THE CEO’S MESSAGE

With this annual report, Eden Prairie Local News (EPLN) celebrates its second anniversary. We’re grateful to our donors, sponsors, and readers who make our success possible!

Thanks also to the Eden Prairie Community Foundation, which has served as our fiscal sponsor during EPLN’s formative stage.

We serve Eden Prairie with trustworthy reporting, compelling stories, and news our readers can use. EPLN publishes online in a daily rhythm, averaging about two stories daily. Because we don’t have to worry about the constraints of a printed newspaper, we tell stories in-depth and in real time, and our engaged readers eat it up.

Our page views continue to grow. We’ve grown our Twitter, Instagram, and Facebook followers, too. We completed our first NewsMatch fundraising campaign. With the help of volunteer experts in finance and technology, we added financial bookkeeping, online donations, and contact management, which will help us scale up in 2023.

Financially, we attracted donations from more than 300 individuals, families, and companies through June 30, 2022, with about 260 donations in the last fiscal year alone. Also for the fiscal year 2021-22, we booked $77,479 in revenue, with expenses of $60,497. Forty-five percent of revenue came from donations, 26 percent from grants, and 29 percent from sponsorships/advertising.

Every day, we work hard to serve Eden Prairie, and you’re returning the favor. Thank you!

(Contact Steve Schewe at steve.schewe@oplocalnews.org.)

"We’re publishing a printed voters’ guide, which we expect will increase our visibility."
EPLN MISSION STATEMENT

The mission statement of Eden Prairie Local News, highlighted below, is fulfilled every day on www.eplocalnews.org by paid and volunteer staff who passionately believe that a great community like ours should have an independent and local source of news and information.

It was written with our readers in mind: What would be valued most? What would help us navigate all that is Eden Prairie?

"Trustworthy" and "compelling" are key adjectives in this statement, because EPLN is aiming for lifelong readers.

The mission of Eden Prairie Local News is to serve our community with trustworthy reporting, compelling stories, and news you can use — anytime, anywhere.

Many of our writers have formal journalism training and experience, and all are guided by a code of ethics developed by the Society of Professional Journalists. Further, EPLN’s governance structure includes a Journalism Standards and Ethics Committee to help guide the operation.

Simply put: We strive to be the best!
WHO WE ARE

EPLN is a 501(c)(3) tax-exempt nonprofit governed by a board of directors. These hands-on volunteers, many of whom helped found EPLN in 2020 when the long-running Eden Prairie News was shut down, serve terms in office. Their work is supplemented by other volunteers who work ad-hoc or on committees.

Jim Bayer (left) and Stuart Sudak are co-editors of EPLN. Reach them at jim.bayer@eplocalnews.org and stuart.sudak@eplocalnews.org.
'STORY OF US'

EPLN has four part-time paid staffers, including co-editors, a school reporter, and a sports reporter. But, volunteers play key roles in covering Eden Prairie, or what we like to call "the story of us." Their work extends EPLN's reach throughout EP.

Some of the areas of Eden Prairie life that EPLN editors and reporters cover are:

- The City of Eden Prairie, including the city council, development, and crime.
- The Eden Prairie Schools, including the school board, sports, honors and recognition.
- The business community, including new enterprises.
- Politics, including local elections.
- The nonprofit community, including social-services providers.
- Events, with the most robust events calendar you'll find anywhere.

WHAT SETS EPLN APART

One of the challenges for EPLN is to find new ways of doing things, so that it doesn’t follow the path of legacy media organizations that have disappeared. Here is what helps set EPLN apart:

- EPLN uses the nonprofit model, meaning it can rely on donations and grants, in addition to advertising.
- Its focus is on a digital product that is dynamic, changing every day.
- News coverage is supplemented by using many volunteer reporters.
- EPLN has a Journalism Standards & Ethics Committee to help maintain high standards, and journalists adhere to the Society of Professional Journalists’ Code of Ethics.
- And, voices from throughout Eden Prairie are heard through EPLN’s Community Advisory Task Force.
YOUR READERSHIP OF EPLN

The Eden Prairie Local News website recorded 697,843 page views for the year starting July 1, 2021 and ending June 30, 2022. During that period, EPLN journalists produced 645 stories for the website, and currently the staff is posting on average two new stories per day.

AVG. PAGE VIEWS PER MONTH

58,153

AVG. TIME ON PAGE

2 MIN., 7 SEC.

OUR 1,000TH ARTICLE

Co-Editor Jim Bayer posted the organization’s 1,000th article during an EPLN social event held June 25. Behind him is Brad Canham, EPLN's original editor.
FINANCIAL HIGHLIGHTS FOR 2021-22

The Eden Prairie Local News has a fiscal year that runs from July 1 through June 30. For the 2021-22 fiscal year, EPLN had revenues of $77,383 and expenses of $60,219. Here are other details:

WHERE REVENUE CAME FROM

- Grants: 26%
- Donations: 45%
- Advertising: 29%

HOW REVENUE WAS SPENT

- Staffing/Stipends: 80%
- Printing/Design: 5%
- Insurance/Legal: 8%
- Misc.: 7%

DONATION DOLLARS BY MONTH

Like many nonprofit organizations, Eden Prairie Local News saw the majority of its 2021-22 donation support come at year-end, with the November/December fundraising campaign supported by matching funds.
FINANCIALS

Monthly financial statements are prepared by the EPLN treasurer and reviewed by the board of directors. Here's a summary of the organization's Statement of Activity for the fiscal year that ended June 30, 2022:

REVENUE:
Donations-
  Donations > $999.99 $13,500.00
  Donations $100 to $999.99 12,057.49
  Donations < $100 9,595.72
  Total Donations 35,153.12
Grants 19,987.18
Interest Income 2.93
Newsbreak Revenue 21.83
Advertising & Sponsorships 22,314.50
TOTAL REVENUE 77,479.65

EXPENSES:
  Payroll 40,103.38
  Payroll Taxes 3,729.85
  Bank Charges 484.39
  Quarterly Administration Fees 546.24
  Mailing 58.00
  Payroll Processing 716.60
  Legal 1,104.00
  Insurance 3,600.00
  Printing & Reproduction 2,932.85
  Design Services 180.00
  Stipends 4,387.00
  Office Supplies 18.23
  Dues 250.00
  Meetings & Training 20.00
  Development 922.93
  Technology 1,003.28
  Minnesota Filing Fees 75.00
  Unrelated Business Income Tax 366.00
TOTAL EXPENSES 60,497.75

REVENUE IN EXCESS OF EXPENSES $16,981.90
MANY THANKS TO ALL OUR DONORS

In accordance with non-profit guidelines and public transparency, we share the donors to EPLN, not just for the 2021-22 fiscal year, but since EPLN’s founding in 2020. EPLN apologizes in advance for any errors or omissions. Our donors:

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Also, a number of donors who wish to remain anonymous.

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• Become a regular reader of www.eplocalnews.org.
• Subscribe to our daily or weekly e-mail newsletters.

Donate
• Click on "Donate" at www.eplocalnews.org.
• Mail a donation check to: Eden Prairie Local News, Suite 2204,
  8080 Mitchell Rd., Eden Prairie, MN 55344.
• Make a stock donation or a bequest to EPLN in your will.

Volunteer
• Have expertise that can help EPLN's sustainability? Become a member of the board or a committee.
• Join our contingent of reporters and photographers.

EPLN is a tax-exempt nonprofit, EIN 85-4248265. Call 612-562-8259.