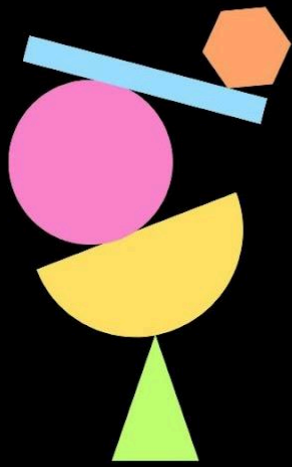


**APPENDIX A**

The Common Theatre Company

# Strategic Plan

March 2023



# Common Theatre Co.

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## Executive Summary

The Common Theatre Company is focused on engaging and partnering with our community in exciting ways that support our neighbors and provide a unique and collaborative theatrical experience. We are dedicated to offering authentic programming produced and performed by fresh artists of all backgrounds. We believe theatre is for all people and are committed to making our art accessible.

The Common Theatre Company is the lifelong dream of founder and Artistic Director Kelsey McMillan. McMillan has been a professional director and theatre educator for over a decade. In her leadership, she values collaboration, community, and finding joy in the work. Common Theatre is a natural progression of her values. The Common Theatre Company will operate as a 501c(3) nonprofit arts organization that employs a Collaborative Governance model. The Common Theatre believes that theatre is a collaborative art and that the business of theatre should be collaborative as well.

The company will operate within Houston, TX, and until it can secure a permanent location, it will rent performance venues within the city. Houston is home to many theaters ranging in size and offering a variety of programming. However, The Common Theatre Co. has an advantage in this market because it offers unique programming and has no direct competition. The Common has developed a style of programming that includes partnerships with local businesses to make a night at the theatre more than just a show. Their use of community partnerships and one-of-a-kind experiences makes them stand out in a city that so values the arts. These unique season offerings, coupled with a robust education program, are pivotal to the healthy financial outlook of the company. Based on projections, the company expects to be profitable within the first year of operation.

The Common Theatre Company wants to create a new kind of theatrical experience for the people of Houston, TX. This company is dedicated to making good theatre for everyone in their community that doesn't feel exclusive, brings people together, and feels fun, intriguing, and fresh. We have big dreams for this company. Our most pressing goals include:

- Raising \$50,000
- Finding and purchasing a permanent location.
- Negotiating a season's worth of community partnerships.
- Hiring qualified teaching artists and teaching artists who specialize in special needs students.
- Securing the best-suited board members to fill out our board leadership team.

To make this dream a reality and get into the business of doing this amazing work for and with our community, we need the help of investors, donors, and those interested in participating in this journey. Today we humbly ask interested parties to help in any of the following ways:

- Invest in The Common Theatre Company to help us reach our goal of \$50,000.
- Join our Board of Directors if our mission inspires you.

- Facilitate a community partnership for our flagship season.
- Assist in the search for our permanent home.

We hope you find something that resonates with you and gets you excited about theatre in the following proposal, and we thank you for your time and consideration.

- The Common Theatre Company Team

# Company & Business Description

## Company Purpose

The Common Theatre Company is a highly collaborative organization that values community engagement, partnerships, and modern unique theatrical experiences. The CommonTheatre Company will produce performances and events that make our audience feel seen and connected. In conjunction with performances, we will seek to partner with other businesses in our community to offer collaborative events. They will be affordable for all patrons who wish to attend. Our shows will push boundaries and take risks, come from our hearts, and touch the hearts of our patrons. We will create opportunities for emerging artists through playwriting festivals, open auditions, and crew calls. A typical season will feature mostly full-length plays, including special events and multidisciplinary performances. Our season would not exist to feed a bottom line.

The Common Theatre Co. values community engagement, partnerships, and supporting new and emerging artists. We will develop programming that includes events like a modern take on dinner theatre where local catering companies or food truck owners will partner with us to create a “dinner and a show” performance run. It may also include partnering with other local vendors like retailers and market vendors to create a performance run that includes a themed market experience. We will seek out emerging artists for our shows and staff and prioritize the development of an education program that seeks to teach and grow new artists. We will seek to provide theatrical experiences for all patrons, including those who typically cannot afford to attend live theatre or those who have special needs. We will prioritize developing programming specifically for our patrons with special needs. Our programming and values will revolve around creating unique and authentic theatre experiences in partnership with and supporting our community.

