



The Garden Club: A Collective for Authentic Artists

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### **Abstract**

The concept proposal of The Garden Club: The Collective for Authentic Artists, is purposed to provide a background and insight to the improvement and development of the music industry's most prized possession, the artist. Provided the given research on, market, revenue, profit, scalability, TGC intends to provide a clear pathway to what is our beginning and what can be our fruitful future. Within our mission statement you will find the core of the legacy we plan to leave behind through the work of our business. Our Core values provide the pillars needed in order to properly develop the artist and see them at their most fruitful, and profitable. The Music Industry is nothing short of a metrics based club, we are tasked with providing the same results, but with an actual intent to grow the artist and the communities they impact and relate to. Similar to that of any garden, proper growth and blossoming is first acquired through careful tending and watering. In order to effectively do that, resource are properly needed in order to ensure our garden grows healthy and vibrant. Partner with us to see this vision grow from seed to fruition.

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## **Mission, Vision and Core Values**

### **Mission Statement**

The Garden Club is a slow seeded labor of love that came from the hearts and minds of a few close brothers and friends, and most importantly a heart for the creative in a new way. Our goal is to bring life back to art, and the artist as well. For years artists have only been as important as what they can produce, leaving them high and dry by the end of the creative journey. The Garden Club aims to provide the artist with not only the tools for proper success, but an experience that will shape them as an artist & creative. We want to see life come back to art, in a way that honors the creator and the created, in harmony.

### **Vision**

With a venture such as The Garden Club, a vision must not only be clear but necessary in it's intent. We believe that as a collective we will be the difference in an industry ruled by numbers and prosthetic imagery. Not only is our intent to prosper the artists we manage, but to develop them as all around creatives and innovators. By moving with this intent, we intend to build a long standing presence of consistency in production of art; as well as become a staple of true artistry in this industry.

Artists who know they are not just managed, but supported in all facets of their creative endeavor towards success. Creating such as space will allow for an organic release of art & content from those we manage, as well as develop our artists into their most pure authentic selves. This ensures not only the best forms of art for our audience, but a more genuine experience for our creatives.

## **Core Values**

When it comes to our *Core Values*, it's really quite simple. The Garden Club holds to these pillars as the backbone for our mission.

### **Water:**

It is important to water the seeds that we as creatives have been given. In order for the art and the artist to properly develop into masters of their craft, one must be poured into.

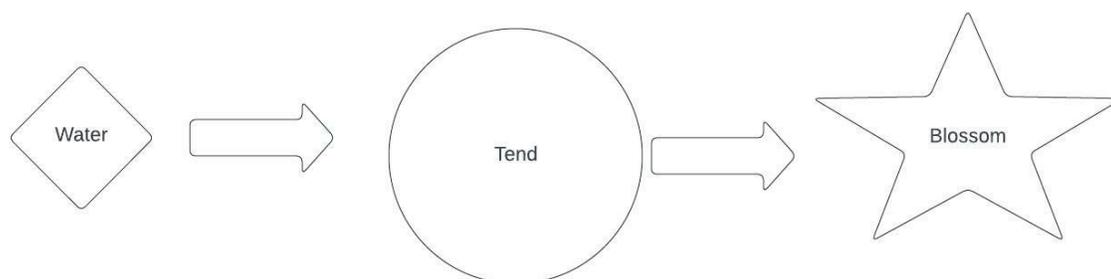
TGC is intent on pouring, time, energy, resources, and skills into your best as an artist in this modern age.

### **Tend:**

Similar to that of foliage & plant life, an artist must be tended to and in some cases pruned and repurposed. The journey of such artist is an ever growing one, and as a management based collective; we are committed to preparing you and guiding you through this process.

### **Blossom:**

Fruitfulness is one of the most important pillars here at The Garden Club. A major solidifying factor for the artist in their journey, is their ability to exist successfully in a range of creative environments. TGC is invested in seeing you not only produce the best content for your audience, but cultivate a genuine experience for your consumers and those around you. This is the defining moment of every artist's journey, to fully showcase their artistic vision.



