

PVMA PROGRAMS AND TIERS

Finding the Right Fit for Your Community



SET YOUR DESK

You should have the following materials at your table:

- Learner Guide
- Sample Data
- Your local data
- Pencil



YOUR TRAINER – TIM HILL

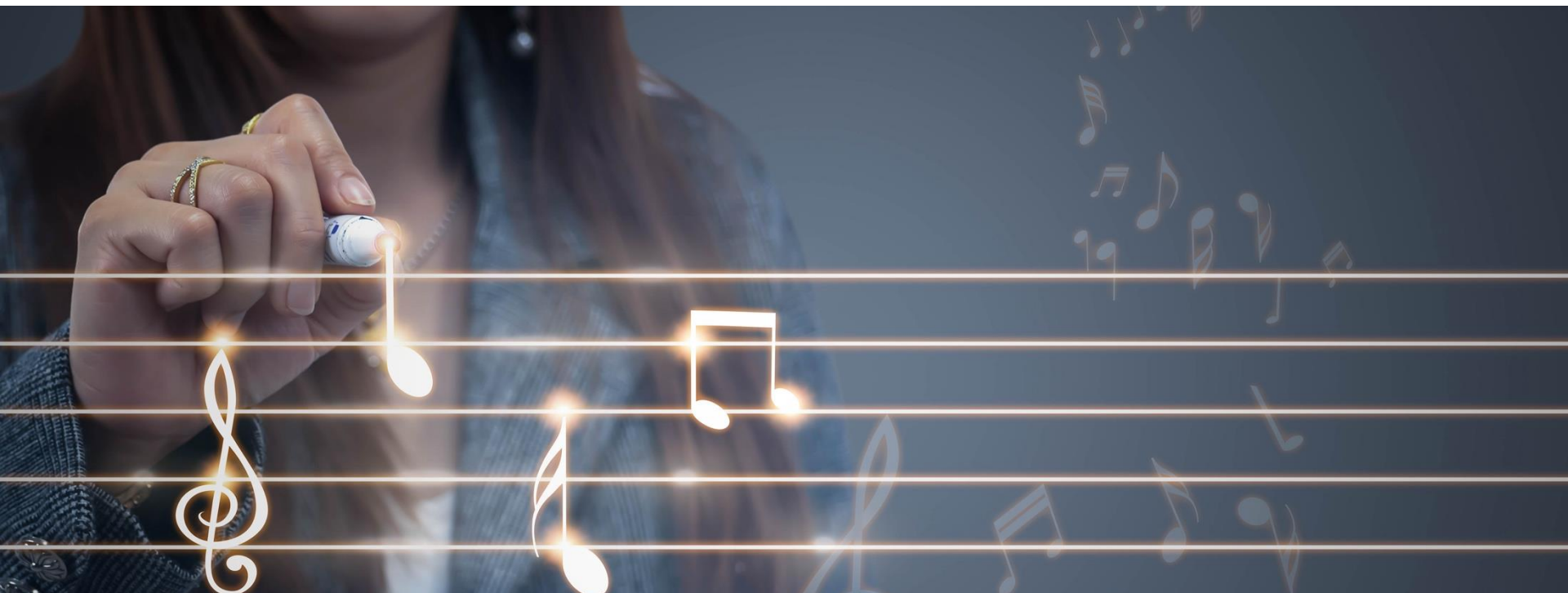
- B.A. – Music Education (NMSU)
- M.A. – School Leadership (CSUDH)
- 30+ years music education experience
- 5 years with Guitar Center Lessons
- Director of Music Education Programs for PVMA



LEARNING OBJECTIVES

By the end of this training, you will be able to:

- Describe PVMA's franchise tiers and program offerings
- Use demographic data to identify viable program and tier options for launch
- Draft an initial instructional plan for launch



PALOS VERDES MUSIC ACADEMY

(formerly South Bay Music Academy)

Built On Three Core Values

- Inclusivity – Music for All
- Creativity – Finding Your Unique "Voice"
- Persistence – Keep Going, Keep Growing



OUR HISTORY: 2001 - 2007

- 2001 – SBMA opens in Torrance, CA
- 2003 – Redondo & Manhattan Beach locations added
- 2007 – New locations added in Ranchos Palos Verdes, Culver City, and Long Beach (first Expanded location)



OUR HISTORY: 2008 - 2015

- 2011 – Rebrand to Palos Verdes Music Academy (PVMA)
- 2013 - Expansion into Orange County (five locations)
- 2015 – Expansion into San Diego (four locations)



OUR HISTORY: 2016 - PRESENT

- 2020 – Expansion to Ventura County, Woodland Hills, & SLO
- 2024 – First Premium campus opens (Torrance)
- 2025 – Franchise expansion plan launches



WHAT MAKES US DIFFERENT

- Rigorous teacher recruitment and training
- Tailored, standards-aligned curriculum
- Virtual lessons support
- Instruction from early childhood through adulthood



ABOUT PVMA'S PROGRAMS

PVMA programs range from 1:1 private lessons to advanced pathways for aspiring musicians.