The Common Theatre Co. will offer a wide variety of programming and services. We will provide typical plays, festivals, musicals, sensory performances, youth education and camps, and community events. We aim to create a new kind of theatre experience that offers more. Our target audience will be somewhat varied, young - middle-aged people, 25-45-year-olds who enjoy the theatre or the arts and all-inclusive experiences, and families, especially those with young children interested in the arts. We're excited

to bring them a kind of theatre they haven't experienced in Houston, TX. This is one reason we feel that we are likely to succeed. There is no other theatrical programming like this in the city or surrounding areas; we want to offer theatre in a way that makes a night out to see a show a complete and expansive event every time.

## Mission/Vision Statement

The Common Theatre Company is focused on engaging and partnering with our community in exciting ways that support our neighbors and provide a uniquely collaborative theatrical experience. We are dedicated to offering authentic programming produced and performed by fresh artists of all backgrounds. We are committed to delivering innovative theatre experiences that create a real human connection.

## Core Values

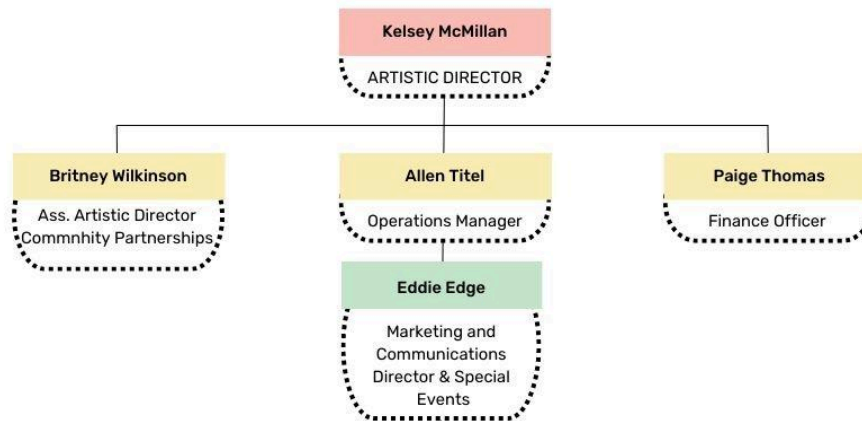
- *We will be unbound by convention;* we believe that the arts should be a free space and that by releasing ourselves from norms, we can find the fun in our work.
- *We will capture people with unique experiences;* we want to offer people something they can't get anywhere else and delight our audiences with exciting new experiences.
- *We believe collaboration is the key to exciting things;* we value making community partnerships and working with others to develop great work.
- *We support people;* we believe that all people should be able to enjoy the theatre, and we believe it is our responsibility to make it accessible to everyone.
- *We develop the future;* we believe in supporting emerging artists and educating our youth to strengthen our industry's future.
- *We will deliver authentic and thought-provoking work;* we believe it is important for theatre to connect us and help us understand our humanity. We are dedicated to developing content that creates that.

## Team & Org Structure

Table 1.

*Leadership Organization Structure*

## ORGANIZATION CHART



*Kelsey McMillan* is our founder and Artistic Director, and she holds a BA and an MIS in Theatre and Arts Entrepreneurship, both from Stephen F. Austin State University. She has been directing and producing professionally for over a decade, developing work that has earned her nominations and awards and has been involved in theatre both on and off stage for nearly 20 years. Her Master's emphasis was on arts enterprise and business.

*Britney Wilkinson* is our Associate Artistic Director and Director of Community Partnerships. She has been acting for nearly two decades and has built connections in the Austin, TX, and Houston, TX, theatre communities. She holds a BA in Musical Theatre and BA in English Literature from the University of Texas, Austin.

*Allen Titel* is our Operations Manager. He holds a BA in Theatre from Stephen F. Austin State University and has nearly two decades of experience on and off stage in the theatre. He also has nearly a decade of experience in operations management across industries.

*Paige Thomas* is our Finance Officer. Paige has more than 15 years of experience on stage and off. She has over five years of experience in theatrical accounting and development. She holds a BACC from Texas A&M University.

*Eddie Edge* is our Director of Marketing and Communications and Special Events. Eddie has a BFA in Theatre from Stephen F. Austin University and has nearly two decades of experience in performance and production. He has served as a board member and company executive for a small theatre company for over five years.

