

SIMI VALLEY ARTS COMMISSION
Wednesday, October 14, 2015 3:30 p.m.
City Manager's Conference Room
City Hall, 2929 Tapo Canyon Road, Simi Valley, CA 93063

AGENDA

1. Call to Order/Welcome/ Roll Call
2. Agenda Review
3. Approval of Minutes: April 15, 2015
4. Public Statements
This is the time allotted for statements or comments on matters within the subject matter and jurisdiction of the Arts Commission.
5. New Business
 - a. Receipt of Simi Valley Cultural Arts Center Operating Budget FY 2014-15 Report
 - b. Receipt of FY 2014-15 Simi Valley Cultural Arts Center Year-End City Reimbursement Report
 - c. Discussion of Simi Valley Arts Commission purpose and possible expansion
6. Reports
 - a. Cultural Arts Center Programming Update
 - b. Simi Valley Cultural Arts Center Statistics
 - c. General Manager's Report
 - d. Update on Simi Valley Cultural Arts Center Foundation Activities and Revenues
7. Commissioner Comments
This is the time allotted for statements or comments from Arts Commissioners on matters within the subject matter and jurisdiction of the Arts Commission.
8. Adjournment

/s/

Sommer Barwick
Community Services Director

If any interested individual has a disability that may require accommodation to participate in this meeting, please contact the Community Services Deputy Director/Community Programs & Facilities, Rob Bruce, at (805) 583-6874. Upon advance notification of the need for accommodation, reasonable arrangements will be made to provide accessibility to the meeting.

DRAFT MINUTES

1. Call to Order/Welcome

Mayor Huber called the meeting to order at approximately 3:30 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Bob Huber, Council Member Mike Judge, Commissioners, Hayes, Mayea, Savell, and Cultural Arts Center Foundation Representative Feco.

Absent: Commissioners Drago and McLean

Staff Members: Sommer Barwick, Rob Bruce, and David Ralphe.

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: February 18, 2015

A motion was made by Council Member Judge and seconded by Commissioner Hayes to accept the minutes as drafted. The motion was unanimously approved.

4. Public Statements

None.

5. Continued Business

None.

6. New Business

a. Review of FY 2014-15 Operating Budget and Approval of the Proposed FY 2015-16 Operating Budget

Mr. Ralphe presented an overview of the FY 2014-15 Budget report where he explained that the total income for the first nine months, while approximately 2% lower than budget projections was 7% higher than the previous year. He also explained that this was not affected by the Judy Dwyer bequest as the Commission had amended the budget at their last meeting to add the bequest income as well as its expenditure, resulting in no change in net income.

Commissioner Hayes requested clarification as to whether the authorized capital expenditure of the bequest had occurred and Mr. Ralphe clarified that the purchases have not yet been made.

Mr. Ralphe then gave an overview of the proposed FY 2015-16 Operating Budget that projects a gross revenue of \$435,150, and a projected net income of \$8,650 predicated on continuing success of programming, expanded online ticketing and social media marketing, and the Simi Valley Cultural Arts Center Foundation continuing the agreed upon fiscal support.

A motion to accept the FY 2014-15 Operating Budget report and approve the proposed FY 2015-16 Operating Budget was made by Commissioner Savell and seconded by Commissioner Hayes. It passed unanimously.

b. Review and Approval of the Proposed FY 2015-16 Operating Plan

Mr. Ralphe reviewed the proposed FY 2015-16 Operating Plan, which includes goals for maintaining the same level of programming on the main stage, but projects increased utilization of the "DownStage" for mid-week performances. It also projects increased support and collaboration with groups such as ARTS and the Nottingham Festival. Mr. Ralphe went on to explain that since the completion of the on-line ticketing, ticket sales coming through Goldstar is increasing the Center's presence in the greater L.A. region. He attributes this to local theater blogs starting to recognize the Center which is helping to draw audiences from a larger region and attract higher caliber of performers. A motion to approve the FY 2015-16 Operating Plan was made by Commissioner Hayes and seconded by Foundation Representative Feco. It passed unanimously.

c. Consideration of a Request for a Fee Subsidy to Produce a Concert as a Santa Susana High School Student Senior Project

Alicia DeFrancisco, a junior at Santa Susana High School was introduced by Commissioner Hayes and then addressed the Commission. Ms. DeFrancisco explained that she is proposing to organize a string concert comprised of performers at the different schools throughout the Simi Valley as a fundraiser for the Santa Susana Music Program. The concert would be held either the third week of September 2015 or the first week in March 2016 depending on the Center's availability.

