

SIMI VALLEY ARTS COMMISSION

April 19, 2017 - 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: February 15, 2017
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
6. New Business
 - a. Receipt of FY 2016-17 Operating Budget and Approval of the Proposed FY 2017-18 Operating Budget
 - b. Approval of the Proposed FY 2017-18 Operating Plan
 - c. Informational Report on Share the Arts
7. Reports
 - a. Update on Cultural Arts Center Statistics
 - b. General Manager's Report
 - c. Cultural Arts Center Programming Update
 - d. Update on Simi Valley Cultural Arts Center Foundation Activities and Revenues
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 to June 21, 2017

/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 3:40 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Huber, Mayor Pro Tem Member Judge, Commissioners Hayes and Landry.

Absent: Commissioners Drago, Jones, McCarter, and Cultural Arts Center Foundation Representative Knepper.

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

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: September 21, 2016

A motion was made by Commissioner Landry and seconded by Mayor Pro Tem Judge to accept the minutes as drafted. The motion was unanimously approved.

4. Public Statements

None.

5. New Business

a. Receipt of Cultural Arts Center Fiscal Year 2016-17 Mid-Year Budget

Mr. Ralphe presented the budget review. For the first half of the fiscal year, the Center's projections are on track. The overall revenue was consistent with budget projections due to the success of ARTS production of *RAGTIME*. Mr. Ralphe also stated that the Share the Arts fundraisers were very successful and that they surpassed the Grants projection. He explained that the revenues were below expenditures due to some categories having been pre-paid for the entire year; however, it balances out the second half of the fiscal year. The CAC continues to operate on a sound fiscal foundation with a restricted Contingency and Performance Account of under \$40,000 and an operational reserve money market account of \$60,000.

Mayor Huber asked why the rental of the Multipurpose room was down and this was due to low holiday rentals. Mr. Ralphe shared a "Let Us Help Plan

Your Next Event” brochure to assist with increasing the use of the Multipurpose room.

Commissioner Hayes inquired about the increase to Grants and Mr. Ralphe stated that the Craft Fair was a success and that the Gallery sales have been doing very well.

- 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

Mr. Ralphe explained that the City is responsible for taking care of the building but that the Center is responsible for the production equipment. The Capital Improvement Program identifies in advance and plans for the purchase of future equipment and capital needs, as well as on-going maintenance. He discussed the capital equipment purchased thus far and items that have been approved and their progress. Mr. Ralphe requested approval to purchase a sound board. The current one was damaged due to an increase in power surges and blackouts. The new unit will have a back-up unit with power surge protection.

There was concern by Mayor Huber and Mayor Pro Tem Judge regarding the power surges and blackouts. The City’s Public Works Department has tested the system throughout the CAC and made minimal electrical adjustments. No power surges or blackouts have occurred since the adjustments were made.

Commissioner Hayes made a motion to approve the recommended 2017-18 CIP. Mayor Pro Tem Judge seconded the motion. The motion was unanimously approved.

- c. Review Updated Summary of Service Charges for the Cultural Arts Center

In April 2015, the City Council partially approved the proposed Schedule of Service charges via a study that was prepared by Revenue & Cost Specialists, LLC, to update citywide fees. Also 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) until another comprehensive fee study is completed. For 2017, the CPI index is 1% and the updated report reflected the increased fees. Linda Swan is currently in discussions with the City Manager on the effective date so the Departments have time to adjust their systems and update their forms. Some fees did not change due to a rounding policy that states if the increase is less than \$1 you round down therefore the rate would remain the same.

6. Reports

a. Simi Valley Cultural Arts Center Programming Update

Mr. Ralphe reviewed programming. He stated the ARTS will be presenting *The Little Mermaid* starting towards the end of February and *Spelling Bee* in June. The CAC has the production of *Big Fish* in April. Lit Live presented an original play *And Lightning Struck* by Mary Shelley. The KID MAGICIANS Kaden and Brooklyn Rockett did very well. After the CAC, they went to Germany and then Las Vegas to do an interview with David Copperfield.

b. Simi Valley Cultural Arts Center Statistics

Mr. Ralphe presented the Center's statistics for 2016. CAC attendance and usage for 2016 was slightly below 2015 (3%) due to poor attendance for *Peter and the Starcatcher*, an ARTS production. However, ARTS had excellent success with their production of *Ragtime* and the CAC's production of *It's a Wonderful Life*, *The Radio Play* was a highly popular holiday presentation. Given the programming for 2017, the CAC should equal or surpass attendance and usage totals.

