

2019-20 SEASON

Statistics
Report

The
Shirley Todd Herrick
Theater



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Summary

Season Categorization

The Tecumseh Center for the Arts (TCA) 2019-2020 Season was planned to include 79 events. Of these 79 events, 6.33% were part of the National Touring Season, 16.46% of the events were TCA Special Events, and 77.22% of the events were to be produced by renting organizations. Due to the novel coronavirus COVID-19 pandemic and shutdowns, 38 of these events (48.1% of all events) were cancelled and/or postponed. The actual number of events in the 2019-2020 Season was 41. Of these 41 events, 9.76% were part of the National Touring Season, 21.95% of the events were TCA Special Events, and 68.29% of the events were produced by renting organizations.

Attendance

Of the total number of patrons attending events at the theater, 72.31% attended events by renting organizations and 27.69% attended events produced by the TCA. Of the TCA events, 11.9% of patrons attended the National Touring Season, while 15.79% of patrons attended TCA Special Events. The TCA Homegrown Season consists of TCA Special Events and events by renting organizations. 88.1% of patrons attended events in the TCA Homegrown Season.

Reach

Patrons from 21 counties purchased tickets, merchandise, or donated to the theater during the 2019-2020 Season. This is a 7.2% decrease in reach from the 2018-2019 Season, however 6 new counties were reached, compared to the previous season. Patrons from 18 states purchased tickets, merchandise, or donated to the theater during 2019-2020. This is a 10% increase in reach from the 2018-2019 Season and 10 new states were reached, compared to the previous season.

The TCA is active on six social media platforms and has 4,661 likes and followers, which is a 5.5% increase from the previous season. During the 2019-20 Season, the TCA had 40,656 engagements and 967,684 impressions on social media. This is a 284.53% and 196.76% increase, respectively. The TCA also had 12,378 page views and 7,300 unique visits to the TCA website.

Ticket Sales

The National Touring Season performances cost \$19,818.00 and ticket sales were \$46,831.00, with a profit of \$27,013.00, even with the final performance by Phase 5 being potentially postponed until the 2020-2021 Season. This is an increase in profit by 58.01% from the previous season.

The number of season ticket holders during the 2019-20 season was 177, which is an increase of 27.34% from the 2018-19 Season.

Ticket sales for the Touring Season accounted for 36.62% of total ticket sales. Special Event ticket sales totalled \$28,653.33, which accounted for 22.38% of total ticket sales. Ticket Sales for Renter Performances was \$52,482.00, which accounted for 41% of total ticket sales.

Rent and fees paid to the TCA by Renter Organizations totalled \$18,633.85, which is 35.51% of Renter Ticket Sales. The TCA Ticket Sales/Rent Profit for the 2019-20 Season was \$54,734.00, not taking into consideration any advertising or daily operations expenses.

Additional Revenue

In the course of the TCA 2019-20 Season, the theater received \$10,611.99 in additional show date revenue and \$103,652.77 in additional support. Additional show date revenue includes beer & wine sales, concessions, and bar tips. Additional support includes funding from grants, foundations, and individual donors. This is a 123.66% increase in additional show date revenue and a 26.77% decrease in additional support. This decrease is a result of an additional \$50,000 in grant money specifically given to the TCA for the ramp project during the 2018-19 Season. Without that additional grant money included, additional support for the 2019-20 season would reflect an increase of 13.23% from the previous season.

Purchasing Trends

During the 2019-20 Season, 61.31% of ticket sales were conducted online, while 38.59% of ticket sales were conducted through the Box Office. Sales are predicted to be placed almost entirely online by either the 2022-23 or 2023-24 Season.

During the 2019-20 Season, 88.67% of ticket sales payments were made by credit card, 7.94% were made in cash, 3.42% of sales were made by check, and 0.09% of payments were made by gift certificate. We continue to see a decrease in cash and check ticket sale payments overall and an increase in credit card sales.

Events Budget

The Events Budgets presented include the ticket sales, rent, show date revenue, and support previously outlined in this report. The original events budget for the 2018-19 Season was \$150,900.00. With amendments of \$56,571.00, the amended budgeted was \$207,471.00. The actual income totalled \$222,177.87. The actual income was 7.09% more than the amended budget. Of the 34 line items, 3 (8.82%) of them had an income amount that was the same as the amended budget, 16 (47.06%) of them had an income amount that was the more than the amended budget, and 15 (44.12%) of them had an income amount that was less than the amended budget.

The original events budget for the 2019-20 Season was \$222,400.00. With amendments of **(\$4,495.00)**, the amended budgeted was \$217,905.00. The actual income totalled \$215,708.46. The actual income was 1.01% less than the amended budget. Of the 27 line items, 7 (25.93%) of them had an income amount that was the same as the amended budget, 10 (37.04%) of them had an income amount that was the more than the amended budget, and 10 (37.04%) of them had an income amount that was less than the amended budget.

Of the line items in the 2019-20 Events Budget, 6 (22.22%) were directly affected by cancelled and/or postponed 2019-20 events. Even with 48.1% of all events for the 2019-20 Season being cancelled, the actual income for the 2019-20 Season was only 2.91% less than the actual income for the 2018-19 Season.

Data Used for Statistical Analysis

The numbers and figures used in this Statistics Report are compiled by Touring Season Tickets, Special Event Tickets, Merchandise, Miscellaneous, and Renter Tickets. Revenue from these sources are broken down by channel, including online and box office sales. Revenue is also broken down by payment type, including credit card, cash, check, gift card, unknown (invoiced payments), and transfer (transfer of ticket sales from renter events to TCA to cover the cost of rent and fees). The figure \$215,708.46 matches the 2019-20 Event Budget.

Note: Nutcracker Ticket Sales, Tight Orders, and Participation Fees are all represented in the line item TCA Show #3. Donations, 40th Anniversary T-Shirt Sales, and Tips are all represented in the line item Contributions & Gifts. Concessions and Bottle Returns are both represented in the line item Concessions.

Season Categorization

National Touring Season

5 Originally Scheduled | 6.33%

4 Actual Performances | 9.76%

John Latini
Legends of Michigan Comedy
New York, NY Dueling Pianos
Le Cirque Esprit
Phase 5

Special Events

13 Originally Scheduled | 16.46%

9 Actual Events | 21.95%

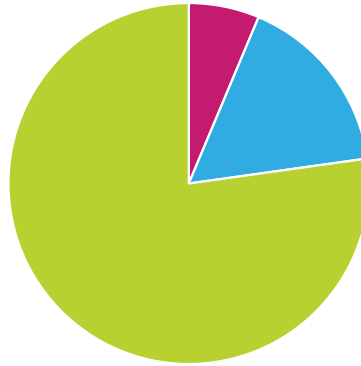
Season Preview featuring Ear Candy
Cat Canyon
Veterans Day Concert featuring Peace Jubilee Brass Band
The Nutcracker Ballet (4)
TCA Big Band & VocalAires - The Season of Giving
Le Cirque Esprit Workshop
Dinner Theater - Titanic!
TCA Big Band & VocalAires - Cole Porter Songbook
3rd - 6th Grade Summer Drama Camp (TYT Collaboration)
Tech Camp
7th - 12th Grade Summer Drama Camp (TYT Collaboration)

Renters

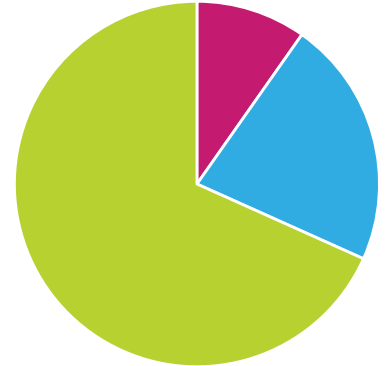
61 Originally Scheduled | 77.22%

28 Actual Performances | 68.29%

Kiwanis Club Of Tecumseh - The Making Of California
TSO Costume Concerts (2)
River Raisin Ragtime Revue - Halloween Family Concert
TPS Fall Choir Concerts (2)
Neighbors of Hope - Comedian Jeff Allen
Kiwanis Club Of Tecumseh - Southern England
TYT - Seussical KIDS (3)



