



RECITAL REVENUE STRATEGY BOARD

YOUR MISSION: MAXIMIZE YOUR RECITAL'S IMPACT BY TRACKING THE RIGHT NUMBERS, OPTIMIZING REVENUE STREAMS, AND PLANNING AHEAD LIKE A PRO.

PHASE 1: THE PROFIT PUZZLE *What Went In, What Came Out*

FILL IN THE BLANKS:

Total Revenue Collected: _____

Total Expenses: _____

Profit Left Over: _____

Leftover profit being used for: _____

Bonus Round:

Average ticket revenue
per student:

\$ _____

Average miscellaneous revenue
per student (merch, flowers, etc.):

\$ _____

PHASE 3: PLAN FOR POWER MOVES

ANSWER THESE PROMPTS:

What would you like to add or enhance
next year?

One area you know you undercharged or
overspent on:

What decision can you make today that will
improve recital profits next year?

PHASE 2: THE RECITAL REVENUE INVENTORY

CHECK YOUR RECITAL REVENUE SOURCES:

☐ Ticket Sales

☐ Costume Fees

☐ Digital Downloads / DVDs

☐ Recital T-Shirts

☐ Recital Programs (ads/
sponsorships)

☐ Flower Bouquets

☐ VIP Seating / Early Access

☐ Concessions

☐ Other: _____

NOW ASK YOURSELF:

Do you track revenue from each source individually? ☐ Yes ☐ No

Have you assessed which are most/least profitable? ☐ Yes ☐ No

KEY RECITAL NUMBERS TO KNOW

1. Upsell Conversion Rate

% of families who bought extra items
(VIP, t-shirts, etc.)

2. Staffing Hours and Costs

% Time + compensation for admin, teachers,
volunteers and tech crew

3. Operational Expenses Allocation Amount

How much of the recital profit is reserved for
covering operational costs?

4. Merchandise ROI

Profit from shirts, programs, flowers, etc. ÷ cost to
produce them

5. Total Recital Revenue

Sum of all recital-related income streams >
Total ticket sales ÷ number of performing students

6. KPIs for Staff

Do you have specific KPIs for each role on
your team?
