

Matthew Luminello

Prof. Shapiro

THD07351 - Producing and the Arts

December 16, 2019

### Business Model

For my project, I am choosing a non-profit independently produced business model. This is a very special, intimate, one night only performance. In considering the option of adding additional performances in hopes to raise more profit, this option would also lead to doubling or tripling the running costs of the project for every additional performance. If my project was for profit, there would simply not be enough time to both recoup all the production expenses, generate a profit, and have enough surplus at the end to pay back my investors.

Due to this limited nature of my project, I had to assess what my overall goal would be and what would be the appropriate way to achieve it. In the end, I decided my goal was to celebrate the music and legacy of one of the world's greatest musical theatre songwriters. This business model allows that to be the overall goal of the project without the additional pressure of paying back investors. A majority of my income will be contributed, by means of gifts, from the generous support of friends, family, and colleagues. Producing this concert concert has its own unique needs and challenges including presentation, sound quality, musicians, performers, and rights and licenses to the Stephen Sondheim catalogue. I will also require funding for research materials to help decide the evening's repertoire and determine what the significance of each piece is in it's respective musical and in the Sondheim legacy. I also want to create a marketing that truly engages our target audience. With all of these goals in mind, this is why I am choosing the non-profit independent producer business model for my project.