



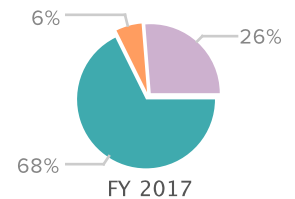
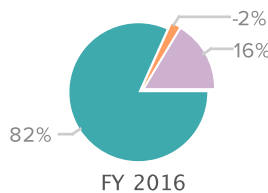
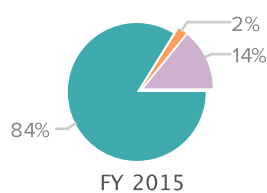
Organization Information

Organization name: Holland Historical Trust  
 City: Holland Federal ID #: 381692502  
 State: MI Year organization founded: 1937  
 County: Ottawa Organization type: 501(c)3 nonprofit organization  
 NISP Discipline: 13 - Humanities storytelling Fiscal year end date: 06-30  
 NISP Institution: 9 - Other Museum DUNS #: 609538129  
 NTEE: A80 - Historical Organizations Full-time staff: 5  
 Applicant is audited or reviewed by an independent accounting firm. Paid FTEs: 6.64  
 A display value of -0% signifies a value of less than +/- 0.5%

Unrestricted Activity	FY 2015	FY 2016	% Change	FY 2017	% Change
<b>Unrestricted Operating Revenue</b>					
Earned Program	\$81,329	\$75,333	-7%	\$118,001	57%
Earned Non-program	\$28,202	\$8,626	-69%	\$4,618	-46%
<b>Total Earned Revenue</b>	<b>\$109,531</b>	<b>\$83,959</b>	<b>-23%</b>	<b>\$122,619</b>	<b>46%</b>
Investment Revenue	\$18,640	-\$9,471	-151%	\$29,829	415%
Contributed Revenue	\$632,892	\$430,137	-32%	\$316,443	-26%
<b>Total Unrestricted Operating Revenue</b>	<b>\$761,063</b>	<b>\$504,625</b>	<b>-34%</b>	<b>\$468,891</b>	<b>-7%</b>
Less in-kind	(\$78,000)	(\$0)	-100%	(\$58,600)	n/a
<b>Total Unrestricted Operating Revenue Less In-kind</b>	<b>\$683,063</b>	<b>\$504,625</b>	<b>-26%</b>	<b>\$410,291</b>	<b>-19%</b>
<b>Expenses by Functional Total</b>					
Program	\$702,520	\$594,752	-15%	\$563,990	-5%
Fundraising	\$63,226	\$38,052	-40%	\$44,468	17%
General & Administrative	\$152,338	\$150,147	-1%	\$147,030	-2%
<b>Total Operating Expenses</b>	<b>\$918,084</b>	<b>\$782,951</b>	<b>-15%</b>	<b>\$755,488</b>	<b>-4%</b>
Less in-kind	(\$78,000)	(\$0)	-100%	(\$58,600)	n/a
<b>Total Operating Expenses Less In-kind</b>	<b>\$840,084</b>	<b>\$782,951</b>	<b>-7%</b>	<b>\$696,888</b>	<b>-11%</b>
Net Unrestricted Activity - Operating	-\$157,021	-\$278,326	-77%	-\$286,597	-3%
Net Unrestricted Activity - Non-operating			n/a		n/a
<b>Total Net Unrestricted Activity</b>	<b>-\$157,021</b>	<b>-\$278,326</b>	<b>-77%</b>	<b>-\$286,597</b>	<b>-3%</b>
Net Temporarily Restricted Activity	\$17,870	-\$56,677	-417%	\$82,541	246%
Net Permanently Restricted Activity	\$0	\$0	n/a	\$0	n/a
<b>Net Total Activity</b>	<b>-\$139,151</b>	<b>-\$335,003</b>	<b>-141%</b>	<b>-\$204,056</b>	<b>39%</b>

