



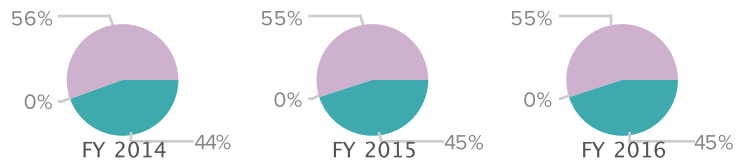
Organization Information

Organization name: Purple Rose Theatre Company
 City: Chelsea Federal ID #: 382946466
 State: MI Year organization founded: 1990
 County: Washtenaw Organization type: 501(c)3 nonprofit organization
 NISP Discipline: 04 - Theatre Fiscal year end date: 08-31
 NISP Institution: 3 - Performing Group DUNS #: 625049267
 NTEE: A65 - Theater Full-time staff: 13
 Applicant is audited or reviewed by an independent accounting firm. Paid FTEs: 13.36
 A display value of -0% signifies a value of less than +/- 0.5%

Unrestricted Activity	FY 2014	FY 2015	% Change	FY 2016	% Change
Unrestricted Operating Revenue					
Earned Program	\$1,106,503	\$852,490	-23%	\$1,164,384	37%
Earned Non-program	\$45,289	\$50,750	12%	\$68,137	34%
Total Earned Revenue	\$1,151,792	\$903,240	-22%	\$1,232,521	36%
Investment Revenue	\$4,854	\$3,112	-36%	\$3,821	23%
Contributed Revenue	\$921,979	\$742,748	-19%	\$1,001,002	35%
Total Unrestricted Operating Revenue	\$2,078,625	\$1,649,100	-21%	\$2,237,344	36%
Less in-kind	(\$13,429)	(\$16,916)	26%	(\$18,590)	10%
Total Unrestricted Operating Revenue Less In-kind	\$2,065,196	\$1,632,184	-21%	\$2,218,754	36%
Expenses by Functional Total					
Program	\$1,393,779	\$1,468,441	5%	\$1,626,464	11%
Fundraising	\$288,686	\$332,515	15%	\$333,665	0%
General & Administrative	\$203,376	\$211,718	4%	\$239,459	13%
Total Operating Expenses	\$1,885,841	\$2,012,674	7%	\$2,199,588	9%
Less in-kind	(\$13,429)	(\$16,916)	26%	(\$18,590)	10%
Total Operating Expenses Less In-kind	\$1,872,412	\$1,995,758	7%	\$2,180,998	9%
Net Unrestricted Activity - Operating	\$192,784	-\$363,574	-289%	\$37,756	110%
Net Unrestricted Activity - Non-operating	\$0	n/a	n/a	-\$33,459	n/a
Total Net Unrestricted Activity	\$192,784	-\$363,574	-289%	\$4,297	101%
Net Temporarily Restricted Activity	-\$261,038	\$111,897	143%	\$1,693,284	1,413%
Net Permanently Restricted Activity	\$0	\$0	n/a	\$0	n/a
Net Total Activity	-\$68,254	-\$251,677	-269%	\$1,697,581	775%

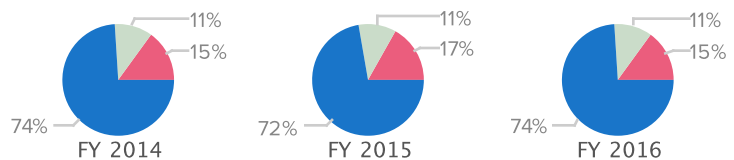
Revenue by Source

Legend: Earned (purple), Investment (orange), Contributed (teal)



Expenses by Functional Grouping

Legend: Program (blue), Fundraising (red), General & Administrative (green)



Revenue Details

	FY 2014	FY 2015	FY 2016	FY 2016	FY 2016	FY 2016
	Total	Total	Total	Unrestricted	Temporarily Restricted	Permanently Restricted
Operating Revenue						
Earned - Program						
Single ticket sales	\$1,077,725	\$810,418	\$1,129,887	\$1,129,887		n/a
Royalties, right and reproductions	\$5,540	\$10,043	\$5,086	\$5,086		n/a
Tuitions and registration fees	\$22,600	\$31,461	\$28,863	\$28,863		n/a
Other program revenue	\$638	\$568	\$548	\$548		n/a
Total earned - program	\$1,106,503	\$852,490	\$1,164,384	\$1,164,384	\$0	n/a
Earned - Non-program						
Food and concessions	\$5,895	\$5,605	\$7,276	\$7,276		n/a
Gift shop and merchandise fees	\$9,725	\$7,345	\$14,573	\$14,573		n/a
Advertising revenue	\$37,144	\$37,800	\$46,288	\$46,288		n/a
Other earned revenue	-\$7,475		\$0	\$0		n/a
Total earned - non-program	\$45,289	\$50,750	\$68,137	\$68,137	\$0	n/a
Total earned revenue	\$1,151,792	\$903,240	\$1,232,521	\$1,232,521		n/a

