



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

SIMI VALLEY ARTS COMMISSION SPECIAL MEETING LOCATION

Wednesday, February 21, 2018, 3:30 p.m.
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: November 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. Informational Presentation
 - a. Cultural Arts Center History and Overview
6. New Business
 - a. Receipt of Cultural Arts Center Fiscal Year 2017-18 Mid-Year Budget
 - b. Review of Cultural Arts Center Capital Improvement Program for Fiscal Year 2017-18 and Approval of the Fiscal Year 2018-19 Capital Improvement Program
 - c. Discussion of Cultural Arts Center Marquee Policy Proposal
 - d. Discussion of Cultural Arts Center Rental Subsidy Policy
 - e. Discussion of Cultural Arts Center Production and Rental Scheduling
7. 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
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 Wednesday, April 18, 2018, 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 Pro Tem Judge called the meeting to order at approximately 3:33 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Pro Tem Judge, Commissioners Harrell, Hayes, Jones, Kunicki.

Absent: Mayor Huber, Commissioner Drago, and Cultural Arts Center Foundation Representative Knepper.

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

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: September 20, 2017

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

4. Public Statements

None

5. New Business

a. Approval of the Revised FY 2017-18 Operating Budget

Ms. Medina stated that at the Arts Commission meeting in April 2017, staff presented the proposed Fiscal Year (FY) 2017-18 Cultural Arts Center Operating Budget and received the Commission's approval. During the City's budget cycle, Community Services proposed to reclassify the equivalent of a 1.25 full-time temporary Theater Technician II position to 1 permanent full-time Theater Technician II position. This position would be partially offset by revenue provided by the Cultural Arts Center (CAC) and a savings to the General Fund by reallocating the existing .25 temporary salary. In June, the City Council approved the budget. The FY 2017-18 Operating Budget has been revised to reflect a decrease to Contract services and an increase to the reimbursement of Technical Staff. A recruitment process was initiated and since the position wasn't filled until September, the revised budget shows a prorated adjustment of \$27,000.

Overall the FY 2017-18 budget allows the CAC to continue to provide quality programming, educational opportunities and a meeting place for 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 revised Simi Valley Cultural Arts Center FY 2017-18 Operating Budget was made by Commissioner Hayes and seconded by Commissioner Jones. It passed unanimously.

b. Update on Unauthorized Cultural Arts Center Bank Account Charges

Ms. Barwick stated that during the FY 2016-17 year-end budget preparation, staff discovered that the credit card fee budget line item was significantly over what was projected. It was discovered that the CAC checking account had unauthorized charges totaling \$11,405.47 from August 2016 through August 2017. Staff immediately contacted Union Bank and the Police Department and both have been very helpful. The bank has reimbursed the Center approximately \$6,000 leaving a balance not collected of approximately \$5,000. Police Department staff has indicated that the fraudulent charges are all external and no staff is involved. Department staff has taken additional steps to increase monitoring of the accounts.

c. Discussion of the Cultural Arts Center Marquee and Sponsorships

The CAC solicited bids for a marquee to replace the current sign located in front of the Center. The sign would be able to display the current productions in color and with graphics. The CAC would like to solicit sponsors as a revenue source for the various productions. Staff would like the Arts Commission's support pursuing sponsorship marketing on the marquee and direct staff to develop policies.

A motion to support the CAC pursuing sponsorships and direct staff to develop policies was made by Commissioner Kunicki and seconded by Commissioner Jones. It passed unanimously.

6. Reports

a. Cultural Arts Center Programming Update

Mr. Helsel stated that the Actors' Repertory Theatre of Simi will be presenting *A Christmas Story* followed by the CAC production of *Sister Act the Musical*. The CAC brought in a new group from Westlake called Studio C for a two weekend production of *All Shook Up* which was a great fit for our audience with a strong cast and utilized a variable scheduling.

The CAC is looking at getting the rights to *Next to Normal* for a spring production.

b. General Manager's Report

Mr. Ralphe stated that the CAC is in good shape with over \$38,000 in the Performance Fund and over \$52,000 in a money market account. Several items have been paid in advance such as the rights for *Sister Act the Musical* and the City reimbursement which is paid in full. Staff is strategizing ways to expand revenues and cut costs and also structure the Center to include other venues.

