
Highwire Improv

Community First

All Community Meeting - October 4th, 2025

Meeting Agenda

1. Welcome and Core Values
 2. Season 19 and 20 happenings!
 3. Season 21 (Oct-Dec 2025) Goals and Plans
 4. Volunteer Opportunities
 5. Open Q&A
 6. 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 Seasons 19 and 20!

Programming - Shows by the Numbers

Seasons 19 and 20 saw continued expansion, with Season 20 having a record number of shows despite missing most of July and August!

| | Shows | In-Person Attendees | Avg. In-Person Audience | Payments to Performers | Highwire Margin |
|-----------------------------|---------------------------|---------------------|-------------------------|------------------------|-----------------|
| Season 18 (Jan-Mar 2025) | 22 in-person 36 online | 529 | 24.1 | \$2,678 | -\$72 |
| Season 19 (Apr-Jun 2025) | 28 in-person 35 online | 452 | 16.1 | \$3,585 | -\$986 |
| Season 20 (Jul-Sep 2025) | 31 in-person 32 online | 520 | 16.8 | \$3,383 | \$229 |
| Season 21 (Oct-Dec 2025) | 68 in-person 28 online | | | | |

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 19 and 20:

- Musical Improv Workshops and Jams
(collaboration with Baltimore Musical Improv)
- Writing Sessions
- Workshops (Improv to Sketch, Clowning, Dramatic Improv)
- Short-Form Jams
- Team Rehearsal Space
- Tape Party!











Education by the Numbers

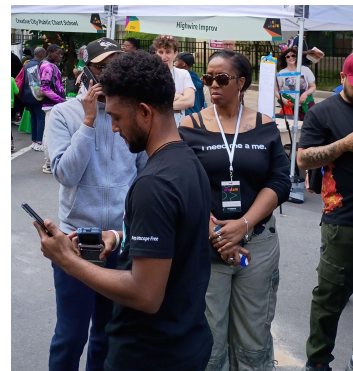
- 14 intro workshops
 - across 9 neighborhoods
 - for 114 new improvisers!
- 10 fundamentals classes
- 11 one-off workshops
- 30 students performed in six Extra Credit shows
- Feral Bachelor Party debuted as the first student-formed team in Season 20



Artscape and Art Walks

Our most successful Artscape yet included tons of foot traffic to our booth, and our first ever street performance block!

Our presence at the First Friday Art Walks in Highlandtown has also been a blast; one step at a time we'll work to integrate into the neighborhood.



The Chautauqua Institute

For the first time, Highwire Improv sent a group to the summer programming of The Chautauqua Institute in upstate NY, thanks to the shepherding of Allison Hopper!

We held lectures, classes, and jams for an amazing week!



Applied Improv

Applied improv bookings are more on pace to match 2024. We're seeing more frequent, but smaller bookings, and booking more long-term agreements.

| 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 | 25 | 12 | \$554 | \$13,850 | \$9,808 (71%) |



Marketing Stats

| | Oct 2024 | Dec 2024 | Mar 2025 | Oct 2025 |
|-----------------------|----------|----------|----------|-----------|
| Facebook Followers | 1,487 | 1,505 | 1,538 | 1,656 |
| Instagram Followers | 1,610 | 1,675 | 1,848 | 2,237 |
| TikTok Followers | 302 | 302 | 406 | 524 |
| YouTube subscriptions | 733 | 739 | 760 | 777 |
| Email List | 1,388 | 1,506 | 1,770 | 2,213 |
| Eventbrite Followers | 866 | 971 | 1,076 | 1,361 |
| Google Reviews | – | – | – | 11 (5.0★) |
| Eventbrite Reviews | – | – | – | 66 (4.9★) |

The Highwire Center Deep Dive

**HIGHWIRE
HAS A HOME**

Thank You - Volunteers

- Eileen Heady
- Misty Letts
- Genevieve O'Keefe (and Neri!)
- Lindy Rhodes
- Jess Robey
- Arnée Simmons
- Millie Hoffman
- Justin Yaquaint
- Ian Dew
- Elise Rodriguez
- Geoff Taylor
- Barry Margulies
- Kathryn Russo
- Brian Young
- Casey Watts
- Isa Abuenza
- Jonathan Monroe
- Taz Loukas
- Drew Hatter
- Allison Hopper

