

THE SOONER THEATRE OF NORMAN, INC.

ANNUAL REPORT FY 2023-24





LOOKING BACK, PLANNING AHEAD

This report highlights our most recent completed Fiscal Year, beginning July 1, 2023 and ending June 30, 2024, based on the date it is due to the City of Norman (February 2025).

THE NUMBERS TELL THE STORY

Each year for the past 15 years, the City of Norman has invested \$65,274 in funding for salaries at The Sooner Theatre. This amount represented 5.6% of our total budget in FY '24, which was \$1,159,752 and 25% of our contributed income, which for FY 2024 was \$257,335.

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

More than 12,000 audience members attended Sooner Theatre events in person during FY '24. They spent, on average, \$49.36 per person in our community, with an economic impact of \$576,000. That number does not include audiences who viewed Sooner Theatre messaging online or through our social media channels, which was estimated at 156,700. In addition, parents of the hundreds of students enrolled at The Studio of The Sooner Theatre contribute to the economic impact created by The Sooner Theatre by purchasing dance clothes, dance shoes, makeup, hair and wig products and anything else needed. They also frequent 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. **Last year, we saw 1276 enrolled in camps and classes** at The Studio of The Sooner Theatre (up 12% from the previous year), **and gave \$60,902 back in scholarships for tuition to 286 students** (up 63% from previous year) 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. 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, while providing a place for students to find their voices. We 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, 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 or email 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, Dorion Billups, University of Oklahoma

Vice President, Anne Cape, McAfee & Taft

Treasurer, Stephanie Keller, Eide Bailly

Secretary, Kristi Pate, Retired educator

Jen Berge, Chicago Title

Tiffany Bodenhamer, American Fidelity

Kerri Brackin, Oil & Gas

Ta'Nia Gaines,, Eide Bailly

Debbie Kelleher, Retired Educator

Jerry Lessley, University of Oklahoma

Karen McIntosh-Telford, Dillard Cies

Savannah Simpson, First United Bank

Susan Vassilakos, Community Volunteer

Sarah Williams, Non-Profit Data Consultant

Vicki Worster, Total Compliance

Advisory Members

Jason Olsen, City of Norman

Mark Ledbetter, Armstrong Bank

Tom Cooper, Vision Bank

Chuck Thompson, Armstrong Bank



SOONER THEATRE STAFF

Jennifer Heavner Baker, Executive Director

Nicki Kraisky, Business Manager (part-time)

Nancy Coggins, PR & Development Director

Meghan Martens, Social Media

& Advertising Coordinator (part-time)

Tish Willis, Studio Manager

Brandon Adams, House Operations Manager

Production Manager position - open

Business Manager - full time - open

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 3 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.

In January 2023, the Sooner Theatre moved **all HR functions to NexTep** in order to be better able to access reporting and to maintain and recruit employees. The Sooner’s current \$1,003,860 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. NexTep provides health insurance that we cover for our employees, as well as voluntary participation in a 401(k), life insurance, dental and vision insurance, and so much more we could not provide access to without their help.

USE OF PAST CITY OF NORMAN FUNDING	
Salaries 2003/2004	Salaries 2014-2015
Salaries 2004/2005	Salaries 2015-2016
Salaries 2005/2006	Salaries 2016-2017
Salaries 2006/2007	Salaries 2017-2018
Salaries 2007-2008	Salaries 2018-2019
Salaries 2008-2009	Salaries 2019-2020
Salaries 2009-2010	Salaries 2020-2021
Salaries 2010-2011	Salaries 2021-2022
Salaries 2011-2012	Salaries 2022-2023
Salaries 2012-2013	Salaries 2023-2024
Salaries 2013-2014	

The Municipal money we received in the amount of **\$65,274** in FY 2024 was approximately **20.9%** of our payroll expenses (FY 2024). We are **very grateful for the increase of \$23,107 for FY 2024-25 to a total of \$88,381! Thank you!**

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 give access to 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** (\$1,159,752) from **ticketing was 16.6%, tuition revenue was 45.2%, rentals and concessions is 3.5%, and contributed revenue donations/fundraisers was 19.4%** 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 13,000** people walked through our doors last year and we were able to track ticket sales to **116 Oklahoma zip codes and 35 out-of-state!** We hope you agree that The Sooner Theatre grants a major return for the 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.

