

SIMI VALLEY ARTS COMMISSION

Wednesday, September 20, 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: April 19, 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. New Business
 - a. Receipt of Simi Valley Cultural Arts Center FY 2016-17 Operating Budget Report
 - b. Receipt of FY 2016-17 Simi Valley Cultural Arts Center Year-End City Reimbursement Report
 - c. Discussion of Rentals and Subsidies
6. Reports
 - a. Cultural Arts Center Programming Update
 - b. Simi Valley Cultural Arts Center Statistics
 - c. Simi Valley Cultural Arts Center Capital Improvement Program
 - d. General Manager's Report
 - e. Update on Simi Valley Cultural Arts Center Foundation Activities and Revenues
7. Commissioner Comments
This is the time allotted for statements or comments from Arts Commissioners on matters within the subject matter and jurisdiction of the Arts Commission.
8. Adjournment

/s/

Sommer Barwick
Community Services Director

If any interested individual has a disability that may require accommodation to participate in this meeting, please contact the 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

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, Mayor Pro Tem Mike Judge, Commissioners Hayes and Jones, and Cultural Arts Center Foundation Representative Knepper.

Absent: Commissioners Drago, Landry, and McCarter.

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

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: February 15, 2017

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

4. Public Statements

Kimberly Kiley was introduced to the Commission by David Ralphe. She is a big proponent of the arts and wanted to sit in on a meeting.

5. Continued Business

None.

6. New Business

a. Receipt of FY 2016-17 Operating Budget and Approval of the Proposed FY 2017-18 Operating Budget

Ms. Medina presented an overview of the FY 2016-17 Budget report where she explained that total income is projected to be \$460,357 which is approximately \$7,000 over what was budgeted. This is due mainly to increases in Box Office, Gallery Sales, Contributions specifically, Sponsorships, and Reimbursed Technical Costs.

The Cost of Goods Sold shows that Provider Payments were above budget by 4% due to the success of the Little Mermaid, Artist Fees were slightly above budget, and Supplies were over 30% below budget. The total expenditure cost for Cost of Goods is estimated at \$296,350.

The Total Expense amount is estimated at \$152,200, approximately \$4,300 below what was estimated for FY 2016-17. The City Reimbursement and Total Dues/Licenses/Permits are slightly above what was projected and the Technical Staff is below budget. All other categories are close to budget projections. Total Fixed Operational Costs are estimated at \$152,200. Overall, the Center anticipates a net surplus of approximately \$11,807.

The CAC maintains a Contingency Account and a Performance Account to enable the Center to respond to financial emergencies and expenditures beyond the financial capability of the operational reserves or take advantage of programming. Any anticipated expenditure out of either account will require Commission approval. Neither fund has been accessed for the last few years. They each continue to generate approximately \$25 per year in interest. Each fund currently has over \$19,000 in it.

The Draft FY 2017-18 budget projects a gross revenue of \$454,200 and total expenditures of \$446,850 for a total projected net income of \$7,350. This is based on continuing rental activity, box office success of planned productions, and continued fiscal support by the Simi Valley Cultural Arts Center Foundation.

Overall the 2017-18 Programming budget allows the CAC to continue to provide quality programming, educational opportunities and a meeting place for the community. With healthy reserves the CAC can expand opportunities in order to 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 monitor the Budget and provide updates at the end of the budget year and at mid-year.

A motion to accept the FY 2016-17 Operating Budget report and approve the proposed FY 2017-18 Operating Budget was made by Mayor Pro Tem Judge and seconded by Commissioner Hayes. It passed unanimously.

b. Approval of the Proposed FY 2017-18 Operating Plan

Ms. Medina reviewed the proposed FY 2017-18 Operating Plan, which includes goals for: maintaining artistic excellence on the main stage; continuing to expand the use of the DownStage; continuing an outreach to outside producers to provide additional entertainment options and augment current concert series; continuing to support Arts in Education;

continuing to reach out to other community arts organizations and provide support to encourage their growth; expanding the Centers presence on Social Media and e-mail relationships; and continuing to reach out to the community in order to create awareness of activities and available resources at the CAC.

A motion to approve the FY 2017-18 Operating Plan was made by Commissioner Hayes and seconded by Mayor Pro Tem Judge. It passed unanimously.

c. Informational Report on Share the Arts

Mr. Helsel reported that Share the Arts is a program designed to ensure that everyone in our community has the ability to experience live entertainment regardless of their ability to pay. The Share the Arts program was developed in 2000 as a way to bring in grant monies to offset ticket prices for low income, developmentally or physically disabled or other members of the greater Simi Valley community that might not otherwise be able to afford to attend live events. Throughout the years, tickets have been distributed to various social agencies, clubs, organizations and facilities that serve the needs of our target recipients.

