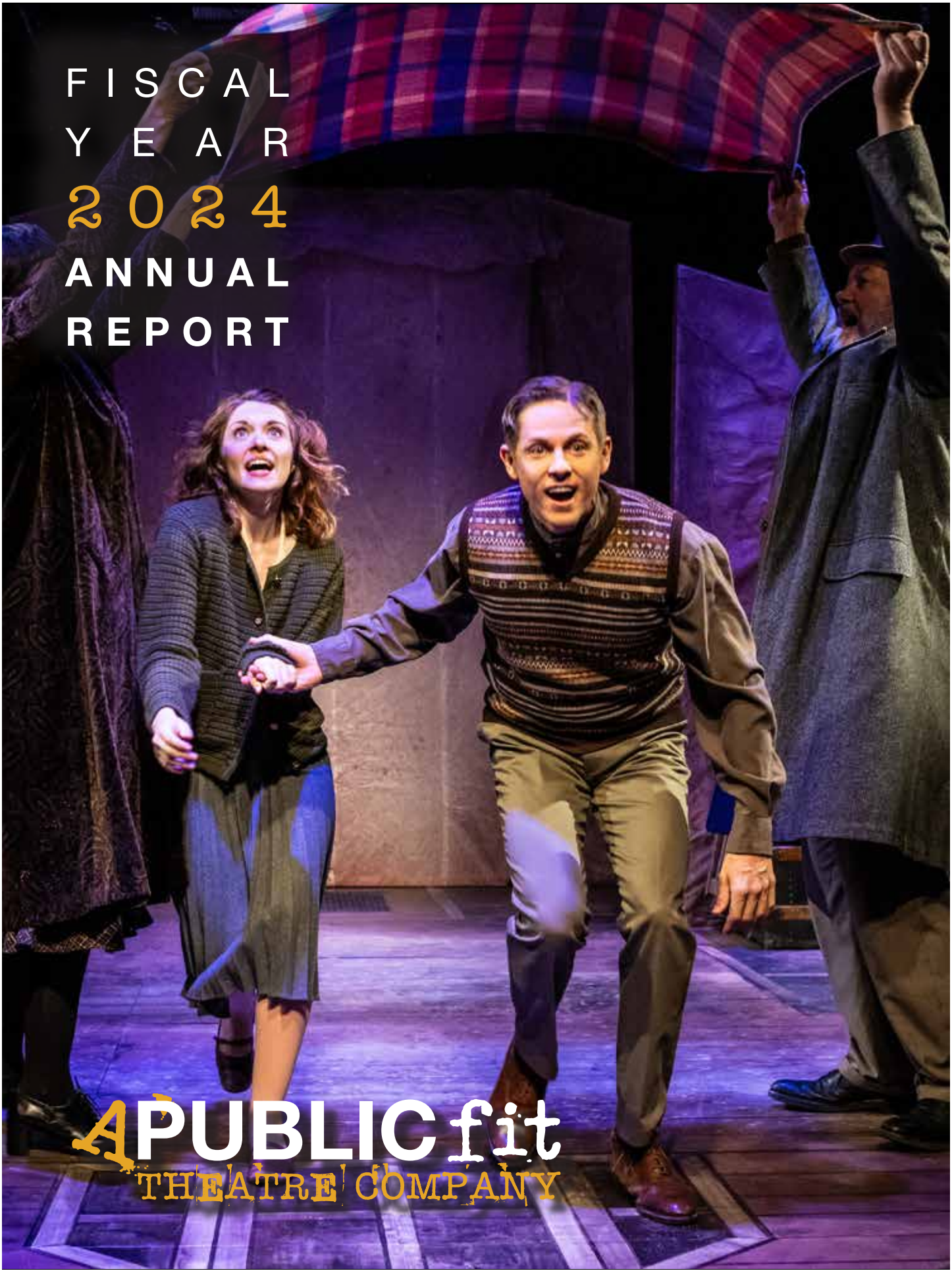


FISCAL YEAR 2024 ANNUAL REPORT

APUBLICfit THEATRE COMPANY

Photo: Richard Brusky

APf Mission

In an age where the notion of “neighborhood” is fast evolving into a series of intangible on-line social media webpages, A Public Fit aims to reinvigorate the tangible community by working with emerging Las Vegas artists to create exciting, innovative, and provocative professional theater. APf believes strongly in the communal power of great stories, dramatic ideas, and the sincere engagement that audiences find in challenging theatrical events. A Public Fit genuinely hopes to unite professional artists and audiences through the most effective form of human connection, treating each production as the beginning of an unending conversation.

