



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: 9

Applicant is audited or reviewed by an independent accounting firm.

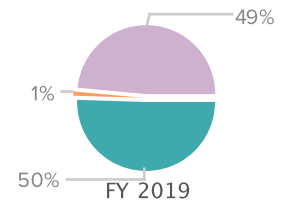
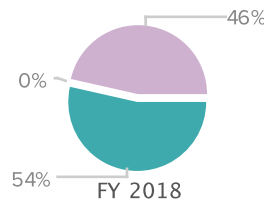
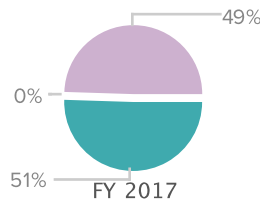
Paid FTEs: 19.18

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

Unrestricted Activity	FY 2017	FY 2018	% Change	FY 2019	% Change
<b>Unrestricted Operating Revenue</b>					
Earned Program	\$1,126,654	\$1,327,868	18%	\$1,268,331	-4%
Earned Non-program	\$60,272	\$35,099	-42%	\$65,223	86%
<b>Total Earned Revenue</b>	<b>\$1,186,926</b>	<b>\$1,362,967</b>	<b>15%</b>	<b>\$1,333,554</b>	<b>-2%</b>
Investment Revenue	\$8,184	\$8,446	3%	\$19,667	133%
Contributed Revenue	\$1,216,515	\$1,574,191	29%	\$1,382,663	-12%
<b>Total Unrestricted Operating Revenue</b>	<b>\$2,411,625</b>	<b>\$2,945,604</b>	<b>22%</b>	<b>\$2,735,884</b>	<b>-7%</b>
Less in-kind	(\$5,467)	(\$36,324)	564%	(\$25,892)	-29%
<b>Total Unrestricted Operating Revenue Less In-kind</b>	<b>\$2,406,158</b>	<b>\$2,909,280</b>	<b>21%</b>	<b>\$2,709,992</b>	<b>-7%</b>
<b>Expenses by Functional Total</b>					
Program	\$1,659,257	\$1,703,216	3%	\$1,721,721	1%
Fundraising	\$323,410	\$378,238	17%	\$378,562	0%
General & Administrative	\$209,501	\$216,461	3%	\$261,718	21%
<b>Total Operating Expenses</b>	<b>\$2,192,168</b>	<b>\$2,297,915</b>	<b>5%</b>	<b>\$2,362,001</b>	<b>3%</b>
Less in-kind	(\$5,467)	(\$36,324)	564%	(\$25,892)	-29%
<b>Total Operating Expenses Less In-kind</b>	<b>\$2,186,701</b>	<b>\$2,261,591</b>	<b>3%</b>	<b>\$2,336,109</b>	<b>3%</b>
Net Unrestricted Activity - Operating	\$219,457	\$647,689	195%	\$373,883	-42%
Net Unrestricted Activity - Non-operating	-\$142,819	\$5,877	104%	\$59,027	904%
<b>Total Net Unrestricted Activity</b>	<b>\$76,638</b>	<b>\$653,566</b>	<b>753%</b>	<b>\$432,910</b>	<b>-34%</b>
Net Restricted Activity	-\$219,290	\$435,217	298%	-\$546,560	-226%
<b>Net Total Activity</b>	<b>-\$142,652</b>	<b>\$1,088,783</b>	<b>863%</b>	<b>-\$113,650</b>	<b>-110%</b>

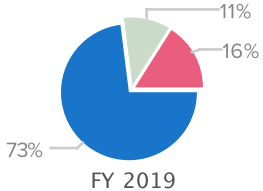
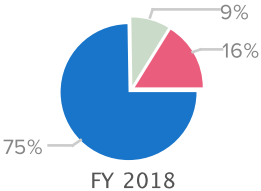
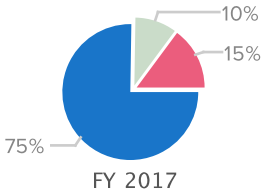
Revenue by Source