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

None.

d. General Manager's Report/Tour of the Facility

Mr. Ralphe reviewed the progress that the Center has made on the Commission's approved Capital Improvement Program (CIP).

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.

Commissioner Landry indicated that she would like the electrical looked at within the CAC.

8. Adjournment – The meeting was adjourned at 4:25 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 19, 2017

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Service Director

SUBJECT: RECEIPT OF FY 2016-17 OPERATING BUDGET AND APPROVAL OF FY 2017-18 OPERATING BUDGET

Attached for the Commission's review are the FY 2016-17 Cultural Arts Center (CAC) Programming Budget Report, which includes FY 2016-17 estimated actual budget projections as of March 31, 2017, and the proposed FY 2017-18 budget.

Status of Fiscal Year 2016-17 Operating Budget

An analysis of Total Revenues indicates that Box Office Income will slightly exceed budget projections while Rental Fee Income will fall slightly below budget projections. Foundation Contributions are on budget as are income estimates for Concessions. Total Income estimated for FY 2016-17 is projected to be \$460,357.

In the Cost of Goods Sold category, Advertising & Marketing expenditures were slightly below budget. Provider Payments are approximately 4% above budget due to the box office success of *The Little Mermaid*. Artists Fees were slightly above budget and Supplies were over 30% below budget. The total expenditure for Cost of Goods is estimated to be \$296,350.

In the Fixed Operational Expense category, Credit Card Service Fees are anticipated to be 10% below budget. City Reimbursement is estimated to be 10% above budget while Dues/Licenses are projected to be 3% above budget with City reimbursed Technical Staff projected to be 5% below budget. All other categories are close to budget projections. Total Fixed Operational Costs is estimated to be \$152,200.

Overall, the CAC anticipates a net surplus of \$11,807 for FY 2016-17 based on estimated revenues of \$460,357 and estimated costs of \$448,550.

The Contingency Account balance, including accrued interest, is projected to be \$19,450. The Contingency Account is a separate restricted account accessed only for financial emergencies and expenditures beyond the financial capability of the operational reserves. Pursuant to Simi Valley Arts Commission policy adopted on March 5, 2003, the Commission will be informed of any expenditure from this fund and will review the account during the annual budget closeout to determine whether it should be augmented in order to maintain a healthy emergency cash reserve.

The Performance Fund balance is projected to be \$19,287 with a modest interest gain on June 30, 2017. Expenditures from the Performance Fund are to be approved by the Arts Commission in advance and will provide the opportunity to expand programming, serve the CAC "mission", and fund higher risk ventures otherwise inaccessible to the CAC.

Proposed Fiscal Year 2017-18 Operating Budget

The FY 2017-18 budget projects a gross revenue of \$454,200 which represents a projected net income of \$7,350 predicated on continuing rental activity, box office success of planned productions, and continued fiscal support by the Simi Valley Cultural Arts Center Foundation.

Overall the proposed FY 2017-18 Programming Budget allows the CAC to continue to provide quality programming, educational opportunities and a meeting place for the community at its current levels. With healthy reserves and the Performance Fund, the CAC can expand opportunities in order to more completely fulfill its commitment to the community. The CAC will continue to strive to generate positive income that can be set aside for emergencies, and to replace aging and obsolete equipment.

Staff will continue to closely monitor the Programming Budget and provide a detailed report of revenue and expense status at the end of the budget year and again at mid-year.

The following alternatives are available to the Commission:

1. Receive the FY 2016-17 Cultural Arts Center (CAC) Operating Budget Report;
2. Approve the proposed 2017-18 Operating Budget as proposed;
3. Provide staff with alternative direction.

Staff recommends Alternatives 1 and 2.

Recommended Motion

I move to receive the FY 2016-17 Cultural Arts Center (CAC) Operating Budget Report and approve the FY 2017-18 Operating Budget as proposed.

