
Highwire Improv

Community First

All Community Meeting - October 5th, 2024

Meeting Agenda

1. Welcome and Core Values
 2. Season 16 (Jul-Sep 2024) Updates
 3. Goals and Plans for Season 17 (Oct-Dec 2024)!
 4. Volunteer Opportunities
 5. Open Q&A
 6. Jam!
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Mission

Highwire Improv's mission is to steward a community of artists committed to growth, collaboration, joy, and justice — in Baltimore and around the world — through improvisational theater.



Core Values

Transparency

Clear, honest information helps everyone work better together!

Safety

Physical, psychological, and artistic safety for everyone.

Community

Here to serve the collective good, we all win together!

Action

An imperative to make changes, solve problems, and iterate.

Updates from Season 16!

Programming - Shows

- Season 16 continued a strong trend of consistent programming across Baltimore!
- Transitioned Block Party to new venue at Maryland Art Place
- Average audience size up slightly, but still below peak of Season 13-14.

	Shows	In-Person Attendees	Avg. In-Person Audience	Payments to Performers	Highwire Margin
Season 14 (Jan-Mar)	17 in-person 36 online	460	28.6	\$2,475	-\$88
Season 15 (Apr-Jun)	24 in-person 37 online	469	20.4	\$3,597	-\$694
Season 16 (Jul-Sep)	22 in-person 33 online	430	20.9	\$3,383	-\$630









Programming - Community Jams / Activities

- Launched the Mixer Jam at Creative Alliance
- Re-opened weekly jams at Roland Park Community Center
 - Include partnership with Baltimore Musical Improv (musical meetup)
- Wide range of community workshops and events:
 - Skill Swap for Coaches
 - Destination Imagination Drop-In
 - Guest workshop - Shari Hazlett



Education

- We've continued to support more advanced students, expanding to Level 4, Exploring the Harold!
- The September / October session had our first **three** sold-out classes, and is the first session where Highwire has broken even on classes!
- Ran our first ever musical intensive in July!
- Launched a partnership with Everyman Theatre to deliver youth and adult improv classes!



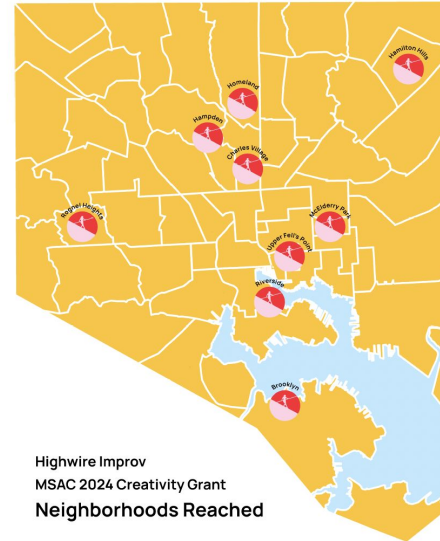
Our Strategy of Intro Workshops is Working

- The Maryland State Arts Council grant allowed us to kickstart our *Improv in Every Neighborhood* intro workshop program.
- We are reaching new audiences in a wide range of neighborhoods (up to 10).
- Workshop attendees are taking classes - 25% of new students this year started in a free intro workshop!

MSAC Creativity Grant General Operating Support FY2024 Report

Key Statistics

18	9	359	117	16
workshops delivered	unique neighborhoods reached	workshop signups	workshop attendees	new training center students



Applied Improv

Highwire continues to grow and expand the applied improv business, with clients including World Trade Center Institute, Baltimore City Public Schools, Creative Alliance, Enoch Pratt Free Library, and Creative Alliance.

Year	# Events	# Unique Clients	Avg. Sale	Revenue	Net Income
2021	2	2	\$1,125	\$2,350	\$918 (39%)
2022	7	2	\$1,480	\$10,365	\$4,374 (42%)
2023	8	5	\$1,685	\$13,483	\$5,734 (43%)
2024 projected	24	12	\$1,200	\$28,800	\$14,000 (49%)



Grants

We now have question and answer libraries, a more robust application development process, developed public-facing grant impact reports and have applied for quite a lot of opportunities.

2024 Grants

Wins - MSAC Professional Development Grant (\$1,300)

Losses - Bank of America Foundation (\$4,000)

Passed - Project Restore (Federal Hill Main Street) (\$40,000)

Pending - MSAC Creativity Grant (\$5,000), Hatza SHINE Memorial Grant (\$10,000), Pava Center Social Innovation Lab Accelerator (\$5,000)



The Highwire Gift Shop!

At the end of August, board member Cory Anotado launched our new shop!

Monthly drops of new merch for community development and support!

October 2024 Drop – Got Your Back



Marketing Stats

	Dec 2022	July 2023	Dec 2023	July 2024	Oct 2024
Facebook Followers	1,083	1,203	1,300	1,432	1,487
Instagram Followers	1,009	1,155	1,272	1,505	1,610
TikTok Followers	0	32	60	131	302
YouTube subscriptions	662	691	704	726	733
Email List	–	631	957	1,266	1,388
Eventbrite Followers	–	–	–	–	866

Q3 2024 Financials

Income - **Expenses** = **Net Income**
\$25,767.21 - **\$24,321.36** = **\$1,445.85**

Top Categories

Core Classes: \$10,751.70
Donations: \$7,360.26
Show Tickets: \$4,149.82
Applied Improv: \$3,250.00
Workshops: \$259.40
Interest: \$1.03

Top Categories

Instructor Payments: \$15,371.35
Venue Fees: \$4,565.44
Performer Payments: \$2,717.50*
Software Fees: \$611.92
Merch: \$560.52
Instructor Travel: \$259.96
Bank Fees: \$210.34
Office Supplies: \$24.33

Year to Date 2024 Financials

Income - **Expenses** = **Net Income**
\$66,585.43 - **\$64,794.72** = **\$1,790.71**

Top Categories

Donations: \$18,519.30
Core Classes: \$16,442.25
Applied Improv: \$14,096.70
Show Tickets: \$12,928.33
Grants: \$2,411.98
Workshops: \$2,184.40

Top Categories

Instructor Payments: \$38,126.09
Venue Fees: \$11,326.64
Performer Payments: \$7,679.92*
Merch: \$1,890.98
Software Fees: \$1,640.76
Training: \$1,354.80

What's Coming in Oct-Dec

Strategic Priorities Q3 Progress / Q4 Plans

In the previous community meeting, we shared these strategic priorities for the board, and we've made good progress, with several items done, and others in flight.

