

# Arts & Culture

The Adaptive Insights Business Planning Cloud enables arts and culture organizations to plan with seamless, integrated software that's easy for everyone to use. With powerful cloud-based planning, reporting, and analytics, arts and culture organizations can create plans as unique as the programs and institutions they serve that help everyone work as a team to better achieve their mission.

### Planning & Reporting Challenges

Arts and culture organizations require strict fiscal management. Their budgets must be accurate to ensure they operate within their means. Their work must be transparent to demonstrate that they are good stewards of patrons' funds.

Arts and culture organizations can be complex, involving multiple funds (restricted and unrestricted), programs, and locations. They need to manage business drivers associated with multiple revenue streams including ticket revenue, memberships, donations, and grants.

Their boards often require a budget prior to approving the use of resources. And third-party stakeholders may require a

formal budget before considering grant applications, making pledges or donations, or extending credit. Arts and culture organizations must have confidence that what they present to their board and to the public is accurate and reliable.

In addition, it is critical for arts and culture organizations to plan cash flow to ensure they have unrestricted cash when they need it. Projecting cash flow is challenging, especially since arts and culture organizations often must react on the fly due to public reception to their events or programs. Their cash flow is often intermittent, given revenue is tied to membership, donations, grants, events, or other fundraising events.

### Spreadsheet Planning Forces Compromise

Spreadsheet-based systems are inefficient, error-prone, and fundamentally unsuited for the complex, dynamic planning and reporting required by association organizations. Spreadsheet planning forces compromise—compromise between getting the plan just right and just getting it done. The result? Static plans that can't drive results.

Adaptive Insights provides a cloud performance management solution that automates collaborative planning, reporting and analysis of both operational and financial data, and financial consolidation. You get a best-practice, active planning process to drive success.

#	Event	Event Date	Program	Comments	Registrants / Attendees	\$ Fee	Est. Revenue	Enter Amt >	Jan-2017	Feb-2017
1	Event A	2/20/2017	Program C	New Event Planned for 2017	225	40.00	9,000			45,000
2	Event A	2/20/2017	Program B	New Event Planned for 2017	210	40.00	8,400			45,000
3	Event B	6/1/2017	Program B	Donor Only event added for 2017	50	75.00	3,750			
4	Event B	4/10/2017	Program A	Donor Only event added for 2017	50	75.00	3,750			
5	Special Event A	1/10/2017	Program A	Arts Performance	235	150.00	35,250			
6	Special Event A	1/10/2017	Program E	Arts Performance	180	150.00	27,000			
7	Event A	2/1/2017	Program A	Annual Relay	75	55.00	4,125			
8	Event A	2/1/2017	Program Z	Annual Relay	125	55.00	6,875			
9	Donor Event C	3/31/2017	Program E		195	25.00	4,875			
10	Donor Event B	9/15/2017	Program B		250	40.00	10,000			
11	Special Event B	10/10/2016	Program D		175	90.00	15,750			
12	Special Event C	7/10/2017	Program A		625	15.00	9,375			
13	Donor Event C	3/31/2017	Program C		225	70.00	15,750			
14	Donor Event B	9/15/2017	Program A		250	40.00	10,000			
15	Special Event B	10/10/2016	Program B		185	90.00	16,650			
16	Special Event C	7/10/2017	Program E		625	15.00	9,375			
17	<b>Total</b>					<b>3,680</b>	<b>189,925</b>			<b>90,000</b>

Manage multiple revenue and program types with confidence

An active planning process is collaborative, comprehensive, and continuous—one that results in a better plan and better budgeting and forecasting. You'll get greater visibility into organization performance, build confidence in the numbers, make data-driven decisions, and increase buy-in and accountability throughout the organization.

**Adaptive Insights' Solution is Easy, Powerful, and Fast**

Adaptive Insights helps arts and culture organizations to focus more resources, more time and more energy on their mission by automating their data, decreasing the painstaking work that financial professionals must work through now inputting financial information into other solutions.

Adaptive Insights helps arts and culture organizations evaluate the impact of new projects, projecting out benefits from those new initiatives while allowing for the input of assumptions and costs related to the project to have the most accurate reflection of total overall benefits of the new project. Adaptive Insights also minimizes installation time and costs, ensuring that the organization can focus on the final show and put the maximum amount of resources towards putting on the best event possible.



Lincoln Center

SAN FRANCISCO BALLET  
HELDI TOMASSON, ARTISTIC DIRECTOR



**Adaptive Insights can:**

- Budget daily and weekly ticket sales
- Accurately plan revenues and expenses across a complex organization with many dimensions
- Integrate P&L and cash flow planning to ensure accurate cash projections
- Incorporate contingency planning or what-if scenarios
- Streamline their planning and analysis
- Plan for and consolidate complex organizations, including multiple funds and programs
- Perform detailed staff planning and report on fully loaded costs by employee
- Allocate headcount and overhead to funds, programs, locations, etc.
- Model integrated P&L, balance sheet, and cash flow statements
- Enable cross-fund and cross-department reporting
- Use dashboards to analyze KPIs
- Use reports to perform variance analysis, including drill down into underlying transaction detail from other systems
- Create and distribute report books for financial presentations such as executive and board reporting
- Improve accuracy and turnaround time in the planning and reporting process and conduct frequent reforecasting and what-if analyses.
- Adaptive Insights is intuitive and easy to use. It saves time and effort with built-in intelligence vs. spreadsheet-based systems. And its web-based, highly-customizable, Excel-like interface is easy for all types of employees to learn and use.