### **Industry Description**

When approaching the macro view of what is commonly known as The Music Industry. It is safe to conclude that industry such as this vibrant with frequent and constant change. Though marketably and publicly it is a profitable business, the numbers show a significant rate of high and low incomes. The Recording Industry Association of America otherwise known as the RIAA reported in 2010 that Industry sales had marginally declined from the \$14.585 billion peak in 1999, to what what was then \$7 billion in revenue stabilization.

Though the marketing side of the music boasts primarily of sales and profit, as well as awards and musical notes of achievement. The fluctuation in the current market that we experience can be attributed to the transition into digital formatting. Starting in the 70's and continuing through a healthy portion of the 90's, music sales were championed in the formats known as CD's, Vinyl Records, DVD's & the classic Cassette Tape. These were the bread and butter of the profitable portion of the music industry. Major Labels such as Warner Music Group, RCA, Capitol Music Group, and others saw a great deal of their commercial and global success simply from the sale of physical records, this was before revenue from touring and merchandising.

There has been a shift as of the last ten years within the industry in terms of formatting. Digital Service Providers or DSP's now house the majority of the public music catalogue on their Digital Service Provider. DSP's are known rather commonly in today's society, Spotify, Apple Music, Tidal, & Amazon Music are just some of the leading DSP's of the 21st Century. These service providers allow the consumer to pay a fixed subscription rate, which in turn allows them access to a catalogue of current and old music ranging from an array of different genres and times. DSP's have allowed for the artist and the industry to be exposed to numerous growth and connection with the consumer and their own artistic venture. The transition has also helped to offset a decline seen in the profit margin of record sales in the digital age. When engaging the PEST model for understanding the Industry at large, it is important to note that though many of the categories listed can be seen in the musical content, not all categories directly impact the music industry and its failure or success rate.

### **Political**

Within the 21st Century we are constantly exposed to different media outlets and a range of socio-economic and socio-political topics. Access to these outlets directly impact the culture, and the artist thereof. Whether it be related to laws concerning artists and creatives such as the Digital Economy act of 2010, which dealt with the issue of copyright infringement and its relationship to artists and their creative rights. As aforementioned, the outlets also create a narrative for the lives of the impacted artists and therefore shows in the music created and released by the artist and their label. Though sales of a record are never directly impacted by what comes out on nightly news, the music sold and the contents thereof

often reflect the current happenings in our world, which creates buy in with the consumer of the artist expressing.

### **Economic**

RIAA notes that in order to receive a platinum record one artist must sell 1 million units or records. It is commonly known that in the Industry in order for you to be a solidified artist, one must achieve gold or platinum status. DSP's have changed the game when it comes to the sales and processes of these records, "Streams" are how record sales are managed or engaged in today's present time. Spotify prices 1 play or stream of a song at

\$0.0033, in order to earn \$1,000 net pay you must have 303,030 streams. If you are a signed artist on a contract with an advance of \$1.2, then you can already gauge that it is not feasible for you to rely solely on streams. Touring, Merchandise, and even monetization of social media marketing and ads, have become a new found form of earnings for the artist. More established artists have less struggles with making money on their catalogue, in comparison to artists who are recently signed and looking to amass success in their career. Though DSP's have created a pipeline for music consumption, it has tipped the scales in terms of music to dollar profits.

### **Societal**

Depending on the genre, music and the music industry on a whole can have marginal impact on the society as a whole. Genre's such as Hip-Hop & Rock n' Roll have been known in the culture to provide influence in areas such as fashion & television. We see this relationship has only grown, Kanye West & his partnership with Adiddas is a prime example. "Yeezy" is the most googled brand on the internet over the likes of competitors such as "Jordan". We've also seen a huge crossover with artists such as A\$AP Rocky, Post Malone,

and Harry Styles into the entertainment industry, all of these artists have been lead roles in a major hollywood film within the last 10 years. When it comes to the environment and the development of communities many artists have contributed back to the communities they came from or communities in need. 2017 began the initiative for clean water to be offered to underprivileged communities, Jaden Smith (Son of Will Smith) was the artist turned pioneer for this very project. JUST Water was Jaden Smith's call to action for clean water consumption and the proper recycling of waste and the move from plastic. Not only did it prove to impact communities such as Flint, MI, but it also created buy in from his audience to further the cause in their community as well. This impact is still felt today as JUST water is now a continuing and profiting brand that gives back to the community.

