
Highwire Improv

Community First

All Community Meeting - December 13th, 2025

Meeting Agenda

1. Welcome and Core Values
 2. Season 21 Highlights
 3. 2025 Impact!
 4. A short preview of 2026!
 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 Seasons 21!

Programming - Shows by the Numbers

We're really ramping up programming at the Highwire Center! Volume is up, and we're slowly building up a regular audience. (data through 12/6/2025)

	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	769	14.2	\$4,972	-\$827

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 21

- Indie Team Roundtable
- Thursday Club (including short-form, long-form, musical, and sketch jams!)
- Musical Improv Workshops and Jams
 - *New things: accompanist and facilitator training*
 - *(collaboration with Baltimore Musical Improv)*
- BMI BASH!
- Sunday Merries!
- Volunteer Training
- Workshops (Songwriting, Clowning)
- Team Rehearsal Space

Education by the Numbers - 2025 Totals

- 64 total classes and workshops including
 - 27 free intro workshops
 - 20 multi-week classes
 - 17 workshops
- Over 230 total students
- 14 Extra Credit Shows
- Multiple student teams!

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	37	15	\$497	\$18,400	\$13,721 (75%)



Marketing Stats

	Oct 2024	Dec 2024	Mar 2025	Oct 2025	Dec 2025
Facebook Followers	1,487	1,505	1,538	1,656	1,695
Instagram Followers	1,610	1,675	1,848	2,237	2,424
TikTok Followers	302	302	406	524	596
YouTube subscriptions	733	739	760	777	811
Email List	1,388	1,506	1,770	2,213	2,371
Eventbrite Followers	866	971	1,076	1,361	1,886
Google Reviews	–	–	–	11 (5.0★)	13 (5.0★)
Eventbrite Reviews	–	–	–	66 (4.9★)	78 (4.9★)

Year to Date 2025 Financials (through Nov)

$$\begin{array}{rcl} \text{Income} & - & \text{Expenses} & = & \text{Net Income} \\ \$219,179.75 & - & \$218,035.00 & = & \$1,144.75 \end{array}$$

Top Categories

Grants: \$86,495.10
Donations: \$73,474.38
Core Classes: \$24,825.72
Applied Improv: \$17,459.65
Show Tickets: \$14,124.71

Top Categories

Renovations: \$109,473.39
Instructor Payments: \$41,623.85
Rent: \$24,717.76
Performer Payments: \$12,755.68*
Venue Fees: \$8,512.43

The Highwire Center Updates!

Before



Updated Afters!

- Awning in place!
- Sign coming soon!
- Mailboxes!
- Trash / recycling areas!
- More lights are setup!
- Mics / speakers coming soon!
- Projector coming soon!



Book the Highwire Center!

PEERSPACE

Search

Listings



Improv Theater that Can Be Anything You Need!

Address, Parking, Arrival instructions, Wi-Fi, Cancellation policy, etc.

Customize for different activities

We're actively booking The Highwire Center for space rentals; focusing on private workshops / parties, corporate training, sketch/content filming.

Book directly through us (preferred), but we're also on Peerspace!

*we could use better photos/videos of the space - volunteer opportunity

What's On Deck For Season 22 / 2026?!

Season 22 Show Programming

- We have 67 teams/shows scheduled to perform (and may get more)
 - Special programming for Valentine's Day and March Madness
 - A first-ever Latino Celebration with two teams performing in English and Spanish
 - Teams from New York, Philadelphia, Washington, D.C., Lancaster, Pa., and Harrisburg, Pa., and our first college team from the University of Maryland!
 - **Five teams formed by Highwire students**
- Adjusting show times to add 6 p.m. shows on Saturdays, reduce the amount of 9 p.m. shows and add some pilot Sunday afternoon shows
- Bit Shows TBA

Thursday Club Continues!

- 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
 - 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.



Extra Credit Continues!

- Season 22 will feature **at least four** Extra Credit opportunities for students and teachers to perform together
- We will attempt to have shows at specific times so students can plan
- A teacher who is not performing that night will warm up the team and provide notes after the show
- The interest form will open soon



Organizational Priorities for Season 22

- Work towards operations being break-even at The Highwire Center
 - Shows
 - Classes
 - Corporate Events / Space Rentals
- Board Member Onboarding
- Expanding Volunteer Support + Infrastructure
- Remaining Space Improvements + Processes
- Neighborhood and Business Engagement
- Key Grant Applications

Next Community Meeting

Stay tuned for our January community meeting:

- Finalized 2025 Impact Report
- 2026 Budget
- 2026 Strategic Overview
- Introduction of New Board Members!

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



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