

2024-2025 ANNUAL REPORT



Moisture
SEATTLE
FESTiVAL

Introduction: Looking Back to Look Ahead

Since our Visioning Retreat in January 2024, we've been in a period of thoughtful recalibration and rapid reorganization. The year has brought with it no shortage of challenges—some expected, others less so—but also real progress in several areas that matter deeply to our mission and community.

Financially, we've made significant adjustments to our staffing model, reducing full-time staffing by 50% and targeting personnel resources where they really matter: producing the festival. We've also streamlined operating costs, tightening our belt in areas like software, telecoms, and advertising. At the same time, we've secured a remarkable increase in grant funding—over 2000% growth—that enabled us to invest in several capacity building initiatives. We've refreshed our visual identity and have embarked on a formal Strategic Planning process that will conclude in October this year. We're not quite balancing the budget again and I'm under no illusion about the impact current economic uncertainties pose to arts organizations like ours, but we're heading in the right direction and I'm confident that the investment now will pay dividends in terms of future resilience.

We've continued to expand our outreach and engagement work with more in-person promotion at Capitol Hill Farmers' Market, community events at Old Stove Gardens, and participation in this year's Folklife Festival. We've delivered workshops for youth from Academia Latina and Lambert House, and offered post-show drop-in sessions that invited deeper engagement from audience members.

Internally, we've strengthened our organizational scaffolding. We now have job descriptions in place for all staff, contractors, and most volunteer roles, with clearer lines of reporting and greater professionalization across our production and backstage teams. There's still plenty of scope for spontaneity—we're talking about live theater after all!—but these clearer structures have brought a great sense of calm during our month-long production.

And from a personal perspective, this year has been a delight! I'm lucky to be surrounded by such a kind, hard-working, talented team of people: the Board, our staff team, the incredible volunteers and artists. It's a pleasure to work with all of you!

This report offers a snapshot of where we are and where we're headed. Throughout you'll see photos, charts, and quotations that reflect, far better than my words, the extent of our impact this past year. And as I take stock of a transformative year, it's clear we're still at a turning point—not just adjusting to present realities, but actively shaping what's next. The groundwork we've laid positions us to grow with greater clarity, creativity, and care. We know the path forward won't be simple, but it's one we're excited to walk—together.

√.





Photo by Michelle Bates, John Cornicello, Rob Falk, Vitz Photography, Sanderline Photography

A full-page background image showing a woman in a gold, flowing dress performing a backflip into a pool of water. She is upside down, with her legs tucked and arms extended. A large, dynamic splash of water is visible below her, with droplets frozen in time. The background is dark, making the gold dress and the white text stand out.

TABLE OF CONTENTS

Message from the Executive Director	1
Stories	3
By the Numbers	8
Financial Overview	9
Key Partners	11
Get Involved	12
Volunteer	13
Board of Directors	14
Mission	16



Rob Falk
Photography

AUDIENCE STORIES

Through the Eyes of our Audience

"This is, without a doubt, the best entertainment available anywhere on the planet. Can't wait for next year!"

"Great escape from life's hostility; to laugh at life, the random absurdity of it, and be involved in a gentle, open, accepting community."

"Every year we introduce newbies to this fabulous festival of the unusual and intriguing! No one has ever left unimpressed."

"The playful atmosphere was contagious. I smiled the whole time I was there!"

"This is truly one of the best, most unique Seattle traditions. Thanks for keeping it thriving for so long!"

"I have seen many variety performances, but this ranked among the best. Good pacing, excellent mix of talent. Should I happen to be in Seattle again during another Moisture Festival period, I will make a point of attending another performance. Keep up the good work!"

"I would just like to say thank you to everyone. It is my understanding the performers are not paid very much, yet they come from faraway places just for this festival, because they love their art, they love the people, and that is why it is so wonderful—you can feel the love."



Rob Falk
Photography

VOLUNTEER STORIES

From the Hearts of our Volunteers

“Attended the show, signed up to volunteer, and helped out over two weekends. What an incredible, well-organized group of volunteers — all working together to create a truly inclusive, family-friendly experience. From reduced ticket prices to accessible seating, ASL-interpreted performances, and a warm, welcoming atmosphere, every detail reflected a genuine commitment to making the arts available and enjoyable for everyone in our community.”

