

Bloomington Urban Enterprise Association Board Meeting

May 10, 2023
12:00 p.m.

In-Person

City Hall-1-Cityhall McCloskey Conference Room

Join Zoom Meeting

[https://bloomington.zoom.us/j/89686989011?pwd=ZmNBWW8vYWVRkbTFOZkJMelg2YVIEU
T09](https://bloomington.zoom.us/j/89686989011?pwd=ZmNBWW8vYWVRkbTFOZkJMelg2YVIEU
T09)

Meeting ID: 896 8698 9011

Passcode: 755445

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Find your local number: <https://bloomington.zoom.us/j/kdXI5MeYZ>

- Roll Call
 - Approval of Minutes (April 2023)
- Reports from Officers and Committees
 - Director's Report
 - RRF- My Sports Locker Update
 - Labor board member update
 - ~~Financial Reports~~
 - ~~April 2023~~
- New Business
 - Report from CDFI Friendly
 - Presentation for sponsorship request from Small & Mighty Concert Series
- Unfinished Business
- General Discussion
- Adjournment

The next BUEA Meeting will be on Wednesday, June 14, 2023

Auxiliary aids for people with disabilities are available upon request with adequate notice. Please call 812-349-3429 or e-mail human.rights@bloomington.in.gov.

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Bloomington Urban Enterprise Association Board Meeting

April 11, 2023

Noon.

In-Person

City Hall-1-Cityhall McCloskey Conference Room

The meeting was called to order at 12:00 PM

Roll Call - De de la Rosa

- De de la Rosa (Executive Director)
- Julie Donham
- Mary Morgan
- Cheryl Gilliland (Director of Auditing and Financial Systems, Controllers Office)
- Kate Rosenberger (Virtual)
- Felisa Spinelli
- Paul Ash
- Alex Crowley
- Heather Robinson
- Chris Cockerham (Virtual)

I. Approval of Minutes (March 2023)

*Motion to approve March 2023 minutes by Mary Morgan. Motion seconded by Heather Robinson. The board approved 8-0-1 (Rosenberger abstaining) the March 2023 minutes.

II. Reports from Officers and Committees

- Director's Report
 - BUEA Grants and Scholarships
 - Applications have closed, and ESD is currently sending out contracts to awardees. Payments will happen next month. The next cycle for the DEI scholarship opens next week.
- EZIDs
 - Formal letters and emails with instructions will be sent out next week and are due May 15th, 2023. Alex Crowley explained the EZID process to new board members.
 - ESD is receiving EZIDS. The BUEA will receive approximately \$490,000 in returns for the Zone.
- CDFI Friendly
 - Jane Kupersmith will join the BUEA at next month's meeting to present on CDFI Friendly.
- Introducing Coleen- Legal Department
 - Colleen has joined the legal department at the City and will be staffing the BUEA. The BUEA is excited to welcome Colleen and work with her.
- Financials
 - Cheryl went over the financials for February 2023 and March 2023. Cheryl will look into why the sweep amount is the same for both months; usually, this means that there are outstanding checks or electronic transfers that still need to clear. She will

look over them with Jeff Underwood to make the adjustments.

- RRF Loan Progress
 - A business has an outstanding balance, and De will physically go to the store and speak to the owner. If the company continues to be unresponsive, The BUEA will give them a notice of default, and the issue will move to the Legal department.

*Motion to approve February & March 2023 financials by Paul Ash. Motion seconded by Heather Robinson. The February & March 2023 financials were unanimously approved.

III. **New Business**

- Ivy Tech/ SBDC- Troy Phelps
 - Ivy Tech/ SBDC presented their use of 2022 funding and their 2023 plan for BUEA funds to the Board. In 2022, SBDC focused on education and training for small businesses. They provided webinars and workshops on the SBA Economic Injury Disaster Loan Program (EIDL), the State of Indiana Restart Grant, and more grants companies could benefit from. Additionally, their work included QuickBooks programming, financial productions, certifications, and partnerships with the Greater Bloomington Chamber of Commerce, Ellettsville Chamber, BEDC, and other local organizations. In 2023, SBDC plans to continue this work and work on modules for businesses that want to work with the federal government and prime defense contractors.

