



SIMI VALLEY ARTS COMMISSION
Wednesday, February 17, 2016 3:30 p.m.
Special Meeting (Location Change)
Simi Valley Cultural Arts Center Multipurpose Room
3050 Los Angeles Avenue, Simi Valley, CA 93065

AGENDA

1. Call to Order/Welcome/Roll Call
2. Agenda Review
3. Approval of Minutes: October 14, 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. Continued Business
Discussion of Arts Commission purpose and possible expansion
6. New Business
 - a. Receipt of Cultural Arts Center Fiscal Year 2015-16 Mid-Year Budget Review
 - b. Review of the Cultural Arts Center Fiscal Year 2015-16 Capital Improvement Program and Approval of the Fiscal Year 2016-17 Capital Improvement Program
7. Reports
 - a. Cultural Arts Center Programming Update
 - b. Simi Valley Cultural Arts Center Statistics
 - c. Update on Simi Valley Cultural Arts Center Foundation Activities and Revenues
 - d. General Manager's Report/Tour of the Facility
8. 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.

9. Adjournment - Next Arts Commission meeting Wednesday, April 20, 2016, 3:30 p.m. City Manager's Conference Room

/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, Drago, McClean, Mayea and Cultural Arts Center Foundation Representative Feco.

Absent: Commissioners Landry and McCarter.

Staff Members: Rob Bruce, David Ralphe and Fred Helsel.

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: April 15, 2015

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

4. Public Statements

None.

5. New Business

a. Receipt of Simi Valley Cultural Arts Center Operating Budget FY 2014-15 Year End Report

Mr. Bruce presented an overview of the FY 2014-15 Operating Budget report. He explained that the Center ended the year over \$2,000 in the black, excluding the Judy Dwyer bequest. Mr. Ralphe explained that this was largely the result of a couple productions that had low attendance. He also explained that he will be working with Commissioner Drago on acquiring and installing the energy efficient LED lighting that the Commission has authorized be funded by the Dwyer bequest.

The Commission received the report by acclamation.

b. Receipt of FY 2014-15 Simi Valley Cultural Arts Center Year-End City Reimbursement

Mr. Bruce reviewed the requirement for the Center to provide a reimbursement to the City of 10% of Earned Income, less donations, reimbursed technical costs, and subsidized activities. As the Center's Earned Income was \$32,732, and total subsidies totaled \$13,575, the Center will pay the City \$18,157.

The Commission received the report by acclamation.

c. Discussion of Simi Valley Arts Commission Purpose and Possible Expansion

Mayor Huber explained that he requested that this item be placed on the Agenda. He stated that he had been approached by members of the community about the Commission's role being expanded to promote all arts in the community, not just at the Cultural Arts Center and that he is looking for feedback from the Commission. He also stated that there is general confusion within the community as to which arts organizations are affiliated with the City and which are not. Mayor Huber stated that any change in the role of the Commission must be approved by the City Council, and that he is looking for input from the Commission for consideration by the City Council.

There was a discussion of this idea amongst the Commissioners who were supportive of expanding the umbrella to include all art forms and discussed how the arts are an attractor for commerce in the City and enhance economic development.

At the end of the discussion, staff was asked to prepare an analysis of how an expanded role for the Commission could be implemented along with a listing of all arts organizations within the City and their roles. Staff was asked to distribute this information at least three weeks before the next meeting which is in February 2016.

6. Reports

a. Cultural Arts Center Programming Update

Mr. Ralphe reviewed programming through the end of the calendar year. He stated that *Fiddler on the Roof* has been a huge success and will sell out all four of its last performances this weekend. He also explained that he plans to not mount a production in January, but keep the theater available for rentals. This is a result of several years of having difficulty mounting productions in early January as people are often not available during and right after the holidays for rehearsals and performances. He has already booked three of the four weekends with concerts and other rentals. The Center plans to utilize this time to upgrade the lighting utilizing the Dwyer bequest and to start planning for his successor. Mr. Ralphe also described the plans for celebrating the Center's 20th anniversary with a combination of

some of the best performances over the last 20 years and a concert by Paul Williams.

The Commission was supportive of this plan, and saddened to learn of Mr. Ralphe's plans to retire. They also expressed their appreciation for his years of service to the Center.

b. Simi Valley Cultural Arts Center Statistics

Mr. Ralphe went over the statistics for the first three quarters of 2015 and stated that while the numbers for this time period are lower than the previous year, that *Fiddler* is doing so well that it will single-handedly push the numbers well over those for 2014.

c. General Manager's Report

Mr. Ralphe gave a further explanation of his plans for the Center during January to ensure that the Center is on a very strong footing prior to his departure.

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 available cash. He gave an update on Board members that have left and new members that have been added. He described how some of the members have moved to an advisory board. Mr. Feco then described the plans for the 20th Anniversary celebration and the new Light up the Stage campaign that is designed to bring the balance of the endowment account to \$1 million by the Center's 25th anniversary in 2020.

7. Commissioner Comments

None.