7. Reports

a. Update on Cultural Arts Center Statistics

Mr. Ralphe reported that the attendance for the first quarter of 2017 as compared to 2016 increased tremendously due to the production of *The Little Mermaid* and special artists exhibits in the art gallery.

b. General Manager's Report

Mr. Helsel presented three rental reports that break down the income and fees for the productions of the CAC's *It's a Wonderful Life* the radio play, ARTS *The Little Mermaid*, *It's A New Day/Lit Live And Lightning Struck*. He explained the various facets of the reports dealing with the ticket sales, production costs, as well as various fees associated with each production.

Commissioner Hayes indicated that he would like to see these reports added to the packet for each production if it wasn't too difficult.

Mayor Huber stated that if interested the Commissioners could request them on a case-by-case basis.

Mr. Ralphe discussed the rental fee subsidies. This was approved by the Commission over ten years ago and is utilized by the ARTS musical theater workshops, Literature in Action, and the Reflections program. It was determined that they help fulfill the education component of the CAC

mission. Any non-profit organization can request a subsidy for their event by submitting a proposal to the Commission.

c. Cultural Arts Center Programming Update

Mr. Ralphe reviewed the upcoming calendar of events at the CAC and highlighted the upcoming productions of *Big Fish* and *Spelling Bee*. There will also be an ARTS summer workshop for young people, ages 8-18 performing *The Lion King Jr. Experience* and *Shrek, Jr.* It's also a busy time for graduations, concerts and recitals.

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

Foundation Representative Knepper provided a financial report and discussed the status of the Foundation's endowment fund and fundraising activities. He stated that the Foundation is determining the viability of staying with the Ventura County Community Foundation (VCCF) or moving the endowment fund to another financial institution. The main issue with VCCF is that they are not responsive and are not able to provide documentation of what funds the money are in and how those funds are performing. A committee has been established to research other financial institutions. Mr. Knepper indicated that the Foundation is working on a proposal to apply for the upcoming Community Projects Grant. Mr. Knepper also gave an update on the upcoming April 22, 2017 Spotlight Awards and described an extensive program of entertainment for the evening. He also announced the 2017 honorees:

Artist of the Year – Mazie Rudolph

Young Artist of the Year – Camille Schwarz

Volunteer of the Year – Dean Foster

Educator of the Year – Christi Ebenhoch

Pillar of the Arts Special Recognition – Evelyn Loker and Tony Falato of the Junkyard Café for their ongoing support of the arts in our community.

8. Commissioner Comments

None.

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

CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 20, 2017

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Director of Community Services

SUBJECT: RECEIPT OF SIMI VALLEY CULTURAL ARTS CENTER FY 2016-17 OPERATING BUDGET REPORT

Attached for your review is the Cultural Arts Center's (CAC's) year-end Profit and Loss Statement and Budget Report for FY 2016-17 (July 1, 2016 to June 30, 2017). Total revenues are reported at \$441,094, the Cost of Goods sold was \$311,021 and other Expenses were \$148,102. As a result, the CAC is reporting a net deficit in the amount of \$18,029 in the FY 2016-17 operating account.

A part of the deficit of approximately \$9,232 was caused by low audiences of three productions; *Peter and the Starcatcher*, *Assassins*, and *Putman County Spelling Bee*, all artistically successful but unable to find an audience. Also, the CAC, in order to make the center available to outside groups did not produce a January/February production. Several groups did produce during this time, but for smaller blocks of time than the standard production blocking schedule the CAC has utilized in the past, leaving several weeks dark. Staff is exploring the feasibility of keeping smaller periods open between productions next year as an option to better address this. The other element of the deficit is being reviewed currently.

In spite of the deficit, the CAC remains in a strong financial position with its unrestricted Operation Reserves averaging \$60,000, its restricted Contingency Account balance of \$19,457, and it's restricted Performance Fund Reserve Balance of \$19,285. In addition the CAC has invested \$14,209 in necessary maintenance and replacement of production related equipment during FY 2016-17 as well as maintaining its commitment to the City for 10% of net earned income in the amount of \$26,273. In addition, the CAC also reimbursed the City for one salary position in the amount of \$65,387. The Center continues to be in a strong fiscal position and with popular programming scheduled through the end of the year staff anticipates continuing operations with a positive cash flow in FY 2017-18.

Staff will carefully monitor revenues and expenditures in FY 2017-18 and provide a detailed report of revenue and expense status at mid-year and again at the end of the budget year. Should you have any questions regarding the above information, staff will be happy to respond at the Commission meeting.