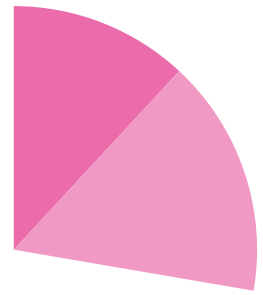
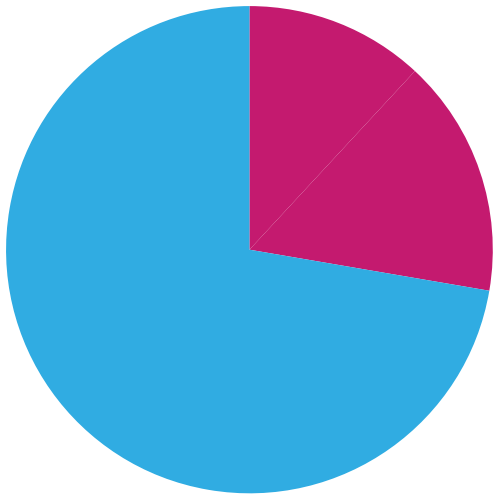
Originally Scheduled



Actual Performances

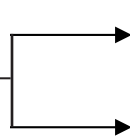
Tecumseh Pops Orchestra - A Musical Christmas Card
NHME - 20th Reunion Winter Concert
TPS Winter Choir Concert (Compass, East, West)
MST Dance Center - Winter Showcase
Kiwanis Club Of Tecumseh - Bhutan: The Cloud Kingdom
TYT - Willy Wonka Jr. (3)
Kiwanis Club Of Tecumseh - Remembering Hells Canyon
TPS High School Choir Pre-Festival Concert
TSO Pre-Festival Concert (East, West)
TSO MidWinter Fest Concert (Compass)
TPS 5th - 8th Band Concerts (Compass, East, West) (2)
Kiwanis Club Of Tecumseh - On Assignment: Alaska
TPS Pre-Festival Choir Concert (East, West, Compass)
TYT - Mamma Mia! (3)
TPS Compass 2nd Grade Concerts (2)
TPS Compass 3rd Grade Concerts (2)
TPS North and South 1st Grade Concerts (2)
TPS Compass 4th Grade Concerts (2)
Kiwanis Club Of Tecumseh - Spain And Portugal
Tecumseh Band Aid
TSO Guest Artist Concerts (2)
Tecumseh Pops Orchestra - American Folk Tapestry
The Ballet School
NHSME Concert
Dance Steps Studio - 28th Annual Spring Recital (2)
TPS Spring Choir Concert (East, West, Compass)
TPS Spring HS Choir Concert
MST Dance Center - Spring Showcase (2)
TSO Spring String Fling (2)
Encore Dance Studio (4)
Infusion (2)
3rd - 6th Grade Summer Drama Camp (TCA Collaboration)
7th - 12th Grade Summer Drama Camp (TCA Collaboration)

Attendance | TCA vs. Renters



Renters 72.31%

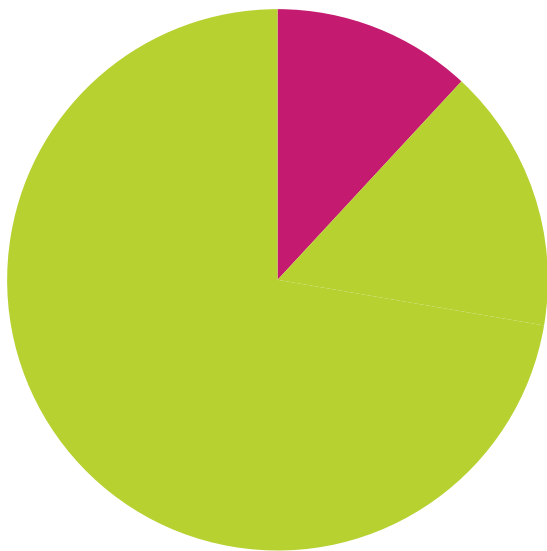
TCA 27.69%



Touring Season 11.9%

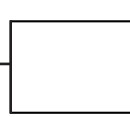
Special Events 15.79%

Attendance | Touring Season vs. Homegrown Season



Touring Season 11.9%

Homegrown Season 88.1%

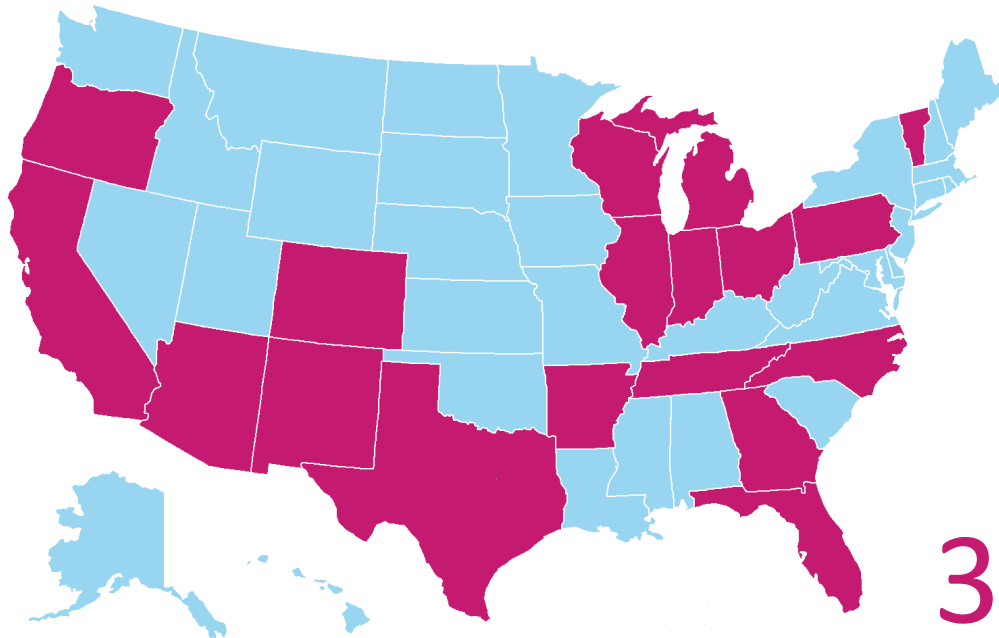
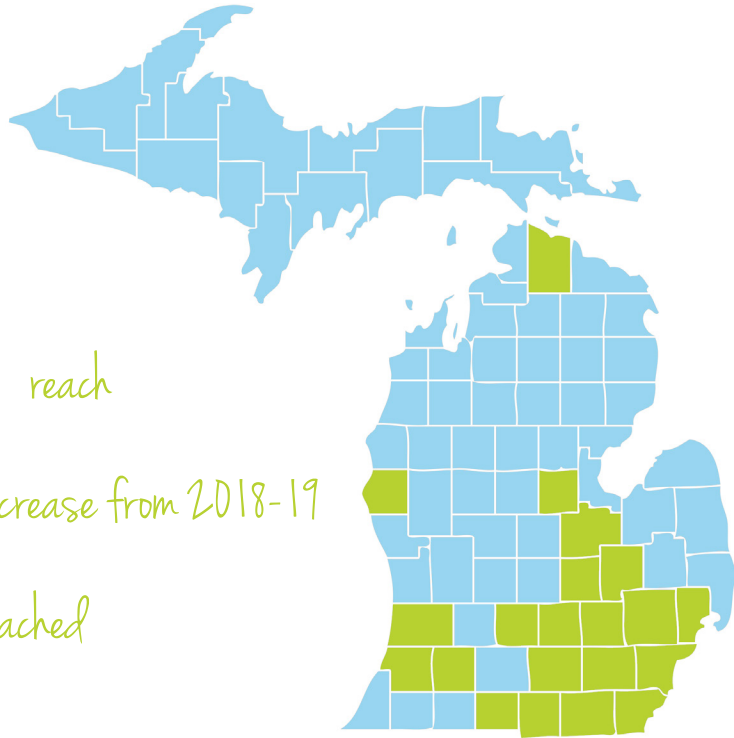


Special Events 15.79%

Renters 72.31%

TCA Reach in Michigan & the United States

25.3% reach
7.2% decrease from 2018-19
6 new counties reached



36% reach
10% increase from 2018-19
10 new states reached

Social Media Reach



Facebook

Likes | **3,383** | **389** New
Engagements | **39,960**
Impressions | **920,291**



Twitter

Followers | **587** | **24** New Engagements | **161**
Impressions | **31,259**



Youtube

Views | **498**



Pinterest

Followers | **57** Engagements | **535**
Monthly Viewers | **371** Impressions | **16,134**