“Loved volunteering and really appreciated how welcoming and friendly everyone was!”

“One of my biggest reasons for coming or volunteering is to connect with old friends—some of whom I’ve known for over 40 years but hardly ever see since I don’t live in Seattle.”

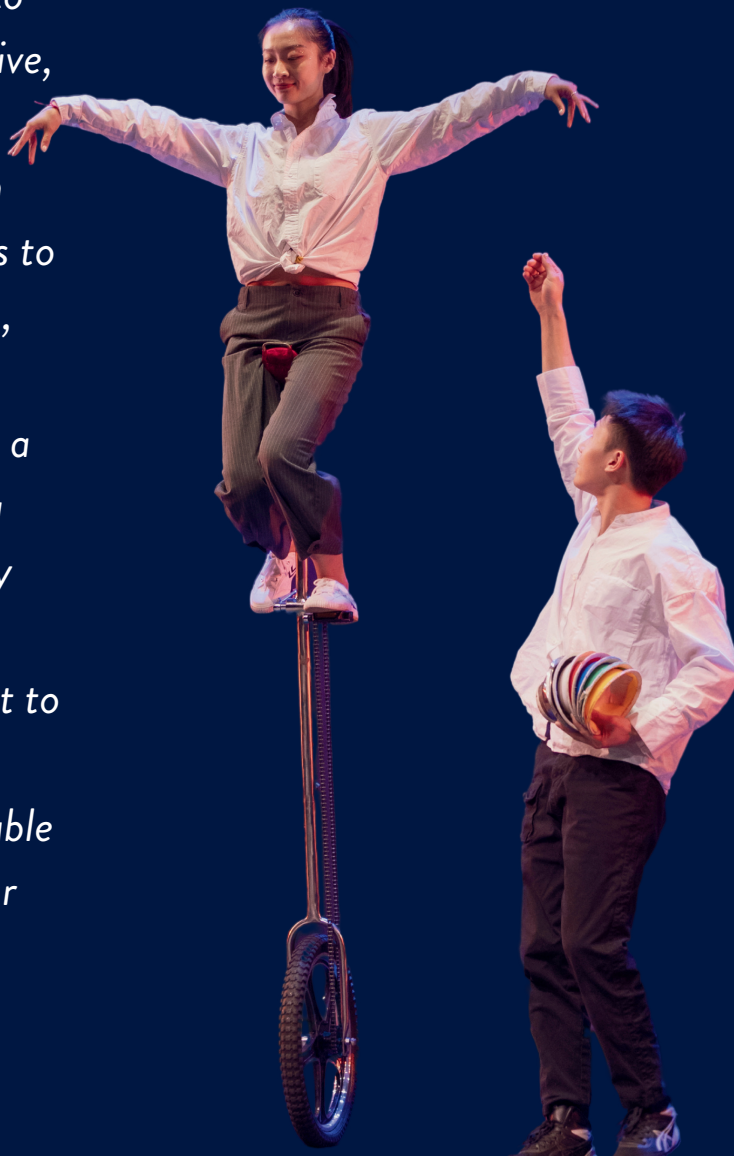


Photo of Andy-Jiang-and-Tian-Tian-Wang by Vitz Photo



PERFORMER STORIES

What it's like to perform at Moisture Festival

**“This was such
a wonderful
experience
with some
beautiful
human
connection!”
- Meadow Perry**

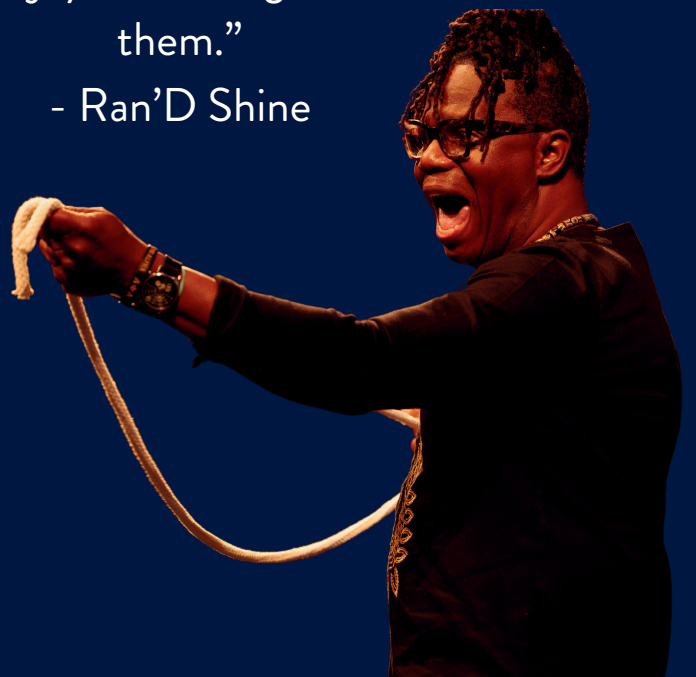


I always feel like I get in free to the best show in town. Sure, we sing a little but then we get to see extraordinary performers of all kinds from all over the world. It's inspiring. As a festival producer myself, let me add, the way the whole operation is run is also deeply inspiring to me. I learn something every single time. I am in awe every single time.

-Patrice O'Neill from Uncle Bonsai

**“The Moisture Festival
is unlike any event that
I have participated in.
This is a must for any
variety artist. The
Naked Truth is a super
awesome band, I really
enjoyed working with
them.”**