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

Cultural Arts Center Foundation Representative Knepper was absent; however, staff mentioned that the Foundation is looking at hiring Ray Cruz to assist with fundraising. Mr. Cruz offers new and fresh ideas and would assist with soliciting grants and increasing the endowment.

7. Commissioner Comments

The Board expressed concerns regarding scheduling and the ability for other companies to use the facility for their productions. They also indicated that they wanted additional information regarding the financial breakdown of productions and how the Center operates. Staff will be addressing these at future Arts Commission meetings.

Commissioner Kunicki asked if the CAC had considered doing movies. Mr. Ralphe responded the CAC previously hosted a film series which was not profitable and indicated the licensing of films are becoming more strict and expensive.

Commissioner Harrell stated that she is willing to follow-up on seeing if there is interest in having an Indian culture event at the CAC.

Commissioner Jones asked if the CAC had done tribute bands or live concerts? Mr. Ralphe stated that he is looking at doing more concert type programs in the future.

Commissioner Hayes stated that Lit Live has partnered with Santa Susana High School on a few productions.

8. Adjournment - The meeting was adjourned at approximately 4:33 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 21, 2018

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: CULTURAL ARTS CENTER HISTORY AND OVERVIEW

History

The need and desire for a performing arts center in the City of Simi Valley had long been recognized. As early as 1984, the City Council had included in its General Plan a center for the arts and in 1986 developed a preliminary design for a 1,300-seat theater on the Civic Center site. Subsequently, in 1991, after extensive study and review, the City acquired the property at 3050 Los Angeles Avenue. The property, the original Methodist Church in the community, had many years prior been designated as an historical building for cultural uses and restoration of the descriptive features of the existing building as the Simi Valley Cultural Arts Center (Center).

The City had taken a leadership position in realizing the creation of a Cultural Arts Center, it had long embraced the policy that a successful center would only result from a partnership between the public and private sectors. Therefore, on May 8, 1994, the Mayor, with concurrence of the City Council, appointed a five-member Arts Commission/Simi Valley Cultural Arts Center Foundation Board to oversee both the initial financial planning and management for the operation of the Center. Subsequently, due to workload impacts, this single Board was dissolved by the City Council on February 26, 1996, and two distinctly separate boards were created. The Simi Valley Cultural Arts Center Foundation, a 21-member, non-profit organization was created to focus on providing annual operational support to the Center and on the development of an endowment to serve as a sustaining revenue source for the future operation of the Center. A five-member Ad Hoc Cultural Center Committee was created to oversee Center operations. In subsequent actions in May 1996 and June 1997, the City Council expanded the Ad Hoc Cultural Center Committee to a seven-member board and changed their name to the Simi Valley Arts Commission.

As construction began on the Center, the Foundation obtained a loan from the City to procure professional expertise in fund development and endowment creation. Development Services Group & Associates were contracted to research and develop endowment and annual support programs. David Ralphe was contracted to prepare the Final Operational Plan, establish day-to-day facility operations, produce the Grand Opening, and develop a programming schedule for the initial operation period. The Final Operational Plan was adopted in 1995 and established many of the Center's

goals, programming objectives, guidelines, and operational structures that are still in place today.

MISSION STATEMENT AND GOALS

The original mission statement and goals set forth in the Center's Final Operational Plan are as follows:

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.

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 cultural activities and educational programs presented at the Cultural Center.
- To establish the Simi Valley Cultural Arts Center as an educational resource to the community.
- To develop funding for operational, program, and building maintenance.

PROGRAMMING OBJECTIVES AND GUIDELINES

The original programming objectives and guidelines allowed the citizens of Simi Valley a unique opportunity to experience artistic events not otherwise accessible to or readily available at an affordable cost. For the arts presenters within the community, the larger facility offered the opportunity to expand their artistic vision, reach a larger audience, and challenged arts providers to upgrade their organization and presentation methods.

For an event to be presented at the Center, it fulfilled one of the following guidelines:

1. Does the event further the Goals and Objectives of the Center?
2. Does the event serve the cultural, entertainment, and educational needs of the community?