# Programming

## Product Offering(s)

*Full-Length Plays* Our company will produce at minimum 3-4 full-length plays per season. These will be works chosen by a team of season planners that are cohesive and that resonate with our audience. The shows will vary from season to season. These will serve as our main season and the guide to our season.

*Alternative Performances* Within each season, we will program at least one performance alternative to a typical play. This may be a musical, playwriting festival, an immersive show, or one-act plays in repertoire for example. These performances will serve to break up our program delivery and offer variety.

## Service Offering(s)

*Community Partnerships* Our goal is to partner with other companies or vendors in our area during each new show to create a full experience for our audience. This might be partnering with Food Trucks during one show to offer a dinner and a show experience or market vendors to turn a show into an afternoon of shopping and entertainment.

*Education Programs* We will begin offering classes and camps soon after inception. There will be youth classes and camps offered by season and adult classes and workshops. These will serve to meet our goal of building up the next generation of artists and emerging artists, as well as our goal to reach families.

*Sensory Shows and Workshops* We will offer sensory-friendly shows to our special needs community members as well as workshops designed for using theatre to enrich the lives of the special needs community. We believe theatre is for everyone, and this will allow us to reach everyone in our audience and meet them where they are.

## Pricing Model

*Tickets* Pay-What-You-Can with a suggested ticket price of \$20 and a minimum of \$1. We believe theatre should be accessible to anyone who wants to experience it. We feel

this makes it affordable for anyone to access our work while also allowing more generous patrons to pay more than the suggested ticket price. This is for standard shows and those without add-ons such as desserts, dinners, or drinks.

*Sensory Performances* Base Ticket Price of \$20 or Pay-What-You-Can with a minimum of \$1. Price without add-ons.

*Tickets with Dining* The base ticket cost will remain \$20 or Pay-What-You-Can, but an extra fee will be added to cover the cost of a meal per person. Negotiations with community partners will determine an exact amount based on a fair market.

*Tickets and Market Access* The base ticket cost will remain \$20 or Pay-What-You-Can, but an extra fee will be added to guarantee market admission and perhaps a discount on goods. Negotiations with community partners will determine the exact amount.

*Youth Classes* Tuition would be for a one-month course offered one night a week or on weekends. Scholarships and payment plans would be offered to students who needed them.

6-8 years old - \$200 per course

9-12 years old - \$225 per course

*Teen Classes* Tuition would be for a 3-month course on weekends. Scholarships and payment plans would be offered to students who needed them.

13-17 years old - \$350 per course

*Adult Workshops* Base price of \$100 per class. The cost would vary slightly based on the course offerings. Workshops would be 1-2 day classes taught by industry professionals.

*Sensory Workshops* Sensory-friendly workshops are designed to use theatre as enrichment for special needs students or as training for students interested in pursuing theatre. Offered once a month on weekends.

Tuition for an entire season - is \$300 per student

Single Day - \$50 per student.

These prices are competitive within the market but also align with our values of making theatre affordable and accessible to all people and not just the very wealthy.

