



Optimist Theatre 2023 Organizational Budget

Beginning Cash Balance	\$ 32,000.00
Operating Income	
Foundation Support - (Greater Milwaukee Foundation, BMO Harris, Herzfeld (2-year grant), Bradley Foundation, Bader Philanthropies (2-year grant), UPAF, Steigleder Trust, Rockwell, etc.)	\$ 97,000.00
Individual Giving and Memberships	\$ 26,000.00
Grants - (CAMPAC, Milwaukee Arts Board, Wisconsin Arts Board)	\$ 17,000.00
Corporate and Business Sponsors	\$ 7,000.00
Program Income (performances offset with stipends)	\$ 3,000.00
Total Operating Cash - Including Cash Carryover	\$ 182,000.00
Income Including In-Kind	\$ 245,000.00

Operating Expenses	
Artistic Personnel (actors, designers, director, dramaturg, costume designer, etc.)	\$ 59,000.00
Production Personnel (stage manager, production manager, technical director, sound system technician, interns, transportation and setup crew, etc.)	\$ 21,000.00
Development Personnel (grant writer, donor management, etc.)	\$ 10,000.00
Community Outreach and Marketing Personnel (web designer, social media, neighborhood coordinator, distribution, etc.)	\$ 9,600.00
Administrative Personnel (bookkeeper, office admin, project support, general management)	\$ 5,000.00
Community Outreach and Marketing Supplies and Services (printing flyers, invitations, postage, banners, calendar listings, etc.)	\$ 6,000.00
Production Materials and Services (stage units, backdrop, tents, chairs, consumables, sound board, signage, etc)	\$ 13,000.00
Development Supplies and Services (donor management system subscription, printing, postage, member services, etc)	\$ 6,000.00
Transportation Services (van rental or van purchase, gas, insurance, bins, shelving, etc.)	\$ 5,000.00
COVID Management / Health and Safety Supplies (test kits, PPE, cleaning supplies)	\$ 3,000.00
General and Administrative Supplies and Services (phone, website hosting, insurance, copying, etc.)	\$ 5,000.00
Total Operating Expenses - Cash	\$ 142,600.00
Expenses including In-Kind	\$ 205,600.00
Cash Carryover *	\$ 39,400.00

* Optimist Theatre aims for between \$30,000 to \$40,000 cash carryover. Optimist Theatre’s fiscal year is January 1 to December 31; however, funds raised after the play closes mid-year are earmarked for the following year’s performances.

Optimist Theatre In-Kind Donations	2023 Projections
Rehearsal space	\$ 7,500.00
Executive Director	\$ 20,000.00
Associate Artistic Director	\$ 6,000.00
Performance Spaces paid or subsidized by host organizations	\$ 5,000.00
Producers	\$ 5,000.00
Storage Space for all properties at Marcus Center	\$ 3,200.00
Grant Writer	\$ 3,000.00
Marketing Director	\$ 2,400.00
Community Outreach	\$ 3,000.00
Director	\$ 2,000.00
Production Manager	\$ 1,000.00
Sound Equipment	\$ 1,000.00
Alverno College Auditions Space	\$ 1,000.00
Costume Loans	\$ 500.00
Site Volunteers	\$ 2,400.00
Total In-Kind	\$ 63,000.00