IV. **Unfinished Business**

- Bank Accounts
 - It is unclear who seconded the motion in the BUEA March 2023 recording. Therefore the b
 - oard must vote again on who will be the Bank account signers, as shown below.
 - *February 2023*
 - *The Board must decide who from the Board will be a signer on the BUEA Bank accounts. Alex Crowley and Jeff Underwood are City Staff who will continue signing for the BUEA accounts. However, Jeff Underwood will retire in December 2023, meaning the Board must redo this process again in January 2024.*

*Motion to approve Mary Morgan, Alex Crowley, and Jeffrey Underwood as signers for the BUEA Bank Accounts by Alex Crowley. Motion by Mary Morgan and seconded by Paul Ash. The vote was unanimously approved.

- Each bank has a different onboarding process for signers. Overall, some banks require specific signatures and driver's licenses. Alex will work with Mary Morgan and Jeff Underwood to coordinate a time to do the signing. In the meantime, Alex will clean up some legacy signers on the account.

V. **General Discussion**

- CDFI Friendly and Russian Recording will present next month. The Board may need a lot more time for next month's meeting.

VI. Adjournment

-The meeting adjourned at 1:00 pm.

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Lil BUB's

Small & Mighty



CONCERT SERIES

Small & Mighty

Intimate performances;
huge impact.

”

Small&Mighty is an invitation to
celebrate music's often
forgotten power.

~Stacy Bridavsky

Director of Lil BUB's Big FUND, and
Series Founder



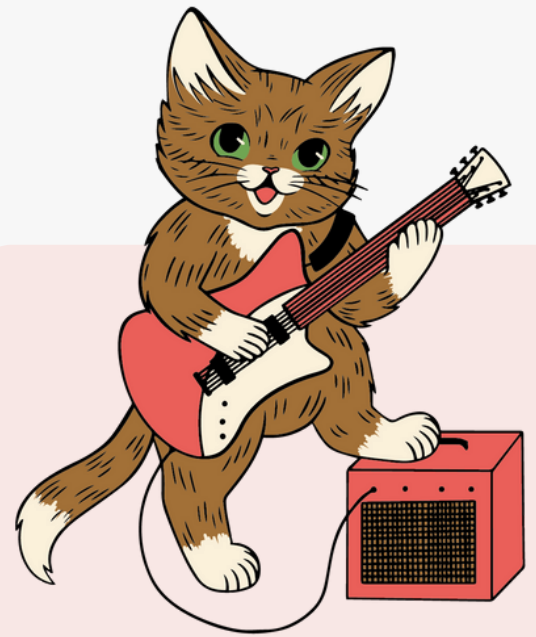
About Small & Mighty

Lil BUB's Small & Mighty is a semi-annual live concert fundraising series with intimate one-of-a-kind storytelling performances by nationally renowned artists, filmed and recorded before a live studio audience, and made available to the public through a ticketed livestream broadcast via VEEPS . This unique series provides opportunities for transformational moments and community enrichment while raising money and awareness for special needs pets; focusing on restorative justice, community care, and accessibility.

Each concert is an elaborate production; filmed and recorded at Bloomington's beautiful Russian Recording with a multi-camera film crew and lighting and set designer, then edited, mixed, and mastered for an exclusive ticketed livestream.

The live studio audience will be limited to no more than 35 people, with most of the seats filled by a local youth audience of the artists' choosing, typically a demographic that otherwise doesn't have the resources or access to an event like this.

Lil BUB's Big FUND will partner with a different charity each year, with 75% of the net proceeds benefiting Lil BUB's Big FUND and 25% to the partner organization. This year's concert partner is Girl's Rock Bloomington.



