



# SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

## **SIMI VALLEY ARTS COMMISSION**

Wednesday, February 15, 2017, 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: September 21, 2016
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 Cultural Arts Center Fiscal Year 2016-17 Mid-Year Budget
  - b. Mid-Year Review of the Cultural Arts Center Capital Improvement Program for FY 2016-17 and Approval of the Fiscal Year 2017-18 Capital Improvement Program
  - c. Review Updated Summary of Service Charges for the Cultural Arts Center
6. Reports
  - a. Simi Valley 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
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 - Next Arts Commission meeting Wednesday, April 19, 2017, 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 Deputy Community Services Director, Anna Medina, at (805) 583-6811. 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/Roll Call

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 Huber, Mayor Pro Tem Judge, Commissioners Joe Drago, Randall Jones, Steven Hayes, and Madeleine Landry and Cultural Arts Center Foundation Representatives Doug Feco and Ron Knepper.

Absent: Commissioner McCarter.

Staff Members: Sommer Barwick, Anna Medina, David Ralphe and Fred Helsel.

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: April 20, 2016

A motion was made by Mayor Pro Tem Judge and seconded by Commissioner Landry 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 FY 2015-16 Operating Budget Report

Ms. Medina presented an overview of the FY 2015-16 Operating Budget report. She explained that the Center ended the year with a net profit of over \$10,000 which allows the Cultural Arts Center to maintain its reserves. During the fiscal year the Center replaced production related equipment, performed necessary maintenance, and completed phase II of "Greening the Center". This included LED lighting instruments, cabling, and software. Total Income was up due to sold out performances of the ARTS *Addams Family* and the Center's *Fiddler on the Roof*.

b. Receipt of FY 2015-16 Simi Valley Cultural Arts Center Year-End City Reimbursement Report

Ms. Medina 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 \$40,533, and total subsidies totaled \$14,260, the Center will pay the City \$26,273 which is higher than projected.

c. Proposal to Occupy a Classroom Building at the Simi Valley Elementary School

Mr. Ralphe explained that he submitted a proposal to occupy a classroom building at the vacant Simi Valley Elementary School to use for storage of props, costumes, and set pieces. He also stated that one classroom could be used for rehearsals or auditions. This would allow the Center to increase its availability for rentals and therefore increase revenues.

Mayor Huber inquired about the earthquake damage and Mayor Pro Tem Judge stated that only the main office building was condemned. The Commission was supportive of the concept and encouraged staff to work with the City Manager's Office on any discussions with the Simi Valley Unified School District.

6. Reports

a. Cultural Arts Center Programming Update

Mr. Ralphe reviewed programming. He explained that he plans to not mount a production in January, but keep the theater available for rentals. He has already booked KID MAGICIANS Kaden and Brooklyn Rockett who performed on America's Got Talent. Upcoming productions include the Cultural Arts Center production of *Assassins*, ARTS production of *Ragtime*, and a still to be announced Center Holiday production for which negotiations are currently underway for the rights.

b. Simi Valley Cultural Arts Center Statistics

Mr. Ralphe went over the statistics for the first six months of 2016 and stated that attendance and usage have increased over the prior year and given the popularity of upcoming productions, he expects this to continue.

c. Simi Valley Cultural Arts Center Capital Improvement Program

Mr. Ralphe stated that with the assistance of the Judy Dwyer bequest the Center was able to complete Phase II of the "Greening of the Center". All strip lights and movable intel instruments were replaced with LED lighting instruments to reduce electrical usage and excessive heat on the stage. Other miscellaneous supplies and maintenance were completed as well, all

totaling \$31,732. Other projects that have been approved and are in progress include replacing the current cyc (backdrop at the back of the stage) and upgrading the sound package.

d. General Manager's Report

Mr. Ralphe gave a further explanation of his plans for the Center to ensure that the Center remains strong financially by expanding the downstage space and attracting more community events.

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

Foundation Representative Feco introduced Ron Knepper as the new representative for the Foundation. Mr. Knepper reviewed the status of the Foundation's endowment fund and fundraising activities. He gave an update on the annual Spotlight Awards dinner that was held in April at the Grand Vista Hotel.

7. Commissioner Comments

Mayor Huber expressed his gratitude to Foundation Representative Feco for his contributions to the Commission.

8. Adjournment – The meeting was adjourned at 4:40 p.m.

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** February 15, 2017

**TO:** Simi Valley Arts Commission

**FROM:** Sommer Barwick, Community Services Director

**SUBJECT: RECEIPT OF CULTURAL ARTS CENTER FISCAL YEAR 2016-17 MID-YEAR BUDGET**

Attached for your review is the Cultural Arts Center's Mid-Year Budget Report for FY 2016-17. At mid-year, the CAC's projections are on track. Box Office Income, the largest budget line, is within less than 1% of projection. In the first six months of the fiscal year, the CAC's Total Income represents 51% of its annual budget. Cost of Goods Sold represents 57% of budgeted estimate while Total Expenses represent 53% of estimated budget.

