

Organization Information

Organization name: **Purple Rose Theatre Company**
 City: Chelsea
 State: MI
 County: Washtenaw
 Federal ID #: 382946466
 NISP Discipline: 4 - Theatre
 NISP Institution: 3 - Performing Group
 NTEE: A65 - Theater

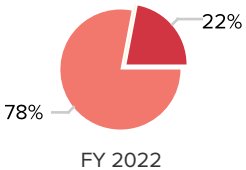
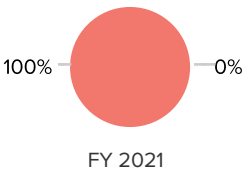
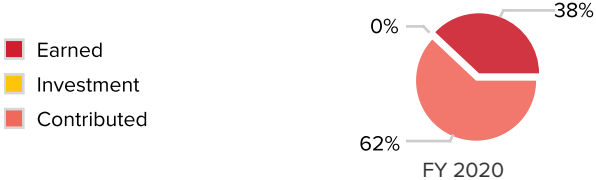
Year organization founded: 1990
 Organization type: 501(c)3 nonprofit organization
 DUNS #: 625049267
 Full-time staff: 14
 Board Members: 14
 Fiscal year end date: 08-31

Applicant is audited or reviewed by an independent accounting firm.

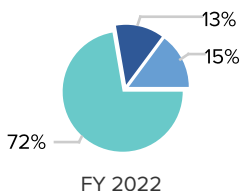
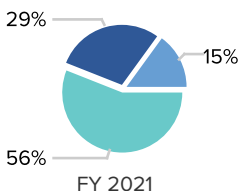
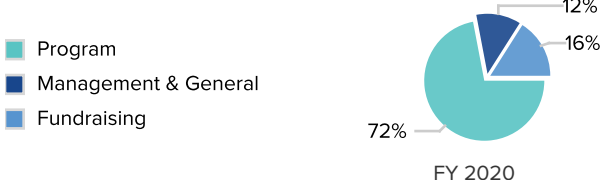
Financial Summary

| Unrestricted Activity | FY 2020 | FY 2021 | % Change | FY 2022 | % Change |
|---|--------------------|--------------------|--------------|--------------------|----------------|
| Unrestricted operating revenue | | | | | |
| Earned program | \$812,100 | \$3,432 | -100% | \$512,751 | 14,840% |
| Earned non-program | \$8,352 | | -100% | \$1,138 | n/a |
| Total earned revenue | \$820,452 | \$3,432 | -100% | \$513,889 | 14,873% |
| Investment revenue | \$0 | | n/a | | n/a |
| Contributed revenue | \$1,360,120 | \$1,099,897 | -19% | \$1,800,140 | 64% |
| Total unrestricted operating revenue | \$2,180,572 | \$1,103,329 | -49% | \$2,314,029 | 110% |
| Less in-kind | \$5,651 | \$20,859 | 269% | \$66,086 | 217% |
| Unrestricted operating revenue less in-kind | \$2,174,921 | \$1,082,470 | -50% | \$2,247,943 | 108% |
| Operating expenses | | | | | |
| Program | \$1,482,746 | \$571,985 | -61% | \$1,787,884 | 213% |
| Management & general | \$252,422 | \$298,976 | 18% | \$313,671 | 5% |
| Fundraising | \$325,287 | \$154,374 | -53% | \$363,910 | 136% |
| Total operating expenses | \$2,060,455 | \$1,025,335 | -50% | \$2,465,465 | 140% |
| Less in-kind | \$5,651 | \$20,859 | 269% | \$66,086 | 217% |
| Unrestricted operating expenses less in-kind | \$2,054,804 | \$1,004,476 | -51% | \$2,399,379 | 139% |
| Unrestricted change in net assets - operating | \$120,117 | \$77,994 | -35% | -\$151,436 | -294% |
| Unrestricted change in net assets - non-operating | \$123,510 | \$350,100 | 183% | -\$275,477 | -179% |
| Unrestricted change in net assets | \$243,627 | \$428,094 | 76% | -\$426,913 | -200% |
| Restricted change in net assets | -\$174,805 | -\$130,912 | 25% | -\$48,574 | 63% |
| Total change in net assets | \$68,822 | \$297,182 | 332% | -\$475,487 | -260% |