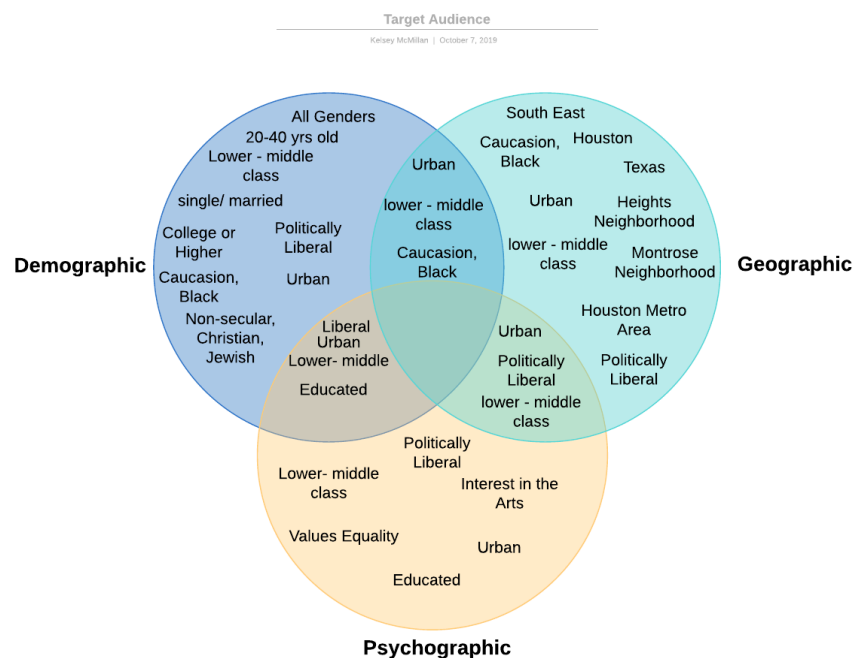
## Market Analysis

### Target Market



The target market for The Common Theatre consists of residents in the Houston, TX, area. As Houston is the fourth largest city in the United States, using the full population of the city would be too wide a net to cast in terms of a full addressable market. It is more realistic to assume the total market audience will comprise those in the immediate local area or the “neighborhood” where the theater site will be located. That location is yet to be determined and will likely be fluid in the early months and years of the company, while it primarily rents performance space. Still, in understanding and segmenting the Houston market, we can make educated assumptions about the target market.

The target market for The Common Theatre Company consists of an ethnically diverse mix of 24-45-year-olds who are either in lower to mid-level socioeconomic strata. They will likely have a college degree or more. This audience is likely relatively bohemian as opposed to white-collar, and they may be more likely to be currently renting even if they pursue homeownership. They are technologically savvy and value community, social gatherings, new experiences, and amenities. They are most likely liberal or liberal-leaning. There will be a family mix, some singles, couples, and families. This audience shares the company's values, appreciates the arts, and enjoys doing new things with their neighbors and friends. They aren't the wealthiest people in Houston, but because they value the arts, they spend their money on arts ventures. They also find value in activities for their children and the whole family, which they will find provided with affordable prices.



## Buyer Personas

*Nolan* Nolan is 32 years old and has lived in Houston his whole life. He works as an ABA therapist currently, but he has had four different jobs in the last five years. Nolan is currently single but has aspirations to have a family someday. He lives in a more affordable area of Houston in an incredibly diverse neighborhood where he rents. Nolan is happy and comfortable going with the flow, and he finds a lot of enjoyment in spending time with others, discovering new events, and helping his community. He is liberal and vocal about his values.

*Lyndsay* Lyndsay is single; she is 42 years old and has been an elementary school art teacher for 18 years. She is highly adept at learning new technology and implementing it into her life. She graduated from a state school out of Texas with a degree in Art. She has no children and doesn't plan to have any. She rents her small townhouse, where she has lived for 10 years. She deeply values community and her social life, which she takes full advantage of every weekend. She isn't exceptionally wealthy, but her income and single lifestyle have made her financially comfortable.

*Britney and Ben* Britney and Ben have been married for three years and have recently moved to Houston. They own a small house downtown. This is a popular new area to live in with many things to do within walking distance. They are both under 30 and graduated from State Schools. Ben is pursuing a Master's Degree in engineering. They don't have children yet but may in the future. Both Ben and Britney are very up on the latest trends in technology and will always upgrade their tech. They love new experiences and use their free time to take in local events and community offerings.

*The Mikels* The Mikels have four members in their family, Tiara, her husband Justin, and their two elementary-aged kids. Tiara is a therapist, and her husband is in operations at a firm. Combined, they have a very healthy financial outlook, and their children want for nothing. They purposefully have chosen to live in a very diverse area of Houston in a moderate house they own. Both have college degrees from universities and were part of the greek life systems. They enjoy upscale eateries, shopping, and activities or experiences that provide many amenities. They also value their children's education and want to offer them as many opportunities as possible.