8. Adjournment - The meeting was adjourned at approximately 4:30 p.m.

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: February 17, 2016

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

SUBJECT: ARTS COMMISSION PURPOSE AND POSSIBLE EXPANSION

At its September 2015 meeting, the Simi Valley Arts Commission (Commission) requested that a report be prepared that discusses an expanded role for the Commission and how it could be implemented along with a listing of all arts organizations within the City and their roles. In order to evaluate implementing an expansion of the Commission's role, a survey was conducted of arts commissions and arts councils in Southern California. A brief description of the purpose of these organizations has been included in this report (Attachment A, page 5). In reviewing the characteristics of these organizations, staff has developed the listing below to describe the difference between an arts commission and an arts council.

ARTS COMMISSION ATTRIBUTES

Appointed by City Council or Cultural Affairs Department.

Maintains an overview of the cultural needs and interest of the community and oversees arts facilities, community projects and events.

Selects public art and art in public places.

Encourages the provision of cultural and artistic facilities and features in public and commercial construction as part of the economic development plan for the community.

Administers the award and monitoring of grants to artists and arts organizations.

ARTS COUNCIL ATTRIBUTES

A non-government 501(c)(3) non-profit arts organization that provides resources, programs, advocacy and services to artists and arts organizations.

Provides artists and arts organization the ability to seek funding through the agency's tax-exempt status.

Promotes and markets community arts events via agency website, newspaper listings, in-kind promotion by all participants and social media.

Promotes partnerships between arts organizations within the same region.

Conducts fundraising programs and campaigns to sustain the agency as well as provide grants to individual artists, arts organizations, and programs that promote the arts within the community.

Additionally, a survey was conducted to identify the arts organizations within Simi Valley and their roles (Attachment B, page 7). A comparison of this survey with the roles that arts commissions and councils traditionally perform identified some areas of overlap. The most prevalent overlap occurs with the roles traditionally fulfilled by arts councils.

As can be seen in the list on the previous page, arts councils are traditionally non-profit organizations that promote the arts in a community. They often act as umbrella organizations enabling smaller non-profit organizations to utilize their 501(c)(3) tax exempt status for fundraising and qualifying for grants. They also act as an incubator for these smaller organizations, cross promoting their events, facilitating partnerships between groups that share common goals and conducting fundraising activities to promote the arts.

The Simi Valley Cultural Association, as described in Attachment B, is the local organization that most closely serves the roles traditionally assumed by an arts council. Furthermore, in discussing their role with the organization's president Steve Hayes, staff learned that it is the Association's intent to develop their website to also include a bulletin board of cultural and arts activities and events throughout the community, including both commercial and non-commercial events. Therefore, it is recommended that the Commission not explore expanding their role into this area.

Also as described on the previous page, arts commissions serve a role similar to that of the Simi Valley Arts Commission. Listed below is an analysis of these activities, including a discussion of the potential for overlap with activities already being performed by other organizations within the City. A description of how they could be implemented is also discussed.

Maintain an overview of the cultural needs and interest of the community and oversee arts facilities, community projects and events.

In some communities, arts commissions coordinate with arts organizations to maintain an overview of the cultural needs and interests of the community. This enables the commissions to determine where additional support or facilities may be needed and would afford an opportunity to make recommendations to the City Council regarding opportunities to meet these needs. In order to stay abreast of the cultural needs and interests of the community, the Commission could invite the community Arts Organizations to attend Commission meetings annually to give the Commission updates on their activities and present their observations on the community's needs and interests.

The Commission currently oversees the programming, budget and capital improvement of the Cultural Arts Center. Its role could be further expanded to include the development and promotion of community arts projects and events. The Commission would need to be careful to not compete with existing organizations such as the Associated Artists exhibitions, the service clubs music festivals, and other community events such as the Nottingham Festival. Additionally, funding would need to be secured for staff to develop, organize, promote and produce these activities.

Select public art and art in public places.

Some communities have adopted requirements that certain developments incorporate public art into their new or expanded commercial, industrial, institutional and larger residential developments. In these communities, an arts commission evaluates and directs the design and placement of such art. If the Commission were to recommend that their function be expanded to include such a responsibility, they would also need to recommend that the City Council adopt standards requiring public art in certain projects.

Encourage the provision of cultural and artistic facilities and features in public and commercial construction as part of the economic development plan for the community.

Similar to the selection of public art, some communities encourage or require the inclusion of cultural and artistic facilities as part of their economic development plan. Such plans usually provide financial incentives to offset the additional cost of providing these amenities. In California, this was often achieved through a city's redevelopment agency, which had its own funding source. However, since the State of California abolished redevelopment in 2012, no such funding source currently exists. If the Commission were to recommend that their role be expanded to encourage cultural and artistic facilities as part of the City's economic development plan, it would also need to recommend that the City Council modify the City's economic development plan to provide criteria and incentives to encourage these facilities within new or modified public or commercial developments over a certain size or within a certain area of the City. The City's Zoning Ordinance and General Plan may also need to be modified.

Administer the award and monitoring of grants to artists and arts organizations.

