

Will 3 Million be Enough? How to successfully sell your needs to get resources for your program.

Monte Mast
Director of Fine Arts
Klein ISD

Three Steps

Step 1 - Foundation

Built on Trust

Between you and other people

Between the taxpayers and the district

Fiscal responsibility

Good steward of district funds

Want v. need

Step 2 - Understanding the process

Where is the funding source?

Who makes the decisions?

Timeframe - Timing is everything

What do you need?

Be prepared for the long haul

Step 3 - Selling the proposal

Data is king

Objective observer from Mars

Use their terminology

Presentation resources

Klein ISD Bond Plan

2008 Bond

Plan for 2014 Bond

Three big questions

What do we have?

Inventory

Accuracy of inventory

District v. actual

Instrument age

Condition Rubric

What do we need?

How many should we have?

Don't forget marching, jazz, percussion and pianos. (Risers, shells and electronics)

Quality Categories

Representative instruments

What will we buy?

Instrument Evaluation Plan

Genesis

Manufacturer v. retailer

Getting instruments

Representative instruments and pricing

The Bond Plan

Build the spreadsheets.

Purchasing over time

7% inflation rate

Building Support

Lead the charge

Not a one-person army

Work with athletics, not against

Build a coalition, possibly a PAC,

Never talk negative of someone else's need

Politics exist, deal with them positively

Fine arts parents as a voting block

Be prepared to defend and/or adjust

Humor can be effective

Sealing the deal

Always frame arguments from student need.

Equity and Equality

Other Examples

Uniform purchases

Unified concert attire

Technology

Stipends

Staffing

Questions?

Monte Mast's Reference Library

I have used these books as references for all of my presentations on arts as essential to student development, motivation, leadership and presentation skills. I have not read every one of these books from cover to cover but have read at least some of every one and completed a majority.

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0 - Wind Instruments	
	001 - Piccolo
	002 - Flute
	003 - Alto Flute
	004 - Bass Flute
	005 - Oboe
	006 - English Horn
	007 - Bassoon
	008 - Contra Bassoon
	009 - Eb Clarinet
	010 - Bb Clarinet
	011 - A Clarinet
	012 - Alto Clarinet
	013 - Bb Bass Clarinet
	014 - Contra Alto Clarinet (Eb)
	015 - Bb Contra Bass Clarinet
	016 - Soprano Saxophone
	017 - Alto Saxophone
	018 - Tenor Saxophone
	019 - Baritone Saxophone
	020 - Bass Saxophone
	021 - Other Woodwind Instrument
	022 - Piccolo Trumpet
	023 - D/Eb or other key Trumpet
	024 - C Trumpet
	025 - Bb Cornet
	026 - Bb Trumpet
	027 - Flugelhorn
	028 - Bass Trumpet
	029 - French Horn - Single
	030 - French Horn - Double
	031 - Marching Horn (F)
	032 - Marching Horn (Bb)
	033 - Tenor Trombone
	034 - Bass Trombone
	035 - Baritone
	036 - Euphonium
	037 - Marching Baritone/Euphonium
	038 - Tuba
	039 - Marching Tuba
	040 - Sousaphone
	041 - Other Concert Brass
	042 - Other Marching Brass
1 - Percussion	
	101 - Bells/Glockenspiel
	102 - Vibraphone
	103 - Xylophone
	104 - Marimba

	105 - Chimes
	106 - Other Keyboards
	110 - Timpani
	111 - Bass Drum
	112 - Snare Drum
	113 - Concert Tom
	114 - Drum Set
	115 - Cymbals
	116 - Gong
	120 - Large Perc
	130 - Small Perc
	140 - Hardware
	150 - Marching Snare Drum
	151 - Marching Tenor Drums
	152 - Marching Bass Drum
	153 - Marching Accessories
	160 - Cases
	170 - Mallets
	180 - Misc Perc
2 - Pianos - Guitars	
	201 - Grand Piano
	202 - Upright Piano
	203 - Celesta
	204 - Harpsichord
	205 - Electric Piano/Synthesizers
	206 - Other Keyboards
	207 - Keyboard Amps
	208 - Keyboard Hardware & Accessories
	210 - Electric Guitar
	211 - Bass Guitar
	212 - Bass & Guitar Amps
	213 - Bass & Guitar Accessories
3 - String Instruments	
	301 - Violin
	302 - Violin Bow
	303 - Violin Case
	305 - Viola
	306 - Viola Bow
	307 - Viola Case
	310 - Cello 1/4 size
	311 - Cello 1/2 size
	312 - Cello 5/8 size
	313 - Cello 3/4 size
	314 - Cello 7/8 size
	315 - Cello 4/4 size
	320 - Cello Bow 1/4 size
	321 - Cello Bow 1/2 size