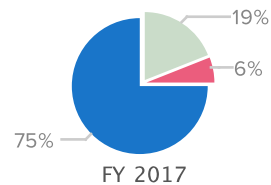
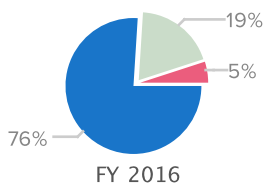
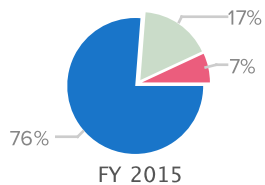
Revenue by Source

- Earned
- Investment
- Contributed



### Expenses by Functional Grouping

- Program
- General & Administrative
- Fundraising



## Revenue Details

	FY 2015	FY 2016	FY 2017	FY 2017	FY 2017	FY 2017
	Total	Total	Total	Unrestricted	Temporarily Restricted	Permanently Restricted
Operating Revenue						
Earned - Program						
Membership revenue	\$40,669	\$44,931	\$59,868	\$59,868		n/a
Admissions	\$40,660	\$26,495	\$31,578	\$31,578		n/a
Guided or group tours		\$2,443	\$0	\$0		n/a
Other program revenue	\$0	\$1,464	\$26,555	\$26,555		n/a
Total earned - program	\$81,329	\$75,333	\$118,001	\$118,001	\$0	n/a
Earned - Non-program						
Gift shop and merchandise fees	\$10,751	\$5,626	\$4,618	\$4,618		n/a
Sponsorship revenue	\$0	\$3,000	\$0	\$0		n/a
Space rentals	\$17,113					n/a
Other earned revenue	\$338	\$0				n/a
Total earned - non-program	\$28,202	\$8,626	\$4,618	\$4,618	\$0	n/a
Total earned revenue	\$109,531	\$83,959	\$122,619	\$122,619		n/a

Contributed	FY 2015	FY 2016	FY 2017	FY 2017	FY 2017	FY 2017
	Total	Total	Total	Unrestricted	Temporarily Restricted	Permanently Restricted
Trustee & board	\$4,595	\$0	\$0			
Individual	\$173,156	\$159,953	\$149,684	\$4,684	\$145,000	
Corporate	\$0	\$0	\$0			
Foundation	\$40,000	\$0	\$0			
City government	\$250,000	\$89,000	\$100,000	\$100,000		
County government	\$100,000	\$50,000	\$50,000	\$50,000		
State government	\$0	\$0	\$11,400		\$11,400	
In-kind operating contributions	\$78,000	\$0	\$58,600	\$58,600		
Other contributions	\$3,669	\$73,424	\$0			
Net assets released from restriction	\$0	\$0	\$0	\$103,159	-\$103,159	
<b>Total contributed revenue</b>	<b>\$649,420</b>	<b>\$372,377</b>	<b>\$369,684</b>	<b>\$316,443</b>	<b>\$53,241</b>	
Operating investment revenue	\$19,982	-\$8,388	\$59,129	\$29,829	\$29,300	\$0
<b>Total operating revenue</b>	<b>\$778,933</b>	<b>\$447,948</b>	<b>\$551,432</b>	<b>\$468,891</b>	<b>\$82,541</b>	<b>\$0</b>
<b>Total operating revenue less in-kind</b>	<b>\$700,933</b>	<b>\$447,948</b>	<b>\$492,832</b>	<b>\$410,291</b>	<b>\$82,541</b>	<b>\$0</b>
<b>Total non-operating revenue</b>						
<b>Total revenue</b>	<b>\$778,933</b>	<b>\$447,948</b>	<b>\$551,432</b>	<b>\$468,891</b>	<b>\$82,541</b>	<b>\$0</b>
<b>Total revenue less in-kind</b>	<b>\$700,933</b>	<b>\$447,948</b>	<b>\$492,832</b>	<b>\$410,291</b>	<b>\$82,541</b>	<b>\$0</b>

