

ORGANIZATION OVERVIEW

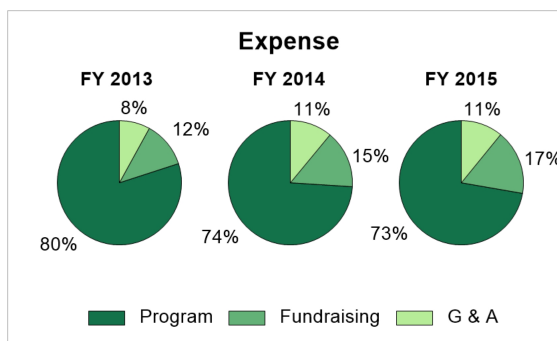
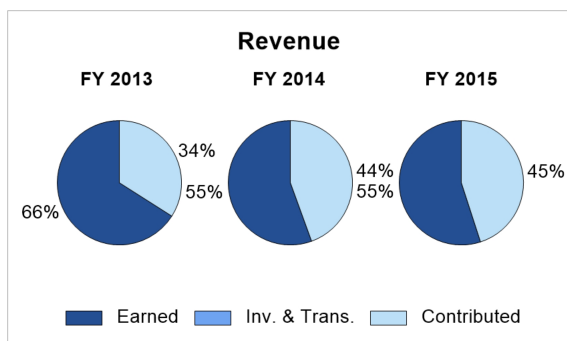
Organization Name	Purple Rose Theatre Company	Year Organization Founded	1990
Address	137 Park Street, Chelsea, MI 48118-1038	Number of Board Members	16
County	Washtenaw	Fiscal Year End Date	08/31
Federal ID #	38-2946466	DUNS Number	625049267

This applicant is audited or reviewed by an independent accounting firm.

-0% signifies a value of less than +/- 0.5%.

ORGANIZATION SUMMARY

Financial Activity	FY 2013	FY 2014	% chg	FY 2015	% chg
Unrestricted Activity					
Revenue					
Earned					
Program	\$1,151,401	\$1,099,028	-5%	\$852,490	-22%
Non-program	50,237	52,764	5%	50,750	-4%
Total Earned	1,201,638	1,151,792	-4%	903,240	-22%
Investment & Transfers	1,453	4,854	234%	3,112	-36%
Contributed	617,426	921,979	49%	742,748	-19%
Total Unrestricted Revenue	\$1,820,517	\$2,078,625	14%	\$1,649,100	-21%
Total Unrestricted Revenue Less In-Kind	\$1,798,578	\$2,065,196	15%	\$1,632,184	-21%
Expenses					
Program	\$1,539,028	\$1,393,779	-9%	\$1,468,441	5%
Fundraising	233,309	288,686	24%	332,515	15%
General & Administrative	152,960	203,376	33%	211,718	4%
Total Expenses	\$1,925,297	\$1,885,841	-2%	\$2,012,674	7%
Total Expenses Less In-Kind	\$1,903,358	\$1,872,412	-2%	\$1,995,758	7%
Net Unrestricted Activity	(\$104,780)	\$192,784		(\$363,574)	
Net Temporarily Restricted Activity	\$435,000	(\$261,038)		\$111,897	
Net Permanently Restricted Activity	\$0	\$0		\$0	
Net Total Activity	\$330,220	(\$68,254)		(\$251,677)	