### **Technological**

Music curation & music creation have developed way past the radio and record players we've come to know and love. With advancements in format we've experienced a range of different methods concerning music consumption. Online radio's such as Pandora & iHeartRadio are some of the forerunner of the early 2010's, allowing the listener to listen to music on their personal devices, or home computers. This made way for more developed DSP's such as Apple Music, Tidal, & Spotify. Growth of these services created revenue for the business, the label, and the artist. This expansion created more job opportunities for communities and especially tech experts and software developers. The exponential growth of service providers also created more brand deals and partnerships with phone services such as Apple, Verizon, AT&T, and even T-Mobile. The synergy in our digital worlds being tethered to our music and its artist, made way for a multi layered buy in from more than just the music industry alone.

use.

### **Product/Service Overview.**

The Garden Club aims to be the sole distributor and holder of all masters from artists signed to the management label. We are entering the present recording industry arena as a “digital only” release label. Therefore as the rightholders of said records, we must exploit those records in interest of the artist and the company. This will be outlined in the artist contract upon signing. In 2017 IFPI reported that 96% of consumers intake music through DSP’s (Spotify, Tidal, Apple Music, etc.).

### **Distribution**

In response to this market consumption, The Garden Club will utilize the online service known as Distrokid. Distrokid will allow an immediate release to all DSP’s for the artists signed to the label, upon registration a flat subscription is established and artists can release at their discretion. This will ensure that not only is the music copyrighted, but it is evenly distributed and logged for revenue purposes.

### **Sound Recordings**

It is common to wonder how it is even possible to offset an industry built on physical record sales, but research shows that most music consumers are utilizing their DSP’s primarily. Though The Garden Club will be able to reduce costs in terms of creating physical records and CD’s; recording the music for these artists can be a cost related to digital record release. These costs do include yet not limited to: session performance fees, background artist fees, mixing & mastering fees, touring, and studio recording costs. Revenue will be collected via royalties in relation to “streams” allocated from the artist. A reference of money per stream is below:

- Spotify: \$0.0038
- Apple Music: \$0.0064
- Tidal: \$0.011
- Google Play: \$0.0059
- Pandora: \$0.0011
- YouTube: \$0.0006

Provided that marketing and merchandising surrounding major release of albums and records, these numbers will provide revenue to insure growth of the label and the facilities thereof.

### **Touring**

Touring for The Garden Club is more closely related to the release of major albums or collaboration tours with other label artists. The early 2000's show that there is a continued decrease in physical album sales. Touring provides buzz around the artist or artist, and creates an opportunity for increased marketing and physical merchandise sales. This capital will of course go back into tour costs such as gas, stage crew, lights and effects, catering and food services, as well as management wages on road.

### **Merchandise**

Merchandising at here at The Garden Club is a core part of our Blossom aspect of the core values. This embues the creative aspect of the artist beyond the music, and asks them to create unique tokens of fashion or memorabilia that will bring their fanbase back for more authentic pieces of their favorite artist. We want to create space for the artist to expand their expression whilst monetizing and marketing their product as a result.

### **Significance & Background**

Consumers of the 21st century can be surveyed or canvassed and the common result will be that they feel as if their artists are all becoming the same. Artistry has become a copy-cat game, everyone looks, feels and sounds the same. Long lost is the approach of the full artist, the story, the music, the journey. Our intention is to bridge the gap of the missing artist. The humble yet talented creative who is yet to be seen, but can be in the hearts and minds of the culture for years. Our significance will be rooted in the development of the artist in a culture that is purely content or aesthetic driven.

### **Summary & Approach**

The canvas that is our background, is primarily focused on the beginning of the artist and their journey through the public space. It comes from the approach that we are not looking for the results of fame or status, but quality. In an industry that is marked with marketing, metrics, money and aesthetic, the quality of the artist is lost.

## References

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- Spinelli, S. & Adams, R. J. (2016). New venture creation: Entrepreneurship for the 21<sup>st</sup> century (10<sup>th</sup> ed.). NY: McGraw-Hill.