Attachments

Prepared by: David Ralphe, Cultural Arts Center General Manager

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2016-17 & 2017-18 BUDGET REPORT**

	FINAL BUDGET 2016-17	ESTIMATED ACTUAL 2016-17	VARIANCE 2016-17	PROPOSED BUDGET 2017-18
INCOME				
Advertising Income	\$500	\$400	(\$100)	\$500
Box Office Income				
<i>Box Office</i>	\$255,000	\$260,000	\$5,000	\$262,000
<i>Gift Certificate Sales</i>	\$17,000	\$15,000	(\$2,000)	\$15,000
<i>Off Site Box Office</i>	\$500	\$0	(\$500)	\$0
<i>Service Charges</i>				
<i>Handling Fee</i>	\$100	\$0	(\$100)	\$100
<i>Provider Credit Card Fees</i>	\$4,000	\$3,500	(\$500)	\$3,750
<i>Ticket Printing</i>	\$100	\$100	\$0	\$100
<i>Ticket Surcharge</i>	\$14,000	\$14,000	\$0	\$14,500
Total Box Office Income	\$290,700	\$292,600	\$1,900	\$295,450
Concessions				
<i>Cnc's - Beer/Wine</i>	\$3,000	\$2,000	(\$1,000)	\$2,500
<i>Cnc's - Food/Soft Drinks</i>	\$6,000	\$5,000	(\$1,000)	\$5,000
<i>Cnc's - Promotional Items</i>	\$1,500	\$750	(\$750)	\$1,200
<i>Cnc's - Gallery Sales</i>	\$750	\$3,500	\$2,750	\$750
Total Concessions	\$11,250	\$11,250	\$0	\$9,450
Contribution Income				
<i>Foundation Contributions</i>	\$30,000	\$30,000	\$0	\$30,000
<i>Miscellaneous Income</i>	\$0	\$200	\$200	\$100
<i>City Employee Payroll Deductions</i>	\$500	\$500	\$0	\$500
<i>Sponsorships</i>	\$500	\$5,000	\$4,500	\$500
Total Contributions Income	\$31,000	\$35,700	\$4,700	\$31,100

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2016-17 & 2017-18 BUDGET REPORT**

	FINAL BUDGET 2016-17	ESTIMATED ACTUAL 2016-17	VARIANCE 2016-17	PROPOSED BUDGET 2017-18
Grants	\$1,000	\$2,457	\$1,457	\$1,000
Reimbursed Technical Costs				
<i>LCD Projector</i>	\$500	\$400	(\$100)	\$400
<i>Microphone Rentals</i>	\$6,500	\$8,000	\$1,500	\$7,500
<i>Piano Rental Fee</i>	\$100	\$0	(\$100)	\$100
<i>Spotlight Rental Income</i>	\$750	\$350	(\$400)	\$500
<i>Technical Staff Costs</i>	\$26,000	\$28,000	\$2,000	\$27,000
<i>Other Reimbursed Tech Income</i>	\$3,000	\$1,500	(\$1,500)	\$1,500
Total Reimbursed Technical Costs	\$36,850	\$38,250	\$1,400	\$37,000
Rental Fee Income				
<i>Cleaning/Damage Income</i>	\$700	\$700	\$0	\$700
<i>Rental Fees - Multipurpose Room</i>	\$39,000	\$38,000	(\$1,000)	\$38,000
<i>Rental Fees - Theater</i>	\$42,000	\$41,000	(\$1,000)	\$41,000
Total Rental Fee Income	\$81,700	\$79,700	(\$2,000)	\$79,700
TOTAL INCOME	\$453,000	\$460,357	\$7,357	\$454,200

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2016-17 & 2017-18 BUDGET REPORT**