LinkedIn

Followers | **20** | **3** New



Instagram

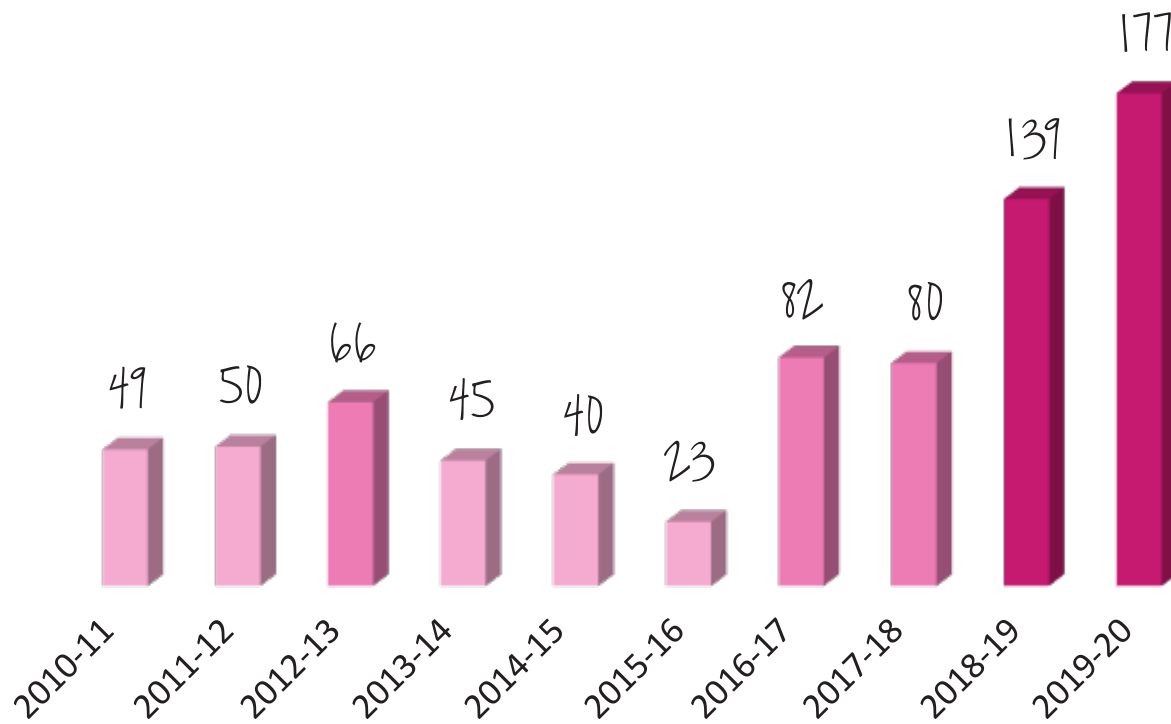
Followers | **614** | **285** New



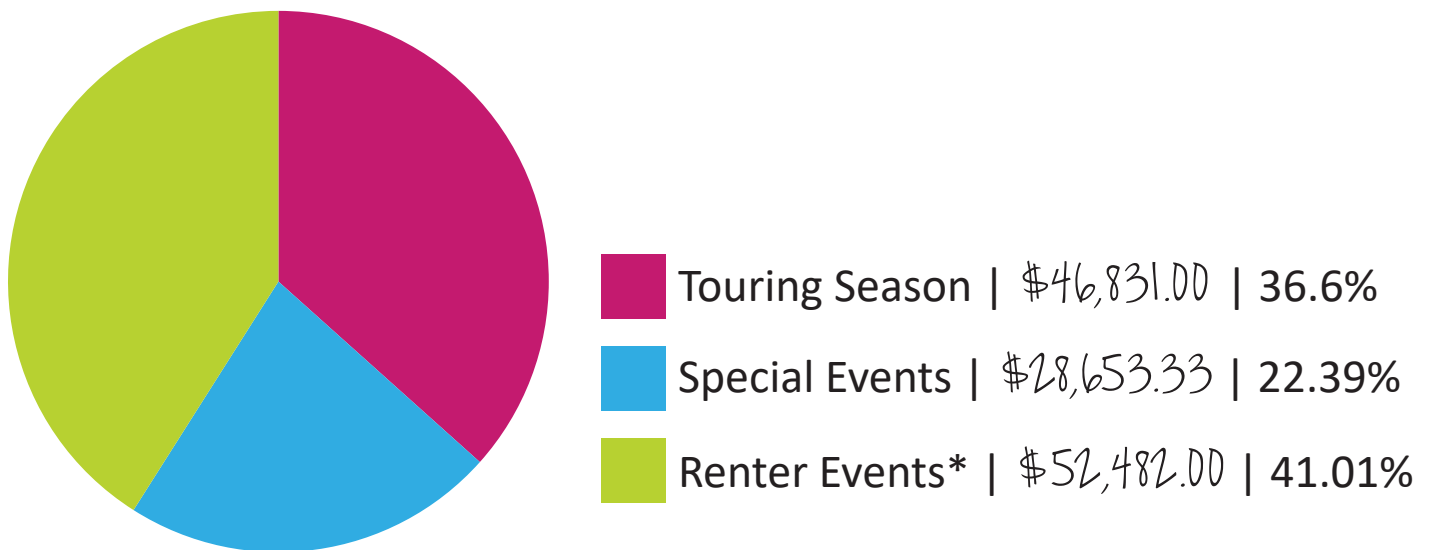
TCA Website

Page Views | **12,378**
Unique Visits | **7,300**

Touring Season Subscriptions Sold

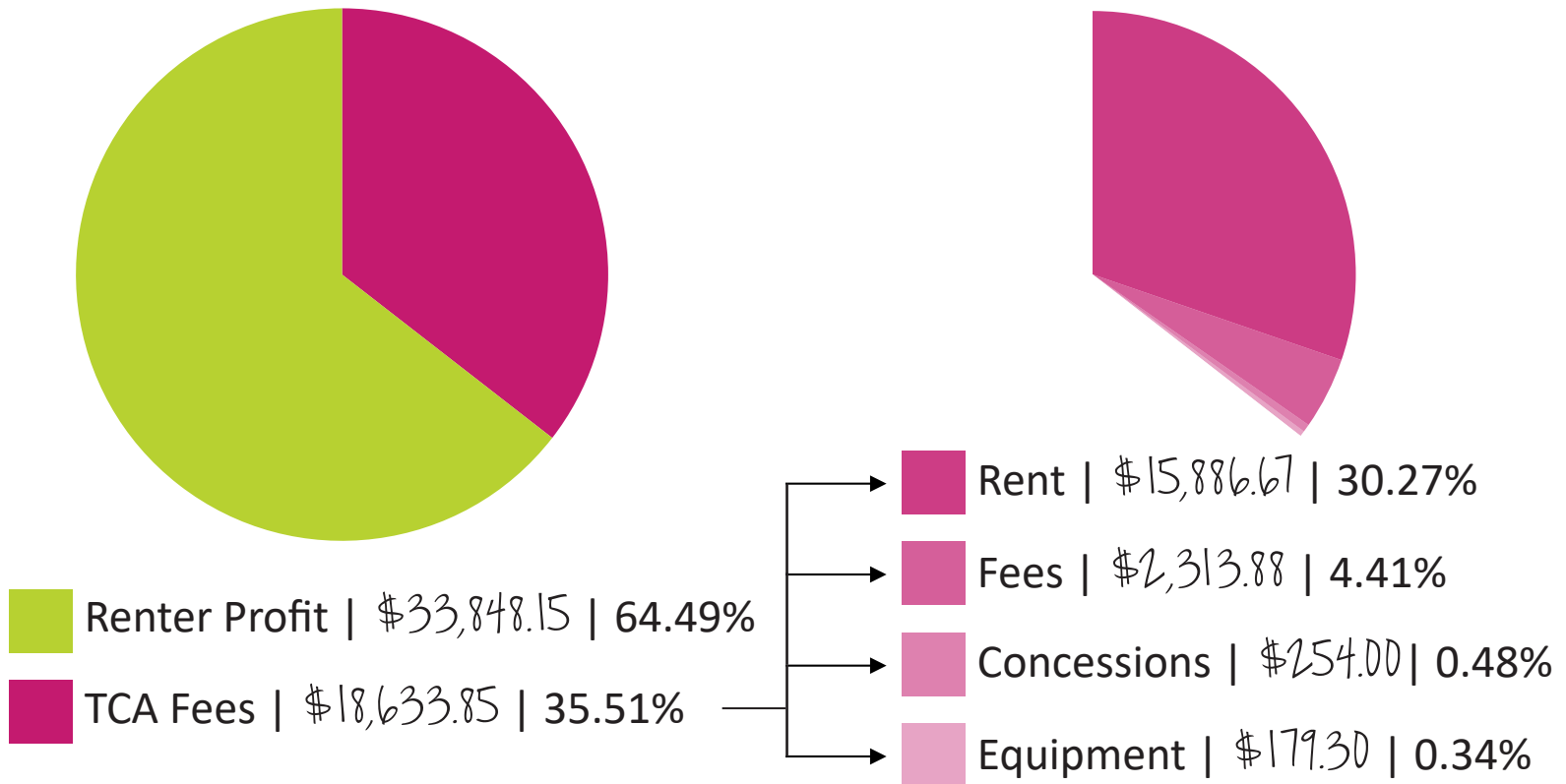


Ticket Sales by Categorization



*Ticket Sales for Renters is paid out to the renting organizations and does not reflect revenue collected by the TCA.

