

The Purple Rose Theatre Company

Financial Statements
And Independent Auditors' Report

Years Ended August 31, 2015 and 2014

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WILLIS & JURASEK
CPAS AND CONSULTANTS

Independent Auditors' Report

Board of Directors
The Purple Rose Theatre Company
Chelsea, Michigan

We have audited the accompanying statements of financial position of The Purple Rose Theatre Company (a nonprofit organization) which comprise the statements of financial position as of August 31, 2015 and 2014, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of The Purple Rose Theatre Company as of August 31, 2015 and 2014, and the changes in its net assets and its cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America.

Other Matter

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of functional expenses on page 11 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audits of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Willis & Jurasek, P.C.

Willis & Jurasek, P.C.

November 4, 2015

The Purple Rose Theatre Company

Statements of Financial Position

August 31, 2015 and 2014

Assets

	2015	2014
Current Assets:		
Cash and cash equivalents	\$ 178,533	\$ 374,780
Accounts receivable	433	1,072
Pledges receivable - current	142,857	107,382
Inventory	16,242	17,235
Prepaid expenses	75,422	52,694
Total current assets	413,487	553,163
Property and Equipment:		
Land	100,000	100,000
Building	2,284,081	2,270,348
Furniture, fixtures and office equipment	60,053	57,529
Theatre and shop equipment	114,829	94,757
Vehicles	5,511	5,511
	2,564,474	2,528,145
Less: accumulated depreciation	960,569	891,792
Net property and equipment	1,603,905	1,636,353
Other Assets:		
Investments	300,326	300,306
Pledges receivable - long-term	70,000	50,000
Total other assets	370,326	350,306
	\$ 2,387,718	\$ 2,539,822

Liabilities and Net Assets

Current Liabilities:		
Line of credit payable	\$ 53,500	\$ -
Accounts payable	27,077	19,272
Accrued expenses	15,355	15,755
Deferred revenue	131,602	92,934
Total current liabilities	227,534	127,961
Net Assets:		
Unrestricted	1,874,325	2,237,899
Temporarily restricted	285,859	173,962
Total net assets	2,160,184	2,411,861
	\$ 2,387,718	\$ 2,539,822

The Purple Rose Theatre Company

Statements of Activities

Years Ended August 31, 2015 and 2014

	2015			2014		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Public Support and Revenue:						
Public Support:						
Contributions and benefit income	\$ 725,834	\$ 111,897	\$ 837,731	\$ 647,512	\$ -	\$ 647,512
In-kind contributions	16,916	-	16,916	13,429	-	13,429
Net assets released from restrictions	-	-	-	261,038	(261,038)	-
Total public support	<u>742,750</u>	<u>111,897</u>	<u>854,647</u>	<u>921,979</u>	<u>(261,038)</u>	<u>660,941</u>
Revenue:						
Ticket and program	810,418	-	810,418	1,080,031	-	1,080,031
Education outreach	31,461	-	31,461	22,599	-	22,599
Miscellaneous	61,359	-	61,359	51,447	-	51,447
Interest	3,112	-	3,112	2,569	-	2,569
Total revenue	<u>906,350</u>	<u>-</u>	<u>906,350</u>	<u>1,156,646</u>	<u>-</u>	<u>1,156,646</u>
Total public support and revenue	<u>1,649,100</u>	<u>111,897</u>	<u>1,760,997</u>	<u>2,078,625</u>	<u>(261,038)</u>	<u>1,817,587</u>
Expenses:						
Program Services:						
Production	1,322,896	-	1,322,896	1,259,763	-	1,259,763
Education outreach	145,545	-	145,545	134,016	-	134,016
Total program services	<u>1,468,441</u>	<u>-</u>	<u>1,468,441</u>	<u>1,393,779</u>	<u>-</u>	<u>1,393,779</u>
Support Services:						
General and administrative	211,718	-	211,718	203,376	-	203,376
Development and special events	332,515	-	332,515	288,686	-	288,686
Total support services	<u>544,233</u>	<u>-</u>	<u>544,233</u>	<u>492,062</u>	<u>-</u>	<u>492,062</u>
Total expenses	<u>2,012,674</u>	<u>-</u>	<u>2,012,674</u>	<u>1,885,841</u>	<u>-</u>	<u>1,885,841</u>
Changes in Net Assets	<u>(363,574)</u>	<u>111,897</u>	<u>(251,677)</u>	<u>192,784</u>	<u>(261,038)</u>	<u>(68,254)</u>
Net Assets - Beginning of Year	<u>2,237,899</u>	<u>173,962</u>	<u>2,411,861</u>	<u>2,045,115</u>	<u>435,000</u>	<u>2,480,115</u>
Net Assets - End of Year	<u>\$ 1,874,325</u>	<u>\$ 285,859</u>	<u>\$ 2,160,184</u>	<u>\$ 2,237,899</u>	<u>\$ 173,962</u>	<u>\$ 2,411,861</u>