APf Staff

Artistic Director . . . . . Ann-Marie Pereth
Producing Director . . . . . Joseph Kucan
Associate Artistic Director . . . . . Jake Staley
Associate Producing Director . . . . . Lisa Lynn Chapman
Production Manager . . . . . Brandi Blackman
Assoc. Production Manager . . . . . Diane Walton
Director of Advertising . . . . . David Adler
Volunteer Manager . . . . . Andrew Calvert
Production Assistant . . . . . Thaisa Monteiro
Resident Costume Designer . . . . . Kendra Faith
Resident Lighting Designer . . . . . Josh Wroblewski
Resident Scenic Designer . . . . . Eric A. Koger
Chief Financial Officer . . . . . Tina Rice

Board of Directors

President . . . . . John Bernstein
Vice President . . . . . Elsa Roe
Secretary . . . . . Dina Emerson
Treasurer . . . . . Michael Sharon
Board Member . . . . . Kenneth Kucan
Board Member . . . . . Jack Sawyer
Chairman Emeritus . . . . . Kirk Stowers

Financial Highlights

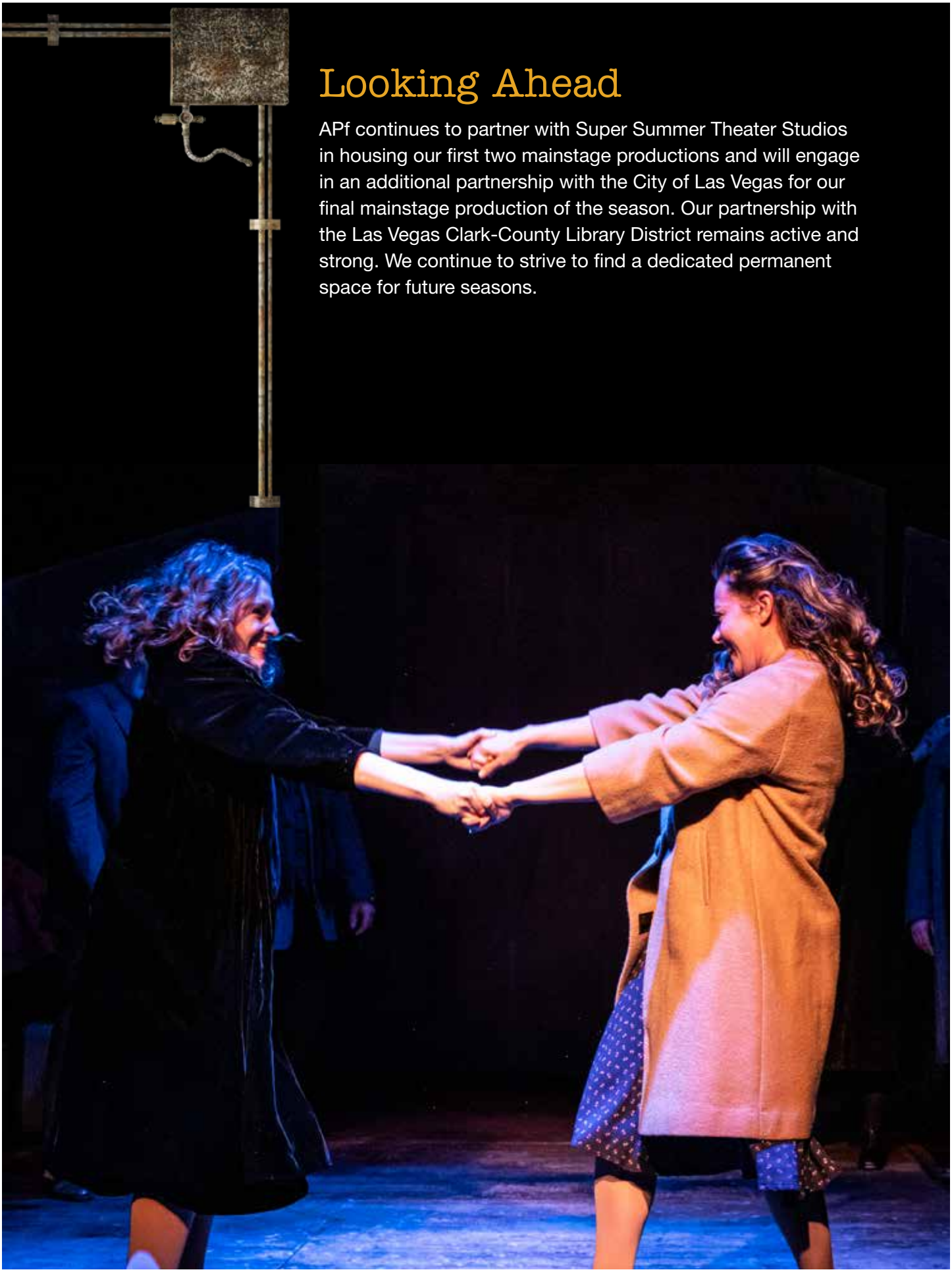
APf's 2023-2024 season produced a balanced operating budget as we continue to negotiate with new artists, search for new talent, and produce new work. APf is grateful for the generous and dedicated support of a very strong donor base.