REVENUE

Earned	FY 2013	FY 2014	% chg	FY 2015	% chg
1 Admissions	\$0	\$0	n/a	\$0	n/a
2 Ticket Sales	\$1,114,387	\$1,077,725	-3%	\$810,418	-25%
3 Tuitions	\$0	\$0	n/a	\$0	n/a
4 Workshop & Lecture Fees	\$29,914	\$22,600	-24%	\$31,461	39%
5 Touring Fees	\$0	\$0	n/a	\$0	n/a
6 Special Events - Non-fundraising	\$0	\$0	n/a	\$0	n/a
7 Gift Shop/Merchandise Sales	\$10,630	\$9,725	-9%	\$7,345	-24%
7a Gallery/Publication Sales	\$336	\$638	90%	\$568	-11%
8 Food Sales/Concession Revenue	\$7,899	\$5,895	-25%	\$5,605	-5%
8a Parking Concessions	\$0	\$0	n/a	\$0	n/a
9 Membership Dues/Fees	\$0	\$0	n/a	\$0	n/a
10 Subscriptions - Performance	\$0	\$0	n/a	\$0	n/a
10a Subscriptions - Media	\$0	\$0	n/a	\$0	n/a
11 Contracted Services/Performance Fees	\$0	\$0	n/a	\$0	n/a
12 Rental Income	\$0	\$0	n/a	\$0	n/a
13 Royalties/Rights & Reproductions	\$5,056	\$5,540	10%	\$10,043	81%
14 Advertising Revenue	\$31,708	\$37,144	17%	\$37,800	2%
15 Sponsorship Revenue	\$0	\$0	n/a	\$0	n/a
16 Investments-Realized Gain/Losses	\$0	\$1,601	n/a	(\$106)	-107%
17 Investments-Unrealized Gains/Losses	\$0	\$684	n/a	(\$6)	-101%
18 Interest & Dividends	\$1,453	\$2,569	77%	\$3,224	25%
19 Other Earned Revenue	\$1,708	(\$7,475)	-538%	\$0	n/a
20 Total Earned Revenue	\$1,203,091	\$1,156,646	-4%	\$906,352	-22%
Contributed	FY 2013	FY 2014	% chg	FY 2015	% chg
21 Trustee/Board Contributions	\$87,220	\$65,331	-25%	\$148,852	128%
22 Individual Contributions	\$260,148	\$131,636	-49%	\$152,242	16%
23 Corporate Contributions	\$135,554	\$105,540	-22%	\$173,104	64%
24 Foundation Contributions	\$462,500	\$270,844	-41%	\$249,944	-8%
25 Government - City	\$0	\$0	n/a	\$0	n/a
26 Government - County	\$0	\$0	n/a	\$0	n/a
27 Government - State	\$0	\$0	n/a	\$0	n/a
28 Government - Federal	\$0	\$0	n/a	\$0	n/a
28a Tribal Contributions	\$0	\$0	n/a	\$0	n/a
29 Special Events - Fundraising	\$85,065	\$74,161	-13%	\$113,587	53%
30 Other Contributions	\$0	\$0	n/a	\$0	n/a
30b Parent Organization Support	\$0	\$0	n/a	\$0	n/a
30c Related Organization Contributions	\$0	\$0	n/a	\$0	n/a
31 In-kind Contributions	\$21,939	\$13,429	-39%	\$16,916	26%
32 Net Assets Released from Restrictions	\$0	\$0	n/a	\$0	n/a
33 Total Contributed Revenue and Net Assets Released from Restrictions	\$1,052,426	\$660,941	-37%	\$854,645	29%
34 Total Earned and Contributed Revenue Including Net Assets Released	\$2,255,517	\$1,817,587	-19%	\$1,760,997	-3%
35 Transfers & Reclassifications	\$0	\$0	n/a	\$0	n/a
Total Revenue	FY 2013	FY 2014	% chg	FY 2015	% chg
36 Total Revenue	\$2,255,517	\$1,817,587	-19%	\$1,760,997	-3%
Total Unrestricted Revenue	\$1,820,517	\$2,078,625	14%	\$1,649,100	-21%
Total Unrestricted Revenue Less In-Kind	\$1,798,578	\$2,065,196	15%	\$1,632,184	-21%