Attachment

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

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	ACTUAL	% BUDGET
INCOME			
Box Office	\$290,700	\$272,957	93.90%
Contributions	\$31,000	\$35,508	114.54%
Grants	\$1,000	\$3,636	363.60%
Rental	\$81,700	\$77,439	94.78%
Concessions	\$11,250	\$9,091	80.81%
Advertising Income	\$500	\$600	120.00%
Reimbursed Technical Costs	\$36,850	\$41,825	113.50%
Interest Income	\$0	\$38	
TOTAL INCOME	\$453,000	\$441,094	97.37%
EXPENSE COST OF GOODS SOLD (COGS)			
Booking/Artist Fees	\$22,000	\$25,600	116.36%
Concessions	\$5,900	\$6,659	112.86%
Supplies	\$19,000	\$13,139	69.15%
Provider Payments	\$155,000	\$171,056	110.36%
Advertising/Marketing	\$15,550	\$12,433	79.95%
Special Events (Rotary, NYE.)	\$32,000	\$32,877	102.74%
Contract Labor	\$40,000	\$49,257	123.14%
SUBTOTAL EXPENSES (COGS)	\$289,450	\$311,021	107.45%
TOTAL GROSS PROFIT	\$163,550	\$130,073	79.53%
FIXED OPERATIONAL EXPENSES			
Credit Card Service Fees	\$11,000	\$11,201	101.83%
Credit Card Service Fees (Disputed)	\$0	\$8,797	
City Reimbursement - 10%	\$20,000	\$26,273	131.37%
Contract Services - Staff	\$74,000	\$65,387	88.36%
Dues/Licenses/Permits	\$21,000	\$17,527	83.46%
Professional/Special Services	\$3,000	\$3,000	100.00%
Capital Replacement	\$25,000	\$14,209	56.84%
Office Expenses	\$2,500	\$1,708	68.32%
TOTAL EXPENSES	\$156,500	\$148,102	94.63%
NET PROFIT/LOSS	\$7,050	(\$18,029)	-255.73%
	Balance July 1, 2016	Credits/(Debits)	Balance June 30, 2017
CONTINGENCY ACCOUNT BALANCE	\$19,439	\$18	\$19,457
PERFORMANCE ACCOUNT BALANCE	\$19,273	\$12	\$19,285

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: September 20, 2017

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

**SUBJECT: RECEIPT OF FY 2016-17 SIMI VALLEY CULTURAL ARTS CENTER
YEAR-END CITY REIMBURSEMENT REPORT**

Attached for the Simi Valley Arts Commission's review is the FY 2016-17 Simi Valley Cultural Arts Center (Center) Year-End City Reimbursement. Also attached are the quarterly Subsidized Activity Reports for the year that are utilized in calculating the city reimbursement. In 2002, the City Council approved a reimbursement program for the Center that requires that the City be reimbursed 10% of earned income (total income less grants, donations, interest, and reimbursed technical costs) minus subsidized activity (providing rental space for non-profits and public entities). For FY 2016-17, 10% of earned income totaled \$36,009 and subsidies totaled \$12,510 resulting in a total of \$23,499 due to the City. Staff will be available to address any questions.

Attachment

Simi Valley Cultural Arts Center

Subsidized Activity Report 7/1/16–9/30/16

<u>JULY</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
Foundation Mtg.	1	NP	\$75.00
Rotary Luncheon	4	NP	\$100.00
The Wiz	5	NP	\$350.00
Peter & the Starcatcher	5	NP	\$350.00
Seussical Jr. MTW	4	NP	\$750.00
Total	19		\$1,625.00

AUGUST

Rotary Luncheon	4	NP	\$100.00
Peter & the Starcatcher	11	NP	\$550.00
Fame Jr.	4	NP	\$1,000.00
Foundation Meeting	1	NP	\$75.00
Total	20		\$1,725.00

SEPTEMBER

Foundation Meeting	1	NP	\$75.00
Rotary Luncheon	4	NP	\$100.00
Nurses Graduation	1	NP	\$75.00
Total	6		\$250.00

1st Quarter Total **45** **\$3,600.00**

Simi Valley Cultural Arts Center

Subsidized Activity Report 10/1/16–12/31/16

<u>OCTOBER</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
Foundation Meeting	1	NP	\$75.00
Rotary	4	NP	\$100.00
Chamber Leadership & Tour	1	NP	\$75.00
Republican Woman Luncheon	1	NP	\$50.00
City Staff Meeting	1	NP	\$75.00
Ragtime	3	NP	\$150.00
Total	11		\$525.00

NOVEMBER

Rotary	4	NP	\$100.00
Republican Woman Luncheon	1	NP	\$50.00
Lit. in Action DS	5	NP	\$755.00
Foundation Meeting	1	NP	\$75.00
Reflections	1	NP	\$750.00
Ragtime	12	NP	\$600.00
Arts & Craft Faire	1	NP	\$325.00
Total	25		\$2,655.00

