



EDEN PRAIRIE LOCAL NEWS

eplocalnews.org

IMPACT
REPORT
TO THE
COMMUNITY
2022

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.

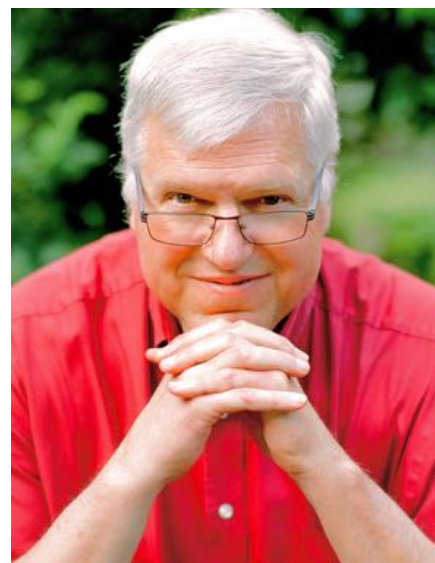
We serve Eden Prairie with trustworthy reporting, compelling stories, and news our readers can use. EPLN publishes online in a daily rhythm, averaging about two stories daily. Because we don't have to worry about the constraints of a printed newspaper, we tell stories in-depth and in real time, and our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



Steve Schewe is CEO and publisher of Eden Prairie Local News.

"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.

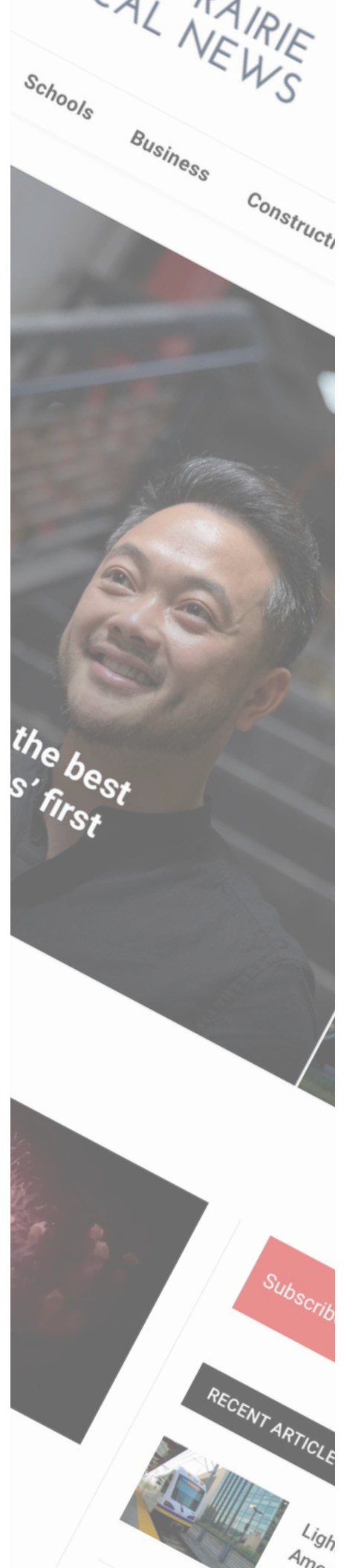
It was written with our readers in mind: What would be valued most? What would help us navigate all that is Eden Prairie?

"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!





Members of the 2021-22 EPLN Board pictured above (left to right) are Mark Weber, Roy Terwilliger, Ben Hymans, Nancy Tyra-Lukens, Steve Schewe, Carol Bomben, Jeff Strate, and Pastor Rod Anderson. Not pictured are Vijay Dixit, David Lindahl, and Kelly Salwei.

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.



*Photos from
EPLN stories
published over
the past year.*



'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.