	322 - Cello Bow 3/4 size
	323 - Cello Bow 4/4 size
	325 - Cello Hard Case
	330 - Bass 1/8 size
	331 - Bass 1/4 size
	332 - Bass 1/2 size
	333 - Bass 5/8 size
	334 - Bass 3/4 size
	335 - Bass 3/4 size w/ extension
	336 - Bass 7/8 size
	340 - Bass Bow 1/4 size
	341 - Bass Bow 1/2 size
	342 - Bass Bow 3/4 size
	343 - Bass Bow 4/4 size
	345 - Bass Hard Case
	351 - Harp
	352 - Harp Dolly
	353 - Harp Bench
	354 - Harp Hard Case
4 - Tuners - Metronomes	
	401 - 12 Window Tuners
	402 - Single Window Tuners
	403 - Electronic Tuners
	404 - Harmony Director
	405 - Other Tuners
	410 - McAdams
	411 - Digimet Products
	412 - Other Metronomes
5 - Electronic Equipment	
	501 - Band - Recording Device
	502 - Band - Microphones
	503 - Band - Speakers
	504 - Band - Processers
	505 - Band - Players
	506 - Band - Racks & Cases
	507 - Band - Hardware
	508 - Band - Cables
	511 - Choir - Recording Device
	512 - Choir - Microphones
	513 - Choir - Speakers
	514 - Choir - Processers
	515 - Choir - Players
	516 - Choir - Racks & Cases
	517 - Choir - Hardware
	518 - Choir - Cables
	521 - Orchestra - Recording Device
	522 - Orchestra - Microphones

	523 - Orchestra - Speakers
	524 - Orchestra - Processers
	525 - Orchestra - Players
	526 - Orchestra - Racks & Cases
	527 - Orchestra - Hardware
	528 - Orchestra - Cables
	551 - Band - Mixers
	552 - Band - Microphones
	553 - Band - Speakers
	554 - Band - Input Devices
	555 - Band - Racks & Cases
	556 - Band - Hardware
	561 - Choir - Mixers
	562 - Choir - Microphones
	563 - Choir - Speakers
	564 - Choir - Input Devices
	565 - Choir - Racks & Cases
	566 - Choir - Hardware
	571 - Orchestra - Mixers
	572 - Orchestra - Microphones
	573 - Orchestra - Speakers
	574 - Orchestra - Input Devices
	575 - Orchestra - Racks & Cases
	576 - Orchestra - Hardware
6 - Furniture	
	601 - Shell
	610 - Seated Choral Risers
	611 - Standing Choral Risers
	621 - Seated Band Risers
	622 - Riser Transport
	631 - Uniform Racks
	641 - Violin/Viola Rack
	642 - Cello Rack
	643 - Bass Rack
	644 - Bass Storage Unit
	651 - Choral Folio Cabinet
	652 - Band/Orchestra Folio Cabinet
	653 - Sorting Cart
	654 - Sorting Rack
	655 - Filing Cabinet
	660 - Wenger Chairs
	665 - Chair Cart
	670 - Music Stands
	671 - Conductor's Stand
	675 - Stand Cart
	680 - Podium
	690 - Misc Furniture

7 - Marching Equipment	
	701 - Podium
	702 - Ladder
	703 - Pit Percussion Transport
8 - Computer Hardware	
	801 - CPU w/ Monitor
	802 - Laptop
	803 - Printer
	804 - Headphones
	805 - Speakers
	810 - Stationary Furniture
	811 - Mobile Furniture
	820 - Data Projectors
	821 - Document Cameras
	822 - Starboards
	823 - eInstruction Units
	830 - Keyboard Controller
9 - Miscellaneous Inventory	
	900 - Misc Band
	910 - Misc Choir
	920 - Misc Orchestra
	980 - Misc Dance
	999 - Padlock