DECEMBER

Ragtime	2	NP	\$100.00
Rotary Luncheon	3	NP	\$75.00
Whole Child Academy	1	NP	\$50.00
Foundation	3	NP	\$75.00
Total	9		\$300.00

2nd Quarter Total **45** **\$3,480.00**

Simi Valley Cultural Arts Center

Subsidized Activity Report 1/1/17–3/30/17

<u>JANUARY</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
Republican Women's Luncheon	1	NP	\$75.00
Foundation Mtg.	1	NP	\$75.00
Rotary Luncheon	4	NP	\$100.00
Kid Magic	10	NP	\$500.00
Total	16		\$750.00

FEBRUARY

It's a New Day	4	NP	\$200.00
Rotary Luncheon	4	NP	\$100.00
Foundation Meeting	1	NP	\$75.00
Republican Women's Luncheon	1	NP	\$75.00
Little Mermaid	2	NP	\$100.00
Total	12		\$550.00

MARCH

Little Mermaid	16	NP	\$800.00
Rotary Luncheon	4	NP	\$100.00
SV Foundation	1	NP	\$75.00
Adult School Graduation	1	NP	\$50.00
Total	22		\$1,025.00

3rd Quarter Total **50** **\$2,325.00**

Simi Valley Cultural Arts Center

Subsidized Activity Report 4/1/17–6/30/17

<u>APRIL</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
Little Mermaid	4	NP	\$204.00
Rotary Luncheon	4	NP	\$100.00
Foundation	1	NP	\$100.00
Republican Woman's Luncheon	1	NP	\$50.00
Diary of Anne Frank	2	NP	\$102.00
Osage County Reading	1	NP	\$75.00
Tarrytown Community Reading	1	NP	\$75.00
Total	14		\$706.00
<u>MAY</u>			
Rotary Luncheon	4	NP	\$100.00
Mastrolonardo Piano Recital	1	NP	\$51.00
Taming of the Shrew	6	NP	\$906.00
Foundation	1	NP	\$75.00
Women's Republican Luncheon	1	NP	\$75.00
Respiratory Therapy Graduation	1	NP	\$51.00
Total	14		\$1,258.00
<u>JUNE</u>			
Spelling Bee	12	NP	\$612.00
Rotary Luncheon	4	NP	\$100.00
Adult School Graduation	1	NP	\$101.00
Women's Republican Luncheon	1	NP	\$75.00
JK Vocal Recital	1	NP	\$51.00
Blue Oven Mitt	2	NP	\$151.00
Turpin Piano/Vocal Recital	1	NP	\$51.00
Total	22		\$1,141.00
4th Quarter Total	50		\$3,105.00
Totals			
1st Quarter	45		\$3,600.00
2nd Quarter	45		\$3,480.00
3rd Quarter	50		\$2,325.00
4th Quarter	50		\$3,105.00
Total Subsidy FY16/17	190		\$12,510.00

**FY 2016-17 Simi Valley Cultural Arts Center
Year-End City Reimbursement**

CAC FY 2016-17 Earned Income	\$360,087
<u>CAC FY 2016-17 Unearned Income</u>	<u>\$81,007</u>
FY 2016-17 CAC Gross Revenues	\$441,094
Ten Percent of Earned Income (\$360,087 x 10%)	\$36,009
<u>Less FY 2016-17 Non-Profit Subsidy Credit</u>	<u>-\$12,510</u>
Balance due to City of Simi Valley	\$23,499

**FY 2016-17 Cultural Arts Center Year-End
Supporting Information/Breakdown
Annual City of Simi Valley Reimbursement**

Earned Income	
Box Office	\$272,957
Concessions	\$9,091
Rentals	\$77,439
<u>Advertising</u>	<u>\$600</u>
Total Earned Income	\$360,087

Unearned Income	
Contributions	\$35,508
Grants	\$3,636
Interest	\$38
<u>Reimbursed Tech</u>	<u>\$41,825</u>
Total Unearned Income	\$81,007

Non-Profit Subsidy Credit	
1 st Quarter	\$3,600
2 nd Quarter	\$3,480
3 rd Quarter	\$2,325
<u>4th Quarter</u>	<u>\$3,105</u>
Total Non-Profit Subsidy Credit	\$12,510

CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 20, 2017

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

SUBJECT: OVERVIEW OF CULTURAL ARTS CENTER DISCOUNT AND SUBSIDY PROGRAMS

Simi Valley Cultural Arts Center Mission Statement

*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.*

The Simi Valley Arts Commission retains the authority to set rental fees, set discount policies, and review request for special subsidies. There are currently three forms of subsidy available.