## Expense Details

	FY 2015 Total	FY 2016 Total	% Change	FY 2017 Total	% Change	FY 2017 Program	FY 2017 Fundraising	FY 2017 General & Administrative
Personnel expenses - Operating								
W2 employees (salaries, payroll taxes and fringe benefits)	\$331,109	\$307,161	-7%	\$257,149	-16%	\$167,596	\$24,688	\$64,865
Professional fees	\$11,673	\$20,829	78%	\$0	-100%	\$0	\$0	\$0
Total personnel expenses - Operating	\$342,782	\$327,990	-4%	\$257,149	-22%	\$167,596	\$24,688	\$64,865
Non-personnel expenses - Operating								
Advertising and promotion	\$50,006	\$52,212	4%	\$69,909	34%	\$69,909	\$0	\$0
Conferences and meetings	\$4,049	\$3,594	-11%	\$1,023	-72%	\$12	\$0	\$1,011
Dues and subscriptions	\$2,675	\$2,140	-20%	\$2,420	13%	\$440	\$0	\$1,980
Grant awards and similar amounts paid	\$10,000	\$0	-100%	\$0	n/a			
Insurance	\$22,593	\$26,703	18%	\$26,632	-0%	\$21,620	\$0	\$5,012
Occupancy costs	\$180,735	\$112,249	-38%	\$58,600	-48%	\$58,600	\$0	\$0
Office and administration	\$34,193	\$26,069	-24%	\$11,199	-57%	\$0	\$0	\$11,199
Printing, postage and shipping	\$2,686	\$1,898	-29%	\$1,986	5%	\$95	\$0	\$1,891
Travel	\$1,162	\$2,798	141%	\$202	-93%	\$24	\$0	\$178
Exhibition costs	\$0	\$26,720	n/a	\$29,080	9%	\$29,080	\$0	\$0
Collections management	\$1,228	\$198	-84%	\$449	127%	\$449	\$0	\$0
Productions and events costs	\$43,328	\$0	-100%	\$0	n/a			
Interest expense	\$100	\$226	126%	\$2,613	1,056%	\$0	\$0	\$2,613
Other operating expenses	\$90,231	\$86,842	-4%	\$180,897	108%	\$102,836	\$19,780	\$58,281
Depreciation	\$132,316	\$113,312	-14%	\$113,329	0%	\$113,329	\$0	\$0
Total non-personnel expenses - Operating	\$575,302	\$454,961	-21%	\$498,339	10%	\$396,394	\$19,780	\$82,165
Total operating expenses	\$918,084	\$782,951	-15%	\$755,488	-4%	\$563,990	\$44,468	\$147,030
Non-operating personnel expenses	\$0	\$0	n/a	\$0	n/a			
Non-operating non-personnel expenses	\$0	\$0	n/a	\$0	n/a			
Total expenses	\$918,084	\$782,951	-15%	\$755,488	-4%	\$563,990	\$44,468	\$147,030
Total expenses less in-kind	\$840,084	\$782,951	-7%	\$696,888	-11%			
Total expenses less depreciation	\$785,768	\$669,639	-15%	\$642,159	-4%			
Total expenses less in-kind and depreciation	\$707,768	\$669,639	-5%	\$583,559	-13%			

## Balance Sheet

Assets	FY 2015	FY 2016	% Change	FY 2017	% Change
Current assets					
Cash	\$529,824	\$265,578	-50%	\$176,491	-34%
Receivables	\$1,100	\$5,372	388%	\$89,350	1,563%
Investments	\$268,434	\$436,605	63%	\$385,678	-12%
Prepaid expenses & other	\$7,199	\$5,648	-22%	\$7,287	29%
Total current assets	\$806,557	\$713,203	-12%	\$658,806	-8%
Non-current investments					
Fixed assets (net)	\$190,050	\$0	-100%	\$1,185,229	n/a
Other non-current assets	\$1,402,103	\$1,294,011	-8%	\$1,185,229	-8%
Total non-current assets	\$0	\$0	n/a	\$0	n/a
Total non-current assets	\$1,592,153	\$1,294,011	-19%	\$1,185,229	-8%
Total assets	\$2,398,710	\$2,007,214	-16%	\$1,844,035	-8%
Liabilities & Net Assets					
Liabilities & Net Assets	FY 2015	FY 2016	% Change	FY 2017	% Change
Liabilities					
Accounts payable & other	\$39,966	\$39,836	-0%	\$26,429	-34%
Loans & other debt	\$0	\$45,000	n/a	\$100,000	122%
Deferred revenue	\$65,086	\$13,023	-80%	\$12,307	-5%
Total current liabilities	\$105,052	\$97,859	-7%	\$138,736	42%
Non-current liabilities	\$0	\$0	n/a	\$0	n/a
Total liabilities	\$105,052	\$97,859	-7%	\$138,736	42%
Net assets					
Unrestricted	\$1,873,416	\$1,545,790	-17%	\$1,259,193	-19%
Temporarily restricted	\$310,242	\$253,565	-18%	\$336,106	33%
Permanently restricted	\$110,000	\$110,000	0%	\$110,000	0%
Total net assets	\$2,293,658	\$1,909,355	-17%	\$1,705,299	-11%
Total liabilities & net assets	\$2,398,710	\$2,007,214	-16%	\$1,844,035	-8%

