

# M-AD District President Report

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HOD Meeting – Nov 13, 2022

# Competitive Success in 2022

Quartet	Chorus	Next Gen	Festival
Midtown 2nd GQ- 4th First Take- 5th Gimme Four- 7th 'Round Midnight- 9th Secret Best Friends- 21st Madhattan- 37th The Brooklynaires- 38th	Alexandria Harmonizers- 3rd Parkside Harmony- 4th Gotham- 8th Parkside Melody- 10th East Coast Sound- 11th	Jefferson Plaid Tie- 2nd Brothers In Arms - 3rd Quin-Tones - 6th New Socks- 15th	Quartet Festival Winner Midnight Society Quartet  Chorus Festival Winner Voices of Gotham

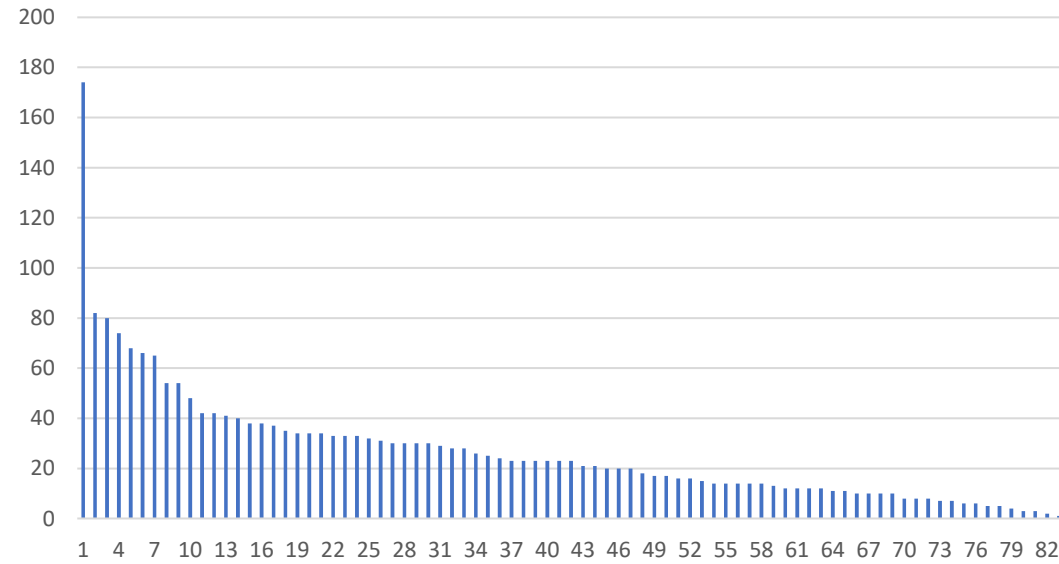
## M-AD Membership/Quartets/Choruses

- Membership as of Sept. 15, 2022, was 1764 Active\* Members – down from 2078 (~15%) from the fall of 2020
- We have 92 active quartets about equally split in each of Central, Southern and Northern Divisions
  - 40 (44%) competed during the Spring of this year
- There are 83 active choruses (77 chapters)
  - 22 (27%) competed in the Spring

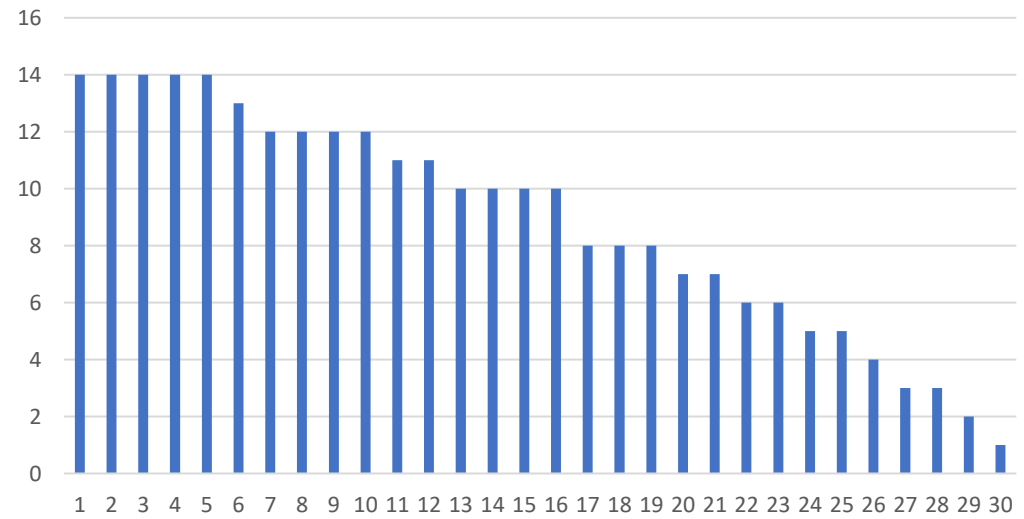
\*Active members are defined as those whose BHS dues are up to date. This means that for most choruses, the number of active singers who come to weekly rehearsals is less than the number of active members.