1. **Not for profit discount** – In the original setting of fees in 1996 it was determined to discount the not-for-profit provider between 12% and 25%. The CAC would receive credit for this subsidy in the yearly reconciliation with the City. Attached is a current rental rate sheet showing the for profit and not-for-profit schedules. In addition you will find, in your packet, a copy of the City reconciliation for the current year.
2. **CAC Performance Fund** – A restricted fund used to support CAC sponsored events that would otherwise not be presented due to financial risk, but are mission fulfilling, developmental, or socially significant. Please see attached policy statement.
3. **Individual or special case subsidy** – Any individual or organization can apply to the Simi Valley Arts Commission for a special subsidy. These are usually individual events such as the Oddfellows 9/11 celebration (approved) or the senior performance project from the Santa Susana Performance Arts School (not approved). There are two organizations that have received on-going rental waivers because it was determined that they fulfilled the CAC mission of providing educational programs. These organizations are the Reflections Program sponsored by the Simi Valley Unified School District that uses the entire building one day each year to gather visual and performance arts for

display and adjudication, and Actors' Repertory Theatre of Simi for Musical Theatre Workshops for youth during the summer and the Literature in Action Program for students of High School age.

It is estimated that the ongoing rental waivers provide an in-kind contribution of \$1,750 for Musical Theater Workshops, \$1,661 for Literature in Action, and \$750 for the Reflections Program (based on FY 16-17).

Note: ARTS was granted a subsidy in 1996 when their workshops were suspended due to the City transferring the old Court House, which had been made available to them, to the YMCA. The Reflections program was approved in 2008.

Simi Valley Cultural Arts Center Facility Rental Rates – 2017 REVISED

MAINSTAGE - Non-Profit Groups

	Rental
Single Performance/Event	M-Th \$303 / Fr-Sun \$404
Multiple Performance/Event	M-Th \$277 / Fr-Sun \$353
Rehearsal	M-Th \$126 / Fr-Sun \$176
Matinee w/ evening performance	All \$227
Surcharge for hours used 12 am - 10 am	All \$25/hr
Damage/Cleaning Deposit (75% Refundable)	\$100 - \$300

MAINSTAGE - For Profit Groups

Single Performance/Event	M-Th \$404 / Fr-Sun \$429
Multiple Performance/Event	M-Th \$353 / Fr-Sun \$404
Rehearsal	M-Th \$176 / Fr-Sun \$227
Matinee w/ evening performance	All \$252
Surcharge for hours used 12 am - 10 am	All \$75/hr
Damage/Cleaning Deposit (75% Refundable)	\$100 - \$300

MULTIPURPOSE / COMMUNITY ROOM / DOWNSTAGE THEATER (Capacity 174 Assembly, 94 Dining)

Community/DownStage Theater Performance	\$151
Meetings (Tues - Thurs 10 am - 6 pm)	\$30/hr
Meetings (Tues - Thurs 6 pm – midnight; Fri.-Sun.)	\$50/hr
(All meeting rentals have minimum 2 hr rental)	
Education (For profit)	\$151
Education/Government (Non profit)	\$75
Rehearsals (Tues - Sat 10 am - 6 pm)	\$75
Rehearsals (Tues - Sat 6 pm - midnight)	\$101
Private Social Affair (non catered, no kitchen)	\$353
Private Social Affair (catered, kitchen use included)	\$404
Reception (w/ Main Stage Event)	\$227
Funeral Memorial Reception	\$227
Damage/Cleaning Deposit (75% Refundable)	\$100 - \$300
Parking Lot Rental	\$176 - \$252
Ticket Printing Fee	\$25 up to 200 tickets
Box Office Surcharge	\$1.50 per ticket sold through SVCAC

STAFFING & TECHNICAL CHARGES

Staff on Site Charge (from 10 am - midnight)	All	\$25/hr
Staff on Site Charge (from 12 am - 10 am)		\$50/hr
Technician (sound, light, etc. provided by SVCAC)		\$18/hr
Technician –trained backstage mic tech		\$20/hr
Technical Director (ALL shows, rehearsals)		\$27.50/hr Mainstage, \$25/hr DownStage
Spot Light rental (profit–multiple events)		\$15/event
Spot Light rental (non profit–multiple events)		\$10/event
Spot Light Rental (single event)		\$25
Piano Rental for Grand Piano	All	\$151/per event
Marquee (one side)	All	\$25
Non-Profit Microphone Rental	All	\$6/unit per event
For-Profit Microphone Rental	All	\$12/unit per event
Single Event	All	\$20

Note: Wireless Microphone rental does not include cost of batteries for multiple events

