	Actuals from most recently completed Fiscal Year	FY16 Budget	Ineligible Expenses	Note
OPERATING BUDGET / CASH EXPENSES				
1. Personnel–Administrative				
Managing Director (FT)	$52,530	$56,259		
Marketing Director (FT)	$37,740	$33,201		
Communications Director (FT)	$0	$33,201		
Development Director (FT)	$32,403	$35,374		
Front of House Manager and Management Associate (FT)	$28,718	$36,414		
Bookkeeper (PT)	$7,032	$10,000		
	$158,422	$204,449		
2. Personnel–Artistic, Technical & Production				
Artistic Director (FT)	$52,530	$56,259		
Ensemble (PT)	$37,560	$45,000		
Associate Artistic Director #1 (FT)	$25,965	$27,808		
Associate Artistic Director #2 (FT)	$25,894	$27,732		
Technical Director (FT)	$32,743	$36,414		
Actors/Improvisors (PT)	$43,635	$46,733		
DGTV Producer (PT)	$12,644	$13,542		
Instructors (PT)	$22,210	$26,000		
Costume Designers (PT)	$2,480	$2,750		
Lighting Designers (PT)	$2,650	$3,000		
Prop Designers (PT)	$2,400	$2,750		
Set Designers (PT)	$2,400	$2,750		
Sound Designers (PT)	$2,350	$2,750		
Special FX Designers (PT)	$600	$750		
Directors (PT)	$3,500	$4,500		
Choreographers (PT)	$1,400	$1,500		
Musicians (PT)	$1,472	$1,576		
Playwrights (PT)	$2,820	$3,020		
Multimedia and Graphic Artist (PT)	$10,332	$11,066		
Front of House (PT)	$14,540	$18,000		
Stage Managers (PT)	$5,440	$5,826		
Technicians (PT)	$20,275	$21,714		
	$325,838	$361,441		
3. Outside Fees				
Artistic/Education Expenses	$25,354	$20,861	$ 5,000	
DGTV	$41,188	$50,000		
Royalties/Licensing	$5,617	$5,730		
Web Hosting	$3,454	$3,500		
Accountant	$8,000	$8,500		
IT	$2,097	$2,139		
Credit Card and Ticketing System Fees	$38,769	$39,544		
	$124,480	$135,274		

OPERATING BUDGET / CASH EXPENSES

4. Marketing		
I. Dad's Garage Theathre Company		
Advertising		
Print-Creative Loafing	$910	$950 for a 1/3 page full color ad to be run for 52 weeks.
Print-Atlanta Intown	$745	$700 for 1/3 page black and white ad to be run for 52 weeks
Video	$1,550	10 second ad with youtube.com setting a $50 a day budge
Database Marketing		
Direct mail-Postcard	$145	2 sided color post cards for $140 + $5.00 for premium color glossy
TOTAL	$3,350	
II.Scripted show		
Advertising		
Print-BURNAWAY	$500	
Print-ArtsATL	-	CALL THEM TO KNOW
Radio		
Atlanta WAOK 1380	$2,800	
Television		
Atlanta City Channel - 26	$8,500	
TOTAL	$11,800	
III.Dad's Garage TV.		
Advertising		
Print		
Planning	$600 – $1200	
UX (sitemap, wireframes)	$0 – $600	
Visual Design	$960 – $2400	
Programming	$3000- $7200	
Content Support	$240 – $600	
Client Training /	$0 – $600	
Testing and Launch	$960 – $1200	
Database Marketing		
MailChimp	$20,000 - $80,000	MailChimp ranges from $0 to $25 per month for a growing business plan that includes up to 2000 subscribers and unlimited emails.
TOTAL	$25,760 - $93,800	

		$25,760			Choose the lowest expenses in this plan
IV. Improv Classes					
Advertising					
Print - Creative Loafing Magazine 1/16 ad					3 months ahead from the next classes season, $220 per ad with 5 time, once in two weeks. $220 X 5 = $1,100
		$1,100			
Print - BURNAWAY – Weekly "to do list"					6 times 3 months advanced the next season of the classes.
		$600			
Print – Posters / Flyers					3 months ahead, 3 times a week with 300 posters/flyers each time.. $0.14per one X 12 weeks X 3 times X 300
		$1,512			
Radio					
Atlanta WAOK 1380		$2,800			
TOTAL		$6,012			
TOTAL MARKETING EXPENSES		$46,922			
Mainstage Productions	$5,180	$6,000			
Top Shelf Productions	$649	$1,000			
Improv Productions	$545	$1,000			
General Expenses	$11,285	$10,000			
	$17,659	$64,922			
5. Remaining Expenses					
Travel (cash expenses only)	$4,198	$2,500	$	2,500	
Insurance	$54,674	$80,000			
Fundraising	$61,885	$35,000	$	25,000	
Production Expenses	$16,253	$25,000			
Supplies	$10,656	$10,000			
Maintenance, Equipment	$2,144	$2,000			
Payroll Taxes	$28,676	$30,000			
Inventory Expense	$23,011	$2,000	$	28,000	
Conferences/Training	$485	$1,000			
License, Fees, and Dues	$8,165	$9,000			
Rent/Mortgage	$65,104	$100,000			
Depreciation	$3,545	$0	$	75,000	
Non-operating Expense (Capital Campaign)	$24,595	$0			
Utilities	$5,845	$50,000			
	$107,739	$477,000			
6. Total Expenses	$734,138	$1,243,086			
INCOME					
7. Admissions					
Single Ticket Sales	$269,564	$340,000			
Touring	$1,477	$2,500			
Gift Certificates	$3,409	$5,000			
Service Fees	$19,875	$25,068			
	$294,325	$372,568			
8. Membership					
9. Contracted Services					
Classes	$90,042	$105,000			
Contracted Jobs	$43,977	$70,000			
Dad's Garage TV	$47,879	$80,000			
	$181,898	$255,000			
10. Corporate Support					
Turner Broadcasting	$15,000	$20,000			
MailChimp	$20,000	$30,000			
Anonymous	$2,500	$5,000			
Other BaconFest sponsors	$1,905	$10,000			
	$39,405	$65,000			
11. Foundation Support					
The Metropolitan Atlanta Arts Fund	$60,000	$0			
Community Foundation for Greater Atlanta		$25,000			
Imlay	$15,000	$25,000			
SunTrust Foundations	$0	$25,000			
Other	$2,737	$10,000			
	$77,737	$85,000			
12. Individual Donations					
Board Giving	$42,097	$55,000			
Major Giving (over $1,000 gifts)	$15,000	$15,000			
Special Events	$116,882	$125,000			
Individual Giving (under $1,000 gifts)	$40,745	$45,000			
	$214,724	$240,000			
13. Federal Government					
14. State Government (other than GCA)					
15. County Government					
Fulton County Arts Council	$19,500	$20,000			
Fulton County Outreach	$11,737	$0			
	$31,237	$20,000			
16. City Government					
City of Atlanta Office of Cultural Affairs	$35,000	$40,000			
Power2Give match	$5,000	$0			
	$40,000	$40,000			
17. Revenue - Other					

Merchandise/Concessions/Bar	$57,733	$115,000
Interest Income	$21	$20
Nonoperating Income (Capital Campaign)	$19,592	$0
	$77,346	$115,020
17. Funds Requested in this Application	$0	$25,000
Total Income	$956,671	$1,217,588
Surplus/(Deficit)	$222,532	-$25,498