
Highwire Improv

Community First

All Community Meeting - March 29th, 2025

Meeting Agenda

1. Welcome and Core Values
 2. Season 18 (Jan-Mar 2025) Wins and Updates
 3. Season 19 (Apr-Jun 2025) Goals and Plans
 4. HIGHWIRE HAS A HOME!
 5. Volunteer Opportunities
 6. Open Q&A
 7. 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 18!

Programming - Shows by the Numbers

Season 18 has been our best attended yet, and set a record for student attendees!

	Shows	In-Person Attendees	Avg. In-Person Audience	Payments to Performers	Highwire Margin
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	391	19.6	\$2,670	-\$1,667
Season 18 (Jan-Mar 2025)	22 in-person 36 online	529	24.1	\$2,678	-\$72





Programming - Community Jams / Activities

The community continues to add more and more fun ways to bring improvisers together. Here are just a few of the events we ran in Season 18:

- Show Tape Night (with successful tape)
- Workshops (with new guest instructors Chad Damiani and Elise Rodriguez)
- Practice Groups
- A Musical Murder Mystery!
- Vision Boarding
- Candle Making
- Musical Improv Meetups / Jams / and Workshops!



Education

- New class (Exploring the Monoscene)!
- Tons of great student showcases!
- Our 4th teacher training cohort began!
- Extra Credit student / teacher shows!
- Practice Groups!
- Our first all student team submission!



Applied Improv

Highwire had a solid first quarter of applied improv events, including the World Trade Center Institute, Pompeian, StarTUP Towson, and the Center for Vein Restoration!

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%)
2025	4	3	\$1,275	\$5,100	\$3,030 (59%)



The Highwire Gift Shop - Pride Starts Early!



Pride 2025

*joy is a form of
resistance; community
will always come first*

Profits from the sale of Highwire Pride 2025 merchandise will be donated to [Baltimore Safe Haven](#). Baltimore Safe Haven is committed to empowering TLGBQ individuals in Baltimore City who are navigating survival modes by providing inclusive and supportive spaces, resources, and opportunities. Their mission is to foster an environment where every member of the TLGBQ community not only survives but thrives, promoting resilience, dignity, and inclusivity as they collectively work towards a more compassionate and equitable Baltimore.



Highwire Pride 2025
Flag

BUY NOW - \$15.99+



Highwire Pride 2025 Unisex Ultra
Cotton Tee

BUY NOW - \$20.99



Highwire Pride 2025 Lightweight
Neck Gaiter

BUY NOW - \$12.99



Highwire Pride 2025 Large Fanny
Pack

BUY NOW - \$15.99

Marketing Stats

	July 2024	Oct 2024	Dec 2024	Mar 2025
Facebook Followers	1,432	1,487	1,505	1,538
Instagram Followers	1,505	1,610	1,675	1,848
TikTok Followers	131	302	302	406
YouTube subscriptions	726	733	739	760
Email List	1,266	1,388	1,506	1,770
Eventbrite Followers	–	866	971	1,076

Year to Date 2025 Financials (through Feb)

Income - **Expenses** = **Net Income**
\$39,420.57 - **\$18,003.33** = **\$21,417.24**

Top Categories

Donations: \$20,507.32
Core Classes: \$9,226.55
Applied Improv: \$5,147.08
Show Tickets: \$2,767.63
Grants: \$1,300.00
Workshops: \$470.00
Interest: \$1.94

Top Categories

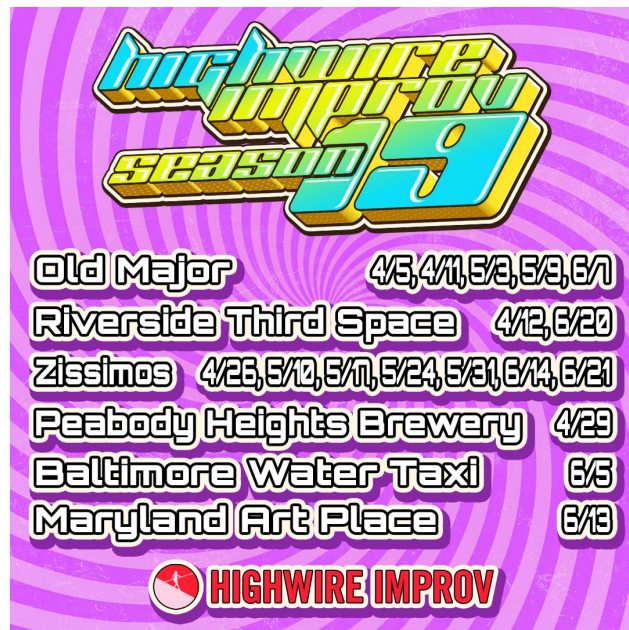
Instructor Payments: \$11,197.47
Venue Fees: \$2,397.97
Marketing: \$1,568.80
Training: \$1,282.55
Performer Payments: \$885.00*
Bank/Software Fees: \$501.38
Donations: \$170.16

Plans for Season 19!



