



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: 4 - 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.

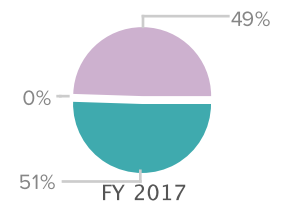
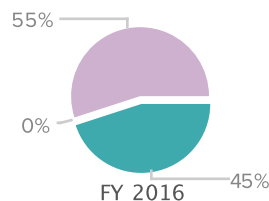
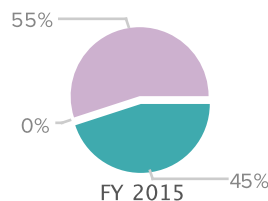
Paid FTEs: 13.36

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

Unrestricted Activity	FY 2015	FY 2016	% Change	FY 2017	% Change
<b>Unrestricted Operating Revenue</b>					
Earned Program	\$852,490	\$1,164,384	37%	\$1,126,654	-3%
Earned Non-program	\$50,750	\$68,137	34%	\$60,272	-12%
<b>Total Earned Revenue</b>	<b>\$903,240</b>	<b>\$1,232,521</b>	<b>36%</b>	<b>\$1,186,926</b>	<b>-4%</b>
Investment Revenue	\$3,112	\$3,821	23%	\$8,184	114%
Contributed Revenue	\$742,748	\$1,001,002	35%	\$1,216,515	22%
<b>Total Unrestricted Operating Revenue</b>	<b>\$1,649,100</b>	<b>\$2,237,344</b>	<b>36%</b>	<b>\$2,411,625</b>	<b>8%</b>
Less in-kind	(\$16,916)	(\$18,590)	10%	(\$5,467)	-71%
<b>Total Unrestricted Operating Revenue Less In-kind</b>	<b>\$1,632,184</b>	<b>\$2,218,754</b>	<b>36%</b>	<b>\$2,406,158</b>	<b>8%</b>
<b>Expenses by Functional Total</b>					
Program	\$1,468,441	\$1,626,464	11%	\$1,659,257	2%
Fundraising	\$332,515	\$333,665	0%	\$323,410	-3%
General & Administrative	\$211,718	\$239,459	13%	\$209,501	-13%
<b>Total Operating Expenses</b>	<b>\$2,012,674</b>	<b>\$2,199,588</b>	<b>9%</b>	<b>\$2,192,168</b>	<b>-0%</b>
Less in-kind	(\$16,916)	(\$18,590)	10%	(\$5,467)	-71%
<b>Total Operating Expenses Less In-kind</b>	<b>\$1,995,758</b>	<b>\$2,180,998</b>	<b>9%</b>	<b>\$2,186,701</b>	<b>0%</b>
Net Unrestricted Activity - Operating	-\$363,574	\$37,756	110%	\$219,457	481%
Net Unrestricted Activity - Non-operating		-\$33,459	n/a	-\$142,819	-327%
<b>Total Net Unrestricted Activity</b>	<b>-\$363,574</b>	<b>\$4,297</b>	<b>101%</b>	<b>\$76,638</b>	<b>1,684%</b>
Net Temporarily Restricted Activity	\$111,897	\$1,693,284	1,413%	-\$219,290	-113%
Net Permanently Restricted Activity	\$0	\$0	n/a	\$0	n/a
<b>Net Total Activity</b>	<b>-\$251,677</b>	<b>\$1,697,581</b>	<b>775%</b>	<b>-\$142,652</b>	<b>-108%</b>

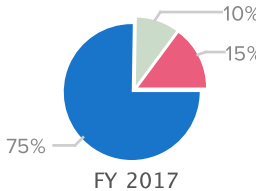
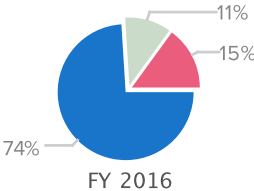
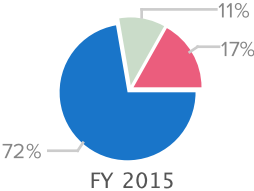
Revenue by Source