- Earned
- Investment
- Contributed



**Expenses by Functional Grouping**

- Program
- General & Administrative
- Fundraising



## Revenue Details

	FY 2017	FY 2018	FY 2019	FY 2019	FY 2019
	Total	Total	Total	Unrestricted	Restricted
Operating Revenue					
Earned - Program					
Single ticket sales	\$1,096,838	\$1,139,830	\$1,109,883	\$1,109,883	
Group ticket sales	\$0	\$156,233	\$128,755	\$128,755	
Royalties, right and reproductions	\$6,492	\$5,108	\$1,296	\$1,296	
Tuitions and registration fees	\$24,353	\$26,697	\$28,397	\$28,397	
Other program revenue	-\$1,029				
Total earned - program	\$1,126,654	\$1,327,868	\$1,268,331	\$1,268,331	\$0
Earned - Non-program					
Food and concessions	\$6,826	\$4,056	\$3,253	\$3,253	
Gift shop and merchandise fees	\$9,271	\$12,192	\$5,358	\$5,358	
Advertising revenue	\$44,175	\$39,700	\$36,475	\$36,475	
Other earned revenue		-\$20,849	\$20,137	\$20,137	
Total earned - non-program	\$60,272	\$35,099	\$65,223	\$65,223	\$0
Total earned revenue	\$1,186,926	\$1,362,967	\$1,333,554	\$1,333,554	

Contributed	FY 2017	FY 2018	FY 2019	FY 2019	FY 2019
	Total	Total	Total	Unrestricted	Restricted
Trustee & board	\$191,408	\$127,967	\$120,828	-\$121,172	\$242,000
Individual	\$212,812	\$1,387,153	\$336,681	\$142,261	\$194,420
Corporate	\$22,500	\$64,454	\$167,050	\$162,050	\$5,000
Foundation	\$208,195	\$375,352	\$154,677	\$116,142	\$38,535
State government	\$20,000	\$18,158	\$38,939		\$38,939
Federal government	-\$181	\$0	\$0		
In-kind operating contributions	\$5,467	\$36,324	\$25,892	\$25,892	
Other contributions	\$265,204	\$0	\$0		
Net assets released from restriction	\$0	\$0	\$0	\$1,057,490	-\$1,057,490
<b>Total contributed revenue</b>	<b>\$925,405</b>	<b>\$2,009,408</b>	<b>\$844,067</b>	<b>\$1,382,663</b>	<b>-\$538,596</b>
Operating investment revenue	\$8,184	\$8,446	\$19,667	\$19,667	\$0
<b>Total operating revenue</b>	<b>\$2,120,515</b>	<b>\$3,380,821</b>	<b>\$2,197,288</b>	<b>\$2,735,884</b>	<b>-\$538,596</b>
<b>Total operating revenue less in-kind</b>	<b>\$2,115,048</b>	<b>\$3,344,497</b>	<b>\$2,171,396</b>	<b>\$2,709,992</b>	<b>-\$538,596</b>
Non-operating revenue					
Non-operating investment revenue	\$4,739	\$5,877	\$51,063	\$59,027	-\$7,964
Transfers and re-classifications	-\$137,000				
Other non-operating	\$71,820				
<b>Total non-operating revenue</b>	<b>-\$60,441</b>	<b>\$5,877</b>	<b>\$51,063</b>	<b>\$59,027</b>	<b>-\$7,964</b>
<b>Total revenue</b>	<b>\$2,060,074</b>	<b>\$3,386,698</b>	<b>\$2,248,351</b>	<b>\$2,794,911</b>	<b>-\$546,560</b>
<b>Total revenue less in-kind</b>	<b>\$2,054,607</b>	<b>\$3,350,374</b>	<b>\$2,222,459</b>	<b>\$2,769,019</b>	<b>-\$546,560</b>

