Highwire Improv

Community First

All Community Meeting - December 7th, 2024

Meeting Agenda

1. Welcome and Core Values
2. Season 17 (Oct-Dec 2024) Updates
3. Goals and Plans for Season 18 (Jan-Mar 2025)!
4. Looking ahead to 2025!
5. Volunteer Opportunities
6. Open Q&A
7. Jam!

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 17!

Programming - Shows by the Numbers

- Season 17 continued a strong trend of consistent programming across Baltimore!
- Average audience size stuck around 20 still - will be an area of focus in 2025.

	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
Season 17 (Oct-Dec)	20 in-person 27 online	396*	19.8*	$2,606*	-$1,424*
Total	83 in-person 133 online	1,755	21.1	$12,601	-$2,836

BEARS

Four More Shows This Year!

Programming - Community Jams / Activities

We're continuing to open up our space for maximum use by the community! Highlights include:

- Show Tape Night
- New and old drop-ins (characters, gaming, observation)
- Practice Groups
- Pop-up Musical Show
- Musical Improv Meetups / Jams / and Workshops!

Education

- We had a good array of educational opportunities this season, including fundamentals classes, a new form class (exploring the Armando), and guest workshops from Shari Hazlett, Hannah Rehak, and Brian James O'Connell (next week).
- Built out #students channel in Slack and a separate student news bulletin.
- Students getting practical experience through Highwire Hive and jams.

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. Two more grant meetings are coming in the next week!

<u>2024 Grants</u>

Wins - MSAC Professional Development Grant ($1,300), MSAC Creativity Grant ($5,000)

Losses - Bank of America Foundation ($4,000), Hatza SHINE Memorial Grant ($10,000), Pava Center Social Innovation Lab Accelerator ($5,000), Abell General Operating Grant ($10,000).

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

Pending - M&T Bank Grant ($9,000), BOPA Creative Baltimore Grant ($10,000)

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	21	13	$1,200	$26,160	$12,938 (49%)

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!

November 2024 Drop – Thirsty For Improv

Highwire Logo Scrunchie

Stage lights, hair held tight,
Soft jersey, stretch with support,
Scrunchie hugs with grace.

BUY NOW - $12.99

Highwire Logo 10oz Glass

Clear glass, tempered strong,
Sip with style, safe and pure,
Rocks glass, cool and true.

BUY NOW - $14.99

Highwire Logo 16oz Glass

Clear glass in your hand,
Mix and serve with steady grace,
Heavy base, secure.

BUY NOW - $10.99

Highwire Logo 20oz Tumbler

Steel tumbler, sleek hold,
Hot or cold, your drink preserved,
Glossy, strong, and true.

BUY NOW - $27.99

Black Friday 2024 Drop – Holiday Prep

Highwire Holiday Hoodie

HOLIDAY EXCLUSIVE

the last thing people
would ever call a highwire
show is "silent night"

BUY NOW - $32.99

Highwire Logo Metal Ornament

deck your tree with care
highwire improv ornament
life's bright and merry

BUY NOW - $8.99

Highwire Wrapping Paper

keep gifts under wraps
and support highwire's mission
this winter season

BUY NOW - $6.99 +

YES

HIGHWIRE
IMPROV

HIGHWIRE
IMPROV

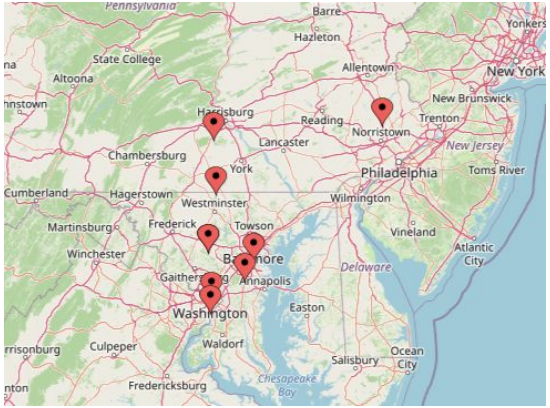
HIGHWIRE
IMPROV

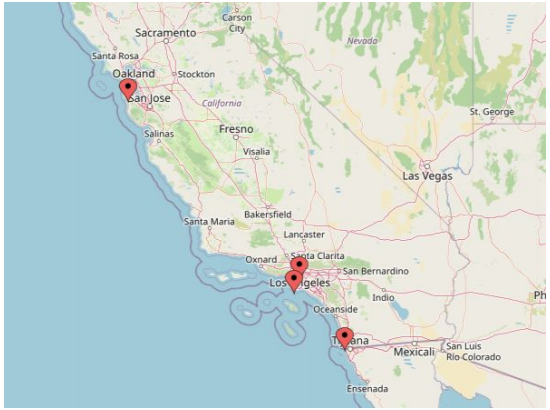
Top Sellers

YesAnd Logo Unisex Heavy Cotton Tee

Highwire Logo Flat Bill Snapback

Highwire Logo Hardcover Journal





58 Items Sold
Shipped to 12 Cities

Marketing Stats

	July 2023	Dec 2023	July 2024	Oct 2024	Dec 2024
Facebook Followers	1,203	1,300	1,432	1,487	1,505
Instagram Followers	1,155	1,272	1,505	1,610	1,675
TikTok Followers	32	60	131	302	302
YouTube subscriptions	691	704	726	733	739
Email List	631	957	1,266	1,388	1,506
Eventbrite Followers	–	–	–	866	971

Year to Date 2024 Financials (through Nov.)

