

KC STUDIO

2024 ANNUAL REPORT

No other arts organization impacts the arts in our region more than *KC Studio*



Nick Cave and Bob Faust, "Head Dressed" (2019), color lithograph

You know our flagship magazine featuring informed authoritative coverage of the best art, dance, music, theater, film and literary arts in Kansas City. But that's not all. We also have a robust presence on **social media, monthly arts reviews** on kcstudio.org and a partnership with **Google Arts & Culture** featuring over 150 images in an ongoing virtual exhibition.



20 E. Gregory Blvd. | Kansas City, MO 64114 | 816-361-0616 | aefkc.org

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FROM KC STUDIO'S CO-FOUNDERS



KC Studio was formed 16 years ago to fill the gap left by a sharp decline in arts journalism in Kansas City and the region. In 2015, the Kansas City Star ended its dedicated arts coverage and laid off staff dedicated to arts coverage. In 2018, KC-

Metropolis, a source of online reviews, closed. Forty-eight reviews were published for performing and dance and 24 were published for visual reviews. **Today, KC Studio is the only source of professional arts journalism for Kansas City audiences, artists and arts organizations.**

KC Studio goes beyond covering the mainstream arts and cultural organizations. **There is an intentional focus on diversity and inclusion in our coverage.** Since 2020, 73 percent of our feature stories have been on artists from the African American, Hispanic, Asian and LGBTQ+ communities. Eighty-three percent of our covers have featured artists from diverse backgrounds. If artists are going to make Kansas City their home and continue to make this a thriving arts community, they need to be known. Our features and reviews build audiences and customers for artists and arts organizations.

KC Studio is published by the Arts Engagement Foundation of Kansas City, a 501(c)(3) dedicated to building audiences and increasing participation in the arts through education and promotion of the region's cultural offerings. **Our board is as diverse as the artists and arts organizations we cover.**

Professional arts journalism is critical to the growth of the arts community. Kansas City arts organizations are struggling to rebuild audiences post COVID-19. Objective reviews and critical arts coverage help arts organizations demonstrate quality, build audiences and secure funding from national arts funders. Arts journalism can increase accessibility to the arts and amplify important works of performing and visual art, including those addressing rising social challenges. These constituents consistently report that KC Studio has a dramatic and positive impact on the arts community.

In May 2024, KC Studio published a 100-page magazine, **Art City**, in celebration of the One Percent for Art program and launched KC Art Trail including a geofencing app for prizes from KCI and throughout the metropolitan region. Fall 2024 — KC Studio is in a Pilot Phase soft launch for **TeenTix** to offer 13 – 19-year-olds an opportunity to purchase “day-of-show” tickets for \$5 to any participating arts organizations in the region. Read about the details on page 8.

KC Studio's key accomplishments include providing exposure in our pages to more than 15,784 arts organizations and individual artists since our inception, driving the arts economy (61percent of our readers spend money on arts purchases) and covering 952 features or mentions of organizations or individual artists. We launched a comprehensive digital marketing platform to broaden our reach to younger and online arts audiences, and we have established KC Studio as the go-to publication for 71% of audiences making decisions about arts activities, including our 14,000 subscribers.

Contributed support from our donors has played a significant role in providing general operating support to allow us to pay for writers and photographers to bring the arts alive, allowing us to serve arts organizations and artists. General operating support is more critical than ever as we have experienced an unprecedented increase in production costs, and we are still struggling to bring earned revenue back to pre-COVID levels.

Our hope is that the information provided demonstrates why your annual support is vital for KC Studio moving forward. We thank you for your longtime support of our efforts to ensure that Kansas City remains a vibrant arts community.

We are most grateful for this opportunity, and we thank you for your time and consideration.

Sincerely,

H. Guyon Townsend III
President & Publisher

Heidi Nast
Executive Director

PHOTO BY MARK BERNDT



Thanks to our generous donors and the expertise and dedication of our expanding roster of diverse writers, *KC Studio* enjoyed a banner year in 2023-24. We kicked things off with our usual comprehensive roundup of the coming season's music, dance and theater performances and a hefty section advancing visual arts exhibitions in Kansas City and the region. In fall 2023, we also welcomed

Kansas City Ballet's new executive director David Gray and said farewell to the Unicorn Theatre's extraordinary producing artistic director Cynthia Levin, who retired after 45 years at the helm.

Each issue featured insightful coverage of all sectors of Kansas City's diverse and multitalented arts community, from emerging artists like Kansas City actress Ashley Kennedy and her commitment to achieving "Black Girl Magic," to veteran visual artists such as Kansas City firefighter Joseph Smith, memorialized in a tribute to his art and life by Harold Smith.

Harold Smith, whose area of focus is the Black experience, continued to add to his revelatory "The Art of Blackness" series, with essays examining the art of Black preaching and the art of hip hop, celebrating these genres' cultural contributions and relating their development to the history of Black struggle.