Renter Ticket Sales Breakdown



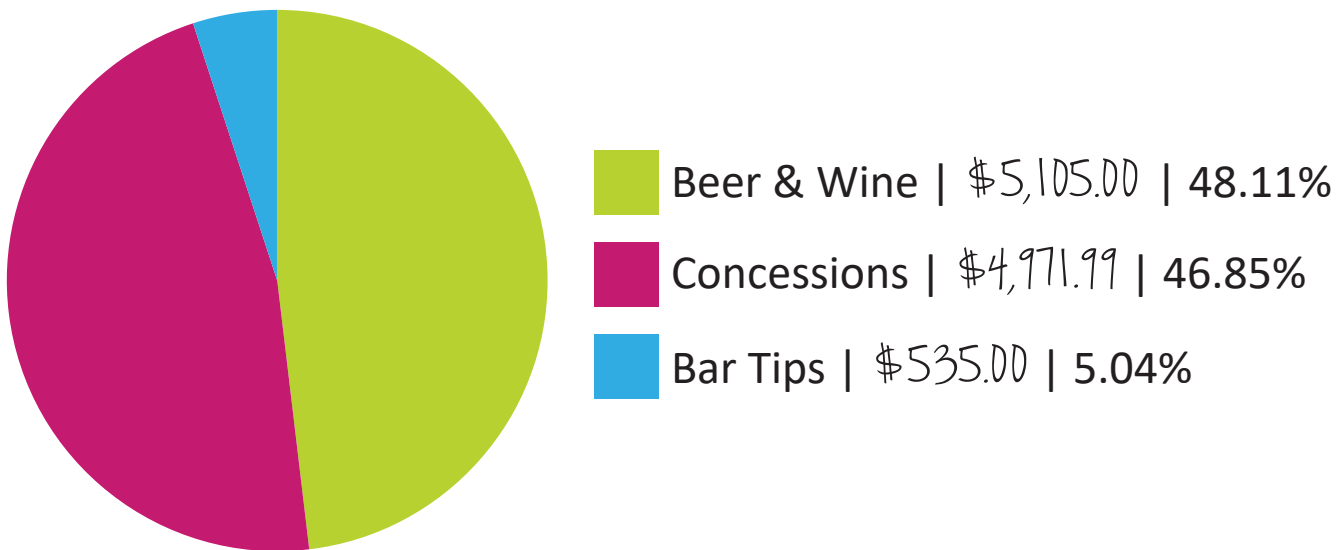
TCA Ticket Profit by Season Categorization



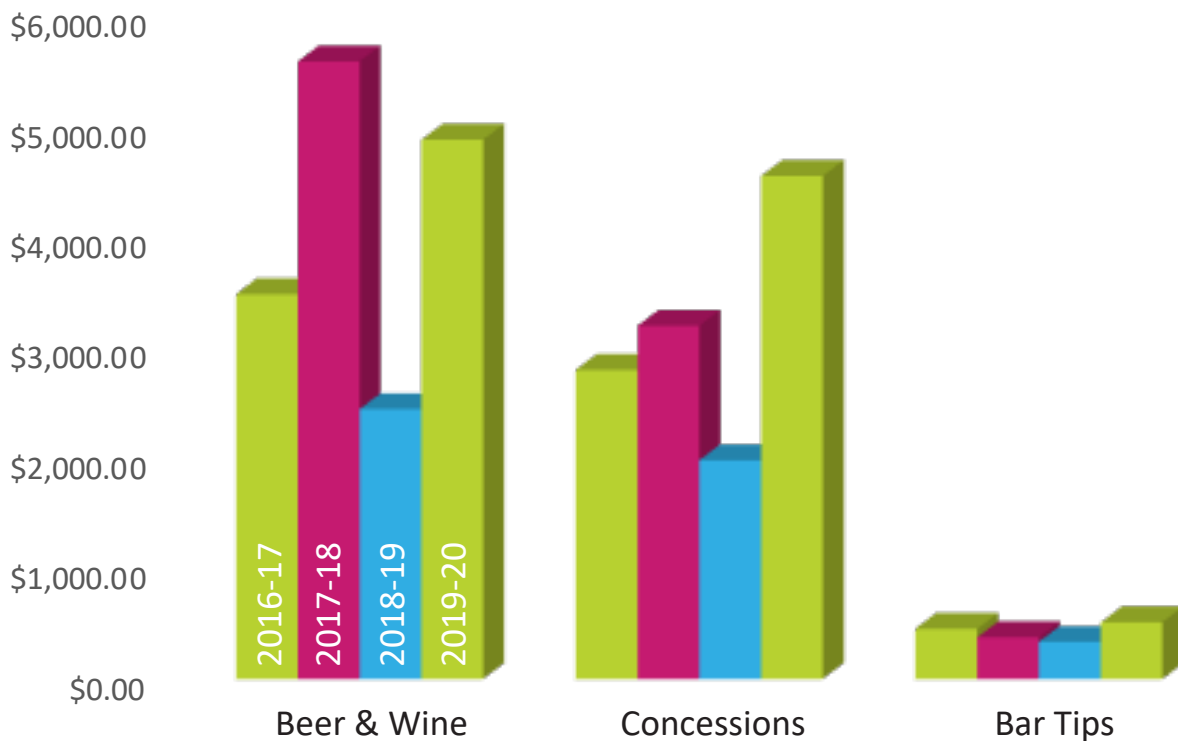
TCA Ticket Sales/Rent Profit
\$54,734.00*

