

THE SOONER THEATRE OF NORMAN, INC.

ANNUAL REPORT FY 2021-2022





LOOKING BACK, PLANNING AHEAD

This report highlights our most recent completed Fiscal Year, beginning July 1, 2021 and ending June 30, 2022, based on the date it is due to the City of Norman (February 2023). We have been and will continue to safely return to programming following the pandemic and are excited about the future!

THE NUMBERS TELL THE STORY

Each year, the City of Norman invests \$65,274 in funding for salaries at The Sooner Theatre. This amount represented 7% of our total budget in FY '22, which was \$901,046 and 11% of our contributed income, which for FY 2022 was \$574,381.

We are incredibly grateful to the City of Norman for the municipal funding, and want you to know how proud we are to be stewards of this beautiful building.

More than 13,000 audience members attended Sooner Theatre events in person during FY '22. They spent, on average, \$44.21 per person in our community, with an economic impact of \$590,331. That number does not include audiences who viewed Sooner Theatre programs online or through our social media channels, which was estimated at 119,806. In addition, parents of the hundreds of students enrolled at The Studio of The Sooner Theatre contribute to Norman revenue by purchasing dance clothes, dance shoes, makeup, hair and wig products and anything else needed, as well as by frequenting restaurants and coffee shops in downtown Norman each week while they wait for students. And, the theatre purchases lumber, fabric and supplies locally to build every set and costume for every show.

We also saw 941 enrolled in camps and classes at The Studio of The Sooner Theatre (up 13% from the previous year, but still slightly lower than pre-pandemic numbers due to COVID), **and \$27,725 given back in scholarships for tuition to 139 students** who could otherwise not afford to participate.

According to the Norman Economic Development Coalition, the input from our salary base and contracted instructors, shows **an economic impact of nearly \$3,000,000.00** in the community annually. We are so proud of the impact we make on the Norman community and on communities surrounding Norman. And, we are extremely grateful for community leaders who understand the impact the arts have on our community!

THE SOONER THEATRE OF NORMAN

The Sooner Theatre is listed on the National Registry of Historic Places and is truly a Norman landmark. The theater building is owned by the City of Norman and the Board and Staff of The Sooner Theatre of Norman Inc., are proud "stewards" of the management and activities of the facility, and have made significant investments of time, effort and resources to assure the

survival of The Sooner - Norman's Premier Performing Arts Venue and Academy.

OUR MISSION

The mission of The Sooner Theatre is to change lives, offer diverse perspectives and create a cultural connection to the community through the performing arts and arts education.

OUR VISION STATEMENT

Our vision is to create a space for instilling creativity and passion for the arts, provide a place for students to find their voices, promote inclusion and healing through the arts and elevate the quality of life by providing diverse performing arts opportunities for all ages in our community.

OUR FUNCTION STATEMENTS

PRESENT quality theatrical productions

PROVIDE quality performing arts instruction for students ages 3-18

PROVIDE a quality venue for the presentation of cultural, artistic, educational and community development activities that improve the quality of life for our citizens and to **SERVE** as an historic anchor for the development of partnerships with other arts and business entities to create a revitalized, downtown arts district for Norman.

DIVERSITY MATTERS

The Sooner Theatre strives to provide programming that is diverse in all aspects. We actively seek ethnic, gender and ability diversity in casting our productions and selecting concert artists. We are diversity conscious in all casting decisions, insuring we are making as diverse decisions as possible while keeping with the intent of the writer and the story we are telling. We welcome ideas in increasing the number of diverse artists, students and audience members in all we pursue. We have spoken to the City of Norman about getting hearing assisted devices, we can print large-print programs on request for those with vision impairment, and we also work with groups whose clients may be from under-served populations, including the United Way, Transition House, Norman Public Schools and others. We send information on programming and scholarships to all public elementary schools for distribution to all families in the Norman Public Schools. Theatre doesn't work if we cannot tell stories with ALL types of people and characters to and for ALL people.





