WALK THE BEAT



FOR BANDS & ARTISTS

Play the night. Pack the room. Earn the stage.

Walk the Beat is a rotating live-music circuit across West Michigan venues - promoted rooms, real audiences, and a path that ends on the August festival stage. This booklet is your door in.

A different venue. A different area. A different band. That is the beat - you walk it, night after night.

THE HONEST NUMBERS

The gig pays $125. The night costs $543.75.

Here is the real math of a West Michigan bar gig, and it is why Walk the Beat exists. The average working musician takes home about $125 a night. The night itself - gas, travel, gear, food, lodging, merch - costs $543.75. That is $418.75 out of your pocket, every single gig.

$125

Average pay per musician, West Michigan bar gig (AFM Local 423 scale, 2025-26 working-musician reports)

$543.75

True cost of the night, itemized: gas, travel, gear, food, lodging, merch and more

-$418.75

The gap, out of the musician's pocket on every gig

No single paycheck closes that gap. So we do not pretend one will. What closes it is a room full of people who came to see you - because a packed room pays everyone back: the tip jar, the merch table, the rebooking, and the next, bigger stage.

> The payback is advertising. We advertise - you play. Advertising fills seats; seats fill the tip jar and the bar.

That is the mechanism this booklet lays out: how Walk the Beat puts a promoted audience in front of your band, and how that audience turns into demand venues cannot ignore.

HOW WALK THE BEAT WORKS

A different venue. A different band. Every night.

Walk the Beat runs themed live-music nights, Thursday through Saturday, across local venues, bars, and restaurants in the Tri-Cities area. Each venue picks its night - usually one night a month - and the circuit rotates: a different venue, a different area, a different band. Fans walk the beat from room to room, and the bands walk it with them.

On a theme night

Walk the Beat gets behind the band and amplifies the show. Promotion runs across social, email, and in-venue screens, and the Walk the Beat Club packs the room. The venue puts out a VIP special for Club members. If your band is already booked at a venue, we get behind you and amplify that show too - you do not have to start over to join the circuit.

One peak hour that gives back

During one peak hour each night, 10% of sales funds music education for kids. Audiences love a night out that does good - and every band on the circuit is playing for the next generation picking up a guitar.

The August tentpole

Every August, the circuit builds to a city-wide festival. Thousands come out, the crowd votes for Best Band, and the festival raises $15,000-$16,000 a year for kids' music education. Bands that pack rooms all season earn their shot at that stage.

THE ARTIST PIPELINE

From signup to the festival stage

There is a path, and every band on it can see where they stand. Here is how it runs.

1

Register your band

Sign up at walkthebeat.store and join the artist directory. Your profile - sound, lineup, links, availability - goes in front of every venue on the circuit.

2

Get placed in promoted rooms

Venues book from the directory. Your shows become Walk the Beat theme nights, promoted by social, email, and in-venue screens before you play a note.

3

Pack the room

The Walk the Beat Club brings members out with VIP incentives at your venue, with your band. A full room is the loudest argument a band can make.

4

Turn fans into regulars

Club members follow their favorite bands from venue to venue, all year long. Your crowd stops being a one-night crowd and becomes a circuit crowd - your crowd, on repeat.

5

Earn the festival stage

Bands that draw get rebooked, and rebooked bands build toward August - the city-wide festival, the Best Band crowd vote, and a professional recording opportunity for the winning band.

STRAIGHT TALK

What you get - and what nobody can promise

We will say it plainly, because bands deserve plain talk: **Walk the Beat does not guarantee income.** No honest program can. What we offer is a mechanism - and mechanisms, worked consistently, are how working bands build a living.

What Walk the Beat brings

- Promoted theme nights in real venues across the circuit
- Directory visibility in front of every participating venue
- Social, email, and in-venue screen promotion for your shows
- The Walk the Beat Club audience, with VIP incentives that fill seats
- Fan capture that follows your band from room to room
- A visible path to the August festival stage

What you bring

- A tight set and a professional show
- Your own crowd, mobilized - your fans plus ours fill rooms
- Merch ready at the table when the room is full
- Reliability: show up, start on time, leave the venue glad you came
- Support for the mission - one peak hour funds kids' music education

Pack the room, and the room pays everyone back: strong sales mean the band gets rebooked, sells merch, and builds the case for bigger rooms and the festival stage. Create demand, and the rebooking follows. That is the whole model - no magic, just a room that works as hard as the band does.

YOUR NEXT STEP

Register your band

One signup puts your band in the artist directory and in front of every venue on the Walk the Beat circuit. Tell us who you are, how you sound, and where to hear you - and we will start walking the beat with you.

Register at walkthebeat.store

Tap Register Your Band and complete the artist signup. It takes a few minutes, and it is the only step between you and the circuit.

walkthebeat.store

STEP	WHAT HAPPENS
Sign up	Your band profile enters the Walk the Beat artist directory.
Get discovered	Venues on the circuit browse the directory and book theme nights.
Get promoted	Your shows are promoted across social, email, and in-venue screens.
Get rebooked	Packed rooms earn rebookings - and build your case for the August festival stage.

Want to talk first? Schedule a discovery meeting at rezconnect.store/sales-calendar-v3, or reach Michael Rutherford at (616) 805-9710 or Michael@RezConnect.store.

Walk the Beat is a live-music community project in partnership with secondchancepathways.com dba rezconnect.store. Theme nights run Thursday-Saturday across Tri-Cities venues; the August festival raises $15,000-$16,000 annually for kids' music education.

> Play the night. Pack the room. Close the gap.

THE PARTNERSHIP MODEL

Artists as mentors

The Student-to-Expert Pathway is exactly what it sounds like: a student walks in, learns the work, becomes a builder, and grows into the expert who mentors the next apprentice.

Musicians who have walked the path — played the rooms, packed the houses, learned the business — are the natural mentors for the students coming up behind them. You know what a working night really costs. You know what separates a band that gets rebooked from one that doesn't. That knowledge is the coaching, and the coaching is the whole model.

> Many times people fail because they are not coached. Technology doesn't fail businesses — the lack of coaching does.

The mission funds the music, too. Every merchant a member introduces puts **$40 a month** in their pocket and **$7** to the nonprofit they named — almost 50-50 stays on the community's side of the table. Play the nights, mentor the next ones up, and the whole system keeps the beat going.

Walk the Pathway — Student to Expert

Ten stops. Ten choices. The front door to the whole program.

tinyurl.com/Student-to-Expert-Pathway

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

Ten stops. Ten choices. Walk it on your phone.

tinyurl.com/Student-to-Expert-Pathway

Board & Mission

Board & Mission Booklet (PDF)

Venue Partner

Venue Partner Booklet (PDF)

Student Affiliate

Student Affiliate Booklet (PDF)

Talk with Angie

Call or text **(616) 612-1774**

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