



new musicals inc.



**State of the Org  
March 2021**

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## How did this happen?

- Governmental assistance
- Private foundation support
- Event cancellation insurance

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This is the first time in the organization's history we have had some working capital.

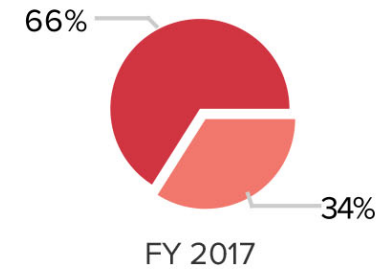
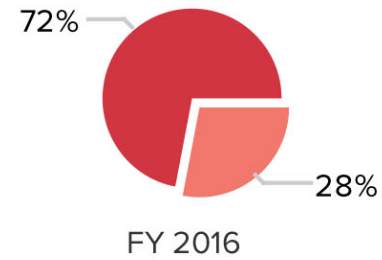
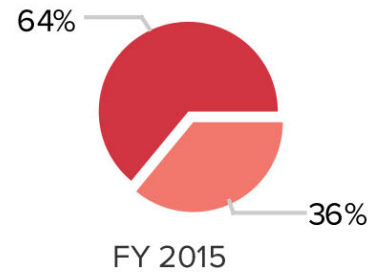
**The question is: how best to invest in our future?**

# A little financial context

- Historically, our ratio is 65% EARNED income to 35% contributed income.

## Unrestricted Operating Revenue by Source

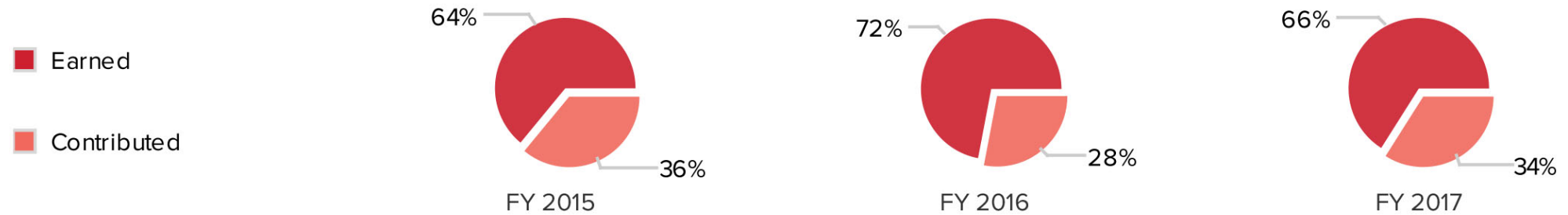
■ Earned  
■ Contributed



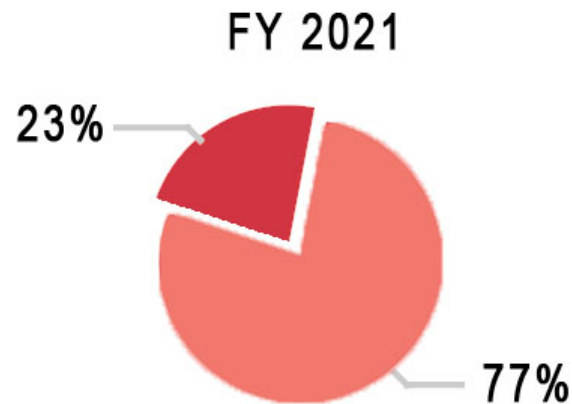
## A little financial context

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### Unrestricted Operating Revenue by Source



- This year it's the opposite: We're at 23% EARNED income to 77% contributed income.



# Where does our money come from?

## *Historically:*

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- 25% - workshop
- 25% - programming, producing, dramaturgical services
- 15% - rentals





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## *2021:*

- 77% - contributions/grants
- 18% - workshop
- 5% - programming, producing, dramaturgical services
- 0% - rentals



## **\$40,000 annual gap**

- \$180,000 predictable annual income
- \$220,000 annual expenses

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*Conference*

*Pitch summit*

*Stages Musical Theatre Festival*

*Productions, concerts, Fringe Festival*

*Online auction*

*Dramaturgical projects*

*GoFundMe, "non-event", online videos*



## \$40,000 annual gap

- \$180,000 predictable annual income
- \$220,000 annual expenses
  
- \$40,000 "conditional projects"

Instead of conditional projects:

Additional grants?

Additional programming?

Board of Directors?



## \$40,000 annual gap

GRANTS



grantwriter  
grant research  
60 letters of Interest  
30 grant applications

Veterans' project  
Children's theatre  
BIPOC program

# \$40,000 annual gap

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grantwriter  
grant research  
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Veterans' project  
Children's theatre  
BIPOC program

## PROGRAMMING



Conference  
Veterans' show trunk show  
Children's show trunk show  
Concerts  
Productions  
Building  
Renters



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## BOARD

Give/get  
Fundraiser  
Board expansion





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**\$40,000 annual  
from the Board?**





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**Next steps?**