## Expense Details

	FY 2017 Total	FY 2018 Total	% Change	FY 2019 Total	% Change	FY 2019 Program	FY 2019 Fundraising	FY 2019 General & Administrative
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$1,166,879	\$1,232,849	6%	\$1,245,809	1%	\$890,552	\$206,204	\$149,053
Independent contractors	\$109,740	\$132,820	21%	\$122,012	-8%	\$117,566	\$4,446	
Professional fees	\$17,455	\$17,031	-2%	\$55,624	227%		\$0	\$55,624
Total personnel expenses - Operating	\$1,294,074	\$1,382,700	7%	\$1,423,445	3%	\$1,008,118	\$210,650	\$204,677
Non-personnel expenses - Operating								
Advertising and promotion	\$254,561	\$146,970	-42%	\$169,139	15%	\$157,967	\$11,172	\$0
Conferences and meetings	\$0	\$0	n/a	\$2,944	n/a	\$1,306	\$1,148	\$490
Dues and subscriptions	\$3,337	\$3,451	3%	\$2,974	-14%	\$1,903	\$357	\$714
Insurance	\$10,677	\$13,755	29%	\$13,795	0%	\$9,094	\$1,390	\$3,311
Occupancy costs	\$93,396	\$103,596	11%	\$91,607	-12%	\$68,705	\$6,182	\$16,720
Office and administration	\$16,994	\$37,450	120%	\$34,293	-8%	\$13,506	\$13,425	\$7,362
Printing, postage and shipping	\$20,946	\$11,051	-47%	\$22,120	100%	\$5,483	\$14,781	\$1,856
Travel	\$14,562	\$12,216	-16%	\$7,290	-40%	\$3,959	\$1,934	\$1,397
Royalties, rights and reproductions	\$86,964	\$114,016	31%	\$97,547	-14%	\$97,354	\$64	\$129
Productions and events costs	\$196,386	\$297,272	51%	\$325,535	10%	\$223,595	\$101,940	\$0
Interest expense	\$1,135	\$980	-14%	\$6,517	565%	\$4,171	\$782	\$1,564
Other operating expenses	\$122,579	\$85,613	-30%	\$66,888	-22%	\$58,025	\$8,863	\$0
Depreciation	\$76,557	\$88,845	16%	\$97,907	10%	\$68,535	\$5,874	\$23,498
Total non-personnel expenses - Operating	\$898,094	\$915,215	2%	\$938,556	3%	\$713,603	\$167,912	\$57,041
Total operating expenses	\$2,192,168	\$2,297,915	5%	\$2,362,001	3%	\$1,721,721	\$378,562	\$261,718
Non-operating personnel expenses	\$10,558	\$0	-100%	\$0	n/a			
Non-operating non-personnel expenses	\$0	\$0	n/a	\$0	n/a			
Total expenses	\$2,202,726	\$2,297,915	4%	\$2,362,001	3%	\$1,721,721	\$378,562	\$261,718
Total expenses less in-kind	\$2,197,259	\$2,261,591	3%	\$2,336,109	3%			
Total expenses less depreciation	\$2,126,169	\$2,209,070	4%	\$2,264,094	2%			
Total expenses less in-kind and depreciation	\$2,120,702	\$2,172,746	2%	\$2,238,202	3%			

