

White Heron Theatre Company
FY2022 Financial Projections

	ACTUAL FY2019	ACTUAL FY2020	ACTUAL FY2021	YTD - 11/30/2022 FY2022	BUDGET FY2022	Deficit Mitigation Plan - \$175K+ in cuts PROJECTION FY2023
EARNED REVENUE						
Box Office Income	\$ 235,252	\$ 5,985	\$ 83,024	\$ 171,308	\$ 246,200	\$ 171,200
Tuitions	\$ 49,750	\$ 26,500	\$ 27,875	\$ 21,356	\$ 45,000	\$ 21,356
Merchandise and Concessions	\$ 20,209	\$ 1,684	\$ 1,462	\$ 13,920	\$ 25,000	\$ 20,000
Rental Income	\$ 21,303	\$ (2,350)	\$ 3,250	\$ 10,250	\$ 5,000	\$ 10,250
Playbill Advertising	\$ 9,450	\$ -	\$ 2,100	\$ 6,200	\$ 7,500	\$ 7,200
Miscellaneous Earned Income	\$ 2,614	\$ 12	\$ 797	\$ 1,565	\$ -	\$ 100
TOTAL EARNED INCOME	\$ 338,578	\$ 31,831	\$ 118,507	\$ 224,599	\$ 328,700	\$ 230,106
CONTRIBUTED INCOME						
Trustees	\$ 80,000	\$ 53,100	\$ 55,000	\$ 75,500	\$ 80,000	\$ 75,500
Individuals	\$ 438,752	\$ 168,922	\$ 362,091	\$ 121,451	\$ 403,380	\$ 222,000
Foundation / Government	\$ -	\$ 49,800	\$ 206,928	\$ 91,250	\$ 40,700	\$ 91,250
Corporate	\$ 5,095	\$ 1,768	\$ 2,655	\$ 7,675	\$ 5,800	\$ 7,675
Special Events	\$ 88,661	\$ -	\$ 792	\$ 51,600	\$ 100,000	\$ 51,600
Transition Fund / COVID Re-Opening Fund	\$ -	\$ 30,000	\$ 98,600	\$ -	\$ -	\$ -
TOTAL CONTRIBUTED INCOME	\$ 612,508	\$ 303,590	\$ 726,066	\$ 347,476	\$ 629,880	\$ 448,025
TOTAL INCOME	\$ 951,087	\$ 335,421	\$ 844,573	\$ 572,075	\$ 958,580	\$ 678,131
EXPENSES						
Theatrical and Production	\$ 338,702	\$ 25,013	\$ 301,027	\$ 319,722	\$ 390,980	\$ 325,000
Education	\$ 98,996	\$ 82,176	\$ 135,769	\$ 106,671	\$ 74,200	\$ 106,671
Personnel	\$ 174,970	\$ 62,832	\$ 141,395	\$ 268,798	\$ 246,400	\$ 280,000
Administrative	\$ 238,076	\$ 143,392	\$ 265,547	\$ 141,207	\$ 323,600	\$ 195,000
Interest Expense - EIDL Loan	\$ -	\$ -	\$ -	\$ -	\$ 12,200	\$ 2,030
Advertising and Promotion	\$ 23,513	\$ 989	\$ 53,920	\$ 42,033	\$ 71,200	\$ 44,000
Fundraising	\$ 44,140	\$ 6,540	\$ 8,035	\$ 19,163	\$ 40,000	\$ 21,000
TOTAL EXPENSES	\$ 918,397	\$ 320,942	\$ 905,693	\$ 897,595	\$ 1,158,580	\$ 973,701
SURPLUS / (LOSS) SUBTOTAL	\$ 32,690	\$ 14,479	\$ (61,120)	\$ (325,520)	\$ (200,000)	\$ (295,570)
Capital Campaign NARTR	\$ -	\$ -	\$ -	\$ 60,000	\$ 200,000	\$ 560,000
SURPLUS / (LOSS) FROM OPERATIONS	\$ 32,690	\$ 14,479	\$ (61,120)	\$ (265,520)	\$ -	\$ 264,430
Mortgage / Debt Service	\$ (192,633)	\$ (157,609)	\$ (233,813)	\$ (91,369)	\$ (250,000)	\$ (250,000)
CHANGE IN UNRESTRICTED NET ASSETS (CUNA)	\$ (159,943)	\$ (143,129)	\$ (294,933)	\$ (356,889)	\$ (250,000)	\$ 14,430