Thank You - Donors

- Christopher M.
- Michelle R.
- Ann C.
- Geraldine C.
- Amy S.
- Geoff T.
- Deborah M.
- Brittany M.
- Mark B.
- Jill R.
- Alex R.
- Karen B.
- Eleanor J.
- Toni T.
- Robby F.
- Jeffrey R.
- Nina U.
- James T.
- Kathleen R.
- Sean G.
- Barry W.
- Sam B.
- Jenny K.
- Steve P.
- Jodie D.
- David L.
- Andrea M.
- Mary P.
- Mitch F.
- Dan K.
- Kathryn R.
- Shawn W.
- Limbo R.
- Limbo W.
- Limbo W.
- Two L.B.L
- Two L.T.L
- Karla D.
- Lyle G.
- Renee R.
- Robin W.
- Matthew L.
- Erin D.
- Edmund C.
- Deborah M.
- Scott M.
- Sarah M.
- Kelly B.
- Justin P.
- Mathew B.
- Stephanie M.
- Hannah J.
- Kevin P.
- Tarun S.
- Kristen S.
- Genevieve O.
- Sabrina B.
- Craig M.
- Eileen H.
- Dan K.
- Big W.
- Allison H.
- Brian S.
- Kalista P.
- Greg L.
- Barret R.
- Elias W.
- Jeffrey M.
- Melissa K.
- Lil B.
- Robert W.
- Daniel R.
- Heather M.
- Alain W.
- Adam L.
- Jess R.
- Nancy M.
- Jennifer R.
- Kyle H.
- Anne W.
- John W.
- Susan W.
- Marc L.
- Heath C.
- Michael A.
- Nekoro G.
- Mike A.
- Brian P.
- Jen S.
- Jake L.
- Babeproov
- Jillian B.
- Adam W.
- Daniel K.
- Dan H.
- Michael B.
- Daniel C.
- Clare B.
- Jeff N.
- Jason Z.
- Grant C.
- Andy M.
- David E.
- Kevin S.
- Topher D.
- Mouth S.
- Alex L.
- Mark L.
- Amy M.
- Aaron T.
- Alissa P.
- Misty L.
- Lisa B.
- Justin Y.
- Catherine P.
- Mary H.
- Josh T.
- Nick A.
- Betsy H.
- Keith E.
- Elise R.
- Andrew S.
- Alessandra H.
- Austin R.
- Millie H.
- Tony C.
- Bill D.
- Kristen M.
- Ben R.
- Mindy G.
- Brian Y.
- Will R.
- Jon M.
- Katie O.
- Cory A.

Thank You - Grantors



Before



During



During



After



After



Soft Opening Feedback - Things Folks Love!

- *“The vibes in the lobby are also the best, it's welcoming and the personality of the theater is exceptionally represented - already feels like home.”*
- *“Love how professional the front of house is with tickets and refreshments and decor. Whole space is welcoming and run very well! And I love the performer snax and safe space to keep our stuff while on stage.”*
- *“Very welcoming staff & volunteers, creative & whimsical decor and super clean!”*
- *“The venue is cozy. The performance room is loud (in a good way) as it radiates energy.”*
- *“It's going great!! I love the energy, the vibe, and the layout is great!”*

Soft Opening Feedback - Things In Progress

- *“Know a curtain is in the works to help provide some privacy between the lobby and stage area, which will be great. Also excited about a "spot" to take photos.”*
- *“A elevated platform for a stage. I think you said that is in the works though.”*
- *“More food & drink options (not necessarily anything fancy, but more in the fridge & on the shelves). A sound barrier between the 2 rooms to make socializing easier and less disruptive.”*

Soft Opening Feedback - To Figure Out!