An analysis of Total Income indicates that overall revenue was consistent with budget projections due to the success of ARTS production of *RAGTIME* following a disappointing attendance for their production of *PETER AND THE STARCATCHER* combined with a moderate but solid attendance for CAC's production of *ASSASINS*. While other income sources stayed close to budget projections the Share the Arts fundraisers were so successful that they surpassed the Grants projection by over 100%. Reimbursed Technical Costs showed an increase while rentals for the Multipurpose Room were 4% below projection.

In the Cost of Goods Sold, spending in all categories was 7% above the budgeted amount caused in part by a 10% over budget expenditure for Provider Payments made to the producer of ARTS. This increase was due to the outstanding box office success of *RAGTIME*. While Provider Payments increase with a successful rental, the CAC benefits financially from a renter's success with an increase in ticket surcharge and concessions. In Expenses, City Reimbursement (for the previous year) is paid in total at the beginning of each fiscal year, resulting in a budget overage of \$16,273 at this time. However, this overage will decrease and ultimately balance itself as we move through the year.

At mid-year the Cultural Arts Center revenues were below expenditures by \$18,887. This is in keeping with the trend of past years where the first six months of the fiscal year operate at a deficit, but have, for the most part, ended the fiscal year with a positive bottom line. This is due, in part, to some categories having been pre-paid for the entire year, such as the aforementioned City Reimbursement. Although expenses have exceeded budget projections, a balance is once again expected in the second half of the fiscal year. The CAC continues to operate on a sound fiscal foundation with a restricted Contingency and Performance Account combined total of just under \$40,000 held in a restricted money market account, and an operational reserve money market account of \$60,000.

Should you have any questions regarding the above information, staff will be happy to respond at the February 15, 2017 Commission meeting.

