

November 14, 2022

TO: Board of Directors
FROM: Heller An Shapiro, Executive Director
RE: Financial and Operations Outlook at 11/14/22

REVENUE OUTLOOK

Q2 is our peak revenue period with tuition, Gala, Giving Tuesday, and the Annual Direct mail appeal.

The confirmed October grants bring total grant revenue to \$206,085, or 57% of the annual budget. This includes revenue from two new unbudgeted grants (Greenspring Advisors \$10,000; Arts and Humanities Council of Montgomery County (AHCMC) \$45,000).

An additional (unbudgeted) Covid Relief Grant of approximately \$79,000 from the Maryland State Arts Council (MSAC) will arrive in Q2. This grant is calculated on FY21 revenue of \$1,047,698 x grant review score (92%) x 8.25%

We are focused on increasing midlevel, monthly, and new donors. One way we are doing this is through new donor forms on our website that will better promote monthly giving and roundup options. This new donor page may also sync with our donor database, reducing data entry requirements.

ACTION: Please provide at least one potential donor name to Heller An. She will work with you to develop the best approach. Who is a potential donor? A colleague, neighbor, business leader, vendor, donor to related causes...

We are also researching potential major donors, but this may not bring in new gifts in FY23.

ArtStream was featured in the Bethesda Magazine "Guide to Giving."

New program partners and class fee increases will further increase program revenue by up to \$36,000 in FY23.

ArtStream's Compass Pro-Bono grant is focused on assessing the current Teaching Artist independent contractor model and frequently results in future board members and donors from the pro-bono team.

A new workforce training/leadership program concept will open new grant opportunities and will also feature support for programs. We are seeking pilot funding this year. An application to the Community Project Grants through Senator Van Hollen's office (due in spring 2023) will focus on this project for FY24.

PROGRAMS

The Alexandria Theatre Companies have 13 actors in the in-person company and 10 in the virtual company. The Gaithersburg Companies are full, with 15 actors in each. The MD fall Cabaret has 9 actors. We now have companies rehearsing in Oakton, VA; and Gaithersburg, Silver Spring,

Rockville, and Montgomery Village, MD. The virtual Theatre Company rehearses 6-8 p.m. in response to requests for an earlier start time.

The first Prince George's County class at the South Bowie Library (paid for with the PG County Community Partner grant) was a success this fall, with 9 of 10 students who were new to ArtStream. Two more 8-week classes will be held this year. We have applied for a second Community Partner grant for FY24.

Super Social Saturday online is expanding from one to two sessions/per week to meet demand.

Remaining vacancies in Theatre Companies include a Stage Manager in Alexandria and Silver Spring, and an Assistant Director and Music Director in Silver Spring.

Master Teachers are working together with the Programs and Theatre and Events Managers to develop new training and resource materials for Teaching Artists. Training sessions 10/28/22, 11/16/22, and 1/7/23 are/were scheduled. Review of resource materials is underway. Training and coaching for the Alexandria and Gaithersburg Theatre Companies with new Directors is occurring weekly.

A new partnership with Verbal Beginnings is expected to start in January, with several classes/week for 2-6 year-olds with autism.

We are continuing the mask requirement in class and rehearsal rooms.

OPERATIONS

We are currently hiring for a part time Database Coordinator (10 hours/week) and a part time A/R Manager (20 hours/week), using the budgeted funds approved for the full-time Database Coordinator.

A new, user-friendly class registration system will be implemented for classes starting in January 2023. Among other benefits, families will be able to enter more than one e-mail address for reminders and adjust their upcoming class schedule without office assistance. The cost will be about 1/3 of our current registration system annual fee of \$6,670.