Unrestricted Operating Revenue by Source



Operating Expenses by Functional Grouping



Revenue Details

| Operating Revenue | FY 2020 | FY 2021 | FY 2022 | FY 2022 | FY 2022 |
|---|------------------|----------------|------------------|------------------|------------|
| Earned - Program | Total | Total | Total | Unrestricted | Restricted |
| Subscriptions | \$0 | | | | |
| Membership fees - individuals | \$0 | | | \$0 | \$0 |
| Membership fees - organizations | \$0 | | | | |
| Ticket sales & admissions | \$795,430 | | \$508,593 | \$508,593 | |
| Education revenue | \$15,418 | | | | |
| Publication sales | \$0 | | | | |
| Gallery sales | \$0 | | \$3,378 | \$3,378 | |
| Contracted services & touring fees | \$0 | | | | |
| Royalty & reproduction revenue | \$1,252 | \$3,245 | \$780 | \$780 | |
| Earned - program not listed above | \$0 | \$187 | | | |
| Total earned - program | \$812,100 | \$3,432 | \$512,751 | \$512,751 | |
| Earned - Non-program | | | | | |
| Rental revenue | \$0 | | | | |
| Sponsorship revenue | \$0 | | | | |
| Attendee-generated revenue not listed above | \$7,802 | | | | |
| Earned - non-program not listed above | \$550 | | \$1,138 | \$1,138 | |
| Total earned - non-program | \$8,352 | | \$1,138 | \$1,138 | |
| Total earned revenue | \$820,452 | \$3,432 | \$513,889 | \$513,889 | |

Purple Rose Theatre Company

| | FY 2020 | FY 2021 | FY 2022 | FY 2022 | FY 2022 |
|---|--------------------|--------------------|--------------------|--------------------|------------------|
| Contributed | Total | Total | Total | Unrestricted | Restricted |
| Trustee & board | \$354,015 | \$46,923 | \$36,426 | \$35,426 | \$1,000 |
| Individual | \$243,629 | \$287,556 | \$441,034 | \$328,100 | \$112,934 |
| Corporate | \$44,868 | \$31,720 | \$123,210 | \$82,960 | \$40,250 |
| Foundation | \$374,232 | \$162,933 | \$191,602 | \$141,602 | \$50,000 |
| State government | \$23,400 | \$43,600 | \$24,880 | \$24,880 | |
| Federal government | \$0 | \$375,394 | \$852,778 | \$852,778 | |
| In-kind operating contributions | \$5,651 | \$20,859 | \$66,086 | \$66,086 | |
| Special fundraising events | \$139,520 | | \$15,550 | \$15,550 | |
| Net assets released from restriction | \$0 | \$0 | \$0 | \$252,758 | -\$252,758 |
| Total contributed revenue | \$1,185,315 | \$968,985 | \$1,751,566 | \$1,800,140 | -\$48,574 |
| Operating investment revenue | \$0 | \$0 | \$0 | | |
| Total operating revenue | \$2,005,767 | \$972,417 | \$2,265,455 | \$2,314,029 | -\$48,574 |
| Total operating revenue less operating in-kind | \$2,000,116 | \$951,558 | \$2,199,369 | \$2,247,943 | -\$48,574 |
| Non-operating revenue | | | | | |
| Non-operating investment revenue | \$155,239 | \$356,308 | -\$275,477 | -\$275,477 | |
| Other non-operating | -\$31,729 | | | | |
| Total non-operating revenue | \$123,510 | \$356,308 | -\$275,477 | -\$275,477 | |
| Total revenue | \$2,129,277 | \$1,328,725 | \$1,989,978 | \$2,038,552 | -\$48,574 |
| Total revenue less in-kind | \$2,123,626 | \$1,307,866 | \$1,923,892 | \$1,972,466 | -\$48,574 |

Revenue Narrative

| | |
|---------|--|
| FY 2020 | Due to the COVID-19 pandemic and The Purple Rose being closed to the public as of March 2020, our earned revenue shows significant decline. We are grateful that our patrons and donors responded with significant help on the contributed revenue side. |
| FY 2021 | With our theatre was closed to the public during 2020-2021 fiscal year, ticket revenue was nil. Most of the revenue during this time period was obtained through fundraising and grants. |
| FY 2022 | n/a |

