

May 21, 2018

TO: Board of Directors
FROM: Doreen Cronrath, Heller An Shapiro
RE: Class/Ticket Fees Annual Review

Background:

Board members discussed increasing class fees at the June 15, 2017 Board meeting. Members decided as follows:

Board members plan to annually assess the amount of an increase in tuition based on demand, outcomes, actual costs, and comparison to similar classes. Although ArtStream's classes do not have direct competitors, we will continue tracking rates from similar programs.

A motion was made to increase class fees from \$30 (84% of cost) to \$35 (98% of cost) per session and increase ITC tuition from \$650 (56% of cost) to \$700 (70% of cost). The motion carried without dissent.

From 2017 to 2018, other organizations increased fees per hour by as little as \$.12/hr and as much as \$4.33/hr. Theatre Lab decreased fees by \$1.33/hr and \$3.11/hr.

In FY18, ArtStream awarded \$4,692 in full or partial scholarships so far. In FY17, ArtStream awarded \$6,980 in full or partial scholarships.

Ticket costs for performances by students range from \$10-\$19.50. In general, the \$10 price is for students/seniors only.

Proposal:

Activity	Proposed Increase per hour or season	% of cost covered	Average Fee	Current Fee
Class fees	\$2.50	92%	\$300/8-week class	\$280
Cabaret tuition-full	\$50	55%	\$650 full year	\$600
Cabaret tuition-half	\$25	55%	\$375 half year	\$350
ITC tuition-full year	\$25	36%	\$725 full year	\$700
ITC tuition-full year	\$50	37%	\$750 full year	\$700
Contract Classes	\$10	95%	\$130 per hour	\$120

- Increase class fees by \$2.50/session. An average 8-week class would cost \$300, up from \$280. (Super Social Saturday would remain at \$30 per session.) This will cover 92% of the cost.

- Increase Cabaret tuition by \$50 per year to \$650 for the full year, \$375 for a single semester, up from \$600/year, \$350 per semester. This will cover 55% of the cost, up from 49%.
- Increase ITC tuition to \$725 or \$750 per year, up from \$700. This will cover 36% of the cost at \$725 or 37% of the cost at \$750.
- Increase new contract fees to \$130/hr. from \$120/hr. Existing contracts will not change until FY19. This will cover 91% of cost. (Most contract classes are 90 minutes.) Last increase was \$10/hr in FY17.
- Consider increasing ticket costs to:

\$5	ArtStreamer
\$12.50	student/senior
\$15	in advance
\$17	at the door

Note: Students continue to receive two complimentary tickets per performance.

Rationale:

A small increase each year is realistic to maintain program quality. Popular class topics continue to fill and have waitlists. In FY17, Teaching artist salaries increased. In spite of last year's fee increases, we awarded fewer scholarships.

Class Fee Comparisons 2018

Organization (classes for adults)	Title/Topic	Fee	# sessions	fee/session	fee/hour		NOTES: Change from 2017
Round House Theatre	Improv! (older adults)	\$90.00	8	\$11.25	\$5.63	daytime	increased \$0.12/hr
PCR Potomac Community Resources	Rhythmic Movement	\$378.00	24	\$15.75	\$15.75	morning	
PCR Potomac Community Resources	English Chorus	\$300.00	19	\$15.79	\$15.75	evening	
PCR Potomac Community Resources	YogaVentures	\$300.00	19	\$15.79	\$16.58	evening	
PCR Potomac Community Resources	Communication Counts	\$260.00	13	\$20.00	\$20.00	evening	
UCR Upcounty Community Resources	Rhythm, Blues & Beyond!	\$460.00	20	\$23.00	\$23.00	morning	increased \$2.05/hr
ArtStream	Broadway Song and Dance	\$245.00	7	\$35.00	\$23.00	evening	
Washington Improv Theatre DC	Level I Foundations of Improv	\$285.00	8	\$35.63	\$14.25	evening	increased \$0.30/hr
Potomac Arts Academy	Acting Workshop for Adults	\$325.00	8	\$40.63	\$20.31	evening	
The Theatre Lab	Intro to Acting	\$310.00	6	\$51.67	\$20.67	evening	decreased \$1.33/hr
The Theatre Lab	Musical Theatre Workshop	\$340.00	6	\$56.67	\$18.89	evening	decreased \$3.11/hr
Organization (performance ensemble for teens+)							
ArtStream Cabaret	adults	\$600.00	24	\$25.00	\$12.50	evening	additional \$50 for 12 week semester
ArtStream Inclusive Theatre Company	adults	\$700.00	26	\$26.92	\$13.46	evening	
Imagination Stage	Pegasus (age 14-21)	\$1,000.00	28	\$35.71	\$17.86	afternoon	2 year commitment, 2 semesters/yr
Lumina Theatre	Players (age 8-11)	\$550.00	12	\$45.83	\$23.00	aft/eve	
Lumina Theatre	Classics (age 11-18)	\$600.00	12	\$50.00	\$25.00	aft/eve	increased \$2.00/hr
Round House Theatre Camp (1 week)	Musical Theatre (age 12-18)	\$300.00	5	\$60.00	\$8.57	daytime	discount to \$500 for 2-week session
Lumina Theatre	Guild (teens, invitation only)	\$735.00	12	\$61.25	\$30.60	aft/eve	increased \$1.60/hr
Lumina Theatre	Ensemble (teens+, invitation only)	\$800.00	12	\$66.67	\$33.33	aft/eve	increased \$4.33/hr
Adventure Theatre Musical Theatre Camp	(age 11-18)	\$1,300.00	14	\$92.86	\$13.27	evening	7 hrs/day for 2 weeks
Social Clubs/single session:							
UCR Upcounty Community Resources	Zamdance-a-thon	\$10.00	1	\$10.00	\$5.00	2 hours	Monthly Increased on Friday \$1. per hour
PCR Potomac Community Resources	Studio 3F	\$20.00	1	\$20.00	\$8.00	2.5 hours	
UCR Upcounty Community Resources	Monday Night Jam	\$20.00	1	\$20.00	\$20.00	1 hour	
ArtStream	Super Social Saturday	\$30.00	1	\$30.00	\$12.00	2.5 hours	
The Theatre Lab	mentor/coaching session	\$100.00	1	\$100.00	\$100.00		