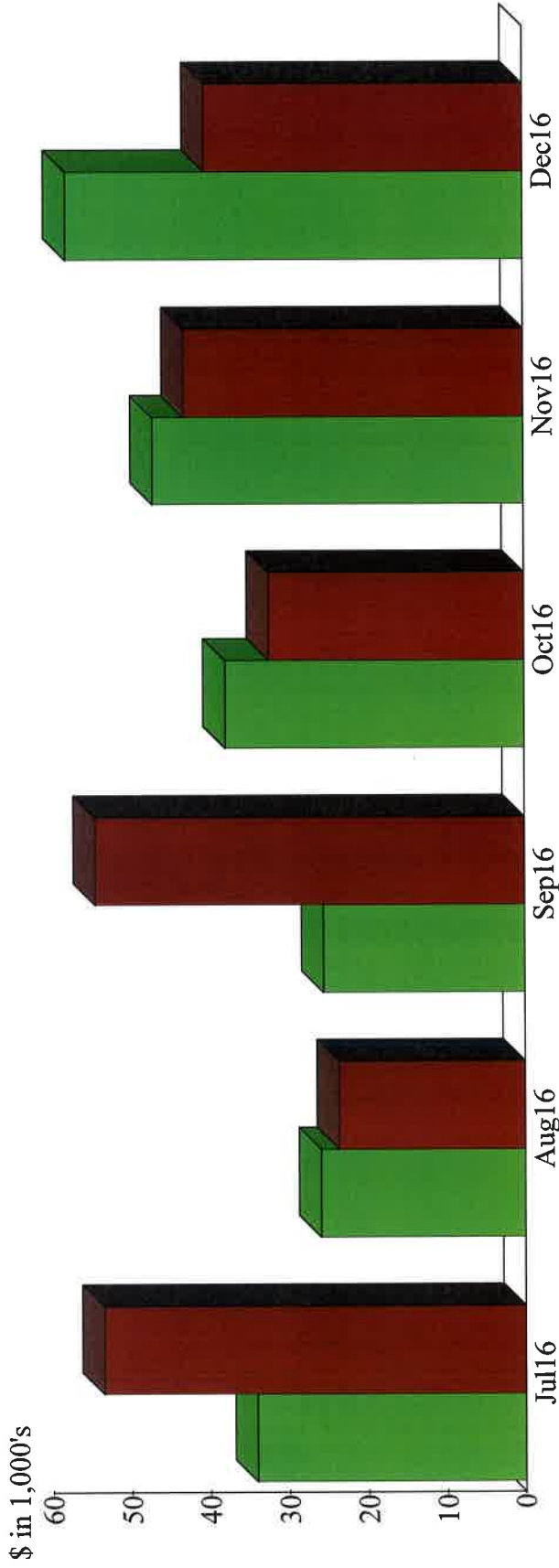
Attachment

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2016-2017 MID-YEAR REPORT**

<b>ORDINARY THEATER INCOME/EXPENSE</b>	<b>ANNUAL BUDGET</b>	<b>MID-YEAR ACTUAL</b>	<b>% BUDGET</b>
<b>INCOME</b>			
Advertising Income	\$500	\$108	21.60%
Box Office	\$290,700	\$143,335	49.31%
Concessions	\$11,250	\$5,597	49.75%
Contributions	\$31,000	\$15,304	49.37%
Grants	\$1,000	\$2,457	245.70%
Reimbursed Technical Costs	\$36,850	\$25,053	67.99%
Rental	\$81,700	\$36,893	45.16%
<b>TOTAL INCOME</b>	<b>\$453,000</b>	<b>\$228,747</b>	<b>50.50%</b>
<b>EXPENSE COST OF GOODS SOLD (COGS)</b>			
Advertising/Marketing	\$15,550	\$5,305	34.12%
Booking/Artist Fees	\$22,000	\$15,460	70.27%
Concessions	\$5,900	\$4,242	71.90%
Contract Labor	\$40,000	\$24,624	61.56%
Special Events (Rotary, NYE.)	\$32,000	\$15,326	47.89%
Provider Payments	\$155,000	\$93,011	60.01%
Supplies	\$19,000	\$6,124	32.23%
<b>TOTAL COST OF GOODS SOLD</b>	<b>\$289,450</b>	<b>\$164,092</b>	<b>56.69%</b>
<b>TOTAL GROSS PROFIT</b>	<b>\$163,550</b>	<b>\$64,655</b>	<b>39.53%</b>
<b>FIXED OPERATIONAL EXPENSES</b>			
Capital Replacement	\$25,000	\$10,206	40.82%
Contract Services - Staff	\$74,000	\$29,529	39.90%
City Reimbursement - 10%	\$20,000	\$26,273	131.37%
Credit Card Service Fees	\$11,000	\$6,257	56.88%
Dues/Licenses/Permits	\$21,000	\$9,263	44.11%
Office Expenses	\$2,500	\$514	20.56%
Professional/Special Services	\$3,000	\$1,500	50.00%
<b>TOTAL FIXED OPERATIONAL EXPENSES</b>	<b>\$156,500</b>	<b>\$83,542</b>	<b>53.38%</b>
<b>NET PROFIT/LOSS</b>	<b>\$7,050</b>	<b>(\$18,887)</b>	<b>-267.90%</b>
	<b>As of July 1, 2016</b>	<b>Credits/(Debits)</b>	<b>AS OF DECEMBER 31, 2016</b>
<b>CONTINGENCY ACCOUNT BALANCE</b>	\$19,443	\$12	\$19,440
<b>PERFORMANCE ACCOUNT BALANCE</b>	\$19,279	\$12	\$19,271

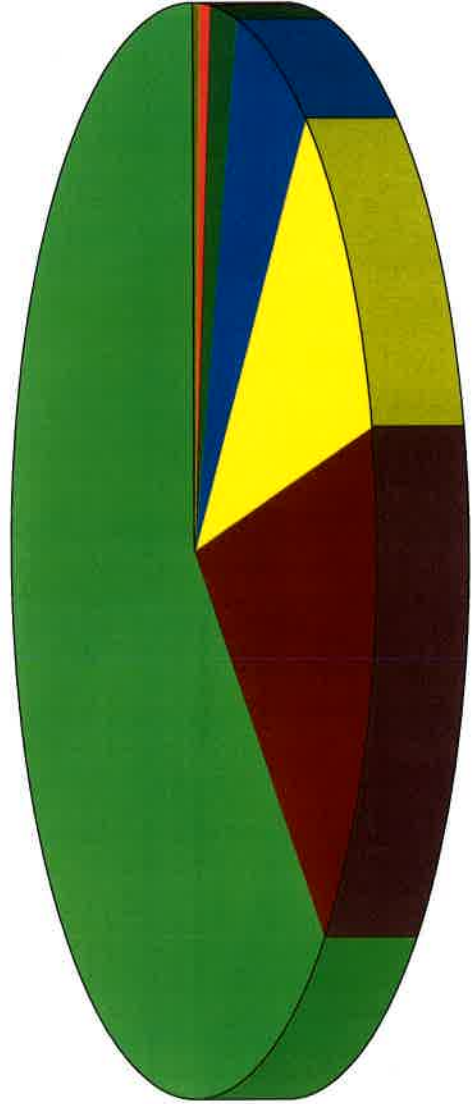
### Income and Expense by Month July through December 2016