Operating Highlights

APf recognizes that attracting new audiences is a crucial part of our longevity. APf has strategized to create engaging social media content, focusing on specific platforms proven to reach new audiences. APf also exercises prudent care over every dollar raised and every dollar earned with carefully budgeting spending practices.

Looking Ahead

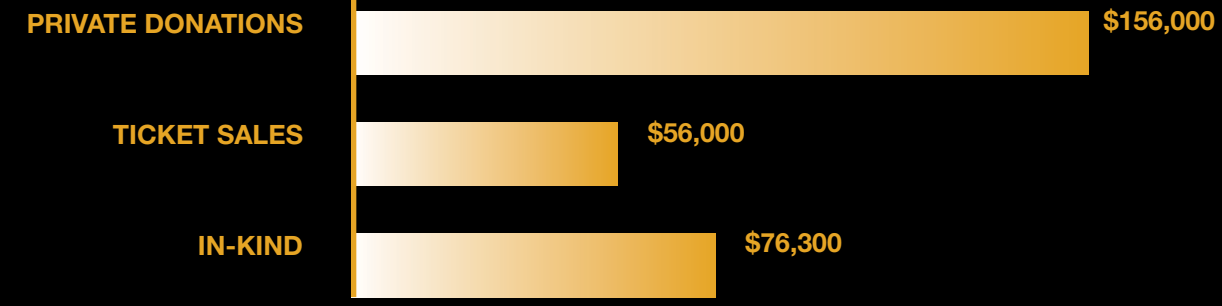
APf continues to partner with Super Summer Theater Studios in housing our first two mainstage productions and will engage in an additional partnership with the City of Las Vegas for our final mainstage production of the season. Our partnership with the Las Vegas Clark-County Library District remains active and strong. We continue to strive to find a dedicated permanent space for future seasons.



Financial Summary

APf relies on our private donations to provide our main support. Private donations comprise 56% of APf's revenue. These relationships are paramount to our success as we continue to develop and engage with new audiences.

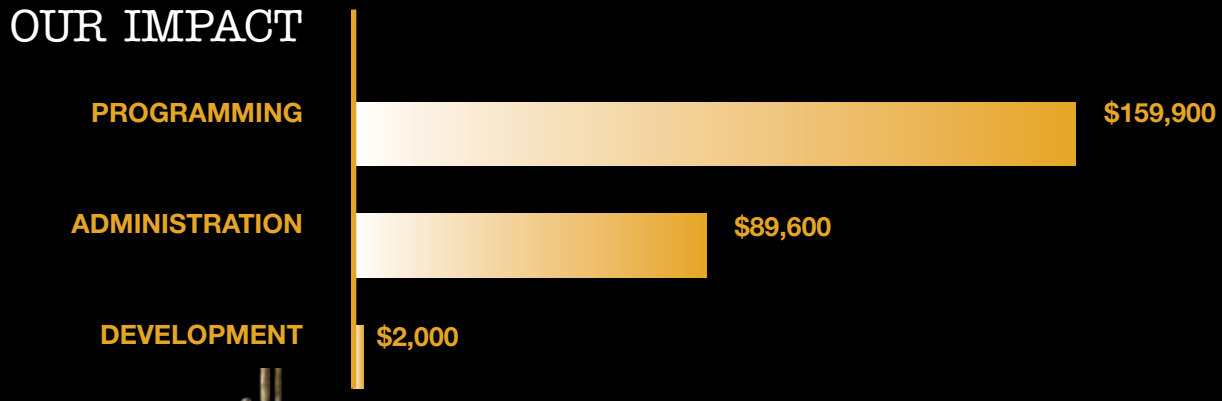
REVENUE



APf's expenses demonstrate our mission to focus on creating significant programming that offers new experiences for our artists and our community. Our programming expenses comprise 83% of our overall operating budget.