Balance Sheet Metrics

	FY 2015	FY 2016	FY 2017
Months of Operating Cash -- Unrestricted	4	1	1
Total working capital -- Unrestricted	\$471,313	\$251,779	\$73,964
Current Ratio	7.68	7.29	4.75
Debt Service Impact	0%	6%	14%
Unrestricted Net Assets Net of Property, Plant and Equipment	\$471,313	\$251,779	\$73,964
Operating Margin	-18%	-66%	-44%
Depreciation as a % of Fixed Assets	9%	55%	59%
Leverage Ratio	0%	3%	6%

Months of Operating Cash -- Unrestricted represents the number of months an organization can operate at current average monthly expense levels with existing unrestricted cash and cash equivalents.  $Cash + Cash\ Equivalents / (Total\ Expense / 12)$ . The ratio is calculated using unrestricted numbers only.

Total working capital -- Unrestricted consists of the resources available for operations, and in this report is calculated as unrestricted current assets minus unrestricted current liabilities. This is a conservative calculation of working capital and may differ from your internal calculations. Adequate working capital provides financial strength and flexibility to your organization, the ability to meet obligations as they come due, and the ability to take more risks, knowing there is a cushion to fall back on.

Current Ratio (Current Assets divided by Current Liabilities) determines the organization's ability to pay current debt using current assets. The higher the ratio, the more capable the organization is of paying its obligations. The ratio is calculated using unrestricted numbers only.

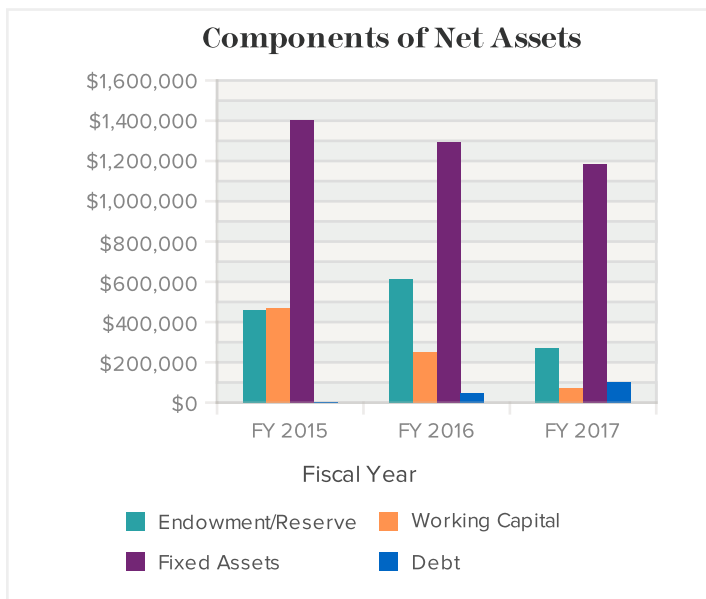
Debt Service Impact (Total Debt Service including principal and interest divided by Total Expense) calculates the % of an organization's total expenses applied to the total debt-service burden, e.g. a mortgage). This measure can help understand the portion of the book value of an organization's fixed assets that they truly own free and clear of related obligations and depreciated value. It is calculated as  $Unrestricted\ Net\ Assets - (Net\ Fixed\ Assets - Mortgage\ Debt)$ .