## Location Analysis

The Company will reside within Houston, TX. The exact location is not yet determined and the company will likely not have a permanent location within the first year of operation. That being said, Houston is the fourth largest city in America and has an incredibly diverse demographic. Houston has an already thriving theatre market; it is home to one of the leading regional theaters in the country, The Alley Theatre. There is an already large audience for the arts and theatre in particular in the city and a historically demonstrated willingness of the city's wealthy members to patronize and

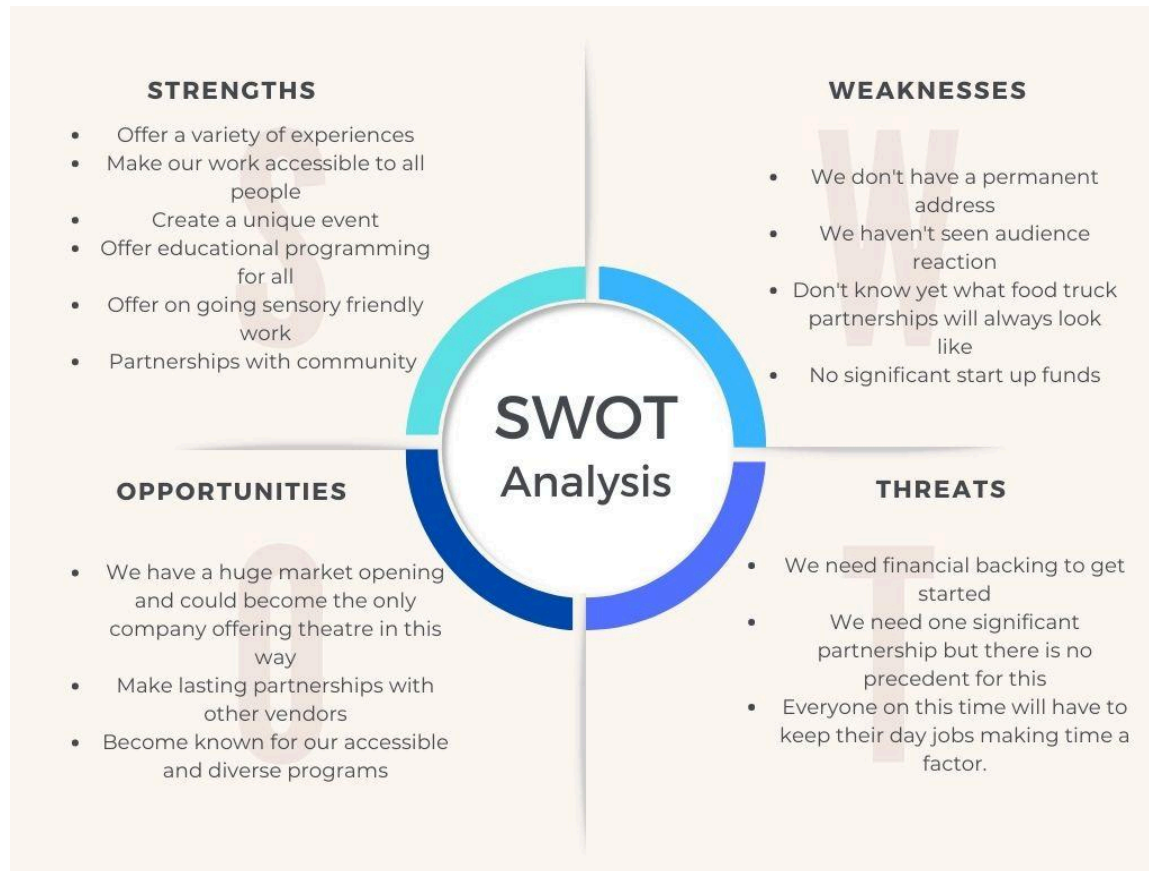
donate to theatrical ventures. Much of the wealth in Houston comes from Oil & Gas, or Healthcare.

## Competitor Analysis

Table 2.  
*Competitor Analysis*

	Comparative Strength(s)	Comparative Weakness(es)	Counter-point(s)
The Dinner Detective	<ul style="list-style-type: none"><li>• Provide quality content</li><li>• Offer variety</li></ul>	<ul style="list-style-type: none"><li>• Not as consistent</li><li>• No permanent location</li></ul>	Variety is what makes patrons return.
RecRoom Arts	<ul style="list-style-type: none"><li>• Have a solid core team</li><li>• Provide variety</li><li>• Reliable</li></ul>	<ul style="list-style-type: none"><li>• Less notoriety</li><li>• Provide less new work or premiers</li></ul>	Our programming is coupled with unique experiences
Mildred's Umbrella	<ul style="list-style-type: none"><li>• Provide quality content</li><li>• Welcome new faces</li></ul>	<ul style="list-style-type: none"><li>• Not as much tenure</li><li>• Not as well connected</li></ul>	The company is new but it's team is well connected with long histories in HTX.