Event Highlights

Provide an impactful and transformative experience through live music and community collaboration

Host nationally renowned talent offering a story telling experience through music that can be used as an educational resource locally and nationally

Model collaborative community care by uplifting those most often overlooked among us

Encourage collaborative engagement by working alongside additional local nonprofits

About Lil BUBs' Big FUND

Lil BUB's Big Fund (LBBF) exists to advocate for special needs companion animals who are the most difficult to care for, most difficult to adopt and at highest risk of euthanasia but whose lives, we know, have value. We work to preserve and support the human animal bond and eliminate barriers to animal care and adoption. LBBF was first founded in 2014 and was the first national animal welfare agency focused on special needs pets. In 2020 we re-established and re-incorporated the Fund in Bloomington, Indiana, to bring a more local focus while continuing to help special needs pets nationwide.

At LBBF we work at the intersections of animal welfare, mental health and land stewardship. Using this social work approach we show folks that animal welfare is much more than just caring for animals.

We provide life-saving care for special needs pets locally and nationally, work with transient populations to keep pets cared for no matter what circumstances their owners face, we support temporary and emergency housing for pets and we provide education and outreach throughout our local community.

We partner with both local and national organizations to work collaboratively and provide community care.

In 2022 alone, LBBF was able to provide care for 408 pets and help facilitate over 167 adoptions of special needs pets. We also created a locally syndicated radio show, Lil BUB's Lil Show on WFHB, to bring together local animal welfare agencies and provide a weekly show focused on education and outreach in the field.



Our Vision: Bloomington and Beyond



2023 is the inaugural year for the Small and Mighty Concert Series, and our first concert features a story-telling performance from Durand Jones (of Durand Jones and The Indications). The live performance of his debut solo album "Wait Til I Get Over" features his 100% Bloomington-based 6-piece. The concert was filmed on Sunday, April 30th, and will be broadcast on Thursday, June 1st. In addition to filming the Small & Mighty Series, his label and management team asked us to film an exclusive performance from Durand Jones for the Recording Academy/Grammys' new video series – an exciting opportunity for Durand, our organization, and the Bloomington music community.

We are actively planning a second in-studio concert for this summer, and will close out the year with a live outdoor fundraising concert to celebrate the first year of Small & Mighty and 20 years of Russian Recording, with all proceeds from ticket sales and refreshments benefitting local non-profit organizations. This culminating event is scheduled for Sunday, September 10th with live bands performing on an outdoor stage in the empty lot beside Russian Recording. Food trucks, beverages, and family-friendly activities will be available in the studio's parking lot next door. This year's concert will feature co-headliners Murder By Death and Deerhoof sharing the stage with several other national and local artists. In the spirit of Girls Rock Bloomington, every band performing will include at least one female member.

Our goal moving forward is to organize and produce three Small & Mighty in-studio concerts and one culminating year-end outdoor concert each year. Having such a high caliber event series in our small city of Bloomington, Indiana will have far reaching impact on our local community and help to secure Bloomington's reputation as a national musical destination.

S&M helps achieve LBBF' and Girls Rock Bloomington's missions by raising funds to keep our youth programs running, by allowing us to offer more accessible programming with our BIPOC Fund, and by helping us continue our work in supporting special needs pets and the people and organizations that care for them. Bringing nationally recognized musicians to give Bloomington's youth the opportunity to see them perform in such an intimate and unique environment will create a lasting impact on their lives. Allowing them to watch and interact with artists is at the top of their field is an unmatched experience that is sure to encourage and inspire them to pursue their own passions. This event is specifically designed to provide collaborative community care and outreach for those who are often overlooked. When we work together to support our community, it allows all of us to thrive. In the spirit of Lil BUB, we believe that the things that make us unique and different are worthy of being seen, valued and appreciated. Together, LBBF and GRB embody this message.