Klein ISD

Instrument Condition Rubric

New	New The condition of this instrument is in like new condition. There are no known issues with this instrument
Excellent	Excellent The condition of this instrument is functioning as it should. It may have cosmetic blemishes or have had a significant repair in its history but plays in a manner that would not impact student success. A majority of our instruments should fall into this category.
Good	Good The condition of this instrument is nearing the end of its functional life. This instrument needs frequent adjustments and may show signs of significant wear. It is still functional but has issues that could impede student performance at the highest levels. Should shift status to Reserve in five years or less.
Fair	Fair The condition of this instrument is such that it should only be used as a reserve instrument. This instrument would impede the musical development of a student if issued for an extended length of time and should only be used while other instruments are being repaired.
Poor	Poor The condition of this instrument is not playable and should be retired. The expense of doing a full overhaul has been considered and been determined not to be cost effective. The instrument could be used in an elementary music classroom for a visual aide or should be sold at auction.

Klein HS

		Sug.	N/E	G	F/P	Need	Value	G * .5	Value
A Clarinet									
	Prof.	4	2	2	0	0	\$ -	1	\$ 2,900.00
Alto Clarinet									
	Prof.	1	0	0	1	1	\$ 7,200.00	0	\$ -
Baritone Sax									
	Basic	3	0	0	0	3	\$ 8,400.00	0	\$ -
	Int.	2	0	3	0	0	\$ -	2	\$ 8,800.00
	Prof.	2	0	2	0	0	\$ -	1	\$ 6,700.00
Bass Clarinet									
	Basic	8	0	6	16	2	\$ 2,900.00	3	\$ 4,350.00
	Int.	4	2	3	1	0	\$ -	2	\$ 7,400.00
	Prof.	2	1	2	0	0	\$ -	1	\$ 7,100.00
Bass Trombone									
	Basic	3	0	1	2	2	\$ 4,800.00	1	\$ 2,400.00
	Int.	2	0	1	1	1	\$ 3,200.00	1	\$ 3,200.00
	Prof.	1	0	0	0	1	\$ 3,700.00	0	\$ -
Bassoon									
	Basic		0	0	2	0	\$ -	0	\$ -
	Int.	8	1	3	1	4	\$ 21,600.00	2	\$ 10,800.00
	Prof.	4	1	2	0	1	\$ 7,750.00	1	\$ 7,750.00
Bells									
	Indoor	1	0	0	0	1	\$ 2,700.00	0	\$ -
	Outdoor	1	1	0	0	0	\$ -	0	\$ -
C Trumpet									
	Prof.	4	2	2	0	0	\$ -	1	\$ 2,500.00
Contrabass Clarinet									
	Prof.	1	1	0	1	0	\$ -	0	\$ -
Contralto Clarinet									
	Prof.	1	0	1	0	0	\$ -	0	\$ -

Proposed Timeline for Klein ISD Band Instrument Evaluations

2008	2009	2010
Beginner Flutes	Beginner/ Intermediate Oboes	Professional Flutes
Bass Clarinets (All Levels)	Beginner Clarinets	Professional Clarinets
Beginner Alto Saxes	Tenor and Bari Saxes	Professional Alto Saxes
French Horns	Beginner Cornets	Professional Trumpets
Beginner Trombones	Bass Trombones (All Levels)	Professional Tenor Trombones
Professional Tubas	Baritones & Euphoniums	None

Bass Clarinets of all levels

#	Brand	Model	MSRP	Street Price
1	Jupiter	673BN	\$1,620	\$1,247
2	Ridenour	BC147R (Low Eb)	\$1,850	\$1,178
3	Ridenour	BC147C (Low C)	\$3,095	\$1,668
4	Amati	ACL 691-0 (Low Eb)	\$6,570	\$3,860
5	Amati	ACL 692-0 (Low C)	\$8,000	\$4,655
6	Selmer	1430P	\$2,005	\$1,303
7	Leblanc	L7166	\$2,010	\$1,205
8	Leblanc	L7168	\$2,080	\$1,244
9	Leblanc	L60	\$6,570	\$3,648
10	Leblanc	L160S	\$7,110	\$3,939
11	Selmer	65	\$11,535	\$7,200
12	Selmer	67	\$13,455	\$8,300
13	Leblanc	LC3305	\$11,090	\$6,200
14	Leblanc	L7168L	\$2,220	\$1,285
15	Buffet Crampon	BC1193-2-0	\$15,035	\$9,100
16	Yamaha	YCL-221	\$2,280	\$1,645
17	Yamaha	YCL-622	\$9,618	\$6,452