The events occurring on the Mainstage were drawn from these sources:

1. Local arts groups
2. Professional touring individuals and groups
3. Independent producers
4. In-house presentations

To promote the development of the arts within Simi Valley, an attempt was made to balance programming availability between the local arts groups and the other three categories of presenters. Initially, the Center was considered a rental facility, but to stimulate activity, it was necessary to structure financial relationships that are within the arts groups' financial capacity. This involved, with local groups, a subsidy (which is subject to prior approval by the Arts Commission). The Center will always maintain the right to present in-house events to maintain balanced programming, to respond to special needs, or to ensure that the earned income support of the facility meets its financial obligation.

SIMI VALLEY CULTURAL ARTS CENTER TODAY

The Simi Valley Cultural Arts Center encompasses a 200-seat theater, a multipurpose 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 theater equipment.

ORGANIZATIONAL AND OPERATIONAL STRUCTURE

There are four distinct components that comprise the organizational and operational structure of the Center. They include (1) the City of Simi Valley, which owns and maintains the facility; (2) the Simi Valley Arts Commission, appointed by the City Council to provide operational oversight and serve as the policy body for the Center; (3) the Simi Valley Cultural Arts Center Foundation, established to provide annual financial support to the Center and to create a sustaining endowment; and, (4) Center Operations comprised of five full-time Cultural Arts Center staff who have the financial and operational responsibility for the general day-to-day operations of the Center, including programming, marketing, technical, and box office operations. Each of these entities plays an integral and interrelated role in sustaining the Center's daily operation and future development.

Role of the City of Simi Valley

The City owns and provides funding and staff to maintain the facility, including janitorial costs, landscaping, utilities, and maintenance of the facility and equipment. The City also provides supervisory oversight of the Center through the City's Community Services Department.

Role of the Simi Valley Arts Commission

The seven-member Simi Valley Arts Commission is appointed by the City Council and has general oversight over the programming and operation of the Center. The Commission includes two members of the City Council, one representative from the Cultural Arts Center Foundation, four public member positions, and an alternate

position. Public members serve staggered two-year terms and the City Council Members are appointed annually in December. Meetings are held quarterly on the Third Wednesday of the month. The Commission serves as the policy body for the Center and addresses operational issues such as programming, budget and revenue development, recommendations for capital purchases and improvements, facility maintenance, marketing, grants, and opportunities for increasing the accessibility of the arts to all members of the community.

Role of the Simi Valley Cultural Arts Center Foundation

The Simi Valley Cultural Arts Center Foundation was established to create fundraising programs to provide sustaining support for the Center. The specific goals of the Foundation include two functions: the provision of annual financial support to enhance and facilitate programming efforts of the Center; and the development of endowment funds to serve as a sustaining revenue source for future operation of the Center.

The Foundation Board is comprised of up to 21 members who serve staggered four-year terms. One-third, or seven of the positions, are appointed by the City Council with the remaining 14 members appointed by the President of the Foundation with the approval of the Board. The Foundation holds its meetings on the second Wednesday of each month at the Cultural Arts Center.

Center Operations/Cultural Arts Center Staff

Center operations consist of the day-to-day programming, marketing, rental activity, box office operation, volunteer management, refreshment operation, technical, and administration of a full service Cultural Arts Center encompassing the Mainstage, Multi-Purpose Room, and Art Galleries. Five full-time staff, including a Community Services Manager, Assistant Community Services Manager, two Office Assistant IIs, and a Theater Technician II comprises the Center staff. Center staff have the responsibility for keeping the doors of the Center open six days a week and are charged with operating a community based facility, providing a broad spectrum of programming, and providing technical support for sound, lighting, and staging. The Center also has oversight by the Community Services Director and the Deputy Community Services Director.

Prepared by: Anna Medina, Deputy Community Services Director

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 21, 2018

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: RECEIPT OF CULTURAL ARTS CENTER FISCAL YEAR 2017-18 MID-YEAR BUDGET

Attached for your review is the Cultural Arts Center's Mid-Year Budget Report for Fiscal Year (FY) 2017-18. The largest revenue item, the Box Office, is 10% above projection due to the success of *Cabaret*, *All Shook Up*, and *A Christmas Story*. In the first six months of the fiscal year the Cultural Arts Center's Total Income represents 54% of the annual budgeted amount; Cost of Goods Sold represents 62% due to increased provider payments, and the Total Expense represents 54% of budgeted estimate.

