

**CITY OF OBERLIN COMMUNITY ORGANIZATION  
FUNDING APPLICATION  
Calendar Year 2021**

Name of Organization: The MAD\* Factory

Contact Name: Amber Michalak Phone: 917-439-4059

Email Address: thefactorytheatreco@gmail.com

Service Address:

Business Address if different from  
Service Address:

39 S. Main St. Ste 310

Oberlin, Ohio 44074

Phone 440-774-7062

Phone \_\_\_\_\_

\*\*\*Is your organization part of a larger Federal,  
State, or Other Agency, Organization, or Group?

YES  NO (Circle one)

If YES, what is the name and total annual budget  
of the larger Agency, Organization, or Group?

Name: \_\_\_\_\_

Annual Budget: \_\_\_\_\_

What is your local organization's annual budget? \$ 104,000

What amount/percentage goes towards Administration \$ 88,642 .84% 84%

Prior year (2020) City of Oberlin funding: \$ \$3,415

Current year (2021) request: \$ \$5,000

Estimated number of individuals you expect to serve: 4,000

How many are Oberlin City residents 1,000 What is the % of total 25%

Cost related to serving Oberlin residents: \$ 26,150

If circled "yes" to the above question identified with \*\*\*, what amount of funding is received to serve Oberlin residents from Federal, State or Other agency?

\$ \_\_\_\_\_

Do other Cities, Townships, Villages, or other governmental unit (not already identified above) provide funding to your organization?

YES  NO (Circle one)

**If YES, on a separate attachment list all governmental units, including the amount of funding and funding purpose.**

What specific program(s) or service(s) do you intend to provide with the City's funds, if granted, and/or what would be cut or reduced if the City funding was not granted?

**PLEASE ATTACH YOUR RESPONSE, INCLUDING A SUMMARY AND  
DETAIL DESCRIPTION – please limit to 1 page.**

Did your organization receive City of Oberlin funding in the prior calendar year (2020)?

YES  NO (circle one)

**IF YES, on a separate attachment, indicate how the funding was used, provide indicators of your success as a result of receiving City of Oberlin funding, AND provide an accounting of any funds remaining from your prior award. Also, please include any collaborative measures you have taken over the past year.**

Are these programs or services currently also provided by some other agency, group or organization in Oberlin?

YES  NO (circle one)

If YES, what program or service, and by what agency, group or organization and how does your organization complement or extend the program or service?

Other information you would like to provide regarding your request:

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**Include the following documents:**

- Most recent audit and/or annual report
- Most recent financial statements
- Your Organizations proposed budget
- List of your organization's Board Members
- Current Insurance certificate \*
- Detail of any funding remaining from last year's city's award
- Other items as noted in the application

\*Insurance certificate must, 1) be in the name of the applicant organization; 2) list the City of Oberlin as the certificate holder AND as additional insured; 3) cover the period of the funding request; and 4) have a minimum \$1,000,000 liability coverage, preferred would be \$2,000,000 or more.

**And return no later than January 22, 2021 to:**

**Finance Director  
City of Oberlin  
69 S. Main St.  
Oberlin, OH 44074**

**Or by Email:  
[stalarico@cityofoberlin.com](mailto:stalarico@cityofoberlin.com)**

comin.org application.doc



January 20, 2021

Dear Council of the City of Oberlin,

As have most nonprofit organizations, The MAD\* Factory has been greatly affected by the Covid19 pandemic. We feel lucky that we have been able to persevere in these unprecedented times because of our staff's resilience and open mindedness in learning to adapt to the virtual world of theatre. We have been able to continue providing programming and a creative outlet that has been instrumental to the well-being of our MAD\* students and community members. Because of the virtual nature, we have been able to serve a much wider base, but we are still deeply rooted in Oberlin.

From the onset of the pandemic, we kept our programming strong, taking our spring 2020 classes and teen production of "The Laramie Project" online. We had virtual summer MAD\* camp and teen camps that were very successful. We were also able to do a full fall semester of classes along with a virtual all age community theatre production of "Ragtime".

We are asking for \$5,000 from the City of Oberlin for general operating support so that we may continue to provide the programming that we so strongly believe in throughout 2021. Our grant funding was cut by \$30,000 this year. That does not include revenue lost in lower camp/class enrollment and loss of ticket sales as it is harder to sell tickets in a virtual world. Without funding from grants to make up this deficit we are at risk of cutting programs or having to furlough employees. The City of Oberlin has been so generous in the past. We are happy to be able to provide a service to Oberlin and its surrounding areas that we believe is vital, especially through these difficult times.

Thank you so much for your consideration.

