



Organization Information

Organization name: Purple Rose Theatre Company
 City: Chelsea
 State: MI
 County: Washtenaw
 NISP Discipline: 4 - Theatre
 NISP Institution: 3 - Performing Group
 NTEE: A65 - Theater

Federal ID #: 382946466
 Year organization founded: 1990
 Organization type: 501(c)3 nonprofit organization
 Fiscal year end date: 08-31
 DUNS #: 625049267
 Full-time staff: 11
 Paid FTEs: 11.36

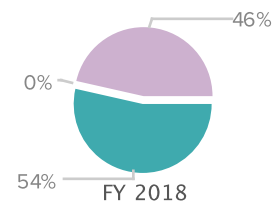
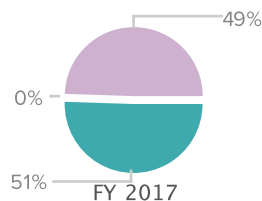
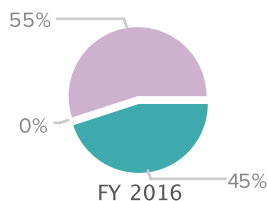
Applicant is audited or reviewed by an independent accounting firm.

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

Unrestricted Activity	FY 2016	FY 2017	% Change	FY 2018	% Change
Unrestricted Operating Revenue					
Earned Program	\$1,164,384	\$1,126,654	-3%	\$1,327,868	18%
Earned Non-program	\$68,137	\$60,272	-12%	\$35,099	-42%
Total Earned Revenue	\$1,232,521	\$1,186,926	-4%	\$1,362,967	15%
Investment Revenue	\$3,821	\$8,184	114%	\$8,446	3%
Contributed Revenue	\$1,001,002	\$1,216,515	22%	\$1,574,191	29%
Total Unrestricted Operating Revenue	\$2,237,344	\$2,411,625	8%	\$2,945,604	22%
Less in-kind	(\$18,590)	(\$5,467)	-71%	(\$36,324)	564%
Total Unrestricted Operating Revenue Less In-kind	\$2,218,754	\$2,406,158	8%	\$2,909,280	21%
Expenses by Functional Total					
Program	\$1,626,464	\$1,659,257	2%	\$1,703,216	3%
Fundraising	\$333,665	\$323,410	-3%	\$378,238	17%
General & Administrative	\$239,459	\$209,501	-13%	\$216,461	3%
Total Operating Expenses	\$2,199,588	\$2,192,168	-0%	\$2,297,915	5%
Less in-kind	(\$18,590)	(\$5,467)	-71%	(\$36,324)	564%
Total Operating Expenses Less In-kind	\$2,180,998	\$2,186,701	0%	\$2,261,591	3%
Net Unrestricted Activity - Operating	\$37,756	\$219,457	481%	\$647,689	195%
Net Unrestricted Activity - Non-operating	-\$33,459	-\$142,819	-327%	\$5,877	104%
Total Net Unrestricted Activity	\$4,297	\$76,638	1,684%	\$653,566	753%
Net Temporarily Restricted Activity	\$1,693,284	-\$219,290	-113%	\$435,217	298%
Net Permanently Restricted Activity	\$0	\$0	n/a	n/a	n/a
Net Total Activity	\$1,697,581	-\$142,652	-108%	\$1,088,783	863%

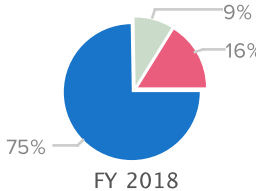
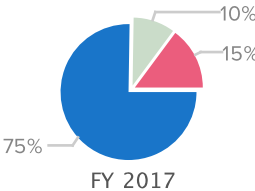
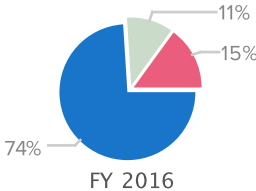
Revenue by Source