Programming

- We had 65 teams submit shows for either in-person or online performance!
- New in-person submissions from Lancaster, PA and Washington, D.C.!
- We will expand Extra Credit to three nights with more dedicated time for our students to get stage time. Signups coming soon.
- We will dedicate multiple sets to Pride celebrations under the “We’re Here, We’re Queer” umbrella during June
- BIT SHOWS WILL BE HAPPENING!



Volunteering

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

We've also got 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!

Special Volunteer Events



Sat. 4/26



Sat. 5/3

ARTSCAPE

Sat. 5/24
Sun. 5/25

Baltimore Holy S#!T Expands!



**HIGHWIRE
HAS A HOME**

Announcing The Highwire Center

- Located at 400 S. Conkling St.; former location of Hoehn's Bakery
- Exact opening TBD, but expected sometime in July 2025
- We will occupy just under 1,400 square feet of first-floor retail space at the corner of Conkling and Bank
- We are working with architects on the final layout, but we will be able to run two classes/workshops/community events at the same time in the space
- Thanks to a combination of grants and donations, we are able to cover construction costs and business opening expenses, making this move possible

Why The Highwire “Center”

- This will be the center of activity for our community
- This will be the hub to allow us to reach out and continue our *Improv in Every Neighborhood* program
- This will be a place where you can center yourself and find community

What We Love: It's A Full Renovation

These are exterior and interior photos from a tour of the space in September 2024.

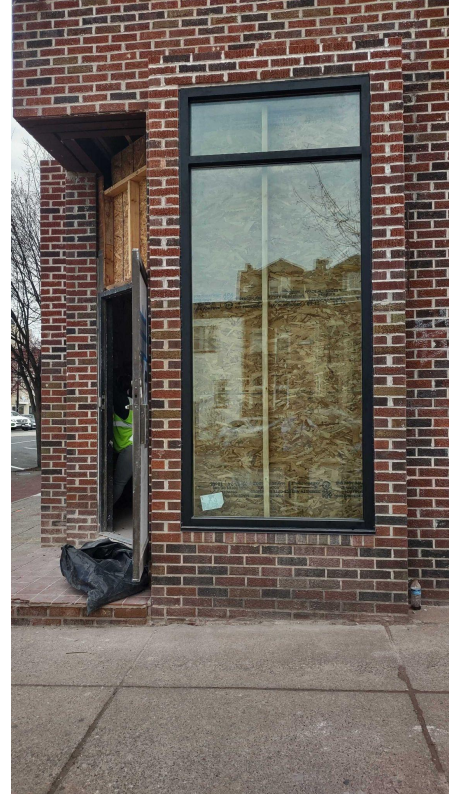
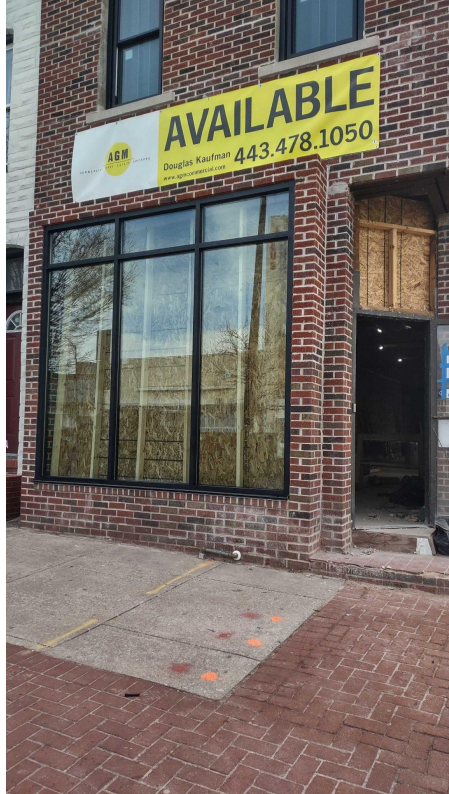
At the time the building still only had two floors and the old storefront and awning.