Our Mission

- Create an accessible, impactful event for our local youth
- Model collaborative care and community enrichment by working alongside local nonprofits and businesses
- Eliminate barriers to accessibility by creating a livestream
- Model music as a storytelling medium and as a means of creative empowerment



About Girls Rock Bloomington



Girls Rock Bloomington teaches positive self-esteem and self-expression through music education and mentoring to girls, trans, and non-binary youth through an annual summer camp, workshops, after school programs, and more. GRB believes music can be a powerful tool for self-expression, empowerment, and growth both personally and in the community.

GRB is the perfect partner for the inaugural Small & Mighty Series. Their work lives at the intersection of music, supporting underrepresented youth, and community care. Their campers are small and mighty much like Lil BUB and the special needs pets that LBBF supports. Just like girls, trans and non-binary youth in music, special needs pets are often overlooked and not given the resources they need to thrive. The GRB funds raised from the Small and Mighty Music Series will go directly to youth programming and to offer more accessible participation, with involvement opportunities to GRB youth for hands-on, real-world experience with everything that goes into a concert series featuring some of the most renowned musicians and audio engineers in the country.



Accessibility & Outreach



Accessibility is always high on our list of program goals and as such, free access to the livestream will be offered to youth in communities with limited resources, to local schools for curriculum enrichment, and to historically marginalized groups. For our first concert, Durand Jones has a particular interest in reaching rural black communities so we are working to offer the livestream of his performance to rural black communities in Indiana free of charge.



Meet Our Team



Stacy Bridavsky

Series Founder &
Executive Director
Lil BUB's Big FUND



Mike Bridavsky

Board Member - LBBF
Owner/Chief Engineer
Russian Recording



Will Claytor

Cinematographer



Dr. Art Woodruff

Board Member
Lil BUB's Big FUND



Abby Noroozi

Media Volunteer



Jim Suttner

Board Member
Lil BUB's Big FUND



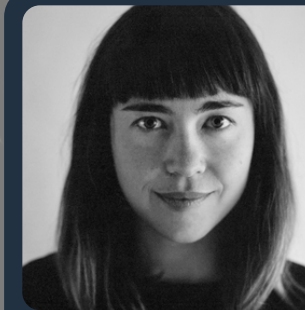
Luke Judd

Set Design and Lighting



Anna Powell Denton

Photographer



Amy Oelsner

Executive Director
Girls Rock Bloomington



COMMUNITY IMPACT

The Series will Support Bloomington's Economy and Community, especially Urban Enterprise Areas and Residents:



- potential to raise over \$100,000 annually for local organizations
- community awareness
- educational content and outreach
- collaborative non-profit fundraising
- national media attention
- bring national acts and visitors from outside of Bloomington

Success of Russian Recording's 15 year Anniversary Block-Party Event:

- Officially proclaimed Russian Recording Day 2018 by the City
- Support and raffle prizes from over a dozen local businesses
- Cardinal Spirits and Upland both set up trucks, volunteered staff and donated all sales
- Over 600 people attended throughout the day
- Raised over \$10,000 for Indiana Recovery Alliance and Monroe Community Kitchen

Russian Recording:

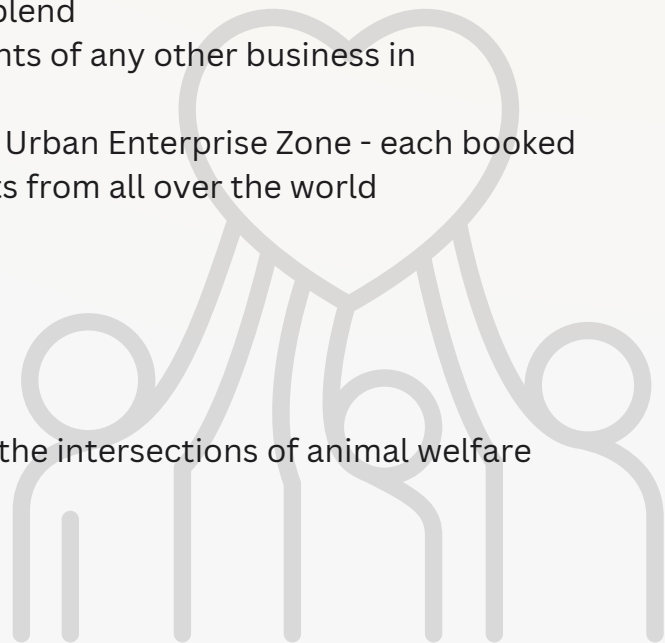
- Internationally renowned analog recording studio
- Head engineer/producer Mike Bridavsky has over 20 years of production experience
- On-site accommodations for visiting artists and producers
- Serving the local, regional, and national music scene for over 20 years
- Recorded, mixed, and/or mastered over 2,000 records

Lil BUB LLC has supported the local economy:

- Work almost exclusively with Local Designers
- In Case of Emergency Press for all apparel prints since 2011
- Support Hopscotch Coffee with a Lil BUB proprietary blend
- The Local USPS - we had the largest volume of shipments of any other business in Bloomington for five consecutive years
- Two Lil BUB-themed AirBnb apartments located in the Urban Enterprise Zone - each booked 92% of the year for 5 consecutive years, bringing guests from all over the world

Lil BUB's Big FUND

- First national organization for special needs pets
- 47 grants disbursed since 2021 totaling \$304869.45
- Community Programming
- Lil BUB's Lil SHOW, first local radio show dedicated to the intersections of animal welfare
- Lil BUBs Cat Colony at BACC
- Special Needs Foster Program with BACC
- Collaborative work with Sycamore Land Trust





Small & Mighty



COLLABORATIVE COMMUNITY CARE

Unique Youth Programming:

We will offer the recorded broadcast along with enrichment materials to all local schools in Bloomington, Indiana, free of charge. We will work hand in hand with local schools to create enrichment opportunities and build educational programming alongside the concert series. Opportunities will include field trips to Russian Recording for hands on experience and observing and learning the recording process. At minimum we will offer one field trip opportunity each month August through May. Throughout the year we will work hand in hand with GRB to support educational opportunities and offer a space for their summer camp workshops. We will also be available for school visits and will work with local high schools to create a cohort of students interested in music and recording and allow for a year long course of study.

Schools already onboard are: Bloomington Montessori, North High School, Childs Elementary, and Clear Creek Elementary.

We are partnered with many local animal welfare agencies, including BACC and the Monroe County Humane Association. We will create a collaborative animal welfare initiative, appropriate for and tailored to all ages, centered around varying animal welfare issues faced in our community. Research shows that increased access to education in this area allows for natural connections to themes of kindness, empathy, and anti-bullying. This piece is currently in process with MCHA and local animal trainer Leslie Hudson. We will offer this classroom visit on a rolling basis throughout the school year and it will be made available to all local schools.

Lasting Investment in Bloomington:

As part of our vision for creating lasting change and impact in Bloomington, we are able to offer a unique opportunity for the nationally renowned artists we'll be engaging for the concert series. Lil BUB's Big FUND is able to offer fiscal sponsorship to each artist to create a fund aimed at an area of impact within animal welfare and/or music education. By creating a fund in collaboration with each artist we're able to ensure their ongoing investment in our local community and beyond. Our hope is that the funds created as a part of the initiative will continue to serve our community for years to come.

Request for Annual Sponsorship

\$100,000

As Urban Enterprise Zone residents and business-owners for over 15 years, we are committed to improving the physical space we work and revitalizing and expanding the economic and social development of the area with a focus on our local youth. The city's sponsorship of \$100,000 will cover approximately 65% of the annual hard costs of the Small & Mighty concert series, which will include three in-studio concerts and one outdoor block-party concert each year. This funding will allow us to expand our educational programming and outreach through the funds raised by this series year to year.