Expense Details

| | FY 2020 Total | FY 2021 Total | % Change | FY 2022 Total | % Change | FY 2022 Program | FY 2022 General & Administrative | FY 2022 Fundraising |
|--|------------------|------------------|-------------|------------------|-------------|--------------------|--|------------------------|
| Personnel expenses - Operating | | | | | | | | |
| W2 employees (salaries, payroll taxes and fringe benefits) | \$1,183,951 | \$477,660 | -60% | \$1,436,377 | 201% | \$1,001,121 | \$193,308 | \$241,948 |
| Independent contractors | \$69,439 | \$62,655 | -10% | \$82,578 | 32% | \$82,578 | | |
| Professional fees | \$56,705 | \$162,760 | 187% | \$39,923 | -75% | | \$39,923 | |
| Total personnel expenses - Operating | \$1,310,095 | \$703,075 | -46% | \$1,558,878 | 122% | \$1,083,699 | \$233,231 | \$241,948 |
| Non-personnel expenses - Operating | | | | | | | | |
| Occupancy costs | \$111,059 | \$28,386 | -74% | \$29,500 | 4% | \$26,072 | \$1,512 | \$1,916 |
| Depreciation | \$105,718 | \$107,724 | 2% | \$111,586 | 4% | \$78,110 | \$26,781 | \$6,695 |
| Interest expense | \$11,300 | \$0 | -100% | \$0 | n/a | | | |
| Non-personnel expenses not listed above | \$522,283 | \$186,150 | -64% | \$765,501 | 311% | \$600,003 | \$52,147 | \$113,351 |
| Total non-personnel expenses - Operating | \$750,360 | \$322,260 | -57% | \$906,587 | 181% | \$704,185 | \$80,440 | \$121,962 |
| Total operating expenses | \$2,060,455 | \$1,025,335 | -50% | \$2,465,465 | 140% | \$1,787,884 | \$313,671 | \$363,910 |
| Non-operating personnel expenses | | | n/a | | n/a | | | |
| Non-operating non-personnel expenses | | \$6,208 | n/a | | -100% | | | |
| Total non-operating expenses | | \$6,208 | n/a | | -100% | | | |
| Total expenses | \$2,060,455 | \$1,031,543 | -50% | \$2,465,465 | 139% | | | |
| Total expenses less in-kind | \$2,054,804 | \$1,010,684 | -51% | \$2,399,379 | 137% | | | |
| Total expenses less depreciation | \$1,954,737 | \$923,819 | -53% | \$2,353,879 | 155% | | | |
| Total expenses less in-kind and depreciation | \$1,949,086 | \$902,960 | -54% | \$2,287,793 | 153% | | | |

Expense Narrative

| | |
|---------|---|
| FY 2020 | Due to the COVID-19 pandemic and The Purple Rose being closed to the public, expenses for putting on live productions and hiring actors/artists declined. |
| FY 2021 | Our CPA auditors listed the federal government grants as "below the line" but without donor restrictions, as they were available for general operating expenses. This is why subtotals vary somewhat from our audit statements. |
| FY 2022 | n/a |