Build Repeatable Grant Process	Build a Repeatable Program for Seniors
Build a Financial / Development Strategy	Build Mobile Streaming Tech Package
Scale Baltimore Holy S#!T	Host Fundraising / Social Events
Artistic Committee Evolution	Review and Update Code of Conduct
Education Committee Evolution	Build an Improv Safety 'Toolbox'
Instructor Portal Refresh	Front of House and Host Procedures

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Programming - Shows for Season 17

- Season 17 will feature 44 in-person teams and 22 online teams.
- We have 22 in-person shows scheduled at seven different venues
- We will extend the Lou Room doubleheaders with four two-show nights this season, including Late Night Scaries!
- The debut of two Highwire Greenhouse shows!



Community Events!

We've opened up the calendar to community input for workshops and community events!

Things planned include:

- New improv workshops
- Parenting Using Improv
- Our first Tape Party
- 2025 Visioning

Still more space to add your ideas!



Highwire Friendraiser Events

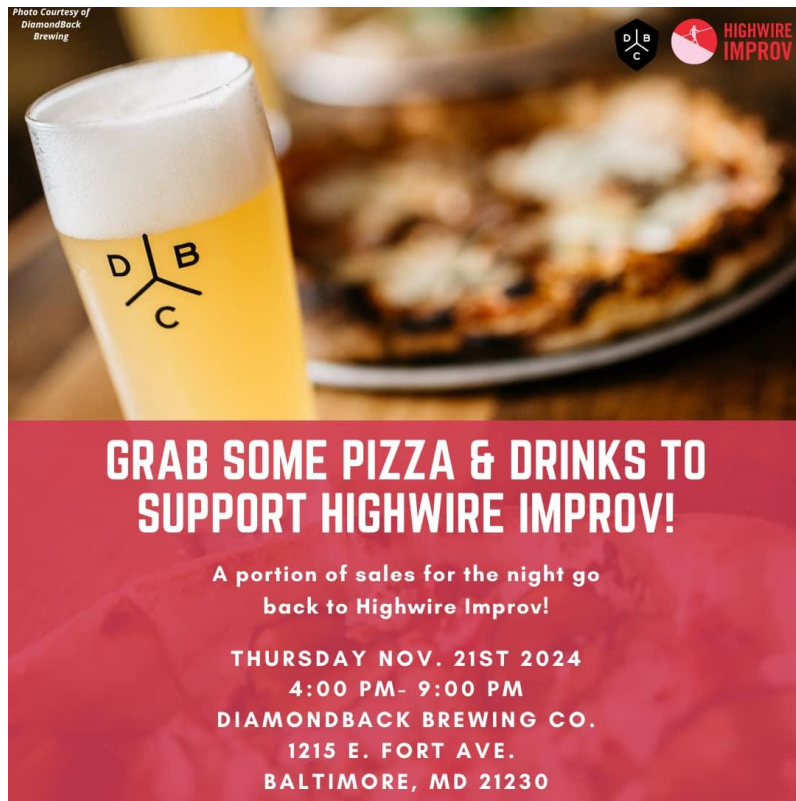


*Photo Courtesy of
Blue Pit BBQ &
Whiskey Bar.*



**ENJOY DRINKS
WHILE
SUPPORTING
HIGHWIRE
IMPROV!**

100% of proceeds from
two specialty drinks goes
back to Highwire Improv
for the evening!

**WEDNESDAY OCT. 16TH, 2024
5:00-9:00 PM
BLUE PIT BBQ & WHISKEY BAR
1601 UNION AVE.
BALTIMORE, MD 21211**



*Photo Courtesy of
DiamondBack
Brewing*



**GRAB SOME PIZZA & DRINKS TO
SUPPORT HIGHWIRE IMPROV!**

A portion of sales for the night go
back to Highwire Improv!

**THURSDAY NOV. 21ST 2024
4:00 PM- 9:00 PM
DIAMONDBACK BREWING CO.
1215 E. FORT AVE.
BALTIMORE, MD 21230**

Guest Instructors

We've got some great workshops upcoming!

November: Hannah Rehak (Second City)

- Improv to Sketch
- Forget the Funny

January: Chad Damiani (UCB LA, Second City)

- Clowning Intensive



Volunteers

Please reach out to the Board if you want to help volunteer for events or with other tasks. The Board is currently discussing the best ways to recognize the work done by volunteers.

Ways to help:

Hosting Shows: We are building a guide to help people with hosting

Front-of-House: Each show could use assistance with checking people in and managing the space. We are also building a how-to guide for this

Online Tech: We can always use help managing the Zoom for online shows on Monday or Tuesday nights or Sunday afternoons

Anything else: What else are you good at or interested in? Let us know!

Thank You!
Time for Q&A

Meet the Board



Kristen McKenzie



Brian Shea



Katie Overbey



Geoff Taylor (*emeritus*)



Barry Wright



Cory Anotado



Brian James O'Connell