The Simi Valley Arts Commission currently provides financial assistance to enable programming that may not have a large commercial appeal or to provide facility rental subsidies for students and other amateur artists to participate in the performing arts. These financial subsidies are funded by the Center's Performance Fund, which is included in its annual budget approved by the Commission. The Simi Valley Cultural Arts Center Foundation funds the Share the Arts Program that provides free access to low-income or otherwise disadvantaged community members to attend live theater. If the Commission desires to expand this role by offering grants to support the performing arts, additional funding sources would need to be secured.

Securing and administering grants from the State or Federal Government or private industry can require a significant amount of staff time to research, apply for and monitor these grants. Rarely do these grants provide adequate administrative funding to cover such costs. Also, competition for such grants is significant. Therefore, developing programs that are dependent on outside funding sources could be risky as the funding would not be reliable from year to year. In lieu of seeking new outside funding for this program, the Commission could recommend that a portion of the City's Community Project Grant or CDBG be dedicated to grants to artists and arts organizations with the provision that the Commission participate in the evaluation and monitoring of such grants. However, the Commission would need to design the program to not duplicate the efforts of the Cultural Arts Center Foundation.

It is recommended that the Commission review and discuss the areas listed above for possible expansion of its role in Simi Valley and provide direction to staff.

The following alternatives are available to the Simi Valley Arts Commission:

1. Direct staff to prepare a report to the City Council recommending that the role of the Simi Valley Arts Commission be expanded as discussed.
2. Direct staff to return with further analysis on specific roles.
3. Direct staff to take no further action on this item.
4. Provide staff with other direction.

Prepared by: Rob Bruce, Deputy Director/Community Programs & Facilities; and,
David Ralphe, Cultural Arts Center General Manager

ARTS COMMISSION/ARTS COUNCIL

ARTS COMMISSION

“Helps to identify the cultural needs and interests of the community and recommends various ways to broaden community participation in the arts”....Brea Cultural Arts Commission

“The Cultural Arts Commission develops strategies to ensure that the arts are a unifying force in Burbank’s urban planning initiatives in this creative economy and to build upon Burbank’s commitment to the arts education community. The Commission is dedicated to stimulating local cultural arts awareness and event participation and to explore creative, leading edge arts concepts.”Burbank Cultural Arts Commission

“The Commission shall advise the City Council on matters pertaining to the City’s arts and cultural program. Provide grants-in-aid to individual and group artists, cultural groups, and arts organizations; encourage the provision of cultural and artistic facilities and features in public and commercial construction. The Commission shall appoint highly qualified peer panels for specified time periods to: select public art and art in public places; review and evaluate requests for funding; and advise the Council on the allocation of funds from the Cultural Trust Fund.”...Pasadena Arts Commission

ARTS COUNCIL

The Arts Council is a non-governmental, not-for-profit organization that provides resources, programs and services to artists, arts and cultural organizations, audiences, young people and visitors to the city. The agency offers an independent voice for promoting a vibrant cultural community by facilitating, empowering and advocating for the arts....Pasadena Arts Council

The RAC is a private, non-profit corporation whose mission is ‘to provide, develop, support and sustain the arts.’ Connecting artists and arts organizations within an ever-expanding region, RAC encourages the advancement, participation and integration of visual, literary and performing arts into the fabric of the communities it serves. Programs range from networking and regional arts and cultural infrastructure development to neighborhood revitalization, outreach and collaborative projects that proactively address community changes.....Riverside Arts Council

The Ventura County Arts Council is a 501c.3 non-profit arts organization charged with serving all Ventura County residents with an array of arts programs. The VCAC supports and strengthens the arts throughout Ventura County by fostering a healthy environment in which the arts and culture can thrive and be accessible to all....Ventura County Arts Council

The Arts Council of Long Beach is a private 501c.3 organization that promotes, advocates for and helps fund the arts in Long Beach California. In 2014, the Arts Council shifted its focus away from programming and events and heavily toward advocacy, marketing and funding of Long Beach artists and arts organizations.

Simi Valley Arts Organizations

Simi Valley Cultural Arts Center

David Ralphe, Cultural Arts Center General Manager

3050 East Los Angeles Avenue

Simi Valley, CA 93065

(805) 583-7905 www.simi-arts.org

A Performing Arts Center that:

- Provides family-friendly priced tickets.
- Serves the community with high quality events featuring musicals, plays, concerts, art gallery showings and special events.
- Serves the community by providing rental spaces to businesses, individuals and organizations for meetings, receptions, weddings, memorials, concerts and recitals as well as fund raising events.
- Provides gallery space for the visual arts.

Simi Valley Cultural Association

Steve Hayes

543 Country Club Drive # B247

Simi Valley, CA 93065

(805) 579-3611

An organization designed to support and enrich arts organizations in Simi Valley by:

- Advising, assisting and promoting worthy arts related organizations.
- Serving as an umbrella for the local artistic endeavors to coordinate and maximize resources.
- Providing financial advice and an umbrella for these organizations by allowing them to operate under the SVCA's 501c.3 non-profit status according to IRS guidelines.
- Conducting fundraising to support the arts.

