

---

---

# Highwire Improv

## Community First

All Community Meeting - September 27th, 2026

---

---

# 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?
-

---

# 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.

---

**Season 24!**

---

# 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<br>(Jul-Sep 2025)   | 31 in-person<br>32 online | 520                 | 16.8                    | \$3,383                | \$229           |
| Season 21<br>(Oct-Dec 2025)   | 66 in-person<br>28 online | 914                 | 13.9                    | \$6,143                | -\$1,130        |
| Season 22<br>(Jan-Mar 2026)   | 67 in-person<br>34 online | 947                 | 15.2                    | \$6,403                | \$-333          |
| Season 23<br>(Apr-June 2026)  | 70 in-person<br>26 online | 842                 | 12.0                    | \$6,660                | \$-1,953        |
| Season 24<br>(July-Sept 2026) | 74 in-person<br>26 online | 884                 | 12.0                    | \$7,395                | \$-2,293        |

# Marketing Stats - Accelerating Growth

|                       | Dec 2025     | Mar 2026     | Jun 2026     | Sept 2026    |
|-----------------------|--------------|--------------|--------------|--------------|
| Facebook Followers    | 1,695 (+2%)  | 1,746 (+2%)  | 1,806 (+3%)  | 1,821 (+1%)  |
| Instagram Followers   | 2,424 (+8%)  | 2,628 (+8%)  | 2,840 (+8%)  | 3,117 (+10%) |
| TikTok Followers      | 596 (+14%)   | 790 (+33%)   | 873 (+11%)   | 930 (+7%)    |
| YouTube subscriptions | 811 (+4%)    | 860 (+6%)    | 882 (+3%)    | 895 (+1%)    |
| Email List            | 2,371 (+7%)  | 2,505 (+6%)  | 2,946 (+18%) | 3,194 (+8%)  |
| Eventbrite Followers  | 1,886 (+39%) | 2,698 (+43%) | 3,229 (+20%) | 3,790 (+17%) |
| Google Reviews        | 13 (5.0★)    | 23 (5.0★)    | 32 (4.9★)    | 34 (4.9★)    |
| Eventbrite Reviews    | 78 (4.9★)    | 96 (4.9★)    | 126 (4.9★)   | 144 (4.9★)   |

# Q3 2026 Financial Overview

$$\begin{array}{rcl} \text{Income} & - & \text{Expenses} & = & \text{Net Income} \\ \$35,050.77 & - & \$40,120.14 & = & -\$5,069.37 \end{array}$$

## *Top Categories*

Classes: \$11,061.53  
Applied Improv: \$8,373.16  
Grants: \$5,700.00  
Shows: \$5,204.50  
Donations: \$4,347.89

## *Top Categories*

Rent + Utilities: \$13,684.31  
Instructor Payments: \$13,148.16  
Performer Payments: \$4,901.50\*  
Software Fees: \$2,035.92  
Instructor Travel: \$1,273.31

\*Some additional performer payments processed via Highwire Venmo.

# YTD 2026 Financial Overview

$$\begin{array}{rcl} \text{Income} & - & \text{Expenses} & = & \text{Net Income} \\ \$127,799.25 & - & \$112,538.15 & = & \$15,261.10 \end{array}$$

## *Top Categories*

Classes: \$36,137.23  
Donations: \$25,909.59  
Grants: \$25,292.90  
Shows: \$16,849.38  
Applied Improv: \$16,615.85

## *Top Categories*

Instructor Payments: \$36,579.68  
Rent + Utilities: \$33,507.54  
Performer Payments: \$15,754.65\*  
Construction: \$4,932.77  
Instructor Travel: \$4,776.22

\*Some additional performer payments processed via Highwire Venmo.

# Guest Instructors!

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

- July 11-12: Daniel Maseda (clowning)
- September 18-20: Bianca Casusol (Second City NYC) and Billy Soco (Magnet Theater)



# Applied Improv and Grant Wins

## Applied Improv:

- Surpassed our highest profit total, with 3 months to go!
- Peerspace Booking

## Grants:

- Free Fall (Create Baltimore)
- Open Space Arts

# 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!

- [Done] Permanent window treatments in the Showroom
- [Next Weekend] 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
- [Additional] Rearranged tech/green room.

---

# Plans for Season 25!

---

# Hispanic Heritage Month Continues!

Our Programming Committee has been hard at work to develop a long-term strategy for affinity programming.

We continue Hispanic Heritage month with a mixer (in partnership with Comite Latino) during the Highlandtown Art Walk and performances from:

- Baltimore Bodega (Baltimore)
- Los Complicados (Harrisburg)



# Community Space Booking

We continue to book fun community events - on deck so far for Season 25:

- **Oct 10th** Musical Improv Meetup (project matchmaking)
- **Nov 14th** Musical Improv Meetup
- **Nov 15th** Public Speaking and Improv
- **Nov 21st** Improvisational Songwriting
- **Nov 22nd** Friendsgiving Potluck
- **Dec 4th** Holiday Photos Day
- **Dec 12th** Musical Improv Meetup

# Seasonal Programming During S25!

We put the call out for special seasonal and holiday programming for Season 25, and wow did you all deliver:

- **Oct 10th** Late Night Scaries
- **Oct 23rd** Pocus Hocus
- **Oct 23rd** The Fall of the House of Improv
- **Oct 24th** Late Night Scaries
- **Oct 30th** What We Also Do in the Shadows
- **Oct 31st** Costume Comedy
- **Nov 14th** Improvised Thanksgiving Day Parade
- **Dec 5th** Krampusnacht
- **Dec 13th** Fa La La Laughs

# Guest Instructors!

For Season 25:

- Oct. 16-17: Gumption / RPG Improv with:
  - Dave Hill
  - John Lutz
- Nov. 7-8: Suzi Barrett returns!



OBJECT  
WORK-SHOP  
**WITH JOHN LUTZ**

PATTERNS  
PATTERNS  
PATTERNS  
**WITH JOHN LUTZ**

# Volunteering

- Call for Photos
- Fells Point Fun Festival (Oct. 3rd and 4th)
- Committees
- Regular Show Volunteering
- Non-Highwire Volunteering Groups

---

# Q&A

---

# 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*)