See Notes to Financial Statements.

The Purple Rose Theatre Company

Statements of Cash Flows
Years Ended August 31, 2015 and 2014

	2015	2014
Cash Flows From Operating Activities:		
Change in net assets	\$ (251,677)	\$ (68,254)
Adjustments to reconcile increase (decrease) in net assets to net cash provided by operating activities:		
Depreciation	68,777	69,261
Loss (gain) on asset disposal	-	9,409
Realized (gain) loss on sale of investments	-	(265)
Unrealized (gain) loss on investments	6	(684)
In-kind contributions	(16,916)	(13,429)
In-kind expenses	16,916	13,429
Deferred revenue	38,668	9,816
Changes in assets and liabilities that provided (used) cash:		
Accounts receivable	639	1,256
Pledges receivable	(55,475)	267,618
Inventory	993	4,085
Prepaid expenses	(22,728)	(13,832)
Accounts payable	7,805	3,963
Accrued expenses	(400)	4,550
Total adjustments	38,285	355,177
Net cash provided (used) by operating activities	(213,392)	286,923
Cash Flows From Investing Activities:		
Purchase of fixed assets	(36,330)	(30,286)
Sale of certificate of deposit	99,984	101,194
Purchase of investments	(100,004)	(100,002)
Net cash provided (used) by investing activities	(36,350)	(29,094)
Cash Flows From Financing Activities:		
Net proceeds on line of credits	53,500	-
Net cash provided (used) by investing activities	53,500	-
Increase (Decrease) in Cash and Cash Equivalents	(196,242)	257,829
Cash and Cash Equivalents - Beginning of Year	374,780	116,951
Cash and Cash Equivalents - End of Year	\$ 178,538	\$ 374,780

The Purple Rose Theatre Company

Notes to Financial Statements

1. Nature of Business and Significant Accounting Policies

Nature of Activities

The Purple Rose Theatre Company (the "Theatre") was incorporated in Michigan in 1990 for the purpose of promoting interest in non-profit professional theatre. The Theatre furthers this purpose by performing plays primarily in Chelsea, Michigan, creating opportunities for Midwest theatre professionals, and participating in educational outreach programs in the lower mid-Michigan area. Substantial portions of the Theatre's revenues are received from general donations, grants and ticket sales.

Basis of Accounting

The accompanying financial statements of the Theatre have been prepared on the accrual basis of accounting. Under this method, revenues are recognized when earned, and expenses are recognized when incurred.

Basis of Presentation

Financial statement presentation follows the recommendations of the Financial Accounting Standards Board (FASB). Under these professional standards, the Theatre is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles includes the use of estimates that affect the financial statements. Accordingly, actual results could differ from those estimates.

Cash and Cash Equivalents

For purposes of the Statements of Cash Flows, cash equivalents include time deposits, certificates of deposit, and all highly-liquid debt instruments with original maturities of three months or less. At times, the cash balances exceed FDIC insurance limits and the uninsured balances may be significant. At August 31, 2015 and 2014, the uninsured balances were approximately \$0 and \$159,000, respectively.

Receivables

The Theatre holds various types of receivables - accounts receivable which consist of ticket sales for a show budgeted and performed in the fiscal year, but the monies were not actually received until after year-end, and contributions receivable (pledges, i.e. promises to give) which are recorded at fair value when pledged. Based upon historical data, management considers all receivables to be collectable, and thus no provision for uncollectable accounts is deemed necessary. All long-term pledges receivable are due within one to five years.

Inventory

Inventories are stated at cost (purchase price), determined by the first-in, first-out method. Inventory consists of promotional items, such as shirts, hats and coffee mugs.

