes can add a welcoming touch, it can be hard to find adequate space for visiting bands at private residences, and a hotel can also add comfort and convenience to the travel experience. Similarly, an airline sponsorship could dramatically reduce travel expenses for the program and allow for bands to spend more time in the cities they are traveling to. This would increase their opportunity to learn and network.

Timeline

BandSwap will kick off earlier in 2014 (January) to allow more time for planning and program execution.

New Ideas Generated

The following may also be considered for inclusion in BandSwap 2014:



Website and Online Communication: utilize a unique URL for BandSwap to allow for more targeted traffic and create a method by which to share information and files more easily online among the BandSwap partners.

Compilation CD/DVD: create a promotional CD and/or DVD including songs and highlighting performances by the bands participating in BandSwap.

University Participation: invite more formalized participation by universities in the BandSwap cities by involving student organizations and/or integrating BandSwap involvement (in production, planning, promotion, etc.) into some of the classes being offered at the college level.

Competition/Incentive Plan for Bands: introduce a points-based system to incentivize greater participation in BandSwap promotion, with the band that garners the most points being awarded a sponsored tour, built in conjunction with other BandSwap cities.

Potential Add-On Cities: SpokesBUZZ has already received offers from new partner cities, asking to be considered for 2014 (including Athens, Ga.; Grand Rapids, Mich.; and Charleston, S.C.) and will come up with criteria for strategically approaching other cities to add to the list as needed.

Global BandSwap: international expansion of BandSwap, with a goal of adding a pilot city outside the U.S. to the program in April 2015, is also currently being considered.

Arts and Innovation Events: each participating city may have an interest in organizing a festival or other concurrent event that highlights innovation and arts initiatives beyond BandSwap. Additional attractions such as this will contribute to the promotion of each city's unique creative contributions and attributes, and will serve to further amplify economic development.

Structure and Partners - 2014

Looking ahead to next year's BandSwap, SpokesBUZZ hopes to solicit repeat involvement from BandSwap 2013 cities and continue the work of strengthening ongoing, year-round connections among the venues, visionaries, musicians, civic leaders, communicators and community organizations championing the cause.

The desire is to grow the number of participating BandSwap cities to 10 in 2014; it is our vision to solidify 10 cities and concentrate on developing that existing network over a 5 - 10 year timeframe.

Timeline - 2014

Please see Appendix for more detail; timeline for BandSwap 2014 planning begins in January.

Deadline for Commitment by Cities:

January 1, 2014 (recommitment by previously participating partner cities)

March 1, 2014 (commitment by new cities)

Conclusion

We couldn't be more enthusiastic about the future of BandSwap and the potential the program has to do terrific things for musicians and the communities they call home (even when they're on the road). SpokesBUZZ was honored by the level of support demonstrated by this year's partnering cities and the heartfelt welcome our bands and volunteers received in every community. We are also very proud at the direct financial investment every city made into the artists that are keeping our communities innovative and inspiring, as they are incredibly talented and hardworking, and worth every penny (adding up to the dollars that they attract and retain in our local economies). BandSwap 2014 will get underway very soon and we would love to count this year's cities among next year's supporters and to welcome additional like-minded communities to join us. We look forward to feedback on the program and are happy to field any questions you may have regarding this report.

Contact:

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SpokesBUZZ Founder and President
dani@spokesbuzz.org





