

Organizations participating in the Cultural Data profile can login at <http://da.culturaldata.org> to run this report. The Revenue Trend Report will help you monitor changes in your revenue streams over time, and analyze which of your revenue sources you rely on most heavily to support your work. Look for:

- Detailed analysis of trends in earned and contributed revenue
- Visualizations of your revenue broken down into key categories
- A series of revenue ratios to help inform financial management and planning

For more on how to run analytic reports, <http://culturaldata.force.com/Resources/articles/Article/Get-Started-with-Analytic-Reports>.



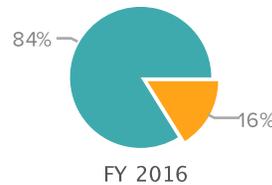
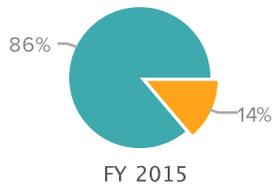
Example Art Center
Revenue Trend Report

Revenue Details

Operating Revenue

Earned - Program	FY 2015	% Total Earned	FY 2016	% Total Earned	% Change	FY 2017	% Total Earned	% Change
Single Ticket Sales	\$0	0%	\$6,965	9%	n/a	\$3,080	5%	-56%
Contracted Services	\$0	0%			n/a	\$4,925	8%	n/a
Other Program Revenue	\$75,002	86%	\$55,760	75%	-26%	\$44,458	70%	-20%
Total earned - program	\$75,002	86%	\$62,725	84%	-16%	\$52,463	83%	-16%
Earned - Non-program								
Gift Shop and Merchandise Fees	\$0	0%	\$0	0%	n/a	\$1,970	3%	n/a
Sponsorship Revenue	\$0	0%	\$0	0%	n/a	\$7,421	12%	n/a
Other earned revenue	\$12,030	14%	\$12,062	16%	0%	\$1,698	3%	-86%
Total earned - non-program	\$12,030	14%	\$12,062	16%	0%	\$11,089	17%	-8%
Total Earned Revenue	\$87,032		\$74,787		-14%	\$63,552		-15%

■ Program Revenue
■ Non-program Revenue





Contributed	FY 2015	% Total Cont.	FY 2016	% Total Cont.	% Change	FY 2017	% Total Cont.	% Change
Trustee & Board	\$4,420	3%	\$6,213	2%	41%	\$6,600	2%	6%
Individual	\$13,794	8%	\$21,497	7%	56%	\$31,786	10%	48%
Corporate	\$1,350	1%	\$29,046	10%	2,052%	\$33,550	10%	16%
Foundation	\$135,906	80%	\$205,917	70%	52%	\$199,065	62%	-3%
City Government	\$8,386	5%	\$7,775	3%	-7%	\$12,441	4%	60%
County Government	\$0	0%	\$0	0%	n/a	\$28,945	9%	n/a
State Government	\$0	0%	\$8,122	3%	n/a	\$8,528	3%	5%
Federal Government	\$0	0%	\$0	0%	n/a	\$0	0%	n/a
Tribal Contributions					n/a			n/a
Parent Organization Support					n/a			n/a
In-kind Operating Contributions	\$0	0%	\$16,000	5%	n/a	\$0	0%	-100%
Other Contributions	\$6,579	4%	\$180	0%	-97%	\$0	0%	-100%
Total Contributed Revenue	\$170,435		\$294,750		73%	\$320,915		9%
Operating Investment Revenue	\$15,681	9%	\$19,313	7%	23%	\$2,765	1%	-86%
Total Operating Revenue	\$273,148		\$388,850		42%	\$387,232		-0%
Total Operating Revenue Less In-kind	\$273,148		\$372,850		37%	\$387,232		4%

Non-operating Revenue	FY 2015	% Total Non Op	FY 2016	% Total Non Op	% Change	FY 2017	% Total Non Op	% Change
Total Non-operating Revenue					n/a			n/a
Total Revenue	\$273,148		\$388,850		42%	\$387,232		-0%
Total Revenue Less In-Kind	\$273,148		\$372,850		37%	\$387,232		4%



Income Statement Metrics

	FY 2015	FY 2016	FY 2017
Earned Revenue Ratio	32%	19%	16%
Self Sufficiency Ratio	22%	17%	14%
Operating Margin (Total)	-43%	-16%	-19%
Contributed Revenue Ratio	62%	76%	83%
Unrestricted Contributed Revenue Ratio	70%	76%	83%
Coverage of Expenses	44%	66%	69%
Contributed Revenue Dependence Ratio	63%	59%	51%
Operating In-kind as a % of Total Operating Revenue	n/a	4%	n/a
Total In-kind as a % of Total Revenue	n/a	4%	0%

Earned Revenue Ratio (Total Earned Revenue divided by Total Revenue) is a measurement of a company's financial autonomy and flexibility, indicating how much the organization relies or depends on earned revenue.

Self Sufficiency Ratio (Total Earned Operating Revenue divided by Total Expenses) is the portion of operating expenses that are covered by earned income.

Operating Margin (Total) (Change in Net Assets divided by Total Operating Revenue) is a measurement of the organizations efficiency in operating, highlighting the amount of an organization's surplus or deficit.

Contributed Revenue Ratio (Total Contributed Revenue divided by Total Revenue) indicates the extent of the organization's dependence on voluntary support. Organizations that mainly offer free programming may have a higher contributed revenue ratio than organizations that charge for their programs and services

Unrestricted Contributed Revenue Ratio (Total Unrestricted Contributed Revenue divided by Total Unrestricted Revenue) indicates the extent of the organization's dependence on unretricted and general operating support. Organizations that mainly offer free programming may have a higher contributed revenue ratio than organizations that charge for their programs and services.

Coverage of Expenses (Total Contributed Revenue divided by Total Expenses) examines how much the organization is relying on contributed revenue to cover all of its expenses.

Contributed Revenue Dependence Ratio (Highest Unrestricted Contributed Revenue Item divided by Total Unrestricted Revenue) is a measurement of an organization's reliance on its single largest source of contributed revenue. If an organization is too dependent on a single source of revenue, it risks a major reduction in income if that revenue stream is reduced or eliminated. * Indicates the ratio for this fiscal year was calculated with total values because the organization completed the short form of the DataArts survey

Operating In-kind as a % of Total Operating Revenue indicates how much the organization is gifts of goods or services to operate.

Total In-kind as a % of Total Revenue indicates how much the organization is relying on gifts of goods or services to operate. This ratio may include capital in-kind gifts such as buildings and equipment.