*Not taking into consideration any advertising or daily operations expenses

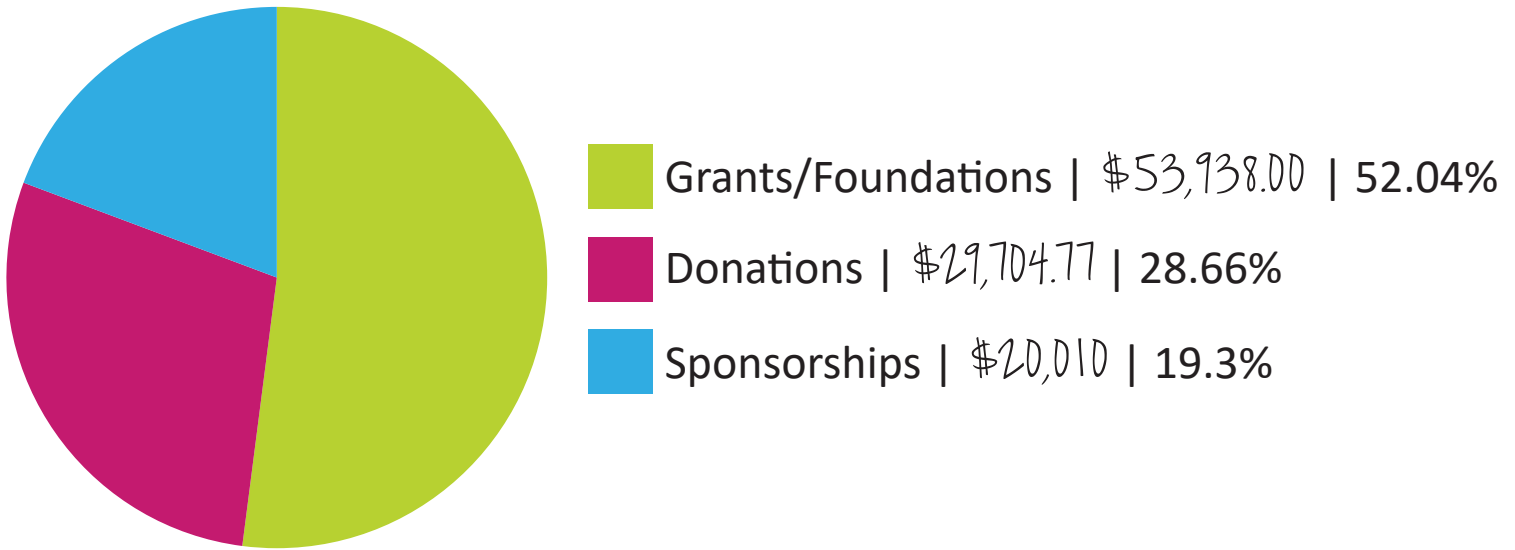
Show Date Revenue | 2019-20 Season



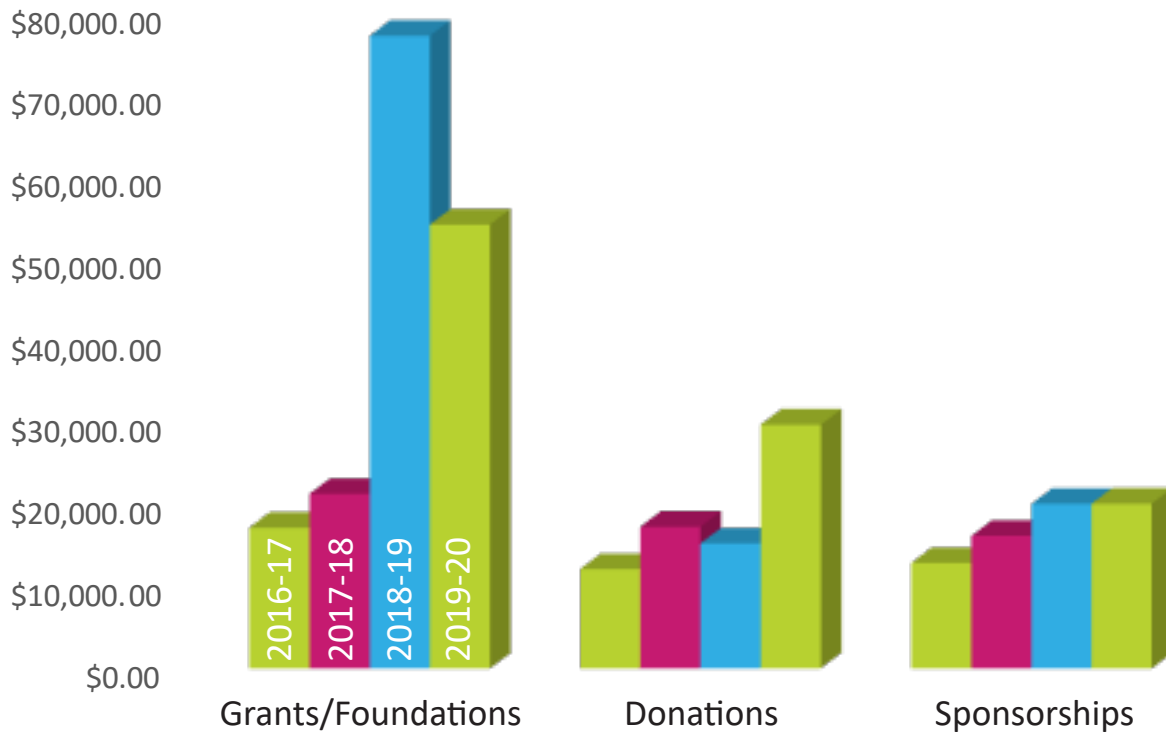
Show Date Revenue | Comparing Seasons



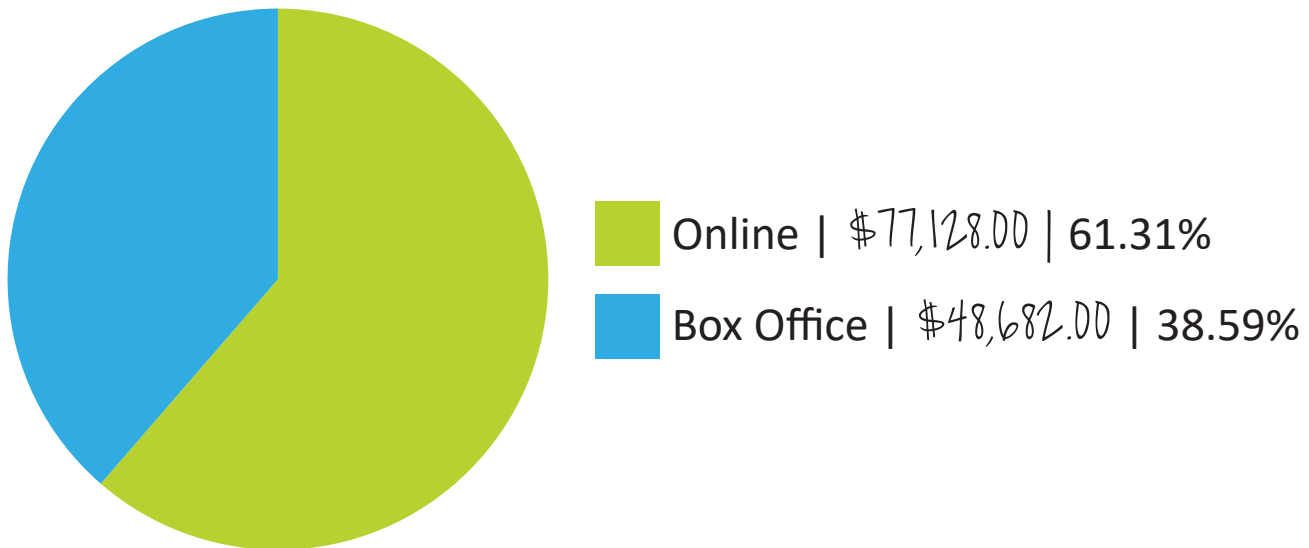
Support | 2019-20 Season



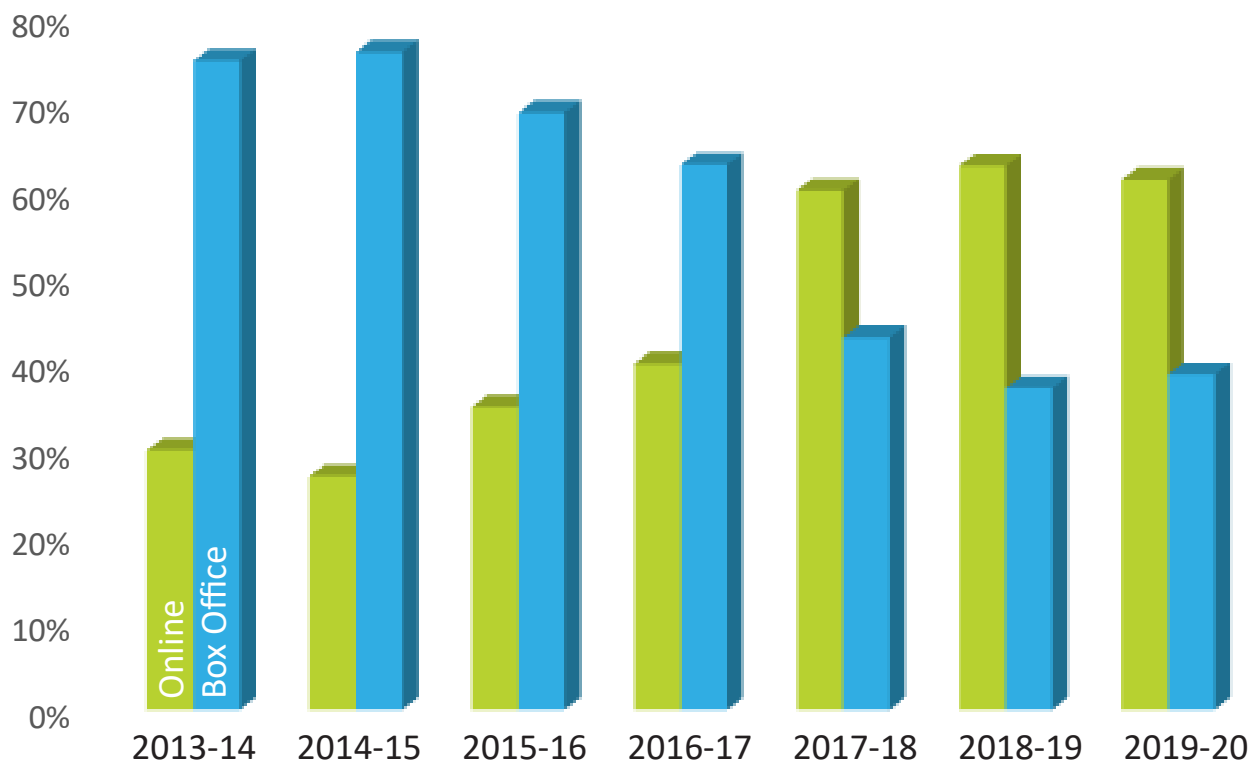
Support | Comparing Seasons



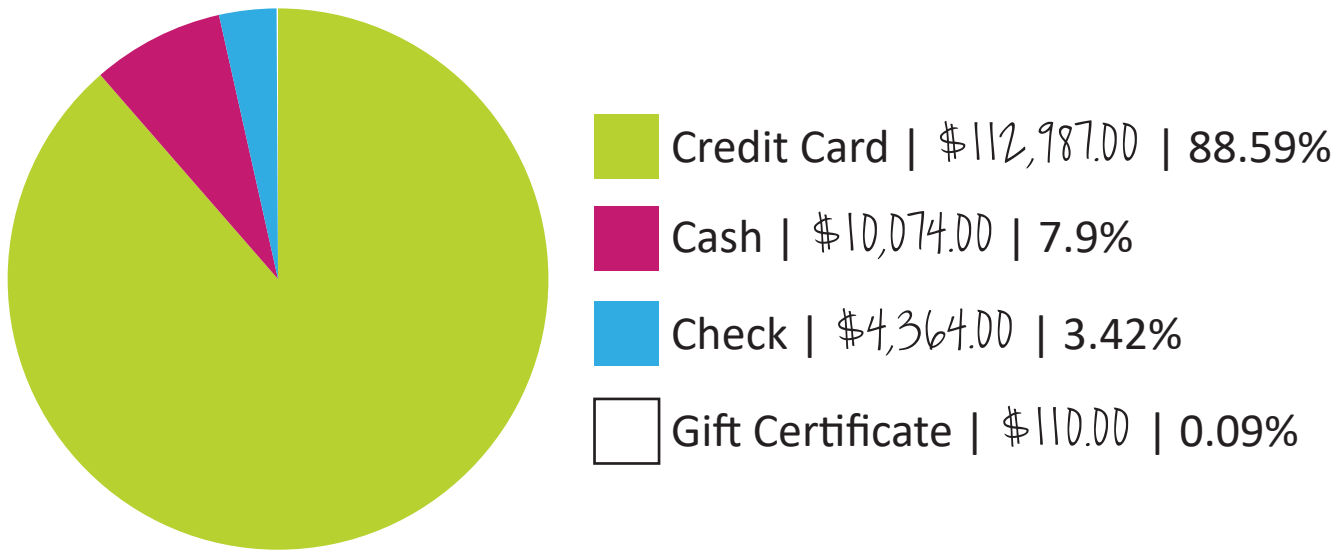
Ticket Sales by Channel | 2019-20



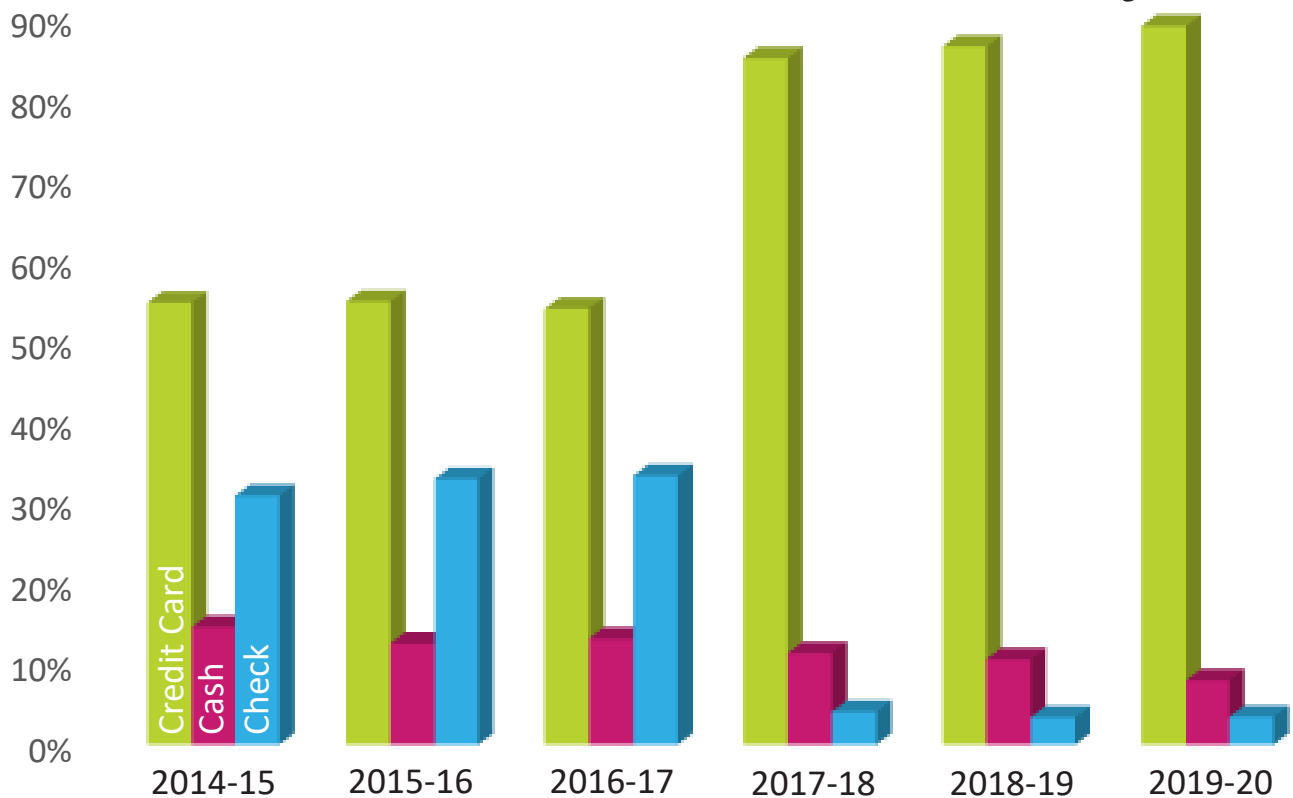
Ticket Sales by Channel | Comparing Seasons



Ticket Sales by Payment | 2019-20



Ticket Sales by Payment Type | Comparing Seasons




2018-19 Events Budget

Description	Original Budget	Amendments	Amended Budget	Actual Amount
Ticket Sales-Prof Show #1	\$0.00	\$0.00	\$0.00	\$2,458.00
Ticket Sales-Prof Show #2	\$0.00	\$0.00	\$0.00	\$5,670.00
Ticket Sales-Prof Show #3	\$0.00	\$0.00	\$0.00	\$4,441.00
Ticket Sales-Prof Show #4	\$0.00	\$0.00	\$0.00	\$4,901.00
Ticket Sales-Prof Show #5	\$0.00	\$0.00	\$0.00	\$8,055.00
Flex Tickets	\$8,000.00	\$4,771.00	\$12,771.00	\$12,771.00
Ticket Sales (Production #1)	\$3,000.00	\$0.00	\$3,000.00	\$430.00
Ticket Sales (Production #2)	\$2,500.00	\$0.00	\$2,500.00	\$0.00
Ticket Sales (Production #3)	\$2,000.00	\$0.00	\$2,000.00	\$1,620.00
Ticket Sales (Production #4)	\$2,000.00	\$0.00	\$2,000.00	\$0.00
Ticket Sales (Production #5)	\$2,500.00	\$0.00	\$2,500.00	\$0.00
Ticket Sales (Production #6)	\$2,500.00	\$0.00	\$2,500.00	\$0.00