## Balance Sheet

Assets	FY 2017	FY 2018	% Change	FY 2019	% Change
Current assets					
Cash	\$740,074	\$1,163,526	57%	\$1,033,749	-11%
Receivables	\$303,910	\$797,252	162%	\$473,985	-41%
Investments		\$271,286	n/a	\$1,055,309	289%
Prepaid expenses & other	\$93,843	\$83,877	-11%	\$67,798	-19%
Total current assets	\$1,137,827	\$2,315,941	104%	\$2,630,841	14%
Non-current investments					
Fixed assets (net)	\$1,628,200	\$1,856,430	14%	\$1,899,672	2%
Other non-current assets	\$821,250	\$852,183	4%	\$381,678	-55%
Total non-current assets	\$2,815,355	\$2,708,613	-4%	\$2,579,747	-5%
Total assets	\$3,953,182	\$5,024,554	27%	\$5,210,588	4%
Liabilities & Net Assets					
Liabilities	FY 2017	FY 2018	% Change	FY 2019	% Change
Liabilities					
Accounts payable & other	\$38,706	\$44,112	14%	\$46,923	6%
Loans & other debt	\$53,500		-100%		n/a
Deferred revenue	\$145,863	\$201,492	38%	\$192,004	-5%
Total current liabilities	\$238,069	\$245,604	3%	\$238,927	-3%
Non-current liabilities	\$0	\$0	n/a	\$0	n/a
Total liabilities	\$238,069	\$245,604	3%	\$238,927	-3%
Net assets					
Unrestricted	\$1,955,260	\$2,608,826	33%	\$3,041,736	17%
Restricted	\$1,759,853	\$2,170,124	23%	\$1,929,925	-11%
Total net assets	\$3,715,113	\$4,778,950	29%	\$4,971,661	4%
Total liabilities & net assets	\$3,953,182	\$5,024,554	27%	\$5,210,588	4%

Balance Sheet Metrics

	FY 2017	FY 2018	FY 2019
Months of Operating Cash -- Unrestricted	2	4	1
Total working capital -- Unrestricted	\$219,306	\$782,963	\$1,151,886
Current Ratio	4.78	9.43	11.01
Debt Service Impact	2%	0%	0%
Unrestricted Net Assets Net of Property, Plant and Equipment	\$327,060	\$752,396	\$1,142,064
Operating Margin	-6%	37%	-4%
Depreciation as a % of Fixed Assets	42%	40%	41%
Leverage Ratio -- Unrestricted	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.

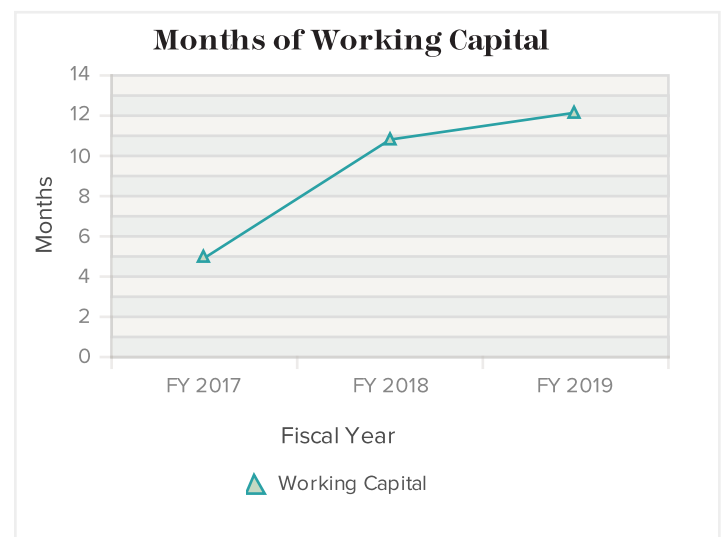
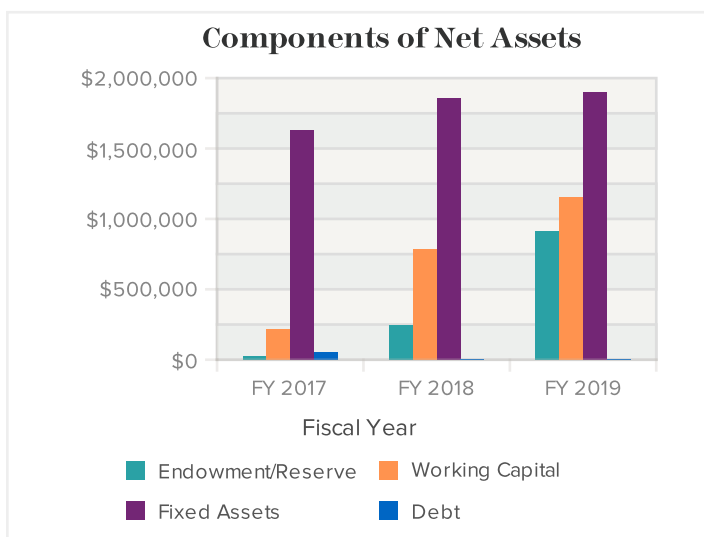
Debt Service Impact (Total Debt Service including principal and interest divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden, e.g. a mortgage).