Mr. Ralphe stated that while he supports this request, he is cautious about setting a precedent for students utilizing the Center for their senior projects at no expense and suggested that Ms. DeFrancisco obtain sponsors for the cost of technical staff and equipment needed for the performance and that the Commission authorize expenditure from the Performance Fund of up to \$1,000 to cover the rental fee for the Main Stage and any other expenses

that the General Manager deems necessary to facilitate the concert. A motion to approve the expenditure of up to \$1,000, at the discretion of the General Manger, to support the proposed concert was made by Council Member Judge and seconded by Commissioner Hayes. It passed unanimously.

7. Reports

a. Cultural Arts Center 20th Anniversary Season Programming Update

Mr. Ralphe reviewed the preliminary preparations for the Center's celebration of its 20th season. He stated that he has been in contact with Rita Moreno and her manager regarding reprising her performance that opened the Center in 1995. They've begun preliminary negotiations on cost and Mr. Ralphe is requesting authorization to expend a portion of the Performance Fund to negotiate Ms. Moreno's fee. As this request is not a part of this agenda item, the Commission reopened item 6.a. regarding the approval of the FY 2015-16 Budget.

6. a. Reconsideration of the Review of FY 2014-15 Operating Budget and Approval of the Proposed FY 2015-16 Operating Budget

There was a discussion about the best way to showcase Ms. Moreno's performance, the potential costs, venues and fund raising opportunities. A motion to amend the FY 2014-15 Budget to include authorization for the General Manager to negotiate a contract with Ms. Moreno to perform at the Center's 20th anniversary in the fall and expend up to \$10,000 out of the Performance Fund as a deposit for her fee was made by Council Member Judge and seconded by Commissioner Hayes. It was approved unanimously.

7. b. Update on Cultural Arts Center Statistics

Mr. Ralphe reported that the Center is generally ahead on its statistics largely due to an increased number of performances resulting from the new Downstage and an increase in the private rental of the multi-purpose room.

c. General Manager's Report

The content of this report was covered under 7.a.

d. Update on Simi Valley Cultural Arts Center Foundation Activities and Revenues

Foundation Representative Feco reviewed the status of the Foundation's endowment fund and fundraising activities. He gave an update on the

upcoming April 25, 2015 Spotlight Awards and described an extensive program of entertainment for the evening. He also announced that the Foundation's website is up and running and that tickets for the Spotlight Awards may be purchased on-line through the site. He also described the Major Gift Program that the foundation is developing with the intent of increasing the Endowment to \$1,000,000 by the Center's 25th anniversary.

8. Commissioner Comments

Commissioner Hayes announced that the Simi Valley Alliance for the Arts (formerly Simi Valley Cultural Association) is conducting a fundraiser by selling packets of tickets to local entertainment venues. The funds will be utilized to promote the organization's efforts to provide an umbrella, training and support for local arts organizations. They are also developing a website that will list all artistic and leisure activities in the City, which will include all of the performances at all of the area schools so parents will have one source for tracking their children's performance schedules.

9. Adjournment - Next Arts Commission meeting 3:30 p.m. Wednesday, June 17, 2015, in the City Manager's Conference Room.

The meeting was adjourned at approximately 4:40 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: October 14, 2015

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Director of Community Services

SUBJECT: RECEIPT OF SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET FY 2014-15 REPORT

Attached for your review is the Simi Valley Cultural Arts Center's Operating Budget FY 2014-15 Report (July 1, 2014 to June 30, 2015). Total Income is reported at \$411,806, Total Cost of Goods sold was \$273,035 and Total Operational Expenses were \$102,926. As a result, the Cultural Arts Center (Center) is reporting a Net Profit in the amount of \$35,845. The positive net result of \$35,845 reflects a onetime bequest of \$32,924 which is restricted for the Center's phase II 'greening' project. That deducted from gross income leaves a net positive gain for FY 2014-15 of \$2,921. These financial results allow the Center to maintain its reserves, and retain a restricted Contingency Account balance of \$19,425 and a Performance Fund Reserve of \$19,260. In addition the Center has invested \$10,345 in necessary maintenance and replacement of production related equipment during FY 2014-15, including lighting instruments and cabling for the new DownStage Theater. Improvements also included the purchase of four LED colortrans which begins Phase II of the 'greening' of the building. The Center continues to be in a strong fiscal position and staff anticipates continuing operations with a positive cash flow in FY 2015-16.