THE SOONER THEATRE BOARD OF DIRECTORS

President, Meg Newville, Community Volunteer
 Vice President, Lindsay Hawkins, OU K-20 Center
 Treasurer, Matt Robinson, First Fidelity Bank
 Secretary, LeAnne Pence, Hey Day Family Fun Center
 Past President, Vicki Worster, Total Compliance
 Megan Benn, Cooperative Council for Oklahoma School Admin

Toni Carver, Retired Educator
 Debbie Kelleher, Retired Educator
 Karen McIntosh-Telford, Don Cies
 Beth Pepper, Eide Bailly Accounting
 Juan Renteria, Jr., NPS Educator
 Amanda Ward, Norman Pediatric Dentistry

Advisory Members

Jason Olsen, City of Norman
 Mark Ledbetter, Armstrong Bank
 Tom Cooper, First United Bank
 Chuck Thompson, Armstrong Bank



SOONER THEATRE STAFF

Jennifer Heavner Baker, Executive Director
 Nicki Kraisky, Business Manager (part-time)
 Anthony Wilkinson, Production Manager
 Nancy Coggins, PR & Development Director

Darrell Ferguson, Construction Manager
 Tish Willis, Studio Manager
 Brandon Adams, House Operations Manager

STAFFING

Our mission, function and program direction have, each year, been approved by the City administration, and Municipal money has been provided for The Sooner to have a firm "base" for staffing the facility, and on which to build its activities. According to Theatre Facts, A Report on Practices and Performances in the American Nonprofit Theatre, a typical theatre our size, with a similar County population, and the same amount of programming will have 10 full time employees. Our current staff manages both The Sooner Theatre and

The Studio of The Sooner Theatre with 5 full-time and 2 part-time employees. We also utilize the Federal Work Study program at OU, when the opportunity arises. The Sooner Theatre utilizes contract labor for teachers, directors, choreographers, music directors, musicians and accompanists.

The Sooner Theatre provided benefits to our employees through Blue Cross Blue Shield of Oklahoma in 2021-22. As you know, the turnover rate in the "nonprofit world" has always been high, and even higher in the "theatre world", so offering benefits to our employees is an incredible feat for our organization. For fiscal year 2021-2022, we paid **\$27,904** in employee benefits (healthcare only), **a 22% increase** over the previous fiscal year.

For 2023 and beyond, the Sooner Theatre is **moving all HR functions to NexTep** in order to be better able to access reporting and to maintain and recruit employees. The Sooner's current \$901,046 budget **does not currently include anyone designated to supervise benefits and human resources**, and the theatre does not feel spending money on a full-time staff member to do that is the best utilization of our limited resources. Instead, we will pay an annual fee to have NexTep manage that function for us.

USE OF PAST CITY OF NORMAN FUNDING

Salaries 2003/2004 \$86,847.27	Salaries 2013-2014 \$197,617.35
Salaries 2004/2005 \$94,534.36	Salaries 2014-2015 \$197,425.55
Salaries 2005/2006 \$108,541.76	Salaries 2015-2016 \$195,934.77
Salaries 2006/2007 \$141,000.00	Salaries 2016-2017 \$205,467.27
Salaries 2007-2008 \$146,473.00	Salaries 2017-2018 \$235,314.47
Salaries 2008-2009 \$187,202.00	Salaries 2018-2019 \$243,693.22
Salaries 2009-2010 \$184,516.00	Salaries 2019-2020 \$254,486.07
Salaries 2010-2011 \$190,950.00	Salaries 2020-2021 \$243,408
Salaries 2011-2012 \$194,600.00	Salaries 2021-2022 \$253,017
Salaries 2012-2013 \$168,832.83	

The Municipal money we received in the amount of **\$65,274** was approximately **25.7%** of our payroll expenses (FY 2022).

Because we receive this money from the City of Norman, we are able to allocate other funding in our budget to programming that supports underserved populations in our community, including scholarships provided to students who otherwise would be unable to participate in performing arts programs due to cost, training instructors to provide specialized instruction for special needs students, and to participate in partnerships with community groups including CCFI and Assistance League to identify and help better served underserved populations.

The Sooner Theatre's **earned revenue includes tickets to productions and concerts, tuition for classes** at our Studio, as well as rentals and concession sales. **Percentage of total budget (\$901,046) from ticketing was 14.4%, tuition revenue was 52%, rentals and concessions is 6%, and contributed revenue donations/fundraisers was 63.7%** of our total budget.

THEATRE ACTIVITY

Our programs serve **quality of life** needs in the areas of culture, education, theatre and music for an increasing number of citizens.

Our product tells what we stand for, what we want to offer the community and how well we know our business. At The Sooner Theatre, we host professional artists to first-timers and foster performers from 3 years old on up. Our presentations reflect our mission, our image and ultimately, they determine our survival. We embrace the fact that we are not just "Community Theatre" but "Theatre for the Community". **More than 13,300** people walked through our doors last year and we were able to track ticket sales to **83 Oklahoma zip codes and 22 out-of-state!** We hope you agree that The Sooner Theatre grants a major return for City's investment.

In 2002, our Board of Directors approved a programming portfolio consisting of **seven initiatives**.