APf Prioritizes Programming Above All Else

OUR IMPACT



Demographics

Age

18-24 . . . . . .1.11%
25-34 . . . . . .0.00%
35-44 . . . . . .2.22%
45-54 . . . . . .13.33%
55+ 43.33%

Ethnicity

Asian 1.11%
Black 0.00%
Caucasian 42.22%
Latinx. 3.33%
Native American 1.11%
PI 0.00%
One or More 1.11%
Prefer not to say 1.11%

A Public Fit Corporation
Statement of Activity

July 2023 – June 2024

	TOTAL
REVENUE	
In-Kind	$ 76,300.00
Individual Donations	$ 156,500.00
Sales	$ 56,000.00
Total Revenue	**$ 288,800.00**
Gross Profit	**$ 288,800.00**
EXPENDITURES	
PROGRAMMING:	
Production, Designers, and Talent	$ 78,500.00
Job Materials	$ 17,000.00
Equity Talent	$ 15,500.00
Venue Rental	$ 24,300.00
Licensing	$ 8,800.00
Printing	$ 6,000.00
Designer Travel	$ 1,300.00
Advertising	$ 8,500.00

ADMINISTRATION:	
Company	$ 79,000.00
Company (In-Kind)	$ 76,500.00
Accounting	$ 700.00
Bank Charges and Merchant Fees	$ 3,500.00
Interest Expense	$ 400.00
Insurance Expense	$ 2,000.00
Office and Administrative Expenses	$ 4,000.00
DEVELOPMENT:	
Fundraising Event Expense	$ 1,800.00
Donor Cultivation	$ 200.00
Total Expenditures	**$ 328,000.00**
Net Operating Loss	**$ (39,200.00)**

A Public Fit Corporation
Statement of Financial Position

As of June 30, 2024

	TOTAL
ASSETS	
CURRENT ASSETS:	
BANK ACCOUNTS:	
Cetera	$ 55,000.00
Checking	$ 87,000.00
Total Bank Accounts	**$ 142,000.00**
OTHER CURRENT ASSETS:	
Box Office Bank	$ 100.00
Prepaid Expenses	$ 8,900.00
Total Other Current Assets	**$ 9,000.00**
Total Current Assets	**$ 151,000.00**
FIXED ASSETS:	
Equipment - IT	$ 1,000.00
Accumulated Depreciation	$ -1,000.00
Total Equipment - IT	**$ 0.00**
Equipment - Lighting	$ 1,000.00
Accumulated Depreciation	$ -1,000.00
Total Equipment - Lighting	**$ 0.00**
Furniture and Fixtures	$ 66,000.00
Accumulated Depreciation	$ -46,000.00
Total Furniture and Fixtures	**$ 20,000.00**
Total Fixed Assets	**$ 20,000.00**
TOTAL ASSETS	**$ 171,000.00**

	TOTAL
LIABILITIES AND EQUITY	
LIABILITIES:	
CURRENT LIABILITIES:	
OTHER CURRENT LIABILITIES:	
Accrued Expenses	$ 10,500.00
Total Other Current Liabilities	**$ 10,500.00**
Total Current Liabilities	**$ 10,500.00**
Total Liabilities	**$ 10,500.00**
EQUITY:	
Opening Balance Equity	$ 3,500.00
Retained Earnings	$ 205,000.00
Net Revenue	$ -48,000.00
Total Equity	**$ 160,500.00**
TOTAL LIABILITIES AND EQUITY	**$ 171,000.00**

Notes To Financial Statements

Accounts

APf's cash position is strong. The main banking relationship is maintained with local community bank, Bank of Nevada. APf added an endowment savings account with Cetera as of December 2022. There is no plan within the next fiscal year to draw on any gains from that investment.

Fixed Assets

APf's main fixed assets include chairs provided by a generous donor and risers. These improvements are in effort to create a more comfortable patron experience.

Debt

APf currently carries no debt.

Takeaways

APf is a strong a viable theater company with a history of 10 years of creating thoughtful and dynamic theater for the community. APf is helping to shape how theater is produced in Las Vegas and provides opportunities for artists and experiences for audiences.

A PUBLIC FIT THEATRE COMPANY
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Apublicfit.org | www.facebook.com/APublicFit

Cast photos by Richard Brusky