# M-AD Choruses

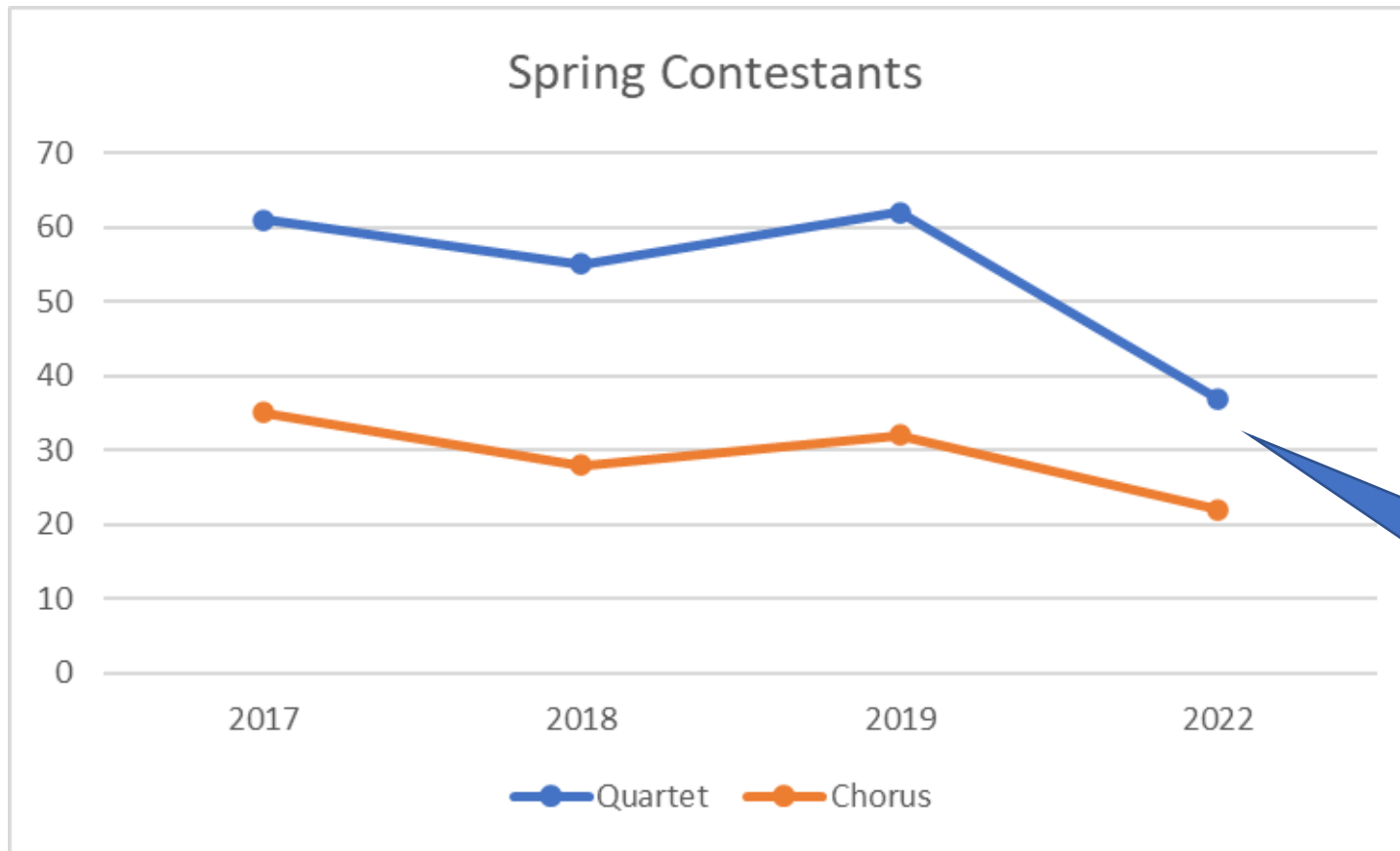
MAD Choruses by Size



30 Choruses have 14 or fewer members and another 14 have 8 or fewer members