Table 3.  
*SWOT Analysis*



# Marketing Plan

## Positioning Strategy

Our audience will be drawn to our theatre despite its newness because it will offer a unique way to experience theater, and be incredibly accessible. They'll come for the novel experience, but they'll come back because our shows will present them with an opportunity for a whole event, and they'll love the variety of activities presented to them.

Right now, the biggest block for audiences is two-fold. The first blockage is cost. It is expensive to go to the theatre, to go to dinner, to go shopping. The Common Theatre Company will aim to provide a custom experience that makes seeing a play doable. The second is audience knowledge. Most people don't know what plays are, happening around them. We hope that by partnering with other companies who provide a more mainstream product, we can begin capturing an audience we may not have.

We will take full advantage of social media and the reach it has to offer. We will operate a website that provides information and ticketing services. And we will integrate video marketing.

## Acquisition Channels

We will employ various methods of marketing. Considering we will be starting on a bootstrap budget, we will take advantage of as much free marketing as possible and try to maximize everything we do.

- *Search Engine Marketing* - Houston is a big city with many theaters, and having our company populate when someone searches "show this weekend" makes a big difference.
- *Social Media and Vlogging* - This will be our number one marketing method at the beginning of our journey. We will utilize a variety of social media platforms and spend a lot of energy on TikTok and Youtube doing Vlogs to bring in audience interest.
- *Co-Marketing* - Our events will include community partnerships and collaboration with various businesses. We will be able to create marketing campaigns that are collaborative as well. We will be able to take advantage of their more established customer base.

## Tools and Technology

In the beginning, to streamline our social media marketing, we will run software that automates the work on your social media suite, like Hootsuite. We may even take advantage of AI-generated marketing content for social media campaigns. Eventually, we will be able to hire someone to run our media and marketing and will do so. But in the beginning, all media and Marketing will be run by the Marketing Director.

# Sales Plan

## Sales Methodology

Most sales will be inbound and develop organically from our social media content, community engagement, and word of mouth. We will use search engine optimization and co-sales as well.

We will use some outbound sales strategies. These might include social media advertising that isn't standard content or ads.

Because theatre as a product is subjective and can be enjoyed by such a wide range of people, it makes a lot more sense to allow for an organic inbound sales strategy that

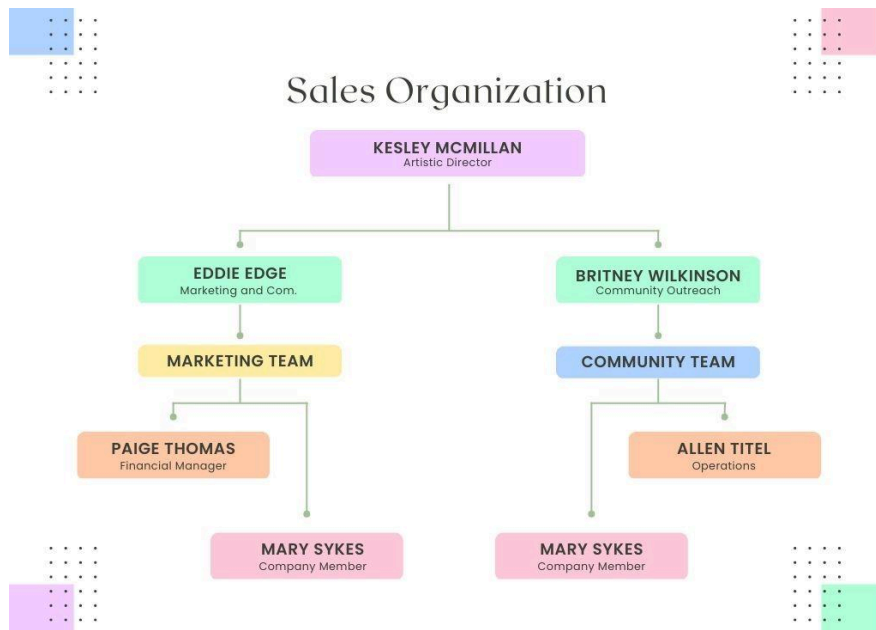
allows potential ticket buyers to discover our product and understand it's something they want to enjoy. There would be too many variables for us to confidently rely on only outbound sales. We need people to find us and say, "that's for me."