An analysis of Total Income indicates that revenue is 4% above budget projections due to a 10% increase in Box Office. While other income sources stayed close to budget projections, rentals are currently 8% below projection due to the Musical Theatre Workshop second session moving to their new home. Reimbursed Technical Cost showed a slight increase due to the success of several productions, while contributions were 25% below projections due to a late payment of the Foundation commitment.

In the Cost of Goods Sold, spending in all categories is 12% above the budgeted amount, caused in part by a 17% above budget reimbursement for Provider Payments due to the outstanding box office success of *A Christmas Story*. The CAC benefits financially from a renters success with an increase in ticket surcharge and concessions. The Expense line is 4% over budget due primarily to the City Reimbursement paid in total at the beginning of the year.

At mid-year, the Cultural Arts Center revenues were below expenditures by \$18,087. In past years, the first six months of the fiscal year have operated at a deficit, but have ended the year with a positive bottom line. This is due, in part, to some categories having been pre-paid at the beginning of the fiscal year for the entire year such as City reimbursements and licenses agreements. Although expenses have exceeded budget projections, the Center expects to end the year with a slight profit. The CAC continues to operate on a sound fiscal foundation with a restricted Contingency and Performance Account of just under a combined total of \$39,000 held in a money market account (restricted to Arts Commission approval) and an operational money market account of \$50,000.

Attachment

Prepared by: David Ralphe, Community Services Manager

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET FY 2017-18 MID-YEAR REPORT

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	MID-YEAR ACTUAL	% BUDGET
INCOME			
Advertising Income	\$500	\$296	59.20%
Box Office	\$295,450	\$178,834	60.53%
Concessions	\$9,450	\$4,594	48.61%
Contributions	\$31,100	\$7,733	24.86%
Grants	\$1,000	\$1,676	167.60%
Reimbursed Technical Costs	\$37,000	\$19,918	53.83%
Rental	\$79,700	\$33,706	42.29%
Interest Income	\$0	\$2	
TOTAL INCOME	\$454,200	\$246,759	54.33%
EXPENSE COST OF GOODS SOLD (COGS)			
Advertising/Marketing	\$15,300	\$6,445	42.12%
Booking/Artist Fees	\$22,000	\$12,413	56.42%
Concessions	\$4,150	\$2,051	49.42%
Contract Labor	\$18,000	\$14,580	81.00%
Special Events (Rotary, NYE.)	\$32,000	\$15,824	49.45%
Provider Payments	\$158,000	\$106,921	67.67%
Supplies	\$15,500	\$7,684	49.57%
TOTAL COST OF GOODS SOLD	\$264,950	\$165,918	62.62%
TOTAL GROSS PROFIT	\$189,250	\$80,841	42.72%
FIXED OPERATIONAL EXPENSES			
Capital Replacement	\$20,000	\$3,350	16.75%
Contract Services - Staff	\$103,000	\$50,869	49.39%
City Reimbursement - 10%	\$23,000	\$23,499	102.17%
Credit Card Service Fees	\$9,900	\$3,734	37.72%
Dues/Licenses/Permits	\$20,500	\$15,071	73.52%
Office Expenses	\$2,500	\$905	36.20%
Professional/Special Services	\$3,000	\$1,500	50.00%
TOTAL FIXED OPERATIONAL EXPENSES	\$181,900	\$98,928	54.39%
NET PROFIT/LOSS	\$7,350	(\$18,087)	-246.08%
	As of July 1, 2017	Credits/(Debits)	0
CONTINGENCY ACCOUNT BALANCE	\$19,440	\$12	\$19,452
PERFORMANCE ACCOUNT BALANCE	\$19,271	\$12	\$19,281

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: February 21, 2018

TO: Simi Valley Arts Commission

FROM: David Ralphe, Community Services Manager

SUBJECT: REVIEW OF CULTURAL ARTS CENTER CAPITAL IMPROVEMENT PROGRAM FOR FISCAL YEAR 2017-18 AND APPROVAL OF THE FISCAL YEAR 2018-19 CAPITAL IMPROVEMENT PROGRAM

The Capital Improvement Program for the Cultural Arts Center (CAC) is designed to be reviewed by the Commission annually during the budget process. It serves as a management tool to identify in advance, and plan for the purchase of the CAC's future equipment and capital needs, as well as ongoing 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 in the first two quarters of Fiscal Year 2017-18.

