

West Michigan Youth Ballet 2020 Cultural Data Profile

PRINT

Organization Info

Organization Type:	501(c)3 nonprofit organization	Fiscal Year End:	6/30/2020
Federal EIN:	26-1150248	Months in Survey:	12
Exemption Date:	2008		

Discipline

NTEE Classification:	A63 Ballet	NISP Discipline:	Dance
NISP Specialty:	Ballet	NISP Institution Type:	Performing Group - Youth

Survey Providers

Affiliations:

Organization Location

Org zip code: 49301

Total Expenses

Total expenses under \$50,000 No

Financial Information Part 1

Audit for 2020:	No	Restricted Contributed Revenue:	Yes
Restricted Earned Revenue:	No		

Financial Information Part 2

Non-operating Revenues in 2020:	No	Non-operating Expenses in 2020:	No
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Revenue: Earned Operating Revenue

	Unrestricted	Restricted	Total 2020	Total 2019
Subscription Revenue				
Membership Fees - Individuals				

Membership Fees - Organizations				
Ticket Sales/Admissions	\$67,191.00		\$67,191.00	
Education Revenue	\$28,707.00		\$28,707.00	
Publication Sales				
Gallery Sales				
Contracted Services and Touring Fees				
Royalty/Reproduction Revenue				
Rental Revenue	\$21,800.00		\$21,800.00	
Sponsorship Revenue	\$6,779.00		\$6,779.00	
Attendee-Generated Revenue Not Included Above	\$18,804.00		\$18,804.00	\$27,949.00
Earned Program Revenue Not Included Above				\$93,844.00
Earned Non-Program Revenue Not Included Above				\$5,355.00
Total	\$143,281.00	\$0.00	\$143,281.00	\$127,148.00

Of your organization's
total earned operating
revenue, how much was
from programming
delivered digitally?

Revenue: Investment Revenue

	Unrestricted	Restricted	Total 2020	Total 2019
Investment Revenue - Operating				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Revenue: Contributed Revenue

	Unrestricted	Restricted	Total 2020	Total 2019	Contributors
Trustee/Board	\$9,700.00		\$9,700.00	\$5,800.00	6
Other Individual	\$15,406.00		\$15,406.00	\$7,200.00	33
Corporate	\$8,903.00		\$8,903.00	\$1,008,235.00	15

Notes

Corporate, 2020

The DeVos' donated \$1,000,000 to go towards the purchase of the building and a reserve fund.

Foundation				\$12,500.00	
City Government					
County Government					
State Government					
Federal Government					
Tribal					
In-Kind Contributions				\$14,767.00	
Special Fundraising Events					
Contributions Not Included Above					
Net Assets Released from Restriction					
Total Contributed	\$34,009.00		\$34,009.00	\$1,048,502.00	54

Of your organization's total contributed revenue, how much was associated with programming delivered digitally? Yes

Capital Campaign


Is your organization currently in a capital campaign?* No

Revenue: Revenue Summary

	Unrestricted	Restricted	Total 2020	Total 2019
Earned Revenue	\$143,281.00		\$143,281.00	\$159,340.00
Investment Revenue				
Contributed Revenue	\$34,009.00		\$34,009.00	\$1,048,502.00
Total Operating Revenue	\$177,290.00		\$177,290.00	\$1,207,842.00
	Unrestricted	Restricted	Total 2020	Total 2019
Total Revenue	\$177,290.00		\$177,290.00	\$1,207,842.00

Funder Report Narrative

This space can be used to add context, explanation, or narrative about your revenue. This text will appear on your reports to funders. Limit 500 characters. This narrative is optional.

 How to utilize the funder report narrative fields (<http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/>)

Funder report narrative - Revenue	WMYB was given a \$1,000,000 donation in 2019 to purchase the building where our studio is located. Of this donation \$850,000 went towards the purchase of the building and the remaining amount to maintain the building. Previously rent was an In-kind donation. WMYB is in the process of creating an Endowment fund that will be invested to assist with the funding of our Community Outreach and scholarship programs. Previously our tuition was posted under "Membership" and is now under "Education".
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Expenses: Expenses

Personnel Expenses

	Program	Management and General	Fundraising	Total 2020	Total 2019
W2 Employee Salaries, Benefits, Payroll Taxes					
Independent Contractors	\$54,973.00	\$26,652.00	\$20,512.00	\$102,137.00	\$76,687.00
Professional Fees					