In-Studio Concert Expenses (per concert):

This budget takes into account the full cost of all time and labor required for each concert production.

Production and Incidental Expenses	Cost
Performing Artists' Advance	\$5,000-\$10,000/concert
Recording Studio Rental and Staff	\$3,000/concert
Mixing and Mastering of Live Performance	\$3,000/concert
Cinematography, Set Design, Lighting, and Post-Production and Editing	\$10,500/concert
Art and Merchandise Design	\$1,000/concert
Photography	\$1,500/concert
Administrative Costs and Incidental Expenses (transcription of audio, artist accommodations, printing of programs and materials, chair rental, food and beverages for artists and crew, etc)	\$2,000/concert
TOTAL	\$31,000/concert

Outdoor Block Party Concert Expenses:

This budget takes into account the full cost of all time and labor required for the annual outdoor block party event.

Production and Incidental Expenses	Cost
Performing Artists' Advance	\$15,000-20,000
Recording Studio Rental and Staff	\$1,500
Mixing and Mastering of Live Performance	\$5,000
Cinematography, Set Design, Post-Production and Editing	\$15,000/concert
Art and Merchandise Design	\$2,000/concert
Photography	\$1,500/concert
Administrative Costs (transcription of audio, artist accommodations, printing of programs and materials, food and beverages for artists and crew, etc)	\$3,000/concert
Outdoor Stage Rental	\$1,800
PA System, Lighting, and Crew	\$5,000
Outdoor Event Expenses (barricade fencing, portable toilets, banners, insurance, security staff)	\$5,000
BLOCK PARTY TOTAL	\$59,800

TOTAL ANNUAL COST

3x Small & Mighty In-Studio Concerts + Outdoor Block-Party Concert

\$152,800

Annual Financial Projections

REVENUE CHANGES:	In-Studio Concerts	Block Party Concert	Expected Annual Growth
Ticket Sales: Low End Projection	\$6,000/concert	\$30,000	5%
Ticket Sales: Mid Range Projection	\$18,000/concert	\$50,000	5%
Ticket Sales: High Range Projection	\$30,000/concert	\$75,000	5%
Additional Donations During the Live Broadcast	\$2000		10%
Additional Block Party Raffle Ticket Sales		\$10,000	
Block Party Merchandise Sales	\$4000		5%
Exclusive Livestream Merchandise Sales	\$10,000		5%
Bonfire T-Shirt Campaign	\$8380		10%
Community Sponsorships	\$2,000		15%
National Sponsorships	\$15,000		15%
In Kind Donation of Labor and Resources	\$10,000		
Lil BUB's Big Fund Solicitation	\$15,000		10%

FINANCIAL PROJECTIONS:	Low-End Projection	Mid-Range Projection	High-End Projection
2023 (inaugural year)	\$100,000	\$120,000	\$175,000
2024	\$120,000	\$175,000	\$250,000
2025	\$132,000	\$190,000	\$275,000

Future plans for growth

National Partners Invested in Our Local Community:

- Every.org
- Makua
- Bonfire

National Media Coverage of Small&Mighty:

Many of Small&Mighty's core staff and volunteers have already brought national media attention to Bloomington. Our media plan is to further this reach and bring increased awareness and tourism to Bloomington. Currently, nothing like Small&Mighty exists. Our unique series allows for artists to create an experience with their audience they otherwise aren't been able to. Storytelling through music is an accessible media that can be incorporated into our local school systems in an impactful way. Our nonprofit outreach allows for artists to stay invested in our city for years to come, ensuring the viability and success of Small&Mighty.

Additional sources of revenue and community partners:



Customized app experience with Makua in development



Current Community Partners:

- Shine Insurance
- Cardinal Spirits
- Upland
- Alibi
- C3
- FAR

