

ON THE ROAD

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The Business of Music



On the Road



Your Band has booked its first 10-city tour, which has stops in small clubs, mid-level venues, and large stadiums. The tour, which will take 20 days to complete, will take you across the country. The band wants to know how much money they plan to make for the tour. The band's goal is to keep ticket prices low, but they want to profit as well. So the band has come up with the following ticket price scale.

- ❖ \$25-35 for large venues
- ❖ \$35-50 for mid-level venues
- ❖ \$50-75 for small clubs

There are certain expenses that need to be figured out before profits can be computed.

- ❖ **Accommodations** – You will need to book 6 hotel rooms in each city that the tour stops for 2 nights each. (hotel web sites: Travelocity, Expedia, etc)
- ❖ **Transportation** – You will need to book a tour bus for 3 weeks (Google tour bus, follow links)
- ❖ **Rent** – You are to assume that:
 - Small venues will want \$5,000 per show
 - Mid-level venues will want \$75,000 per show
 - Large venues will want \$250,000 per show
- ❖ **Salary** – The four employees that are on the road are: 1 tour manager, 1 sound technician, 1 lighting director, and 1 roadie. (Occupational Outlook Handbook or Google salaries)
- ❖ – Each person on the tour will receive \$50 per day for food.



Based upon the research that you conducted, create a spreadsheet determining how much the band will make per show and for the entire tour.