Kansas City history was a recurrent topic of the past year's coverage, with articles on a new film about Kansas City dress-making doyenne Nellie Don, a Miller Nichols Library exhibit, "The Kansas City That Never Was," and a report on the installation of Hildreth Meière's historic Westport Landing murals in the Grand Staircase of Union Station. Our columnist Steve Paul illuminated an important chapter of Kansas City Black history in the 1920s with his article on Lottie Beaman, Kansas City's "forgotten queen of the blues."

Other stories focused on the musical and artistic accomplishments of members of Kansas City's Latino art community, including a profile on Pablo Sanhueza, bandleader and cofounder of the Kansas City Latin Jazz Orchestra, a review of the Nelson-Atkins "Layered Presence" exhibition showcasing the vitality of KC's Latino artists, and a Business and the Arts column by Julius Karash introducing Vania Soto and her West Bottoms Monarca Art Space specializing in the work of Black and Brown people.

We also gave extensive coverage to the past year's major cultural events, including the spring opening of the Rabbit HOLE immersive museum of children's literature and the summer debut of the new Zhou B Art Center in the 18th and Vine District, explored in an in-depth article by Randy Mason.

Our Artist Pages feature offers the equivalent of an exhibition in print, with full-page images accompanied by a short introductory essay. We were delighted to be able to showcase the Jacob

Lawrence's stirring "The Legend of John Brown" prints at the Spencer Museum of Art, as well as bodies of work by individual area artists addressing topics such as climate anxiety and Asian American stereotypes.

At KC Studio, we love ideas, and our writers deliver. Grace Suh explored the historic significance of KCRep's production of "Cyrano," the "first professional production with an Asian American director, and the first with an Asian American lead." In our Gallery Glance column, Emily Spradling explored the themes and issues driving the work of contemporary Native artists as seen in the Nerman Museum of Contemporary Art's "These Colors Will Not Run" exhibition. Prior to its premiere at The Nelson-Atkins Museum of Art, Alej Martinez advanced Hugo Ximello-Salido's "MUXE" documentary about gender fluidity in the Mexican state of Oaxaca. We also keep our ear to the ground for innovative projects like UMKC professor of theater sound design Tom Mardikes' Sound Mandala, a groundbreaking sound system that surrounds listeners in a multidimensional environment, and the new Museum of Art + Light in Manhattan, Kansas, specializing in immersive digital exhibitions.

In print and online, we advance and review important performances and exhibits from the city's major arts organizations, including Lyric Opera KC, Kansas City Symphony, Kemper Museum of Contemporary Art, The Nelson-Atkins Museum of Art, Nerman Museum of Contemporary Art, American Jazz Museum, UMKC Conservatory of Music and Dance, KCRep, the National WWI Museum and Memorial, The Truman Library and Museum, the Kansas City Museum and Union Station. We also keep readers in the know about savvy and ambitious smaller ventures like Whim Productions, a mainstay of the LGBTQ+ theater community, and the United Colors Gallery in Kansas City, Kansas, founded with a commitment to diverse programming.

We have been fortunate to be able to share the ideas and insights of established columnists, including Julius Karash (Business and the Arts), Steve Paul (See Hear: Rambling Around the Arts) and Libby Hanssen (Concert to Come), as well as specialists in their fields such as Harold Smith (African American art and culture) and Emily Spradling (LGBTQ+ cultural issues). And we are pleased at the addition of several new voices to our pages, including author and poet Natasha Ria El-Scari, author and community organizer Alej Martinez, and poet and recent New York City transplant Brandon Griffin.

In the past year, KC Studio has continued to develop a robust online presence through our regular online reviews. In a 12-month span, we covered 24 visual art exhibitions and 49 theater, dance and music performances at venues ranging from Kansas City, Kansas Community College Gallery to the Black Box in the West Bottoms and the Albrecht-Kemper Museum of Art in St. Joseph. Veteran film critic Mel Neet has kept readers abreast of the KC film scene with timely online advances of the KC Fringe Festival's film weekend, the Kansas City FilmFest International and the Kansas City Underground Film Festival.

— **Alice Thorson, Editor, KC Studio**

TESTIMONIALS FROM REVIEWS:



Thank you all! And a sincere thank you to Vivian for such a thoughtful piece. This kind of writing is increasingly rare in Kansas City and so we appreciate *KC Studio* including us very much. All my best — **Tim Scott, Chief Executive; Musical Theater Heritage, August 14, 2024**

“Thank you, Libby Hanssen and *KC Studio*, for your review of Devon Carney’s Peter Pan. There’s a reason the Peter Pan story remains a cultural touch point, recreated in various forms. It shows us that friendship matters, that staying true to yourself comes with a cost and that the bad guys can be defeated.” by reviewer Libby Hanssen. — **Kansas City Ballet, February 21, 2024**



“Thank you to the entire *KC Studio* team and Linda and the Lighton Fund for sponsoring the online review. A special thanks to Pete for the lovely review of Abel’s exhibition. Abel asked me to extend his thanks as well. The coverage of his exhibition is truly appreciated. I will continue to spread, tag, and boost the review on our socials and email list this week.” — **Miller Bogart, March 5, 2024**