Lamp Usage Fee (profit–multiple events)	\$15/per event
Lamp Usage Fee (non profit–multiple events)	\$10/per event
Lamp Usage Fee (single event)	\$25/ per event
Projector Rental Fee (profit–multiple events)	\$176/ per event
Hazer / Fog Machine / Strobe Light (single event)	\$15/ per unit
Hazer / Fog Machine / Strobe Light (non-profit-multiple events)	\$7.50/ per unit per event
Hazer / Fog Machine / Strobe Light (profit multiple events)	\$10/ per unit per event

Note: Hazer & Fog Machine Fluid rental does not include costs of fluids for multiple events

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Simi Valley Cultural Arts Center Policies & Procedures Manual

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Subject: Cultural Arts Center Performance Account

Authorization: Arts Commission meeting of May 15, 2002

Most Recent Revision: October 25, 2004

Background:

The Performance Account was established at the beginning of Fiscal Year 2002-03 with the goal of expanding and enhancing programming at the Cultural Arts Center (CAC). On June 26, 2002, the account was established with a 12-month, interest bearing, \$15,000 Certificate of Deposit with California National Bank. Any interest earned will be carried over in the Contingency Account, thus negating the need to increase the Performance Account annually to account for inflation. The Certificate of Deposit allows for two withdrawals a year without penalty. Upon maturity each year, a determination is made whether to roll over the Certificate for an additional year or to move the funds to a more advantageous secured investment.

Usage:

The Performance Account is a restricted account in the CAC's Operating Fund that was established to provide funding for the following purposes:

- a. To support CAC sponsored events that would otherwise not be presented due to financial risk, but are mission fulfilling, developmental, or socially significant.
- b. To subsidize non-CAC sponsored productions that ordinarily would not have access to the theater, but whose presentations would further the mission of the CAC.

Reporting:

Prior to any expenditure from the Performance Account, the CAC General Manager shall submit for approval a recommendation to the Arts Commission. In the event that time constraints do not allow for the advance review of a proposed Performance Account expenditure at a regularly scheduled meeting of the Arts Commission, the CAC General Manager will provide a written memorandum with his recommendation to all Arts Commission members. The memorandum shall be provided to members a minimum of one week in advance of any action taken by the General Manager in order to provide the members with an opportunity to comment on the pending action. During the closeout of each fiscal year budget, the Arts Commission will review the status of the Performance Account and consider the need to replace any funds expended from the Account if sufficient funds are available to do so. The Commission will also consider the need to increase the overall balance of the Performance Account each year during review of the proposed fiscal year Operating Fund budget.

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

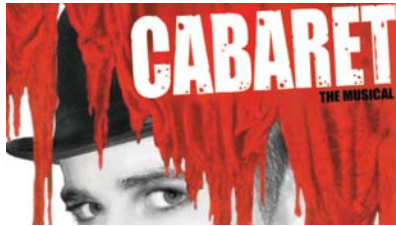
DATE: September 20, 2017

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

SUBJECT: CULTURAL ARTS CENTER PROGRAMMING UPDATE

Attached for the Simi Valley Arts Commission's review is the updated Calendar of Programming for the months of October, November and December 2017. Reflected is the Cultural Arts Center production of *Cabaret*, Studio C Performing Arts production of *All Shook Up*, and the Actors' Repertory Theatre of Simi Holiday production of *A Christmas Story*. Staff will be available at the September 20, 2017 Simi Valley Arts Commission meeting to address any questions.



CABARET September 9 - October 15, 2017

Celebrating the 50th Anniversary of this Tony Award winning musical, CABARET takes you into the seedy, and at times dangerous, world of pre-WWII Germany. Escape to the infamous Kit Kat Klub, where the Emcee, Sally Bowles and a raucous ensemble take the stage nightly to tantalize the crowd - and to leave their troubles outside. But will the decadent allure of Berlin nightlife be enough to get them through their dangerous times? Come hear some of the most memorable songs in theatre history, including "Cabaret," "Willkommen" and "Maybe This Time."



ALL SHOOK UP October 27 - November 5, 2017

Presented by Studio C Performing Arts. Take the timeless songs of Elvis Presley, combine them with the plot of Shakespeare's Twelfth Night, add some hip-swiveling swagger and get 'em All Shook Up. The result is this hit Broadway show about a '50s-era guitar-playing

roustabout who rides into a small town and changes everything -- especially the life of a young girl with big dreams and a bigger crush. With a book by Tony Award-winner Joe DiPietro (Memphis), this musical comedy rocks and rolls with such beloved hits like "Heartbreak Hotel," "Jailhouse Rock," "Love Me Tender," and some 20 more all-time favorite Elvis tunes.