EXPENSE

Expense	FY 2013	FY 2014	% chg	FY 2015	% chg
1 Total Salaries & Fringe (From Section 5)	\$1,050,921	\$1,058,098	1%	\$1,107,548	5%
2 Accounting	\$6,910	\$9,972	44%	\$7,725	-23%
3 Advertising and Marketing	\$123,337	\$130,351	6%	\$150,522	15%
4 Artist Commission Fees	\$0	\$0	n/a	\$0	n/a
4a Artist Consignments	\$0	\$0	n/a	\$0	n/a
5 Artists & Performers - Non-Salaried	\$94,142	\$94,428	-0%	\$111,722	18%
6 Audit	\$7,100	\$7,300	3%	\$9,500	30%
7 Bank Fees	\$1,973	\$1,547	-22%	\$38,814	2409%
8 Repairs & Maintenance	\$16,418	\$19,259	17%	\$16,768	-13%
9 Catering & Hospitality	\$9,271	\$10,909	18%	\$10,375	-5%
10 Collections Conservation	\$0	\$0	n/a	\$0	n/a
11 Collections Management	\$0	\$0	n/a	\$0	n/a
12 Conferences & Meetings	\$513	\$1,080	111%	\$300	-72%
13 Cost of Sales	\$9,134	\$9,063	-1%	\$5,586	-38%
14 Depreciation	\$69,266	\$69,261	-0%	\$68,777	-1%
15 Dues & Subscriptions	\$0	\$357	n/a	(\$90)	-125%
16 Equipment Rental	\$6,002	\$6,930	15%	\$6,335	-9%
17 Facilities - Other	\$0	\$0	n/a	\$0	n/a
18 Fundraising Expenses - Other	\$69,082	\$64,492	-7%	\$108,459	68%
19 Fundraising Professionals	\$0	\$0	n/a	\$0	n/a
20 Grantmaking Expense	\$0	\$0	n/a	\$0	n/a
21 Honoraria	\$0	\$0	n/a	\$0	n/a
22 In-Kind Contributions	\$21,939	\$13,429	-39%	\$16,916	26%
23 Insurance	\$18,670	\$20,050	7%	\$20,570	3%
24 Interest Expense	\$0	\$0	n/a	\$345	n/a
25 Internet & Website	\$1,098	\$1,397	27%	\$1,066	-24%
26 Investment Fees	\$0	\$0	n/a	\$0	n/a
27 Legal Fees	\$0	\$0	n/a	\$0	n/a
28 Lodging & Meals	\$0	\$0	n/a	\$174	n/a
29 Major Repairs	\$0	\$0	n/a	\$0	n/a
30 Office Expense - Other	\$0	\$0	n/a	\$0	n/a
31 Other	\$70,978	\$88,140	24%	\$43,698	-50%
32 Postage & Shipping	\$2,660	\$2,076	-22%	\$2,232	8%
33 Printing	\$0	\$0	n/a	\$0	n/a
34 Production & Exhibition Costs	\$122,375	\$127,538	4%	\$131,076	3%
34a Programs - Other	\$0	\$0	n/a	\$0	n/a
35 Professional Development	\$0	\$0	n/a	\$0	n/a
36 Professional Fees - Other	\$5,000	\$3,000	-40%	\$0	n/a
37 Public Relations	\$0	\$0	n/a	\$0	n/a
38 Rent	\$21,786	\$22,667	4%	\$39,928	76%
38a Recording & Broadcast Costs	\$0	\$0	n/a	\$0	n/a
38b Royalties/Rights & Reproductions	\$83,183	\$79,271	-5%	\$55,660	-30%
39 Sales Commission Fees	\$46,706	\$0	n/a	\$0	n/a
39a Security	\$0	\$0	n/a	\$0	n/a
40 Supplies - Office and Other	\$10,534	\$14,016	33%	\$11,231	-20%
41 Telephone	\$6,929	\$8,683	25%	\$6,969	-20%
42 Touring	\$0	\$0	n/a	\$0	n/a
43 Travel	\$12,223	\$7,055	-42%	\$5,507	-22%
44 Utilities	\$37,147	\$15,472	-58%	\$34,961	126%
Total Expense	FY 2013	FY 2014	% chg	FY 2015	% chg
45 Total Expenses	\$1,925,297	\$1,885,841	-2%	\$2,012,674	7%
Total Expenses Less In-Kind	\$1,903,358	\$1,872,412	-2%	\$1,995,758	7%
46 Change in Net Assets	\$330,220	(\$68,254)	-121%	(\$251,677)	-269%

DESCRIPTIONS

Below are the descriptions provided for questions that required additional information.

REVENUE

31a In-Kind Contributions, Briefly Describe

Donated items or services for our productions.

EXPENSES

18a Fundraising Expenses - Other, Briefly Describe

Benefit expenses, donor cultivation and general department supplies.