The following analysis is included for your information.

Total Income (\$411,806) was 13% below (\$473,100) budget due to low attendance at two mainstage presentations; ARTS production of *Godspell* and Center's production of *The World Goes Round*. However, a previous year comparison of total income shows a 3% increase over the 2013-14 Total Income of \$400,187. In order to partially compensate for the increased cost of operating the Center, the City Council authorized raising fees and prices for the first time since 2006. The Box Office experienced some price resistance in the senior category but was able to increase income from Goldstar, a L.A. based ticket service. Also, after a few months, the sales in the senior category recovered. The drop in income was offset by a reduction of 10% in the Cost of Goods category specifically in Supplies and Artist Fees. Reduced expenditures were also realized in the Operational Expenses notably in reduced License Fees, Technical Staff costs and Capital Replacement. As a result of careful monitoring of expenditures, the Center posted a positive net profit of \$35,845 for FY 2014-15.

Staff will continue to carefully monitor revenues and expenditures in FY 2015-16 and provide a detailed report of revenue and expense status at mid-year and again at the end of the budget year. Should you have any questions regarding the above information, staff will be happy to respond at the October 14th Commission meeting.

Attachment

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET FY 2014-2015 REPORT

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	ACTUAL	% BUDGET
INCOME			
Advertising Income	\$500	\$100	20.00%
Box Office	\$283,650	\$238,857	84.21%
Concessions	\$9,250	\$7,393	79.92%
Contributions	\$65,000	\$62,944	96.84%
Grants	\$3,000	\$2,485	82.83%
Interest Income	\$0	\$28	
Reimbursed Technical Costs	\$32,850	\$29,032	88.38%
Rental	\$78,850	\$70,967	90.00%
TOTAL INCOME	\$473,100	\$411,806	87.04%
EXPENSE: COST OF GOODS SOLD			
Advertising/Marketing	\$12,500	\$13,634	109.07%
Booking/Artist Fees	\$32,000	\$25,147	78.58%
Concessions	\$5,900	\$4,150	70.34%
Contract Labor	\$30,000	\$39,689	132.30%
Special Events (Rotary, NYE.)	\$33,000	\$33,556	101.68%
Provider Payments	\$140,000	\$138,177	98.70%
Supplies	\$32,000	\$18,682	58.38%
TOTAL COST OF GOODS SOLD	\$285,400	\$273,035	95.67%
TOTAL GROSS PROFIT	\$187,700	\$138,771	73.93%
EXPENSE: FIXED OPERATIONAL			
Capital Replacement	\$58,000	\$10,345	17.84%
Technical Staff	\$64,000	\$36,979	57.78%
City Reimbursement - 10%	\$19,000	\$22,028	115.94%
Credit Card Service Fees	\$7,200	\$10,372	144.06%
Dues/Licenses/Permits	\$27,500	\$19,140	69.60%
Office Expenses	\$3,000	\$1,562	52.07%
Professional/Special Services	\$3,000	\$2,500	83.33%
TOTAL FIXED OPERATIONAL EXPENSES	\$181,700	\$102,926	56.65%
NET PROFIT/LOSS	\$6,000	\$35,845	597.42%
	Balance July 1, 2014	Credits/(Debits)	Balance June 30, 2015
CONTINGENCY ACCOUNT BALANCE	\$19,411	\$14	\$19,425
PERFORMANCE ACCOUNT BALANCE	\$19,248	\$12	\$19,260

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: October 14, 2015

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

**SUBJECT: RECEIPT OF FY 2014-15 SIMI VALLEY CULTURAL ARTS CENTER
YEAR-END CITY REIMBURSEMENT REPORT**

Attached for the Simi Valley Arts Commission's review is the FY 2014-15 Simi Valley Cultural Arts Center (Center) Year-End City Reimbursement. Also attached are the quarterly Subsidized Activity Reports for the year that are utilized in calculating the City reimbursement. On March 4, 2002, the City Council approved a reimbursement program for the Center that requires that the City be reimbursed 10% of earned income (total income less grants, donations, interest and reimbursed technical costs) minus subsidized activity (providing rental space for non-profits and public entities). For FY 2014-15, 10% of earned income totaled \$31,732 and subsidies totaled \$13,575 resulting in a total of \$18,157 due the City. Staff will be available to address any questions.