1. THE MAIN EVENT SERIES is The Sooner Theatre's concert series.

2021-2022 Season: No Concerts (COVID)

Tickets to Main Event concert series shows are based on artist fees and other expenses. Tickets for the FY '20 concert ranged from \$20-\$25.



2. SOONER STAGE PRESENTS is The Sooner Theatre's self-produced theatrical series.

2021-2022 Season: Mamma Mia, White Christmas, The Last Five Years

Tickets to Sooner Stage Presents Theatrical productions range from \$12.50-\$35 dependent on discounts.



3. THE STUDIO OF THE SOONER THEATRE is The Sooner Theatre's performing arts academy. The Sooner Theatre's Theatre Arts Education program impacts hundreds of children ages 3-18 each year by providing outstanding performing arts education in a warm and welcoming environment. Year-round classes follow the Norman Public Schools schedule. Fall classes begin in September and offer cumulative learning concluding in April. Summer camps are held in June and July.

The Sooner Theatre's education program began in 2003 with one summer camp production that served 30 children. **Our total enrollment in 2021-2022 was 941 (up 13% from 2021) from across the metro area.** The program has evolved into year-round performing arts



school with training in the areas of musical theatre, acting, improv, voice, and dance, as well as troupes that perform at various events throughout the community. We offer classes in musical theatre, acting, improv, magic, ballet/jazz, tap, hip-hop, private voice instruction, audition coaching and much more! We also make it a point to bring in experts in our industry to present Master Classes to our students, and have hosted Broadway performers, National Tour performers, TV personalities, Broadway casting directors, and many others.

Studio students have been seen in many regional productions, including the OKC Philharmonic's The Christmas Show, OU productions, singing for the Thunder, Texas Motor Speedway, in many commercials and films and on hit Nickelodeon and Netflix series! Sooner Theatre students were also chosen as the munchkins in the National Tour of The Wizard of Oz, Winthrop in The Music Man in Concert with Shirley Jones, and Studio students were featured in a walk-on role in the Broadway tour of both Camelot and Waitress.



In January of FY'21, **Studio of The Sooner Theatre students attended the Junior Theatre Festival** in Atlanta for the sixth year, where our students were adjudicated and attended workshops with 6500 theatre students from across the country. **They were awarded Outstanding Ensemble in their pod and enjoyed all things musical theatre with 6500 attendees from the United States, United Kingdom, China, New Zealand and Australia!** One of their adjudicators stated, "There

must be some 'secret sauce' at that theater in Norman, Oklahoma, we hope you share it with everyone!" They were impressed with all aspects of our students' performance, from skill level, to acting abilities to choreography and so much more!





BEYOND THE STAGE

There is no question that the productions of The Sooner Theatre are magical. The lights, the sound, the costumes, the sets and the talent we are lucky enough to work with - both community theatre and our youth educational productions. But, you might not be aware of all the things that happen ***Beyond The Stage***.

Scholarships

Last fiscal year, The Studio of The Sooner Theatre gave \$27,725 in **scholarships** to 139 students who could otherwise not afford to participate in performing arts classes and camps. This includes awardees of the Laurie McReynolds Memorial Scholarship, which we award by working with local non-profits, counselors and principals at Norman Public Schools elementary schools. This scholarship is awarded to a student from a diverse or underserved background chosen because of either their need for assistance, potential talent or passion for the arts, or because the student could use some help finding his or her voice.



Special Needs Classes

We are excited to offer classes for special needs students. Our **Be My Buddy** class pairs elementary-age students with a student from The Studio's ambassador performance troupes to learn songs and dances. We also have a class whose name says it all - **Fabulous Friday!** This group of teens and adults with Down syndrome will change your outlook on life. They are the most joyful, excited group of people you will ever meet. And, they can DANCE! Due to the high-risk population we serve through our special needs programs,

only our Fabulous Friday class was offered this year. **We serve many other differently-abled students in our regular classes including those on the spectrum, hearing disabled, sight disabled and mobility limited students,**

Tuition for Studio camps and classes ranges from \$125 for a one-week summer camp to

\$550 for a school year production class. **We normally give back approx. 20% of our annual tuition** revenue in scholarships. For fiscal year 2021, total tuition revenue was \$248,304 and **scholarships given totaled \$16,121, which funded 107 instances of tuition and/or fees** over the last year.

4. SPECIAL EVENTS

We were able to hold both our major fundraising events in 2021-22, and were so excited to have audiences and performers back to help support the theatre! Murder Mystery and Voice of The Heartland were enjoyed by more than 800 people!

5. RENTAL ACTIVITIES

Community organizations and individuals have the opportunity to rent the theatre for their activities, meetings or performances. Our rental revenue for 2020-2021 was \$29,450.