## Sales Organization Structure

The following chart shows the sales organization structure for The Common Theatre Company based on each member's role. The Common is a very small company, so sales and marketing, in this case, will be interwoven. Our Head of Marketing and Head of Community partnerships will be in charge of our two sales branches.

First, our Head of Media and Marketing will cover all inbound marketing strategies for normal ticket sales or ticket sales to special events. Then our Head of Community partnerships will lead all educational and sensory content sales. They will each have a team of two company members assisting them. The sales work will fall to all company members, especially considering our size. A team will be in place who are specifically tasked with sales.

Table 2.  
*Sales Org. Structure*



## Sales Channels

Our sales will be conducted mainly online, with some in-person ticket sales. In-person ticket sales will usually occur as a walk-up service on the day or evening of a performance. Our ticketing portal will only be available on our website.

Class and workshop tuition will go through a representative from The Common to be sold. Our website will direct interested parties to register/ apply, and then once accepted via email, they will pay for the course or request information about scholarships and payment plans. This will all be conducted with the help of a Comm Theatre representative.

## Tools and Technology

*Website/ Ticketing Software and Class Registration* - We will be using Wix as the host for our website, and general ticket sales and course registration will be embedded into the site. Wix offers affordable web hosting that is charged monthly and includes a lot of great features. This site will allow us to operate how we need it with a well-designed and easy-to-use website.

*CRM Software* - Salesforce Nonprofit Cloud - Enterprise edition. This software is more affordable at only \$60 per month. But we will apply for their Power of Us program, which provides their entire suite of tools and systems at discounted rates. It provides access to Donor tracking and direct payment integration, data analytics, fundraising and marketing tools, email campaigns, and more.

## Legal Structure

The Common Theatre Company will operate as a 501(c) 3 Nonprofit Organization.

## Legal Considerations

Texas requires:

- Filing for incorporation and formation
- Appointing a registered agent for the company

- You must have at least three directors, one president, and one Secretary on your board
- Established bylaws
- Applying for nonprofit and tax-exempt status
- Registering for charitable solicitation
- Obtaining a business license

To run a commercial location as a theatre in Texas the property must meet these requirements:

- Have one parking space for every three audience seats available.
- Must follow all Houston, TX Sign Code regulations.

Texas laws regarding forming a Nonprofit entity will be completed based on the information found in this strategic plan. All Zoning and regulations will be followed when the company settles on a permanent location. Ensuring the company follows those laws will fall under the purview of a yet-to-be-added team member in charge of The Common's legal needs.

# Financial Considerations

## Startup Costs

The following Startup costs consider the cost to produce a launch season of shows, two standard shows, and one special performance event.

<i>Formation and Incorporation fees</i>	\$150
<i>Initial Season Performance Budget</i>	\$3,500
<i>Initial Season Venue Rental</i>	\$6,000
<i>Promotional expenses</i>	\$3,000
<i>Initial Season Performance Payroll</i>	\$2,400
<i>WIX Website</i>	\$59 / month
<i>Domain Purchase</i>	\$150 /3 years
<i>CRM</i>	\$60 /month
<i>Branding Materials</i>	\$500

## Sales Forecasts

Sales forecasting for The Common Theatre is based on Market research, target audience demo data, and the assumptions that over a year out audience and



enrollment will grow with word-of-mouth and critic marketing coverage. Growth assumes a 25% rate of growth show-over-show. This growth rate considers the lack of direct competition and marketing.

The following table shows the possible outlook for a year of sales. It does not reflect a sold-out audience or full-capacity classes but a more realistic slow climb in enrollment.