- Earned
- Investment
- Contributed



### Expenses by Functional Grouping

- Program
- General & Administrative
- Fundraising



## Revenue Details

	FY 2015	FY 2016	FY 2017	FY 2017	FY 2017	FY 2017
	Total	Total	Total	Unrestricted	Temporarily Restricted	Permanently Restricted
Operating Revenue						
Earned - Program						
Single ticket sales	\$810,418	\$1,129,887	\$1,096,838	\$1,096,838		n/a
Royalties, right and reproductions	\$10,043	\$5,086	\$6,492	\$6,492		n/a
Tuitions and registration fees	\$31,461	\$28,863	\$24,353	\$24,353		n/a
Total earned - program	\$852,490	\$1,164,384	\$1,126,654	\$1,126,654	\$0	n/a
Earned - Non-program						
Food and concessions	\$5,605	\$7,276	\$6,826	\$6,826		n/a
Gift shop and merchandise fees	\$7,345	\$14,573	\$9,271	\$9,271		n/a
Advertising revenue	\$37,800	\$46,288	\$44,175	\$44,175		n/a
Total earned - non-program	\$50,750	\$68,137	\$60,272	\$60,272	\$0	n/a
Total earned revenue	\$903,240	\$1,232,521	\$1,186,926	\$1,186,926		n/a

Contributed	FY 2015	FY 2016	FY 2017	FY 2017	FY 2017	FY 2017
	Total	Total	Total	Unrestricted	Temporarily Restricted	Permanently Restricted
Trustee & board	\$148,852	\$180,500	\$191,408	\$137,000	\$54,408	
Individual	\$152,242	\$266,450	\$212,812	\$20,577	\$192,235	
Corporate	\$173,104	\$63,900	\$22,500		\$22,500	
Foundation	\$249,944	\$138,976	\$208,195		\$208,195	
State government	\$0	\$24,000	\$20,000		\$20,000	
Federal government	\$0	\$10,000	-\$181		-\$181	
In-kind operating contributions	\$16,916	\$18,590	\$5,467	\$5,467		
Other contributions	\$113,587	\$107,360	\$265,204	\$265,204		
Net assets released from restriction	\$0	\$0	\$0	\$788,267	-\$788,267	\$0
<b>Total contributed revenue</b>	<b>\$854,645</b>	<b>\$809,776</b>	<b>\$925,405</b>	<b>\$1,216,515</b>	<b>-\$291,110</b>	<b>\$0</b>
Operating investment revenue	\$3,112	\$3,821	\$8,184	\$8,184		
<b>Total operating revenue</b>	<b>\$1,760,997</b>	<b>\$2,046,118</b>	<b>\$2,120,515</b>	<b>\$2,411,625</b>	<b>-\$291,110</b>	<b>\$0</b>
<b>Total operating revenue less in-kind</b>	<b>\$1,744,081</b>	<b>\$2,027,528</b>	<b>\$2,115,048</b>	<b>\$2,406,158</b>	<b>-\$291,110</b>	<b>\$0</b>
Non-operating investment revenue			\$4,739	\$4,739		
Transfers and re-classifications			-\$137,000	-\$137,000	\$0	
Other non-operating		\$1,884,510	\$71,820		\$71,820	
<b>Total non-operating revenue</b>		<b>\$1,884,510</b>	<b>-\$60,441</b>	<b>-\$132,261</b>	<b>\$71,820</b>	
<b>Total revenue</b>	<b>\$1,760,997</b>	<b>\$3,930,628</b>	<b>\$2,060,074</b>	<b>\$2,279,364</b>	<b>-\$219,290</b>	<b>\$0</b>
<b>Total revenue less in-kind</b>	<b>\$1,744,081</b>	<b>\$3,912,038</b>	<b>\$2,054,607</b>	<b>\$2,273,897</b>	<b>-\$219,290</b>	<b>\$0</b>