Actors' Repertory Theatre of Simi (ARTS)

Jan Glasband, Artistic Director

1812 Lee Street

Simi Valley, CA 93065

(805) 579-3611 jgartdept@sbcglobal.net

Operating with a producing team under the 501c.3 umbrella of the Simi Valley Cultural Association. ARTS activities include:

- Mainstage productions at the Simi Valley Cultural Arts Center.
- Classes at the Performance Arts Academy located in the Town Center.
- Two Summer Musical Workshops for Children and Young Adults.
- Literature in Action programs incorporating area High School students.
- Nottingham Festival, a classic renaissance festival.
- Tumbleweed Town, a live old west experience that turns into the Simi Valley Ghost Tour at night bringing to life some historical personages of Simi Valley.
- Partial to full scholarships for ARTS classes and workshops.

It's a New Day

Steve Hayes and Pat Lewis

1181 Catlin Street

Simi Valley, CA 93065

(805) 208-7289 ynotwhirledpeas@aol.com ptl@att.net

This organization:

- Operates under the SVCA 501c.3 umbrella and in conjunction with the Simi Valley Public Library, Simi Valley Cultural Arts Center, area schools and churches, to present a variety of programs including fully mounted plays and concerts featuring local talent and youth.
- Assist High School Senior arts projects find funding and technical support:
- Coordinates various fundraising events to promote youth and arts in education in the community.

Simi Valley Art Association

President - Katy Kearny

543 Country Club Dr #247

Simi Valley, CA 93065

(805) 579-3611 (805) 210-2090 (fax)

This organization:

- Operates as an arts service organization with a 501c.3.
- Manages an ongoing gallery showing in the Town Center Mall and the Simi Valley Public Library.
- Offers annual memberships that are open to students, professionals and non-professionals interested in two or three-dimensional art including photography, multi-media, graphic arts and sculpture.

Simi Valley Arts Facilitators

Simi Valley Cultural Arts Center Foundation

Kindah Brennan, President

2828 Cochran Street #196

Simi Valley, CA 93065

(805) 583-7905

The Foundation provides funding for educational and youth programs, and assists the Center, financially, with the implementation of this exceptional programming.

Simi Valley Public Library

Matthew Hortt, Library Director

2969 Tapo Canyon Rd, Simi Valley, CA 93063

(805) 526-1735

The Library provides a variety of educational events and entertainment free of charge to the public. The Library partners with the Cultural Arts Center, It's a New Day, ARTS, and the Art Association.

Simi Valley Senior Center

Laurie Dickinson, Senior Services Manager
3900 Avenida Simi
Simi Valley, CA 93063
(805) 583-1735

The Senior Center provides a variety of entertainment, classes and gallery showings to area seniors and the public. The Center partners with the Rancho Simi Recreation and Park District to provide art and dance classes.

Rancho Simi Recreation and Park District

1692 Sycamore Dr.
Simi Valley, CA 93065
(805) 584-4456

Community Park District with three individual community centers where classes in dance and art as well as free Summer Concert series and Fairy Tales are presented to the public along with sporting activities. Also manages numerous park locations and local events throughout the area.

Simi Valley Arts Festivals/Events

Cajun & Blues Music Festival

Cajun Festival
P.O. Box 49326
Simi Valley, CA 93094-0326
(805)-517-9000

www.rotaryclubofsimisunrise.com

Rotary Club of Simi Sunrise-sponsored Cajun music festival held each year for two days over Memorial Day weekend. Features Cajun, Zydeco, Creole and Blues music and foods.

The Ventura County Blues Festival

The Ventura County Blues Society
P. O. Box 2176
Simi Valley, California
(805) 501-7122

<http://www.venturacountybluessociety.org>

This festival currently takes place at Moorpark College Campus each Spring. Produced by the Ventura County Blues Society, a non-profit organization dedicated to preserving the rich history of blues music in Ventura County and surrounding areas. The society actively supports the community and hosts blues events to raise money for local charities.

Nottingham Festival

Jan Glasband/ Lisa Williams
 1812 Lee Street
 Simi Valley, CA 93065
 (805) 579-3611

igartdept@sbcglobal.net www.nottinghamfestival.com

Operated by SVCA and ARTS. The festival takes place the first two weekends in November at the Simi Valley Civic Center Park. The Nottingham Festival is a not for profit renaissance festival. While its objective is to be educational it also is dedicated to raising funds to expand and strengthen Arts in Education projects within the community.

Simi Valley Song Circle

(805) 910-7565

Various locations.

All levels of instrumentalists, singers, and songwriters are invited to participate in a supportive acoustic song circle. Free of charge.