Unrestricted Net Assets Net of Property, Plant and Equipment (Unrestricted Net Assets - (Net Fixed Assets - Mortgage Debt)) shows what the organization's unrestricted net assets would be if they did not own any property, or have any debts associated with that property. Because this calculation is based on unrestricted values for net assets and fixed assets, if an organization fills out a single column balance sheet and does not separate fixed assets into restricted and unrestricted categories, this value will be blank.

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

Depreciation as a % of Fixed Assets indicates the potential need for replacement or repair of fixed assets (such as buildings, furniture, office equipment, sets and props); especially significant for organizations that own a building or carry a long-term lease.

Leverage Ratio (Total Debt divided by Total Unrestricted and Temporarily Restricted Assets) is a measurement of a company's efficiency in operating.



## Attendance

In-person Participation	FY 2015	FY 2016	% Change	FY 2017	% Change
In-person participation - paid	5,808	13,660	135%	6,771	-50%
In-person participation - free	0	300	n/a	5,238	1,646%
<b>Total in-person participation</b>	<b>5,808</b>	<b>13,960</b>	<b>140%</b>	<b>12,009</b>	<b>-14%</b>

Types of In-person Attendance	FY 2015	FY 2016	% Change	FY 2017	% Change
Admissions		7,015	n/a	3,535	-50%
Guided tours participants		5,395	n/a	694	-87%
Field trip participants			n/a	113	n/a
Festival attendees		1,550	n/a	800	-48%
Participants of other events			n/a	6,867	n/a
<b>Total in-person participation</b>	<b>5,808</b>	<b>13,960</b>	<b>140%</b>	<b>12,009</b>	<b>-14%</b>

Attendance Ages	FY 2015	FY 2016	% Change	FY 2017	% Change
Children (18 and under)	0	4,083	n/a	4,697	15%
Children served in schools			n/a	18	n/a
Seniors		4,327	n/a	2,452	-43%
Adults		5,550	n/a	4,860	-12%

Other Participation	FY 2015	FY 2016	% Change	FY 2017	% Change
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## Staffing

Staff & Non-Staff Statistics	FY 2015	FY 2016	% Change	FY 2017	% Change
Full-time permanent employees	4	4	0%	5	25%
Part-time permanent employees	9	7	-22%	9	29%
Part-time permanent employees - FTEs	6.29	0.05	-99%	1.65	3,200%
Number of part-time or one-time volunteers	198	154	-22%		-100%
Part-time or one-time volunteers - FTEs	2.8	1.03	-63%		-100%
Number of interns and apprentices	0	6	n/a	5	-17%

Artistic Staff & Non-Staff Statistics	FY 2015	FY 2016	% Change	FY 2017	% Change
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This organization has not provided data on artistic staff. This may be because the organization does not hire artistic staff or the organization's annual expenses are under \$50,000, and they are therefore only required to complete the short form of the DataArts Survey.



## Program Activity

	FY 2015	FY 2016	% Change	FY 2017	% Change
Permanent exhibits	5	2	-60%	5	150%
Temporary exhibits	6	4	-33%	5	25%
Objects/works in collection			n/a	37,000	n/a
Objects/works on exhibit			n/a	3,000	n/a
Distinct guided tours		3	n/a	7	133%
Total guided tour occurrences		37	n/a	31	-16%
Distinct field trips			n/a	4	n/a
Field trip occurrences			n/a	51	n/a
Distinct lectures	2		-100%		n/a
Lecture occurrences	2		-100%		n/a
Programs offered in schools	0		n/a	1	n/a
Hours of programming in schools			n/a	1	n/a
Number of schools served			n/a	1	n/a
Fairs/festivals/parades		1	n/a	1	0%
Distinct publications	2		-100%		n/a
Publications distributed	600		-100%		n/a
Distinct other programs	23		-100%	36	n/a
Other programs occurrences	71		-100%	73	n/a