- *“The lights were blinding my view of the audience members making it difficult to interact with them.”*
- *“How the host exits the stage after introducing a team, it’s just a touch clunky but hasn’t impacted the shows!”*
- *“The light cues weren’t clear as I wasn’t sure if we were done or had a few minutes left. Maybe add a countdown timer instead of just a clock.”*
- *“I really miss having a good warm-up space that’s not outside or in front of the audience in the lobby.”*

Budget Overview - Initial Forecast

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 |

Budget Overview - Actuals

Funding

| | |
|---------------|------------------|
| Grants: | \$115,000 |
| Cash on Hand: | \$20,000 |
| Crowdfund: | \$30,400 |
| | +\$40,400 |

Expenses

| | |
|--------------------------------|-----------------|
| Tenant Renovations: | \$86,283 |
| Furniture, Fixtures, Supplies: | \$17,281 |
| Rent and Fees for 2025: | \$28,493 |
| | +\$7,057 |
| Remaining Plans: | |
| Signage | \$8,500 |
| TBD Improvements | \$8,100 |
| Cash Reserves | \$12,500 |

Will leave 2025 with **\$16,000** in reserves.

What's On Deck For Season 21?!

Season 21 Show Programming

- We have 54 teams/shows scheduled to perform (and may get more)
 - Special programming for Halloween, Thanksgiving and Christmas
 - Baltimore Holy S#!t arrives on land!
 - Six teams from the Washington, D.C. area
 - One team from Lancaster, Pa.
 - **Four teams formed by Highwire students**
- Continuing to refine submission and scheduling process
- Bit Shows TBA
- Community focused review planned for 2026 when we have more data

Thursday Club

- A free weekly jam that incorporates community building with a chance to perform
- Focus will shift from week to week
 - **Your New Favorite** is a long-form jam
 - **Short Form, Huge Fun** is a short form jam
 - **Three's Company** focuses on trios
 - More formats coming soon
- Everyone is encouraged to come. This is not just a student event. We want all experience levels to join the fun
- We will meet each week at 7 p.m. (except this week due to Grand Opening)



Extra credit stats

- Season 21 will feature **seven** Extra Credit opportunities for students and teachers to perform together
- Teachers will now serve as “show captains” to design the experience they want
- We currently have 18 students signed up - the form is still open!



Community Events

With more space, we're also able to expand the community events we're hosting:

- Neighborhood Events (like Trick-or-Treating)
- Intro to Improv Workshops
- LGBTQIA+ Jams
- Sunday Merries Drop-In
- Team Rehearsals
- Musical Improv Workshops, Jams, Facilitation Training
- Community Group Rentals
- Volunteer Training
- Indie Team Advice and Support Roundtable

Organizational Priorities for Season 21

- Work towards operations being break-even at The Highwire Center
 - Shows
 - Classes
 - Corporate Events / Space Rentals
- Board Recruitment / Expansion (stay tuned for more info, and how to apply).
- Expanding Volunteer Support + Infrastructure
- Remaining Space Improvements + Processes
- Neighborhood and Business Engagement
- Key Grant Applications

How to Get Involved: Volunteering

Volunteering at Events

Volunteering at our shows is currently the most frequent need:

Hosting Shows: Be part of the show, set the vibe for our crowds!

Front-of-House: Each show could use assistance with checking people in and managing the space.

In-Person Tech: Run the lights, sound, and recording for shows!

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

Volunteer training scheduled for Friday 10/17, Saturday 10/18!



Special Volunteer Events

We also frequently need help spreading the word at community events!



Art Walk
Fri. 11/7
Fri. 12/5



Fri. 10/31

Want to do More?

A few other opportunities are in the works:

- *Facilities help* - we're building checklists for cleaning and maintenance that folks can help with. Possibly some monthly cleaning days.
- *Committees* - looking to restart some monthly committees on grants, marketing, education, programming.
- *Suggestion Box* - we've launched a new form for idea submissions, so we can track any ideas from the community and respond to them publicly!



Q&A

Meet the Board



Kristen McKenzie



Brian Shea



Katie Overbey



Geoff Taylor (*emeritus*)



Barry Wright



Cory Anotado



Brian James O'Connell