Rental rates are approximately \$800-\$1000 per day for use of the theatre. We also rent the Studio event space for \$300-\$1200 per day.

Example of community rentals

- Antioch Community Church
- Hispanic Flamenco Ballet
- Rocky Horror Picture Show
- Julia's Academy of International Dance
- Norman Chamber of Commerce
- Various Weddings & Engagements
- Pageants
- Norman Music Festival
- Various Dance Recitals
- Transition House's June Bug Jam
- Norman Police Academy
- Norman Film Festival

6. SOONER CINEMA is The Sooner Theatre's film and video offerings.

We do not offer a film series at this time, but normally host several events each year that do show films, including Norman Music Festival, Norman Film Festival, Moore-Norman Technology Center's Red Carpet Film Festival and Earth Rebirth Film Festival (when there is no pandemic).

7. OUTREACH AND DEVELOPMENT is our program designed to "give back". In addition to our programming, The Sooner is deeply rooted in the community.

Our Outreach and Development includes:

Partnering with United Way's Celebrity Sing, Citizen's Advisory Council, Norman Convention and Visitors Bureau, The Norman Public School's Gifted Council and the Norman Arts Council. We are represented at the Norman Downtowner's Association, Norman Arts Council's Roundtable, Norman Rotary, the United Way Cabinet, Assistance League, Norman Public Schools PTA and several other organizations.

Our Studio Ambassador Performance Troupes made up of 3rd-12th grade students also perform regularly in the community. These troupes and soloists have performed for thousands of audience members at various events to include: The Norman Music Festival, The Rodeo Opry, The OKC Thunder, OKC Arts Council's Opening Night, OKC Festival of the Arts, The State Fair of Oklahoma, Holiday Open Houses for the Norman Assistance League, Public School assemblies, Devon Arts Day, the 2009 Mayor's Convention, NAC Arts Explosion, The OKC Philharmonic, Allied Arts, The 100th Anniversary of the Depot, Norman Music Festival, Kids for Kids Sake, Earth Day, Texas Motor Speedway, the Andy Roddick Tennis Exposition, Norman's Centennial Follies, Lyric Theatre, Jewel Box Theatre, University of Central Oklahoma, OMEA All State Chorus, Oklahoma City's Centennial Parade, Norman Christmas Parade, Norman Public Schools, Oklahoma Summer Arts Institute, Norman Chamber of Commerce, May Fair, June Bug Jam, The Chocolate Festival, OEC's Annual Meeting and many more!

We also participate as in-kind donors for community events to include:

- Assistance League
- Community After School Program
- Norman Arts Council
- Toby Keith Foundation
- Le Tour de Vin
- United Way of Norman
- Meals on Wheels
- Among Friends ...an Activity Center for Adults with Special Needs
- Travelers Aid & Homeless Assistance Center
- Norman Regional Hospital
- Blanchard, Purcell, Lexington, Washington and other Public School Systems
- Oklahoma Statewide Independent Living Council
- Cleveland County Family YMCA
- Travelers Aid and Homeless Assistance Center
- Norman Public Schools
- Norman Chamber of Commerce
- Meals on Wheels
- United Ministries
- University of Oklahoma
- Oklahoma Youth Orchestra
- Big Brothers Big Sisters
- Cleveland County CASA

As you can see from this list, the programming portfolio is ambitious. It is designed to provide more activities, for more groups and therefore, more audiences. This is a way to maximize Theatre appeal by a broader portion of our community, and to hopefully ensure long term fiscal return.

AWARDS AND HONORS

- The Sooner Theatre is **one of three** Norman arts organizations who are current Allied Arts member agencies.

- The Sooner Theatre was the **first (and only, so far) arts organization** to have been awarded the Norman Rotary Clubs' Le Tour De Vin and the Impact Oklahoma grants funding capital projects.
- In August 2020, The Sooner Theatre was named as the Oklahoma Center for Non-profits' **ONE Award winner for Arts and Humanities.**

OTHER SOURCES OF INCOME

In addition to the Municipal money our other sources of income are from our annual Murder Mystery and Voice Of The Heartland Fundraisers, Corporate Sponsorships, Business and personal donations, program advertising, grants from foundations and other granting organizations, ticket revenues from concerts and performances, tuition revenue from our camps and classes and rental fees, both at the theatre and Studio. This year, we also saw relief in the form of funding to help ease the burden of the pandemic from the SBA, Oklahoma State Arts Council, Allied Arts and more. All of these funding efforts helped our **2021-2022 operating budget of \$901,046.**

Total earned revenue for FY 2022 was \$690,489, which accounted for 77% of our budget. Contributed income made up the remaining 23% of the budget.