Total	\$54,973.00	\$26,652.00	\$20,512.00	\$102,137.00	\$76,687.00
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Of your organization's total personnel expenses above, what portion was paid to artists and performers? 62491

Non-Personnel Expenses

	Program	Management and General	Fundraising	Total 2020	Total 2019
Occupancy Costs	\$51,645.00			\$51,645.00	\$16,150.00
Interest Expense					
Depreciation	\$18,529.00			\$18,529.00	\$992.00
Non-Personnel Expenses Not Included Above	\$61,609.00			\$61,609.00	\$79,450.00
Please Describe other Non-Personnel costumes, sets, stage rental, insurance, advertising, travel and supplies					
Total	\$131,783.00	\$0.00	\$0.00	\$131,783.00	\$96,592.00

Total Operating Expenses

	Program	Management and General	Fundraising	Total 2020	Total 2019
Total Personnel Expenses	\$54,973.00	\$26,652.00	\$20,512.00	\$102,137.00	\$76,687.00
Total Non-Personnel Expenses	\$131,783.00			\$131,783.00	\$96,592.00
Total Operating Expenses	\$186,756.00	\$26,652.00	\$20,512.00	\$233,920.00	\$173,279.00

Personnel 2095

Non-Personnel 13839

Of your organization's total operating expenses, how much was spent on programming delivered digitally? **Yes**

Total Expenses

	2020	2019
Total Operating Expenses	233920	173279
Total Expenses (Operating and Non-Operating)	233920	173279

Expenses: Change in Net Assets and Narrative

	Unrestricted	Restricted	Total 2020	Total 2019
Total Operating Revenue	\$177,290.00		\$177,290.00	\$1,207,842.00
Total Operating Expenses	\$233,920.00		\$233,920.00	\$173,279.00
Operating Change in Net Assets	-\$56,630.00		-\$56,630.00	\$1,034,563.00

	Unrestricted	Restricted	Total 2020	Total 2019
Total Change in Net Assets	-\$56,630.00		-\$56,630.00	\$1,034,563.00

Funder Report Narrative - Expenses

This space can be used to add context, explanation, or narrative about your expenses. This text will appear on your reports to Funders. This narrative is optional.

How to utilize the Funder Report Narratives

(<http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/>)

Funder Report Narrative - Expenses

Expenses changed in 2020 due to now owning our facility. In previous years, the expenses were paid by the building owner. Thus why we now have depreciation and other building expenses. As for the increase in Personnel expenses, WMYB hired a Development and Outreach consultant in 2020.


Balance Sheet: Assets, Liabilities, & Net Assets

	2020	2019
Cash and Cash Equivalents	247582	309954
Receivables	6173	3500
Investments - Current		
Current Assets not included above	1218	250
Describe Current Assets Not Included Above		
Total Current Assets	254973	313704
Investments - Non-Current		
Fixed Assets (Net of Accumulated Depreciation)	859165	854723
Non-Current Assets Not Included Above		
Total Long-Term/Non-Current Assets	859165	854723
Total Assets	1114138	1168427
Gross Fixed Assets*	898750	
Less Accumulated Depreciation*	-39585	
	2020	2019
Accounts Payable and Accrued Expenses	3846	1205
Deferred Revenue		1800
Loans - Current		
Current Liabilities Not Included Above		
Total Current Liabilities	3846	3005

Long-Term/Non-Current Loans		
Long-Term/Non-Current Liabilities Not Included Above		
Total Long Term/Non-Current Liabilities		
Total Liabilities	3846	3005
	2020	2019
Total Assets	114138	1168427
Total Liabilities	3846	3005
Total Net Assets	110292	1165422
Total Liabilities and Net Assets	114138	1168427
	2020	2019
Line of Credit - Limit	0	

Funder Report Narrative

This space can be used to add context, explanation, or narrative about your Balance Sheet. This text will appear on your reports to Funders. This narrative is optional.