Beginner Trombones

#	Brand	Model	MSRP	Street Price
1	Jupiter	432L	\$850	\$659
2	Jupiter	636L-0	\$1,610	\$1,260
3	F. Schmidt	FTB500	\$840	\$715
4	F. Schmidt	FTBF547	\$1,776	\$1,510
5	Amati	ASL31H-0	\$1,125	\$848
6	Antigua	A789-LQ	\$799	\$559
7	Antigua	AX701L	\$399	\$399
8	Bach	TB301	\$995	\$6,697
9	Conn	23H	\$995	\$697
10	King	606	\$995	\$697
11	Bach	TB600	\$820	\$574
12	Holton	TR602	\$995	\$697
13	Blessing	1280	\$875	\$599
14	Blessing	88	\$1,875	\$1,319
15	Blessing	880	\$1,925	\$1,349
16	Besson	BE1030-1-0	\$1,090	\$655
17	Nirschl	H100LQ	\$795	\$633
18	Getzen	351	\$953	\$824
19	Getzen	451	\$984	\$840
20	Eastman	ETB310	\$775	\$698
21	Eastman	ETB420G	\$1,450	\$1,238
22	Yamaha	YSL-354	\$930	\$787

Requests by Instrument

		Instrument	Price	HS Qty.	Int. Qty.	Total Qty.	Extended
A Clarinet							
	Prof.	Buffet R13 A	\$ 2,900.00	4	0	4	\$ 11,600.00
Alto Clarinet							
	Prof.	Buffet BC1503	\$ 7,200.00	1	0	1	\$ 7,200.00
Baritone Sax							
	Basic	Jupiter 593GL	\$ 2,800.00	9	9	18	\$ 50,400.00
	Int.	Yamaha YBS 52	\$ 4,400.00	2	4	6	\$ 26,400.00
	Prof.	Yamaha YBS 62	\$ 6,700.00	3	0	3	\$ 20,100.00
Bass Clarinet							
	Basic	Jupiter 675N	\$ 1,450.00	8	38	46	\$ 66,700.00
	Int.	Buffet 1180	\$ 3,700.00	4	7	11	\$ 40,700.00
	Prof.	Buffet 1193	\$ 7,100.00	3	0	3	\$ 21,300.00
Bass Trombone							
	Basic	Getzen 1052FDR	\$ 2,400.00	6	0	6	\$ 14,400.00
	Int.	Conn 62H	\$ 3,200.00	5	8	13	\$ 41,600.00
	Prof.	Getzen 3062AF	\$ 3,700.00	1	0	1	\$ 3,700.00
Bassoon							
	Basic	Fox 222d	\$ 5,400.00	0	38	38	\$ 205,200.00
	Int.	Fox 222d	\$ 5,400.00	20	15	35	\$ 189,000.00
	Prof.	Fox 240	\$ 7,750.00	3	0	3	\$ 23,250.00
Bells							
	Indoor	Fall Creek K200WG	\$ 2,700.00	2	0	2	\$ 5,400.00
	Outdoor	Yamaha YG250	\$ 1,000.00	0	0	0	\$ -
C Trumpet							
	Prof.	Bach 180ML C	\$ 2,500.00	4	0	4	\$ 10,000.00
Contrabass Clarinet							
	Prof.	Selmer 40	\$ 13,500.00	0	0	0	\$ -