Income  
Expense



### Income Summary July through December 2016

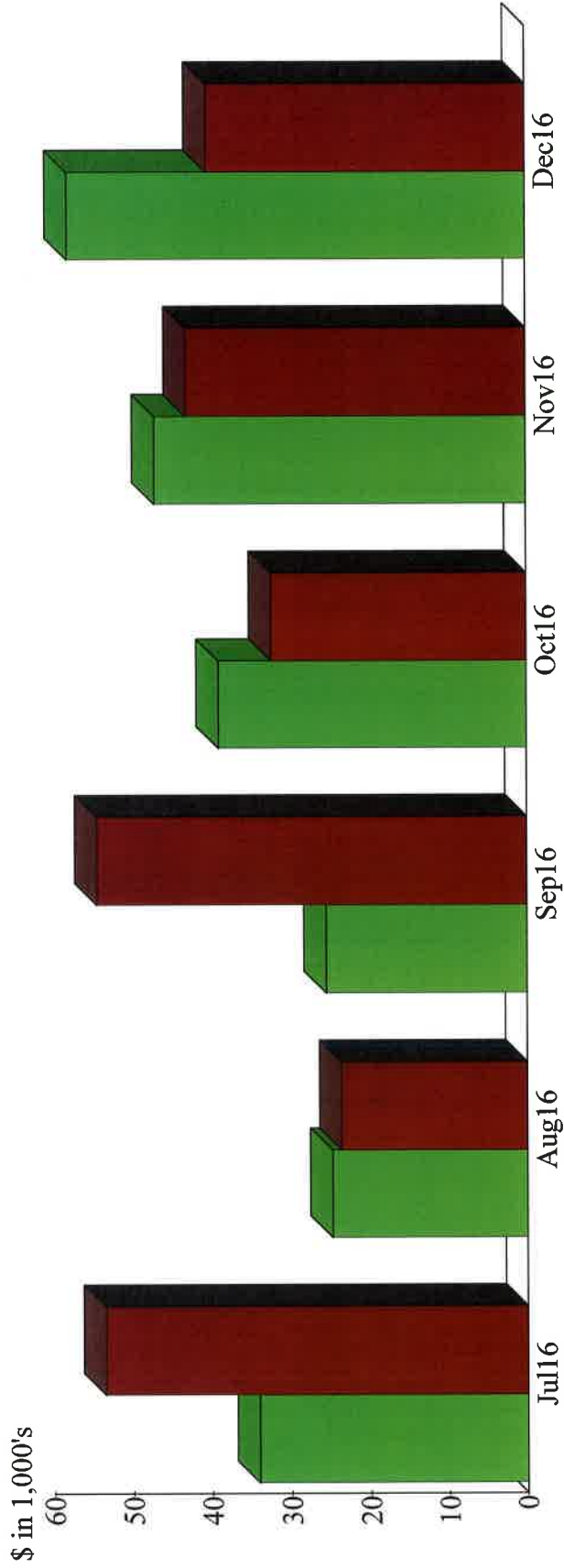
Box Office Income	62.66%
Rental Fee Income	16.13
Reimbursed Technical Costs	10.95
Contributions Income	6.69
Concessions	2.45
Grants	1.07
Advertising Income	0.05
Interest Income	0.01
<b>Total</b>	<b>\$228,750.45</b>



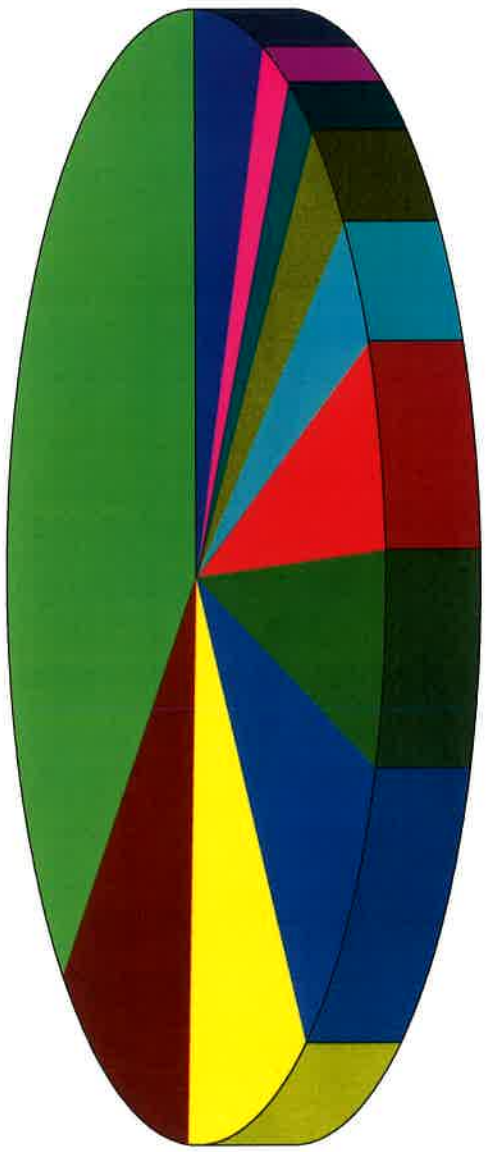
By Account



Income and Expense by Month  
July through December 2016



Expense Summary  
July through December 2016



Provider Payments	37.56%
Contract Services - Staff	11.92
City Reimbursement	10.61
Contract Labor	9.94
Booking/Artists Fee	6.24
Special Events	6.19
Capital Replacement	4.12
Dues/Licenses/Permits	3.74
Credit Card Service Fees	2.53
Supplies	2.47
Other	4.67
<b>Total</b>	<b>\$247,633.03</b>

