

Folsom Street East, Inc.

Report of Revenue, Expenses and Donations for Fiscal Year 2015

9 May 2016

About Folsom Street East

[Folsom Street East](#) celebrates and inspires participation and pride in fetish, kink, and LGBTQ communities through the creation of safe spaces for public expression of our sexual identities. Folsom Street East promotes and provides grants to other nonprofit organizations serving these communities.

With your support, Folsom Street East has granted nearly \$100,000 since 2009 to local community organizations, including our 2015 beneficiaries:

[The New York City Anti-Violence Project](#)

[Visual AIDS](#)

Folsom Street East, Inc. is a 501(c)(3) nonprofit organization registered in the State of New York.

2016 Board Members

Matt Johnson, *chair*

Dave Hughes, *president*

Robert Lopez, *secretary*

Dick DeWilde, *treasurer*

Josh Parkin-Ring, *at-large*

Marie Gagnon, *at-large*

Rudy Flesher, *at-large*

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Letter from the Chair

Thank you once again for your enthusiastic support of and participation in the 2015 Folsom Street East street festival! Our theme, “THE NEW YORK YOU WERE WARNED ABOUT,” inspired our over four thousand attendees to re-envision a sexy, fun moment in the public culture of the city and gather in celebration. We are thrilled to have had the event serve as a platform for educating our audience about our beneficiaries, the New York City Anti-Violence Project (AVP) and Visual AIDS, and to have been recognized (in the [New York Times](#), no less) as part of the vanguard of institutions that are sustaining and transforming New York’s fetish/kink scene.

While the party was a success in many dimensions, our revenue from the 2015 event fell about 20 percent from the previous year. This drop is attributable to a number of factors, most pointedly the weather on the day of the event, which depressed our attendance and our returns. We did recoup our investment and have sufficient reserves to support production of the 2016 street festival, planning for which is already well underway.

However, to our deep disappointment, we were unable to make a donation of proceeds from the 2015 event to any of our designated beneficiaries. While we have succeeded at keeping our production costs relatively stable over time (no small feat for an event in New York City), we recognize that our revenue is not keeping pace. Consequently, we are redoubling our efforts to maximize revenue for this year’s festival, including securing an agreement with the City to extend our hours to 6 pm. Happily, AVP and Visual AIDS have agreed to continue as our street festival beneficiaries in 2016.

We welcome community input on opportunities to collaborate on promotion and fundraising for our beneficiaries. We feel strongly that what distinguishes Folsom Street East, Inc. as an organization is engagement with New York-based LGBT community nonprofits and highlighting their accomplishments, and we eagerly seek opportunities to sustainably fulfill this aspect of our mission.

It is with regret that we accepted the resignations of Gary Martin and Paul Phillips in early 2016; we thank them for their tremendous service to the organization. On a brighter note, longtime street festival volunteer Josh Parkin-Ring has joined us and is helping shift planning for this year’s event into high gear. Welcome Josh!

On behalf of the entire board and our volunteers: Thank you for your understanding, and your continued support. We look forward to having you join us on West 27th Street on Sunday, June 19th!

Sincerely,

Matt Johnson
Board Chair, Folsom Street East, Inc.

Folsom Street East, Inc.
Event Year Revenue, Expenses & Donations

As of February 29, 2016

	2011	2012	2013	2014	2015	Since Inception 2009
Revenue	74,110	84,167	2,237	58,882	53,413	387,174
Expenses	47,641	49,092	8,732	43,790	45,207	242,846
Donations	24,520	26,900	2,900	14,550	500	93,980
Net Income	1,950	8,174	(9,395)	542	7,706	50,349
Expenses as % of Revenue	64%	58%	See Note 1	74%	85%	63%
Donations as % of Revenue	33%	32%	See Note 1	25%	1%	24%
				See Note 2	See Note 2	

Note 1: 2013 event canceled due to construction on street. Expenses include continued community donations, pre-cancellation marketing and event costs, and overhead, e.g., tax preparation and storage.

Note 2: Event hours shortened by NYC.