	FINAL BUDGET 2016-17	ESTIMATED ACTUAL 2016-17	VARIANCE 2016-17	PROPOSED BUDGET 2017-18
COST OF GOODS SOLD				
Advertising/Marketing				
<i>Advertising/Marketing</i>	\$6,000	\$6,000	\$0	\$6,000
<i>Postage & Delivery</i>	\$800	\$750	\$50	\$800
<i>Printing & Reproduction</i>	\$8,000	\$7,000	\$1,000	\$8,000
<i>Program/Playbills/Tickets</i>	\$750	\$500	\$250	\$500
Total Advertising/Marketing	\$15,550	\$14,250	\$1,300	\$15,300
Booking/Artists Fees				
<i>Artists Fees</i>	\$22,000	\$23,000	(\$1,000)	\$22,000
<i>Booking Fees</i>	\$0	\$0	\$0	\$0
Total Booking/Artists Fees	\$22,000	\$23,000	(\$1,000)	\$22,000
Concession Supplies				
<i>Cnc's Supplies - Beer/Wine</i>	\$1,500	\$1,000	\$500	\$1,000
<i>Cnc's Supplies - Food</i>	\$3,000	\$2,000	\$1,000	\$2,000
<i>Cnc's Supplies -Promo. Items</i>	\$800	\$400	\$400	\$400
<i>Cnc's Supplies - Gallery Sales Payout</i>	\$600	\$4,200	(\$3,600)	\$750
Total Concession Supplies	\$5,900	\$7,600	(\$1,700)	\$4,150
Contract Labor	\$40,000	\$45,000	(\$5,000)	\$45,000
Special Events (Dinner Theater, NYE, Rotary)	\$32,000	\$32,000	\$0	\$32,000
Provider Payments	\$155,000	\$162,000	(\$7,000)	\$158,000
Supplies				
<i>Equipment Rentals</i>	\$1,000	\$500	\$500	\$500
<i>Technical Supplies</i>	\$18,000	\$12,000	\$6,000	\$15,000
Total Supplies	\$19,000	\$12,500	\$6,500	\$15,500
TOTAL COST OF GOODS SOLD	\$289,450	\$296,350	(\$6,900)	\$291,950
GROSS PROFIT	\$163,550	\$164,007	\$457	\$162,250

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2016-17 & 2017-18 BUDGET REPORT**

	FINAL BUDGET 2016-17	ESTIMATED ACTUAL 2016-17	VARIANCE 2016-17	PROPOSED BUDGET 2017-18
EXPENSE				
Capital Replacement	\$25,000	\$25,000	\$0	\$20,000
Technical Staff	\$74,000	\$69,000	\$5,000	\$76,000
City Reimbursement (10% of earned inc.)	\$20,000	\$22,000	(\$2,000)	\$23,000
Credit Card Service Fees				
<i>Service Fees</i>	\$500	\$400	\$100	\$400
<i>Credit Card Discount Fees</i>	\$10,500	\$9,000	\$1,500	\$9,500
Total Credit Card Service Fees	\$11,000	\$9,400	\$1,600	\$9,900
Dues/Licenses/Permits				
<i>Dues & Subscriptions</i>	\$2,000	\$2,500	(\$500)	\$2,500
<i>Licenses & Permits</i>	\$19,000	\$19,000	\$0	\$18,000
<i>Miscellaneous Expense</i>	\$0	\$100	(\$100)	\$0
Total Dues/Licenses/Permits	\$21,000	\$21,600	(\$600)	\$20,500
Office Expenses				
<i>Office Supplies</i>	\$2,500	\$2,200	\$300	\$2,500
Total Office Expenses	\$2,500	\$2,200	\$300	\$2,500
Transfer to Performance Fund	\$0	\$0	\$0	\$0
Professional/Special Services Total	\$3,000	\$3,000	\$0	\$3,000
TOTAL EXPENSE	\$156,500	\$152,200	\$4,300	\$154,900
NET INCOME	\$7,050	\$11,807	\$4,757	\$7,350
	Estimated Fund Balance July 1, 2016	Credits/Interest	Debits	Estimated Fund Balance June 30, 2017
CONTINGENCY FUND	\$19,425	\$25		\$19,450
PERFORMANCE FUND	\$19,262	\$25		\$19,287

Simi Valley Cultural Arts Center FY 2017-18 Operating Plan





SVCAC's In the Heights

Table of Contents

Page 3	Simi Valley Cultural Arts Center Mission Statement
Page 4	Cultural Arts Center Goals
Page 5	Facility Description
Page 6	Statistical Overview and Attendance
Page 7	Programming
Page 8	Programming Goals and Achievements FY 2016-17
Page 9	Programming Goals FY 2017-18
Page 10	Marketing and Marketing Goals FY 2017-18