By Account

# SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

**DATE:** February 15, 2017

**TO:** Simi Valley Arts Commission

**FROM:** David Ralphe, Cultural Arts Center General Manager

**SUBJECT: MID-YEAR REVIEW OF THE CULTURAL ARTS CENTER CAPITAL IMPROVEMENT PROGRAM FOR FISCAL YEAR 2016-17 AND APPROVAL OF THE FISCAL YEAR 2017-18 CAPITAL IMPROVEMENT PROGRAM**

The Capital Improvement Program for the Cultural Arts Center (CAC) is designed to be reviewed by the Arts Commission annually during the budget process. It serves as a tool to adequately identify in advance and plan for the purchase of the CAC's future equipment and capital needs, as well as on-going maintenance. The following 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 expenditures. The following list represents purchases made for FY 2016-17.

### Capital Equipment Items Purchased by the Cultural Arts Center

Replace piano keyboard #1 pedal	\$ 25.72
Replace music stands	431.58
Replace music stand lights	96.08
Replace microphones D-1	226.00
Replace Facility saw	230.78
Purchase monitor for Stage Manager station with cable	175.74
Fabric for stage	255.63
Orchestra Mic Package #D5	1,415.50
Steel platform risers and small dimmer pack for DownStage space	2,208.00
12 LED Pars – “Greening of the Center” project	3,560.00
Replace cyclorama	686.71
Replace DR#2 Mic packs	<u>894.00</u>
<b>Capital Expenditures Year to Date</b>	<b>\$10,205.74</b>

## **Capital Projects Approved and in Progress**

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

A 6000/10000 lumen instrument cost is estimated at \$7,500. A 0.3:1 specialty lens estimated at \$6,000 would fully 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**

### **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 the Center's challenge as well as highly recommended by industry professionals.

**Estimated Cost \$2,000**

## **Proposed Fiscal Year 2017-18 Capital Improvement Program**

### **Approval Requested**

The current sound board is a Soundcraft Expression-2 digital console. The Board has lost 40% of its capability and can no longer handle software necessary for larger productions. Cost of repair is close to replacement and takes months to facilitate.

**Cost of Replacement \$2,200**

### **Recommendation**

An assessment of future needs will be presented, for the Cultural Arts Commission approval, at the April Commission meeting. It is recommended that the Cultural Arts Commission review the expenditures made pursuant to the Cultural Arts Center Fiscal Year 2016-17 Capital Improvement Plan and approve the Fiscal Year 2017-18 Capital Improvement Program.

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** February 15, 2017

**TO:** Simi Valley Arts Commission

**FROM:** Sommer Barwick, Community Services Director

**SUBJECT: REVIEW UPDATED SUMMARY OF SERVICE CHARGES FOR THE CULTURAL ARTS CENTER**

In April 2015 the City Council partially approved the proposed Cost of Services Study to update fees citywide which included the Cultural Arts Center (whose rate increase was approved in January 2015). At the April meeting, the City Council authorized the City Manager to administratively escalate all fixed fees and service charges annually using the Consumer Price Index (CPI). For your information, attached is the list of Cultural Arts Center fees with the escalating factor included.

Staff will be available at the February 15, 2017, Simi Valley Arts Commission meeting to address any questions.

Attachment

**CITY OF SIMI VALLEY – SUMMARY OF SERVICE CHARGES**

making activities, private companies)