A CHRISTMAS STORY November 18 - December 23, 2017

Presented by Actors' Repertory Theatre of Simi. Based on the movie classic that runs round-the-clock on television every holiday season, A Christmas Story, the Musical follows 9-year-old Ralphie Parker and his quest for the Holy Grail of Christmas gifts-an Official Red Ryder carbine-action 200-shot Range Model air rifle. You'll enjoy all the iconic scenes from the movie: Ralphie's friend, Flick, getting his tongue stuck to the flagpole; his brother, Randy, getting dressed in his snowsuit; the bullies, Farkus and Dill; the notorious leg lamp award; the bunny suit; and much more. The delightfully versatile score by Pasek and Paul (Dear Evan Hansen, Dogfight, Edges) ranges from gentle ballads to show-stopping full-ensemble numbers such as "Ralphie to the Rescue!", "Sticky Situation," and the inevitable "You'll Shoot Your Eye Out!"

Attachments

October 2017

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 1 - 7	Oct 1 1:00pm 6:00pm Cabaret Performance (Main Stage)	2	3 11:30am 2:30pm Rotary Luncheon (MPR)	4	5	6 7:00pm 11:00pm Cabaret Performance (MS)	7 7:00pm 11:00pm Cabaret Performance (MS)
	8 1:00pm 6:00pm Cabaret Performance (Main Stage)	9	10 11:30am 2:30pm Rotary Luncheon (MPR)	11 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	12	13 7:00pm 11:00pm Cabaret Performance (MS)	14 7:00pm 11:00pm Cabaret Performance (MS)
Oct 8 - 14	15 1:00pm 6:00pm Cabaret Performance (Main Stage)	16	17 11:30am 2:30pm Rotary Luncheon (MPR)	18	19	20 11:00am 3:00pm SV Republican Women (MPR) 6:00pm 9:00pm NumberCrunchers Retirement Party (M)	21 Studio C LOAD IN (MS)
	22 Studio C Tech Week (M)	23 Studio C Tech Week (M)	24 Studio C Tech Week (M) 11:30am 2:30pm Rotary Luncheon (MPR)	25 Studio C Tech Week (M)	26 Studio C Tech Week (M)	27 Studio C Opens (MS)	28 1:00pm 4:00pm Studio C Opens (MS) 7:00pm 10:00pm Studio C Performance (MS)
Oct 15 - 21	29 1:00pm 4:00pm Studio C Performance (MS)	30	31 11:30am 2:30pm Rotary Luncheon (MPR)	Nov 1	2	3	4
Oct 22 - 28							
Oct 29 - Nov 4							

November 2017

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 29 - Nov 4	Oct 29	30	31	Nov 1	2	3	4
					5:00pm 8:30pm Usher Meeting (MPR)	7:00pm 10:00pm Studio C Performance (MS)	1:00pm 4:00pm Studio C Performance (MS) 7:00pm 10:00pm Studio C Performance (MS)
Nov 5 - 11	5	6	7	8	9	10	11
	1:00pm 4:00pm Studio C Performance (MS)		11:30am 2:30pm Rotary Luncheon (MPR) 5:30pm 8:00pm Usher Meeting (MPR)	3:00pm 8:00pm Reflections (MS MPR) 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	7:00pm 10:00pm DownStage Show (MPR)	7:00pm 10:00pm DownStage Show (MPR)	A Christmas Story LOA
Nov 12 - 18	12	13	14	15	16	17	18
	Tech Week A Christmas	Tech Week A Christmas	Tech Week A Christmas 11:30am 2:30pm Rotary Luncheon (MPR)	Tech Week A Christmas	Tech Week A Christmas	Tech Week A Christmas	7:00pm 10:00pm A Christmas Story Opens (MS)
Nov 19 - 25	19	20	21	22	23	24	25
	1:00pm 4:00pm A Christmas Story (MS) 7:00pm 10:00pm Literature in Action Tech Dress Rehearsal (MPR)	7:00pm 10:00pm Literature in Action Performance (DownStage Theater)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Literature in Action Performance (Down)	7:00pm 10:00pm Literature in Action Performance (DownStage Theater)	8:00am 8:30am CLOSED for Thanksgiving	7:00pm 10:00pm A Christmas Story Performance (MS)	7:00pm 10:00pm A Christmas Story Performance (MS)
Nov 26 - Dec 2	26	27	28	29	30	Dec 1	2
	1:00pm 4:00pm A Christmas Story (MS) 7:00pm 10:00pm Sister Act Read Through (MPR)	7:00pm 10:00pm Sister Act Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Sister Act Rehearsal (MPR)	7:00pm 10:00pm Sister Act Rehearsal (MPR)	7:00pm 10:00pm Sister Act Rehearsal (MPR)		

December 2017

December 2017							January 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30	31			
31													