SVCAC's In the Heights



The Simi Valley Cultural Arts Center Mission Statement



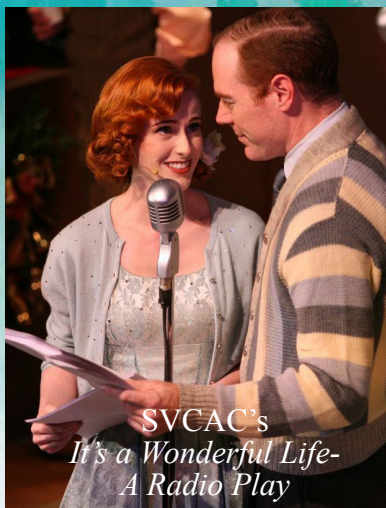
SVCAC's *In the Heights*



SVCAC's
Cabaret



ARTS'
The Little Mermaid



SVCAC's
*It's a Wonderful Life-
A Radio Play*

To provide a multipurpose facility to present performances of music, theater, dance, film, lectures and popular entertainment, as well as space for conferences, meetings, seminars, and workshops. To develop, support and encourage cultural activities and educational programs to enhance the quality of life of the citizens of Simi Valley and surrounding communities.



ARTS'
The Wiz



SVCAC's
Assassins



The Simi Valley Cultural Arts Center

GOALS

To present programming that encourages cultural activities and enhances the quality of life of the citizens of Simi Valley and surrounding communities.

To conduct a marketing/development plan to encourage and involve the citizens of Simi Valley and surrounding communities in the cultural activities and educational programs presented at the Cultural Arts Center (CAC).

To establish the Simi Valley Cultural Arts Center as an educational resource to the community.

To ensure adequate funding to provide for the Center's operational, programming, and building maintenance needs.





The Simi Valley Cultural Arts Center Facility Description



The Simi Valley Cultural Arts Center encompasses a 200-seat theater, a multi-purpose room accommodating up to 174 for events or 60 for DownStage performances, gallery space for visual art exhibits, a catering kitchen, a box office, a professional stage, dressing rooms and technical equipment for a fully operational performing arts center. The site also includes a 520 square foot storage facility for props and other theatre equipment.





The Simi Valley Cultural Arts Center Statistical Overview and Attendance

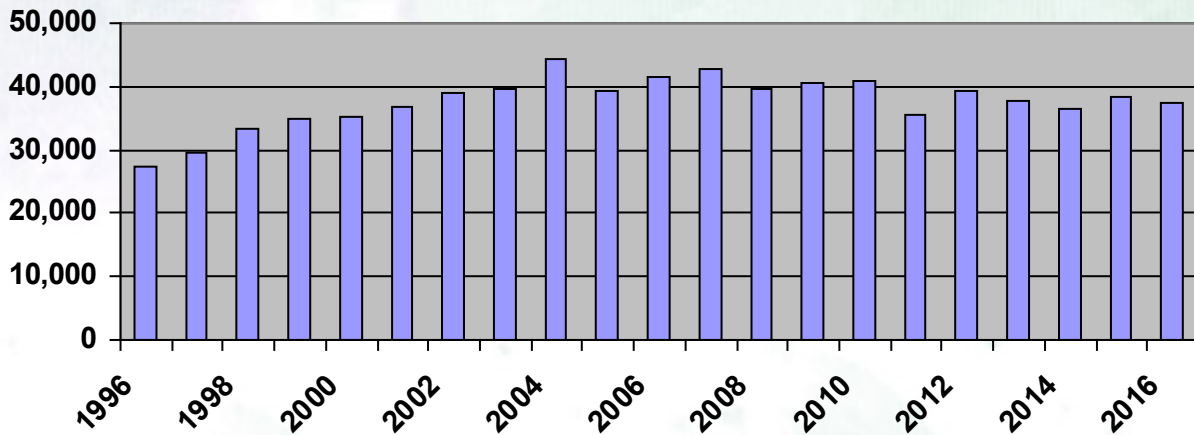


SVCAC's Assassins

In 2016, the Simi Valley Cultural Center has produced or hosted 394 events serving over 37,000 participants. From *In the Heights* to *Peter and the Starcatcher* to *Assassins*, one hundred public performances occurred on the Mainstage. Over 20 performances were offered in the smaller DownStage Theater, featuring productions of *The Tempest*, *Little Women*, and *The Diary of Anne Frank* among others.

Goal

In 2017 continue to raise awareness and increase the use of the CAC as a gathering place for the arts, social, clubs and businesses as well as a training ground for youth.