Simi Valley Arts Instruction

Stage 1 Music

3885 Cochran Street
 Simi Valley, CA 93065
 (805) 522-2166
 Music School, Instrument Retailer, and
 Concert Promoter

Young at Art

1633 Erringer Road, Suite 201-B
 Simi Valley CA
 (805) 579-7076
 Art classes

Dave Janssen Music School

Dave Janssen
 1109-B East Los Angeles Avenue
 Simi Valley, CA 93065
 (805) 520-7858

Inspire Dance Studio

1555 Simi Town Center Way #650
 Simi Valley, CA 93065
 (805) 750-7478
 Dance Classes and Recitals

Dream Music School

2422 Pocatello Court
 Simi Valley, CA
 (805) 558-1760
 Music after school program

Nataraja School of Fine Arts

2488 Tapo Street, Suite 3
 Simi Valley, CA 93065
 (805)-527-2778
 Dance Classes and Recitals

Fine Art Classes

Simi Entertainment Plaza
 2691-A Tapo Canyon Road
 Simi Valley, CA 93063
 (805) 520-1990
 Art classes

Studio 13 Dance School

2190 First Street
 Simi Valley, CA 93065
 (805) 522-1333
 Dance Classes and Recitals

Gotta Dance

1555 Simi Town Center Drive
Suite 180 & 185
Simi Valley, CA 93065
(805) 526-5655
Dance Classes and Recitals

Simi Dance Center

1665 East Los Angeles Avenue
Simi Valley, CA 93065
(805) 527-2147
Dance Classes and Recitals

Rosalie's School of Dance

4353 Township Avenue
Simi Valley, CA 93063
(805) 581-4423
Dance Classes and Recitals

Serendipity Dance Company

1788 East Los Angeles Avenue
Simi Valley, CA 93065
(805) 583-2623
Dance Classes and Recitals

The Dance Fusion Studio

2350 Shasta Way
Simi Valley, CA 93065
(818) 625-9195
Dance Classes and Recitals

Claddagh Dance Company

1542 East Los Angeles Avenue
Simi Valley, CA 93065
(805) 490-9209
Irish Dance Classes and Recitals

Simi Valley Cloggers

Evy Eisele
Houghton Park Building
4333 Township Avenue
Simi Valley, CA 93065
(805) 490-9209
Clogging classes (offshoot of Conejo
Valley Cloggers)

Boots and Slippers

Dances held at the Simi Valley Senior
Center
(805) 584-9770 or (805) 583-8843
Square Dance Events and Lessons

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 17, 2016

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: CULTURAL ARTS CENTER FISCAL YEAR 2015-16 MID-YEAR BUDGET REVIEW

Attached for your review is the Cultural Arts Center's Mid-Year Budget Report for FY 2015-16. In the first six months of the fiscal year, the Cultural Arts Center's Total Income represent 65% of the annual budgeted amount; Cost of Goods Sold represents 66%, and the Total Expense represents 66% of budgeted estimate.

An analysis of Total Income indicates that revenue was above budget projections by 15% due to the success of the SVCAC production of *Fiddler on the Roof*, and the ARTS production of *The Addams Family*. While other income sources stayed close to budget projections, concessions saw a 33% increase due to greater attendance.

In the Cost of Goods Sold, spending in all categories was 66% of the budgeted amount due to increased provider payments resulting from the outstanding box office success of *The Addams Family*. In Expenses, Credit Card Service fees showed a 24% increase over projections due to increases in card costs, use and greater box office volume. City Reimbursement is paid in total at the beginning of the year so it stands at 91% of budget. An increase in salary as well as increased box office staff hours will result in going over budget in the Contract Services line.

At mid-year, the Cultural Arts Center revenues exceeded expenditures by \$1,432. Although income and expenses have exceeded budget projections, expenses are expected to be reduced in the second half of the year as some categories have been paid for the entire year. In past years, the first six months of the fiscal year have operated at a deficit, but the year ended with a positive bottom line. To have a positive bottom line at this point in the year is unusual and hopefully will provide a solid base for the remainder of the fiscal year. The Cultural Arts Center continues to operate on a sound fiscal foundation with a restricted Contingency and Performance Account of just under \$20,000 each and over \$96,000 in a money market account. This includes a bequest from Judy Dwyer of over \$32,000 designated for Capital Improvement, most of which is anticipated to be expended on Phase II of the Greening Project prior to the February Commission meeting.

Should you have any questions regarding the above information, staff will be happy to respond at the Commission meeting.

Attachment

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET FY 2015-2016 MID-YEAR REPORT

