**Performing Arts Management**

**SPRING 2021**

**THE348**

**Budget Exercise**

You’re producing a play. *Jesus Hopped the A Train*by Stephen Adly Guirgis

It runs for a month.

Thursday through Saturday at 8PM. Sunday at 3PM

It’s a 99-seat house.

$18 is the highest ticket price you can charge. (AEA Showcase code)

When projecting ticket sales expect to sell 30% of your seats. Could be more. Could be less.

Performance space is free, but the house wants 20% of your tickets sales.

Space comes with basic lighting package.

You might have a friend who is a director or a designer and they’ll work for free. Great. (You should pay them something anyway) but if you don’t know someone, here’s what it might cost.

Director: $500 - $1500

Set design & Build: $500 - $1500

Light design: $250+

Costume: $250+

Set materials?

Costumes?

Rights to the play?

How are you advertising? Does it cost?

Remember contingency. What are you setting aside for emergencies?

You can sell concessions and merchandise. Be sure to include the expense of both and not just the income.

You have guaranteed income of $1000 from the Lehman Stages Foundation on top of concessions and merchandise.

Do you have individual donors? Terrific! Be realistic.

You have free rehearsal space at Lehman.

***Put together a simple preliminary budget and let’s see where we’re at!***