EPLN editors, writers, and photographers for 2021-22 include (left to right): Jim Bayer, Mark Weber, Amy Nylander, Anders Rosdahl, Isaac Kerry, Juliana Allen, Jeff Strate, Pastor Rod Anderson, Brad Canham, Frank Malley, Rick Olson, Frank Farrell, and Babar Khan. Not pictured are Stuart Sudak, Ryan Williamson, Joanna Takes, Gillian Holte, Vijay Dixit, Mollee Francisco, and Greg Olson.

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

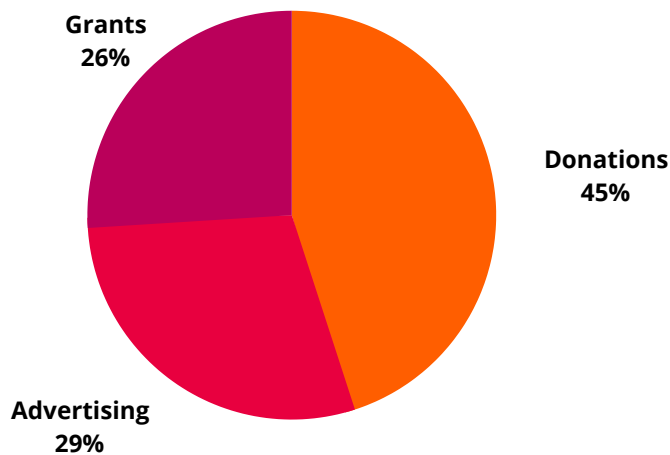
Co-Editor Jim Bayer posted the organization's 1,000th article during an EPLN social event held June 25. Behind him is Brad Canham, EPLN's original editor.