- Ran'D Shine



BY THE NUMBERS

TICKETS SOLD: 6,092
COMPS USED: 651

HOUSEHOLDS
WHO HOSTED
AN ARTIST

20

SHOWS
29

EDUCATIONAL
EVENTS

5

ACTS
87

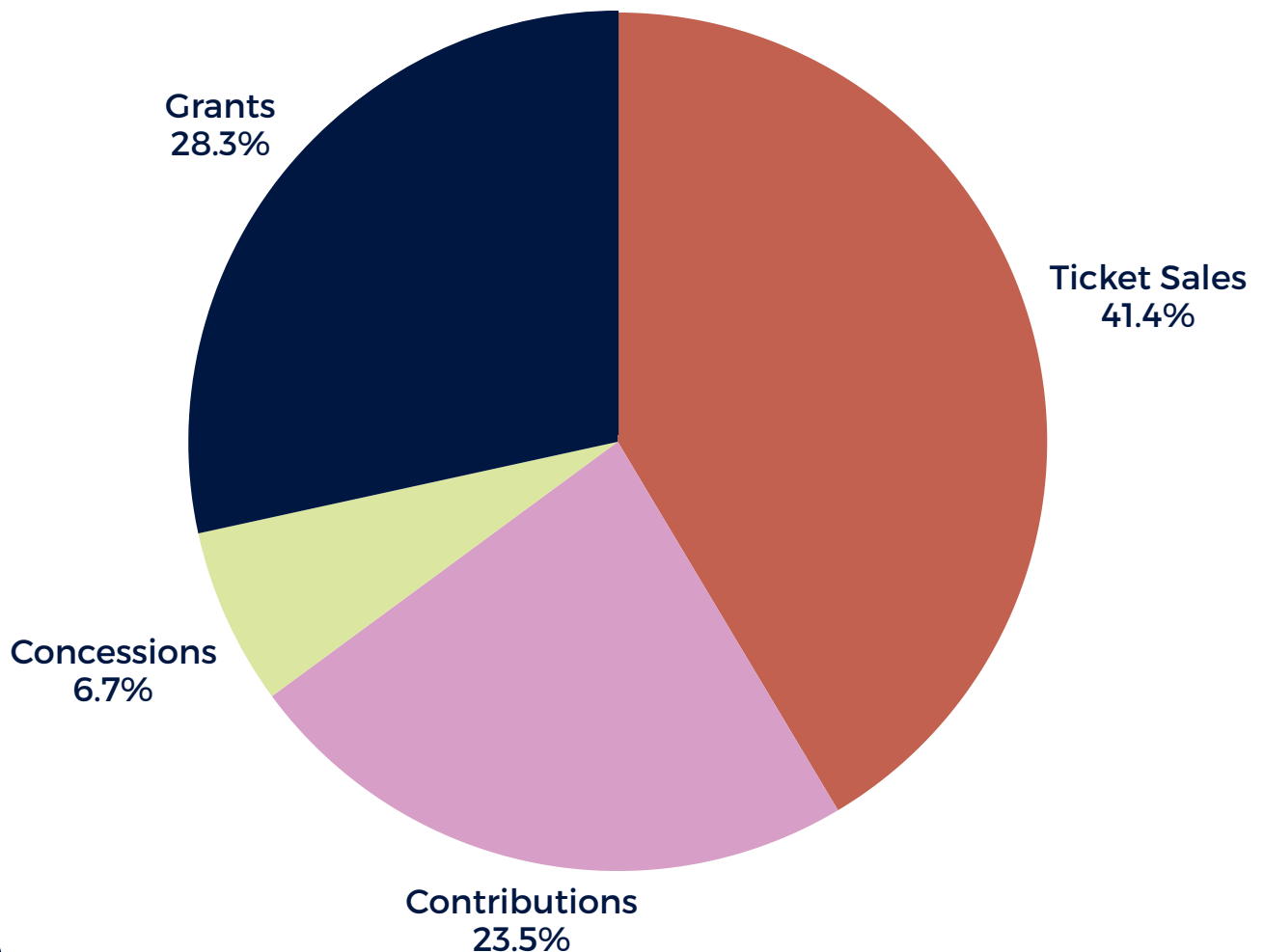
INDIVIDUAL ARTISTS
144

VOLUNTEERS:
208
VOLUNTEER HOURS:
4700



FINANCIAL OVERVIEW

Support & Revenue

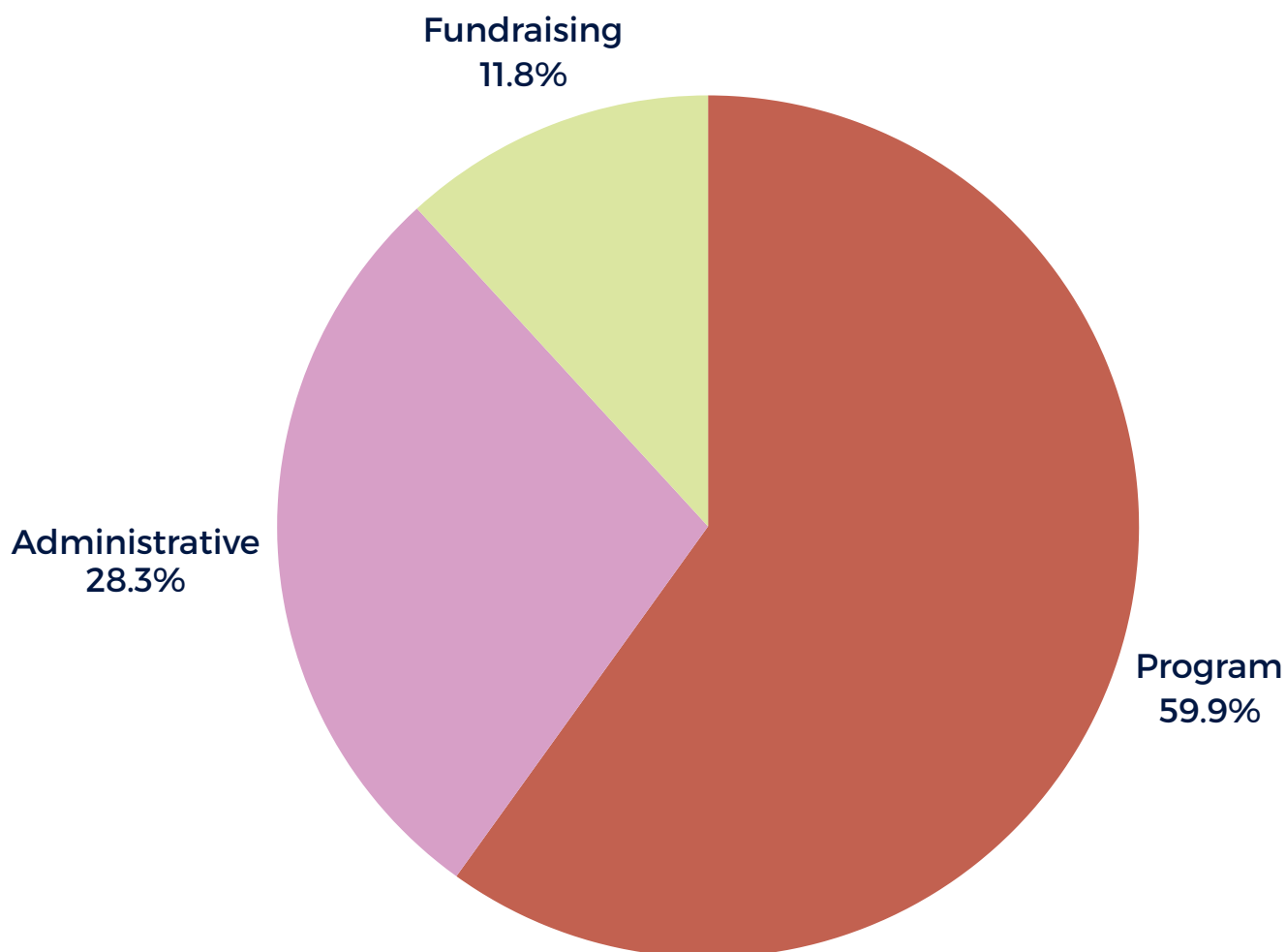


Revenues

Ticket Sales: \$177,020
Contributions: \$100,307
Concessions: \$28,518
Grants: \$120,909
Merchandise: \$550

TOTAL REVENUE: \$426,784

EXPENSES



Expenses

Program \$287,001
Administrative \$117,822
Fundraising \$55,379

TOTAL EXPENSES: \$460,202

KEY PARTNERS

PARTNERSHIPS

In addition to our on-going relationship with SANCA, Moisture Festival was delighted to work with the Northwest Folklife Festival to bring our distinctive brand of live entertainment to even more people at a special Memorial Day performance on the Fisher Green Stage at Seattle Center. We forged new relationships with The Rhapsody Project, whose performing group The Songsters provided pre-show entertainment