FOR THE BOARD OF DIRECTORS · BOARD & MISSION BOOKLET

Turn one day of music into a year-round movement.

A board conversation for Becky Newman and the Walk the Beat board of directors.



Walk the Beat already proves the mission through festivals, youth outreach, instruments, lessons, and performance opportunities. This booklet lays out the year-round theme-night pilot that carries that mission between festivals - connecting bands, venues, fans, youth music, and local business, then giving every part of the system a reason to keep the beat going.

> **The ask:** authorize a focused discovery and pilot-design meeting so the full system can be reviewed together.

01 · BOARD MEMO - OCTOBER 2, 2026

A focused pilot to carry the mission between festivals

To: Walk the Beat Board of Directors **From:** Michael Rutherford **Subject:** Year-round theme nights and pilot review

Walk the Beat, in partnership with RezConnect.store, is proposing a rotating theme-night program across local venues, bars, and restaurants. The goal is to keep musicians, venues, fans, and youth music connected throughout the year - while beginning with a controlled pilot the board can review before anything scales.

WHAT WE ARE BUILDING

- A different venue, area, and band from night to night, held together by the Walk the Beat identity.
- Recurring Thursday, Friday, or Saturday events, usually one night per month at each participating venue.
- Promotion for bands already booked, plus a VIP offer for Walk the Beat Club members.
- One designated peak hour in which 10% of sales supports music education for kids.
- A student-supported onboarding and communications process so participating businesses have coaching, not just technology.

WHY IT MATTERS

The annual festival remains the celebration. This pilot tests whether Walk the Beat can create a reliable year-round rhythm: more promoted stages for artists, fresh reasons for venue traffic, a returning fan audience, and a visible connection to youth music.

WHAT THE BOARD WILL REVIEW

- The exact venue and sponsor promise.
- How the Walk the Beat name, logo, and mission are represented.
- The mission-funding language and approval process.
- Which 3-5 venues belong in the pilot.
- What data matters, who can see it, and the go / no-go criteria before expansion.

02 · THE OPPORTUNITY

The opportunity between the festivals

The festival is the celebration. The larger opportunity is a connected calendar that keeps the mission visible.

From "Where is the festival?" to "Where are we walking the beat this week?" The public stays engaged, artists gain a pipeline, and the mission becomes tangible on an ordinary Thursday night.

01

KEEP THE PUBLIC ENGAGED

Recurring theme nights give fans a simple habit: a new venue, a new band, a new reason to gather.

02

GIVE ARTISTS A PIPELINE

Promoted rooms, venue relationships, directory visibility, fan capture, and a path toward the festival stage.

03

MAKE THE MISSION TANGIBLE

One designated peak hour can direct 10% of sales toward youth music - connecting a night out to lessons, instruments, and opportunity.

"Music everywhere for everyone." Walk the Beat already proves the mission through festivals, youth outreach, instruments, lessons, and performance opportunities. The pilot simply gives that mission a weekly rhythm.

03 · THE MODEL

The year-round theme-night model

A different venue. A different area. A different band. The experience travels; the Walk the Beat identity holds it together.

STEP	WHO	WHAT HAPPENS
01	**Venue**	Picks the night - usually one Thursday, Friday, or Saturday each month, plus a VIP offer for club members.
02	**Band**	Brings the sound. If a venue already has a band booked, the program gets behind the show and amplifies it.
03	**RezConnect**	Builds the reach - social, email, screens, sign-ups, and follow-up turn a booking into a campaign.
04	**Fans**	Return as VIPs. Members follow their favorite bands and unlock incentives at participating venues.
05	**Mission**	Funds the next note. A defined give-back moment supports youth music and tells a story worth sharing.

> **August tentpole:** city-wide festival with Best Band crowd vote - the year-round rotation builds toward it, and the festival stage becomes the destination every band is walking toward.

04 · YOUTH MUSIC EDUCATION

One peak hour funds the next note



Every theme night carries a designated peak hour in which **10% of sales supports music education for kids**. That single mechanism turns a night out into lessons, instruments, and first-stage opportunities - the same mission Walk the Beat already delivers through youth outreach.

BEFORE THE NIGHT

Band and venue profiles, co-branded promotion, email and SMS invitations, social assets, and screen creative.

DURING THE NIGHT

VIP incentives, QR sign-up, mission storytelling, visible sponsors, and clear calls to participate.

AFTER THE NIGHT

Thank-yous, fan follow-up, next-event invitations, artist discovery, and useful campaign reporting.

ACROSS THE YEAR

Annual festival communication, the Halfway to the Beat event, venue rotation, member recruitment, and sponsor continuity.