The Simi Valley Cultural Arts Center Programming

There are three areas of the Cultural Arts Center that work in concert with each other to fulfill its programming mission. They are the Mainstage, the Multi-Purpose Room/DownStage, and the lobby/gallery. From 1996 through 2016 the Cultural Arts Center has hosted a total of 8,877 events, including musicals, plays, concerts, school productions, children's theater, two film series, graduations, meetings, receptions and seminars. The Center's diverse range of programming also encompasses youth programs, special events and visual art exhibits in the Center's lobby gallery. The Cultural Arts Center provided a total of 394 events in 2016.

168 main stage events

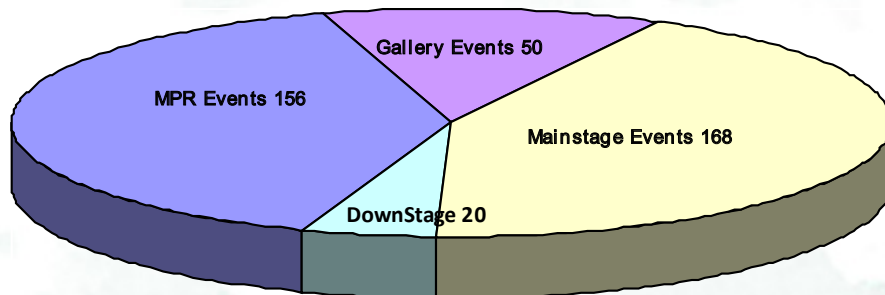
156 multi-purpose room and

20 downstage theater events

50 gallery events



Programming Overview 2016





FY 2016-17

The Simi Valley Cultural Arts Center Programming Goals and Achievements

In 2016/17, maintain the level of production or producing or hosting at least six main stage productions, each having a minimum of 17 performances while continuing to maintain and elevate the artistic quality.



Lit Live's
And Lightning Struck

Achievement: Seven major productions will be presented in FY16-17 for a total of 116 public performances. The artistic quality of the productions have been maintained as evidenced by newspaper reviews, recognition from Backstage, Broadway World, and an open invitation to perform in the LA area. The CAC was also able to offer non-musical, limited guest productions on the Mainstage and in the new 60 seat DownStage. Literature in Action, a youth performing program by ARTS presented *The Tempest* and *Little Woman* and *The Diary of Anne Frank*, a Senior Project from Santa Susanna High School enjoyed performing.

Support and develop the emerging arts culture in Simi Valley as represented by such groups as ARTS, the Nottingham Festival, Simi Valley Art Alliance, Simi Valley Art Association, It's a New Day, Lit Live and others. Space in the upper lobby has supported four visual arts presentations by four professional artists. The CAC can also play a positive role in helping emerging organizations through technical assistance, providing space, logistical support and collaborative programs.

The Nottingham Festival continues to become an anticipated event in the community. They continue to support Arts in Education by distributing musical instruments to young people in need. The CAC has also been providing space and subsidy as approved by the Arts Commission to ARTS Summer Theatre Workshop for youth ages 12 to 17 as well as ARTS Literature in Action Program that provides educational and performing opportunities for ages 14 through 17. CAC also provides support and space for the Unified School District Reflections program as well as cultural performance space for two homeschooler groups.



Nottingham Festival



FY 2017-18

The Simi Valley Cultural Arts Center

Programming Goals

Fulfill our 'mission' to serve all of our community by creating an arts performance and experiential series for younger people, the 4 – 9 age group.

In 2017-18, produce or host at least six fully realized main stage productions, each having a minimum of 17 performances while striving to maintain the artistic excellence that we have become known for.

Continue to expand the use of the DownStage Theater in order to present a variety of performing arts experiences and provide opportunities for increased community involvement.

Continue an outreach to outside producers to provide additional entertainment options as well as augmenting current concert series.

Continue to develop relationships and collaborations with educational providers, including the Simi Valley Unified School District, in order to maximize our mutual support of 'Arts in Education' projects that provide performance related experiences to youth of all ages.