Prepaid Expenses

Prepaid expenses generally consist of expenses incurred for next year productions.

The Purple Rose Theatre Company

Notes to Financial Statements

1. Nature of Business and Significant Accounting Policies (Continued)

Property and Equipment

Generally, the Theatre capitalizes all property and equipment with useful lives greater than one year. Property and equipment acquisitions are accounted for at cost or if donated, are recorded at fair market value when received. Management annually reviews these assets to determine whether carrying values have been impaired. Depreciation is provided using the straight-line method over the estimated useful lives of the respective assets, which range from five to twenty years. Depreciation expense for the reported years was \$68,777 and \$69,261, respectively.

Investments and Fair Value Measurements

Investments are stated at fair value which is determined based upon market value at the end of the fiscal year. Investments with original maturity dates of one year or less are recorded as current assets, and those with original maturities of more than one year are recorded as other assets in the Statements of Financial Position.

The Theatre applies generally accepted accounting principles (GAAP) for the fair value measurements of financial assets that are recognized or disclosed at fair value in the financial statements on a recurring basis. GAAP defines fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. GAAP also establishes a framework for measuring fair value and expands disclosures about fair value measurements (Note 2).

Income Tax Status

The Theatre is exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code, as amended. The Theatre is subject to taxation on "unrelated business income" resulting from the sale of inventory. Federal income tax expenses was \$0 for both years.

Professional standards require an analysis of uncertain tax positions for the purpose of determining whether benefits associated with those positions may be recognized for financial statement purposes. Based on this analysis, the Theatre has determined it has no material uncertain tax positions for which the associated benefits may not be recognized nor for which disclosure is required.

Contributions

The Theatre accounts for contributions as required by the Not-For-Profit Topic of the Financial Accounting Standards Board Accounting Standards Codification. In accordance with this guidance, contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence or nature of any donor restrictions. Contributions received are required to be recorded at fair market value.

Donor-restricted support is reported as an increase in temporarily or permanently restricted net assets, depending on the nature of the restriction. When a restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), temporarily restricted net assets are reclassified to unrestricted net assets and reported in the Statements of Activities as net assets released from restrictions. If donor-restricted contributions are received and the restricted use is met within the same fiscal year, the support is reported as unrestricted contributions.

Contributed Goods and Services

During the year, contributed goods and services meeting the requirements for recognition in the financial statements, including props, set dressings, costumes, royalties, and fixed assets, have been recorded at the fair value of the donations received. Total value of donated goods and services included in expenses and fixed assets were approximately \$16,900 and \$13,400, for each year-end, respectively.

The Purple Rose Theatre Company
Notes to Financial Statements

1. Nature of Business and Significant Accounting Policies (Continued)

Advertising

Advertising costs are expensed as incurred; the expense recognized for each year-end was approximately \$151,000 and \$130,000, respectively.

Reclassifications

Certain balances in the prior year financial statements may have been reclassified for comparative purposes to conform to the presentation in the current year financial statements. These reclassifications, if any, have no impact on net income.

Subsequent Events

The Theatre has evaluated subsequent events through the date of the auditors' report, which is the date the financial statements were available to be issued.

2. Investments and Fair Value Measurements

FASB Codification Topic, *Fair Value Measurements and Disclosures*, establishes a framework for measuring fair value. That framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements).

The three levels of the fair value hierarchy are described as follows:

Level 1 Fair Value Measurements: Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in active markets that the Theatre has the ability to access.

Level 2 Fair Value Measurements: Inputs to the valuation methodology include:

- quoted prices for similar assets or liabilities in active markets;
- quoted prices for identical or similar assets or liabilities in inactive markets;
- inputs other than quoted prices that are observable for the asset or liability;
- inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 Fair Value Measurements: Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

Following is a description of the valuation methodologies used for assets measured at fair value.

- *Certificates of deposit:* Valued at market value based upon broker supplied information
- *Money markets and deposits:* Valued at the amount of cash invested

The Purple Rose Theatre Company
Notes to Financial Statements

2. Investments and Fair Value Measurements (Continued)

The preceding methods described may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, although the Theatre believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

The following table presents assets that are measured at fair value on a recurring basis at each fiscal year-end:

	2015	2014
	Level 1	Level 1
Certificates of deposit	\$ 300,326	\$ 200,556
Total assets at fair value	\$ 300,326	\$ 200,556

The Theatre has no Level 2 or Level 3 investments.