Attachment

FY 2014-15 Simi Valley Cultural Arts Center Year-End City Reimbursement Report

FY 2014-15 Earned Income	\$317,317
<u>CAC FY 2014-15 Unearned Income</u>	<u>\$94,489</u>
FY 2014-15 CAC Gross Revenues	\$411,806
Ten Percent of Earned Income (\$317,317 x 10%)	\$31,732
<u>Less FY 2014-15 Non-Profit Subsidy Credit</u>	<u>-\$13,575</u>
Balance due to City of Simi Valley	\$18,157

FY 2014-15 Cultural Arts Center Year-End Supporting Information/Breakdown Annual City of Simi Valley Reimbursement

Earned Income

Box Office	\$238,857
Concessions	\$7,393
Rentals	\$70,967
<u>Advertising</u>	<u>\$100</u>
Total Earned Income	\$317,317

Unearned Income

Contributions	\$62,944
Grants	\$2,485
Interest	\$28
<u>Reimbursed Tech</u>	<u>\$29,032</u>
Total Unearned Income	\$94,489

Non-Profit Subsidy Credit

1 st Quarter	\$4,575
2 nd Quarter	\$4,175
3 rd Quarter	\$1,975
<u>4th Quarter</u>	<u>\$2,850</u>
Total Non-Profit Subsidy Credit	\$13,575

Simi Valley Cultural Arts Center

Subsidized Activity Report 10/1/14–12/31/14

<u>OCTOBER</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
Physicians for Social Resp.	1	GOV.	\$100.00
Foundation Meeting	1	NP	\$75.00
Rotary	4	NP	\$100.00
Simi school district Sp. Mtg.	1	NP	\$75.00
It's a New Day (Poe)	4	NP	\$375.00
Rick Campbell Film Screening	1	NP	\$75.00
Total	12		\$800.00

NOVEMBER

Rotary	4	NP	\$100.00
As You Like It (DS)	5	NP	\$200.00
Foundation Meeting	1	NP	\$75.00
Reflections	1	NP	\$750.00
A Christmas Carol	6	NP	\$300.00
Arts & Craft Faire	1	NP	\$325.00
Total	18		\$1,750.00

DECEMBER

A Christmas Carol	10	NP	\$500.00
Rotary Luncheon	3	NP	\$75.00
Raymond Michael	1	NP	\$75.00
Male Chorus	1	NP	\$75.00
Youth Employment Breakfast	1	GOV.	\$75.00
Enemy of the People (LIT)	5	NP	\$750.00
Stage One Recital	1	NP	\$75.00
Total	22		\$1,625.00

2nd Quarter Total **52** **\$4,175.00**

Simi Valley Cultural Arts Center

Subsidized Activity Report 1/1/15–3/30/15

<u>JANUARY</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
Republican Women's Luncheon	1	NP	\$75.00
Foundation Mtg.	1	NP	\$75.00
Rotary Luncheon	4	NP	\$100.00
Hero's (DS)	4	NP	\$200.00
Susanna High Fundraiser	1	NP	\$50.00
Total	11		\$500.00

FEBRUARY

Susana Lab Mtg.	1	GOV.	\$100.00
Rotary Luncheon	4	NP	\$100.00
Foundation Meeting	1	NP	\$75.00
Arts Commission Meeting	1	GOV	\$75.00
Soroptimist Club Luncheon	1	NP	\$75.00
Republican Women's Luncheon	1	NP	\$75.00
Catch Me If You Can	1	NP	\$50.00
Total	10		\$550.00

MARCH

Catch Me If You Can	13	NP	\$650.00
Rotary Luncheon	4	NP	\$100.00
SV Foundation	1	NP	\$75.00
Nataraja School of Dance	1	NP	\$100.00
Total	19		\$925.00

3rd Quarter Total **40** **\$1,975.00**

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: October 14, 2015

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

SUBJECT: Cultural Arts Center Programming Update

Attached for the Simi Valley Arts Commission's review is the updated Calendar of Programming for the months of October, November and December of 2015. Reflected is the Cultural Arts Center production of *Fiddler on the Roof* and the Holiday production of *Winter Wonderettes* as well as the ARTS production of *The Addams Family*. Staff will be available at the October 14th meeting to address any questions.