DECIDING PROGRAM OFFERINGS

Data-Driven
Decision Making

Cultural Context
(Music for All)

Success - Not
Stress



CLASSIC PROGRAMS

Offered at all PVMA locations

- Group Music (2–5)
- Group Piano (6–8)
- Private Lessons (9+)*
- Masterclasses
- Virtual lesson support

** Piano, Guitar, Orchestral Strings, Wind Instruments*



EXPANDED PROGRAMS

- *All Standard Programs*

PLUS

- Private Lessons - Bass, drums, voice (9+)
- Modern Band (8-week cycle)



PREMIUM PROGRAMS



- *All Standard and Expanded Programs PLUS*
- DJ/Electronic Music (12+)
- Indie Artist Series
- Independent Artist Camp

À LA CARTE PROGRAMS

- Stage Tech Camp
- Drum Circle (Special Needs)
- Mariachi Option
- Recording (ProTools/Logic)



PVMA FRANCHISE TIER STRUCTURE

- Tiers define instructional breadth and complexity
- Focus on what can be delivered with quality
- Does not include facilities, staffing models, equipment, or financials

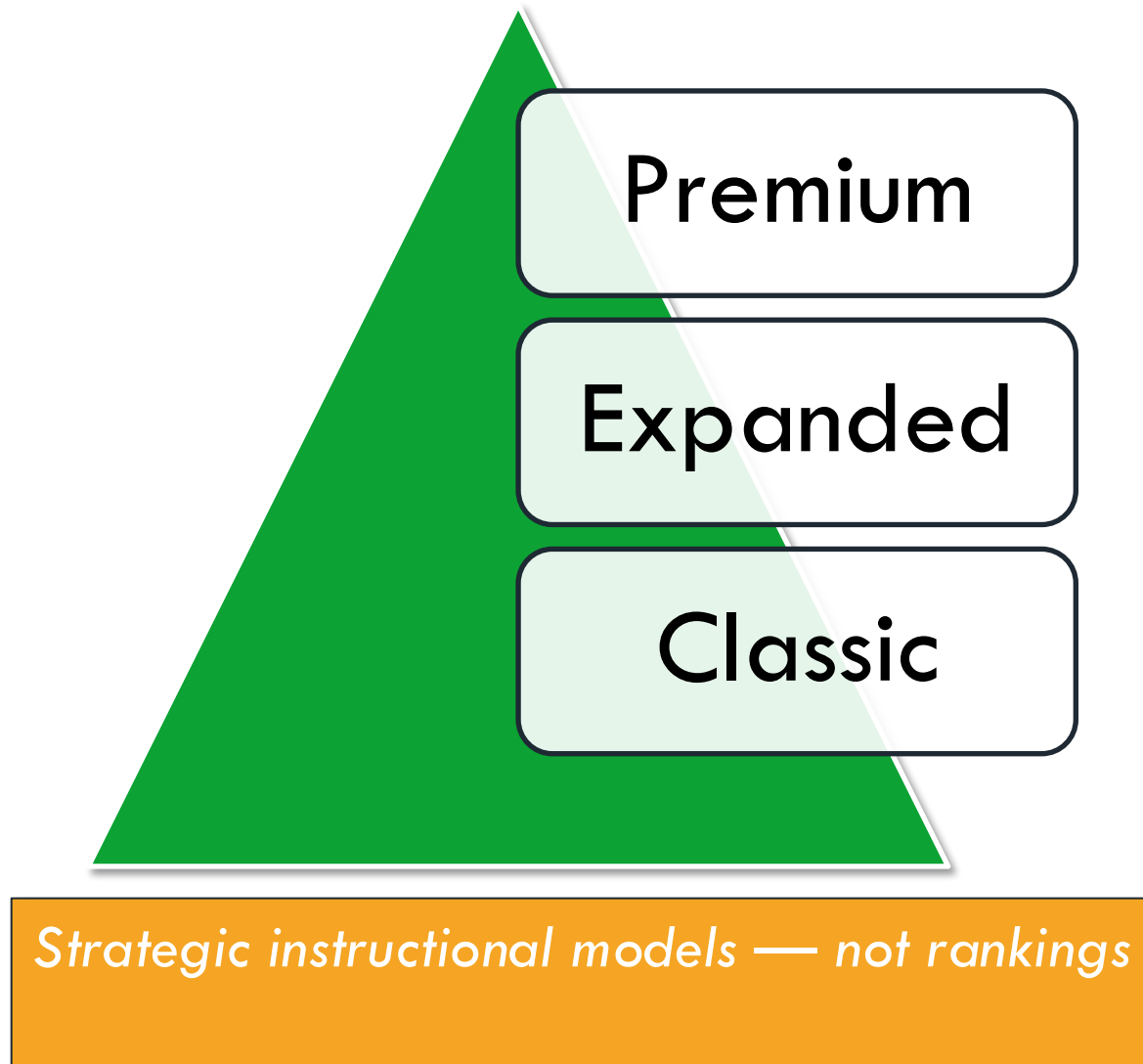


PURPOSES OF FRANCHISE TIERS

- A consistent framework that still allows local customization
- Defined stages for program growth and expansion
- Inclusive access: music for all learners



TIER CLASSIFICATIONS



SELECTING VIABLE TIERS



Know your people
(demographics)

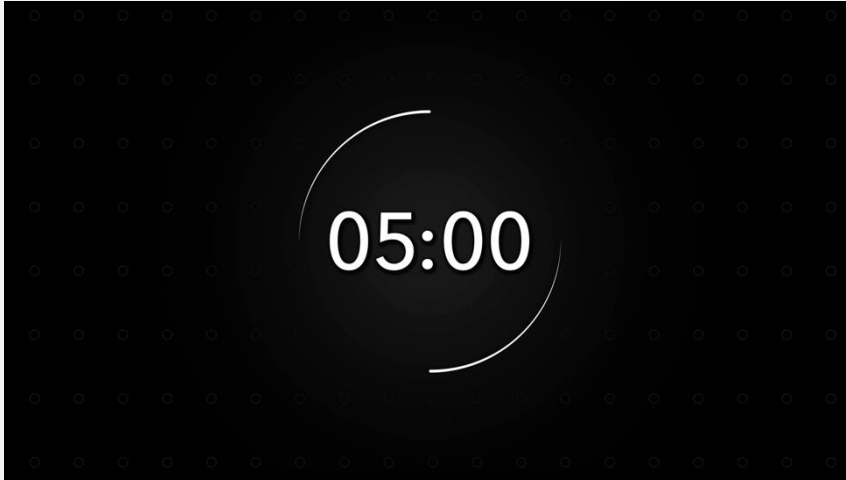


Know your community (culture
and context)



Know your landscape (other
programs/pricing/models)

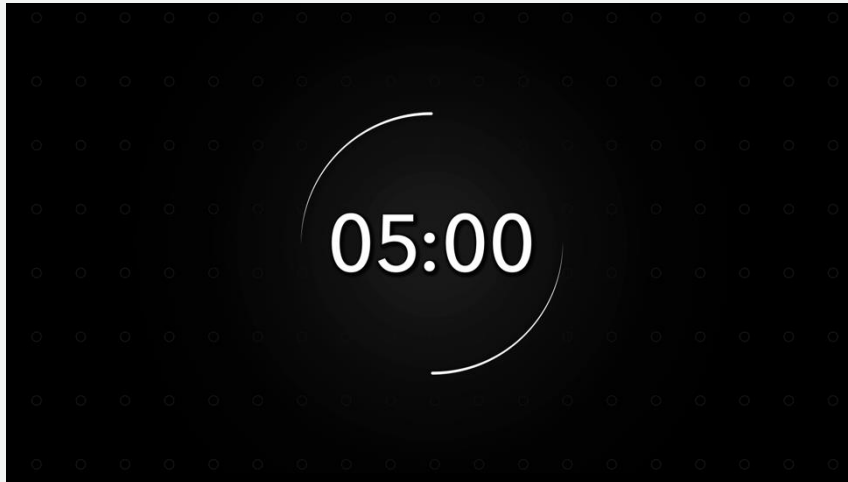
DEMOGRAPHIC STUDY



- Review the provided sample demographic data (3 minutes)
- Identify any trends that you observe (1 minute)
- Discuss your observations with your table (1 minute)