31a If Other, Briefly Describe

Expenses for 990T, class expenses and general, otherwise unclassified expenses.

BALANCE SHEET TRENDS

The Balance Sheet, also known as a Statement of Financial Position, shows the accumulated financial results of all the years that an organization has been in operation, and consists of what the organization owns - its assets; what the organization owes - its liabilities; and the difference between its assets and liabilities – its net assets or net worth.

Assets	FY 2013	FY 2014	% chg	FY 2015	% chg
Current Assets					
Cash	\$116,951	\$374,780	220%	\$178,533	-52%
Receivables	227,328	108,454	-52%	143,290	32%
Prepaid Expenses & Other	60,183	69,929	16%	91,664	31%
Total Current Assets	404,462	553,163	37%	413,487	-25%
Investments	300,549	300,306	~0%	300,326	~0%
Fixed Assets (net)	1,684,736	1,636,353	-3%	1,603,905	-2%
Non-Current Assets	200,000	50,000	-75%	70,000	40%
Total Assets	\$2,589,747	\$2,539,822	-2%	\$2,387,718	-6%
Liabilities & Net Assets					
	FY 2013	FY 2014	% chg	FY 2015	% chg
Liabilities					
Current Liabilities					
Accounts Payable & Other	\$26,514	\$35,027	32%	\$42,432	21%
Loans & Other Debt	0	0	n/a	53,500	n/a
Deferred Revenue	83,118	92,934	12%	131,602	42%
Total Current Liabilities	109,632	127,961	17%	227,534	78%
Non-Current Liabilities	0	0	n/a	0	n/a
Total Liabilities	\$109,632	\$127,961	17%	\$227,534	78%
Net Assets					
Unrestricted	\$2,045,115	\$2,237,899	9%	\$1,874,325	-16%
Temporarily Restricted	435,000	173,962	-60%	285,859	64%
Permanently Restricted	0	0	n/a	0	n/a
Total Net Assets	\$2,480,115	\$2,411,861	-3%	\$2,160,184	-10%
Total Liabilities & Net Assets	\$2,589,747	\$2,539,822	-2%	\$2,387,718	-6%

BALANCE SHEET TRENDS: FINANCIAL POSITION

The key measures of financial position below can help understand the capital structure of an organization.

Financial Position	FY 2013	FY 2014	FY 2015
Net assets as a % of total expenses	129%	128%	107%
Total Working Capital	\$360,379	\$601,546	\$270,420
Fixed Assets (net)	\$1,684,736	\$1,636,353	\$1,603,905
Total Endowment	\$0	\$0	\$0
Total Debt	\$0	\$0	\$53,500

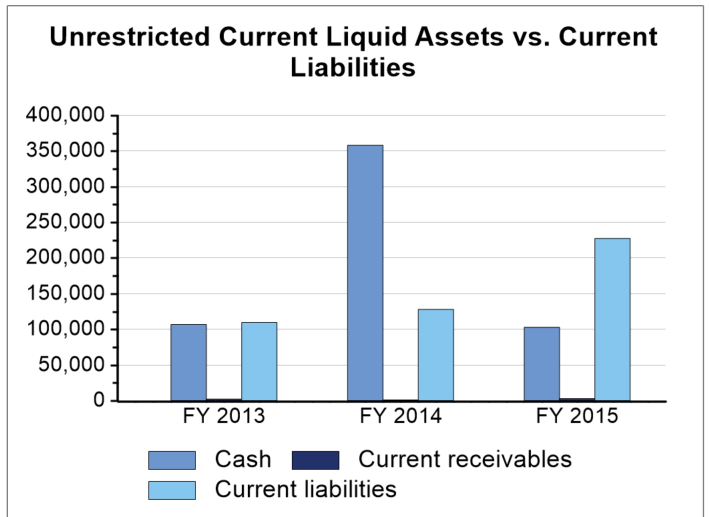
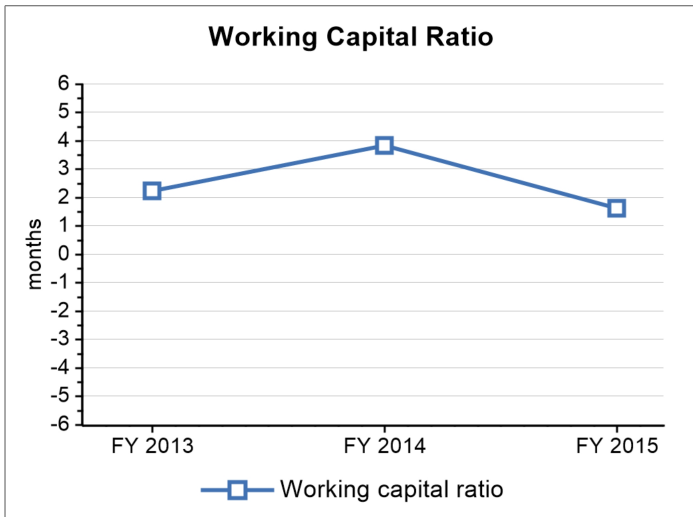
Net assets as a % of total expenses measures the net worth of an organization in relationship to its operating size. It is calculated as total net assets divided by total expenses. If the trend is level or increasing, then total net assets are keeping pace with growth in operating expenses.