Attachments

October 2015

October 2015							November 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sep 27 - Oct 3	Sep 27	28	29	30	Oct 1	2	3
						2:30pm Tour of Building for Leadership 7:00pm 11:00pm FIDDLER ON THE ROOF	11:00am 5:00pm Nataraja Dance Recital (Main Stage) 7:00pm 11:00pm FIDDLER ON THE RO
Oct 4 - 10	4	5	6	7	8	9	10
	1:00pm 6:00pm FIDDLER ON THE ROOF 7:30pm 10:00pm Ronny and the Classics (MS)		11:00am 2:00pm Rotary Luncheon (MPR)		8:00pm 11:00pm Fiddler on the Roof (MS)	7:00pm 11:00pm FIDDLER ON THE ROOF	7:00pm 11:00pm FIDDLER ON THE ROOF
Oct 11 - 17	11	12	13	14	15	16	17
	1:00pm 6:00pm FIDDLER ON THE ROOF		11:00am 2:00pm Rotary Luncheon (MPR)	6:00pm 8:00pm Foundation Meeting (Upper Lobby)	8:00pm 11:00pm Fiddler on the Roof (MS)	11:00am 2:00pm Republican Women (MPR) 7:00pm 11:00pm FIDDLER ON THE ROOF	7:00pm 11:00pm FIDDLER ON THE ROOF
Oct 18 - 24	18	19	20	21	22	23	24
	1:00pm 6:00pm FIDDLER ON THE ROOF		11:00am 2:00pm Rotary Luncheon (MPR) 5:30pm 8:30pm Usher Meeting (MPR)				Addams Family Load I
Oct 25 - 31	25	26	27	28	29	30	31
	7:00pm 11:00pm Addams Family Tech	7:00pm 11:00pm Addams Family Tech	11:00am 2:00pm Rotary Luncheon (MPR) 7:00pm 11:00pm Addams Family Tech	7:00pm 11:00pm Addams Family Tech	7:00pm 11:00pm Addams Family Tech	7:00pm 11:00pm Addams Family Tech	8:00pm 11:00pm Adams Family

November 2015

November 2015							December 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	6	7	8	9	10	11	12
8	9	10	11	12	13	14	13	14	15	16	17	18	19
15	16	17	18	19	20	21	20	21	22	23	24	25	26
22	23	24	25	26	27	28	27	28	29	30	31		
29	30												

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 1 - 7	Nov 1 1:00pm 5:00pm Addams Family	2	3 11:00am 2:00pm Rotary Luncheon (MPR)	4	5	6 8:00pm 11:00pm Adams Family	7 8:00pm 11:00pm Adams Family
	8 1:00pm 5:00pm Addams Family	9	10 11:00am 2:00pm Rotary Luncheon (MPR) 3:00pm 6:30pm Reflections (MS/MPR)	11 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	12 7:00pm 9:00pm Alyssia String Concert (MS)	13 8:00pm 11:00pm Adams Family	14 8:00pm 11:00pm Adams Family
Nov 8 - 14	15 1:00pm 5:00pm Addams Family	16	17 11:00am 2:00pm Rotary Luncheon (MPR)	18	19 7:00pm 10:00pm Alyssia String Concert (MS)	20 11:00am 2:00pm Republican Women Luncheon (MPR) 8:00pm 11:00pm Adams Family	21 8:00am 4:00pm Fall and Holiday Bazaar (MPR and Parking Lot) 8:00pm 11:00pm Adams Family
	22 1:00pm 5:00pm Addams Family	23 7:00pm 9:00pm The Importance of Being Ernest (DownStage Theater)	24 7:00pm The Importance of Being Ernest 9:00pm 11:00am 2:00pm Rotary Luncheon (MPR)	25 7:00pm The Importance of Being Ernest 9:00pm	26	27 8:00pm 11:00pm Adams Family	28 8:00pm 11:00pm Adams Family
Nov 15 - 21	29 1:00pm 5:00pm Addams Family	30	Dec 1	2	3	4	5
	Nov 29 - Dec 5						

December 2015

December 2015							January 2016						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30
							31						