Ticket Sales (Production #7)	\$5,000.00	\$0.00	\$5,000.00	\$1,959.00
Ticket Sales (Production #8)	\$0.00	\$0.00	\$0.00	\$395.00
Ticket Sales-Black Box #1	\$600.00	\$0.00	\$600.00	\$300.00
Ticket Sales-Black Box #2	\$1,000.00	\$0.00	\$1,000.00	\$500.00
Ticket Sales-Black Box #3	\$1,000.00	\$0.00	\$1,000.00	\$2,230.00
Ticket Sales-Black Box Series	\$100.00	\$0.00	\$100.00	\$330.00
Sale of Tickets-Big Band	\$3,600.00	\$0.00	\$3,600.00	\$3,735.00
Contributions & Gifts	\$14,000.00	\$0.00	\$14,000.00	\$15,182.25
Fund-raising	\$0.00	\$0.00	\$0.00	\$0.00
Seat Sponsorships	\$1,500.00	\$0.00	\$1,500.00	\$1,150.00
Ticket Sales-Gift Certificate	\$300.00	\$0.00	\$300.00	\$55.00
Beer & Wine Sales	\$3,500.00	\$0.00	\$3,500.00	\$2,626.00
Building Rental	\$32,000.00	\$0.00	\$32,000.00	\$32,102.00
School Rental(Inc Tech)	\$6,000.00	\$0.00	\$6,000.00	\$6,075.00
Daytime Business Bldg Rental	\$1,200.00	\$0.00	\$1,200.00	\$650.00
Costume/Prop Rental	\$100.00	\$0.00	\$100.00	\$140.00
Concessions	\$3,000.00	\$0.00	\$3,000.00	\$2,020.64
Grants-State	\$20,000.00	(\$8,800.00)	\$11,200.00	\$11,200.00
Grant Foundation	\$10,000.00	\$53,500.00	\$63,500.00	\$65,682.00
Lenawee Community Fund (2)	\$5,000.00	\$0.00	\$5,000.00	\$5,058.48
Sponsorships	\$18,000.00	\$2,100.00	\$20,100.00	\$20,000.00
Educational Outreach	\$2,500.00	\$5,000.00	\$7,500.00	\$10,441.50
Totals	\$150,900.00	\$56,571.00	\$207,471.00	\$222,177.87