for our Pay What You Can Sunday Brunch matinees, and we're excited to forge ever closer ties with Old Stove Brewing: The Gardens. They hosted our first ever 'Open Mic' event as well as our Grazie Party and we can't wait to go back for a new series of 'Open Stage' events throughout the year.

2024-2025 PROGRAM GRANTS

Tulalip Cares

Sustained Support: 4Culture

Raynier Institute and Foundation

Public Free Access Grant: 4Culture

Community Accelerator Grant: Arts

Fund/Paul Allen Family Foundation

Centering Access & Racial Equity grant:

Seattle Office of Arts & Culture

2025 SPONSORS



FARESTART



mioposto



seafair
BIGGER. BETTER. BOLDER.



GET INVOLVED

MONTHLY GIVING

As a monthly donor, you will help create a more equitable Moisture Festival, preserve the rich history of Variety Arts and create an inclusive community where your voices play a role in building our future.
<https://givebutter.com/moisturefestivalmonthlygiving>

MATCHING GIFTS

Many companies match charitable contributions made by their employees. Check with your employer for details.

SHOP & SUPPORT

Support us when you shop at Fred Meyer with your Rewards Card. Fred Meyer is donating \$2.5 million each year to local nonprofits of your choice. Click [here](#) to learn more.

DONOR ADVISED FUNDS

Check with your financial planner or search “Donor Advised Funds” in your internet browser for more information on how to set up your own donor advised fund.

PLANNED/LEGACY GIVING

Naming Moisture Festival in your Will or Trust makes a lasting contribution for the future of Seattle Moisture Festival and Variety Arts in Seattle. Learn more at:
<https://moisturefestival.org/donate/>

VOLUNTEER

Volunteering for Moisture Festival, you can help build sets, meet and greet the public, help in the office, clean and sweep, take tickets, feed the artists, house the artists, work backstage, provide security, and the list goes on and on. Almost everyone involved in the festival is a volunteer, from the producers to the Doors Teams to our Ground Transportation Drivers.