SPINNING TREE THEATRE

“Good morning, *KC Studio* Friends! Thank You for covering our Young Playwrights Festival last month! That feature, written so beautifully by Vivian Kane – who truly “got it” – is an enormous help in getting the word out about the work we’re doing in the community. With much appreciation, Andy” — **Spinning Tree, March 8, 2024**



“We invite you to read Brandan Griffin’s exhibition review of Barry Anderson’s *Polychrome Rift*. Thank you, *KC Studio* and Linda Lighton, for the support of art writing in KC” — **Sherry Leedy Contemporary Art, March 2024**



“Elisabeth Kirsch’s latest review for *Jason Pollen: Inside Out*. Thank you all so much! We truly appreciate your support!” — **Erin Woodworth, Leedy-Voulkos, January 2024**



“*KC Studio* helps make the Entire Greater Kansas City community not only great...it also adds a degree of informed sophistication for all of us and for our visitors.” — **Stanley Bushman**

EDITORIAL TESTIMONIALS:



THE RABBIT HOLE

“Immense, immersive, exquisitely planned, programmed, and constructed, The Rabbit hOle, with its giant recreations of story, scenes, and animal spirits, seems destined for general amazement. Thank you, Steve Paul, and *KC Studio*, for the incredible feature in in the January 2024 issue of the magazine!” — **The Rabbit HOle, February 8, 2024**

“2024 is a Leap year. That gives us an extra day to look at art. And read about it. I started with the cover story about Lilly McElroy in *KC Studio*, written by Brian Hearn. Then I read all the names on the four pages listing donors who keep this wonderful magazine in print. Art Hard, Kansas City! Thanks for your support. — Love, **Mo Dickens, January 2024**



“A huge THANK YOU to *KC Studio* magazine, Janet Nash, and co-founder Heidi Nast for the special section in the May June issue as “Bach Aria Celebrates 25 Years!” We are thrilled to celebrate our 25th anniversary “Synergy” season 2024 – 2025 in *KC Studio*. — **Founder, Elizabeth Suh Lane, May 2024**



“What a wonderful article showing the trajectory of one of our students from camp to educator in Summer Camps: Unleashing Creativity & Connection! Thank you, *KC Studio*! — **KU School of Music March 5, 2024**

TESTIMONIALS FROM SATISFIED READERS:



“Many thanks to *KC Studio* for your coverage of Belger Arts exhibitions and programs, and to Linda Lighton for the Lighton Fund’s support of visual art reviews.” — **Consuelo Cruz, Vice President Marketing and Community Engagement, Belger Cartage Service, Inc. and Affiliated Companies**

Kansas City is fortunate to have a magazine that is about the arts in our lively city as New York and Chicago. *KC Studio* is full of wonderful things with Alice Thorson as editor and many well-known outstanding writers of all the arts. I’m always excited when *KC Studio* arrives in my post box every other month of the year. Thank you for *KC Studio* for Kansas City, we love you.” — **Jane Voorhees**

“Enclosed is our donation in support of *KC Studio* magazine. We consider it the single most important resource for arts communication in Kansas City. No program or publication reflects Kansas City’s art scene better.” — **Lara and Dan Steinel, December 31, 2023**

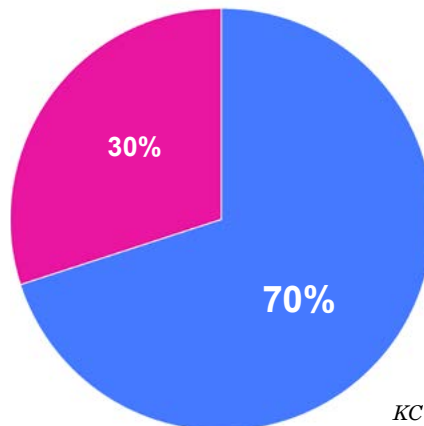


Thanks for all you do to assess, highlight and champion the Arts in Kansas City and beyond! — **Robin Trafton, The Box Gallery**



“Our executive director, Michael Donovan, receives *KC Studio* in the mail, and he and I fell in love with the story about and the beautiful photos of Tuba Christmas. Thanks to your online magazine, we are able as of today to feature the story and the photos on our website homepage (plus our Facebook and Twitter cover photos). We credit and link to *KC Studio*, the Symphony and Mr. Barcus. We’ll have the photos and the links up all month long.” — **Barbara MacRobie, Public Information Coordinator, Missouri Arts Council**

70% of surveyed readers have used *KC Studio* to make decisions about specific arts activities