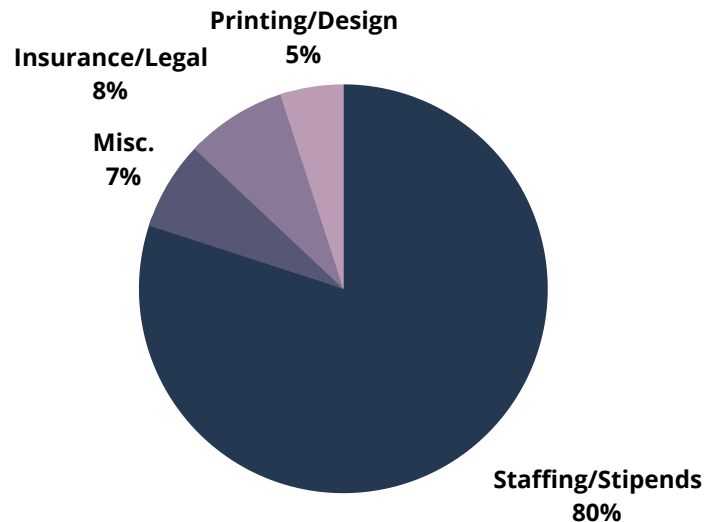
FINANCIAL HIGHLIGHTS FOR 2021-22

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

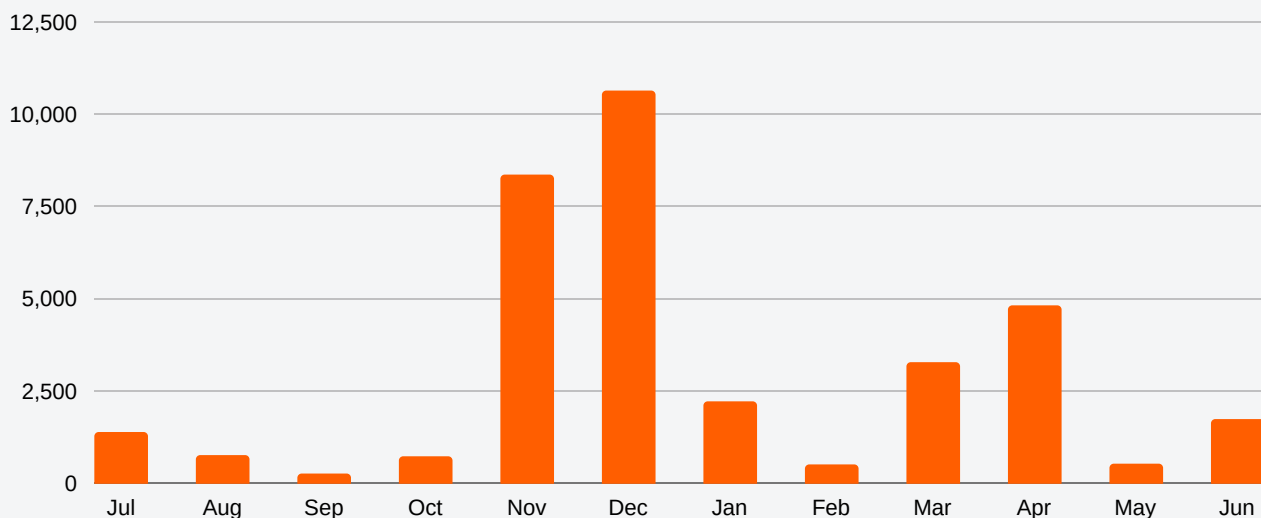


HOW REVENUE WAS SPENT



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-

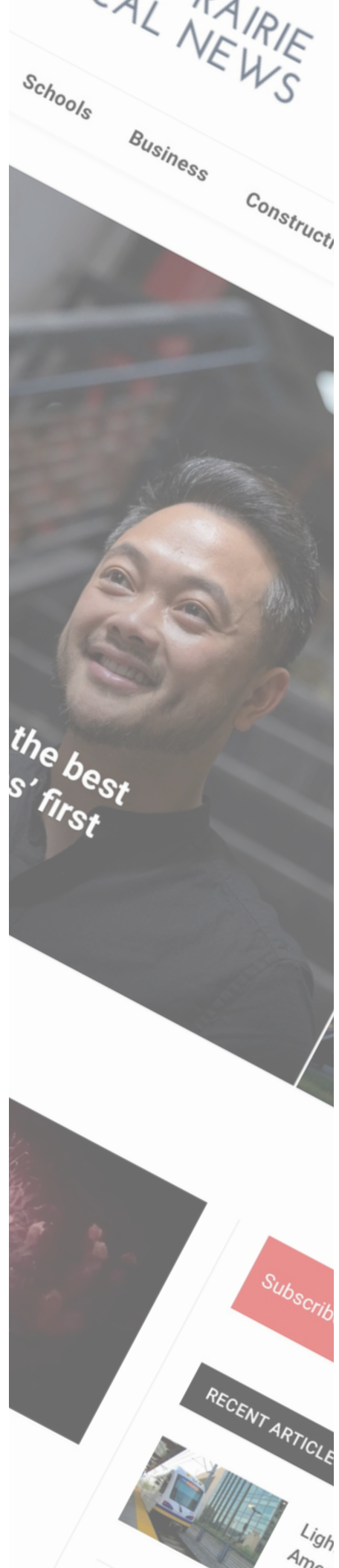
Donations > \$999.99	\$13,500.00
Donations \$100 to \$999.99	12,057.49
Donations < \$100	<u>9,595.72</u>
Total Donations	35,135.21

Grants	19,987.18
Interest Income	2.93
Newsbreak Revenue	21.83
Advertising & Sponsorships	<u>22,314.50</u>
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	<u>366.00</u>
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:

Joel Ackermann
Braj Agrawal
Marcelline Ahmann
Scot Ambourn
Joan Anderson
Owen Anderson
Pastor Rod and Julane Anderson
Richard and Susan Anderson
Glenn Andis
Beverly Annunziato
Craig and Janice Armstrong
Wendy Autio
Dale and Ruth Bachman
Rob Baker
Mary and Steve Battista
Fred and Patricia Baumer
Geraldine Beckman
Benjamin Just Agency Inc. (sponsorship advertising)
Margaret Beimert
Lynne and Herbert Benz
Tom and Kelly Berge
Denise Beusen
Beth and Tim Beutell
Robert Billman
James Bitter
Shelly Bladow
David Bohn
Marsi Bolles
Ken and Carol Bomben
Jill Boyd
Sharon Borine
Thomas Bredeson
Rachel Breimeier
James Brown
Kay Brown
Brian Busch
Stephen Busch
John Bushey
Jeannie Campbell