Contributed	FY 2014	FY 2015	FY 2016	FY 2016	FY 2016	FY 2016
	Total	Total	Total	Unrestricted	Temporarily Restricted	Permanently Restricted
Trustee & board	\$65,331	\$148,852	\$180,500	\$140,500	\$40,000	
Individual	\$131,636	\$152,242	\$266,450	\$247,180	\$19,270	\$0
Corporate	\$105,540	\$173,104	\$63,900	\$57,400	\$6,500	\$0
Foundation	\$270,844	\$249,944	\$138,976	\$119,315	\$19,661	\$0
State government	\$0	\$0	\$24,000	\$20,400	\$3,600	\$0
Federal government	\$0	\$0	\$10,000	\$0	\$10,000	\$0
In-kind operating contributions	\$13,429	\$16,916	\$18,590	\$18,590	\$0	\$0
Other contributions	\$74,161	\$113,587	\$107,360	\$157,360	-\$50,000	\$0
Net assets released from restriction	\$0	\$0	\$0	\$240,257	-\$240,257	\$0
Total contributed revenue	\$660,941	\$854,645	\$809,776	\$1,001,002	-\$191,226	\$0
Operating investment revenue	\$4,854	\$3,112	\$3,821	\$3,821	\$0	
Total operating revenue	\$1,817,587	\$1,760,997	\$2,046,118	\$2,237,344	-\$191,226	\$0
Total operating revenue less in-kind	\$1,804,158	\$1,744,081	\$2,027,528	\$2,218,754	-\$191,226	\$0
Other non-operating			\$1,884,510		\$1,884,510	\$0
Total non-operating revenue	\$0		\$1,884,510	\$0	\$1,884,510	\$0
Total revenue	\$1,817,587	\$1,760,997	\$3,930,628	\$2,237,344	\$1,693,284	\$0
Total revenue less in-kind	\$1,804,158	\$1,744,081	\$3,912,038	\$2,218,754	\$1,693,284	\$0

Expense Details

	FY 2014 Total	FY 2015 Total	% Change	FY 2016 Total	% Change	FY 2016 Program	FY 2016 Fundraising	FY 2016 General & Administrative
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$1,058,098	\$1,107,548	5%	\$1,251,852	13%	\$879,652	\$216,038	\$156,162
Independent contractors	\$94,428	\$111,722	18%	\$90,850	-19%	\$90,850	\$0	\$0
Professional fees	\$3,000	\$0	-100%	\$20,561	n/a	\$0	\$0	\$20,561
Total personnel expenses - Operating	\$1,155,526	\$1,219,270	6%	\$1,363,263	12%	\$970,502	\$216,038	\$176,723
Non-personnel expenses - Operating								
Advertising and promotion	\$131,748	\$151,588	15%	\$291,020	92%	\$186,117	\$96,607	\$8,296
Conferences and meetings	\$11,989	\$10,675	-11%	\$90	-99%	\$63	\$5	\$22
Dues and subscriptions	\$357	-\$90	-125%	\$2,997	3,430%	\$2,098	\$180	\$719
Insurance	\$20,050	\$20,570	3%	\$13,812	-33%	\$10,812	\$600	\$2,400
Occupancy costs	\$57,398	\$91,657	60%	\$91,871	0%	\$64,310	\$5,512	\$22,049
Office and administration	\$48,448	\$80,574	66%	\$17,062	-79%	\$10,375	\$1,025	\$5,662
Printing, postage and shipping	\$2,076	\$2,232	8%	\$21,645	870%	\$10,898	\$9,011	\$1,736
Travel	\$7,055	\$5,681	-19%	\$10,778	90%	\$9,528	\$250	\$1,000
Royalties, rights and reproductions	\$79,271	\$55,660	-30%	\$89,507	61%	\$89,507	\$0	\$0
Productions and events costs	\$127,538	\$131,076	3%	\$165,574	26%	\$165,574	\$0	\$0
Interest expense	\$0	\$345	n/a	\$2,695	681%			\$2,695
Other operating expenses	\$175,124	\$174,659	-0%	\$58,341	-67%	\$57,027	\$181	\$1,133
Depreciation	\$69,261	\$68,777	-1%	\$70,933	3%	\$49,653	\$4,256	\$17,024
Total non-personnel expenses - Operating	\$730,315	\$793,404	9%	\$836,325	5%	\$655,962	\$117,627	\$62,736
Total operating expenses	\$1,885,841	\$2,012,674	7%	\$2,199,588	9%	\$1,626,464	\$333,665	\$239,459
Non-operating personnel expenses	\$0	\$0	n/a	\$0	n/a	\$0	\$0	\$0
Non-operating non-personnel expenses	\$0	\$0	n/a	\$33,459	n/a	\$0	\$33,459	\$0
Total expenses	\$1,885,841	\$2,012,674	7%	\$2,233,047	11%	\$1,626,464	\$367,124	\$239,459
Total expenses less in-kind	\$1,872,412	\$1,995,758	7%	\$2,214,457	11%			
Total expenses less depreciation	\$1,816,580	\$1,943,897	7%	\$2,162,114	11%			
Total expenses less in-kind and depreciation	\$1,803,151	\$1,926,981	7%	\$2,143,524	11%			