Keep track of your observations
in the Learner Guide

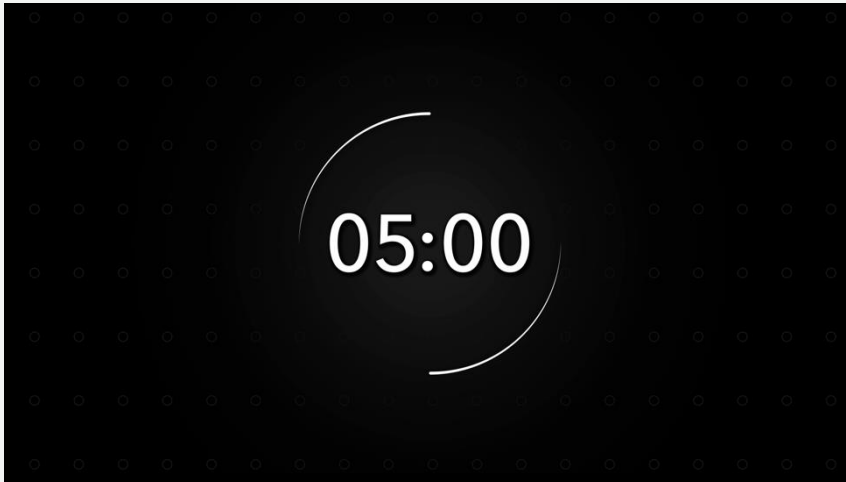
CULTURAL CONTEXT STUDY



- Review the provided sample cultural events calendar (3 minutes)
- Identify any trends that you observe (1 minute)
- Discuss your observations with your table (1 minute)

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MUSIC PROGRAMS ANALYSIS



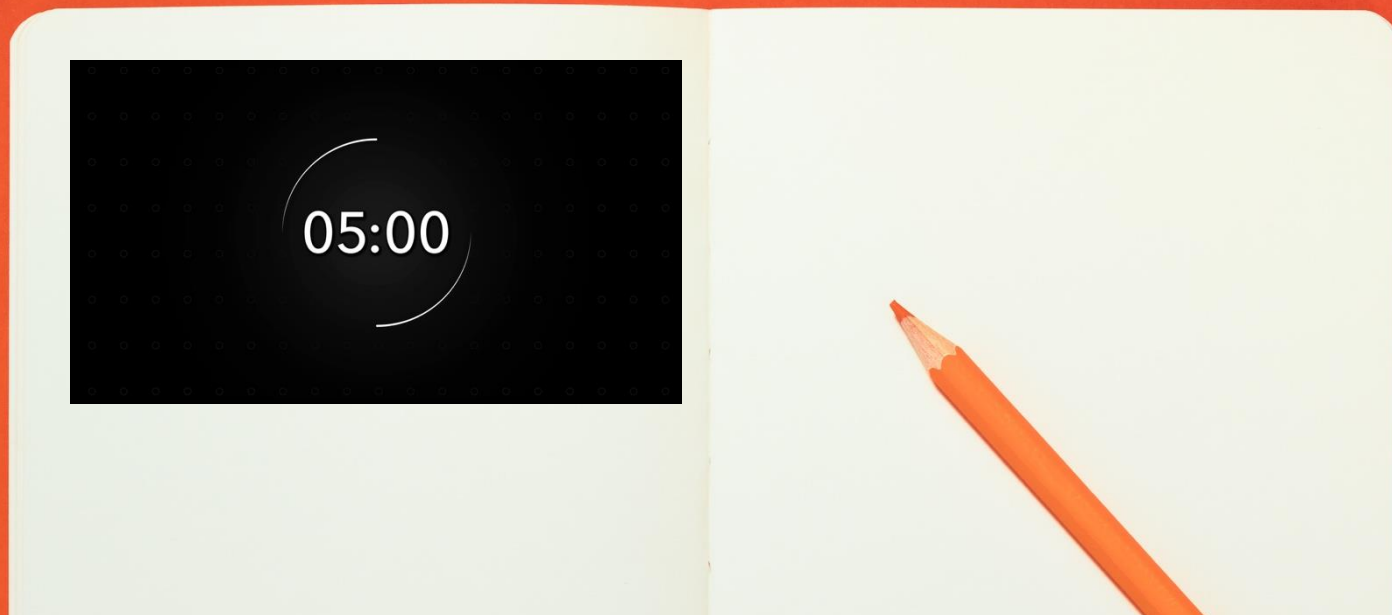
- Review the provided information on local private and school music programs (3 minutes)
- Identify any trends that you observe (1 minute)
- Discuss your observations with your table (1 minute)

Keep track of your observations
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THINK AND WRITE

In your notes:

- What insights stood out?
- What tier would you *test first* for launch – and why?
- What à la carte ideas might fit a similar market?



TRANSITION



In the next session, you'll translate today's program and tier thinking into operational decisions.

First, you'll complete one final activity to summarize your launch plan and prepare for the Operations session.

LAUNCH PLAN – FIRST DRAFT

00:10:00

Write down your reflections in
the Learner Guide

- Review your local data (people, community, competition).
- Use the data to identify your tier at launch.
- List potential à la carte programs based on the community.
- 2 Ops questions for the next session.

NEXT STEPS

- 15-minute break
- Please return to this room
- Next: Session with the Director of Operations
- I'll be available for questions during the break