Sincerely,

Amber Michalak

917-439-4059

# MAD Factory Theatre Co. 2021 Budget (Preliminary\*)

	<b>2021 Budget</b>
<b>Income</b>	
<b>40-0000 Earned Income</b>	
<b>40-1000 Tuition &amp; Fees</b>	
40-1050 Outreach Grant-Based	\$ -
40-1100 Fall Classes Tuition	\$ 2,375.00
40-1110 Winter/Spring Classes Tuition	\$ 2,300.00
40-1120 Kid's Summer Camp Tuition	\$ 1,250.00
40-1130 Teen Summer Camp Tuition	\$ 200.00
40-1160 Teen Musical Fee	\$ -
40-1180 Teen Play Fee	\$ -
<b>Total 40-1000 Tuition &amp; Fees</b>	<b>\$ 6,125.00</b>
<b>40-2000 Ticket Sales</b>	
40-2100 Teen Classes Ticket Sales	\$ -
40-2300 Summer Camp Ticket Sales	\$ -
40-2400 Summer Musical Ticket Sales	\$ 4,000.00
40-2500 Teen Musical Ticket Sales	\$ 2,000.00
40-2600 Teen Play Ticket Sales	\$ 500.00
40-2700 Fall Play Ticket Sales	\$ 500.00
<b>Total 40-2000 Ticket Sales</b>	<b>\$ 7,000.00</b>
<b>40-2500 Advertising Sales</b>	<b>1,000.00</b>
40-3310 Summer Musical Ads	
40-3320 Teen Musical Ads	
40-3340 Fall Play Ads	
<b>Total 40-2500 Advertising Sales</b>	<b>\$ 1,000.00</b>
<b>40-3000 Miscellaneous Income</b>	
40-3100 Concessions	
40-3200 Product Sales	200.00
<b>Total 40-3000 Miscellaneous Income</b>	<b>\$ 200.00</b>
<b>Total 40-0000 Earned Income</b>	<b>\$ 14,325.00</b>
<b>41-0000 Grants</b>	<b>75,000.00</b>
41-1000 Government Grants	
41-2000 Foundation Grants	
41-3000 Corporate Grants	
<b>Total 41-0000 Grants*</b>	<b>\$ 75,000.00</b>
<b>43-0000 Donations</b>	
43-1000 Corporate Donations	\$ 275.00
43-2000 Individual Donations	\$ 6,000.00
43-4000 Other Organization Donations	\$ -
43-5000 Building Renovations	\$ -

# MAD Factory Theatre Co. 2021 Budget (Preliminary\*)

	2021 Budget
43-6000 Fundraiser Income	\$ 3,000.00
43-9000 Other Donations	\$ 6,000.00
<b>Total 43-0000 Donations</b>	<b>\$ 15,275.00</b>
Uncategorized Income	
<b>Total Income</b>	<b>\$ 104,600.00</b>
<b>Gross Profit</b>	<b>\$ 104,600.00</b>
<b>Expenses</b>	
60-0000 Administrative/Payroll Expenses	
60-1040 Payroll - Hourly Employee (deleted)	
60-2000 Payroll Expenses	
60-1030 Payroll /AD (Nina)	30,500.00
60-2000 Payroll Expenses/ED (Amber)	30,500.00
60-2200 Payroll Expenses/Office Manager (Shelbey)	2,000.00
Taxes	20,000.00
Wages	
<b>Total 60-2000 Payroll Expenses</b>	<b>\$ 83,000.00</b>
60-2100 BWC	62.04
60-2550 Other Payroll Expenses	
60-2600 Federal Taxes	5,000.00
<b>Total 60-0000 Administrative/Payroll Expenses</b>	<b>\$ 88,062.04</b>
61-0000 Contracts & Professional Services	
61-6000 Independent Contractors	
61-6020 Counselors	
61-6030 Artistic Staff	
<b>Total 61-6000 Independent Contractors</b>	<b>\$ 0.00</b>
<b>Total 61-0000 Contracts &amp; Professional Services</b>	<b>\$ 0.00</b>
62-0000 Facilities	
62-1000 Landscaping & Snow Removal	500.00
62-2000 Utilities	
62-2100 Electric	\$ 2,474.86
62-2200 Gas	\$ 1,092.16
62-2300 Telephone & Internet	\$ 2,049.86
62-2400 Water, Sewer, Waste	\$ 1,034.75
<b>Total 62-2000 Utilities</b>	<b>\$ 6,651.72</b>
62-3000 Property Insurance	\$ 2,452.00
62-4000 Storage	\$ 500.00
62-5000 Maintenance Supplies	\$ 322.62
62-6000 Building Rent	\$ 1,029.00