Table 5.  
1 Year Sales Forecast

	1 Year Sales Forecast												
Start Date: Jan. 01, 2024	YEAR ONE												
SALES	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	TOTAL
Gen Tickets	20	100	200			20	380			500			1,220
Sensory Tickets			25			32				40			97
Youth Classes			15			20			25				60
Teen Classes			5			7			9				21
Adult Classes				10				13				17	40
<b>TOTAL UNITS SOLD (YEAR 1)</b>	<b>20</b>	<b>100</b>	<b>245</b>	<b>10</b>	<b>0</b>	<b>79</b>	<b>380</b>	<b>13</b>	<b>34</b>	<b>540</b>	<b>0</b>	<b>17</b>	<b>1,438</b>
Cost of Sales	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	AVERAGE
Gen Tickets	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Sensory Tickets	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00	\$7.00
Youth Classes	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00
Teen Classes	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Adult Classes	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00
PRICE	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	AVERAGE
Gen Tickets	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Sensory Tickets	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Youth Classes	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Teen Classes	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00	\$350.00
Adult Classes	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
REVENUE	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	TOTAL
Gen Tickets	\$400.00	\$2,000.00	\$4,000.00	\$0.00	\$0.00	\$400.00	\$7,600.00	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$24,400.00
Sensory Tickets	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$640.00	\$0.00	\$0.00	\$0.00	\$800.00	\$0.00	\$0.00	\$1,940.00
Youth Classes	\$0.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$4,000.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$0.00	\$12,000.00
Teen Classes	\$0.00	\$0.00	\$1,750.00	\$0.00	\$0.00	\$2,450.00	\$0.00	\$0.00	\$3,150.00	\$0.00	\$0.00	\$0.00	\$7,350.00
Adult Classes	\$0.00	\$0.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,300.00	\$0.00	\$0.00	\$0.00	\$1,700.00	\$4,000.00
<b>TOTAL REVENUE (YEAR 1)</b>	<b>\$400.00</b>	<b>\$2,000.00</b>	<b>\$9,250.00</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$7,490.00</b>	<b>\$7,600.00</b>	<b>\$1,300.00</b>	<b>\$8,150.00</b>	<b>\$10,800.00</b>	<b>\$0.00</b>	<b>\$1,700.00</b>	<b>\$49,690.00</b>
MARGIN PER UNIT	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	AVERAGE
Gen Tickets	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00
Sensory Tickets	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00	\$13.00
Youth Classes	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00	\$185.00
Teen Classes	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00
Adult Classes	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00	\$96.00
GROSS PROFIT	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	TOTAL
Gen Tickets	\$260.00	\$1,300.00	\$2,600.00	\$0.00	\$0.00	\$260.00	\$4,940.00	\$0.00	\$0.00	\$6,500.00	\$0.00	\$0.00	\$15,860.00
Sensory Tickets	\$0.00	\$0.00	\$325.00	\$0.00	\$0.00	\$416.00	\$0.00	\$0.00	\$0.00	\$520.00	\$0.00	\$0.00	\$1,261.00
Youth Classes	\$0.00	\$0.00	\$2,775.00	\$0.00	\$0.00	\$3,700.00	\$0.00	\$0.00	\$4,625.00	\$0.00	\$0.00	\$0.00	\$11,100.00
Teen Classes	\$0.00	\$0.00	\$1,600.00	\$0.00	\$0.00	\$2,240.00	\$0.00	\$0.00	\$2,880.00	\$0.00	\$0.00	\$0.00	\$6,720.00
Adult Classes	\$0.00	\$0.00	\$0.00	\$960.00	\$0.00	\$0.00	\$0.00	\$1,248.00	\$0.00	\$0.00	\$0.00	\$1,632.00	\$3,840.00
<b>TOTAL GROSS PROFIT (YR 1)</b>	<b>\$260.00</b>	<b>\$1,300.00</b>	<b>\$7,300.00</b>	<b>\$960.00</b>	<b>\$0.00</b>	<b>\$6,616.00</b>	<b>\$4,940.00</b>	<b>\$1,248.00</b>	<b>\$7,505.00</b>	<b>\$7,020.00</b>	<b>\$0.00</b>	<b>\$1,632.00</b>	<b>\$38,781.00</b>

## Break-Even Analysis

The startup costs for this company total \$17,128, which would cover all necessary costs for the first year of operation. Due to the nature of the timeline for revenue with a theatre company, traditional break-even models that require unit sales or month-to-month sales/ expenses do not fit here. Instead, by looking at projected sales per show and course offering, we can assume we will be profitable by the end of June 2024. From there, the remainder of the year should represent all net profit.

## Funding Requirements

To begin this company significantly, we will be looking for a funding infusion of at least \$25-30k if we want a financial cushion to account for unknown variables.

To reach this goal, we will primarily look at loans, personal financial infusions, and donations. We will also be applying for grants from the city and state. Any grants received in our first year would represent additional production funding and will not be counted on for bottom-line startup costs.