2023-2024 Season: No Concerts booked

Tickets to Main Event concert series shows are based on artist fees and other expenses. We have so much live theatrical programming that requires use of the stage to build sets and rehearse that there just weren't dates available on the calendar to place concerts that worked for touring artists.



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

2023-2024 Season: Cabaret, Seussical The Musical

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 31 children. **Our total enrollment in 2023-2024 was 1276 (up 12% from 2023, and up 62% in the last three years) from across the metro area.** The program has evolved into a 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 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 and 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 as walk-on roles in the Broadway tours of both *Camelot* and *Waitress*.



In January of FY'23, **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 \$60,902 in scholarships** to 286 students who could otherwise not afford to participate in performing arts classes and camps. That is a 157% increase in scholarship awards over the previous fiscal year. 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 under served 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 **Sooner Spotlights** class pairs middle and high school-age students with special needs 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 - **Sooner Legends!** 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! **We serve many other differently-abled students in our regular classes including those on the spectrum, hearing disabled, vision disabled and mobility limited students.**

Tuition for Studio camps and classes ranges from \$150 for a one-week summer camp to \$680 for a school year production class. **We normally give back approx. 20% of our annual tuition** revenue in scholarships. For fiscal year 2024, total tuition revenue was \$524,076, and **scholarships given totaled \$60,902, which funded 286 instances of tuition and/or fees** over the last year, which is actually 12% of our tuition revenue returned as scholarships.

4. SPECIAL EVENTS

We held our highly anticipated Murder Mystery fundraiser in 2023-24, and were so excited to have audiences and performers back to help support the theatre! Murder Mystery is our annual fundraising dinner and show written, directed by and starring volunteers in our community. Murder Mystery 2024 raised \$51,582 for The theatre's operations and programs. The Voice of The Heartland, our other fundraising event is a bi-annual vocal competition featuring talented singers from around the region. It was not held in FY 2023-24.



5. RENTAL ACTIVITIES

Community organizations and individuals have the opportunity to rent the theatre for their activities, meetings or performances on the rare occurrences we have available dates on our calendar.. Our rental revenue for 2023-24 was \$12,850.

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

- Various Community Churches
- Hispanic Flamenco Ballet
- 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
- OU School of Musical Theatre

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

We do not offer a film series at this time, we but normally host several events each year that do show films, including Norman Music Festival (this year we got to host the Hosty documentary!), Norman Film Festival, Moore-Norman Technology Center's Red Carpet Film Festival and Earth Rebirth Film Festival (as our production schedule allows).

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, Norman Chamber of Commerce Board 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 including: 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
- 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

You can see the growth our educational programming has had over especially the last few years. Because of such rapid and expansive growth, we have had to focus both staff and physical resources toward that program, but all initiatives are very important to our organization.

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 grant and the Impact Oklahoma grant 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.

Total earned revenue for FY 2024 was \$934,524, which accounted for 81% of our budget. Contributed (donated) income made up the remaining 19% of the budget.