- Earned
- Investment
- Contributed



Expenses by Functional Grouping

- Program
- General & Administrative
- Fundraising



Revenue Details

	FY 2016	FY 2017	FY 2018	FY 2018	FY 2018	FY 2018
	Total	Total	Total	Unrestricted	Temporarily Restricted	Permanently Restricted
Operating Revenue						
Earned - Program						
Single ticket sales	\$1,129,887	\$1,096,838	\$1,139,830	\$1,139,830		n/a
Group ticket sales		\$0	\$156,233	\$156,233		n/a
Royalties, right and reproductions	\$5,086	\$6,492	\$5,108	\$5,108		n/a
Tuitions and registration fees	\$28,863	\$24,353	\$26,697	\$26,697		n/a
Other program revenue	\$548	-\$1,029				n/a
Total earned - program	\$1,164,384	\$1,126,654	\$1,327,868	\$1,327,868	\$0	n/a
Earned - Non-program						
Food and concessions	\$7,276	\$6,826	\$4,056	\$4,056		n/a
Gift shop and merchandise fees	\$14,573	\$9,271	\$12,192	\$12,192		n/a
Advertising revenue	\$46,288	\$44,175	\$39,700	\$39,700		n/a
Other earned revenue	\$0		-\$20,849	-\$20,849		n/a
Total earned - non-program	\$68,137	\$60,272	\$35,099	\$35,099	\$0	n/a
Total earned revenue	\$1,232,521	\$1,186,926	\$1,362,967	\$1,362,967		n/a

Contributed	FY 2016	FY 2017	FY 2018	FY 2018	FY 2018	FY 2018
	Total	Total	Total	Unrestricted	Temporarily Restricted	Permanently Restricted
Trustee & board	\$180,500	\$191,408	\$127,967	\$126,458	\$1,509	
Individual	\$266,450	\$212,812	\$1,387,153	\$445,468	\$941,685	
Corporate	\$63,900	\$22,500	\$64,454	\$64,454	\$0	
Foundation	\$138,976	\$208,195	\$375,352	\$202,668	\$172,684	
State government	\$24,000	\$20,000	\$18,158	\$18,158		
Federal government	\$10,000	-\$181	\$0	\$0	\$0	
In-kind operating contributions	\$18,590	\$5,467	\$36,324	\$36,324		
Other contributions	\$107,360	\$265,204	\$0			
Net assets released from restriction	\$0	\$0	\$0	\$680,661	-\$680,661	
Total contributed revenue	\$809,776	\$925,405	\$2,009,408	\$1,574,191	\$435,217	
Operating investment revenue	\$3,821	\$8,184	\$8,446	\$8,446		
Total operating revenue	\$2,046,118	\$2,120,515	\$3,380,821	\$2,945,604	\$435,217	
Total operating revenue less in-kind	\$2,027,528	\$2,115,048	\$3,344,497	\$2,909,280	\$435,217	
Non-operating revenue						
Non-operating investment revenue		\$4,739	\$5,877	\$5,877		
Transfers and re-classifications		-\$137,000				
Other non-operating	\$1,884,510	\$71,820				
Total non-operating revenue	\$1,884,510	-\$60,441	\$5,877	\$5,877		
Total revenue	\$3,930,628	\$2,060,074	\$3,386,698	\$2,951,481	\$435,217	
Total revenue less in-kind	\$3,912,038	\$2,054,607	\$3,350,374	\$2,915,157	\$435,217	

Expense Details

	FY 2016 Total	FY 2017 Total	% Change	FY 2018 Total	% Change	FY 2018 Program	FY 2018 Fundraising	FY 2018 General & Administrative
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$1,251,852	\$1,166,879	-7%	\$1,232,849	6%	\$883,362	\$202,868	\$146,619
Independent contractors	\$90,850	\$109,740	21%	\$132,820	21%	\$132,820		
Professional fees	\$20,561	\$17,455	-15%	\$17,031	-2%			\$17,031
Total personnel expenses - Operating	\$1,363,263	\$1,294,074	-5%	\$1,382,700	7%	\$1,016,182	\$202,868	\$163,650
Non-personnel expenses - Operating								
Advertising and promotion	\$291,020	\$254,561	-13%	\$146,970	-42%	\$129,909	\$17,061	
Conferences and meetings	\$90	\$0	-100%	\$0	n/a			
Dues and subscriptions	\$2,997	\$3,337	11%	\$3,451	3%	\$213	\$2,410	\$828
Insurance	\$13,812	\$10,677	-23%	\$13,755	29%	\$9,629	\$825	\$3,301
Occupancy costs	\$91,871	\$93,396	2%	\$103,596	11%	\$76,962	\$8,087	\$18,547
Office and administration	\$17,062	\$16,994	-0%	\$37,450	120%	\$6,673	\$24,958	\$5,819
Printing, postage and shipping	\$21,645	\$20,946	-3%	\$11,051	-47%	\$5,460	\$3,778	\$1,813
Travel	\$10,778	\$14,562	35%	\$12,216	-16%	\$10,524	\$738	\$954
Royalties, rights and reproductions	\$89,507	\$86,964	-3%	\$114,016	31%	\$113,845	\$34	\$137
Productions and events costs	\$165,574	\$196,386	19%	\$297,272	51%	\$192,410	\$104,862	
Interest expense	\$2,695	\$1,135	-58%	\$980	-14%	\$525	\$45	\$410
Other operating expenses	\$58,341	\$122,579	110%	\$85,613	-30%	\$78,693	\$7,241	-\$321
Depreciation	\$70,933	\$76,557	8%	\$88,845	16%	\$62,191	\$5,331	\$21,323
Total non-personnel expenses - Operating	\$836,325	\$898,094	7%	\$915,215	2%	\$687,034	\$175,370	\$52,811
Total operating expenses	\$2,199,588	\$2,192,168	-0%	\$2,297,915	5%	\$1,703,216	\$378,238	\$216,461
Non-operating personnel expenses	\$0	\$10,558	n/a	\$0	-100%			
Non-operating non-personnel expenses	\$33,459	\$0	-100%	\$0	n/a			
Total expenses	\$2,233,047	\$2,202,726	-1%	\$2,297,915	4%	\$1,703,216	\$378,238	\$216,461
Total expenses less in-kind	\$2,214,457	\$2,197,259	-1%	\$2,261,591	3%			
Total expenses less depreciation	\$2,162,114	\$2,126,169	-2%	\$2,209,070	4%			
Total expenses less in-kind and depreciation	\$2,143,524	\$2,120,702	-1%	\$2,172,746	2%			