If you are available for daytime work or pre-festival work and would like to help with administrative, publicity, theater construction or decoration tasks, please let us know! For questions about volunteering for the Moisture Festival, email: volunteers@moisturefestival.org

Join our Board of Directors – The Seattle Moisture Festival Board of Directors is actively seeking passionate, diverse, and experienced board members to help guide our nonprofit organization. We are especially seeking professionals in Fundraising/Development, Accountancy, and Human Resources.



Volunteer photos by Michelle Bates, Vitz Photo and Sanderling Photography

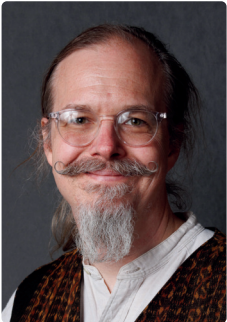
BOARD OF DIRECTORS

BOARD OFFICERS



Dan Shih – President

A former performer with a Boston musical-comedy troupe, Dan's appearances are now mainly in court as a civil-litigation attorney. But he's still a tremendous fan of live theater. Between attending shows, Dan also serves on the boards of PRX and the Center for Children & Youth Justice.



Jamie Marshall – Vice President

After several years as a faithful audience member Jamie decided to join the fun at the Moisture Festival. He performed a variété of tasks until he found his calling as bar manager for Broadway Performance Hall and special events. This position brings the opportunity to meet the fine audience members and benefactors and see fabulous Moisture festival performances--and provides a reason to have a four-tap kegerator in his basement eleven months of the year.



Walter Harley – Secretary

Walter has been running Moisture Festival sound since 2013, and long before that for Circus Contraption, Cafe Nordo, Teatro Zinzanni, and Baltimore's Ad Hoc Fiasco. He believes that a smoothly run organization is the safety net that lets performers take risks and make zany art on stage. When not behind a sound board, he is an amateur musician and an aspiring aerialist.



Joe Murphy – Treasurer

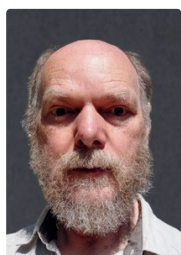
Joe discovered theatrical circus in the early aughts and has spent much of his free time since trying to soak up as much comedy, circus, and theater as he can. Joe works in video game technology, but has prior experience in accounting, theater tech, digital media, and projection design. He joined the Moisture Festival Board to contribute in any way he can.

BOARD OF DIRECTORS



Maque daVis

A former disreputable circus owner, known to indulge in absurdist theater, and seeking to be defamed before his time. He helps around the house, seeks an audience that survives intense laughter, and is curious in what is beyond their reach. Often he asks himself; why now and do you have your ticket yet?



Michael Froebe

Michael Froebe was born in Seattle and raised backstage of various local community theatres. After presenting little experience and high enthusiasm he found volunteering in live performance venues to be a passion and eventually decided the weirdness and hilarity of the Seattle Moisture Festival is a great pairing. Long Live Laughter!!



Bob Greco

Bob Greco is a local software entrepreneur and investor in Seattle since 1980. He enjoys dancing and playing melodeon for the MossyBack Morris Men, a Seattle dance team.



Amy Neuburger

Moisture Festival has proven the best place for Amy to live her core values—celebrating the human spirit through prioritizing self-expression and fun. Amy is (in no particular order) an aerialist, graphic designer, tennis player, mother/wife, traveler, ant keeper, burner, organizer, and party planner.



George Ptasinski

George Ptasinski joined the Moisture Festival Board this year and can also be found slinging drinks with flair on the Bar Team. A longtime fan of fermentation, he runs Republic of Cider in Seattle's SoDo neighborhood, where he brings a brewer's creativity to craft cider. With over 25 years of international business experience—and a law practice focused on IP and regulatory work—George knows how to keep things both orderly and effervescent.

OUR MISSION

The Moisture Festival's mission is to enrich the community by presenting an affordable annual festival showcasing the art of live comedy/variété performance.

The Moisture Festival encourages the contemporary creativity that is constantly emerging in this field and strives to educate people about the rich history of this genre.