Balance Sheet

| Assets | FY 2020 | FY 2021 | % Change | FY 2022 | % Change |
|---|--------------------|--------------------|--------------|--------------------|-------------|
| Current assets | | | | | |
| Cash and cash equivalents | \$1,597,799 | \$2,140,943 | 34% | \$1,726,633 | -19% |
| Receivables | \$339,345 | \$124,808 | -63% | \$31,264 | -75% |
| Investments - current | | | n/a | | n/a |
| Prepaid expenses & other | \$16,708 | \$33,608 | 101% | \$65,117 | 94% |
| Total current assets | \$1,953,852 | \$2,299,359 | 18% | \$1,823,014 | -21% |
| Long-term/non-current assets | | | | | |
| Investments - non current | \$1,233,442 | \$1,908,147 | 55% | \$1,617,579 | -15% |
| Fixed assets (net of accumulated depreciation) | \$1,882,212 | \$1,786,816 | -5% | \$1,759,818 | -2% |
| Non-current assets not listed above | \$403,278 | \$48,773 | -88% | \$19,506 | -60% |
| Total long-term/non-current assets | \$3,518,932 | \$3,743,736 | 6% | \$3,396,903 | -9% |
| Total assets | \$5,472,784 | \$6,043,095 | 10% | \$5,219,917 | -14% |
| Liabilities & Net Assets | | | | | |
| Current liabilities | | | | | |
| Accounts payable and accrued expenses | \$17,258 | \$17,667 | 2% | \$66,516 | 276% |
| Deferred revenue | \$159,194 | \$687,764 | 332% | \$291,225 | -58% |
| Loans - current | \$141,097 | | -100% | | n/a |
| Additional current liabilities not listed above | \$0 | | n/a | | n/a |
| Total current liabilities | \$317,549 | \$705,431 | 122% | \$357,741 | -49% |
| Long-term/non-current liabilities | | | | | |
| Long-term/non-current loans | \$0 | | n/a | | n/a |
| Additional long-term/non-current liabilities not listed above | \$114,752 | | -100% | | n/a |
| Total long-term/non-current liabilities | \$114,752 | | -100% | | n/a |
| Total liabilities | \$432,301 | \$705,431 | 63% | \$357,741 | -49% |
| Net assets | | | | | |
| Unrestricted | \$3,285,363 | \$3,713,456 | 13% | \$2,344,698 | -37% |
| Restricted | \$1,755,120 | \$1,624,208 | -7% | \$2,517,478 | 55% |
| Total net assets | \$5,040,483 | \$5,337,664 | 6% | \$4,862,176 | -9% |
| Total liabilities & net assets | \$5,472,784 | \$6,043,095 | 10% | \$5,219,917 | -14% |

Balance Sheet Narrative

| | |
|---------|---|
| FY 2020 | Due to the COVID-19 pandemic, The Purple Rose Theatre did take advantage of a PPP loan in April of 2020. This loan was completely forgiven. This accounts for the large change in total liabilities. |
| FY 2021 | Deferred Revenue was largely an SVOG grant received in FY 20-21 that will be spent for the most part in FY 21-22. We did not have to draw on our line of credit last fiscal year or this fiscal year-to-date. |
| FY 2022 | n/a |

Balance Sheet Metrics

| | FY 2020 | FY 2021 | % Change | FY 2022 | % Change |
|--|-------------|-------------|----------|-------------|----------|
| Months of operating cash -- Unrestricted | 3.41 | 12.11 | 255% | 2.74 | -77% |
| Working capital -- Unrestricted | \$284,461 | \$383,267 | 35% | \$272,171 | -29% |
| Current ratio -- Unrestricted | 1.9 | 1.54 | -19% | 1.76 | 14% |
| Net assets as a % of total expenses | 245% | 517% | 112% | 197% | -62% |
| Fixed assets (net) | \$1,882,212 | \$1,786,816 | -5% | \$1,759,818 | -2% |
| Condition of fixed assets | 72% | 80% | | 88% | |
| Leverage -- Unrestricted | 4% | | -100% | | n/a |
| Total debt | \$141,097 | | -100% | | n/a |
| Debt service impact | 7% | 0% | -100% | 0% | n/a |

Months of operating cash -- unrestricted (Unrestricted Cash & Cash Equivalents/(Total Expense/12)) indicates the number of months an organization can operate at current average monthly expense levels with existing unrestricted cash and cash equivalents. This ratio is calculated using unrestricted numbers only.

Working capital -- unrestricted (Unrestricted Current Assets minus Unrestricted Current Liabilities) consists of the unrestricted resources available for operations. This calculation of working capital 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 unrestricted (Unrestricted Current Assets divided by Unrestricted Current Liabilities) determines the organization's ability to pay current debt using current assets. A ratio of 1.0 indicates that current assets are equal to current liabilities. A ratio of around 1.5 is a more comfortable position, allowing for more cushion against uncollected receivables or timing discrepancies between expected receipts and disbursements. Ideally this number should approach 2 which indicates ample short-term liquidity to obviate the need to borrow or sell assets.

Net assets as % of total expenses measures the net worth of an organization in relationship to its operating size. It is calculated as total net assets divided by total expenses. If the trend is level or increasing, then total net assets are keeping pace with growth in operating expenses.