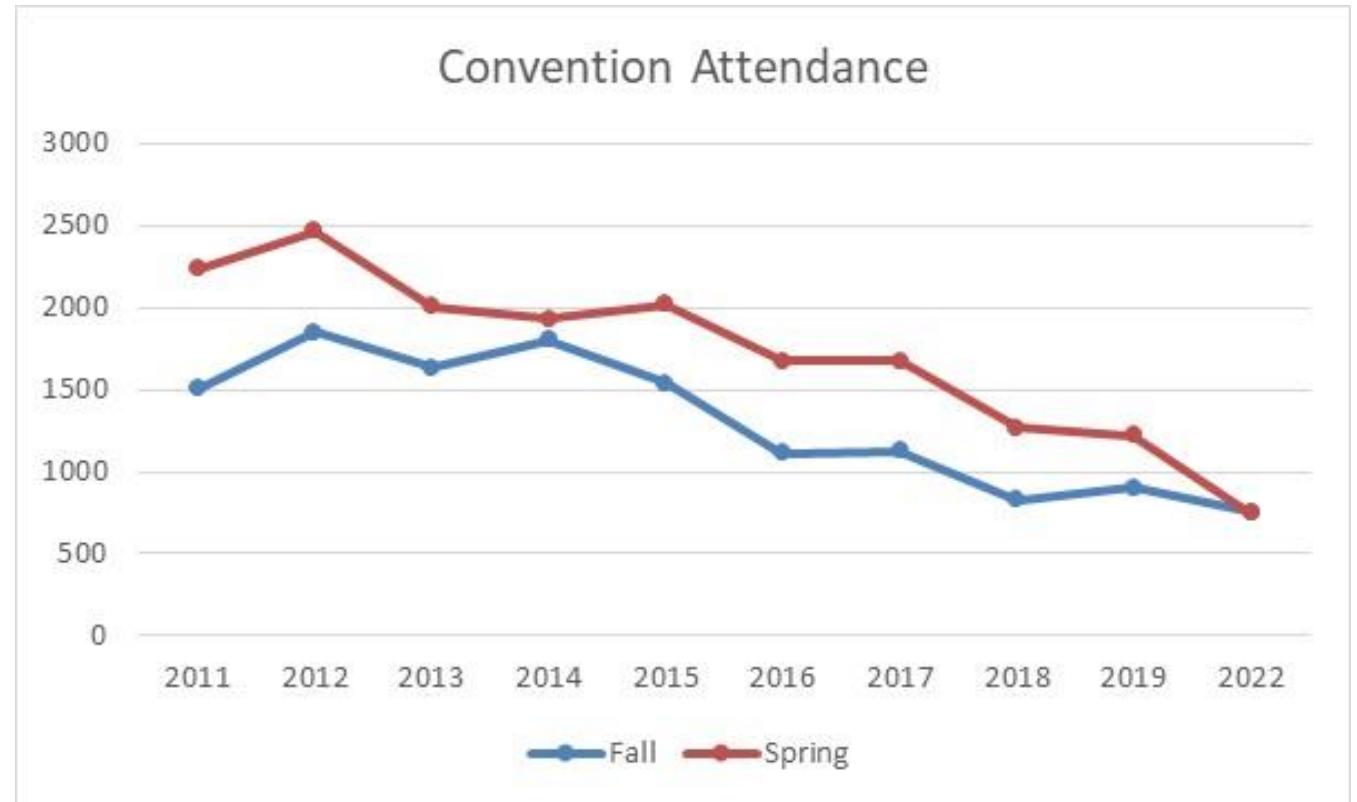
Convention expenses have been problematic for years but have been exacerbated post pandemic