Wendy Campbell
Steve and Eileen Canakes
Brad Canham
Janet and David Carlson
Mike Cary
Patricia Chisenhall
Julie Christianson
Barbara Clay
Marv Cofer
Joyce Conley
Christopher Cook
John Cook
Julie Christianson
John Culbertson
Steve and Patti Cwodzinski
Bernard Dahl
Joe Dahmer
Renee Divine
Vijay Dixit
Susan Doeden
John Dollerschell
Patrick and Anne Donohue
Christopher and Sandra Dorn
Carol Dubay
David Durkee
Kristin Duxstad
Eden Prairie Community Foundation (\$5,000)
Eden Prairie Schools
Communications Dept.
Dean and Karen Edstrom
Nicholas Ehert
Jan Eian
Rusty Ekness
Debra Erickson
John Estall and Shirley Boyd
Alberto Ezban
Ed and Margie Farr
Jodie Fenske
Laura Fiedler
Ron Finelli
Rod Fisher
Michael and Gail Fitzpatrick
Flagship Bank (sponsorship advertising)
Flagstone/Presbyterian
Homes (sponsorship advertising)
Gregg Fletcher
Perry Forster
James, Catherine Fredericks

Sandra Frey
Steve and Aisha Friswold
James and Barbara Gabbert
Nancy Geolat
Jane Gilgun
Melissa Gilman
Gina Maria's Pizza (sponsorship advertising)
Godavari Indian Restaurant
John Goergen
Jerry and Joyce Golden
Curtis and Jane Goke
Susan Gorski
Susan Grady
Robert Grant
Mike and Karen Gust
John Gutenkauf
Joe and Anne Guttman
Edward and Maureen Hallenberg
Dianne Hamann
Gary Hammer
Ann and Matt Hansen
Ralph Hanson
Kenneth Harden
Kevin Harris
Peter and Mary Hassler
Brian Haugen
Elise Hay
Kathleen Held
Patty Henning
Ken and Meg Hillary
Jaclyn Hoey
Duane and Laura Hookom
Margaret Horn
Carol Hosek
Barbara Hoveland
Gordon and Judy Hughes
Bruce Hutchins
Ben Hymans
Donald Jacobson
Laura and Jeffrey Jamar
Jerome and Robin Janzen
John Jarvis
Tom and Diane Jensen
Laura Jester
Belia Jimenez-Lorente
C.H. and H.E. Johnson

Continued on next page

MANY THANKS TO ALL OUR DONORS

Continued from previous
page

Roger and Janet Johnson
Cresta Jones
Judy Kammer
Erik and Mandi Karulf
Christine Kellogg
Jane Kelly
Chris and Janet Kerfeld
Karen Kind
Jody King
Sarah King
Scottow King
Judy Kirk
Kate Klotz
Jan Kohl
Molly Koivumaki
Beth Kranzdorf
Elizabeth Kreusch
Joanne Kube-Harderwijk
Jim Kunitz
Karen Lahn
Helen Laleman
Robert and Sally Lambert
Aaron Lange
Brian Larson
Rachel Larson
Gerri Lattimore
Kurt and Shelli Lawton
Jussi Lehti
Elizabeth Leighton
Carl & Aune Lind Family
Foundation (\$5,000)
Debra Lind
Dennis and Jeanne Lind
David and Leann Lindahl
Holly Link
Jenifer Loon
Joyce Lorenz
Yangling Lu
Katherine Lucht
David and Gay Ludvig
Claire Lukens
Nancy and Jeff Lukens/Lukens
Fund (\$5,000)
Mary and Mark Mackmiller
David MacPhail
Judi Malmgren
Tom and Rita Marr
Stephen Martin