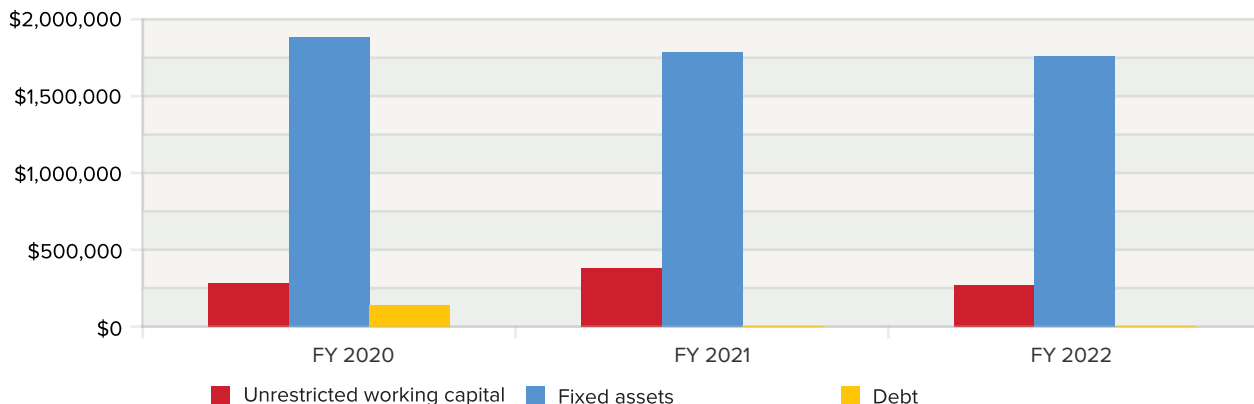
Condition of fixed assets indicates the potential need for replacement or repair of fixed assets (such as buildings, furniture, office equipment, sets and props). This is especially significant for organizations that own a building or carry a long-term lease. Accumulated depreciation of less than 50% of the total value of fixed assets indicates a stock of relatively new assets. A high percentage (>80%) of accumulated depreciation could indicate aging infrastructure and need for funding the replacement or repair of fixed assets in the near future.

Leverage ratio (Total 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.

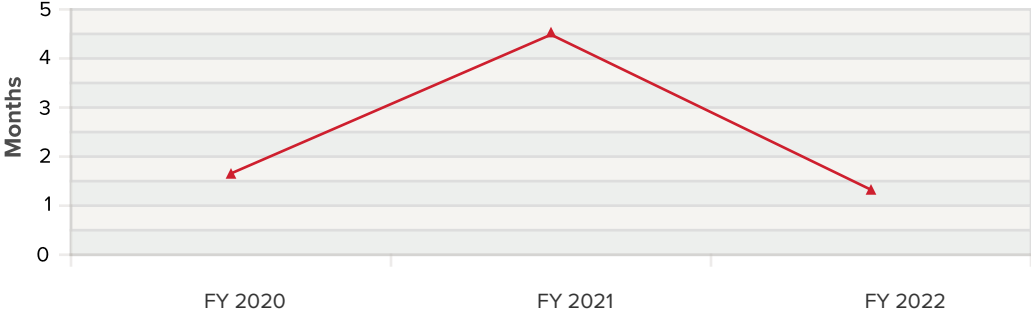
Fixed assets net is the value of all land, buildings, equipment, leasehold improvements and other property and equipment owned by the organization. It is calculated net of accumulated depreciation to reflect the reduction in the value of an asset as it ages and is used.

Total debt consists of all short and long-term contractual obligations of the organization, including lines of credit, loans, notes, bonds, and capital leases.

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. The higher the percentage, the more the organization has to dedicate its resources to debt repayment rather than programming and other operating expenses.