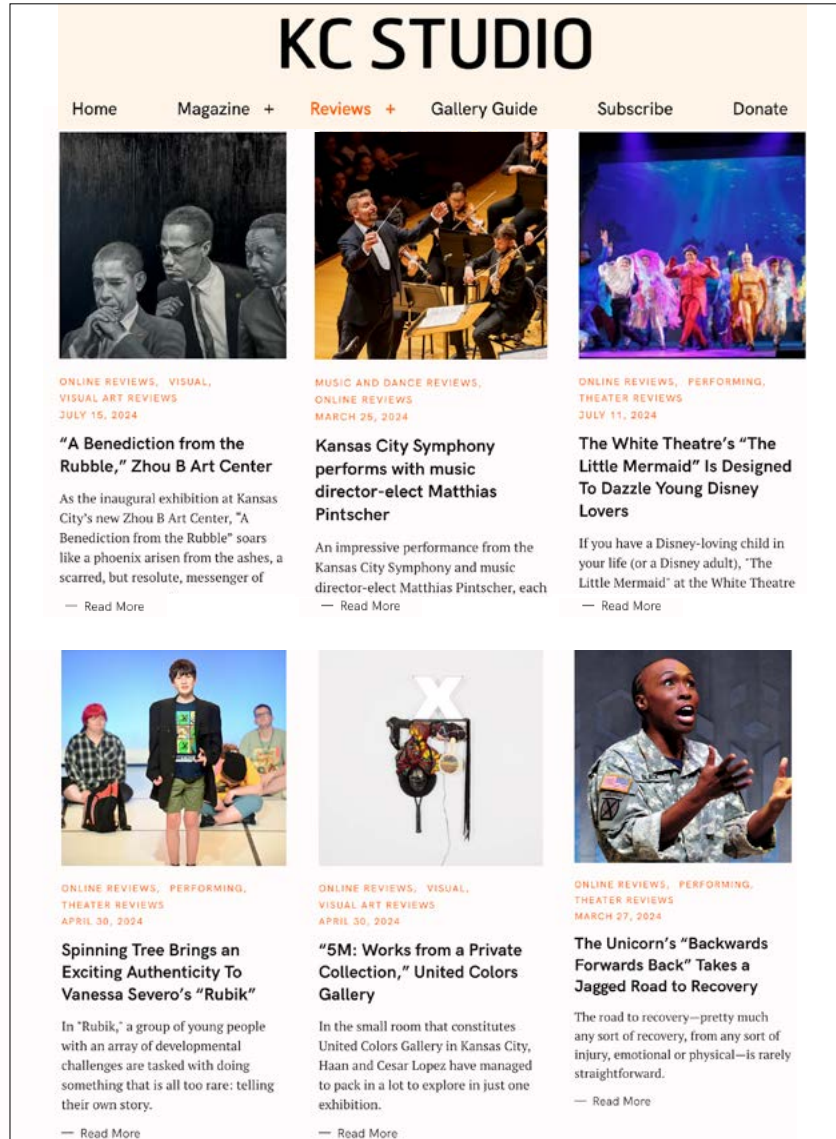


KC Studio Readership Survey, October, 2022

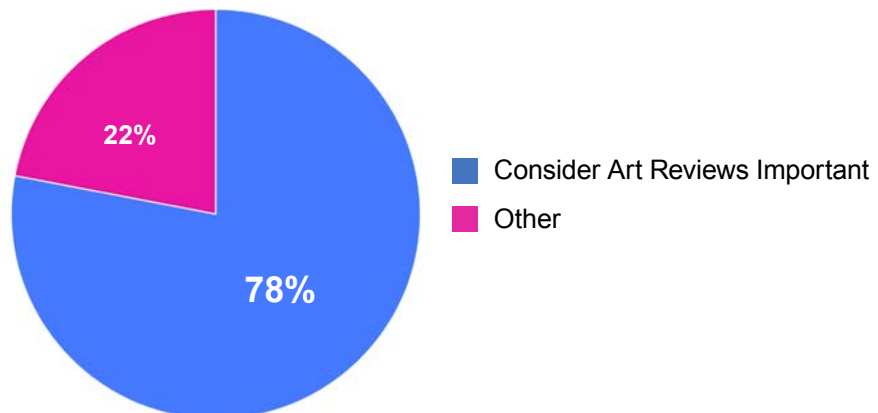
ONLINE PRESENCE

KCSTUDIO.ORG POSTS ONLINE REVIEWS EVERY WEEK

Readers can find new reviews every week of the best in visual arts, theater, Performing and Classical Music and Dance on *KC Studio's* website. All organizations are notified about the review to share on their website and with constituents the day of release. These reviews are shared on our Facebook, Instagram, X (formerly know as Twitter), LinkedIn, and in our biweekly review's newsletter. From the opening season September 2023 through August 2024, *KC Studio* has reviewed 49 performing/Classical Music & Dance organizations performances and 26 visual art exhibitions.



CRITICAL ART REVIEWS ARE IMPORTANT TO 78% OF SURVEYED *KC STUDIO* READERS



SOCIAL MEDIA REACH

Reaching younger people and connecting them to KC's vital arts scene is essential to building our city's future art audience. *KC Studio* appeals to younger readers by posting content on popular platforms.