"What we put on the stage is not only what the public sees – it is what we are."

-Thomas Wolf



**Thank you for all you do to support the
programs, productions, concerts and
events of The Sooner Theatre!**

**We are very fortunate to live in a
community who understands the value and
the impact of the arts on its citizens.**

We could not do what we do without you!

Sooner Theatre of Norman, Inc.

Balance Sheet

Accrual Basis

For the Year Ended June 30, 2022

	Jun 30, 22
ASSETS	
Current Assets	
Checking/Savings	
Armstrong Bank-CD	149,762.27
Studio Capital Campaign	50,947.06
Sooner Theatre STARS	19,210.66
Petty Cash	650.00
Armstrong Bank Payroll	127.88
Armstrong Bank-Operations	153,075.27
Total Checking/Savings	373,773.14
Accounts Receivable	
Accounts Receivable	2,071.60
Pledges Receivable	10,000.00
Total Accounts Receivable	12,071.60
Other Current Assets	
Other Accounts Receivable	611.44
Inventory	200.00
Prepaid Expenses	104,865.92
Total Other Current Assets	105,677.36
Total Current Assets	491,522.10
Fixed Assets	
110 East Main St.	1,750,779.65
The Studio at the Sooner	43,796.52
Computer Equipment	35,584.78
Building Improvements	168,266.07
Equipment	43,871.70
Furniture & Fixtures	6,837.02
Sound Equipment	158,078.63
Light Equipment	137,951.07
Accumulated Depreciation	-503,971.21
Total Fixed Assets	1,841,194.23
Other Assets	
CD #617792-Armstrong Bank	149,675.57
Community Foundation Deposit	1,976.90
Total Other Assets	151,652.47
TOTAL ASSETS	2,484,368.80
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	28,617.61
Total Accounts Payable	28,617.61
Other Current Liabilities	
Direct Deposit Liabilities	-7,476.18
Gift Certificates Payable	570.00
Payroll Liabilities	4,733.93
Sales Tax Payable	1,977.52
Total Other Current Liabilities	-194.73
Total Current Liabilities	28,422.88

Sooner Theatre of Norman, Inc.

Balance Sheet

Accrual Basis

For the Year Ended June 30, 2022

	Jun 30, 22
Long Term Liabilities	
Republic Bank-Loan # 75020415	1,077,316.97
Republic - Reno Loan #0410	77,000.00
SBA EIDL Disaster Recovery Loan	149,709.28
Deferred Income	13,498.84
Total Long Term Liabilities	1,317,525.09
Total Liabilities	1,345,947.97
Equity	
Net Assets - Unrestricted	31,529.71
Retained Earnings	711,237.87
Net Income	395,653.25
Total Equity	1,138,420.83
TOTAL LIABILITIES & EQUITY	2,484,368.80

Sooner Theatre of Norman, Inc.

Profit & Loss

Accrual Basis

For the Year Ended June 30, 2022

	Jun 22	Jul '21 - Jun 22
Ordinary Income/Expense		
Income		
Sooner Stage Presents	1,274.00	130,113.50
Studio Production Class	0.00	37,278.00
The Studio Revenue	61,966.38	468,205.36
Murder Mystery	0.00	31,829.00
Concessions	3,324.90	21,572.61
Rental Income	2,625.00	33,320.00
Total Income	69,190.28	722,318.47
Cost of Goods Sold		
Sooner Stage Presents Costs	4,272.50	51,021.55
Production Class Costs	0.00	41,023.86
The Studio Costs	30,592.58	168,956.26
Young Producers Costs	0.00	19,115.93
Education Trip Costs	0.00	73,570.70
The Studio Overhead Costs	2,212.07	25,063.33
Murder Mystery Costs	0.00	15,546.49
Concessions Costs	2,686.98	12,613.53
Rental Costs	100.00	4,189.50
Total COGS	39,864.13	411,101.15
Gross Profit	29,326.15	311,217.32
Expense		
Marketing	5,549.79	40,270.71
Bankcard Service Charges	0.00	9,714.83
Global Payment Credit Card Fees	0.00	11,522.15
Jackrabbit Fees	209.00	2,939.55
Sales Tax	1,822.36	17,220.95
Payroll Expenses	17,420.50	216,517.40
Employee Benefits	2,696.90	27,903.60
Telephone & Internet	684.45	7,567.17
Bank Charges	24.50	431.39
Technical Supplies	52.27	3,032.33
Office Supplies	1,445.24	6,397.03
Late Fees/Finance Charges	0.00	62.54
Equipment Lease	653.72	7,844.64
Contract Labor	0.00	500.00
Custodial Services	900.00	6,500.00
Dues and Licenses	1,147.90	6,313.60
Insurance	1,701.64	28,206.69
Postage	0.00	272.60
Professional Fees	0.00	850.00
Rent	474.00	2,274.00
Theatre Expenses	112.96	11,085.33
Miscellaneous Expenses	0.00	7,339.32
Total Expense	34,895.23	414,765.83
Net Ordinary Income	-5,569.08	-103,548.51

Sooner Theatre of Norman, Inc.