Capital Equipment Items Purchased by the Cultural Arts Center

Update software for Q Lab & Sound Board upgrade	749.00
Tool Replacement	326.01
Hazer unit replacement	1,170.00
Mic connector replacements	127.45
In ear headphones for orchestra	128.23
Replacement of Electronic Piano	483.74
Replacement of follow-spot bulbs (2)	115.29
Cabaret tables for DownStage	120.08
Replacement of tool hand cart	130.45

Capital Expenditures July 1, 2017 – December 31, 2017 \$3,350.25

Capital Projects Approved and In Progress

Augment Existing Projection System

A 6000-10000 lumen projector with a 0.3:1 specialty lens would increase scenic capability by allowing projections on cyclorama making it available for film, animation, and special effects projections.

Estimated Cost \$13,000
Estimated Completion Date – June 30, 2018

Upgrade sound package with (2) Shotgun microphones

Non-musical productions need some sound support, for the audiences comfort, but not the full lavalier support that musicals demand. The Sennheiser 416 Shotgun microphone will help solve the non-musical sound projection difficulty.

Estimated Cost \$2,200

Estimated Completion Date – June 30, 2018

Proposed Capital Projects

Eartec Wireless interface with Clear Comm full system

The wireless Clear Comm system replaces an outdated radio communication system currently in use at CAC which uses the 500 MHz bandwidth which is experiencing interruptions and equipment malfunctions due to age and which the FCC is currently auctioning off. This equipment upgrade replacement will utilize existing Clear Comm lines at CAC and allow for uninterrupted, open communication between the technical staff during events. With a wireless open communication system, staff would be able to more fully respond to production, patron, and potential emergency needs.

Estimated Cost \$2,400

Proposed Funding Source – Operating Budget

Rolling metal storage cabinets for tools and hardware (4)

Our current rolling wooden cabinets are breaking down and need to be replaced with lighter weight metal cabinets that are stronger, have greater capacity and are more mobile.

Estimated Cost \$800

Proposed Funding Source – Operating Budget

Recommendation

Staff recommends that the Simi Valley Arts Commission authorize the Eartec Wireless interface (\$2,400) and cabinets (\$800).

Prepared by: David Ralphe, Community Services Manager

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 21, 2018

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: DISCUSSION OF CULTURAL ARTS CENTER MARQUEE POLICY PROPOSAL

Background and Overview

The Simi Valley Cultural Arts Center (Center) is responsible for programming the marquee (digital/electronic sign) at the corner of East Los Angeles Avenue and Church Street. The purpose of this marquee is to display the upcoming and current events associated with the Center.

The required permits for the marquee have been obtained from Planning and Building and Safety. The LED display will be installed in the existing monumental sign structure on the property, taking the place of the previous manual changeable copy marquee. The size of the display is 55 1/2" X 93 3/16". The marquee displays content to both eastbound and westbound traffic on E. Los Angeles Ave. The marquee will not display animation, continuous motion or flash.

It is anticipated that all productions would utilize the marquee to increase awareness of performances and increase attendance. The marquee may also be useful in promoting other community events taking place at the Center.

The Center would also like to solicit sponsors for the marquee. Sponsorship tiers are to be designated by the Center and would allow for branding on the marquee. The sponsorship information would scroll as the production information appears on the marquee. This branding is limited to scrolling name and logo placement only and does not allow for individual advertisements for the sponsors.

Analysis

A policy for the marquee will: provide better communication of Center performances and events; ensure compliance with all applicable laws; and establish sponsorship criteria for performances. Supplemental creative guidelines will ensure the effectiveness and appearance of the marquee are maintained on a consistent basis.