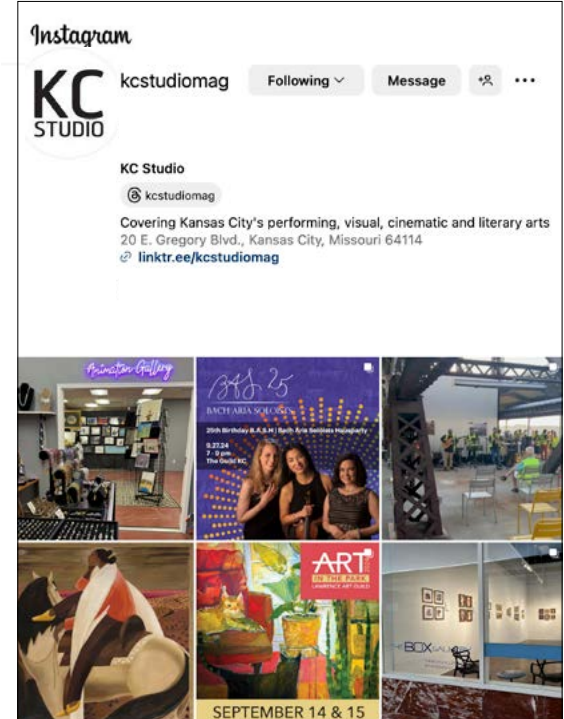


Facebook: 8.8K Followers

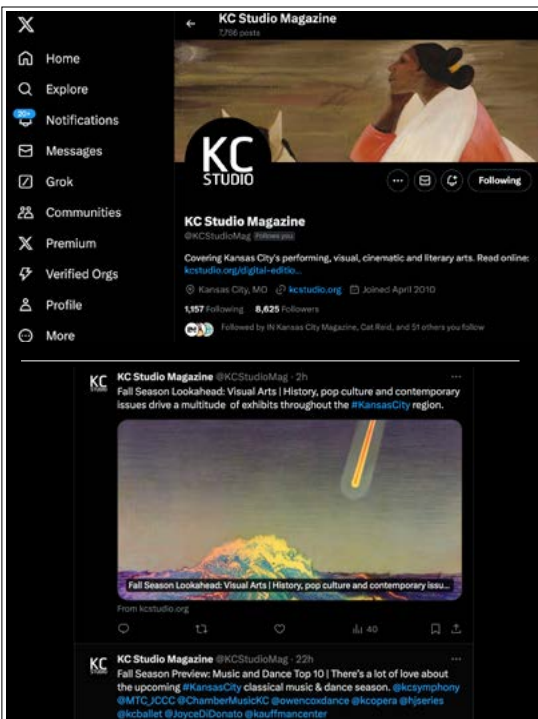


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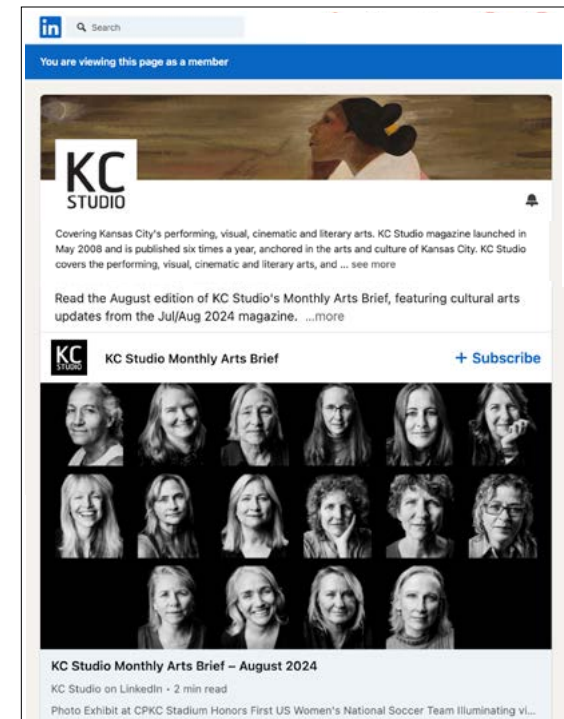
Gender: 64% Women / 36% Men



(Formerly known as Twitter)



LinkedIn





Mission

TeenTix KC builds a bright future for our region by empowering young people to take an active role in shaping their arts community as audience members, critics, influencers, advocates, patrons, and leaders.

Developing future audiences is key to a thriving arts community in Kansas City.