<b>DEPARTMENT OF COMMUNITY SERVICES – CULTURAL ARTS CENTER</b>	
<b>Box Office Charges</b>	
Varies by event	
<b>Ticket Surcharge</b>	
Surcharge for For-Profit and Single Events .....	\$2.00 per ticket
Surcharge for Non-Profit and Multiple Performance.....	\$1.50 per ticket
<b>Microphone Rental</b>	
Multiple Events, For-Profit .....	\$12.00 per microphone, per event
Multiple Events, Non-Profit .....	\$6.00 per microphone, per event
Single Event, For-Profit or Non-Profit .....	\$20.00-\$21.00per microphone, per event
Note: Wireless microphone rental does not include cost of batteries for multiple events.	
<b>Main Stage Rental Charges</b>	
Non-Profit Rentals:	
Single Performance (Monday – Thursday) .....	<del>\$300.00</del> <b>\$303.00</b>
Single Performance (Friday – Sunday) .....	<del>\$400.00</del> <b>\$404.00</b>
Multiple Performances (Monday – Thursday) .....	<del>\$275.00</del> <b>\$277.00</b>
Multiple Performances (Friday – Sunday).....	<del>\$350.00</del> <b>\$353.00</b>
Rehearsals (Monday – Thursday) .....	<del>\$125.00</del> <b>\$126.00</b>
Rehearsals (Friday – Sunday) .....	<del>\$175.00</del> <b>\$176.00</b>
Matinee with Evening Performance .....	<del>\$225.00</del> <b>\$227.00</b>
Surcharge for hours used between 12:00 a.m. and 10:00 a.m.....	\$25.00 per hour
For-Profit Rentals:	
Single Performance (Monday – Thursday) .....	\$400.00 <b>\$404.00</b>
Single Performance (Friday – Sunday) .....	\$425.00 <b>\$429.00</b>
Multiple Performances (Monday – Thursday) .....	\$350.00 <b>\$353.00</b>
Multiple Performances (Friday – Sunday) .....	\$400.00 <b>\$404.00</b>
Rehearsals (Monday – Thursday) .....	\$175.00 <b>\$176.00</b>
Rehearsals (Friday – Sunday) .....	\$225.00 <b>\$227.00</b>
Matinee with Evening Performance .....	\$250.00 <b>\$252.00</b>
Surcharge for hours used between 12:00 a.m. and 10:00 a.m.....	\$75.00 per hour
Damage/Cleaning Deposit (75% Refundable) <del>\$400.00</del> <del>\$101.00</del> - <del>\$300.00</del> <b>\$303.00</b> (case-by-case basis)	
<b>Multipurpose/Community Room Rental Charges</b>	
Community Performance .....	<del>\$150.00</del> <b>\$151.00</b>
Meetings (Tuesday – Thursday, 10:00 a.m. – 6:00 p.m.).....	\$30.00 per hour
Meetings (Tuesday – Thursday, 6:00 p.m. to Midnight) .....	\$50.00 per hour
Meetings (Friday – Sunday).....	\$50.00 per hour
Education (For-Profit) .....	<del>\$150.00</del> <b>\$151.00</b>
Education (Non-Profit), Government .....	\$75.00
Rehearsals (Tuesday – Saturday, 10:00 a.m. – 6:00 p.m.).....	\$75.00
Rehearsals (Tuesday – Saturday, 6:00 p.m. – Midnight) .....	<del>\$100.00</del> <b>\$101.00</b>
Private Social Affair (Non-Catered, No Kitchen Use) .....	<del>\$350.00</del> <b>\$353.00</b>
Private Social Affair (Catered, Kitchen Use Included) .....	<del>\$400.00</del> <b>\$404.00</b>
Reception (with Main Stage Event) .....	<del>\$225.00</del> <b>\$227.00</b>
Funeral/Memorial Reception .....	<del>\$225.00</del> <b>\$227.00</b>
Damage/Cleaning Deposit .....	<del>\$100.00</del> <del>\$101.00</del> - <del>300.00</del> <b>\$303.00</b> (case-by-case basis)

**CITY OF SIMI VALLEY – SUMMARY OF SERVICE CHARGES**

**DEPARTMENT OF COMMUNITY SERVICES – CULTURAL ARTS CENTER**

**Staffing and Technical Charges**

Staff On-Site Charge (10:00 a.m. – Midnight) .....	\$25.00 per hour
Staff On-Site Charge (Midnight – 10:00 a.m.) .....	\$50.00 per hour
Technician (if Provided by Cultural Arts Center) .....	\$25.00 per hour
Technical Coordinator (All Shows, Rehearsals) .....	\$27.50 per hour
Spot Light Rental (Multiple Events, For-Profit) .....	\$50.00
Spot Light Rental (Multiple Events, Non-Profit) .....	\$10.00 - \$35.00
Spot Light Rental (Single Event) .....	\$50.00
Piano Rental for Grand Piano (for Tuning) .....	<del>\$100.00</del> <b>\$101.00</b>
Marquee Sign (One Side) .....	\$25.00

**Miscellaneous Rentals**

Lamp Usage Fee (Multiple Events, For-Profit) .....	\$15.00 per event
Lamp Usage Fee (Multiple Events, Non-Profit) .....	\$10.00 per event
Lamp Usage Fee (Single Event, For-Profit or Non-Profit) .....	\$25.00 per event
Projector Rental Fee .....	<del>\$175.00</del> <b>\$176.00</b>
Hazer/Fog Machine/Strobe Light (Multiple Events, For-Profit) .....	\$10.00 per unit, per event
Hazer/Fog Machine/Strobe Light (Multiple Events, Non-Profit) .....	\$7.50 per unit, per event
Hazer/Fog Machine/Strobe Light (Single Event, For-Profit or Non-Profit) .....	\$15.00 per unit
Parking Lot Rental .....	<del>\$175.00 - \$176.00 - \$250.00</del> <b>\$252.00</b>

Note: Hazer and Fog Machine rental does not include cost of fluids.