Balance Sheet

Assets	FY 2016	FY 2017	% Change	FY 2018	% Change
Current assets					
Cash	\$439,993	\$740,074	68%	\$1,163,526	57%
Receivables	\$228,576	\$303,910	33%	\$797,252	162%
Investments			n/a	\$271,286	n/a
Prepaid expenses & other	\$150,262	\$93,843	-38%	\$83,877	-11%
Total current assets	\$818,831	\$1,137,827	39%	\$2,315,941	104%
Non-current investments					
Fixed assets (net)	\$361,094	\$365,905	1%	\$1,856,430	-100%
Other non-current assets	\$1,565,399	\$1,628,200	4%	\$852,183	14%
Total non-current assets	\$1,377,000	\$821,250	-40%	\$2,708,613	4%
Total assets	\$3,303,493	\$2,815,355	-15%	\$5,024,554	-4%
Liabilities & Net Assets	FY 2016	FY 2017	% Change	FY 2018	% Change
Liabilities					
Accounts payable & other	\$38,443	\$38,706	1%	\$44,112	14%
Loans & other debt	\$87,000	\$53,500	-39%		-100%
Deferred revenue	\$139,116	\$145,863	5%	\$201,492	38%
Total current liabilities	\$264,559	\$238,069	-10%	\$245,604	3%
Non-current liabilities	\$0	\$0	n/a	\$0	n/a
Total liabilities	\$264,559	\$238,069	-10%	\$245,604	3%
Net assets					
Unrestricted	\$1,878,622	\$1,955,260	4%	\$2,608,826	33%
Temporarily restricted	\$1,979,143	\$1,759,853	-11%	\$2,170,124	23%
Permanently restricted			n/a		n/a
Total net assets	\$3,857,765	\$3,715,113	-4%	\$4,778,950	29%
Total liabilities & net assets	\$4,122,324	\$3,953,182	-4%	\$5,024,554	27%

Balance Sheet Metrics

	FY 2016	FY 2017	FY 2018
Months of Operating Cash -- Unrestricted	0	2	4
Total working capital -- Unrestricted	-\$47,871	\$219,306	\$782,963
Current Ratio	3.1	4.78	9.43
Debt Service Impact	4%	2%	0%
Unrestricted Net Assets Net of Property, Plant and Equipment	\$313,223	\$327,060	\$752,396
Operating Margin	76%	-6%	37%
Depreciation as a % of Fixed Assets	41%	42%	40%
Leverage Ratio	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.