## Expense Details

	FY 2015 Total	FY 2016 Total	% Change	FY 2017 Total	% Change	FY 2017 Program	FY 2017 Fundraising	FY 2017 General & Administrative
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$1,107,548	\$1,251,852	13%	\$1,166,879	-7%	\$819,047	\$201,895	\$145,937
Independent contractors	\$111,722	\$90,850	-19%	\$109,740	21%	\$109,740		
Professional fees	\$0	\$20,561	n/a	\$17,455	-15%			\$17,455
Total personnel expenses - Operating	\$1,219,270	\$1,363,263	12%	\$1,294,074	-5%	\$928,787	\$201,895	\$163,392
Non-personnel expenses - Operating								
Advertising and promotion	\$151,588	\$291,020	92%	\$254,561	-13%	\$153,748	\$100,813	\$0
Conferences and meetings	\$10,675	\$90	-99%	\$0	-100%			
Dues and subscriptions	-\$90	\$2,997	3,430%	\$3,337	11%	\$2,336	\$200	\$801
Insurance	\$20,570	\$13,812	-33%	\$10,677	-23%	\$7,474	\$641	\$2,562
Occupancy costs	\$91,657	\$91,871	0%	\$93,396	2%	\$74,721	\$3,510	\$15,165
Office and administration	\$80,574	\$17,062	-79%	\$16,994	-0%	\$10,394	\$1,403	\$5,197
Printing, postage and shipping	\$2,232	\$21,645	870%	\$20,946	-3%	\$9,159	\$10,065	\$1,722
Travel	\$5,681	\$10,778	90%	\$14,562	35%	\$13,696	\$173	\$693
Royalties, rights and reproductions	\$55,660	\$89,507	61%	\$86,964	-3%	\$86,964		
Productions and events costs	\$131,076	\$165,574	26%	\$196,386	19%	\$196,386		
Interest expense	\$345	\$2,695	681%	\$1,135	-58%			\$1,135
Other operating expenses	\$174,659	\$58,341	-67%	\$122,579	110%	\$122,002	\$117	\$460
Depreciation	\$68,777	\$70,933	3%	\$76,557	8%	\$53,590	\$4,593	\$18,374
Total non-personnel expenses - Operating	\$793,404	\$836,325	5%	\$898,094	7%	\$730,470	\$121,515	\$46,109
Total operating expenses	\$2,012,674	\$2,199,588	9%	\$2,192,168	-0%	\$1,659,257	\$323,410	\$209,501
Non-operating personnel expenses	\$0	\$0	n/a	\$10,558	n/a		\$10,558	
Non-operating non-personnel expenses	\$0	\$33,459	n/a	\$0	-100%			
Total expenses	\$2,012,674	\$2,233,047	11%	\$2,202,726	-1%	\$1,659,257	\$333,968	\$209,501
Total expenses less in-kind	\$1,995,758	\$2,214,457	11%	\$2,197,259	-1%			
Total expenses less depreciation	\$1,943,897	\$2,162,114	11%	\$2,126,169	-2%			
Total expenses less in-kind and depreciation	\$1,926,981	\$2,143,524	11%	\$2,120,702	-1%			

## Balance Sheet

Assets	FY 2015	FY 2016	% Change	FY 2017	% Change
Current assets					
Cash	\$178,533	\$439,993	146%	\$740,074	68%
Receivables	\$143,290	\$228,576	60%	\$303,910	33%
Investments	\$300,326		-100%		n/a
Prepaid expenses & other	\$91,664	\$150,262	64%	\$93,843	-38%
<b>Total current assets</b>	<b>\$713,813</b>	<b>\$818,831</b>	<b>15%</b>	<b>\$1,137,827</b>	<b>39%</b>
Non-current investments					
Fixed assets (net)	\$1,603,905	\$1,565,399	-2%	\$1,628,200	4%
Other non-current assets	\$70,000	\$1,377,000	1,867%	\$821,250	-40%
<b>Total non-current assets</b>	<b>\$1,673,905</b>	<b>\$3,303,493</b>	<b>97%</b>	<b>\$2,815,355</b>	<b>-15%</b>
<b>Total assets</b>	<b>\$2,387,718</b>	<b>\$4,122,324</b>	<b>73%</b>	<b>\$3,953,182</b>	<b>-4%</b>
Liabilities & Net Assets	FY 2015	FY 2016	% Change	FY 2017	% Change
Liabilities					
Accounts payable & other	\$42,432	\$38,443	-9%	\$38,706	1%
Loans & other debt	\$53,500	\$87,000	63%	\$53,500	-39%
Deferred revenue	\$131,602	\$139,116	6%	\$145,863	5%
<b>Total current liabilities</b>	<b>\$227,534</b>	<b>\$264,559</b>	<b>16%</b>	<b>\$238,069</b>	<b>-10%</b>
Non-current liabilities	\$0	\$0	n/a	\$0	n/a
<b>Total liabilities</b>	<b>\$227,534</b>	<b>\$264,559</b>	<b>16%</b>	<b>\$238,069</b>	<b>-10%</b>
Net assets					
Unrestricted	\$1,874,325	\$1,878,622	0%	\$1,955,260	4%
Temporarily restricted	\$285,859	\$1,979,143	592%	\$1,759,853	-11%
Permanently restricted			n/a		n/a
<b>Total net assets</b>	<b>\$2,160,184</b>	<b>\$3,857,765</b>	<b>79%</b>	<b>\$3,715,113</b>	<b>-4%</b>
<b>Total liabilities &amp; net assets</b>	<b>\$2,387,718</b>	<b>\$4,122,324</b>	<b>73%</b>	<b>\$3,953,182</b>	<b>-4%</b>

Balance Sheet Metrics

	FY 2015	FY 2016	FY 2017
Months of Operating Cash -- Unrestricted	1	0	2
Total working capital -- Unrestricted	\$270,420	-\$47,871	\$219,306
Current Ratio	3.14	3.1	4.78
Debt Service Impact	3%	4%	2%
Unrestricted Net Assets Net of Property, Plant and Equipment	\$270,420	\$313,223	\$327,060
Operating Margin	-15%	76%	-6%
Depreciation as a % of Fixed Assets	39%	41%	42%
Leverage Ratio	2%	2%	1%

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.