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Nov 26	27	28	29	30	Dec 1	2
11/26 - 12/1						7:00pm 10:00pm A Christmas Story Performance (MS)	10:00am 5:00pm Stage 1 Music Concert (MS) 7:00pm 10:00pm A Christmas Story Perf
	3	4	5	6	7	8	9
12/3 - 8	1:00pm 4:00pm A Christmas Story (MS) 6:30pm 11:00pm Elvis Blue Christmas (MS)	7:00pm 10:00pm Sister Act Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Lit in Action Performance	7:00pm 10:00pm Lit in Action Performance (DownStage Theater)	7:00pm 10:00pm Lit in Action Performance (DownStage Theater)	7:00pm 10:00pm A Christmas Story Performance (MS)	7:00pm 10:00pm A Christmas Story Performance (MS)
	10	11	12	13	14	15	16
12/10 - 15	1:00pm 4:00pm A Christmas Story (MS) 5:00pm 10:00pm Buckles and Bows Party (MPR)	7:00pm 10:00pm DownStage Holiday Show Tech (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm DownStage Holiday	6:00pm 8:00pm Foundation Meeting (Upper Lobby) 7:00pm 10:00pm Downstage Holiday	7:00pm 10:00pm Downstage Holiday Show (MPR)	7:00pm 10:00pm A Christmas Story Performance (MS)	10:00am 5:00pm Rosalies Dance Recital (MS) 7:00pm 10:00pm A Christmas Story Perf
	17	18	19	20	21	22	23
12/17 - 22	1:00pm 4:00pm A Christmas Story (MS) 7:30pm 10:30pm DownStage Holiday Show (MPR)	7:00pm 10:00pm Chabad Simi Concert (MS)	11:30am 2:30pm Rotary Luncheon (MPR)	7:00pm 10:00pm Downstage Holiday Show (MPR)	7:00pm 10:00pm Downstage Holiday Show (MPR)	7:00pm 10:00pm A Christmas Story Performance (MS)	7:00pm 10:00pm A Christmas Story Performance (MS)
	24	25	26	27	28	29	30
12/24 - 29	Closed	Closed	11:30am 2:30pm Rotary Luncheon (MPR) 7:30pm 10:30pm Downstage Holiday	7:00pm 10:00pm Downstage Holiday Show (MPR)	7:00pm 10:00pm Downstage Holiday Show (MPR)	7:30pm 10:30pm Downstage Holiday Show (MPR)	7:30pm 10:30pm Downstage Holiday Show (MPR)
	31	Jan 1, 18	2	3	4	5	6
12/31 - 1/5	Closed						

CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 20, 2017

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

Attached for the Simi Valley Arts Commission review are updated Simi Valley Cultural Arts Center (CAC) attendance and usage statistics for the first six months ending June 30, 2017. Compared to 2016 CAC attendance and usage is down 6% due to mainstage attendance. Given the popularity of upcoming productions for the remainder of the year, the CAC should equal or exceed usage for 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)
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
% Change From 2015	-1%	-6%	24%	9%	-2%	-3%	9%	-3%	0%
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	13	1,929	11	310	4	215	28	2,454	68
May-17	11	1,256	19	1,246	5	140	35	2,642	74
Jun-17	18	2,083	20	711	4	208	42	3,002	72
Jul-17									
Aug-17									
Sep-17									
Oct-17									
Nov-17									
Dec-17									
Annual Total 2017	73	10,129	84	3,535	26	1,462	183	15,126	69
% Change From 2016	-57%	-60%	-52%	-57%	-48%	-64%	-54%	-59%	-2%

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: September 20, 2017

TO: Simi Valley Arts Commission

FROM: David Ralphe, Cultural Arts Center General Manager

SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER 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 and serves as a management tool to adequately identify in advance and plan for the purchase of the CAC's future equipment and capital needs. The following is an interim report, for your information, updating capital expenditures for Fiscal Year 2016-17 and planned expenditures for Fiscal Year 2017-18. As identified in the financial operating structure approved by the City Council, staff will continue to track and report all capital expenditures. Staff will be available at the September 20, 2017 meeting of the Simi Valley Arts Commission meeting to respond to any questions.

Total expenditure \$14,209

The cost of maintaining our sound, piano and wireless microphone component was as follows:

Sound board, cables and connectors \$3,742
Piano Tuning and repair \$450
Wireless microphone maintenance & replacement \$1,014

Total \$5,206

Lighting replacement upgrades including DownStage dimmer board, 12 par instruments as well as a new fog machine, also caballing, bulbs and Misc.

Total \$3,951

Technical supplies including such items as tools, hardware, gaff tape and miscellaneous maintenance items as well as 6 steel 4x8 platforms.

Total \$4,166

Replacement of current cyclorama which had become discolored and stretched.

Total \$886

Capital Projects In Progress

Replace Hazer

Upgrade sound package with (2) Sennheiser 416 Shotgun microphones

10,000 lumen projector with a 0.3:1 specialty lens