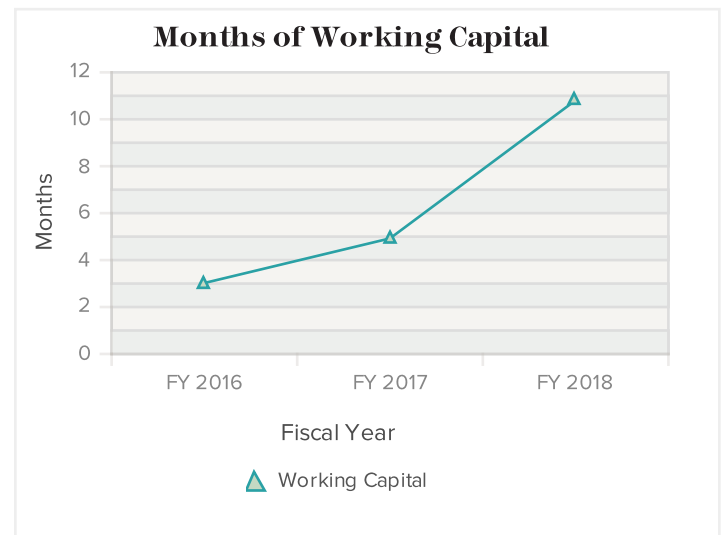
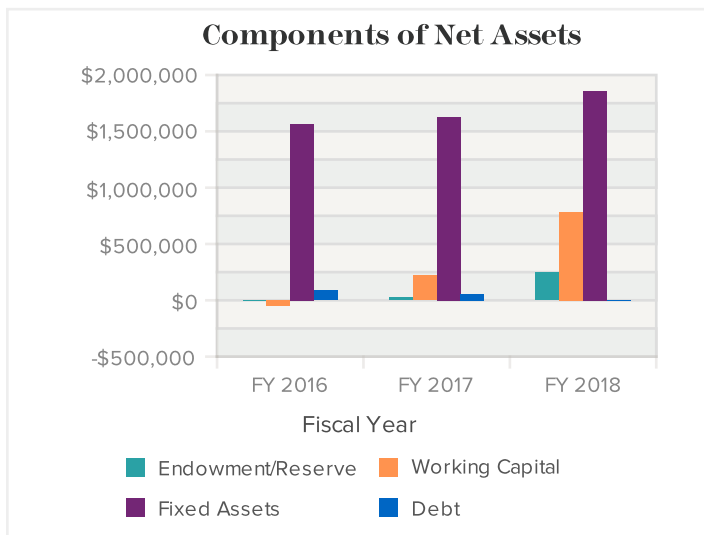
Debt Service Impact (Total Debt Service including principal and interest divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden, e.g. a mortgage).

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) determines how heavily the organization has borrowed. A number in excess of 50% may indicate a potential crunch.



Attendance

In-person Participation	FY 2016	FY 2017	% Change	FY 2018	% Change
In-person participation - paid	33,351	31,078	-7%	37,868	22%
In-person participation - free	2,021	1,362	-33%	1,834	35%
Total in-person participation	35,372	32,440	-8%	39,702	22%

Types of In-person Attendance	FY 2016	FY 2017	% Change	FY 2018	% Change
Performance tickets	35,268	32,345	-8%	39,630	23%
Registrants for classes/workshops	104	95	-9%	72	-24%
Total in-person participation	35,372	32,440	-8%	39,702	22%

Attendance Ages	FY 2016	FY 2017	% Change	FY 2018	% Change
Children (18 and under)	124	70	-44%	1,191	1,601%
Children served in schools	55	54	-2%		-100%
Seniors	12,136	11,430	-6%	2,779	-76%
Adults	23,087	20,940	-9%	35,732	71%

Other Participation	FY 2016	FY 2017	% Change	FY 2018	% Change

Staffing

Staff & Non-Staff Statistics	FY 2016	FY 2017	% Change	FY 2018	% Change
Full-time permanent employees	13	13	0%	11	-15%
Part-time permanent employees		30	n/a	2	-93%
Part-time permanent employees - FTEs		0.36	n/a		-100%
Part-time seasonal employees	21		-100%	25	n/a
Part-time seasonal employees - FTEs	0.36		-100%	0.36	n/a
Number of part-time or one-time volunteers			n/a	294	n/a
Part-time or one-time volunteers - FTEs			n/a	0.5	n/a
Independent contractors	20	22	10%	17	-23%
Number of interns and apprentices	14	17	21%	16	-6%

Artistic Staff & Non-Staff Statistics	FY 2016	FY 2017	% Change	FY 2018	% Change
Full-time employees that are artists	4	2	-50%	4	100%
Part-time employees that are artists	19	30	58%	25	-17%
Independent contractors that are artists	20	22	10%	17	-23%

Program Activity

	FY 2016	FY 2017	% Change	FY 2018	% Change
Distinct productions	4	4	0%	5	25%
Total performances	258	251	-3%	251	0%
Workshops/readings	16	12	-25%	4	-67%
Works developed	6	5	-17%	7	40%
Works commissioned			n/a	3	n/a
Distinct classes/workshops	6	14	133%		-100%
Distinct class series/courses			n/a	10	n/a
Total classes/class sessions	30	49	63%	29	-41%
Programs offered in schools	1	1	0%		-100%
Hours of programming in schools	4	4	0%		-100%
Number of schools served	1	1	0%		-100%
Artists placed in schools	2	2	0%		-100%