Balance Sheet

Assets	FY 2014	FY 2015	% Change	FY 2016	% Change
Current assets					
Cash	\$374,780	\$178,533	-52%	\$439,993	146%
Receivables	\$108,454	\$143,290	32%	\$228,576	60%
Investments	\$300,306	\$300,326	0%		-100%
Prepaid expenses & other	\$69,929	\$91,664	31%	\$150,262	64%
Total current assets	\$853,469	\$713,813	-16%	\$818,831	15%
Non-current investments					
Non-current investments	\$0		n/a	\$361,094	n/a
Fixed assets (net)	\$1,636,353	\$1,603,905	-2%	\$1,565,399	-2%
Other non-current assets	\$50,000	\$70,000	40%	\$1,377,000	1,867%
Total non-current assets	\$1,686,353	\$1,673,905	-1%	\$3,303,493	97%
Total assets	\$2,539,822	\$2,387,718	-6%	\$4,122,324	73%
Liabilities & Net Assets					
Liabilities & Net Assets	FY 2014	FY 2015	% Change	FY 2016	% Change
Liabilities					
Accounts payable & other	\$35,027	\$42,432	21%	\$38,443	-9%
Loans & other debt		\$53,500	n/a	\$87,000	63%
Deferred revenue	\$92,934	\$131,602	42%	\$139,116	6%
Total current liabilities	\$127,961	\$227,534	78%	\$264,559	16%
Non-current liabilities	\$0	\$0	n/a	\$0	n/a
Total liabilities	\$127,961	\$227,534	78%	\$264,559	16%
Net assets					
Unrestricted	\$2,237,899	\$1,874,325	-16%	\$1,878,622	0%
Temporarily restricted	\$173,962	\$285,859	64%	\$1,979,143	592%
Permanently restricted			n/a		n/a
Total net assets	\$2,411,861	\$2,160,184	-10%	\$3,857,765	79%
Total liabilities & net assets	\$2,539,822	\$2,387,718	-6%	\$4,122,324	73%

Balance Sheet Metrics

	FY 2014	FY 2015	FY 2016
Months of Operating Cash -- Unrestricted	2	1	0
Total working capital -- Unrestricted	\$601,546	\$270,420	-\$47,871
Current Ratio	6.67	3.14	3.1
Debt Service Impact	0%	3%	4%
Unrestricted Net Assets Net of Property, Plant and Equipment	\$601,546	\$270,420	\$313,223
Operating Margin	-3%	-15%	76%
Depreciation as a % of Fixed Assets	37%	39%	41%
Leverage Ratio	0%	2%	2%

Months of Operating Cash -- Unrestricted represents the number of months an organization can operate at current average monthly expense levels with existing unrestricted cash and cash equivalents. $Cash + Cash\ Equivalents / (Total\ Expense / 12)$. The ratio is calculated using unrestricted numbers only.

Total working capital -- Unrestricted consists of the resources available for operations, and in this report is calculated as unrestricted current assets 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.

Current Ratio (Current Assets divided by Current Liabilities) determines the organization's ability to pay current debt using current assets. The higher the ratio, the more capable the organization is of paying its obligations. The ratio is calculated using unrestricted numbers only.