 Same Income as Budgeted

 More Income than Budgeted

 Less Income than Budgeted

2019-20 Events Budget

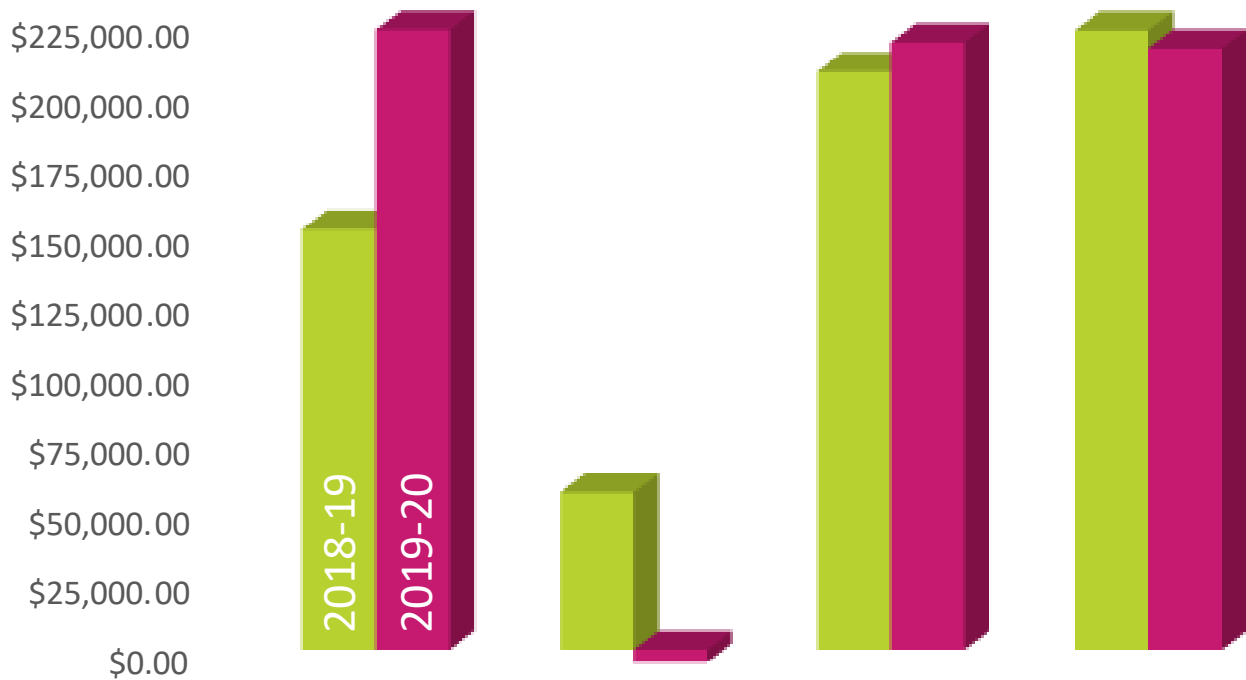
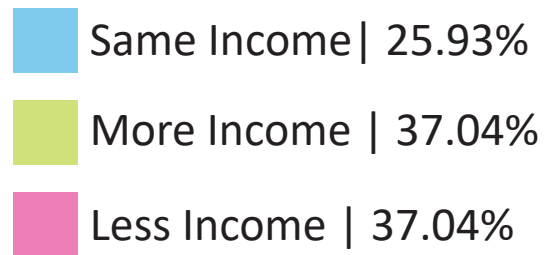
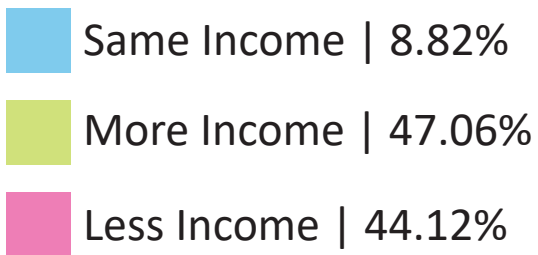
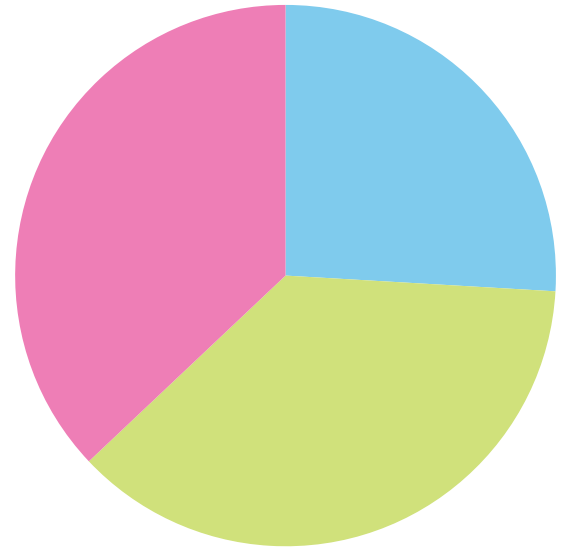
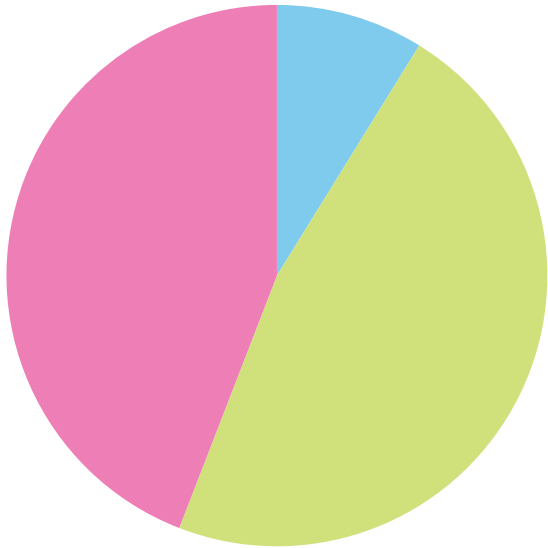
Description	Original Budget	Amendments	Amended Budget	Actual Amount
Ticket Sales-Prof Show #2	\$4,500.00	(\$3,415.00)	\$1,085.00	\$1,085.00
Ticket Sales-Prof Show #3	\$6,000.00	\$3,130.00	\$9,130.00	\$9,130.00
Ticket Sales-Prof Show #4	\$11,000.00	\$0.00	\$11,000.00	\$10,455.00
Ticket Sales-Prof Show #5	\$15,000.00	(\$15,000.00)	\$0.00	\$7,699.00
Ticket Sales-Prof Show #6	\$6,000.00	(\$6,000.00)	\$0.00	\$812.00
Flex Tickets	\$10,000.00	\$7,650.00	\$17,650.00	\$17,650.00
Ticket Sales-Prof Show #1	\$1,200.00	\$430.00	\$1,630.00	\$1,630.00
TCA Show #3	\$25,500.00	\$360.00	\$25,860.00	\$25,860.00
TCA Show #4	\$2,000.00	(\$2,000.00)	\$0.00	\$0.00
TCA Show #5	\$4,000.00	(\$4,000.00)	\$0.00	\$160.00
TCA Show #6	\$3,000.00	\$0.00	\$3,000.00	\$1,150.00
Sale of Tickets-Big Band	\$3,600.00	\$0.00	\$3,600.00	\$1,725.00
Contributions & Gifts	\$14,000.00	\$16,000.00	\$30,000.00	\$30,414.77
Fund-raising	\$0.00	\$0.00	\$0.00	\$1,000.00
Seat Sponsorships	\$500.00	\$0.00	\$500.00	\$950.00
Ticket Sales-Gift Certificate	\$300.00	\$0.00	\$300.00	\$175.00
Beer & Wine Sales	\$5,000.00	\$0.00	\$5,000.00	\$5,105.00
Building Rental	\$30,000.00	(\$14,000.00)	\$16,000.00	\$15,886.67
School Rental(Inc Tech)	\$5,000.00	\$0.00	\$5,000.00	\$3,450.00
Daytime Business Bldg Rental	\$1,500.00	\$0.00	\$1,500.00	\$0.00
Costume/Prop Rental	\$100.00	\$0.00	\$100.00	\$171.00
Concessions	\$4,200.00	\$0.00	\$4,200.00	\$5,095.69
Grants-State	\$20,000.00	\$17,250.00	\$37,250.00	\$34,438.00
Grant Foundation	\$15,000.00	\$0.00	\$15,000.00	\$14,500.00
Lenawee Community Fund (2)	\$5,000.00	\$0.00	\$5,000.00	\$5,000.00
Sponsorships	\$20,000.00	\$0.00	\$20,000.00	\$20,010.00
Educational Outreach	\$10,000.00	(\$4,900.00)	\$5,100.00	\$2,156.33
Totals	\$222,400.00	(\$4,495.00)	\$217,905.00	\$215,708.46