***The Arts Engagement Foundation of Kansas City
is taking the next step in exploring the launch of TeenTix KC.***



PHOTO BY MARTIN ENGLISH

"TeenTix KC Night at Starlight" featuring *West Side Story*, August 23, 2024

After conducting a feasibility study, the Arts Engagement Foundation of Kansas City (AEFKC) launched the Pilot Phase of TeenTix KC. The program, created 20 years ago in Seattle (<https://www.teentix.org>), offers a free, downloadable pass to ANY teen (13-19 years old). The TeenTix pass allows teens to purchase \$5 day-of-show tickets to any participating arts organization in the KC metropolitan area. TeenTix KC will collaborate with community partners (LINC, Kansas City Public Schools, Grandview Schools, Chicano Center for the Arts, Youth Volunteer Corps, etc.) to introduce teens to the TeenTix pass program and encourage their engagement in the TeenTix arts education and arts advocacy/leadership programs. These two programs, The Press Corps and The New Guard, actively engage teens in critiquing/reviewing arts experiences and advocating for the arts in the community. KC Studio will utilize its expert writers to train the teens in the art of reviewing and together form a powerful group of Arts Ambassadors. The Pilot will continue through the end of 2024 with an anticipated citywide launch in early 2025.

The Pilot

TeenTix KC has chosen ten Arts Organizations and fourteen Community Partners to participate in the Pilot. The organizations and partners were carefully selected based on their enthusiastic interest and their diversity in audience/population served, geographic location, size, and arts discipline/mission. The list is below (there are more than 30 additional organizations who have expressed interest in TeenTix KC as well). Arts Organizations will offer unsold, day-of-show tickets to TeenTix KC members for \$5. Community Partners will inform their teens about TeenTix KC and encourage them to download the free pass. Community Partners will encourage teens to explore the TeenTix KC web page at www.teentix.org/kc and experience arts performances, exhibits and concerts around Kansas City. TeenTix KC has created a powerful promotional video designed to inform, excite and empower teens to make their own decisions about the arts they want to see. Often the underserved are the uninvited. TeenTix KC gives teens the power to shape their arts community and puts that power in the palm of their hands on their phones. — *Martin English, Director*

Pilot Arts Organizations

- American Theatre Guild
- Coterie Theatre
- Kansas City Actors Theatre
- Kansas City Ballet
- Kansas City Repertory Theatre
- Kemper Museum of Contemporary Art
- Midwest Trust Center at JCCC
- Owen/Cox Dance Group
- UMKC Conservatory
- Union Station



Pilot Community Partners

- Arts Tech
- Band of Angels
- Blue Valley North High School
- Boys & Girls Clubs of KC
- Chicano Center for the Arts
- Grain Valley School District
- Grandview School District
- Kansas City Art Institute
- Kansas City Missouri Public Schools
- Local Investment Commission (LINC)
- Mattie Rhodes Arts Center
- Park University
- Pembroke Hill School
- Youth Volunteer Corps



COMMENTS FROM KC ARTS INFLUENCERS

PHOTO BY MARK BERNDT



JOSÉ FAUS

"The latest copy of *KC Studio* arrives at the house. In its pages, I recognize friends and makers, and others whose names have dropped in conversations. Critical reviews, interviews and profiles fill the pages. Upcoming shows and exhibitions set the calendar, while memorials honor the passing of key figures in the arts firmament. With every issue, this project becomes the chronicle of a metropolis in the process of embracing the mantle of a cultured city."

— **José Faus**



PETE BROWNE

"Kansas City is fortunate to have this highly regarded journal celebrating the thriving literary, visual, and performing arts in our midst. *KC Studio* uniquely pairs extensive digital content with a beautiful print publication, immersing the reader in its well curated pages and inspiring a desire to explore more in person. I consider *KC Studio* critical infrastructure in our growing arts economy and count the publication as essential to an engaged community." — **Pete Browne/President of the Board; Kansas City Public Library**



ANN BAUM

"I was so grateful when Guy Townsend started *KC Studio*. I felt it was just what Kansas City needed. It is a place for the art community to showcase what they were doing and for the people of Kansas City to learn what was going on . . . often behind the scenes. The staff is made up of the most knowledgeable journalists in the arts community and we are so very lucky to have them on board. I always look forward to the next edition and frequently send it to out-of-town visiting guests."

— **Ann K. Baum**



GORDON KAUFFMAN AND ANNE MARIE KAUFFMAN

"More than a magazine, *KC Studio* showcases the uplifting spirit and events of our community. That takes talent, and we know it when we see it. It also takes the right resources: leadership with a purpose, a capable staff of people who care, local support, and a strong network of contributors — and of course, the ability to put it all together into a quality publication. Kansas City is fortunate to have this in a single journalistic periodical. True to the creativity of the Arts, *KC Studio* continues to reinvent itself. Every issue brings a fresh new look. Thanks, and Kudos!" — **Gordon Kauffman, The Kauffman and Wise Family**

ALLAN A. KING

"*KC Studio* magazine is as essential to the KC art scene as the Nelson-Atkins, Kemper Museum, KCAI, and all the other art venues in the metropolitan area. Contributors are topical experts, and their writings are professional and in depth. Alice Thorson's editorials are insightful and informative, and, when necessary, she challenges institutional policy and decisions (as it should be). If you really want to know what's happening with art in KC, this is the go-to publication. I LOVE this magazine!"

