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Vision: V11 believes in the importance of giving new musicians the best running start to gain experience, reach their audience, and have the opportunity to learn from the reactions of music lovers. The talents of today are the stars of tomorrow. A thriving music scene in Rotterdam contributes to a healthy sector that offers the talents of tomorrow the opportunity to unleash and develop their potential and give them the most promising start to their professional career.

### Business plan for Stichting Vessel 11

#### Mission statement

At V11, our mission is to organize cultural events on board the Lightship Vessel 11, with an emphasis on exposing Rotterdam's new and upcoming artists and providing opportunities and training for a new generation of technicians and cultural administrators. Our commitment is to create a safe and supportive space for all, where creativity can flourish.

#### Description of Stichting Vessel11

2023 has been a good year for V11. We hosted 101 events, ranging from concerts, release shows, recording sessions, dance nights and the Calls From the Hull II Festival. We collaborated with partner venues such as Rotown, Baroeg and Worm. We also took part in a number of Rotterdam festivals this year; Eendracht Festival, Motel Mozaïque, Festival Downtown, Left of the Dial and Conflux Festival.

2023 saw the second edition of our Calls From The Hull project. The goal of this project is to give bands from Rotterdam the opportunity to make a professional recording that can be a springboard to success in their professional music career. The CFTH project has quickly grown into the second important substantive and artistic pillar of our programming. It is now an annual project, in which we make sound recordings of fifteen artists/bands from Rotterdam and the surrounding area. We offer artists these free recordings and support in communication, such as publicity photos, writing of articles, blogs etc. They receive this support in exchange for making one of the tracks they recorded on V11 available on the compilation album. We are currently in the process of recording a third edition and organizing our own Calls From the Hull festival again.

Vessel11 is implementing a holistic plan to reduce its environmental footprint. In September 2023 we made an important step by Upgrading the lights to LEDs. This had the double benefit of both reducing our energy use as well as dramatically improving the lights. With this development we have lifted our concerts to the next level.

Following the refurbishment of the top terrace, we piloted a series of free concerts and DJ's from the local area over the summer. The aim for our program on the top deck is to attract a new audience who may not know these artists or music styles. The location of the shows in the tower of the lighthouse makes it uniquely magical.

### Background

Vessel 11 is a stage for contemporary and alternative music, located in a unique location: the British lightship Vessel11 (built: 1951) in the Wijnhaven of Rotterdam. Since 2013, V11 has become an established, professional stage that is now an indispensable part of the city's pop circuit. With its daring and genre-transcending programming, V11 often serves as a springboard for emerging artists and bands; with a maximum capacity of one hundred people, it is a perfect place for beginning and upcoming artists. Visitors to V11 consider themselves rich because they know, through good programming, promotion and communication, that they can discover bands here that sometimes end up selling out thousand-people-halls the following year.

V11 is a fully professional, well-equipped stage in every respect, with proven programming that meets the needs of both artists and audiences. By entering into partnerships with other Rotterdam venues, such as Baroeg, Worm & Rotown, V11 is embedded in the city's musical ecosystem. This has resulted, among other things, in being chosen by the Rotterdam public as the best stage in Rotterdam in 2022.

V11 has been able to achieve all this thanks to the generous annual support from the Municipality of Rotterdam in the period 2015 to 2024 as well as Popunie and Fonds Podium Kunsten for regular programming and the CFTH foundations, Stichting Elise Mathilde Fonds, Cultuurfonds, G.Ph. Verhagen, and Stichting Volkskracht.

### Plans for 2024

Our programme for 2024 is similar to that of 2023. We intend to put on 95 shows and up to 12 dance nights. We are doing a third edition of Calls From The Hull with 15 recordings. The recordings are starting in December 2023.

Vessel 11 will continue to collaborate with other music venues and programmers in Rotterdam as we believe strongly that cultural organisations have a lot to gain from joint working and supporting each other to build a stronger music scene in the city.

For 2024 we have the ambition to deepen and broaden, both in our programming and audience reach, in order to make an even greater and structural contribution to the Rotterdam music scene. We are planning on doing this through further developing partnerships with other Rotterdam venues and concert promoters. Always on a quest to improve ourselves, this year we will focus on enhancing our safety and welfare policy for both staff, bands, and audience.

### Administration & Management

Oversight of the Stichting is undertaken by the board of governors. At present the board members consist of the chair of the board, Majel Blonden, (CEO of PAARD), Treasurer, Dennis Willemsen (Director of Zakelijk Complex Stedin) and Secretary, Immanuel Spoor (Director of De Nieuwe Lichting). The board of governors have oversight of the allocation of Stichting V11's assets. They approve an annual plan of action and budget for the upcoming year and review and approve the accounts & activities of the previous year.

The managing director of the Stichting is Brontë Flecker who works with a small team of freelancers to deliver the mission. The team consists of the programmer (Keimpe Koldijk), the production manager (Elvan Melaard), head sound engineer (Elmo Taihitu), stage manager (Edward Smith), Communications Manager (Micha Zaat) and a small group of assistant stage managers and sound engineers.

### Financial Management

2023 was a comparatively strong year for the Stichting's revenue (particularly in terms of ticket sales). After the dip in attendance during the Corona years and their aftermath, the ticket sales are back to what they were in 2019. The stichting tries wherever possible to diversify it's revenue streams, such as renting out silent disco headsets and the sound equipment to private parties in the ship. The VIIP membership continues to attract people and bring both audience and support to V11's activities.

In addition, in 2023 the stichting received financial support from the municipality of Rotterdam, Popunie, Fonds Podium Kunsten, Elise Mathilde Fonds, Prins Bernhard Cultuurfonds and G.Ph. Verhagen, as well as from Vessel 11 horeca.

Vessel 11 is very grateful to all those who support our mission financially as well as to all those who take the time to show up and see the brilliant artists who grace our stage in the belly of the ship.