

PRODUCTIONS

ANNUAL REPORT 2013

TORONTO'S GEEKIEST THEATRE COMPANY

Since 2008, Monkeyman Productions has produced theatre of the futuristic, the freakish, and the fantastic. We examine the obsessions and enthusiasms of a society informed by comic books, monster movies, and video games – speaking the language of Internet addicts, collectors, and true believers. We draw from popular culture just as Shakespeare drew from the common culture of his day – creating our own laser-fueled, zombie-ridden mythologies with a definite eye for the absurd, but also a corresponding empathy for a subject matter which, in the end, encompasses all of us. We are all, in one way or another, geeks. We are all Monkeys.

SUMMARY

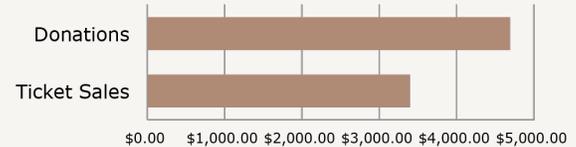
Our fifth season included our most ambitious production to date, managing a major fundraising campaign, and starting to collect and report HST mid-year. Despite these factors, we had an extremely stable year financially. Our total income and our total expenses balanced almost exactly; excluding taxes paid, the difference was under a dollar.

INCOME

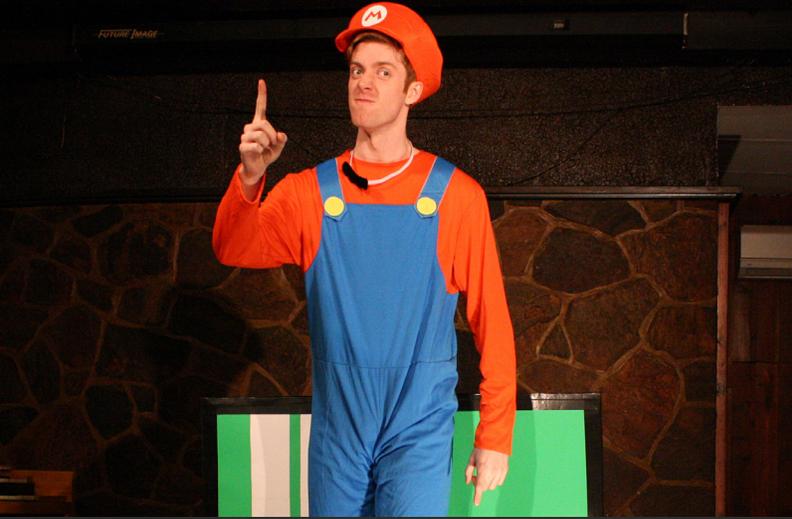
All company income currently comes from ticket sales and personal donations. We've always partially depended on donations through our annual fundraising event, Monkey Night in Canada, but this year we also organized a successful Indiegogo campaign to support *The Nefarious Bed & Breakfast*. As a result, our donated income significantly exceeded ticket sales for the first time.

It is worth noting that all donations received this year were earmarked for *The Nefarious Bed & Breakfast*; the production would have drained our accounts if we'd depended on ticket sales alone. *The Simian Showcase* was profitable as it has always been. While Indiegogo is not an easily repeatable funding option, it does indicate that it may be fruitful to put more of our time into soliciting donations (whether cash or in kind) and/or sponsorship to support future productions.

INCOME	
Donations*	\$4,691.46
Ticket Sales	\$3,397.28
Total	\$8,088.74



*The amount listed is the amount we actually received, after Indiegogo and PayPal deducted their respective fees.



The Simian Showcase
The Imperial Pub
April 12th-20th 2013

EXPENSES

Our expenses were comparable to previous years. As usual, space rental was the most significant cost. A new expense for us this year was event insurance for *Nefarious*; in the past we've been covered by our rental venue's insurance. Otherwise, most of our expenses were within expected levels, relative to the larger scale of our fall production.

EXPENSES	
Space Rental	\$5,043.74
Set, Props, Costumes	\$899.75
Promotional (Posters, Postcards, Programs)	\$636.52
Event Insurance	\$540.00
Food/Drink (Rehearsals, Opening Night/Cast Parties)	\$363.98
Taxes	\$362.92
Honoraria	\$250.00
Accounting/Bank Fees, Business License Renewal	\$187.33
Workshop Registrations	\$118.00
Fringe Submission Fee	\$27.50
Postage, Office Supplies	\$20.37
Total	\$8,450.11



TAXES

Our income and expenses balanced almost exactly this year, so our income tax owed was negligible.

We voluntarily registered for HST in June, because Theatre Passe Muraille requires that HST be collected on all ticket sales. We assumed that the HST we'd collect on ticket sales would be more than offset by the HST we'd pay on expenses (especially our largest ones, such as space rental and set construction), and we would get money back at the end of the year when we filed our HST return.

As it turned out, our Indiegogo donations were paid out after our registration date, so 13% of each donation was considered HST that we'd collected. Because of this, we ended up owing \$362.92 in collected HST to Revenue Canada. However, had we not registered, Theatre Passe Muraille would have held back 13% of our ticket revenue, and our final income would have been about \$34 less than our income as an HST-registered company (even after deducting the HST we had to pay). So here, too, the amounts came close to balancing.



The Nefarious Bed & Breakfast

Theatre Passe Muraille Backspace
October 29th–November 9th 2013

FUTURE PLANS

We're aiming to incorporate and apply for charitable status by the end of 2014, which will change our income and accounting practices somewhat, but only from 2015 onwards. Thus, our 2014 income/expenses will likely be similar to 2013's, albeit at a smaller scale without a major *Nefarious*-style production.

We will need to keep a close eye on the HST we collect/pay as we move forward, and determine whether it's worth remaining registered or not.

We'd like to either cut back or re-think how funds are being used for promotional costs. Nearly half of the amount listed is for *Nefarious* programs alone. This was somewhat inevitable – as a donor perk, we wanted them to be better quality than previous years' programs – but the cost may have been mitigated somewhat if we had spent more time getting quotes and ordering them earlier. We're also considering reducing the number of programs, posters and postcards ordered per production, and instead directing our efforts towards paperless/online marketing.

The one area we have particularly targeted for increased spending is what we currently have listed as 'Honoraria'. A major goal for us moving forward is to monetarily compensate all of our collaborators. We are currently experimenting with profit-sharing to achieve this goal.

Two of our 2014 productions will use the profit-sharing model. Based on their outcomes we will determine whether it's a good model for us, or if we would be better off simply increasing the amount allocated to artists in our production budgets from the start. We would then adjust our ticket prices and solicit donations accordingly.



Company portrait by Jodi Sandler · jodisandler.com

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