#Kid Magician - The Rocketts



Ronny and the Classics



FY 2017-18

The Simi Valley Cultural Arts Center Marketing and Marketing Goals



The Center’s marketing program incorporates the use of print media, flyers, direct mail, four color brochures, radio, television, website promotion, e-mail marketing, social media outreach and special promotions. Individual producers of events also generate their own marketing materials that work in concert with the Center’s marketing efforts.

Continue to expand our successful e-mail relationship with our audience and continue to increase the CAC’s impact on social media through blogs, online publications, online reviewers as well as cooperative promotion with other theatrical organizations that help to increase the CACs recognition within the Los Angeles region.

Through cooperative events, promotions, and publications with other community organizations including the Cultural Arts Center Foundation, reach out to the community in order to create awareness of the activities of the CAC and the unique resources that are available.

Continue to consult and provide technical assistance to organizations that promote, present and enrich the arts within the Simi Valley community.

REVIEWS

ARTS’ *The Little Mermaid* is definitely “see worthy” entertainment..

Cary Ginnell, The Acorn

SVCAC’s production’s triple threat performances rival the best of the multi professional *In the Heights* stagings I’ve seen over the past six years.

Steven Stanley, STAGESceneLA

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 19, 2017

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 usage statistics for 2016 and the first quarter of 2017. Compared to 2016 CAC attendance increased tremendously due to the production of *The Little Mermaid* and special artists exhibits in the art gallery.

Staff will be available at the April 19th Simi Valley Arts Commission meeting to address 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 2014	172	25,640	133	6,684	49	3,766	354	36,090	69
Annual Total 2015	169	26,761	142	7,513	51	4,123	362	38,397	70
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
Annual Total 2016	168	25,096	176	8,171	50	4,008	394	37,275	70
Jan - March 2016	37	3,760	25	1,173	13	575	75	5,508	69
Jan-17	9	1,099	10	325	5	250	24	1,674	61
Feb-17	7	1,159	10	302	4	325	21	1,786	64
Mar-17	15	2,603	14	641	4	324	33	3,568	72
Apr-17									
May-17									
Jun-17									
Jul-17									
Aug-17									
Sep-17									
Oct-17									
Nov-17									
Dec-17									
Jan - March 2017	31	4,861	34	1,268	13	899	78	7,028	66
% Change From 2016	-16%	29%	36%	8%	0%	56%	4%	28%	-5%

**SIMI VALLEY CULTURAL ARTS CENTER
MEMORANDUM**

DATE: April 19, 2017
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 April, May and June 2017.

Staff will be available at the April 19th Simi Valley Arts Commission meeting to address any questions.

Attachment

April 2017

April 2017							May 2017						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	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
	Mar 26	27	28	29	30	31	Apr 1
3/26 - 31							12:00pm 4:00pm Big Fish Rehearsals (MP) 1:00pm 4:00pm The Little Mermaid (MS) 7:00pm 11:00pm The Li
4/2 - 7	2	3	4	5	6	7	8
	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)	Big Fish Load In (MS) 12:00pm 4:00pm Big Fish Rehearsals (MPR)
4/9 - 14	9	10	11	12	13	14	15
	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) Parking Lot Paving Fro 7:00pm 10:00pm Big Fish Rehearsal (MPR)	Big Fish Load In (MS)	7:00pm 11:00pm Big Fish Opening (MS/MPR)
4/16 - 21	16	17	18	19	20	21	22
	1:00pm 5:00pm Big Fish (MS)	Parking Lot Paving Bar	11:30am 2:30pm Rotary Luncheon (MPR) 5:00pm 7:30pm Becky's Dance classes (MPR)		7:00pm 11:00pm Ann Frank Rehearsal MS (MS) 11:00pm 11:30pm Anne Frank strike (M)	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)
4/23 - 28	23	24	25	26	27	28	29
	1:00pm 5:00pm Big Fish (MS) 7:00pm 11:00pm Anne Frank (Mainstage)		11:30am 2:30pm Rotary Luncheon (M) 2:00pm 3:00pm Mastrodonardo Meet 5:00pm 7:30pm Becky's			7:00pm 11:00pm Big Fish (MS)	10:00am 5:00pm Stage 1 Music Concert (Main Stage) 7:00pm 11:00pm Big Fish (MS)
4/30 - 5/5	30	May 1	2	3	4	5	6
	1:00pm 5:00pm Big Fish (MS)						