**MAD Factory Theatre Co.  
2021 Budget (Preliminary\*)**

	<u>2021 Budget</u>	
Total 62-0000 Facilities	\$	11,455.34
63-000 General Operating Costs	\$	560.39
63-1000 Technology Needs		
QuickBooks Fees		300.00
Teleconference		160.46
Total 63-1000 Technology Needs	\$	460.46
63-2000 Office Equipment		84.29
63-2500 Postage		63.14
63-3000 Printing		600.00
63-3500 Office Supplies		255.10
63-4000 Miscellaneous Office		65.70
Total 63-000 General Operating Costs	\$	2,090.08
64-0000 Other Administrative Expenses		
64-1000 Bank/Credit Card Fees		500.00
64-3000 Training Seminars & Workshops		
64-9000 Miscellaneous Admin Expense		
Total 64-0000 Other Administrative Expenses	\$	500.00
70-0000 Program Expenses		
70-1000 Royalties		
70-1100 Class & Camp Royalties	\$	815.00
70-1310 Teen Musical Royalties		
70-1320 Teen Play Royalties	\$	-
70-1330 Summer Musical Royalties	\$	-
70-1340 Fall Play Royalties	\$	-
Total 70-1000 Royalties	\$	815.00
70-2000 Rentals		
70-2310 Teen Musical Rental		
70-2320 Teen Play Rental		
70-2340 Fall Play Rental		
Total 70-2000 Rentals	\$	0.00
70-3000 Props		
70-3100 Class & Camp Props		
70-3310 Teen Musical Props		
Total 70-3000 Props	\$	0.00
70-4000 Costumes		
70-4100 Class & Camp Costumes		
70-4310 Teen Musical Costumes		
Total 70-4000 Costumes	\$	0.00

# MAD Factory Theatre Co. 2021 Budget (Preliminary\*)

	2021 Budget
70-5000 Set Construction	100.00
70-5310 Teen Musical Sets	
<b>Total 70-5000 Set Construction</b>	<b>\$ 100.00</b>
70-6000 Concessions	
70-6100 Class & Camp Concessions	
70-6310 Teen Musical Concessions	
<b>Total 70-6000 Concessions</b>	<b>\$ 0.00</b>
70-7000 Programs, Flyers, Posters	100.00
70-7100 Class & Camp Printing	
70-7310 Teen Musical Printing	
<b>Total 70-7000 Programs, Flyers, Posters</b>	<b>\$ 100.00</b>
70-8000 Advertising	100.00
70-8100 Class & Camp Advertising	
70-8320 Teen Play Advertising	
<b>Total 70-8000 Advertising</b>	<b>\$ 100.00</b>
70-9000 Other Program Expenses	300.00
70-9001 Class & Camp General Supplies	
<b>Total 70-9000 Other Program Expenses</b>	<b>\$ 300.00</b>
<b>Total 70-0000 Program Expenses</b>	<b>\$ 1,415.00</b>
75-0000 Fundraising Expenses	1,000.00
75-1000 Fundraiser Space Rental	
75-1100 Printing	
75-1200 Fundraiser Postage	
75-9000 Miscellaneous Fundraiser	
<b>Total 75-0000 Fundraising Expenses</b>	<b>\$ 1,000.00</b>
Capital Expenses	
Materials/Building Supplies- Lorain	
Technology/Equipment - Lorain	
<b>Total Capital Expenses</b>	<b>\$ 0.00</b>
<b>Total Expenses</b>	<b>\$ 104,522.46</b>
<b>Net Operating Income</b>	<b>\$ 77.54</b>
Other Income	
45-0000 Interest Income	
46-1000 Bank Account	
<b>Total 45-0000 Interest Income</b>	<b>\$ 0.00</b>
<b>Total Other Income</b>	<b>\$ 0.00</b>
Other Expenses	
90-9000 Other Miscellaneous Expense	



**MAD Factory Theatre Co.  
2021 Budget (Preliminary\*)**

	<u>2021 Budget</u>	
Total Other Expenses		
Net Other Income	\$	0.00
Net Income	\$	77.54

\*NOTE: The 2021 budget reflected herein is preliminary in that the primary source of funding through grants cannot be appropriately estimated at this time.

## City of Oberlin 2020 Community Funding Report

Hello and thank you for your support of MAD\* Factory Theatre Co! Since the pandemic began in March we have been very active in shifting programming online, and we learn more about how to do this every day. By the time summer rolled around we were confident in planning Zoom programming that was engaging and worthwhile. Our Zoom programming gets kids up and moving and we are proud to be willing and able to offer so much online content. We were graciously offered the opportunity by the City of Oberlin to extend the life of this grant into our fall season since due to the pandemic, our summer camp enrollment was cut by over 50% resulting in less supply and scholarship costs than we have incurred in previous years. We also had reduced tuition rates so the requests were for a lesser amount than in previous years as well. We are very grateful that Oberlin was able to adapt to our situation so we could continue to confidently provide programming to benefit Oberlin students!