Profit & Loss

Accrual Basis

For the Year Ended June 30, 2022

	Jun 22	Jul '21 - Jun 22
Other Income/Expense		
Other Income		
SBA/PPP Loan Forgiveness	0.00	45,570.00
City of Norman(Salaries)	0.00	65,274.00
Grant Income	0.00	339,793.53
Advertising Income	2,425.00	6,560.00
Voice of the Heartland Fundrais	0.00	42,331.53
STARS Fundraiser	2,871.76	2,871.76
Board Donations	0.00	2,794.47
Friends Donations	1,815.40	62,447.19
Interest Income	220.42	2,752.18
Miscellaneous Income	0.00	2,596.95
Additional Shows Income	0.00	1,389.50
Total Other Income	7,332.58	574,381.11
Other Expense		
Interest Expense	5,100.17	55,664.30
Fundraising Expense	500.00	19,515.05
Total Other Expense	5,600.17	75,179.35
Net Other Income	1,732.41	499,201.76
Net Income	<u>-3,836.67</u>	<u>395,653.25</u>

SOONER THEATRE of NORMAN, INC.
Annual Budget-Accrual Basis
For the Year Ended Ended June 30, 2022

	Year to Date Actual	Annual Budget	Variance
Total Revenues	722,318.47	551,500.00	170,818.47
Less Total Costs	411,101.15	306,705.00	104,396.15
Total Gross Profit	311,217.32	244,795.00	66,422.32
Total Other Income	574,381.11	335,300.00	239,081.11
Less Total Overhead Costs	489,945.18	578,800.00	(88,854.82)
Total Profit or (Loss)	395,653.25	1,295.00	394,358.25

SOONER THEATRE of NORMAN, INC.
Overhead Costs and Other Income
Annual Budget-Accrual Basis
For the Year Ended June 30, 2022

	Actual	Budget	Variance
Overhead Costs			
Salaries & Benefits	226,027.32	235,600.00	(9,572.68)
Payroll Taxes	18,393.68	18,500.00	(106.32)
Telephone & Internet	7,567.17	8,800.00	(1,232.83)
General Marketing	40,270.71	50,000.00	(9,729.29)
Other Expenses-(Note 1)	178,171.25	214,650.00	(36,478.75)
Total Overhead Costs	470,430.13	527,550.00	(57,119.87)
Other Expenses			
Bankcard Charges	9,714.83	9,200.00	514.83
Global Credit Card Fees	11,522.15	10,500.00	1,022.15
Jack Rabbit Fees	2,939.55	2,300.00	639.55
Sales Tax	17,220.95	15,000.00	2,220.95
Bank Fees	431.39	500.00	(68.61)
Tech Supplies	3,032.33	2,500.00	532.33
Office Supplies	6,397.03	5,000.00	1,397.03
Equipment Lease	7,844.64	7,500.00	344.64
Trade Outs for Services	0.00	0.00	0.00
Late Fees/ Finance Charges	62.54	100.00	(37.46)
Contract Labor	500.00	10,750.00	(10,250.00)
Custodial Services	6,500.00	5,000.00	1,500.00
Postage	272.60	500.00	(227.40)
Professional Fees	850.00	8,500.00	(7,650.00)
Community Outreach	0.00	2,000.00	(2,000.00)
Equipment Rental-Non-show	0.00	500.00	(500.00)
Theatre Supplies	2,122.11	1,500.00	622.11
Theatre Repairs & Maintenance	3,687.67	1,500.00	2,187.67
Theatre Utilities	5,275.55	6,000.00	(724.45)
Miscellaneous Expenses	7,339.32	9,250.00	(1,910.68)
Dues & Subscriptions	6,313.60	5,250.00	1,063.60
Insurance	28,206.69	25,000.00	3,206.69
Interest Expense	55,664.30	61,500.00	(5,835.70)
Storage Rent	2,274.00	1,800.00	474.00
STARS COS	0.00	22,000.00	(22,000.00)
	0.00	0.00	0.00
Fundraising	0.00	0.00	0.00
Other Show Expenses	0.00	1,000.00	(1,000.00)
Total Other Expenses	178,171.25	214,650.00	(36,478.75)

For Discussion Purposes Only

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For Discussion Purposes Only

SOONER THEATRE of NORMAN, INC.