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

-Thomas Wolf



Sooner Theatre of Norman, Inc

Balance Sheet As of June 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
102 Petty Cash (deleted)	650.00
103 Armstrong Bank-Operations	124,745.00
104 Armstrong Bank Payroll	-25,433.87
107 Sooner Theatre STARS	32,371.78
109 Studio Capital Campaign	51,459.33
Total Bank Accounts	\$183,792.24
Accounts Receivable	
120 Accounts Receivable	185,306.75
120.01 Allowance for Bad Debt	-650.00
Total 120 Accounts Receivable	184,656.75
124 Pledges Receivable	141,257.66
124.01 Discount on Contributions	-900.00
Total 124 Pledges Receivable	140,357.66
Total Accounts Receivable	\$325,014.41
Other Current Assets	
121 Other Accounts Receivable	0.00
121.1 Dep.Insurance-Coggins& Willis	611.44
Total 121 Other Accounts Receivable	611.44
125 Returned Check	-332.00
135 Prepaid Expenses	12,879.34
999 Prior Period Adjustment	16,825.45
Total Other Current Assets	\$29,984.23
Total Current Assets	\$538,790.88
Fixed Assets	
152 Building Improvements	171,841.90
153 Furniture & Fixtures	6,837.02
154 Equipment	58,014.04
154.01 Sound Equipment	160,959.50
154.02 Light Equipment	138,168.27
156 Computer Equipment	35,521.88
157 The Studio at the Sooner	
155 Furniture & Fixtures	9,053.60
157.01 Equipment	34,535.94
157.02 Furniture and Fixtures	627.83
Total 157 The Studio at the Sooner	44,217.37

Sooner Theatre of Norman, Inc

Balance Sheet

As of June 30, 2024

	TOTAL
158 110 East Main St.	0.00
158.01 Building	1,723,753.49
158.03 Furniture & Fixtures	24,078.16
158.04 Equipment	7,686.11
Total 158 110 East Main St.	1,755,517.76
169 Accumulated Depreciation	-557,614.21
Total Fixed Assets	\$1,813,463.53
Other Assets	
190 Community Foundation Deposit	1,573.88
831.01 In-Kind With Time Restrictions	-19,246.00
988 PPA-With Donor Restrictions	-5,918.00
Total Other Assets	\$ -23,590.12
TOTAL ASSETS	\$2,328,664.29
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
200 Accounts Payable	8,728.13
203 Payroll Payable	-19,132.28
Total 200 Accounts Payable	-10,404.15
201 Studio Hail Storm Payable	-526.63
Total Accounts Payable	\$ -10,930.78
Other Current Liabilities	
2100 Payroll Liabilities	2,690.85
226 State Unemployment Tax Payable	-0.04
Total 2100 Payroll Liabilities	2,690.81
251.01 Discount Reno Loan #0410	-24,391.00
254.01 Discount Loan 0416	-18,791.00
299 Current Portion of LT Debt	6,000.00
991 Release of Donor Restrictions	-11,836.00
Gift Certificates Payable	720.00
Total Other Current Liabilities	\$ -45,607.19
Total Current Liabilities	\$ -56,537.97
Long-Term Liabilities	
251 Republic - Reno Loan #0410	15,000.00
253 Republic Bank-Loan # 75020415	968,301.88
254 Republic Bank- Loan-75020416	7,500.00
Deferred Income	7,598.81
Total Long-Term Liabilities	\$998,400.69
Total Liabilities	\$941,862.72

Sooner Theatre of Norman, Inc

Balance Sheet

As of June 30, 2024

	TOTAL
Equity	
369 Net Assets - Unrestricted	31,529.71
3900 Retained Earnings	1,366,527.20
Net Income	-11,255.34
Total Equity	\$1,386,801.57
TOTAL LIABILITIES AND EQUITY	\$2,328,664.29