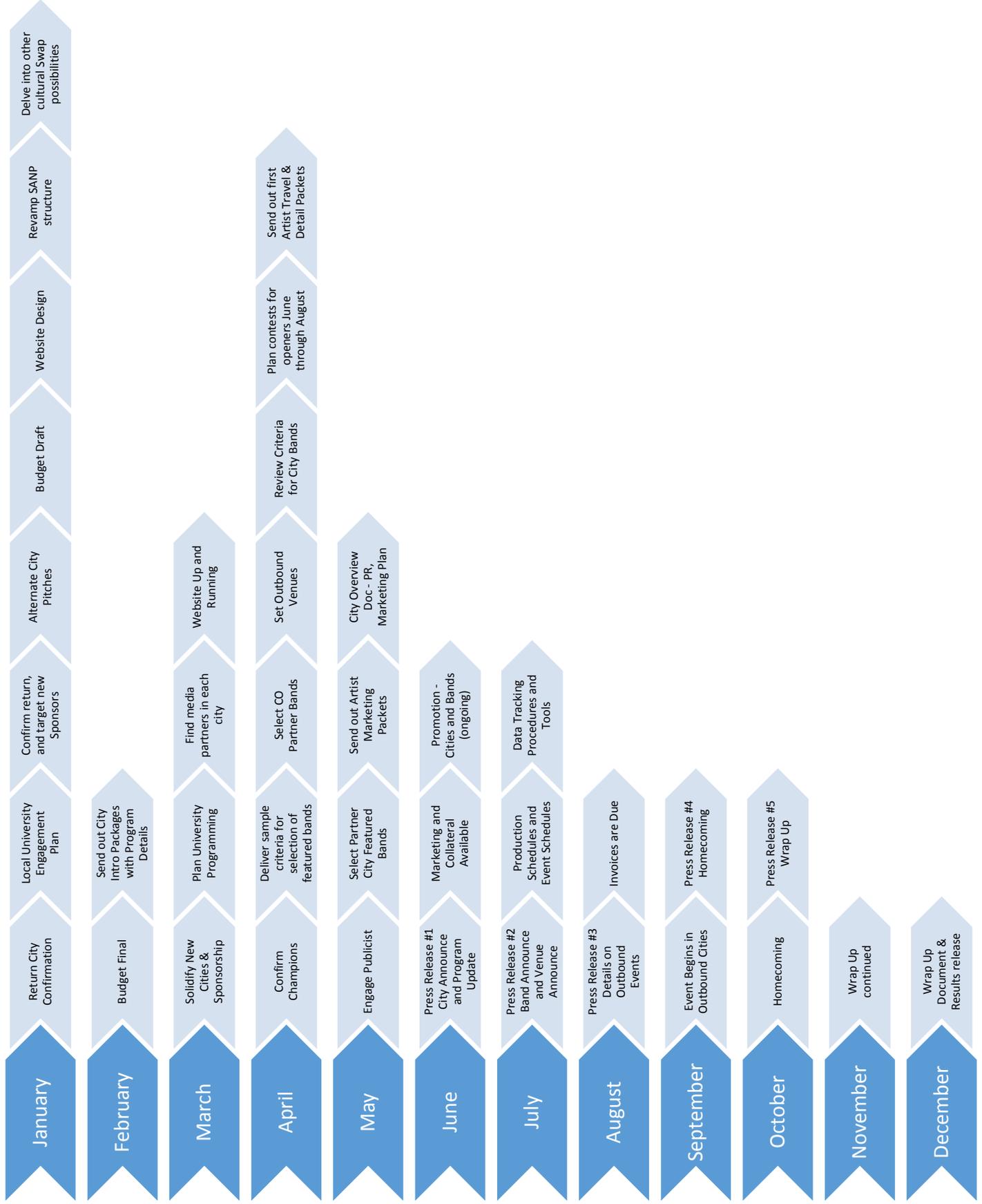
band **SWAP**
2013

APPENDIX

SpokesBUZZ BandSwap 2013

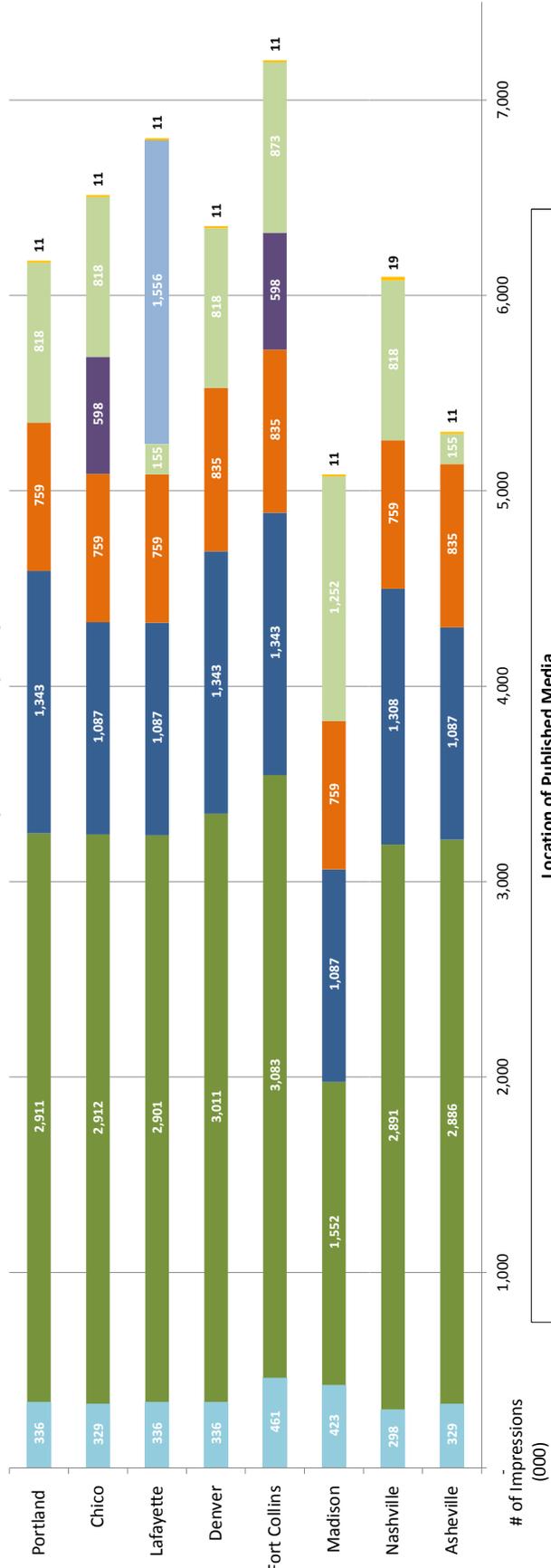
Statement of Financial Income and Expense

	TOTAL
Ordinary Income/Expense	
Income	
43400 · Direct Public Support	23,740.00
43480 · Matching Contribution	29,985.00
43410 · Corporate Contributions	24,891.00
43430 · Donated Prof Fees, Facilities	4,535.84
43440 · Gifts in Kind - Goods	83,151.84
Total 43400 · Direct Public Support	43.00
47200 · Program Income	904.67
47220 · Merchandise Sales	947.67
47240 · Program Service Fees	84,099.51
Total 47200 · Program Income	84,099.51
Total Income	
Gross Profit	
Expense	
65000 · Administration / Operations	31,823.23
Total 65000 · Administration / Operations	1,615.00
66000 · Fundraising/Developing Programs	1,615.00
66400 · Promotional Video	92,158.77
Total 66000 · Fundraising/Developing Programs	125,597.00
67000 · Program/Event Expense	
Total 67000 · Program/Event Expense	-41,497.49
Total Expense	-41,497.49
Net Ordinary Income	
Net Income	-41,497.49