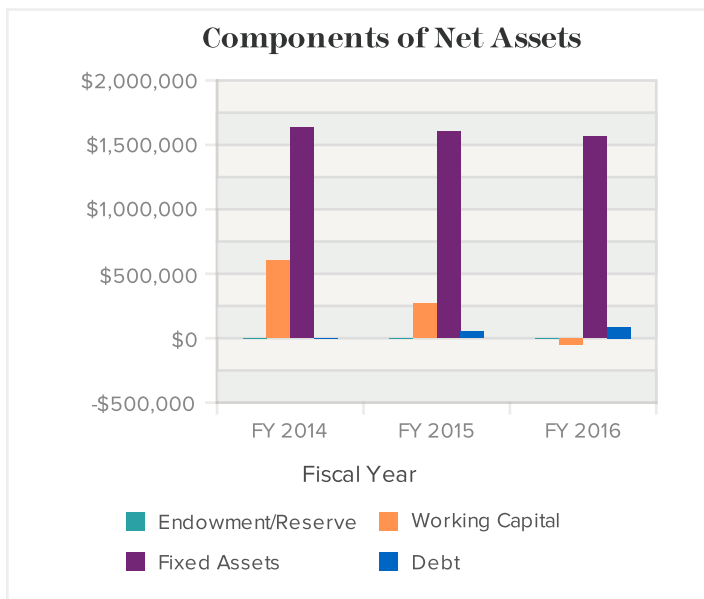
Debt Service Impact (Total Debt Service including principal and interest divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden, e.g. a mortgage). This measure can help understand the portion of the book value of an organization's fixed assets that they truly own free and clear of related obligations and depreciated value. It is calculated as $Unrestricted\ Net\ Assets - (Net\ Fixed\ Assets - Mortgage\ Debt)$.

Unrestricted Net Assets Net of Property, Plant and Equipment (Unrestricted Net Assets - (Net Fixed Assets - Mortgage Debt)) shows what the organization's unrestricted net assets would be if they did not own any property, or have any debts associated with that property. Because this calculation is based on unrestricted values for net assets and fixed assets, if an organization fills out a single column balance sheet and does not separate fixed assets into restricted and unrestricted categories, this value will be blank.

Operating Margin (Change in Net Assets divided by Total Unrestricted Operating Revenue) is a measurement of the organizations efficiency in operating, highlighting the amount of an organization's surplus or deficit.

Depreciation as a % of Fixed Assets indicates the potential need for replacement or repair of fixed assets (such as buildings, furniture, office equipment, sets and props); especially significant for organizations that own a building or carry a long-term lease.

Leverage Ratio (Long Term Debt divided by Total Unrestricted and Temporarily Restricted Assets) is a measurement of a company's efficiency in operating.



Attendance

In-person Participation	FY 2014	FY 2015	% Change	FY 2016	% Change
In-person participation - paid	33,578	23,524	-30%	33,351	42%
In-person participation - free	2,671	3,227	21%	2,021	-37%
Total in-person participation	36,249	26,751	-26%	35,372	32%

Types of In-person Attendance	FY 2014	FY 2015	% Change	FY 2016	% Change
Performance tickets			n/a	35,268	n/a
Registrants for classes/workshops			n/a	104	n/a
Total in-person participation	36,249	26,751	-26%	35,372	32%

Attendance Ages	FY 2014	FY 2015	% Change	FY 2016	% Change
Children (18 and under)	102	83	-19%	124	49%
Children served in schools			n/a	55	n/a
Seniors			n/a	12,136	n/a
Adults			n/a	23,087	n/a

Other Participation	FY 2014	FY 2015	% Change	FY 2016	% Change
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Staffing

Staff & Non-Staff Statistics	FY 2014	FY 2015	% Change	FY 2016	% Change
Full-time permanent employees	11	13	18%	13	0%
Part-time permanent employees	46	49	7%		-100%
Part-time permanent employees - FTEs	18.64	19.9	7%		-100%
Part-time seasonal employees			n/a	21	n/a
Part-time seasonal employees - FTEs			n/a	0.36	n/a
Number of part-time or one-time volunteers	107	93	-13%		-100%
Part-time or one-time volunteers - FTEs	11.5	1.4	-88%		-100%
Independent contractors	31	31	0%	20	-35%
Number of interns and apprentices	10	10	0%	14	40%

Artistic Staff & Non-Staff Statistics	FY 2014	FY 2015	% Change	FY 2016	% Change
Full-time employees that are artists	2	2	0%	4	100%
Part-time employees that are artists	44	47	7%	19	-60%
Independent contractors that are artists	25	25	0%	20	-20%

Program Activity

	FY 2014	FY 2015	% Change	FY 2016	% Change
Distinct productions	4	4	0%	4	0%
Total performances	285	247	-13%	258	4%
Workshops/readings	10	10	0%	16	60%
Works developed			n/a	6	n/a
Distinct classes/workshops	15	17	13%	6	-65%
Total classes/class sessions	0	0	n/a	30	n/a
Programs offered in schools	0	0	n/a	1	n/a
Hours of programming in schools			n/a	4	n/a
Number of schools served			n/a	1	n/a
Artists placed in schools			n/a	2	n/a