3. Line of Credit

The Organization has a \$150,000 revolving line of credit with a local bank. Advances on the credit line are payable on demand and carry an interest rate of 5%. The credit line is secured by substantially all assets and matures January 17, 2016. The balances on the line as of August 31, 2015 and 2014 were \$53,500 and \$0, respectively.

4. Related Party Transactions

Related party transactions include Board member cash donations, varying in amounts.

5. Leases

Lease expense was \$18,000 and \$0 for the years ended August 31, 2015 and 2014, respectively. The Theatre entered into a lease to rent rehearsal space under a five-year operating lease agreement dated December 1, 2014 and expiring November 30, 2019.

Future minimum rent payments required under the operating lease are estimated as follows:

Fiscal Years	Amount
2016	\$24,000
2017	24,000
2018	24,600
2019	24,800
2020	6,200

Short-term operating leases for storage space totaled \$2,665 and \$5,015, respectively.

The Purple Rose Theatre Company

Notes to Financial Statements

6. Union Agreement, Pension and Welfare Plans

The Theatre participates in a collective bargaining agreement with the Actors' Equity Association for performing artist services which represent approximately 28% of the total salaries incurred for each reported year.

The Theatre contributes to the Actor Equity Association Pension and Welfare Plan on behalf of applicable equity actor union employees. The pension contribution amounts are based on a set percentage of the equity actor's salary. The welfare contribution amount is based on the number of weeks the equity actor is employed by the Theatre. Amounts contributed for the years ended August 31, 2015 and 2014, were approximately \$105,000 and \$97,000, respectively.

The Theatre maintains a SIMPLE Plan for eligible employees not covered by the above plan. The contributions are matching up to 2% of gross wages. Total SIMPLE contributions for the years ended August 31, 2015 and 2014, were \$8,804 and \$4,056, respectively.

7. Restrictions on Net Assets

Temporary restrictions on net assets at August 31, 2015 and 2014 are as follows:

	<u>2015</u>	<u>2014</u>
Play sponsorship for next season	\$ 50,000	\$ 5,000
New play development	-	11,580
Rehearsal space	25,602	-
Pledges for future years	<u>210,257</u>	<u>157,382</u>
Total temporarily restricted net assets	<u>\$ 285,859</u>	<u>\$ 173,962</u>

8. Concentrations

Five major contributors represented approximately 46% of total contributions for the fiscal year 2015. Pledges receivable from these major donors represent 54% of total pledges receivable. For fiscal year 2014, three major contributors represented approximately 22% of total contributions, which was 0% of pledges receivable as of that year-end.

For labor concentrations, see Note 6.

Supplemental Information

The Purple Rose Theatre Company

Schedule of Funtional Expenses

For the Year Ended August 31, 2015

(With Comparative Amounts for the Year Ended August 31, 2014)

	Production	Education Outreach	General & Administrative	Development & Special Events	2015 Total	2014 Total
Personnel (salaries, payroll taxes, and benefits)	\$ 697,032	\$ 88,344	\$ 140,411	\$ 194,250	\$ 1,120,037	\$ 1,065,932
Playwright and royalties	55,228	-	-	-	55,228	78,877
Direct production costs, non-personnel	255,319	-	-	-	255,319	226,231
Direct education outreach expense	-	23,109	-	-	23,109	18,346
Professional fees	-	-	17,225	-	17,225	20,272
Supplies	10,164	1,655	3,790	621	16,230	18,177
Utilities	18,878	5,594	8,391	2,098	34,961	41,772
Telephone	6,438	1,908	2,861	715	11,922	14,291
Maintenance, repairs, and equipment rentals	25,043	4,423	6,634	1,659	37,759	21,306
Marketing, general development, and special events	131,235	-	-	125,480	256,715	209,355
Auto and travel	6,587	681	1,022	255	8,545	9,705
Interest	-	-	345	-	345	-
Depreciation and amortization	37,140	11,004	16,506	4,127	68,777	69,261
Other expenses	79,832	8,827	14,533	3,310	106,502	92,316
Total	\$ 1,322,896	\$ 145,545	\$ 211,718	\$ 332,515	\$ 2,012,674	\$ 1,885,841