BandSwap

**2013 BandSwap
Media Impressions by City**



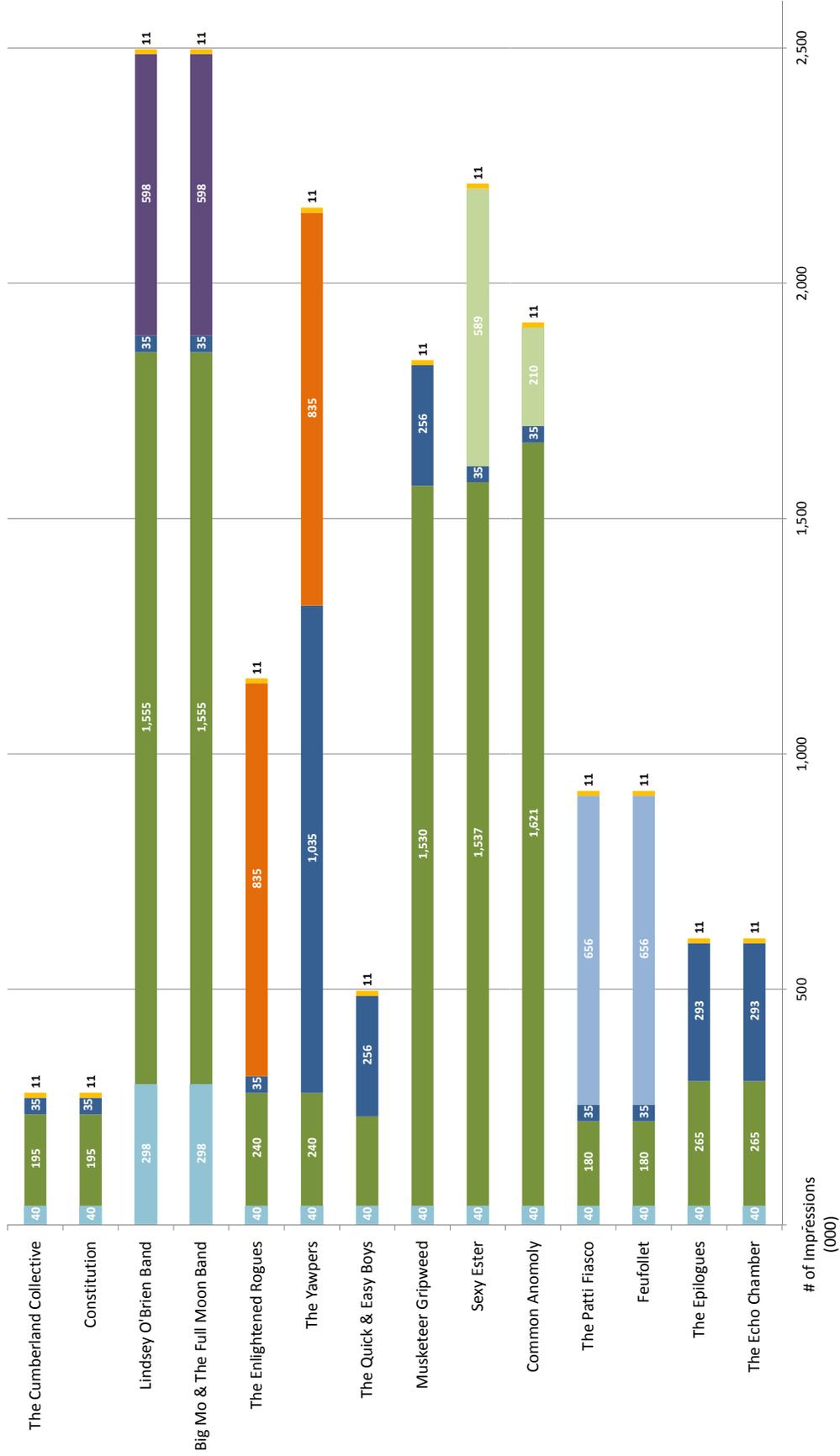
Location of Published Media

- World Wide Web
- Fort Collins
- Denver
- Asheville
- Chico
- Madison
- Lafayette
- Portland *
- Nashville

* Total number of impressions in Portland uncertain due to incomplete media reporting at time of publication

2013 BandSwap Media Impressions by Band

BandSwap Bands



Location of Published Media

- World Wide Web
- Fort Collins
- Denver
- Asheville
- Madison
- Lafayette
- Portland *
- Nashville

* Total number of impressions in Portland uncertain due to incomplete media reporting at time of publication