

The Washington Chorus

Chorus Members Mid-Year Financial Report for FY 2020 / January 30, 2020

Prepared and presented by Stephen Marc Beaudoin, Executive Director

SUMMARY

The theme for TWC's financial performance and position in the first six months of our 2020 fiscal year is *momentum*.

Leaning into our identified strategic goals for FY20 – improving our financial position, increasing donor satisfaction and engagement, and maximizing the talent potential of The Washington Chorus – the management, board, and committees of TWC have worked to focus our efforts to build on and accelerate the positive momentum from our turn-around and alignment of the past year.

Today's memorandum continues my oft-stated commitment to open communication, transparency, and trust so that you as a Chorus member can better understand our financial position and progress and how your contributions are being effectively stewarded to support TWC's mission.

The following are four take-aways concerning our financial position as of December 31, 2019 (the mid-year point of our current 2020 fiscal year):

1. **Our contributed revenue trends are strong overall and moving in the right direction.** In individual contributed revenue, we earned nearly as much in individual contributions in the first six months of the current fiscal year as we did in the entirety of the last fiscal year (from July 1-Dec. 31, 2019, we raised \$116,862 from 218 unique donors). The work of staff and Development Committee in providing extraordinary stewardship and cultivation for current and prospective supporters is beginning to earn us more trust and support. Foundations and corporate giving are trending healthily, but there is even better news in government grants: TWC is one of a cadre of DC cultural institutions that has earned a larger than budgeted grant this year from the DC Commission on Arts and Humanities. This grant will allow us to continue our high-quality artistic productions and to make modest investments in areas of most need at TWC, including staff capacity, marketing/communications, professional development, and consulting support.
2. **Our year over year earned revenue trends (ticketing, primarily) continue to show improvement.** Some specific examples of success include the box office result of our November 2019 Mozart Requiem program, which grossed \$44,000 in ticket sales for an audience of 1,813 at the Kennedy Center; this made it one of the best-selling and best-attended fall classical shows produced by TWC in the past decade. We also landed at 89% of our gross revenue goal for our holiday concerts and set a record for single-show gross ticket sales with our December 22 Candlelight Christmas concert, earning \$127,602 in revenue for that concert alone by piloting a more dynamic pricing structure.
3. Because of these midyear results, when taken alongside our continued commitment to thoughtfully control costs and operate as efficiently as possible, **our current projection is to end FY20 with a low six-figure operating surplus.** If achieved, this would be a second consecutive year for such a surplus.
4. The TWC Finance Committee and Board continue to thoughtfully review all financial performance on a regular basis and are **in the process of developing additional longer-term financial policies and targets** (especially, for example, around developing an unrestricted net operating reserve).

We believe there is real momentum afoot right now at The Washington Chorus, and hope this update continues to enhance your confidence in our direction. If you have any questions or would like additional information, feel free to contact Emma Moores, Deputy Director, or Stephen Marc Beaudoin, Executive Director.