Ticket Cost Comparison 2018

Tickets for performances by students

	lowest	highest	Notes
Encore Stage Student performance	\$10.00	\$15.00	lowest price is student/senior only
Imagination Stage Pegasus performance	\$10.00		Pegasus features teens with disabilities
Imagination Stage Student performance	\$12.00		
ArtStream	\$12.50	\$15.00	\$5 for ArtStreamers
ArtStream Cabaret	\$15.00		Includes dessert reception
Adventure Theatre Student performance	\$19.50		

Tickets for performances for families

Lumina Theatre by Free Minds Book Club	\$10.00	\$15.00	lowest price is student/senior only
Theatre Lab	\$10.00	\$15.00	lowest price is student/senior only
Imagination Stage	\$12.00	\$30.00	
ArtStream	\$12.50	\$15.00	
ArtStream Cabaret	\$15.00		Includes dessert reception
Adventure Theatre	\$19.50		
Open Circle Theatre	\$30.00	\$45.00	

ArtStream Program Revenues FY15, FY16, FY17 comparison
as of 12/17

	<u>ITC FY15</u>	<u>ITC FY16</u>	<u>ITC FY17</u>	<u>Classes/ Workshops FY15</u>	<u>Classes/ Workshops FY16</u>	<u>Classes/ Workshops FY17</u>	<u>Contracted Services FY15</u>	<u>Contracted Services FY16</u>	<u>Contracted Services FY17</u>
REVENUE									
Tuition/Fee	\$58,447	\$60,680	\$61,750	\$30,335	\$45,627	\$49,141	\$92,658	\$83,622	\$64,943
Donations	\$11,299	\$2,498	\$1,785	\$7	\$77				
Grants		\$32,050	\$19,300			\$4,750			
Merchandise	\$3,067	\$1,065	\$1,884	\$40					
Ticket sales	\$20,619	\$15,495	\$21,611						
Program Ads	\$4,015	\$3,260	\$3,890	\$35					
TOTAL REVENUE	\$97,447	\$115,048	\$110,220	\$30,417	\$45,704	\$53,891	\$92,658	\$83,622	\$64,943
EXPENSES									
Tuition Assist.	\$4,900	\$5,425	\$5,885	\$813	\$3,010	\$1,095			
Office Salaries	\$70,542	\$70,241	\$77,018	\$20,135	\$19,440	\$34,665	\$19,427	\$19,561	\$27,523
Subcontractor	\$52,348	\$59,327	\$55,516	\$11,470	\$28,487	\$16,073	\$66,157	\$59,978	\$46,893
Admin	\$5,221	\$486		\$2,998	\$53		\$2,325	\$2,325	
Marketing		\$1,929				\$32	\$461		
Merchandise	\$1,802		\$1,884	\$35		\$0			
Printing	\$3,230	\$3,034	\$6,380	\$133	\$935	\$420		\$243	
Occupancy	\$20,057	\$17,938	\$28,056	\$4,673	\$2,660	\$3,988			
Production	\$6,221	\$7,773	\$5,135			\$389			\$296
TOTAL EXPENSES	\$164,321	\$166,153	\$179,874	\$40,257	\$54,585	\$56,662	\$88,370	\$82,107	\$74,712
NET REVENUE/EXPENSE	-\$66,874	-\$51,105	-\$69,654	-\$9,840	-\$8,881	-\$2,771	\$4,288	\$1,515	-\$9,769
overhead per person	tuition covers 36% of cost \$1,507.53	tuition covers 37% of cost \$1,524.34	tuition covers 34% of cost \$1,650.22	tuition covers 75% of cost \$369.33	tuition covers 84% of cost \$301.57	tuition covers 87% of cost \$519.83	fees cover 105% of cost \$810.73	fees cover 102% of cost \$753.28	fees cover 87% of cost \$685.43

note: fees increased in 2016-2017