Sooner Theatre of Norman, Inc

Profit and Loss FYE 6-30-24

July 2023 - June 2024

	TOTAL
Income	
100.401 Sooner Stage Presents	
175.421 Cabaret Income	22,102.48
175.422 Suessical	51,124.95
Total 100.401 Sooner Stage Presents	73,227.43
108.400 The Studio Revenue	
108.401 Tuition Fees	521,861.35
108.466 Studio Scholarships	2,215.00
Total 108.401 Tuition Fees	524,076.35
108.402 Summer Camp Income	
108.490 ANNIE Ticket Sales	531.03
108.493 Alice in Wonderland	1,640.00
495 Ticket Sales	31,762.53
Tea Party in Wonderland	467.11
Total 495 Ticket Sales	32,229.64
Total 108.493 Alice in Wonderland	33,869.64
141.39 Finding Nemo	1,410.78
Total 108.402 Summer Camp Income	35,811.45
108.403 Other Income	2,670.00
108.476 Miscellaneous Studio Income	5,150.25
108.492 Atlanta Trip 2023-24	22,394.40
108.499 New York Trip 2023	108,075.00
Total 108.403 Other Income	138,289.65
108.405 Showcase Ticket Sales	21,317.30
108.408 Young Producers	
108.623 Mean Girls Tickets	24,020.03
Total 108.408 Young Producers	24,020.03
Total 108.400 The Studio Revenue	743,514.78
108.465 Studio Production Class	
108.508 ANNIE Jr.	22,199.94
465.8 Cinderella	
465.801 Tuition	7,497.50
Total 465.8 Cinderella	7,497.50
465.93 Madagascar	18,186.60
465.95 Fiddler on the Roof	22,395.48
Total 108.465 Studio Production Class	70,279.52

Sooner Theatre of Norman, Inc

Profit and Loss FYE 6-30-24

July 2023 - June 2024

	TOTAL
112.400 Murder Mystery	
112.401 Fundraiser Donations	31,673.60
112.403 Murder Mystery Sponsorship	13,500.00
112.404 Mix Money Donations	6,408.31
Total 112.400 Murder Mystery	51,581.91
115.00 Concessions	261.13
115.401 Sweet Shoppe Sales	27,620.27
Total 115.00 Concessions	27,881.40
116.400 Rental Income	12,850.00
401 Sweet Shoppe	
401.02 Concessions	1,582.32
Total 401 Sweet Shoppe	1,582.32
858.3	1,566.99
Encore Club & Kindful Donation\	417.24
Total Income	\$982,901.59
Cost of Goods Sold	
100.501 Sooner Stage Presents Costs	
161.508 A Christmas Story COS	7,619.04
161.519 Little Shop Costs	142.42
161.521 Cabaret COS	30,875.30
161.522 Suessical	38,101.44
161.523 Into the Woods Costs	237.50
Total 100.501 Sooner Stage Presents Costs	76,975.70
106.500 Annie Costs	84.01
108.500 The Studio Costs	475.00
108.501 Instructor Fees & Costs	99,306.15
108.503 Staff	9,296.00
108.504 Summer Camp Show Costs	4,375.55
108.614 Junie B.Jones Jr	1,105.31
108.907 Alice in Wonderland COS	21,706.81
566.22 Seussical Expenses	32.27
566.29 Finding Nemo	740.81
566.30 Magic Tree House	1,197.77
Total 108.504 Summer Camp Show Costs	29,158.52
108.505 Showcase Costs	23,111.91
108.506 Costumes	2,500.00
Total 108.505 Showcase Costs	25,611.91
108.568 Workshop Costs	875.00
Total 108.500 The Studio Costs	164,722.58

Sooner Theatre of Norman, Inc

Profit and Loss FYE 6-30-24

July 2023 - June 2024

	TOTAL
108.507 Production Class Costs	450.00
565.6 Little Mermaid Costs	2,000.00
566.27 Beauty & the Beast Costs	200.00
566.28 Frozen Costs	47.69
566.31 Madagascar Jr.	12,081.17
566.32 Fiddler on the Roof	28,759.64
566.34 ANNIE Jr.	20,591.51
Total 108.507 Production Class Costs	64,130.01
108.572 Education Trip Costs	
108.914 JTF Trip Costs	77,635.03
108.915 New York Trip Costs	133,171.23
Total 108.572 Education Trip Costs	210,806.26
108.598 Young Producers Costs	
108.622 Mean Girls	35,355.63
108.626 CATS Costs	1,887.45
Total 108.598 Young Producers Costs	37,243.08
108.600 The Studio Overhead Costs	
108.602 Utilities	13,787.66
108.603 Repairs & Maintenance	19,228.22
108.604 Supplies	5,464.26
108.605 Miscellaneous	896.80
Total 108.600 The Studio Overhead Costs	39,376.94
112.500 Murder Mystery Costs	
112.501 Production Costs	2,400.66
112.502 Catering	16,244.45
112.504 Labor	815.00
112.505 Supplies	1,008.10
112.506 Miscellaneous	513.20
Total 112.500 Murder Mystery Costs	20,981.41
115.500 Concessions Costs	
115.501 Concessions Supplies	16,699.93
Total 115.500 Concessions Costs	16,699.93
116.500 Rental Costs	3,340.00
116.505 Rocky Horror Movie	1,000.00
Total 116.500 Rental Costs	4,340.00
502 Sweet Shoppe Supplies	413.96
505 Production Costs	
505.11 Hospitality	28.30
Total 505 Production Costs	28.30
Total Cost of Goods Sold	\$635,802.18
GROSS PROFIT	\$347,099.41

