

September 21, 2020

TO: Board of Directors
FROM: Heller An Shapiro
RE: Virtual Programs – Progress and Planning

COVID 19 Impact FY20:

March 12, 2020 Last live performance (Alexandria Inclusive Theatre Companies)
March 18, 2020 First ArtStream Artful Moment sent
March 20, 2020 Office closes, staff begin working from home
March 30, 2020 First online rehearsal
April 9, 2020 First online class
April 10, 2020 First monthly Sibling happy hour
June 19-20, 2020 Salute to ArtStream
August 26, 2020 ArtStream Connection launched,
ArtStream Artful Moments completed after 24 weeks

Total students FY20: 1,268 (18% increase over FY19)
Tuition classes: 155 classes for 604 students (30 are new students)
68 in-person classes for 212 students
87 online classes for 392 students
Contract classes: 451 classes for 550 students
Inclusive Theatre Company/Cabaret: 193 rehearsals for 114 students

Unanticipated FY20 revenues due to COVID-19:

EMERGENCY GRANTS RECEIVED:

CARES Act PPP:	\$61,100
MD State Public Health Emergency Grant	\$10,986
MD Small Business Recovery Grant	\$10,000
TOTAL:	\$82,026

Unanticipated FY20 one-time costs:

Teams cloud phone system set up:	\$980
Quickbooks remote access/VPN	\$1,947
Teleworking/home office supplies	\$1,580.72

Unanticipated FY20 ongoing costs:

Video editing software	\$239.88/yr
ZOOM	\$899/yr
Mailhouse mailing costs	\$1,078
TOTAL:	\$6,264.6

Unanticipated FY20 revenues lost:

Canceled contract classes (lost fees): \$41,970

Unanticipated FY20 expenses without corresponding revenue:

Payments to Teaching Artists for canceled classes through August 31, 2020: \$20,340

NOTE: No additional canceled class payments are due. No payments were required for unused theatre space.

FY21 new costs for remote work:

Teams phone	\$1,680/yr
Video editing software	\$239.88/yr
ZOOM	\$899/yr
Mailhouse mailing costs	\$1,078+
Lockbox for donations	\$4-5,000/yr
Bill.com for invoices	\$2,000/yr
TOTAL:	\$9,896.88

FY21 Revenue expectations:

- Individual donors are expected to be close to FY20 levels. Gala sponsorship is at \$65,712 as of 9/5/20, just below FY20 sponsorship level of \$69,035.
- Tuition rates for tuition classes/ITC/CAB remain at the FY20 level, as do contract class fees. An increase in the number of online classes, without classroom rental fees, makes this a net positive. The new registration software allows a waitlist, which allows us to create more classes to fill demand.
- Contract classes may not return to FY20 levels. However, outreach to current and new partners continues. There is a potential for lost contract revenue of approximately \$43,000 if none of the remaining FY20 partners return. (Less Teaching Artist expense of 66%-70% of revenue.) *See page 4 for partner update.*
- As of now, we know of \$20,500 in grants that will not be received, and over \$230,000 from our regular grantors that will likely be received. We are increasing applications for new and emergency grants (5 new/emergency grant applications submitted in August 2020).

Current Planning:

- A recent survey conducted by MainStreet asked “At what point would you consider attending in-person programs?” 69% responded “When there is a vaccine for COVID-19.”
- Full year of classes, Inclusive Theatre Companies, and Cabaret scheduled online.
 - As of 9/8/20, all 7 fall classes and September Super Social Saturday workshops have at least the minimum number of registrants (6) to break even or are full.
 - The Alexandria Inclusive Theatre Companies have 11 each (maximum is 15) which is about the same as in FY20. One of the FY20 Theatre Company actors moved to VA Cabaret. All indications are that the MD Theatre Companies will fill to 15 each.
- Programs are expected to finish in the format they start in. Online classes stay online.
 - We may be able to reconsider this policy for the Silver Spring Inclusive Theatre Companies that audition in December and perform in June, or the spring Cabarets, depending on vaccine progress and theatre availability.
- Continue online after in-person starts:
 - Monthly Sibling Happy Hour
 - Weekly Teaching Artist Sharing Session
 - Some classes where transportation and location limit student access
 - Town Hall meetings?
 - Board meetings?

Future Planning:

- Several emergency funding grants submitted requesting support for:
 - Effective outcome evaluations that can be done online now and in person later (\$20,000-\$40,000)
 - Video tech support staff for online performances (\$10,000)
- Possibility of livestreaming a performance from the stage, with a very limited audience in the theatre. Would require safety for actors as well as audience members. In FY20 rent for theatre space was budgeted at \$23,910.
- Consider whether to maintain the office space (rent is \$38,500 for FY21).
 - A move requires moving the costume shop.
- Consider leasing/purchasing office space in NoVA and MD that allows for safe and secure classroom space. Would require parking, metro access, and full accessibility.
 - “Owning” our space increases our liability and requirements for safety protocols.
 - Currently up to 4 Inclusive Theatre Companies rehearse at the same time each week.
 - In FY20 we held classes/rehearsals in: Alexandria, Fairfax, Oakton, and Reston, VA; Silver Spring, Rockville, Gaithersburg, and Germantown, VA; and Washington, DC.
 - In FY20 rent for classroom/rehearsal space was budgeted at \$26,265.

Partner Contract Class Status as of 9/1/2020

Confirmed:

Chesapeake Down Syndrome Parent Group (CDSPG)

Down Syndrome Network of Montgomery County (DNSMC)

Forbush OU

Frost

Jewish Foundation for Group Homes (JFGH)

The Learning Center International (TLCI) – international classes have always been online

Prince George's County Resources (PGCR)

St. Mary's County Public Schools

"Maybe" returning:

JCC Edlavitch (DC)

National Childrens Center (NCC)

Treatment & Learning Centers (Katherine Thomas School) (TLC | KTS)

NO DATE for returning:

Arc of Montgomery Co

Arc of Nova

Arc of Prince George's County

Bender JCC

Chimes

City Center NOVA

Community Services for Autistic Adults and Children (CSAAC)

JCC Nova

Kids Enjoy Exercise Now (KEEN)

Lee Center

Main Street

Montgomery Parks

Reston Community Center

Sunshine Projects

Upcounty Resources

X-Minds