Recommendation

It is staff's recommendation that the Arts Commission discuss and provide feedback regarding the policy surrounding the operation of the Center's marquee and sponsorships.

Prepared by: David Yoshitomi, Community Services Manager

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 21, 2018

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: DISCUSSION OF CULTURAL ARTS CENTER RENTAL SUBSIDY POLICY

Background and Overview

The Simi Valley Cultural Arts Center (CAC) provides a community space dedicated to the development of cultural activities and educational programs. In certain instances, the Center provides subsidies to assist non-profits, local artists, and community groups in utilizing the Center and increasing the overall accessibility of the Center.

The subsidy program is administered by the Simi Valley Arts Commission, who retains the authority to review and authorize requests for subsidies. In addition to the For Profit/Non-Profit rates approved by the City Council, the Center maintains a subsidy for The CAC Performance Fund and Individual/Special cases.

The For Profit/Non-Profit rates are revised as needed and are approved by the City Council with the Non-Profit rates offering a discount. Disbursements from the CAC Performance Fund are recommended by the Center's General Manager and subject to the approval of the Arts Commission. Individual/Special Case Subsidy requests are reviewed on a case-by-case basis. Individuals or organizations who wish to be considered for a subsidy submit a written request to the Arts Commission.

To receive the Non-Profit rate, the organization must prove they are a 501(c)(3). Non-Profits receive lower rates for rental fees, microphone rental, and ticket surcharges. These lower rates impact how much profit the Center receives and will impact the 10% Reimbursement the Center makes to the General Fund.

Individual/Special Case Subsidy Examples

Typical Individual/Special Case Subsidy requests ask to utilize the Center for performances and special events. There are currently three recurring projects operating under the Individual/Special Case Subsidy: The Reflections Program, sponsored by the Simi Valley Unified School District, and the Musical Theatre Workshops and the Literature in Action Program, both sponsored by the Actors' Repertory Theatre of Simi, non-profit Simi Valley Cultural Association. The Simi Valley Cultural Association receives the Non-Profit discount.

The estimated annual value of the Reflections program, the Musical Theatre Workshops, and the Literature in Action program fee waiver subsidies are estimated at \$750, \$1,750, and \$1,661 respectively. There is no scheduled conclusion to these fee waiver subsidies.

Recommendation

Staff recommends the Arts Commission discuss the current Individual/Special Case Subsidy and fee waiver policies in place and provide staff with feedback for further policy development to bring back to a future Arts Commission meeting.

Prepared by: David Yoshitomi, Community Services Manager

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 21, 2018

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: DISCUSSION OF CULTURAL ARTS CENTER PRODUCTION AND RENTAL SCHEDULING

Background and Overview

Performances at the Simi Valley Cultural Arts Center (Center) are produced both in-house and through outside production companies. Individuals and organizations can also rent or license the Center to produce concerts, performances, and other events.

Presently, the majority of main stage performances are produced by either the Center or the Actors' Repertory Theatre of Simi (ARTS), a local theater company under the non-profit Simi Valley Cultural Association. The schedule is determined approximately one year in advance, generally alternating between the Center and ARTS productions on the main stage. These performances run for about six weeks and also require a significant amount of dedicated rehearsal time at the Center. This programming is supplemented by various productions and events produced by independent individuals and organizations.

All rentals are subject to the policies and procedures of the Center. Those interested in renting the Center complete a rental application with preferred and alternate dates. The Center offers both standard and non-profit rates, the latter of which are subsidized through an agreement with the City.

The Center is owned by the City of Simi Valley and operating with the support of public funds. The challenge of Center operations is reaching artistic and financial objectives while managing scheduling requests from others in the community.

Analysis

The Center serves the residents of Simi Valley as both a performing arts space and a community facility, creating a high demand for its use. The logistics associated with producing financially viable, high quality performances place substantial limitations on the availability of the Center, but may be necessary based on the current business model. The Center is currently exploring alternatives to increase the availability of the facility for rental productions. Ideas include reducing the number of in-house productions per year; revising the length of each run; adding performances to the last week to allow for amortization of the production; further explore the business model

options of the Center to increase presentation opportunities for regional artists and groups; streamline the current rental process through publishing rental information and rates along with an inquiry form on the Center and/or the City of Simi Valley's respective websites; perform outreach to potential production companies; and establish certain time periods during the year to solicit scheduling requests.