Board gate: mission-funding language, sponsor representation, and the Halfway to the Beat timing and host are approved before publication.

05 · ARTIST ECONOMICS

Respect the real economics of playing

A working musician's night has real costs. The answer is not to promise "exposure." It is to build an advertising and audience system that improves the odds of rebookings, merchandise sales, fan growth, and better future gigs.

~$125

Illustrative midpoint pay per musician used in the current West Michigan handout.

$543.75

Itemized example of the full night: travel, gear, food, lodging, merch, time, and toll.

-$418.75

The gap the promotion, crowd, rebooking opportunity, and fan pipeline are designed to address.

Board-level principle: no income guarantee. The return is a mechanism - pack the room, help the venue see demand, put the band in front of fans, capture permission to follow up, and create the conditions for another paid booking.

The communications system around the mission - campaign setup, venue onboarding, fan follow-up, digital displays, and a student-supported process - exists so the technology is used, not merely installed. Technology does not carry the mission. People using it well do.

06 · ROADMAP & DECISION

Start controlled. Learn. Then scale.

This is not a request to launch everything at once. It is a staged path with the board holding the approval gates.

PHASE	FOCUS	BOARD GATE
Phase 1	Board alignment - confirm story, venue promise, sponsor process, use of name	Approve pilot design
Phase 2	3-5 venue pilot - set baselines, test VIP offer, learn what venues and artists use	Review pilot data
Phase 3	Seven-night rhythm - expand only after repeat attendance and operational clarity	Go / no-go on expansion
Phase 4	Festival flywheel - connect fans, bands, sponsors, and venues to the festivals	Annual review

WHAT WE WOULD SETTLE TOGETHER

- The exact venue and sponsor promise
- Which 3-5 venues belong in a pilot
- How the Walk the Beat name, logo, and mission are represented
- What data matters - and who can see it
- How the festival, Halfway to the Beat, and year-round nights reinforce one another
- The go / no-go criteria before anything scales

Next step: schedule a discovery meeting at rezconnect.store/sales-calendar-v3. In partnership with RezConnect.store - let us put the full system on the table.

Michael Rutherford, Second Chance Pathways, Inc. dba RezConnect.store · (616) 612-1774

07 · THE PARTNERSHIP MODEL

How the mission pays for itself.

Walk the Beat's nonprofit partners don't pass the hat. Their members do real work — introducing local merchants to tools that help their businesses — and every merchant they bring in puts money back into the mission. The people doing the work get paid. The nonprofit gets its share. This is work that funds the work.

Almost 50-50: $97 a month per merchant — **$40** to the affiliate who did the work, **$7** to the nonprofit they named, **$50** to RezConnect for the platform and the coaching. On the $997 annual plan: $400 / $97 / $500, paid once when it's collected. When a nonprofit's own members serve as affiliates, **$47 of every $97 stays on their side of the table** — $40 in the member's pocket, $7 straight to the mission. The affiliate always names the nonprofit. That's the rule.

VOLUNTEERS

Members who introduce merchants, set appointments, and show up for the 2–3 launch sessions.

MENTEES

People walking the path for the first time. A mentee who sticks with it becomes the next mentor.

MENTORS

Experts who guide the next apprentice. Many times people fail because they are not coached.

EDUCATORS

Teachers who learn the ecosystem first, then teach it at enterprise level across the school system.

BUILT FOR KIWANIS. PROVEN WITH WALK THE BEAT.

This model was first built for Tri-Cities Kiwanis and their five children's programs. It never clicked for them — so it was rebuilt with Walk the Beat as the working proof. The door's open: Kiwanis can come back any time. Their members do the work; their mission gets the share.

THE SCHOOL-SYSTEM VISION

Grand Haven schools are the first at-bat — educators learning the ecosystem with Mary Jane Evink, then teaching it as something the school system itself runs. The horizon is 13,000+ school districts across the country. And 3,000 of them would be more than enough.

CONTINUE YOUR PATH

Every path *connects.*

Walk the Beat and the student affiliate program are one system. Wherever you enter, the whole path is open to you.

Walk the Pathway — Student to Expert:
tinyurl.com/Student-to-Expert-Pathway
Ten stops. Ten choices. Walk it on your phone.

THE OTHER BOOKLETS

Venue Partner

Venue Partner Booklet (PDF)

Band & Artist

Band & Artist Booklet (PDF)

Student Affiliate

Student Affiliate Booklet (PDF)

Talk with Angie

Call or text **(616) 612-1774**
voice.rezconnect.store