 [How to utilize the Funder Report Narratives \(http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/\)](http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/)

Funder Report Narrative -
Balance Sheet

Workforce and Workspaces: Workforce

	Number of Positions	Turnover	Total 2020
Full-Time Permanent			
Full-Time Temporary			
Part-Time Permanent			

Part-Time Temporary		
Volunteers	208	208
Independent Contractors	21	21
Interns and Apprentices		
Board Members	19	19
Total Positions	248	248
Of the employees and contractors entered above, how many were artists or performers?*	16	

Workforce and Workspaces: COVID-19 Impact

2020

COVID-19 Workforce Effects

The COVID-19 crisis has necessitated that organizations lay off or furlough employees to remain in operation. The following questions aim to gauge this impact on your organization's workforce. Please only answer these questions if the fiscal year you are reporting on includes a span of time impacted by the COVID-19 pandemic. Answers collected from fiscal years outside of the impact of the COVID-19 pandemic will not be used for research or reporting purposes. This is optional.

Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization?

Number of Employees Laid Off 0

Number of Employees Furloughed 0

Of those furloughed or laid off employees, how many (if any) have been brought back?

Workforce and Workspaces: Organization Leadership

2020

Organization Leader

Provide information about the person with the highest level of decision-making authority (not including board members). This could be your organization's Executive Director, CEO, or President. You may enter two co-leaders if your organization has a shared leadership structure.

Leader First Name	Stephan
Leader Last Name	Sanford
Leader Title	Executive Director
Leader Year Started	2015
Leader Email Address	ssanford33@gmail.com
	2020
Co-Leader First Name	Mary Anne
Co-Leader Last Name	Wisinski-Rosely
Co-Leader Title	Board President
Co-Leader Year Started	2017
Co-Leader Email Address	mawr@naiwwm.com

Workforce and Workspaces: Workspaces (up to 5)

One workspace is required, and you can include up to 5 different locations your organization has used this year. Use the button below to pre-fill the address in your organizations' profile into the first workspace.

If you do not have a physical workspace check this box:

2020

Address (required)	6086 Fulton St E
City (required)	Ada
State (required)	MICHIGAN
Zip Code (required)	49301
Workspace Status	Own

Square Footage 8966

Use Both

2020

Address Line 1 600 Forest Hills Ave SE

City Grand Rapids

State MI

Zip Code 49546

Workspace Status Rent

Square Footage 62000

Use Programmatic

2020

Address Line 1 425 W Western Ave

City Muskegon

State MI

Zip Code 49440

Workspace Status Rent

Square Footage 100000

Use Programmatic

2020

Address Line 1

City

State

Zip Code

Workspace Status

Square Footage

Use

2020

Address Line 1

City

State

Zip Code

Workspace Status

Square Footage

Use

Program Activity & Audiences: Tickets/Admissions/Package Prices

	Low	High
Ticket/Admission Prices	\$5.00	\$30.00

Notes

Ticket/Admission Prices, 2020

high being the tea ticket show tickets were \$8-\$23

Subscription Package Price

Individual Membership Price	\$230.00	\$350.00
Organizational Membership Price		
Subscription Ticket Price		
Ticket/Admission Prices for Individual Members		
Ticket/Admission Prices for Organizational Members		

Program Activity & Audiences: Members and Subscribers

	Count	Renewal Rate	Total 2020
Subscribers*			
Members - Individual(s)*			
Members – Organizations*			

Program Activity & Audiences: Programs

	2020	2019
Residencies Awarded		
Public Art Installations		
Works Commissioned		
Films Produced		
World Premieres		
National Premieres		
Local/Regional Premieres		
Competitions		
Open Rehearsals	2	

	Count	Monetary Value
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Fiscally Sponsored Projects

Scholarships awarded	6	\$4,200.00
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Other Grants awarded		
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In Person/Physical	Digital
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Permanent Exhibitions		
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Temporary Exhibitions		
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Traveling Exhibitions (Hosted)		
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Published Works Distributed		
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Private Lessons		
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Distinct Offerings	# Events at Festivals	Distinct Live/Live- streamed	# of Times Accessed Live- streamed	Distinct On- demand Offerings
				Total 2020

Festivals/Conferences

0

Distinct Offerings	# of Times Offered	Distinct Live- Streamed	# of Times Live- Streamed	On-demand Offerings
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Total 2020

Productions (Self- produced)	0
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Productions (Presented)	2	7	9
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Broadcast Productions	0
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Classes/Workshops (Outside of Schools)	0
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Classes/Assemblies/Other Programs in Schools	0
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Field Trips/School Visits	0
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Guided Tours	0		
Lectures	0		
Films Screened	0		
Readings/Workshops (Developing Works)	0		
Community Programs not Included Above	2	2	4
Community Programs not included above - Description		Presented at Barnes & Noble and Helen DeVos Childrens Hospital	
Additional Programs not Included Above	0		
Additional Programs not included above - Description			

Program Activity & Audiences: Attendance/Participation

	Paid	Free	Total 2020
Total In-Person Participation	4094	323	4417
Total Digital Participation (for mission-related, digitally delivered programming)			
Total	4094	323	4417

Of your organization's total in-person participation, how many participants were 18 and under?

