



Business Plan

Prepared for: Board of Directors and Possible Donors

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MAS RECORDS INC

SUMMARY

The record label is the result of brainstorming sessions with local music industry professionals, teachers and students of Miami Arts Studio 6-12 @ Zelda Glazer. Participants decided to form a Not-For-Profit record label and become the founding volunteer executive board. The students organize the day to day operations, while the industry professional members of the board review projects, advise, teach masterclasses, provide financial resources and marketing opportunities to the students they mentor. To best prepare them for their future education and career in songwriting, performance, engineering, music education, business, or entertainment law, students will graduate with experience based insight about the music industry and their potential role in its future. MAS Records, Inc will create a culture of philanthropy which will inspire alumni to give back after they graduate. Though the entire concept is unique as far as we know, we expect to build a framework that will be useful to all schools of the arts throughout the country in order for public education to remain relevant to the current industry.

Mission

By connecting industry leading professionals with outstanding students from Miami-Dade County Public Schools, MAS Records, Inc. will provide students with the opportunity to gain hands-on music industry experience through mentorship throughout the professional quality production process: writing, recording, releasing, promoting, and performing.

Vision

Our vision is to provide students at performing arts magnet schools throughout the United States access to cutting edge recording technology, industry professionals, and widespread distribution of their musical works while educating them to common industry practices, procedures, and etiquette. We plan to use Miami Arts Studio 6-12 @ Zelda Glazer, a Miami-Dade County Public School, as a prototype to provide the framework for the expansion of this educational experience to arts magnet schools throughout the state and nation.

Stakeholders

Within 5 years, the stakeholders will include the students at any arts magnet school in the country interested in implementing our not-for-profit business model. In the first three years, we will assist at least one other Florida arts magnet school in establishing a recording studio and label. Short term stakeholders include the students, parents, and the surrounding community of Miami Arts Studio 6-12 @ Zelda Glazer.

MAS RECORDS INC.

Core Competencies

1. Use project based learning (PBL) to bring the various magnets of a public arts magnet school together in order to provide realistic music recording industry experience to interested students.
2. Utilize industry connections to garner a large grassroots following for young artists before they enter college or a career.
3. Financially support through fundraising and contributions the maintenance and growth of a recording studio at the school site in order to provide cutting edge recording technology.
4. Create a culture of service and philanthropy by demonstrating to students the value of their opportunities provided by others, and asking alumni to stay involved by giving back to the organization through time, talent, or treasure in order to benefit future students.

Procedural Plan

There are two elective courses offered at Miami Arts Studio that work directly with MAS RECORDS, INC:

- Students work in teams to accomplish the following:
 - Write original songs.
 - Act as the Artist and Repertoire department for MAS RECORDS by soliciting songs and performers from the general school population.
 - Work with the law magnet to assist artists with copyright, licensing, and PRO registration.
 - Develop a demo for each selected song to present to the MAS RECORDS Board.
 - Further develop the recordings based on the advice of the MAS RECORDS BOARD.
 - Work with the broadcasting magnet and outside sources to develop a professional quality music video for each release.
 - Communicate with Inner Cat Music Group to plan and execute the release of the music.
 - Using in-person and social media performance and marketing to reach as many listeners as possible with each release.
 - Track the growth of plays and follows on various social media platforms in order to determine future marketing tactics.
- The MAS RECORDS Board meets quarterly in Sept, November, February and May for 60-90 minutes on Zoom.
 - Board meetings operate according to Robert's Rules of Order and generally consist of the following:
 - Project updates.
 - Demos presented first in a Yes/No vote for further development by the label.
 - In-progress recording projects are presented for suggestions and critique.
 - Marketing strategy for upcoming and past releases are presented.
 - Organizational business.
 - Elections, legal matters, etc...

Distribution

In the spring of 2022, MAS Records, Inc entered a partnership agreement with *Inner Cat Music Group*, a boutique distribution company founded in 2012. They aggregate and distribute content directly or through third party deals to over 60 Digital Service Providers worldwide. They provide digital marketing to some of the biggest artists currently on the charts across all genres. The MAS Records, Inc agreement with *Inner Cat Music Group* includes both assisting the students in the distribution and marketing of all music and video releases as well as working with advanced students through internships. The typical split for this type of distribution is 30%; however, *Inner Cat Music Group* will recoup their costs with a 10% split of revenue from the MAS Records, Inc master recordings.

Measurement of Progress

• Short Term (3 years)

- Increase from 3 song releases to at least 6 song releases per academic year.
- At least 4 of the 6 releases will be accompanied by a professional quality music video made in collaboration with the Broadcasting, Tech Production and Theater magnets.
- Growth of grassroots following:
 - Benchmarks:
 - At least 2000 streams per song within first two weeks of release.
 - Double the Artists' social media follows (all platforms combined) post release.
 - Label social media achieves steady growth on all platforms.
 - Students have a positive experience as measured by exit survey which will be reviewed and assessed by a panel of board members and non-board members.
 - Assist at least one other magnet school for the arts in establishing a similar program.

• Long Term (4+ years)

- Students continue to cultivate relationships in the recording industry.
- Releases generate revenue.
- Alumni give back to the label with time, talent and treasure.
- Anniversary compilation release.
- Label is fully financially funded by donors and fundraising, and is independent of PTO or booster clubs.

BUDGET 2023-2024

Operating Costs

In order to maintain the highest quality of recording technology and to reach the largest audience possible, MAS Records will operate based on the following budget.

Description	Quantity	Unit Price	Cost
Capital Equipment Purchases and Software Subscriptions			\$ 10,000
Marketing			\$ 1,500
Legal Expenses & Operational Costs			\$ 1,000
Artist-in-Residence Expenses			\$ 2,500
Music Videos Production			\$ 5,000
Part-time Engineer (8 hours weekly for the academic year)	288	\$ 25	\$ 7,200
Student Scholarships (new this year)	2	\$ 500	\$ 1,000
Total			\$ 28,200

Revenue

Description	Projected
Talent Show	\$4000.00
Battle of the Bands	\$4000.00
Individual Contributions	\$16150.00
Fundraising	\$4000.00
Projected Revenue from Recordings	\$50.00
Total	\$ 28,200

CURRENT EXECUTIVE BOARD MEMBERS

Dr. Ed Calle- Industry Professional - Recording Artist

Angel Carrasco- Industry Professional - Former President Sony Records Latin America

Cindy Ellis- Industry Professional - Performer/Educator

Kevin Forte- Industry Professional- Latin Grammy Foundation

Ana Gonzalez- Industry Professional- Founder/CEO InnerCat Music Group

Sofia Mariani- Student - Artist and Repertoire

Johnny Morales- Industry Professional - Vice President iHeart Radio

Gabrielle Murias- Student - Secretary of MAS Records

Maria Nina- Student - Director of Marketing/Public Relations

Bryan Ravelo- Student - President of MAS Records

Anthony Rodriguez- Industry Professional - Recording Engineer - Vice President of MAS Records

Armando Rodriguez-Roig- Industry Professional - Accountant - Treasurer of MAS Records

Marlow Rosado- Industry Professional - Recording Artist

Ravi Seepersad- Industry Professional- Business and Higher Education Attorney

Thaysse Vazquez- Student - MAS Records Studio Manager

NON-VOTING STUDENT ADVISORS/FACULTY LIAISONS

Dr. Miguel Balsera, Principal

Ryan Ellis, Teacher