Main Event

Annual Budget-Accrual Basis
For the Year Ended June 30, 2022

Main Event Series	Concert # 1-TBD			Concert #2-TBD			Concert #3-TBD			Main Event Totals		
	Year-To-Date Actual	Annual Budget	Variance	Year-To-Date Actual	Annual Budget	Variance	Year-To-Date Actual	Annual Budget	Variance	Year-To-Date Actual	Annual Budget	Variance
Revenues												
Ticket Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Season Tickets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Revenues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Production Costs												
Artist Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Security	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rental Equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lights	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sound/Backline	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Contract Labor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Light Engineer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sound Engineer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Overhire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hospitality	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Production Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gross Profit or (Loss)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Profit or (Loss)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

For Discussion Purposes Only

SOONER THEATRE of NORMAN, INC.

Sooner Stage Presents

Annual Budget-Accrual Basis

For the Year Ended June 30, 2022

Sooner Stage	Year-To-Date Actual	MAMA MIA Annual	Variance	Year-To-Date Actual	White Christmas Annual	Variance	Year-To-Date Actual	Last Five Years Annual	Variance	Budget Totals
Revenues										
Ticket Sales	44,265.50	31,000.00	13,265.50	74,678.00	50,000.00	24,678.00	3,218.00	-	3,218.00	122,161.50
Convenience Fees	3,020.00	0.00	3,020.00	4,484.00	0.00	4,484.00	288.00	0.00	288.00	7,792.00
Sponsorship	0.00	0.00	0.00	160.00	0.00	160.00	0.00	0.00	0.00	160.00
Total Revenues	47,285.50	31,000.00	16,285.50	79,322.00	50,000.00	29,322.00	3,506.00	0.00	3,506.00	130,113.50
Production Costs										
Royalties (\$5,905 in 2020)	0.00	5,905.00	(5,905.00)	7,156.42	6,700.00	456.42	0.00	12,605.00	(12,605.00)	7,156.42
Stage Manager	500.00	750.00	(250.00)	500.00	750.00	(250.00)	500.00	1,500.00	(1,000.00)	1,500.00
Costumes & Costumer	5,248.92	4,000.00	1,248.92	5,005.40	5,000.00	5.40	338.13	9,000.00	(8,661.87)	10,592.45
Props	96.11	1,000.00	(903.89)	534.49	1,000.00	(465.51)	54.69	2,000.00	(1,945.31)	685.29
Set	1,429.36	2,500.00	(1,070.64)	1,917.36	2,500.00	(582.64)	127.00	5,000.00	(4,873.00)	3,473.72
Music Director	2,000.00	1,200.00	800.00	2,000.00	1,200.00	800.00	1,000.00	2,400.00	(1,400.00)	5,000.00
Director	1,700.00	1,300.00	400.00	1,200.00	1,200.00	0.00	0.00	2,500.00	(2,500.00)	2,900.00
Choreographer	1,000.00	1,200.00	(200.00)	1,200.00	1,200.00	0.00	0.00	2,400.00	(2,400.00)	2,200.00
Rental Equipment				977.63				0.00		977.63
Lights	400.00	400.00	0.00	0.00	400.00	(400.00)	0.00	800.00	(800.00)	400.00
Sound	0.00	300.00	(300.00)	250.00	300.00	(50.00)	0.00	600.00	(600.00)	250.00
Artist Fees	350.00	2,000.00	(1,650.00)	0.00	2,000.00	(2,000.00)	0.00	4,000.00	(4,000.00)	350.00
Actors/Equity Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Labor								0.00		0.00
Sound/ Light Engineer	2,870.00	3,000.00	(130.00)	3,000.00	3,000.00	0.00	750.00	6,000.00	(5,250.00)	6,620.00
Musicians (or Digital Track)	0.00	750.00	(750.00)	2,136.00	750.00	1,386.00	1,400.00	1,500.00	(100.00)	3,536.00
Miscellaneous Labor	695.00	900.00	(205.00)	650.00	900.00	(250.00)	0.00	1,800.00	(1,800.00)	1,345.00
Miscellaneous Expenses	433.50	250.00	183.50	400.00	250.00	150.00	1,289.78	500.00	789.78	2,123.28
Hospitality	1,094.27	500.00	594.27	817.49	500.00	317.49	0.00	1,000.00	(1,000.00)	1,911.76
Total Production Costs	17,817.16	25,955.00	(8,137.84)	27,744.79	27,650.00	94.79	5,459.60	53,605.00	(48,145.40)	51,021.55
Total Profit or (Loss)	29,468.34	5,045.00	24,423.34	51,577.21	22,350.00	29,227.21	(1,953.60)	(53,605.00)	51,651.40	79,091.95