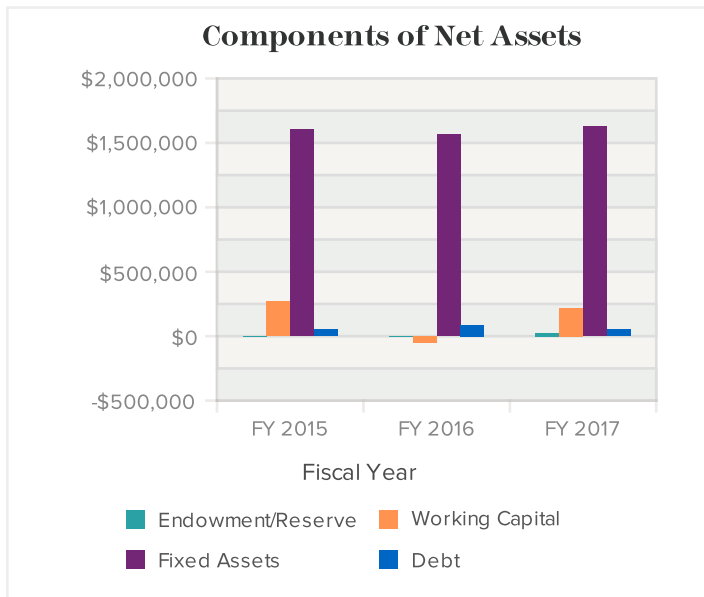
Debt Service Impact (Total Debt Service including principal and interest divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden, e.g. a mortgage). This measure can help understand the portion of the book value of an organization's fixed 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 (Total Debt divided by Total Unrestricted and Temporarily Restricted Assets) is a measurement of a company's efficiency in operating.



## Attendance

In-person Participation	FY 2015	FY 2016	% Change	FY 2017	% Change
In-person participation - paid	23,524	33,351	42%	31,078	-7%
In-person participation - free	3,227	2,021	-37%	1,362	-33%
Total in-person participation	26,751	35,372	32%	32,440	-8%

Types of In-person Attendance	FY 2015	FY 2016	% Change	FY 2017	% Change
Performance tickets		35,268	n/a	32,345	-8%
Registrants for classes/workshops		104	n/a	95	-9%
Total in-person participation	26,751	35,372	32%	32,440	-8%

Attendance Ages	FY 2015	FY 2016	% Change	FY 2017	% Change
Children (18 and under)	83	124	49%	70	-44%
Children served in schools		55	n/a	54	-2%
Seniors		12,136	n/a	11,430	-6%
Adults		23,087	n/a	20,940	-9%

Other Participation	FY 2015	FY 2016	% Change	FY 2017	% Change
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## Staffing

Staff & Non-Staff Statistics	FY 2015	FY 2016	% Change	FY 2017	% Change
Full-time permanent employees	13	13	0%	13	0%
Part-time permanent employees	49		-100%	30	n/a
Part-time permanent employees - FTEs	19.9		-100%	0.36	n/a
Part-time seasonal employees		21	n/a		-100%
Part-time seasonal employees - FTEs		0.36	n/a		-100%
Number of part-time or one-time volunteers	93		-100%		n/a
Part-time or one-time volunteers - FTEs	1.4		-100%		n/a
Independent contractors	31	20	-35%	22	10%
Number of interns and apprentices	10	14	40%	17	21%

Artistic Staff & Non-Staff Statistics	FY 2015	FY 2016	% Change	FY 2017	% Change
Full-time employees that are artists	2	4	100%	2	-50%
Part-time employees that are artists	47	19	-60%	30	58%
Independent contractors that are artists	25	20	-20%	22	10%



## Program Activity

	FY 2015	FY 2016	% Change	FY 2017	% Change
Distinct productions	4	4	0%	4	0%
Total performances	247	258	4%	251	-3%
Workshops/readings	10	16	60%	12	-25%
Works developed		6	n/a	5	-17%
Distinct classes/workshops	17	6	-65%	14	133%
Total classes/class sessions	0	30	n/a	49	63%
Programs offered in schools	0	1	n/a	1	0%
Hours of programming in schools		4	n/a	4	0%
Number of schools served		1	n/a	1	0%
Artists placed in schools		2	n/a	2	0%