Income	-	Expenses	=Net Income
$84,714.55	-	$77,417.20	=$7,297.35

Top Categories

Applied Improv:	$25,141.70
Donations:	$21,448.38
Core Classes:	$18,999.69
Show Tickets:	$13,979.25
Workshops:	$3,028.76
Grants:	$2,411.98

Top Categories

Instructor Payments:	$46,576.80
Venue Fees:	$11,819.61
Performer Payments:	$8,978.42*
Merch:	$1,848.13
Software Fees:	$1,640.76
Training:	$1,354.80

Building Cash Reserves

One of the biggest achievements of the year has been establishing a more significant cash reserve for the business, dubbed our '**Last Laugh Fund**'

At the start of 2024, we merely had the bank account. **$100.51**

As of today, we now have cash reserves of **$7,602.56**!

Building cash reserves is important as we consider larger fixed costs in 2025 (e.g. more space), and for demonstrating stability to granting organizations.

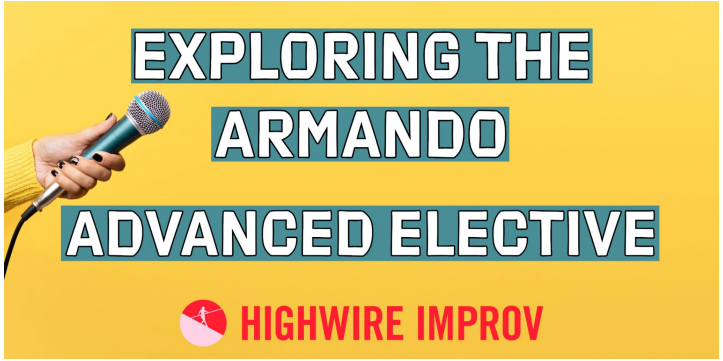
Over time, our goal is to maintain at least 6 months of fixed expenses in reserve.

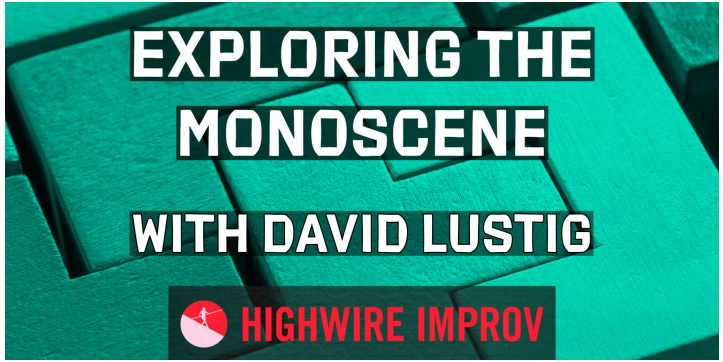
Programming - Shows for Season 18

- Season 18 will feature 43 in-person teams and 28 online teams.
- We have 23 in-person shows scheduled at four (or more) different venues
- We will continue the Lou Room doubleheaders with four two-show nights this season!
- Greenhouse will continue with two new shows!

Education - Expanding the Base and Top

- Thanks to a grant from the Maryland State Arts Council, we'll be able to further expand our intro workshop program to new neighborhoods, repeat neighborhoods, and to surrounding counties!
- We're aiming to run two Level 1 classes every session in 2025 (for a total of 12), which will build a substantial student community through the year.
- Expanding new form-based advanced classes, and developing more outlets for student practice and performance!

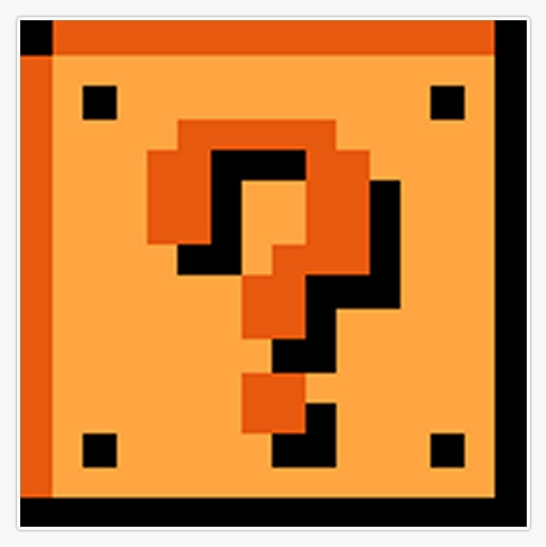




Partnership Development

CREATIVE ALLIANCE

EVERYMAN THEATRE | GREAT STORIES, WELL TOLD.



WORLD TRADE CENTER INSTITUTE

Volunteers

Please reach out to the Board if you want to help volunteer for events or with other tasks.

We're also building a Volunteer Opportunities Tracker! And Slack!

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