For Discussion Purposes Only

THE STUDIO of the SOONER THEATRE

For the Year Ended June 30, 2022

	Year-To-Date	Annual	Variance
	Actual	Budget	
Revenues			
Tuition Fees	397,457.16	225,000.00	172,457.16
Studio Production Tickets	37,278.00	75,000.00	(37,722.00)
Showcase Tickets & Production Fees	23,353.00	25,000.00	(1,647.00)
Summer Stage 2021 Ticket Sales	24,320.00	25,000.00	(680.00)
Young Producers 2021 Ticket Sales	16,315.00	21,500.00	(5,185.00)
Education Trips-JTF	6,760.20	59,000.00	(52,239.80)
Education Trips-NYC	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00
Total Revenues	505,483.36	430,500.00	74,983.36
Costs			
Instructor Fees	111,768.50	48,500.00	63,268.50
Scholarships	0.00	12,000.00	(12,000.00)
Staff	8,620.00	8,000.00	620.00
Workshop Costs	0.00	2,000.00	(2,000.00)
Studio Production Classes	41,023.86	40,000.00	0.00
2020 Summer Stage Costs	25,662.86	15,000.00	10,662.86
2021 Young Producers Costs	19,115.93	15,000.00	4,115.93
Showcase Costs	22,904.90	10,000.00	12,904.90
Education Trips-JTF	73,570.70	50,000.00	23,570.70
Education Trips-NYC	0.00	-	0.00
Studio Costs	302,666.75	200,500.00	102,166.75
Gross Profit or (Loss)	202,816.61	230,000.00	(27,183.39)
Overhead Costs			
Building			
Utilities	14,153.36	20,000.00	(5,846.64)
Repairs & Maintenance	7,660.75	10,000.00	(2,339.25)
Supplies	2,779.62	5,000.00	(2,220.38)
Miscellaneous	469.60	100.00	369.60
Studio Overhead Costs	25,063.33	35,100.00	(10,036.67)
Total Studio Costs	327,730.08	235,600.00	
Total Profit or (Loss)	177,753.28	194,900.00	(17,146.72)

For the Year Ended June 30, 2022

For Discussion Purposes Only

SOONER THEATRE of NORMAN, INC.

Special Events

Annual Budget-Accrual Basis
For the Year Ended June 30, 2022

	MURDER MYSTERY			SPECIAL EVENTS-VOH			Totals
	Year-To-Date Actual	Annual Budget	Variance	Year-To-Date Actual	Annual Budget	Variance	
Revenues							
Sponsors	4,300.00	10,000.00	(5,700.00)	0.00	0.00	0.00	4,300.00
T-Shirts & Wine Pull	0.00	0.00		260.00	18,000.00	(17,740.00)	260.00
Ticket Sales	22,518.00	20,000.00	2,518.00	30,271.53	14,000.00	16,271.53	52,789.53
Donations	5,011.00	5,000.00	11.00	11,800.00	2,500.00	9,300.00	16,811.00
Total Revenues	31,829.00	35,000.00	(3,171.00)	42,331.53	34,500.00	7,831.53	74,160.53
Production Costs	2,918.56						
Catering	9,731.88	15,000.00	(5,268.12)	0.00	15,000.00	(15,000.00)	9,731.88
2020 Catering	0.00			0.00			
Facility Rental	0.00	0.00	0.00	4,050.00	4,500.00		4,050.00
Miscellaneous	0.00	0.00	0.00	0.00	1,200.00	(1,200.00)	0.00
Sound	0.00	0.00	0.00	250.00	0.00	250.00	250.00
Labor							
Light & Sound Engineer	0.00	1,250.00	0.00	650.00	0.00	650.00	650.00
Director	500.00	500.00					
Music Director	0.00	500.00					
Assistant	183.00	300.00	(117.00)	2,600.00	2,500.00	100.00	2,783.00
Artist Fees	300.00	0.00	300.00	0.00	0.00	0.00	300.00
Miscellaneous Expenses	1,913.05	500.00	1,413.05	11,965.05	10,000.00	1,965.05	13,878.10
Marketing-Show specific	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Production Costs	15,546.49	18,050.00	(2,503.51)	19,515.05	33,200.00	(13,684.95)	35,061.54
Total Profit or (Loss)	16,282.51	16,950.00	(667.49)	22,816.48	1,300.00	21,516.48	39,098.99

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