

Business Plan / Sustainability

The business plan for QoLMB is to emerge a success to instill confidence, create excitement, support artists passions and build community.

QoLMB will in a loosely based way be a record label for independent artists. While the initial plan is to focus on LGBT artists, one of the bits of feedback I've frequently heard is why focus on this specific group as the lines begin to blur. Initially it will provide a "crib" boundary to establish with the option to assist all independent artists much like the Traveling Musicians Union.

The vision is to build QoLMB layer by layer on a solid foundation. I would like to emerge to the public with at a minimum of the first quarter's grant funding "in the bank". This way when the doors open we know we are already a success and this will stay in the minds of people.

The sustainability of the organization will be based on how successful the organization is at the onset of public operations.

QoLMB will be set up on a pay it forward type plan. Initial fundraising will occur through staff, board, and partners with the goal of having a full quarters revenue before public operations begin. This will be the hook and incentive to draw artist and supporters in immediately.

As the first round of applications begin to come in and we prepare to award the first set of grants. those first in line will be encouraged to become partners and direct fans, donors, friends to QoLMB for the benefit of raising money to support their artists endeavors. The idea being that each round of recipients will be laying the groundwork for the next.

QoLMB will also not use any administrative or facility funds until such time that it can set up its own space. Leasing/renting will not insure a lean sustainable organization. owning our own building, leasing space out and utilizing space for our needs will dramatically cut expenses.

Until such time that this step can be taken QoLMB will operate out of the Tabor Studios.