— **Allan A. King**



COMMENTS FROM KC ARTS INFLUENCERS



ERIC DORFMAN

"*KC Studio* is a vital resource for Kansas City's cultural scene. Personally, it keeps me connected to the pulse of our community, with its in-depth coverage of literature, performing and visual arts, and innovation across the cultural spectrum. At the Linda Hall Library, we value the magazine's broad readership, knowing that our contributions will reach the audiences we most hope to engage. With its dedication to showcasing a broad range of voices and mediums, *KC Studio* is an essential read for anyone who wants to stay informed and inspired by the vibrant culture of Kansas City." — **Eric Dorfman, PhD, President & CEO Linda Hall Library**



SUE AND LEWIS NERMAN

"The arts are fundamental to our humanity. They inspire us —fostering beauty, creativity, empathy, and curiosity. Kansas City is strengthened by our vibrant arts community which makes it a great place to live, work and thrive."

— **Sue and Lewis Nerman**



PHOTO BY TINT

PETRA KRALICKOVA

"*KC Studio* is a key partner for The National Museum of Toys and Miniatures in our work to connect with the community and fuel the art of imagination. From highlighting upcoming exhibits to placing a spotlight on fine-scale miniatures and antique toys, we're grateful to have the support of *KC Studio* to help tell our story."

— **Petra Kralickova, Executive Director, The National Museum of Toys and Miniatures**



PHOTO COURTESY OF THE KAUFFMAN CENTER FOR THE PERFORMING ARTS

PAUL SCHOFER

"The Kauffman Center for the Performing Arts is proud to support *KC Studio* for its excellent work in providing greater awareness in the wonderful arts offered throughout the Kansas City community. Their arts coverage is exceptionally thorough and regularly spotlights stories not often available elsewhere. We at the Kauffman Center are honored to have been featured in many of them." — **Paul Schofer, President and Chief Executive Officer, Kauffman Center for the Performing Arts**



PHOTO BY BOB GREENSPAN

JULIÁN ZUGAZAGOITIA

"I feel that it is very important to support an arts publication in our robust arts community. I served as an advisor in the creation of *KC Studio*'s Arts Consortium and believe in their publication. I grew up gaining my own passion for the arts through the pages in magazines that led me to where I am today."

— **Julián Zugazagoitia, CEO, Nelson-Atkins Museum of Art**

COVERING KANSAS CITY'S PERFORMING, VISUAL, CINEMATIC AND LITERARY ARTS

KC Studio Magazine is published by The Arts Engagement Foundation of Kansas City, a 501(c)(3) philanthropic organization dedicated to promote engagement and increase participation in the arts in Kansas City. We would like to thank the following Foundations, organizations and individuals for their generous support.

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FINANCIAL INFORMATION

The Arts Engagement Foundation of Kansas City

Financial Commentary

Profit and Loss history and budget

We are making significant improvements in performance but still falling short of moving the organization into the black. Our earned revenue was up \$81,000 while our contributed revenue appears even with last year. That is not reflective of Heidi's efforts to secure **the Art City** special publication and the city support for this project of \$50,000 (booked under earned revenue). So, taking that into account, earned revenue was up \$31,000 and contributed revenue up \$50,000.

We incurred higher than anticipated printing and postage costs and payroll costs. The addition of the Teen Tix KC program added \$10,000 in net cost to this year's results.

Our printer closed and we moved to a new printer that was higher quality but also higher cost. We had to make a quick move to keep to production schedules. Since then, we put the printing out to

bid to several regional printers and switched to a new printer with the September/October issue, which will allow us to realize lower printing costs.

The Budget

The Board Approved budget calls for an operating profit. The logic behind the budget is sound, and it is important to have a budget that challenges the organization. The Board felt that even if we fell short of revenue goals, we should still be profitable this fiscal year

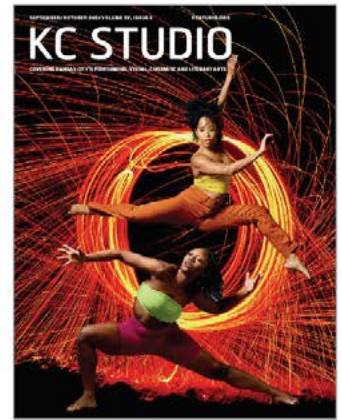
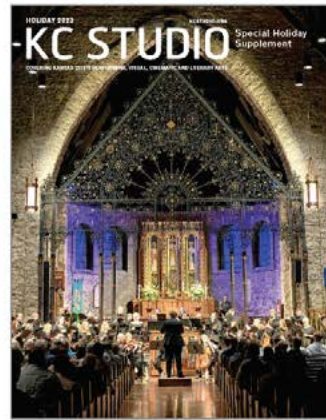
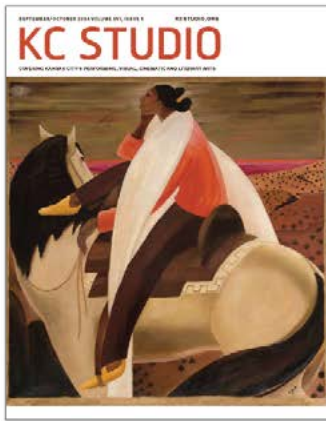
Teen Tix KC

TeenTix KC has its own standalone budget but will be folded into AEFKC for year-end purposes and is budgeted to be net neutral (revenues equaling expenses).