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** February 15, 2017

**TO:** Simi Valley Arts Commission

**FROM:** David Ralphe, General Manager

**SUBJECT: SIMI VALLEY 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 2017.

Main stage productions include *And Lightning Struck* (February 9-12), *Little Mermaid* (February 25-April 2), and *Big Fish* (April 15 – May 21). Special Downstage productions include *Cabaret* (February 26) and *Anne Frank* (April 22-23).

Staff will be available at the February 15, 2017, Simi Valley Arts Commission meeting to address any questions.

Attachment

# February 2017

February 2017

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	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				

March 2017

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	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
Jan 29 - Feb 4	Jan 29	30	31	Feb 1	2	3	4
						5:00pm 11:00pm Ronny and the Classics Concert (Main Stage)	12:00pm 6:00pm New Day Load In - And Lightning Struck (Main Stage)
Jan 29 - Feb 4	5	6	7	8	9	10	11
			11:30am 2:30pm Rotary Luncheon (MPR) 5:00pm 7:30pm Becky's Dance classes (MPR)	6:00pm 8:00pm Foundation Meeting (Upper Lobby)	7:00pm 10:00pm And Lightning Struck (Main Stage)	7:00pm 10:00pm And Lightning Struck (Main Stage)	12:00pm 4:00pm Big Fish Auditions (MPR) 7:00pm 10:00pm And Lightning Struck (Main Stage)
Feb 5 - 11	12	13	14	15	16	17	18
	1:00pm 4:00pm And Lightning Struck (Main Stage)		11:30am 2:30pm Rotary Luncheon (MPR) 5:00pm 7:30pm Becky's Dance classes (MPR)	3:00pm 5:00pm ARTS Commission (MPR)		11:00am 3:00pm Republican Women (MPR)	ARTS Load In The Little Mermaid 12:00pm 4:00pm Big Fish Rehearsals (MPR)
Feb 12 - 18	19	20	21	22	23	24	25
	6:00pm 11:00pm Little Mermaid Tech Week (MPR/MS) 7:00pm 11:00pm Big Fish Call Backs (MPR)	6:00pm 11:00pm Little Mermaid Tech Week (MPR/MS)	11:30am 2:30pm Rotary Luncheon (M) 5:00pm 7:30pm Becky's Dance classes (MPR) 6:00pm 11:00pm Little Mermaid Tech Week	6:00pm 11:00pm Little Mermaid Tech Week (MPR/MS)	6:00pm 11:00pm Little Mermaid Tech Week (MPR/MS)	6:00pm 11:00pm Little Mermaid Tech Week (MPR/MS)	12:00pm 4:00pm Big Fish Rehearsals (MPR) 7:00pm 11:00pm The Little Mermaid Opening (Main Stage)
Feb 19 - 25	26	27	28	Mar 1	2	3	4
	1:00pm 4:00pm The Little Mermaid (Main Stage) 7:00pm 10:00pm Down Stage Cabaret (DS MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (M) 5:00pm 7:30pm Becky's Dance classes (MPR) 7:00pm 10:00pm Big Fish Rehearsal (MPR)				



# March 2017

March 2017

April 2017

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Feb 26</b>	<b>27</b>	<b>28</b>	<b>Mar 1</b>	<b>2</b>	<b>3</b>	<b>4</b>
			7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 11:00pm The Little Mermaid (Main Stage)	12:00pm 4:00pm Big Fish Rehearsals (MPR) 7:00pm 11:00pm The Little Mermaid (Main Stage)
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
1:00pm 4:00pm The Little Mermaid (Main Stage) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (M) 5:00pm 7:30pm Becky's Dance classes (MPR) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	6:00pm 8:00pm Foundation Meeting (Upper Lobby) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 11:00pm The Little Mermaid (Main Stage)	12:00pm 4:00pm Big Fish Rehearsals (MPR) 7:00pm 11:00pm The Little Mermaid (Main Stage)
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
1:00pm 4:00pm The Little Mermaid (Main Stage) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (M) 5:00pm 7:30pm Becky's Dance classes (MPR) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	11:00am 3:00pm Republican Women (MPR) 7:00pm 11:00pm The Little Mermaid (Main Stage)	12:00pm 4:00pm Big Fish Rehearsals (MPR) 7:00pm 11:00pm The Little Mermaid (Main Stage)
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
1:00pm 4:00pm The Little Mermaid (Main Stage) 7:00pm 10:00pm DownStage Concert (DownStage MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (M) 5:00pm 7:30pm Becky's Dance classes (MPR) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 11:00pm The Little Mermaid (Main Stage)	1:00pm 4:00pm The Little Mermaid (MS) 7:00pm 11:00pm The Little Mermaid (Main Stage)
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>Apr 1</b>
1:00pm 4:00pm The Little Mermaid (Main Stage) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (M) 5:00pm 7:30pm Becky's Dance classes (MPR) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 10:00pm Big Fish Rehearsal (MPR)	7:00pm 11:00pm The Little Mermaid (Main Stage)	