Further avenues can be explored to maximize the availability of the Center for public use.

Recommendation

Staff recommends the Simi Valley Arts Commission discuss and provide feedback regarding scheduling alternatives to increase the Center's ability to accommodate rental requests from the community to be brought back to the Simi Valley Arts Commission during a future meeting.

Prepared by: David Yoshitomi, Community Services Manager

**SIMI VALLEY CULTURAL ARTS CENTER
MEMORANDUM**

DATE: February 21, 2018
TO: Simi Valley Arts Commission
FROM: David Ralphe, Community Services Manager
SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER PROGRAMMING UPDATE

Attached for review is the updated Calendar of Programming for the months of February, March, and April 2018.

Attachment

Prepared by: David Ralphe, Community Services Manager

February 2018

February 2018							March 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3					1	2	3
4	5	6	7	8	9	10	4	5	6	7	8	9	10
11	12	13	14	15	16	17	11	12	13	14	15	16	17
18	19	20	21	22	23	24	18	19	20	21	22	23	24
25	26	27	28				25	26	27	28	29	30	31

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jan 28 - Feb 3	Jan 28	29	30	31	Feb 1	2	3
					1:30pm 3:30pm Community Services Retreat (MPR)	7:00pm 11:00pm Sister Act (MS)	7:00pm 11:00pm Sister Act (MS)
Feb 4 - 10	4	5	6	7	8	9	10
	1:00pm 5:00pm Sister Act (MS)		11:30am 2:30pm Rotary Luncheon (MPR)			7:00pm 11:00pm Sister Act (MS)	11:00am 3:00pm John Bower Memorial Service (MS/MPR) 7:00pm 11:00pm Sister Act (MS)
Feb 11 - 17	11	12	13	14	15	16	17
	1:00pm 5:00pm Sister Act (MS)		11:30am 2:30pm Rotary Luncheon (MPR)	Valentine's Day 6:00pm 8:00pm Foundation Meeting (Upper Lobby)		7:00pm 11:00pm Sister Act (MS)	7:00pm 11:00pm Sister Act (MS)
Feb 18 - 24	18	19	20	21	22	23	24
	1:00pm 5:00pm Sister Act (MS)	Presidents Day Holiday	11:30am 2:30pm Rotary Luncheon (MPR)	3:30am 5:30am Arts Commission Meeting (MPR)		7:00pm 11:00pm Ronny and the Classics (MS)	LOAD IN - West Side S
Feb 25 - Mar 3	25	26	27	28	Mar 1	2	3
	8:00am 8:30am West Side Story Tech Week	8:00am 8:30am West Side Story Tech Week	8:00am 8:30am West Side Story Tech Week 11:30am 2:30pm Rotary Luncheon (MPR)	8:00am 8:30am West Side Story Tech Week			

March 2018

March 2018							April 2018							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
	4	5	6	7	1	2	3	1	2	3	4	5	6	7
11	12	13	14	15	16	17	8	9	10	11	12	13	14	
18	19	20	21	22	23	24	15	16	17	18	19	20	21	
25	26	27	28	29	30	31	22	23	24	25	26	27	28	
							29	30						