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. The higher the margin, the more sustainable the organization because it's using more reliable sources of revenue to operate. Low ratios indicate that an organization is using revenue sources with a higher degree of variability and uncertainty. Negative operating margins highlight losses, and an organization's need to increase revenue, decrease expenses, or both, to be sustainable over time.

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 - Unrestricted (Total Unrestricted Debt divided by Total Unrestricted Assets) measures what proportion of your unrestricted assets are supported by debt. A number in excess of 50% may indicate liquidity problems, or reduced capacity for future borrowing.



## Attendance

In-person Participation	FY 2017	FY 2018	% Change	FY 2019	% Change
In-person participation - paid	31,078	37,868	22%	35,572	-6%
In-person participation - free	1,362	1,834	35%	2,042	11%
Total in-person participation	32,440	39,702	22%	37,614	-5%

Types of In-person Attendance	FY 2017	FY 2018	% Change	FY 2019	% Change
Performance tickets	32,345	39,630	23%	37,534	-5%
Registrants for classes/workshops	95	72	-24%	80	11%
Total in-person participation	32,440	39,702	22%	37,614	-5%

Attendance Ages	FY 2017	FY 2018	% Change	FY 2019	% Change
Children (18 and under)	70	1,191	1,601%	81	-93%
Children served in schools	54		-100%	0	n/a
Seniors	11,430	2,779	-76%	14,547	423%
Adults	20,940	35,732	71%	22,986	-36%

Other Participation	FY 2017	FY 2018	% Change	FY 2019	% Change
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## Staffing

Staff & Non-Staff Statistics	FY 2017	FY 2018	% Change	FY 2019	% Change
Full-time permanent employees	13	11	-15%	9	-18%
Part-time permanent employees	30	2	-93%	4	100%
Part-time permanent employees - FTEs	0.36		-100%	0.35	n/a
Part-time seasonal employees		25	n/a	23	-8%
Part-time seasonal employees - FTEs		0.36	n/a	9.83	2,631%
Number of part-time or one-time volunteers		294	n/a	300	2%
Part-time or one-time volunteers - FTEs		0.5	n/a	0.45	-10%
Independent contractors	22	17	-23%	33	94%
Number of interns and apprentices	17	16	-6%	16	0%

Artistic Staff & Non-Staff Statistics	FY 2017	FY 2018	% Change	FY 2019	% Change
Full-time employees that are artists	2	4	100%	3	-25%
Part-time employees that are artists	30	25	-17%	23	-8%
Independent contractors that are artists	22	17	-23%	33	94%



## Program Activity

			% Change		% Change
Distinct productions	4	5	25%	4	-20%
Total performances	251	251	0%	257	2%
Workshops/readings	12	4	-67%	8	100%
Works developed	5	7	40%	12	71%
Works commissioned		3	n/a	3	0%
Distinct classes/workshops	14		-100%	0	n/a
Distinct class series/courses		10	n/a	7	-30%
Total classes/class sessions	49	29	-41%	33	14%
Programs offered in schools	1		-100%	0	n/a
Hours of programming in schools	4		-100%	0	n/a
Number of schools served	1		-100%	0	n/a
Artists placed in schools	2		-100%	0	n/a