Fine Arts Bond Requests in 2014 Dollars

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Band Replacement						
KHS	\$ 63,210.00	\$ 63,210.00	\$ 63,210.00	\$ 63,210.00	\$ 63,210.00	\$ 316,050.00
KFHS	\$ 45,430.00	\$ 45,430.00	\$ 45,430.00	\$ 45,430.00	\$ 45,430.00	\$ 227,150.00
KOHS	\$ 44,500.00	\$ 44,500.00	\$ 44,500.00	\$ 44,500.00	\$ 44,500.00	\$ 222,500.00
KCHS	\$ 25,380.00	\$ 25,380.00	\$ 25,380.00	\$ 25,380.00	\$ 25,380.00	\$ 126,900.00
Doerre	\$ 44,490.00	\$ 44,490.00	\$ 44,490.00	\$ 44,490.00	\$ 44,490.00	\$ 222,450.00
Hildebrandt	\$ 37,640.00	\$ 37,640.00	\$ 37,640.00	\$ 37,640.00	\$ 37,640.00	\$ 188,200.00
Kleb	\$ 43,220.00	\$ 43,220.00	\$ 43,220.00	\$ 43,220.00	\$ 43,220.00	\$ 216,100.00
Klein Int.	\$ 32,790.00	\$ 32,790.00	\$ 32,790.00	\$ 32,790.00	\$ 32,790.00	\$ 163,950.00
Krimmel	\$ 29,790.00	\$ 29,790.00	\$ 29,790.00	\$ 29,790.00	\$ 29,790.00	\$ 148,950.00
Schindewolf	\$ 30,260.00	\$ 30,260.00	\$ 30,260.00	\$ 30,260.00	\$ 30,260.00	\$ 151,300.00
Strack	\$ 41,790.00	\$ 41,790.00	\$ 41,790.00	\$ 41,790.00	\$ 41,790.00	\$ 208,950.00
Ulrich	\$ 15,850.00	\$ 15,850.00	\$ 15,850.00	\$ 15,850.00	\$ 15,850.00	\$ 79,250.00
Wunderlich	\$ 30,270.00	\$ 30,270.00	\$ 30,270.00	\$ 30,270.00	\$ 30,270.00	\$ 151,350.00
SubTotal	\$ 484,620.00	\$ 484,620.00	\$ 484,620.00	\$ 484,620.00	\$ 484,620.00	\$ 2,423,100.00
Pianos	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 150,000.00
Orchestra	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 300,000.00
Elementary Music	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 125,000.00
Contingency	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 250,000.00
SubTotal	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 165,000.00	\$ 825,000.00
KF Cluster						
Flute					\$ 92,000.00	\$ 92,000.00
Clarinet	\$ 102,000.00					\$ 102,000.00
Alto Sax	\$ 42,400.00					\$ 42,400.00
Trumpet			\$ 67,200.00			\$ 67,200.00
Trombone					\$ 54,000.00	\$ 54,000.00
High End Intellaspot		\$ 108,000.00				\$ 108,000.00
High End DLV				\$ 132,000.00		\$ 132,000.00
Int. Marching			\$ 60,300.00			\$ 60,300.00
SubTotal	\$ 144,400.00	\$ 108,000.00	\$ 127,500.00	\$ 132,000.00	\$ 146,000.00	\$ 657,900.00
Grand Total	\$ 794,020.00	\$ 757,620.00	\$ 777,120.00	\$ 781,620.00	\$ 795,620.00	\$ 3,906,000.00
With 7% Annual Infl.	\$ 794,020.00	\$ 810,653.40	\$ 889,724.69	\$ 957,518.11	\$ 1,042,895.52	\$ 4,494,811.72

In 2015, 3 of our 4 high schools and 6 of our 9 intermediate schools will have significant portions of their musical instrument inventory purchased at least 30 years ago. To put it in perspective, those instruments are older than these events that occurred in 1985:

The launch of cable channels VH1 & Discovery Channel

Ronald Reagan takes the oath of office for his second term

The first Wrestlemania in Madison Square Garden

The day portrayed in Ferris Bueller's Day Off

The failed launch of "New Coke"

The recording of the song: "We Are the World"

The debuts of video games Tetris and Super Mario Brothers

The Tommy Hilfiger brand is launched

Amadeus wins the Academy Award for Best Picture

The opening of the very first Blockbuster Video in Dallas

The wreckage of the Titanic is located

Pete Rose becomes baseball's all-time hit leader

Back to the Future debuts in theaters

And my personal two favorites:

The comic strip Calvin and Hobbes debuts in newspapers

Bill Gates and Microsoft release
Windows 1.0