Components of Net Assets

**Months of
Unrestricted
Working Capital**



Attendance

| | FY 2020 | FY 2021 | % Change | FY 2022 | % Change |
|----------------------------------|---------|---------|----------|---------|----------|
| Total attendance | | | | | |
| Paid | 21,502 | | -100% | 13,158 | n/a |
| Free | 11,074 | 3,393 | -69% | 1,561 | -54% |
| Total | 32,576 | 3,393 | -90% | 14,719 | 334% |
| In-person attendance | | | | | |
| Paid | 21,502 | | -100% | 13,068 | n/a |
| Free | 729 | | -100% | 738 | n/a |
| Total | 22,231 | 0 | -100% | 13,806 | n/a |
| Digital attendance | | | | | |
| Paid | | | n/a | 90 | n/a |
| Free | 10,345 | 3,393 | -67% | 823 | -76% |
| Total | 10,345 | 3,393 | -67% | 913 | -73% |
| In-person attendees 18 and under | 26 | | -100% | 25 | n/a |
| Programs in schools | FY 2020 | FY 2021 | % Change | FY 2022 | % Change |
| Children served in schools | | | n/a | | n/a |
| Hours of instruction | | | n/a | | n/a |

Workforce

| | FY 2020 | FY 2021 | % Change | FY 2022 | % Change |
|--------------------------------|---------|---------|----------|---------|----------|
| Number of People | | | | | |
| Employees: Full-time permanent | 9 | 6 | -33% | 14 | 133% |
| Employees: Full-time temporary | 41 | | -100% | 17 | n/a |
| Employees: Part-time permanent | 2 | | -100% | 5 | n/a |
| Employees: Part-time temporary | 12 | 18 | 50% | 13 | -28% |
| Volunteers | 257 | | -100% | 143 | n/a |
| Independent contractors | 23 | 12 | -48% | 34 | 183% |
| Interns and apprentices | 16 | | -100% | 0 | n/a |
| Total positions | 360 | 36 | -90% | 226 | 528% |

Visual & Performing Artists

| | FY 2020 | FY 2021 | % Change | FY 2022 | % Change |
|---------------------------------------|-----------|----------|----------|-------------|----------|
| Number of visual & performing artists | 76 | 30 | -61% | 82 | 173% |
| Payments to artists & performers | \$265,389 | \$68,799 | -74% | \$1,060,976 | 1,442% |

Covid-19 Impact

| | FY 2020 | FY 2021 | FY 2022 |
|--|---------|---------|---------|
| Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization: | | | |
| Number of employees laid off | | 53 | 0 |
| Number of employees furloughed | | | 0 |
| Of those furloughed or laid off employees, how many (if any) have been brought back? | | 0 | 0 |

Mission and Constituency

Mission statement

Located in Chelsea, Michigan, The Purple Rose Theatre Company (PRTC) is nationally-recognized for engaging audiences with new American plays. We are a 501(c)(3)-organization operating under a Small Professional Theatre agreement with the Actors' Equity Association.

Our mission is to “create fresh, original productions that get our audiences talking amongst themselves and feeling something new.”

We strive to meet this mission through three to four productions each season with nearly 225 individual performances. PRTC hosts an additional nine script readings per season (available free to the public through the Chelsea District Library). We actively seek to produce new plays through our script development process, and we gravitate towards plays that use humor as a window into the human heart. PRTC provides professional experience to local talent in writing, acting, directing, and design.

Mission demographics

This organization's mission is not rooted in an explicitly identified ethnic, cultural or other demographic voice.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

If the fields above are blank, this organization does not serve that demographic specifically.

Audience

The organization does not seek to primarily serve a specific audience.

Racial/ethnic group

Additional group (please state)

Gender

Additional group (please state)

Sexual orientation

Additional group (please state)

Age group

Additional group (please state)

Disability

Additional characteristics

Additional group (please state)

Community type served

Suburban

If the fields above are blank, this organization does not serve that demographic specifically.

Program Activity

| In-person activity | FY 2020 | | FY 2021 | | FY 2022 | |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | Distinct offerings | # of times offered | Distinct offerings | # of times offered | Distinct offerings | # of times offered |
| Productions (self-produced) | 3 | 146 | | | 1 | 4 |
| Productions (presented) | | | | | | |
| Classes/assemblies/other programs in schools | | | | | | |
| Classes/workshops (outside of schools) | 3 | 18 | 0 | 0 | 0 | 0 |
| Field trips/school visits | | | | | | |
| Guided tours | | | | | | |
| Lectures | | | | | | |
| Permanent exhibitions | | | | | | |
| Temporary exhibitions | | | | | | |
| Traveling exhibitions (hosted) | | | | | | |
| Films screened | | | | | | |
| Festivals/conferences | 0 | | 0 | | 0 | |
| Readings/workshops (developing works) | 3 | 3 | | | 7 | 7 |
| Community programs (not included above) | | | | | | |
| Additional programs not listed above | 0 | 0 | 0 | 0 | 0 | 0 |