Total working capital consists of the unrestricted resources available for operations, and in this report is calculated as unrestricted current assets (not including unrestricted endowment investments) minus unrestricted current liabilities. This is a conservative calculation of working capital and may differ from your internal calculations. Adequate working capital provides financial strength and flexibility to your organization, the ability to meet obligations as they come due, and the ability to take more risks, knowing there is a cushion to fall back on.

Fixed assets (net) include all land, buildings, equipment, and other fixed assets owned by the organization. It is calculated net of accumulated depreciation to reflect the reduction in the value of an asset as it ages and is used.

Total endowment includes monies usually invested long-term. Endowment may be unrestricted, temporarily restricted, or permanently restricted. Income from endowment is generally available for operations or to support specific purposes.

Total debt consists of all short and long-term contractual obligations of the organization, including notes, bonds, and capital leases payable.



The Working Capital Ratio relates working capital to the size of the operation, showing how many months of operating revenue are available to meet current needs. The graph at the right looks at the most liquid of the organization's unrestricted current assets in comparison to its current liabilities.

NON FINANCIAL INFORMATION (Section 11)

Staff & Non-staff Statistics (Number of People)	FY 2013	FY 2014	% chg	FY 2015	% chg
1 Full-time Permanent Employees	11.00	11.00	0%	13.00	18%
2 Part-time/Seasonal Employees	49.00	46.00	-6%	49.00	7%
3 Part-time/Seasonal Empl. - FTEs	19.75	18.64	-6%	19.90	7%
4 Full-time Volunteers	0.00	0.00	n/a	0.00	n/a
5 Part-time Volunteers	74.00	107.00	45%	93.00	-13%
6 Part-time Volunteers - FTEs	6.36	11.50	81%	1.40	-88%
7 Independent Contractors	33.00	31.00	-6%	31.00	0%
8 Independent Contractors - FTEs	2.61	2.43	-7%	2.43	0%
9 Interns/Apprentices	10.00	10.00	0%	10.00	0%
10 Interns/Apprentices - FTEs	9.00	9.00	0%	9.00	0%

Number of Contributors	FY 2013	FY 2014	% chg	FY 2015	% chg
1 Individuals	548	549	~0%	611	11%
2 Board	14	14	0%	16	14%
3 Corporate	31	26	-16%	43	65%
4 Foundation	16	18	12%	20	11%
5 Government (Federal, State & Local)	0	0	n/a	0	n/a

Attendance (Number of People)	FY 2013	FY 2014	% chg	FY 2015	% chg
1 Total Paid Attendance	34,037	33,578	-1%	23,524	-30%
Physical	34,037	33,578	-1%	23,524	-30%
Virtual	0	0	n/a	0	n/a
2 Total Free Attendance	2,864	2,671	-7%	3,227	21%
Physical	2,864	2,671	-7%	3,227	21%
Virtual	0	0	n/a	0	n/a
3 Total Attendance	36,901	36,249	-2%	26,751	-26%
4 Children 18 and under	16	102	538%	83	-19%
5 Number of Groups of Children 18 and Under	0	3	n/a	3	0%
5a Number of Other Groups	195	189	-3%	134	-29%
6 Attendance - Classes/Workshops	73	72	-1%	600	733%