- Cancelled/Postponed Events
- Same Income as Budgeted
- More Income than Budgeted
- Less Income than Budgeted

Events Budget | Comparing Seasons

2018-19

2019-20



(\$25,000.00)

2019-20 Data Used for Statistical Analysis

2019-20 Revenue

		Credit Card	Cash	Check	Gift Card	Unkown	Transfer	Online	Box Office	Totals	
Touring Season Tickets											
John Latini	Online	\$636.00						\$636.00		\$1,085.00	
	Box Office	\$403.00	\$46.00						\$449.00		
Legends of MI Comedy	Online	\$6,170.00						\$6,170.00		\$9,130.00	
	Box Office	\$2,505.00	\$395.00	\$60.00					\$2,960.00		
Dueling Pianos	Online	\$6,300.00						\$6,300.00		\$10,455.00	
	Box Office	\$3,230.00	\$665.00	\$260.00					\$4,155.00		
Le Cirque Esprit	Online	\$5,225.00						\$5,225.00		\$7,699.00	
	Box Office	\$1,940.00	\$125.00	\$409.00					\$2,474.00		
Phase 5	Online	\$468.00						\$468.00		\$812.00	
	Box Office	\$321.00	\$23.00						\$344.00		
Subscriptions	Online	\$2,930.00						\$2,930.00		\$17,650.00	
	Box Office	\$11,720.00	\$600.00	\$2,300.00	\$100.00				\$14,720.00		
Totals		\$41,848.00	\$1,854.00	\$3,029.00	\$100.00	\$0.00	\$0.00	\$21,729.00	\$25,102.00	\$46,831.00	
Special Event Tickets											
Cat Canyon	Online	\$790.00						\$790.00		\$1,630.00	
	Box Office	\$380.00	\$460.00						\$840.00		
Nutcracker	Online	\$16,520.00						\$16,520.00		\$21,832.00	\$25,860.00
	Box Office	\$3,486.00	\$1,430.00	\$396.00					\$5,312.00		
Nutcracker Tights	Box Office	\$60.00	\$49.00	\$454.00					\$563.00	\$563.00	
Nutcracker Participation Fees	Online	\$180.00						\$180.00		\$3,420.00	
	Box Office		\$520.00	\$2,720.00					\$3,240.00		
Nutcracker Merchandise	Box Office		\$45.00							\$45.00	
Le Cirque Esprit Workshop	Online	\$90.00						\$90.00		\$160.00	
	Box Office	\$45.00	\$25.00						\$70.00		
TCA Big Band & VocalAires	Online	\$390.00						\$390.00		\$1,725.00	
	Box Office	\$445.00	\$870.00	\$20.00					\$1,335.00		
VIP Dinner Show - Titanic!	Online	\$750.00						\$750.00		\$1,150.00	
	Box Office	\$300.00	\$100.00						\$400.00		
Summer Drama Camp										\$2,156.33	
Totals		\$23,436.00	\$3,499.00	\$3,590.00	\$0.00	\$0.00	\$0.00	\$18,720.00	\$11,760.00	\$32,681.33	
Merchandise											
Donations	Online	\$16,820.00						\$16,820.00		\$29,704.77	\$30,414.77
	Box Office	\$2,830.00	\$133.77	\$9,921.00					\$12,884.77		
40th Anniversary T-Shirts	Box Office		\$175.00							\$175.00	
Tips	Box Office		\$535.00						\$535.00	\$535.00	
See Your Message in Lights	Online	\$500.00						\$500.00		\$1,000.00	
	Box Office	\$200.00	\$200.00	\$100.00					\$500.00		
Take a Seat	Online	\$500.00						\$500.00		\$950.00	
	Box Office	\$200.00		\$250.00					\$450.00		
Gift Certificates	Online	\$35.00			(\$10.00)			\$25.00		\$175.00	
	Box Office	\$75.00		\$175.00	(\$100.00)				\$150.00		
Totals		\$21,160.00	\$1,043.77	\$10,446.00	\$0.00	\$0.00	\$0.00	\$1,025.00	\$14,519.77	\$32,539.77	
Misc.											
Beer/Wine	Box Office		\$5,099.00	\$6.00					\$5,105.00	\$5,105.00	
Rent	Box Office	\$440.00		\$4,229.17		\$1,717.50	\$9,500.00		\$15,886.67	\$15,886.67	
School Rent	Box Office					\$3,450.00			\$3,450.00	\$3,450.00	
Costume Rental	Box Office	\$171.00							\$171.00	\$171.00	
Concessions	Box Office		\$4,971.99						\$4,971.99	\$4,971.99	\$5,095.69
Bottle Returns	Box Office		\$123.70						\$123.70	\$123.70	
Grants - State	Box Office					\$34,438.00			\$34,438.00	\$34,438.00	
Grants - Foundations	Box Office			\$14,500.00					\$14,500.00	\$14,500.00	
Lenawee Community Fund						\$5,000.00				\$5,000.00	
Sponsorships	Box Office	\$1,000.00		\$12,225.00		\$6,785.00			\$20,010.00	\$20,010.00	
Totals		\$1,611.00	\$10,194.69	\$30,960.17	\$0.00	\$46,390.50	\$9,500.00	\$0.00	\$98,656.36	\$103,656.36	
		\$88,055.00	\$16,591.46	\$48,025.17	\$100.00	\$46,390.50	\$9,500.00	\$41,474.00	\$150,038.13	\$215,708.46	Matches Events Budget
Renter Tickets											
Kiwanis	Online	\$56.00						\$56.00		\$3,125.00	
	Box Office	\$1,228.00	\$1,552.00	\$289.00					\$3,069.00		
Neighbors of Hope presents - Comedian Jeff Allen	Online	\$15,550.00						\$15,550.00		\$19,880.00	
	Box Office	\$3,670.00	\$180.00	\$480.00					\$4,330.00		
River Raisin Ragtime Revue - Halloween Family Concert	Online	\$220.00						\$220.00		\$1,075.00	
ROAR Women's Empowerment Conference 2021	Online	\$305.00						\$305.00		\$305.00	
	Box Office	\$0.00							\$0.00		
Tecumseh Pops Orchestra - A Musical Christmas Card	Online	\$1,666.00						\$1,666.00		\$4,656.00	
	Box Office	\$1,672.00	\$1,248.00	\$70.00					\$2,990.00		
Tecumseh Youth Theatre - Seussical KIDS	Online	\$10,472.00						\$10,472.00		\$12,176.00	
	Box Office	\$1,099.00	\$560.00	\$40.00	\$5.00				\$1,704.00		
Tecumseh Youth Theatre - Willy Wonka Jr.	Online	\$8,590.00						\$8,590.00		\$11,265.00	
	Box Office	\$2,140.00	\$510.00	\$20.00	\$5.00				\$2,675.00		
Totals		\$47,943.00	\$5,335.00	\$919.00	\$10.00	\$0.00	\$0.00	\$36,803.00	\$15,623.00	\$52,482.00	
		\$135,998.00	\$21,926.46	\$48,944.17	\$110.00	\$46,390.50	\$9,500.00	\$78,277.00	\$165,661.13	\$268,190.46	

Note: Nutcracker Ticket Sales, Tight Orders, and Participation Fees are all represented in the line item TCA Show #3. Donations, 40th Anniversary T-Shirt Sales, and Tips are all represented in the line item Contributions & Gifts. Concessions and Bottle Returns are both represented in the line item Concessions.

The
Shirley Todd Herrick
Theater