Sooner Theatre of Norman, Inc

Profit and Loss FYE 6-30-24

July 2023 - June 2024

	TOTAL
Expenses	
501 Marketing	10,597.61
501.01 Advertising	26,504.66
501.02 Postage, Copying & Printing	14,028.54
Total 501 Marketing	51,130.81
504 Bankcard Service Charges	1,472.34
504.1 Global Payment Credit Card Fees	27,171.43
506 Sales Tax	14,726.22
625 Community Outreach	880.00
630 Contract Labor	2,510.00
648 Dues and Licenses	8,913.42
649 Jackrabbit Fees	3,553.47
654 Equipment Lease	7,245.14
660 Insurance	24,196.31
660.04 D & O Ins	1,994.00
Total 660 Insurance	26,190.31
663 Custodial Services	6,600.00
700 Payroll Expenses	
711 Salaries-Other	310,989.84
717 Payroll Taxes	927.70
Total 700 Payroll Expenses	311,917.54
702 Office Supplies	10,184.38
708 Technical Supplies	7,886.65
723 Professional Fees	2,350.00
726 Postage	392.94
744 Rent	1,808.13
747 Theatre Expenses	
474.02 Utilities	5,971.93
474.03 Paper Supplies	325.46
474.04 Cleaning & Covid 19 Supplies	1,536.69
747.01 Repairs & Maintenance	2,432.95
Total 747 Theatre Expenses	10,267.03
756 Miscellaneous Expenses	6,661.35
757 Non-Profit Training & Expenses	8,223.78
Gifts and Thank Yous	549.28
Total 756 Miscellaneous Expenses	15,434.41
768 Telephone & Internet	13,086.10
780 Utilities	230.00
Total Expenses	\$523,950.32
NET OPERATING INCOME	\$ -176,850.91

Sooner Theatre of Norman, Inc

Profit and Loss FYE 6-30-24

July 2023 - June 2024

	TOTAL
Other Income	
100.402 Additional Shows Income	
155.00 Cutter Elliott Show	179.04
Total 100.402 Additional Shows Income	179.04
400 City of Norman(Salaries)	65,274.00
408 Grant Income	54,241.50
408.1 Allied Arts Foundation	37,570.09
Total 408 Grant Income	91,811.59
830 Interest Income	1,735.68
835 Miscellaneous Income	2,506.48
836 Advertising Income	4,772.50
836.10 Summer Stage Program Ads	1,275.00
Total 836 Advertising Income	6,047.50
851 Other Income	437.90
857 Board Donations	6,150.00
858 Friends Donations	2,100.00
858.3 Encore Club & Kindful Donations	30,649.07
Total 858 Friends Donations	32,749.07
858.01 STARS Fundraiser	49,085.17
862 Refund	1,358.78
Total Other Income	\$257,335.21
Other Expenses	
858.02 STARS Fundraiser COS	39,844.05
920 Interest Expense	
920.1 Interest on 110 E. Main loan	51,895.59
Total 920 Interest Expense	51,895.59
Total Other Expenses	\$91,739.64
NET OTHER INCOME	\$165,595.57
NET INCOME	\$ -11,255.34



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