| ORDINARY THEATER INCOME/EXPENSE | ANNUAL BUDGET | MID-YEAR ACTUAL | % BUDGET |
|--|---------------------------|-------------------------|--------------------------------|
| INCOME | | | |
| Advertising Income | \$500 | \$0 | 0.00% |
| Box Office | \$281,700 | \$206,078 | 73.16% |
| Concessions | \$8,250 | \$6,824 | 82.72% |
| Contributions | \$31,000 | \$14,776 | 47.66% |
| Grants | \$2,000 | \$1,155 | 57.75% |
| Reimbursed Technical Costs | \$32,850 | \$15,726 | 47.87% |
| Rental | \$78,850 | \$38,772 | 49.17% |
| TOTAL INCOME | \$435,150 | \$283,331 | 65.11% |
| EXPENSE COST OF GOODS SOLD (COGS) | | | |
| Advertising/Marketing | \$13,500 | \$8,597 | 63.68% |
| Booking/Artist Fees | \$30,000 | \$11,698 | 38.99% |
| Concessions | \$5,500 | \$2,904 | 52.80% |
| Contract Labor | \$40,000 | \$24,029 | 60.07% |
| Special Events (Rotary, NYE.) | \$32,000 | \$16,158 | 50.49% |
| Provider Payments | \$137,500 | \$118,990 | 86.54% |
| Supplies | \$28,000 | \$7,762 | 27.72% |
| TOTAL COST OF GOODS SOLD | \$286,500 | \$190,138 | 66.37% |
| TOTAL GROSS PROFIT | \$148,650 | \$93,193 | 62.69% |
| FIXED OPERATIONAL EXPENSES | | | |
| Capital Replacement | \$25,000 | \$2,543 | 10.17% |
| Contract Services - Staff | \$55,000 | \$46,071 | 83.77% |
| City Reimbursement - 10% | \$20,000 | \$18,157 | 90.79% |
| Credit Card Service Fees | \$9,500 | \$7,972 | 83.92% |
| Dues/Licenses/Permits | \$24,500 | \$14,457 | 59.01% |
| Office Expenses | \$3,000 | \$561 | 18.70% |
| Professional/Special Services | \$3,000 | \$2,000 | 66.67% |
| TOTAL FIXED OPERATIONAL EXPENSES | \$140,000 | \$91,761 | 65.54% |
| NET PROFIT/LOSS | \$8,650 | \$1,432 | |
| | As of July 1, 2015 | Credits/(Debits) | As of December 31, 2015 |
| CONTINGENCY ACCOUNT BALANCE | \$19,426 | \$12 | \$19,438 |
| PERFORMANCE ACCOUNT BALANCE | \$19,247 | \$12 | \$19,259 |

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: February 17, 2016

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

SUBJECT: REVIEW OF THE CULTURAL ARTS CENTER FISCAL YEAR 2015-16 CAPITAL IMPROVEMENT PROGRAM AND APPROVAL OF THE FISCAL YEAR 2016-17 CAPITAL IMPROVEMENT PROGRAM

The Capital Improvement Program for the Cultural Arts Center (CAC) is designed to be reviewed by the Commission annually during the budget process. It serves as a tool to identify and plan for the CAC's future equipment and capital needs, as well as on-going maintenance. Below is an updated list of capital equipment items that the CAC has purchased out of the approved operations budget. As identified in the financial operating structure approved by the City Council, the CAC will continue to track and report on these approved expenditures. The Commission is also requested to approve the Capital Improvement Plan for 2016-17 shown on page 2 of this report. The following lists represent the purchases made pursuant to the approved FY 2015-2016 Capital Improvement Program as well as those still in progress.

Capital Equipment Items Purchased by the Cultural Arts Center

| | |
|--|--------------|
| Elation Satura LED Intel CMY Spot (2) | \$ 8,880 |
| Elation Colour Chorus TGBA LED batten (4) | \$10,080 |
| Elation Six Bar 1000 LED (4) | \$ 1,973 |
| Elation 6 bar 500 watt 6 color LED Bar (4) | \$ 1,842 |
| Lighting Supplies Repair & Replacement | \$ 722 |
| Mic Replacement & Maintenance | \$ 1,097 |
| Replacement Bulbs | \$ 283 |
| Intel Rental | \$ 377 |
| DMX cable | \$ 65 |
| Capital Expenditures Year to Date | \$25,319 |
| FY 2015-16 Capital Replacement Budget | \$25,000 |
| Carry Over of FY 2014-15 Dwyer Bequest | \$33,000 |
| Total Budget | \$58,000 |
| Remaining Budget | \$32,681 |

Capital Projects Approved and in Progress

Augment Existing Projection System for Projecting Still and Moving Images on Cyc

The current projector has greatly expanded the Center's scenic capabilities; however it is bulky, over 14 years old and losing its brightness and sharp focus. Also, it is difficult to

project clear images on the back Cyc without projecting onto performers. The acquisition of a more compact 10,000 lumen \$6,500 projector mounted inside the proscenium was previously approved by the Commission, but not purchased. That instrument now costs \$7,500. Adding a 0.3:1 specialty lens would further increase the scenic capability by providing a 12-foot throw projected over the heads of performers and cover the entire Cyc making it available for the projection of film, animation, and effects.

Estimated Cost \$ 13,500
Estimated Completion - June 2016

Replace and upgrade current Cyc

The current Cyc is a seamed muslin material that is over ten years old and covers the entire back wall of the main stage. It has become discolored, stretched and has been repaired many times. A new Cyc is available with no seams and a more reflective material that would upgrade colors and projections.

Estimated Cost \$ 2,500
Estimated Completion – June 2016

Proposed Fiscal Year 2016-17 Capital Improvement Program

Upgrade sound package with (2) Sennheiser 416 Shotgun microphones

Non-musical productions need some sound support, for the audiences comfort, but not the full lavalier support that musicals demand. PZM's and choral microphones have proved to be inadequate and fragile. The Sennheiser 416 Shotgun microphone is an industry standard solution to our challenge as well as highly recommended by industry professionals.