1188

Attendance
Hours of Instruction

Social Media and Web


2020

2019

Facebook Followers	1231	1111
Twitter Followers		
YouTube Subscribers	32	27
Instagram Followers	363	295
Vimeo Subscribers		
TikTok Followers		
Snapchat Followers		
Other Social Media Followers		
	2020	2019
Website Page Views	20000	20000
Website Sessions/Visits	5063	4972
Website Unique Visitors	3268	3604
	2020	2019

Funder Report Narrative

This space can be used to add context, explanation, or narrative about your Program Activity. This text will appear on your reports to Funders. This narrative is optional.

 How to utilize the Funder Report Narratives (<http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/>)

Funder report narrative - Program Activity	All attendance numbers were down due to only having one production. Covid canceled our Spring Production in 2020. Individual Membership price is our Dancer tuition per production.
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Program Activity & Audiences: Organization Mission

Organization Mission

This section seeks to identify whether it is your organization's mission to create, present, or interpret works from a specific ethnic, cultural, or other demographic group (e.g., an African American museum and archive, an LGBTQ choral group, or a women's dance troupe).

If your organization creates, presents, or interprets works from a range of different cultural traditions or demographic groups, answer "no" to this question.

If you select yes, you will see a list of demographic groups to select from.

 More help with this section (<http://culturaldata.force.com/Resources/articles/Article/Program-Activity-and-Audiences-Section-Resources/#OrganizationMission>)


Is your organization's mission rooted in an explicitly identified ethnic, cultural, or other demographic voice? No

Program Activity & Audiences: Organization Audience

Organization Audience

This question seeks to identify specific ethnic, cultural, or other demographic groups that your organization serves as audience members or participants.

You should only answer "yes" and select a demographic group if your organization's mission is focused on serving them, or if individuals from that group make up a significant portion of your overall audience (roughly 25% or more). If you do not have audience demographics data available, these answers may be based on estimates or perceptions of your audience or participants.

 More help with this question (<http://culturaldata.force.com/Resources/articles/Article/Program-Activity-and-Audiences-Section-Resources/#OrganizationAudience>)

Does your organization primarily serve (or seek to serve) a specific audience? No

Local Community

Choose one community type, based on where the majority of your participants live. If you do not have data available, this can be based on estimates or your perceptions of your audience.

Which term best describes the local community you primarily serve? Suburban

Program Activity & Audiences: Response to COVID-19

COVID-19 Program Impacts

This question is optional. Please only answer this question if the fiscal year you are reporting on includes a span of time impacted by the COVID-19 pandemic. Answers collected from fiscal years outside of the impact of the COVID-19 pandemic will be eliminated during research analysis.

During the period of the COVID-19 crisis when in-person gatherings were impossible due to stay-at-home orders and/or government health guidelines, did your organization?


Modify program delivery

Wrap-up: Complete Survey

Complete your Survey

Congratulations, you've reached the last section of your survey. Click check and complete to run the error check. This will take a few minutes, and you will see a list of errors and warning.

 Errors must be addressed before you can complete your profile.

 Warnings do not need to be addressed before you complete your profile.

After you have completed your survey, don't forget about these next steps:

Run a Funder Report: if you are applying for grants that require the CDP, don't forget to run a Funder Report (<http://culturaldata.force.com/Resources/articles/Article/How-do-I-run-or-produce-a-Funder-Report>).

Make use of your data: SMU DataArts offers free reports that can help you understand your data, compare yourself to peer organizations across the country, and assess your performance. Read more about our Analytic reports (<http://culturaldata.force.com/Resources/articles/Article/Get-Started-with-Analytic-Reports/>) and the KIPi Dashboard. (<https://dataarts.smu.edu/kipis/>)