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 29 - Dec 5	Nov 29	30	Dec 1 11:00am 2:00pm Rotary Luncheon (MPR)	2	3	4 8:00pm 11:00pm Adams Family	5 8:00pm 11:00pm Adams Family
	6 1:00pm 5:00pm Addams Family 2:00pm 7:00pm Buckles & Bows Party and Show (MS/MPR)	7 Hannukah Starts	8 11:00am 2:00pm Rotary Luncheon (MPR)	9 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	10	11 7:00pm 10:00pm Winter Wonderettes	12 11:00am 6:00pm Stage 1 Music 7:00pm 10:00pm Winter Wonderettes
Dec 6 - 12	13 2:00pm 5:00pm Winter Wonderettes 6:00pm 7:00pm AAUW Reception (MPR) 7:30pm 10:30pm Blue Christmas Concert (14	15 Phoenix Ranch Homes 11:00am 2:00pm Rotary Luncheon (MPR)	16 Phoenix Home School	17 7:00pm 10:00pm Winter Wonderettes	18 7:00pm 10:00pm Winter Wonderettes	19 7:00pm 10:00pm Winter Wonderettes
	20 6:00pm Aspire Dance Studio Recital (Mag:00pm) 2:00pm 5:00pm Winter Wonderettes	21 8:00pm 10:30pm Winter Wonderettes	22 11:00am 2:00pm Rotary Luncheon (MPR) 8:00pm 10:30pm Winter Wonderettes	23 7:00pm 10:00pm Winter Wonderettes	24 Christmas Eve	25 Christmas Day	26 8:00pm 11:00pm Winter Wonderettes (MS)
Dec 13 - 19	27 2:00pm 5:00pm Winter Wonderettes (MS)	28	29	30	31 New Years Eve	Jan 1, 16	2
Dec 20 - 26							
Dec 27 - Jan 2							

CITY OF SIMI VALLEY • MEMORANDUM

DATE: October 14, 2015

TO: Simi Valley Arts Commission

FROM: David Ralphe, General Manager

SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

Attached for the Simi Valley Arts Commission review are updated Simi Valley Cultural Arts Center attendance and use statistics including the third quarter of 2015. CAC attendance and use is slightly below the first nine months of 2014, but with the increase in the third quarter and a promising fourth quarter, 2015 should equal or surpass attendance and use totals for 2014. Staff will be available at the October 14th meeting to answer any questions.

Attachment

SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

	Main Stage Events	Main Stage Attendance	MPR Events	MPR Attendance	Gallery Events	Gallery Attendance	Total Events	Total Attendance	Hrs Open to the Public (per week average)
Annual Total 2012	199	30,083	92	5,816	53	3,619	344	39,388	71
Annual Total 2013	167	27,311	141	7,083	46	3,576	354	37,885	70
Jan-14	11	1,196	4	198	3	150	18	1,844	62
Feb-14	12	1,673	5	244	4	175	20	2,092	66
Mar-14	14	2,613	6	554	4	351	24	3,518	70
Apr-14	12	1,979	7	400	4	240	23	2,619	68
May-14	16	2,647	12	736	4	385	32	3,768	72
Jun-14	16	1,986	20	770	4	325	40	3,081	74
Jul-14	18	2,631	26	969	5	353	49	3,953	72
Aug-14	21	2,911	12	642	4	371	37	3,934	69
Sep-14	8	1,271	5	285	5	228	18	1,784	68
Oct-14	21	2,767	10	388	4	376	35	3,531	70
Nov-14	8	1,206	12	653	4	260	24	2,122	68
Dec-14	15	2,760	14	845	4	552	33	4,157	67
Annual Total 2014	172	25,640	133	6,684	49	3,766	353	36,403	69
% Change From 2013	3%	-7%	-6%	-6%	6%	5%	0%	-4%	-1%
Jan - Sept 2014	128	18,907	97	4,798	37	2,578	261	26,593	69
Jan-15	10	1,525	8	454	4	285	21	2,264	65
Feb-15	11	1,946	8	354	4	200	23	2,500	70
Mar-15	16	2,059	7	353	5	375	28	2,787	72
Apr-15	8	562	13	607	5	325	26	1,494	69
May-15	12	1,100	19	1,142	4	224	35	2,466	70
Jun-15	16	2,392	15	651	4	303	35	3,346	71
Jul-15	14	2,283	26	1,407	4	310	44	4,000	74
Aug-15	20	2,826	12	479	4	331	36	3,636	69
Sep-15	10	2,125	7	272	3	240	20	2,637	60
Oct-15									
Nov-15									
Dec-15									
Total Year to Date 2015	117	16,818	115	5,719	37	2,593	268	25,130	69
% Change from 2014	-9%	-12%	16%	16%	0%	1%	3%	-6%	0%