Financial Summary
Profit and Loss History

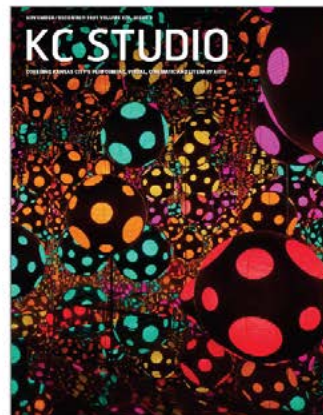
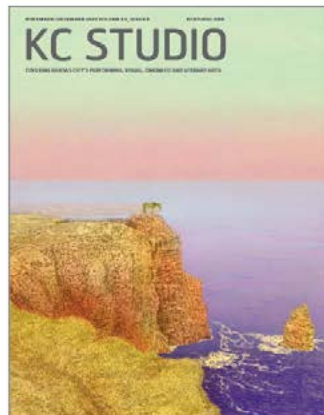
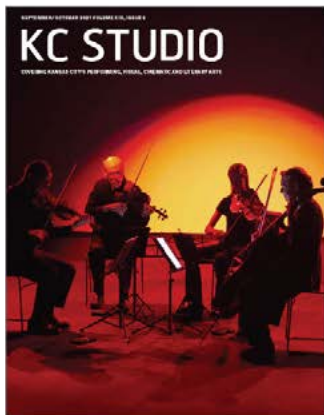
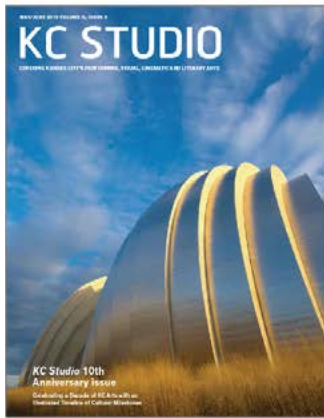
Arts Engagement Foundation of Kansas City

	Jul 23 - June 24	Jul 22- June 23	Jul 21-June 22	2024-2025 Budget
Income				
Earned Revenue (Advertising and Sponsorships)	\$ 465,841	\$ 384,642	\$ 386,468	\$ 448,887
Fundraising	\$ 265,185	\$ 264,318	\$ 268,451	\$ 324,709
Teen Tix	\$ 7,000			own budget
Total KC Studio	\$ 738,026	\$ 648,960	\$ 654,919	
LiAEP (Pass Thru Program)	\$ 75,000	\$ 85,000	\$ 10,000	net zero impact
Total Income	\$ 813,026	\$ 733,960	\$ 664,919	\$ 773,595
Expenses				
Cost of Goods Sold (printing production, writers)	\$ 217,525	\$ 187,591	\$ 179,220	\$ 178,744
Salaries and Wages	\$ 393,327	\$ 378,611	\$ 327,411	\$ 393,655
Benefits	\$ 30,473	\$ 26,366	\$ 16,671	\$ 30,473
Outside Labor (graphic artist Extra 100pg Art City)	\$ 9,180	\$ 5,400	\$ 5,300	\$ 5,400
Sales Expense	\$ 4,059	\$ 4,614	\$ 4,396	\$ 4,280
Adv & Promotion (facebook, twitter, linkedin)	\$ 814	\$ 2,855	\$ 838	\$ 827
Administrative Expense	\$ 62,914	\$ 94,855	\$ 127,951	\$ 62,571
LIAEP Expenses	\$ 74,557	\$ 70,115	\$ 22,970	\$ -
Teen Tix	\$ 16,490			
Charlotte Street Project Writers			\$ 14,750	\$ -
Bus Exp			\$ 26	
Contract Services (Grant Writing & Other, Consultant)	\$ 14,622	\$ 17,894	\$ 56,940	\$ 13,636
Facility	\$ 1,485	\$ 1,838	\$ 600	\$ 1,705
Operations	\$ 11		\$ 2,449	\$ 11
Other Exp (Bank Charges, Insurance)	\$ 4,863	\$ 4,010	\$ 7,678	\$ 4,863
Reviews	\$ 15,275	\$ 18,935	\$ 7,857	\$ 15,000
Promotion	\$ 1,849	\$ 99	\$ 1,352	\$ 1,849
Quickbooks Fees	\$ 3,796	\$ 3,055	\$ 239	\$ 3,518
Total Expenses	\$ 633,715	\$ 628,647	\$ 597,428	\$ 537,788
Net Income	\$ (38,214)	\$ (82,278)	\$ (111,729)	\$ 57,063
Non Operating	\$ -	\$ (21,295)	\$ 57,860	
	\$ (38,214)	\$ (103,573)	\$ (53,869)	\$ 57,063



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