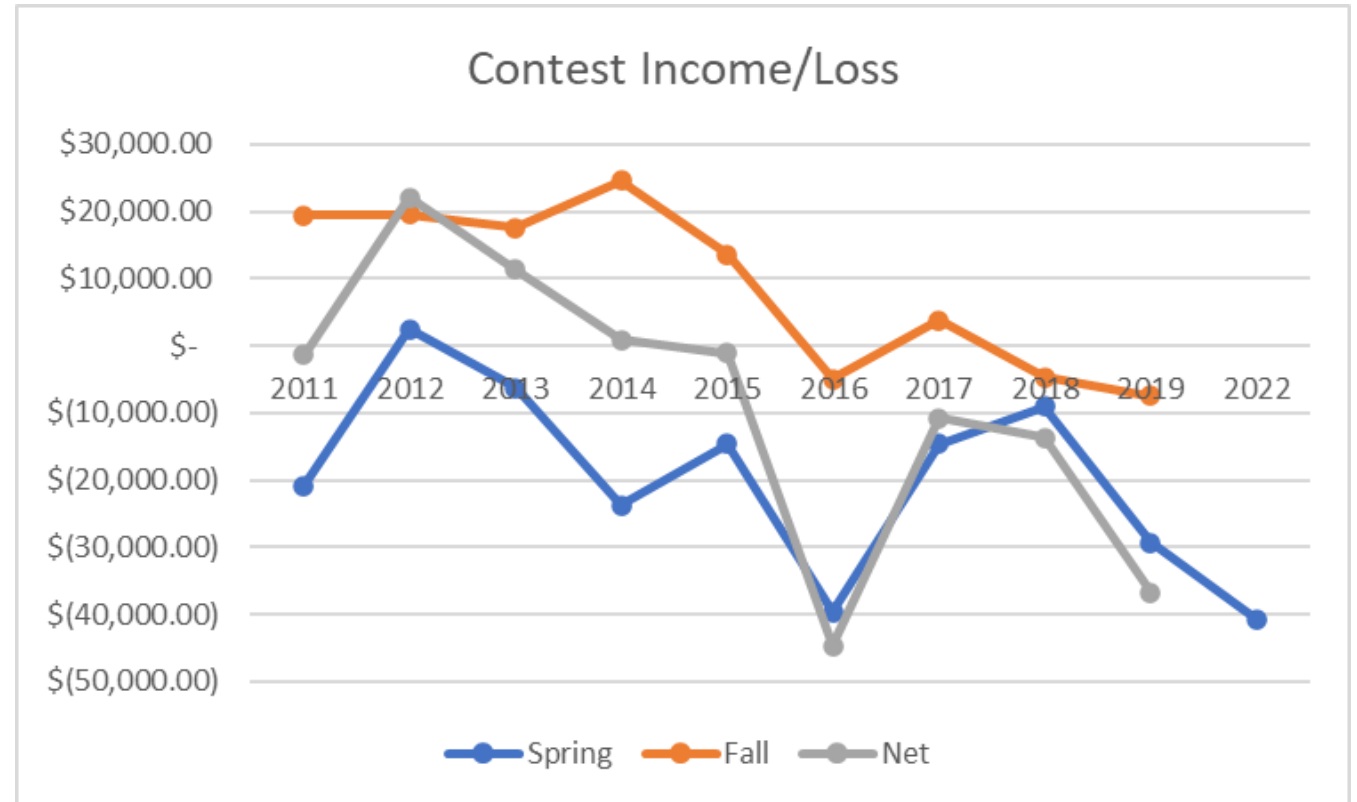
Spring conventions qualify quartets to compete at the fall district, summer international and senior's mid-winter. Choruses qualify to compete at the fall district.

The drop in numbers is likely COVID related numbers

Convention attendance has continued to decline



Net revenue  
from  
conventions  
has been  
negative since  
2015





We had a series of three town halls to share the convention data and then published the results in an all-members communication

- We discussed several ways to raise income and brainstormed ideas to reduce expenses.
- On the cost and income side, we are actively looking at our event model including venue types and staff structure.
- There is also some “low-hanging fruit” that we may choose to pick in consultation with the M-AD BoD and HoD.
  - The average cost of an all events ticket in M-AD is about \$40 while the average ticket cost across all the other districts is \$60
  - It costs us about \$1,000 to have risers available in the ready room at every contest which should also be evaluated.
  - There are many other levers to consider on both the cost and income side and we’ll do our best to maintain the experience you are used to while making our approach sustainable for the long-term.

We are one the best kept secrets in the Mid-Atlantic area – this will soon change – who we are what we do will be featured in our first annual report which will be completed before the end of 2022.

- Outside the barbershop community, M-AD is an unknown entity
- We provide educational opportunities including Leadership training (via Leadership Academy) and some of the best musical training via Harmony College East in North America
- We host major events where hundreds of people come to watch barbershop performances
- Our chapters perform at local community events and reach thousands of willing listeners every year
- Our chapters deliver Singing Valentines that put smiles on thousands of people

WE ARE STRONG  
AND WE ARE BACK