Subscribers & Members	FY 2013	FY 2014	% chg	FY 2015	% chg
1 Paying Subscribers - Performance	0	0	n/a	0	n/a
1a Paying Subscribers - Media	0	0	n/a	0	n/a
1b Non-paying Subscribers - Media	0	0	n/a	0	n/a
2 Paying Members	0	0	n/a	0	n/a
3 How many people are both members and subscribers?	0	0	n/a	0	n/a

NON FINANCIAL INFORMATION (Continued)

Pricing (in dollars)	FY 2013	FY 2014	% chg	FY 2015	% chg
1 Average Adult Price	\$32.00	\$32.00	0%	\$27.00	-16%
2 Average Child Price	\$16.00	\$16.00	0%	\$13.00	-19%
3 Average Senior Citizen Price	\$29.00	\$29.00	0%	\$24.00	-17%
4 Average Student Price	\$16.00	\$16.00	0%	\$13.00	-19%
5 Highest Single Price	\$42.00	\$42.00	0%	\$42.00	0%
6 Lowest Single Price	\$13.50	\$13.50	0%	\$6.00	-56%
7 Median Price	\$25.50	\$25.50	0%	\$21.50	-16%
8 Average Adult Tuition/Workshop Price	\$374.00	\$400.00	7%	\$345.00	-14%
9 Average Child Tuition/Workshop Price	\$400.00	\$425.00	6%	\$425.00	0%
10 Average Publication Price	\$0.00	\$0.00	n/a	\$0.00	n/a
11 Average Fundraising Special Event Price	\$175.00	\$115.00	-34%	\$150.00	30%
12 Average Non-fundraising Special Event Price	\$0.00	\$0.00	n/a	\$0.00	n/a
13 Average Media Content Price	\$0.00	\$0.00	n/a	\$0.00	n/a

Program Activity (Number of Events)	FY 2013	FY 2014	% chg	FY 2015	% chg
1 Live Productions - Self-Produced	4	4	0%	4	0%
1a Live Productions - Presented Only	0	0	n/a	0	n/a
2 Public Performances - Home	293	285	-3%	247	-13%
3 Public Performances - Away	0	0	n/a	0	n/a
3a Online/radio/television programs	0	0	n/a	0	n/a
4 Permanent Exhibitions	0	0	n/a	0	n/a
5 Temporary Exhibitions	0	0	n/a	0	n/a
6 Classes/Workshops - for the public/constituents	5	6	20%	10	67%
7 Classes/Workshops - for professional artists	12	9	-25%	7	-22%
7a Publications	0	0	n/a	0	n/a
7b Number of Publications Distributed	0	0	n/a	0	n/a
8 Tours	0	0	n/a	1	n/a
8a Number of Tour Occurrences	0	0	n/a	5	n/a
9 Films	0	0	n/a	0	n/a
9a Number of Film Screenings	0	0	n/a	0	n/a
10 Lectures	0	0	n/a	0	n/a
10a Number of Lecture Occurrences	0	0	n/a	0	n/a
11 Exhibition Openings	0	0	n/a	0	n/a
12 World Premieres	2	1	-50%	1	0%
13 National Premieres	0	0	n/a	0	n/a
14 Local Premieres	0	0	n/a	1	n/a
15 Works Commissioned	0	0	n/a	0	n/a
16 Workshops or readings of new works	8	10	25%	10	0%
17 Programs - Other	0	0	n/a	0	n/a
17a Number of Programs - Other Occurrences	0	0	n/a	0	n/a
18 Off-site School Programs	0	0	n/a	0	n/a
18a Number of Off-site School Program Occurrences	0	0	n/a	0	n/a
19 Facility Rentals - By your org. for your program use	0	0	n/a	1,000	n/a
20 Facility Rentals - By your org. for your non-program use	0	0	n/a	0	n/a
21 Facility Rentals - Of your org. for another org's use	0	0	n/a	0	n/a