Linda McCormick
Marilyn McMahon
Stephanie Mehta
John and Mary Meier
Deb Melchert
LeAnn and James Meservy
Carla Mesick
Jason and Joann Meyer
Lyndon and Julie Moquist
Tom Morgan
Phil Morton
Daniel and Teresa Murphy
Joyce Myhre
PG and Indira Narayanan
Paul Nelsen
Kathy Nelson
Kyle and Tammy Nelson
Mark ad Janell Nelson
Sara Nelson
Richard and Janet Neville
Thuy Nguyen-Tran
Sam Nhel
Tom and Joan Novak
Amy Nylander
Ed Ogrin
Susan Ohnstad
Glenn Olson
Gordon and Louella Olson
Heather Olson
Richard and Kate Olson
Roger Olson
Suzanne Olson
Aaron Orwick
Susan and James Osberg
Francesca Pagan
Joan Palmquist
David Paul
David and LeAnn Paulson
Sidney Pauly
Nancy Paumen
Aaron Pearson
Mackenzie Pearson
Beverly Peterson
Janis and Anthony Pini
Platinum Ventures and Able
Deluxe
Thomas Poul
Prairie Lawn & Garden
(sponsorship advertising)
Laurie Pryor

Karin Pudenz
Phyllis Pullens
Alison Purkey
Erin Raden
James Rannow and Ann
Berne-Rannow
Dan Ray
Barton Reed
David and Barbara Reilly
Judy and Steve Reinhardt
Timothy Rice
Jackie Robb
Vicki Roberts
Jim and Jennifer Rogers
Michael and Andrea Rogers
Stan Rolfsrud
Kim Ross
Linda Rotschafer
Carol Rueppel
Brooke and Joe Ruhlin
Renee Rushdy
Ellen Sandrock
Kelly Salwei
Ryan Sather
Sarah Schewe
Steve and Beryl Schewe
Robert and Melissa Schmitt
Jacob Schmitz
Dustin and Colleen Schlagel
School of Rock Eden Prairie
(sponsorship advertising)
Joan Schroeder Dale
Wolfgang and Mary Schroeder
Carol Schuette and Tom
Marcy
Roger Shipp
Beth Simensen
Catherine Simons
Melina Simonson
Merrily Smale
Michael Smith
Steve Smith
Larry Snow
SouthWest Transit
(sponsorship advertising)
David Spoor
Daryl Stanton

Continued on next page

MANY THANKS TO ALL OUR DONORS

Continued from previous page

Genni Steele
Mark Steigerwald
September Steinolfson
Erik Stene
P and K Stenoien
Gary Stevens and Cindy Babcock
Joe and Carol
Stoebner/Michelle Fund (\$5,000)
Joan Stole
Jeff and Carol Strate
Craig and Gail Stroinski
Stuart Sudak
Trish Sullivan Vanni
Deborah Sweeney
Roy Terwilliger
Lynn Thom

Mary Tkalcich and Michele Mutch
Stacy Thier
Susan and Tom Thompson
David Thomsen
Robert Thurk
Sheila Tippie
Scot Tonjes
Kate Tucker
Autumn Tysk
Kathy Ulmer
John and Jennifer Urbanski
Hugh Van Schooneveld
Angie Von Ruden-Doll
Mark Voorhees
Michael Wagner
Huaping Wang
Washburn-McReavy Funeral Chapels (sponsorship advertising)
Frank and Mary Jane Weber

Mark and Roma Weber
Linda Wegner
Maurice and Gretchen Weiler
Harvey Weiss
Jeffrey and Carol Wendt
Mary Werch
Bert West
Timothy and Cynthia Wheeler
Jay Whitcomb
Bradford Williams
Margie Williamson
Ryan Williamson
Thomas Wilson
Wings of the North (sponsorship advertising)
Mary Woite
Brenda Wood
Colleen Zenk
Skip Zetzman

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

HOW TO HELP

Read

- 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.