Estimated Cost \$ 2,000

Special Note

The Judy Dwyer bequest has allowed the CAC to complete phase II of the “Greening of the Center”. With her bequest, we were able to replace aging intelligent lights and cyc/general wash lights with intelligent LED instruments that dramatically reduce power use and heat generation while upgrading production capabilities. The final phase of the ‘Greening’ of production instruments at the CAC will include replacing PAR and Source 4 lights as needed. Total cost of phase III will be approximately \$30,000 and can be accomplished over the next few years.

Recommendation

It is recommended that the Cultural Arts Commission review the expenditures made pursuant to the Cultural Arts Center Fiscal Year 2015-16 Capital Improvement Program and approve the Fiscal Year 2016-17 Capital Improvement Program.

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: February 17, 2016
TO: Simi Valley Arts Commission
FROM: David Ralphe, 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 February, March and April of 2016.

Staff will be available at the February 17th Simi Valley Arts Commission meeting to address any questions.

Attachment

February 2016

February 2016

| | | | | | | |
|----|----|----|----|----|----|----|
| Su | 1 | 2 | 3 | 4 | 5 | 6 |
| Mo | 8 | 9 | 10 | 11 | 12 | 13 |
| Tu | 14 | 15 | 16 | 17 | 18 | 19 |
| We | 21 | 22 | 23 | 24 | 25 | 26 |
| Th | 28 | 29 | | | | |
| Fr | | | | | | |
| Sa | | | | | | |

March 2016

| | | | | | | | |
|----|----|----|----|----|----|----|----|
| Su | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Mo | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| Tu | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| We | 27 | 28 | 29 | 30 | 31 | | |
| Th | | | | | | | |
| Fr | | | | | | | |
| Sa | | | | | | | |

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|--|--|---|
| Jan 31 | Feb 1 | 2 | 3 | 4 | 5 | 6 |
| | Fiddler Rehearsal (MPR) 7:00pm Tech Fiddler (NoHo) | 7:00pm Fiddler Dress Rehearsal (NoHo) 10:00pm 11:30am 2:30pm Rotary Luncheon (MPR) | 8:00pm 11:00pm Fiddler on the Roof (NoHo) | 8:00pm 11:00pm Fiddler on the Roof (NoHo) | 8:00pm 11:00pm Fiddler on the Roof (NoHo) | 8:00pm 11:00pm Fiddler on the Roof (NoHo) |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 2:00pm 5:00pm Fiddler on the Roof (NoHo) | | 11:30am 2:30pm Rotary Luncheon (MPR) | 6:00pm 8:00pm Foundation Meeting (Upper Lobby) 8:00pm 11:00pm Dark Heart of Poe Load-In (Main Stage) | 7:00pm 9:00pm Dark Heart of Poe Dress Rehearsal (Main Stage) | 8:00pm 11:00pm Dark Heart of Poe (Main Stage) | Dark Heart of Poe (Main Stage) |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| Dark Heart of Poe (Main Stage) Valentines' Day | Presidents' Day | 11:30am 2:30pm Rotary Luncheon (MPR) | 3:30pm 5:30pm ARTS Commission Meeting (MPR) | | 8:00am 4:00pm AIA Filmshoot (Mainstage) 10:00am 1:00pm SV Republican Women Luncheon (MPR) | Load in for The Import |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 7:00pm 10:00pm Rehearsal - Earnest (Main Stage) | 7:00pm 10:00pm Rehearsal - Earnest (Main Stage) | 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Rehearsal - Earnest (Main Stage) | 7:00pm 10:00pm Rehearsal - Earnest (Main Stage) | 7:00pm 10:00pm Rehearsal - Earnest (Main Stage) | 7:00pm 10:00pm Rehearsal - Earnest (Main Stage) | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) |
| 28 | 29 | Mar 1 | 2 | 3 | 4 | 5 |
| 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | | | | | | |

Jan 31 - Feb 6

Feb 7 - 13

Feb 14 - 20

Feb 21 - 27

Feb 28 - Mar 5

March 2016

March 2016

| | | | | | | |
|----|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

April 2016

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

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|-----------|--|--|-----------------------|---|--|
| Feb 28 | 29 | Mar 1 | 2 | 3 | 4 | 5 |
| | | 11:30am 2:30pm Rotary Luncheon (MPR) | Load In Diary of Anne | Load In Diary of Anne | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | 1:00pm 5:00pm The Diary of Anne Frank (MPR) 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 7:00pm 9:00pm The Diary of Anne Frank (MPR) 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | | 11:30am 2:30pm Rotary Luncheon (MPR) | 6:00pm 8:00pm Foundation Meeting (Upper Lobby) | | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | | 11:30am 2:30pm Rotary Luncheon (MPR) | | | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | | 11:30am 2:30pm Rotary Luncheon (MPR) | | | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) |
| 27 | 28 | 29 | 30 | 31 | Apr 1 | 2 |
| Easter Day 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | | | | | | |

Feb 28 - Mar 5

Mar 6 - 12

Mar 13 - 19

Mar 20 - 26

Mar 27 - Apr 2

April 2016

April 2016

May 2016

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

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--|--|---|--|--|---|---|
| Mar 27 | | 28 | 29 | 30 | 31 | Apr 1 | 2 |
| | | | | | | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | LOAD IN SVCAC TBA |
| | 8:00pm 11:00pm The Importance of Being Earnest (Main Stage) | 11:30am 2:30pm Rotary Luncheon (MPR) | | | | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 6:00pm 11:00pm SVCAC TBA (Mainstage) |
| | 6:00pm 11:00pm Rehearsal SVCAC TBA | 11:30am 2:30pm Rotary Luncheon (MPR) 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) 6:00pm 8:00pm Foundation Meeting | 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 8:00am 8:30am First Day of Passover 6:00pm 11:00pm SVCAC TBA (Mainstage) |
| | 1:00pm 6:00pm SVCAC TBA (Mainstage) | 11:30am 2:30pm Rotary Luncheon (MPR) 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | 3:30pm 4:30pm Arts Commission (City Hall) 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | SPOTLIGHT AWARDS 6:00pm 11:00pm SVCAC TBA (Mainstage) |
| | 1:00pm 6:00pm SVCAC TBA (Mainstage) 6:30pm 11:00pm Matronardo Piano Concert (Mainstage) | 11:30am 2:30pm Rotary Luncheon (MPR) 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | 6:00pm 11:00pm Rehearsal SVCAC TBA (Mainstage) | | |

Mar 27 - Apr 2

Apr 3 - 9

Apr 10 - 16

Apr 17 - 23

Apr 24 - 30

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: February 17, 2016
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 for 2015. As you will see, compared to 2014, there was a 4% increase in attendance despite a 2% decrease in main stage events. The Multi-Purpose Room events increased 6% with an 11% increase in use. This was partially due to the opening of the DownStage, which is a theatrical use of the MPR for smaller productions. An increase in the use of the Center by 5% over the prior year resulted in it serving an estimated 38,450 patrons in 2015. Staff will be available at the February 17, 2016, Arts Commission 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) |
|---------------------------|-------------------|-----------------------|------------|----------------|----------------|--------------------|--------------|------------------|-----------------------------------|
| Annual Total 2011 | 176 | 24,673 | 107 | 6,973 | 51 | 3,223 | 334 | 35,418 | 70 |
| 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 | 1196 | 4 | 198 | 3 | 150 | 18 | 1,844 | 62 |
| Feb-14 | 12 | 1673 | 5 | 244 | 4 | 175 | 20 | 2092 | 66 |
| Mar-14 | 14 | 2613 | 6 | 554 | 4 | 351 | 24 | 3518 | 70 |
| Apr-14 | 12 | 1979 | 7 | 400 | 4 | 240 | 23 | 2619 | 68 |
| May-14 | 16 | 2647 | 12 | 736 | 4 | 385 | 32 | 3768 | 72 |
| Jun-14 | 16 | 1986 | 20 | 770 | 4 | 325 | 40 | 3081 | 74 |
| Jul-14 | 18 | 2631 | 26 | 969 | 5 | 353 | 49 | 3953 | 72 |
| Aug-14 | 21 | 2911 | 12 | 642 | 4 | 371 | 37 | 3934 | 69 |
| Sep-14 | 8 | 1271 | 5 | 285 | 5 | 228 | 18 | 1784 | 68 |
| Oct-14 | 21 | 2767 | 10 | 388 | 4 | 376 | 35 | 3531 | 70 |
| Nov-14 | 8 | 1206 | 12 | 653 | 4 | 260 | 24 | 2122 | 68 |
| Dec-14 | 15 | 2760 | 14 | 845 | 4 | 552 | 33 | 4157 | 67 |
| Annual Total 2014 | 172 | 25,640 | 133 | 6,684 | 49 | 3,766 | 353 | 36,403 | 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 | 2,394 | 26 | 1,407 | 4 | 310 | 44 | 4,111 | 74 |
| Aug-15 | 23 | 3,437 | 12 | 479 | 5 | 344 | 40 | 4,260 | 69 |
| Sep-15 | 12 | 2,176 | 6 | 332 | 4 | 357 | 22 | 2,865 | 66 |
| Oct-15 | 14 | 3,071 | 8 | 389 | 4 | 300 | 26 | 3,760 | 69 |
| Nov-15 | 15 | 3,053 | 11 | 873 | 4 | 600 | 30 | 4,526 | 72 |
| Dec-15 | 18 | 3,046 | 9 | 472 | 4 | 500 | 31 | 4,018 | 71 |
| Annual Total 2015 | 169 | 26,761 | 142 | 7,513 | 51 | 4,123 | 361 | 38,397 | 70 |
| % Change From 2014 | -2% | 4% | 7% | 12% | 4% | 9% | 2% | 5% | 1% |