Feb 26 - Mar 4

Mar 5 - 11

Mar 12 - 18

Mar 19 - 25

Mar 26 - Apr 1

# April 2017

April 2017							May 2017						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
2	3	4	5	6	7	8	1	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Mar 26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>Apr 1</b>
						12:00pm 4:00pm Big Fish Rehearsals (MP)
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
1:00pm 4:00pm The Little Mermaid (Main Stage) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 11:30am 2:30pm Rotary Luncheon (M) 5:00pm 7:30pm Becky's 7:00pm 10:00pm Big Fi	Big Fish Load In (MS) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 12:00pm 4:00pm Big Fish Rehearsals (MPR)
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
Big Fish Load In (MS) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 11:30am 2:30pm Rotary Luncheon (M) 5:00pm 7:30pm Becky's 7:00pm 10:00pm Big Fi	Big Fish Load In (MS) 6:00pm 8:00pm Foundation Meeting 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS) 7:00pm 11:00pm Big Fish Opening (MS/MPR)	
<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
1:00pm 5:00pm Big Fish (MS)		11:30am 2:30pm Rotary Luncheon (MPR) 5:00pm 7:30pm Becky's Dance classes (MPR)		7:00pm 11:00pm Ann Frank RehearsalsMS	11:00am 3:00pm Republican Women (MPR) 7:00pm 11:00pm Big Fish (MS)	1:00pm 5:00pm Anne Frank (MS) 6:00pm 11:30pm Spotlight Awards (Offsite)
<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>
1:00pm 5:00pm Big Fish (MS) 7:00pm 11:00pm Anne Frank (Mainstage)		11:30am 2:30pm Rotary Luncheon (MPR) 5:00pm 7:30pm Becky's Dance classes (MPR)			7:00pm 11:00pm Big Fish (MS)	10:00am 5:00pm Stage 1 Music Concert (Main Stage) 7:00pm 11:00pm Big Fish (MS)
<b>30</b>	<b>May 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1:00pm 5:00pm Big Fish (MS)						

3/26 - 31

4/2 - 7

4/9 - 14

4/16 - 21

4/23 - 28

4/30 - 5/5

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** February 15, 2017

**TO:** Simi Valley Arts Commission

**FROM:** David Ralphe, General Manager

**SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER STATISTICS**

Attached for review is the updated Simi Valley Cultural Arts Center attendance and usage statistics report for 2016. CAC attendance and usage for 2016 was 37,275, slightly below (3%) 2015 due to poor attendance for *PETER AND THE STARCATCHER*, an ARTS production. Fortunately ARTS had a resounding success with their production of *RAGTIME* and the CAC's production of *IT'S A WONDERFUL LIFE, THE RADIO PLAY* proved to be a popular holiday presentation. Given the programming for the remainder of the year, the CAC should equal or surpass attendance and usage totals for calendar year 2017.

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)
<b>Annual Total 2013</b>	167	27,311	141	7,083	46	3,576	354	37,970	70
<b>Annual Total 2014</b>	172	25,640	133	6,684	49	3,766	354	36,090	69
Jan-15	10	1,525	8	454	4	285	22	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
<b>Annual Total 2015</b>	<b>169</b>	<b>26,761</b>	<b>142</b>	<b>7,513</b>	<b>51</b>	<b>4,123</b>	<b>362</b>	<b>38,397</b>	<b>70</b>
<b>% Change From 2014</b>	<b>-2%</b>	<b>4%</b>	<b>7%</b>	<b>12%</b>	<b>4%</b>	<b>9%</b>	<b>2%</b>	<b>6%</b>	<b>1%</b>
Jan-16	11	832	9	394	4	145	24	1,371	67
Feb-16	12	1,768	8	409	4	215	24	2,392	71
Mar-16	14	1,160	8	370	5	215	27	1,745	69
Apr-16	13	1,678	9	351	4	420	26	2,449	72
May-16	15	2,958	18	1,054	4	396	37	4,408	74
Jun-16	15	2,290	27	1,184	5	314	47	3,788	72
Jul-16	16	2,683	24	1,221	4	275	44	4,179	71
Aug-16	16	2,212	23	622	4	350	43	3,184	70
Sep-16	10	1,273	17	572	4	210	31	2,055	66
Oct-16	10	1,315	10	400	4	262	24	1,977	68
Nov-16	17	3,572	15	1,110	5	580	37	5,262	74
Dec-16	19	3,355	8	484	3	626	30	4,465	66
<b>Annual Total 2016</b>	<b>168</b>	<b>25,096</b>	<b>176</b>	<b>8,171</b>	<b>50</b>	<b>4,008</b>	<b>394</b>	<b>37,275</b>	<b>70</b>
<b>% Change From 2015</b>	<b>-1%</b>	<b>-6%</b>	<b>24%</b>	<b>9%</b>	<b>-2%</b>	<b>-3%</b>	<b>9%</b>	<b>-3%</b>	<b>0%</b>