May 2017

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Apr 30 - May 6	Apr 30	May 1	2 11:30am 2:30pm Rotary Luncheon (MPR) 5:00pm 7:30pm Becky's Dance classes (MPR)	3 7:30pm 9:30pm Tarrytown Tales Reading (MPR)	4 7:00pm 10:00pm Big Fish Understudy Pick Up Rehearsal (MS)	5 7:00pm 11:00pm Big Fish (MS)	6 8:00am 8:30am Share the ARTS Craft Fair (MPR and Outside) 7:00pm 11:00pm Big Fish (MS)
	7 1:00pm 5:00pm Big Fish (MS) 6:30pm 8:30pm Mastrodonardo Piano Recital (MS)	8	9 11:30am 2:30pm Rotary Luncheon (MPR) 5:00pm 7:30pm Becky's Dance classes (MPR)	10 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	11 7:00pm 10:00pm LIA Taming of the Shrew Rehearsal (Downstage Theater)	12 7:00pm 11:00pm Big Fish (MS)	13 7:00pm 11:00pm Big Fish (MS)
May 7 - 13	14 1:00pm 5:00pm Big Fish (MS) 7:00pm 10:00pm Downstage Concert (MPR)	15	16 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm LIA Taming of the Shrew (MPR)	17 7:00pm 10:00pm LIA Taming of the Shrew (MPR)	18 7:00pm 10:00pm LIA Taming of the Shrew (MPR)	19 11:00am 3:00pm Simi Republican Women Luncheon (MPR) 7:00pm 11:00pm Big Fish (MS)	20 7:00pm 11:00pm Big Fish (MS)
	21 1:00pm 5:00pm Big Fish (MS) 6:00pm 7:30pm BIG FISH STRIKE (MS)	22	23 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm LIA Taming of the Shrew (MPR)	24 7:00pm 10:00pm LIA Taming of the Shrew (MPR)	25 7:00pm 10:00pm LIA Taming of the Shrew (MPR)	26	27 LOAD IN for SPelling B
May 14 - 20	28 Spelling Bee Tech Wee	29 Spelling Bee Tech Wee	30 Spelling Bee Tech Wee 5:00pm 7:30pm Becky's Dance classes (MPR)	31 Spelling Bee Tech Wee	Jun 1	2	3
May 21 - 27							
May 28 - Jun 3							

June 2017

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May 28 - Jun 3	May 28	29	30	31	Jun 1	2	3
					Spelling Bee Tech Wee	Spelling Bee Tech Wee	7:00pm 11:00pm ARTS Spelling Bee (MS)
Jun 4 - 10	4	5	6	7	8	9	10
	1:00pm 5:00pm ARTS Spelling Bee (MS)		11:30am 2:30pm Rotary Luncheon (MPR)			7:00pm 11:00pm ARTS Spelling Bee (MS)	1:00pm 3:00pm Kristina Turpin Piano/Vocal Recital (MS) 7:00pm 11:00pm ARTS Spelling Bee (MS)
Jun 11 - 17	11	12	13	14	15	16	17
	1:00pm 5:00pm ARTS Spelling Bee (MS)		11:30am 2:30pm Rotary Luncheon (MPR) 2:30pm 7:30pm JK Vocal Rehearsal (MS)	4:30pm 10:00pm JK Vocal Recital (MS) 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	4:30pm 10:00pm JK Vocal Recital (MS)	11:00am 3:00pm SIMI Republican Women Luncheon (MPR) 7:00pm 11:00pm ARTS Spelling Bee (MS)	7:00pm 11:00pm ARTS Spelling Bee (MS)
Jun 18 - 24	18	19	20	21	22	23	24
	1:00pm 5:00pm ARTS Spelling Bee (MS)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR) 11:30am 2:30pm Rotary Luncheon (MPR)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR) 7:00pm 11:00pm ARTS Spelling Bee (MS)	7:00pm 11:00pm ARTS Spelling Bee (MS)
Jun 25 - Jul 1	25	26	27	28	29	30	Jul 1
	1:00pm 5:00pm ARTS Spelling Bee (MS)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR) 11:30am 2:30pm Rotary Luncheon (MPR)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR)	9:00am 3:00pm ARTS Summer Workshop Lion King JR (MS and MPR) 7:00pm 11:00pm ARTS Spelling Bee (MS)	