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# Highwire Improv

Community First

All Community Meeting - July 2nd, 2026

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# Meeting Agenda

1. Welcome and Core Values
  2. Season 23 Overview
    - a. Committees Are Live!
    - b. Volunteer Opportunities and Committees
  3. What's On For the Rest of 2026?
  4. Open Q&A
  5. Hangout / Chat / 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.

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**Season 23!**

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# Season 23 Show Statistics!

Audience sizes are down about 20% compared to last season - part of this is natural seasonality, but this will still be a major area of focus for the rest of the year.

	Shows	In-Person Attendees	Avg. In-Person Audience	Payments to Performers	Highwire Margin
Season 20 (Jul-Sep 2025)	31 in-person 32 online	520	16.8	\$3,383	\$229
Season 21 (Oct-Dec 2025)	66 in-person 28 online	914	13.9	\$6,143	-\$1,130
Season 22 (Jan-Mar 2026)	67 in-person 34 online	947	15.2	\$6,403	\$-333
Season 23 (Apr-June 2026)	70 in-person 26 online	842	12.0	\$6,660	\$-1,953

# Marketing Stats - Accelerating Growth

	Oct 2025	Dec 2025	Mar 2026	Jun 2026
Facebook Followers	1,656	1,695 (+2%)	1,746 (+2%)	1,806 (+3%)
Instagram Followers	2,237	2,424 (+8%)	2,628 (+8%)	2,840 (+8%)
TikTok Followers	524	596 (+14%)	790 (+33%)	873 (+11%)
YouTube subscriptions	777	811 (+4%)	860 (+6%)	882 (+3%)
Email List	2,213	2,371 (+7%)	2,505 (+6%)	2,946 (+18%)
Eventbrite Followers	1,361	1,886 (+39%)	2,698 (+43%)	3,229 (+20%)
Google Reviews	11 (5.0★)	13 (5.0★)	23 (5.0★)	32 (4.9★)
Eventbrite Reviews	66 (4.9★)	78 (4.9★)	96 (4.9★)	126 (4.9★)

# Q2 2026 Financial Overview

**Income** - **Expenses** = **Net Income**  
**\$50,422.01** - **\$35,995.12** = **\$14,426.89**

## *Top Categories*

Donations: \$14,159.16  
Classes: \$13,196.45  
Grants: \$12,871.62  
Shows: \$5,000.97  
Applied Improv: \$3,243.00

## *Top Categories*

Instructor Payments: \$13,784.52  
Rent + Utilities: \$7,572.31  
Performer Payments: \$5,724.55\*  
Insurance: \$2,711.00  
Instructor Travel: \$2,613.03

\*Some additional performer payments processed via Highwire Venmo.

# YTD 2026 Financial Overview

**Income** - **Expenses** = **Net Income**  
**\$92,260.49** - **\$72,004.01** = **\$20,256.48**

## *Top Categories*

Classes: \$25,075.70  
Donations: \$21,572.70  
Grants: \$19,592.90  
Shows: \$11,157.27  
Applied Improv: \$8,242.70

## *Top Categories*

Instructor Payments: \$23,431.52  
Rent + Utilities: \$19,823.33  
Performer Payments: \$10,439.15\*  
Construction: \$4,932.77  
Instructor Travel: \$3,701.84

\*Some additional performer payments processed via Highwire Venmo.

# Impact Highlights

We've hit some exciting milestones related to our vision of making **improv the world's most financially accessible art form and also financially sustaining for improvisers and instructors:**

- We have now paid **over \$200,000** to improvisers, including:
  - over \$150,000 to instructors
    - 80% of class revenue has gone to instructors
  - over \$50,000 to performers
    - 66% of show revenue has gone to performer payments
- At the same time, **over 35%** of all class enrollments have been by scholarship.

# Our Beautiful Sign!



# Special Shows, Community Events, Guests!

**HIGHWIRE IMPROV**

## Friendraiser Happy Hour

Come and support Highwire Improv at Blue Pit BBQ! Each drink purchased 100% of the proceeds go to Highwire!

Wednesday  
May 20th

5PM - 10PM

1601 Union Ave, Baltimore, MD 21211



**Mary C. Parker**  
Making Your Improv Auditions  
Equitable and Ethical

Visiting  
April 11-12

Drop Notes: Singing on the  
Spot

Oops,...Ouch: Responding to  
Unexpected Moments of Harm



**Elana Fishbein**  
Let Yourself Be Vulnerable

Visiting April 19



# Show Volunteers and Committees

We now have a roster of over **30** trained volunteers!

At long last; Highwire Improv has launched committees!

- Applied Improv
- Development
- Education
- Programming

All have had their first meeting - and you can join the email group and meeting for each! Next meetings are end of July!

# Upcoming Space Projects

In addition to our normal show volunteering and committees, we are going to embark on some improvements to The Highwire Center, thanks in part to a generous donation!

- Permanent window treatments in the Showroom
- Cleaning and sealing the brick walls throughout the space
- Installing decorative sound baffling tiles in the hallway
- Installing a keypad lock
- Installing our projector and screen

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**Plans for 2H 2026!**

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# Next Wednesday - Friendraiser at Gertrude's!



**Friendraiser  
Dinner**

Come and support Highwire Improv at Gertrude's! A percentage of the dinner sales for the night goes back to Highwire!

Wednesday  
July 8th  
4:30 PM - 8 PM



10 Art Museum Dr, Baltimore, MD 21218

# Community Space Booking

We continue to book fun community events - on deck for Season 24:

- **July 11th** Musical Improv Meetup
- **July 19th** Craft and Improv Show
- **July 25th** Indie Improv Mixer
- **August 8th** Musical Improv Meetup
- **August 9th** Learn D&D
- **September 12th** Musical Improv Meetup
- **September 13th** Crappy Crafts and Non-Alcoholic Cocktails
- **September 20th** Laughter Yoga
- **TBA** Producer's Roundtable

# Performer Resources

As we continue to learn about running shows at The Highwire Center, we'd like to add more performer resources (and hear from you about what would be of help):

- Great marketing assets
- Tech capability improvements
- YouTube posting / clips
- Time in the space for photos, clips, social media
- More performance opportunities
- Coaching database
- Festival database
- More?

# Guest Instructors!

Highwire continues to bring in a wide range of instructors delivering workshops for both performers and instructors!

We've got plans forming for the rest of the year including:

- July 11-12: Daniel Maseda (clowning)
- September 18-20: Bianca Casusol (Second City NYC) and Billy Soco (Magnet Theater)
- October and November in the planning stages - both will be great! We may have our first return instructor!

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**Q&A**

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# Meet the Highwire Improv Board



Emily Marvin (*new*)



Kristen McKenzie



Brian Shea



Aaron Thomas (*new*)



Geoff Taylor (*emeritus*)



Jess Robey (*new*)



Barry Wright



Cory Anotado



Brian James O'Connell



Katie Overbey (*emeritus*)