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Feb 25 - Mar 3	Feb 25	26	27	28	Mar 1	2	3
					8:00am 8:30am West Side Story Tech Week	7:00pm 11:30pm West Side Story Dress Rehearsal (MS)	8:00pm 11:00pm West Side Story OPENS (MS)
Mar 4 - 10	4	5	6	7	8	9	10
	West Side Story (Main)		11:30am 2:30pm Rotary Luncheon (MPR)			8:00pm 11:00pm West Side Story (Main Stage)	8:00pm 11:00pm West Side Story (Main Stage)
Mar 11 - 17	11	12	13	14	15	16	17
	West Side Story (Main)		11:30am 2:30pm Rotary Luncheon (MPR)	6:00pm 8:00pm Foundation Meeting (Upper Lobby) 6:00pm 8:00pm Valerie Gentry (MPR)		11:00am 3:00pm Simi Valley Republican Women Luncheon () 8:00pm 11:00pm West Side Story (Main Stage)	Saint Patrick's Day 8:00pm 11:00pm West Side Story (Main Stage)
Mar 18 - 24	18	19	20	21	22	23	24
	West Side Story (Main)		11:30am 2:30pm Rotary Luncheon (MPR)			8:00pm 11:00pm West Side Story (Main Stage)	8:00pm 11:00pm West Side Story (Main Stage)
Mar 25 - 31	25	26	27	28	29	30	31
	West Side Story (Main)		11:30am 2:30pm Rotary Luncheon (MPR)	5:00pm 9:00pm SVA Association Meet and Greet (MPR)		8:00pm 11:00pm West Side Story (Main Stage)	8:00pm 11:00pm West Side Story (Main Stage)

April 2018

April 2018							May 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	6	7	8	9	10	11	12
8	9	10	11	12	13	14	13	14	15	16	17	18	19
15	16	17	18	19	20	21	20	21	22	23	24	25	26
22	23	24	25	26	27	28	27	28	29	30	31		
29	30												

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Apr 1 - 7	Apr 1 Easter West Side Story (Main)	2	3 11:30am 2:30pm Rotary Luncheon (MPR)	4	5	6 8:00pm 11:00pm West Side Story (Main Stage)	7 8:00pm 11:00pm West Side Story (Main Stage)
	8 West Side Story (Main)	9	10 11:30am 2:30pm Rotary Luncheon (MPR)	11 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	12	13	14 LOAD IN Next to Normal
Apr 8 - 14	15 7:00pm 11:30pm Next to Normal Tech Week (MS/MPR)	16 7:00pm 11:30pm Next to Normal Tech Week (MS/MPR)	17 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 11:30pm Next to Normal Tech Week (MS/MPR)	18 7:00pm 11:30pm Next to Normal Tech Week (MS/MPR)	19 7:00pm 11:30pm Next to Normal Tech Week (MS/MPR)	20 7:00pm 11:30pm Next to Normal Dress Rehearsal (MS)	21 7:00pm 11:00pm Next to Normal OPENING (MS)
	22 1:00pm 5:00pm Next to Normal (MS)	23	24 11:30am 2:30pm Rotary Luncheon (MPR)	25	26 4:00pm 7:00pm Simi Valley Pageant Rehearsal (MS)	27 12:00pm 8:00pm Miss Simi Valley Pageant (MS)	28 10:00am 2:00pm Stage 1 Concert (MS) 7:00pm 11:00pm Next to Normal (MS)
Apr 15 - 21	29 1:00pm 5:00pm Next to Normal (MS)	30	May 1	2	3	4	5
	Apr 22 - 28						
Apr 29 - May 5							

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: February 21, 2018
TO: Simi Valley Arts Commission
FROM: David Ralphe, Community Services Manager
SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

Attached for review are the Simi Valley Cultural Arts Center (Center) attendance and usage statistics for 2017. Compared to 2016, main stage events remained at 168 with a 3% increase in attendance. The Multi-Purpose Room events decreased 6% with a 9% decrease in usage due to the Musical Theatre Workshop moving to its new home at the old Simi Valley Elementary School. The overall usage of the Center decreased by 1% over the prior year, resulting in an estimated 36,751 patrons served in 2017.

Attachment

Prepared by: David Ralphe, Community Services Manager

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	17	2,678	17	616	4	267	38	3,561	74
Aug-17	21	3,533	19	715	5	410	45	4,678	72
Sep-17	14	2,043	9	304	4	260	27	2,607	68
Oct-17	14	1,938	9	574	5	275	29	2,787	71
Nov-17	12	1,952	13	661	4	350	29	2,963	69
Dec-17	17	3,467	14	1,030	4	532	34	5,029	74
Annual Total 2017	168	25,740	165	7,435	52	3,556	385	36,751	70
% Change From 2016	0%	3%	-6%	-9%	4%	-11%	-2%	-1%	0%