### Programs supported by City of Oberlin funding:

- MAD\* Camp June 15th-July 3rd
- Teen Camp July 27th-July 31st
- Annie, Kids! September 17th-November 19th
- Comedy Improv September 29th-December 8th
- Young Actors September 29th-December 1st
- Teen Actors September 23rd-November 18th

### Breakdown of funds:

Need-based scholarships for Oberlin students who applied: \$1,000 (5 @ \$200). (MAD\* Camp only, no requests were received from Oberlin students for other programs).

**Total scholarships: \$1,000**

MAD\* Camp supplies directly for Oberlin students: \$282

Teen Camp supplies directly for Oberlin students: \$120

Fall class supplies directly for Oberlin students: \$308

Fall programming supplies benefiting the Oberlin community: \$100

**Total supplies: \$810**

Full-time staff implementation hours summer: 24 hrs @ \$20/hr = \$480

Full-time staff implementation hours fall: 56 hrs @ \$20/hr fall = \$1,120

**Total full-time staff implementation of programs benefiting Oberlin students: \$1,600**

**Total funds directed towards Oberlin programs: \$3,410**

### Feedback we received from an Oberlin parent about Mad Camp:

My daughter had a great time with this camp. As a parent looking for new ways to keep my child entertained this summer, the new, innovative, collaborative, and enthusiastic ways the team kept the children entertained was fantastic. As we are all adapting to the new "normal" and looking for ways to exercise the mind, being able to stay safe while interacting and learning the in's and out's of new technology was sometimes frustrating but we always felt welcome and encouraged during camp. The projects brought back memories of prior camps and the plaster project was a favorite in our home and is one that will be utilized in the future. Thank you for all the hard work you put into the camp and for welcoming us. It was a wonderful experience that I hope she has the opportunity to participate again in the future.

### Collaborations in 2020-2021:

**NOYO:** We are teaming up with NOYO in a "Making a musical" class

**Oberlin Kids:** We have joined the Oberlin Kids Collaborative

**Lorain County Arts Collaborative:** We attend biweekly meetings on the state of the Arts in Lorain County. We discuss advocacy, programming, and best practices moving forward in the world of Covid 19

**Arts Cultural Equity Learning Community:** We meet biweekly to discuss cultural equity in the arts and how we can better bring this into our community at MAD\*.

**On the Stage "Christmas Carol":** We partnered with a New York company to produce an online production of "Christmas Carol" to bring our patrons some professional content and holiday cheer.

**Cabarets for a cause:** We did a cabaret benefit for the Lorain County Urban League in October. We have another benefit planned for Oberlin Community Services that will be in February.

**Links to videos from these programs:**

Young Actors trailer for the play they wrote: <https://youtu.be/Fjn4Dyk3iHY>

Annie, Kids! Virtual show: <https://youtu.be/q8FrE9Em3F4>

Teen Dracula radio play: <https://youtu.be/N5MbODc8mqc>

Teen Camp play "Bad Auditions on Camera": <https://youtu.be/loy-D963akY>

Mad Camp photo montage: [https://youtu.be/l-r9\\_PAtuDnU](https://youtu.be/l-r9_PAtuDnU)

Mad Camp play "Pete the Pint Sized Pirate": <https://youtu.be/Ov8dLcnRNHk>

Mad Camp play "Do You Read Me": [https://youtu.be/Rtx7a\\_uKiWY](https://youtu.be/Rtx7a_uKiWY)

Example of comedy improv class activities: <https://youtu.be/Lw0atGHP1JI>

**We are incredibly grateful for the support we have received from this grant. It is absolutely invaluable to us and we welcome any questions or feedback.**

Sincerely,

Nina Fisher, Program Director, MAD\* Factory Theatre Co  
215-520-5070  
[www.madfactory.org](http://www.madfactory.org)

**MAD\* Factory Theatre Co. Board 2020-Present**

**President: Theresa Snyder**

tesssnyder550@gmail.com

**Vice President: Suzanna Perine**

suzannaperine@gmail.com

**Treasurer: Jill Lukes**

Jill.lukes@gmail.com

**Secretary: Nancy London**

Nancy\_london@hotmail.com

**Trustee: Jonathan Goldsmith**

Jgoldsmith1@gmail.com

**Trustee: Charlene Hartley**

hartleycharlene@gmail.com

**Trustee: Kenny Santiago Marrero**

Ksmarrero@gmail.com