Storefront Work in Progress - early March



Storefront Glass Installation - mid March



Third-Floor Buildout + Building Length



STAGE: 14' X 9'

First Floor Construction Plan
Scale: 1/4" = 1'-0"

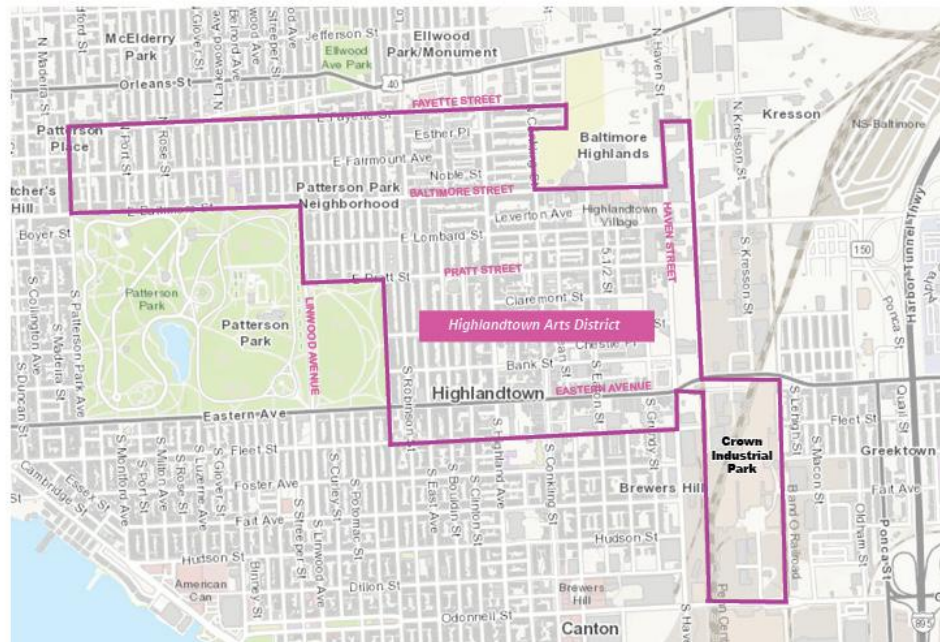
STAGE: 14' X 9'
SEATS: 42

What We Love: The Neighborhood



BALTIMORE
MAIN
STREETS

HIGHLANDTOWN ARTS DISTRICT BOUNDARIES



What We Have Planned

- Expect lots of adjustments and tinkering throughout 2025! From the space configuration, to the tech, to the scheduling - we're going to make changes!
- We plan to start with the following rough allocations of time and space:
 - Weekday days; private events, applied improv training
 - Weekend days: intro workshops, community events, rehearsal space
 - Sun / Mon / Tues / Wed evenings: classes and rehearsal space
 - Thu / Fri / Sat evenings: shows

Budget Overview

Funding

Grants:	\$80,000
Cash on Hand:	\$20,000
Crowdfund:	\$25,000

Expenses

Tenant Renovations:	\$52,000
Furniture, Fixtures, Supplies:	\$45,000
Rent and Fees for 2025:	\$28,000

Launching a Crowdfunding Campaign

Yes! We are launching a GoFundMe!

While we'll be able to open the doors this Summer with the grants and cash on hand, we are raising money to make our new home into the place that the Highwire Improv community deserves.

That will include exterior signage, improved lighting, sound, and recording tech, improved furniture, decor, and supplies, and all the touches we need to make this building feel like home.

If we exceed our \$25,000 target, additional stretch goals are ready to go!

How You Can Get Involved

1. Share the Crowdfunding campaign (we've got graphics)!
2. Donate time, money, or [supplies](#)!
3. Provide [words of support](#) to our community!
4. Connect us with people who can help!
5. Keep bringing energy to our events in Season 19!

**Today is 54 months since we
launched Highwire.**

**Every single volunteer, performer,
teacher, audience member, and
friend made this happen.**

Thank you all.

Q&A

Meet the Board



Kristen McKenzie



Brian Shea



Katie Overbey



Geoff Taylor (*emeritus*)



Barry Wright



Cory Anotado



Brian James O'Connell