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity

| Digital activity | FY 2020 | | | FY 2021 | | | FY 2022 | | |
|--|--------------------|---------------------------|-----------|--------------------|---------------------------|-----------|--------------------|---------------------------|-----------|
| | Distinct offerings | # times digitally offered | On-demand | Distinct offerings | # times digitally offered | On-demand | Distinct offerings | # times digitally offered | On-demand |
| Productions (self-produced) | 1 | 4 | | | | | 1 | 1 | |
| Productions (presented) | | | | | | | | | |
| Classes/assemblies/other programs in schools | | | | | | | | | |
| Classes/workshops (outside of schools) | | | | | | | | | |
| Field trips/school visits | | | | | | | | | |
| Guided tours | | | | | | | | | |
| Lectures | | | | | | | | | |
| Permanent exhibitions | | | | | | | | | |
| Temporary exhibitions | | | | | | | | | |
| Traveling exhibitions (hosted) | | | | | | | | | |
| Films screened | | | | | | | | | |
| Broadcast productions | | | | | | | | | |
| Festivals/conferences | | | | | | | | | |
| Readings/workshops (developing works) | | | | 9 | 9 | | 7 | 7 | |
| Community programs (not included above) | | | | | | | | | |
| Additional programs not listed above | | | | | | | | | |

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

| Digital activity financials | FY 2020 | | FY 2021 | | FY 2022 | |
|-----------------------------|-------------|--|-------------|--|-------------|--|
| | Total | Associated with digital program delivery | Total | Associated with digital program delivery | Total | Associated with digital program delivery |
| Earned revenue | \$820,452 | | \$3,432 | | \$513,889 | \$4,150 |
| Contributed revenue | \$1,185,315 | \$178,908 | \$968,985 | \$3,000 | \$1,751,566 | |
| Operating expense | \$2,060,455 | \$13,000 | \$1,025,335 | | \$2,465,465 | |

Program Activity

| | FY 2020 | FY 2021 | % Change | FY 2022 | % Change |
|---|---------|---------|----------|---------|----------|
| Fiscally sponsored projects | | | n/a | | n/a |
| Amount distributed to fiscally sponsored projects | | | n/a | | n/a |
| Residencies | | | n/a | | n/a |
| Scholarships awarded | | | n/a | | n/a |
| Amount awarded in scholarships | | | n/a | | n/a |
| Other grants awarded | | | n/a | | n/a |
| Amount awarded in grants | | | n/a | | n/a |
| Public art installations | | | n/a | | n/a |
| Works commissioned | 2 | 14 | 600% | | -100% |
| Films produced | | | n/a | | n/a |
| World premieres | 2 | | -100% | 2 | n/a |
| National premieres | | | n/a | | n/a |
| Local/regional premieres | | | n/a | | n/a |
| Published works (physical) | | | n/a | | n/a |
| Published works (digital) | | | n/a | | n/a |
| Private lessons (in-person) | | | n/a | | n/a |
| Private lessons (digital) | | | n/a | | n/a |
| Competitions | | | n/a | | n/a |
| Open rehearsals | | | n/a | | n/a |

NOTE: Data entered prior to 2021 combines information about physical and digital programs. It has been included in the physical program lines.

Program Activity Narrative

| | |
|---------|--|
| FY 2020 | Due to the COVID-19 pandemic, use of online streaming services like YouTube went up as well as the number of free, online opportunities The Purple Rose Theatre presented. |
| FY 2021 | The Purple Rose Theatre stage was dark for the for the entirety of calendar year 2021. We did update social media and website content for engagement with our audience, and we continued with script development. Our free, digital script readings (through Zoom) kept our community engaged as as we hired new staff and ramped up to reopening in January 2022. We commissioned three full-length plays and 11 one-act plays. |
| FY 2022 | n/a |