



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

SIMI VALLEY ARTS COMMISSION

Wednesday, April 18, 2018, 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 21, 2018
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 the Cultural Arts Center Fiscal Year 2017-18 Operating Budget and Approval of Fiscal Year 2018-19 Operating Budget
 - b. Approval of the Proposed Fiscal Year 2018-19 Operating Plan
 - c. Review and Approve Cultural Arts Center Marquee Operation Policy and Recommend City Council Approval
6. Reports
 - a. Update on Cultural Arts Center Rental Scheduling and Rental Subsidy Policies
 - b. Update on the 2018 Arts Commission Recruitment
 - c. Simi Valley Cultural Arts Center Programming Update
 - d. Simi Valley Cultural Arts Center Statistics
 - e. General Manager's Report
 - f. Update on Simi Valley Cultural Arts Center Foundation Activities

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: Wednesday, June 20, 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

Council Member Judge called the meeting to order at approximately 3:38 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Huber, Council Member Judge, Commissioners Drago, Harrell, Hayes, Jones, Kunicki and Cultural Arts Center Foundation Representative McCarty.

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

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: November 15, 2017

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

4. Public Statements

None

5. Informational Presentation

a. Cultural Arts Center History and Overview

Mr. Yoshitomi presented an overview of the Cultural Arts Center (CAC). The presentation highlighted the historical context that established the CAC; its mission and objectives; the organization and operations structure; sources of programming; the revenue and expenses; and the public value of the CAC. The City of Simi Valley owns and maintains the CAC building and grounds, also funding 3.5 full-time equivalent (FTE) staff positions. The CAC is responsible for 1.5 FTE positions and all other programming and operations costs. Mainstage events are drawn from in-house presentations; local arts groups; professional touring individuals and groups; and independent producers and organizations. A benchmarking of arts spending by other similar cities in the area indicates the CAC offers a comparative value in relation to the services it provides to the community.

6. New Business

a. Receipt of Cultural Arts Center Fiscal Year 2017-18 Mid-Year Budget

Mr. Ralphe provided the Fiscal Year (FY) 2017-18 Mid-Year Budget Report, stating that Box Office revenue is up 10% above projections due to the success of *Cabaret*, *All Shook Up*, and *A Christmas Story*. Income is at 54% of the FY budgeted amount, while Cost of Goods Sold is at 62%

due to increased provider payments. Total expense is at 54%, 4% over budget due in part to the payment of the City Reimbursement which was paid in full at the beginning of the year. At mid-year, the CAC revenues were below expenditures by \$18,087, which is consistent with past years' performance as large expenses are due at the beginning of the year. The success of the most recent production, *Sister Act*, has moved the CAC into the black by approximately \$9,000. The CAC continues to operate with a sound fiscal foundation, with the Contingency and Performance accounts reflecting a combined balance of just below \$39,000 and the Operating account at \$50,000.

- 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

Mr. Ralphe stated the two Capital Projects presently approved and in progress at the CAC are augmenting the existing projection system and upgrading the sound package with two Shotgun microphones. Two additional proposed Capital Projects are an Eartec Wireless interface with Clear-Com full system and rolling metal storage cabinets for tools and hardware. The estimated cost of these projects is \$2,400 and \$800, respectively. The Eartec Wireless interface would allow staff to utilize Clear-Com lines at the CAC, eliminating malfunctions and interruptions which are experienced on the current 500 MHz bandwidth. The rolling metal storage cabinets would increase mobility, durability, and capacity, replacing the current wooden cabinets which are currently breaking down.

A motion to approve the Eartec Wireless interface with Clear-Com full system and the rolling metal storage cabinets was made by Commissioner Hayes and seconded by Council Member Judge. The motion passed unanimously.

- c. Discussion of Cultural Arts Center Marquee Policy Proposal

Mr. Yoshitomi stated that all required permits for the CAC marquee have been received and the installation is near completion. The purpose of the marquee is to display upcoming and current events at the CAC and may also serve as a revenue source for the Center through the solicitation of sponsors for productions. A draft of the policy in development has been returned to staff by the City Attorney's Office for revisions.

Commissioner Kunicki inquired about the interest level of local businesses to sponsor CAC events and suggested a market analysis be completed while developing sponsorship opportunities. Mayor Huber stated the marquee policy should continue to be vetted through the City's existing sign ordinance.

d. Discussion of Cultural Arts Center Rental Subsidy Policy

Mr. Yoshitomi stated that the CAC currently offers subsidies to local artists, non-profits, and community groups. These subsidies allow the CAC to provide access to individuals and organizations who might not otherwise be able to utilize the facility due to cost. Non-profit organizations are currently able to rent the CAC at the City Council approved subsidized rate. There are also individual/special case subsidies which are approved by the Arts Commission. Three recurring projects currently receive an individual/special case subsidy: the Reflections Program, sponsored by the Simi Valley Unified School District; the Musical Theatre Workshops; and the Literature in Action Program, both of which are programs of the Actors' Repertory Theatre of Simi/Simi Valley Cultural Association. These three programs are continuing on an ongoing basis, with no scheduled conclusion to the subsidy. The estimated annual value of each subsidy is \$750, \$1,750, and \$1,661 respectively.

Commissioner Kunicki inquired about the current availability of the CAC and current rental fee schedule. Mr. Ralphe stated the CAC's availability is limited and that the current fee schedule is competitive to other theaters in the area. Commissioner Kunicki suggested exploring tiered fee structures. The Commission also expressed interest in establishing time limits for individual/special case subsidies.

e. Discussion of Cultural Arts Center Production and Rental Scheduling

Ms. Medina stated a challenge of the CAC operations is creating high quality, financially viable productions while meeting all scheduling requests from the public. Staff is currently exploring options to increase the availability of the Mainstage for those that wish to rent the CAC for performances. These include revising the length of performance runs; increasing presentation opportunities for regional artists; making rental information more readily available on the CAC and City website; conducting outreach to other production companies; and pre-scheduling periods where the CAC may be available.

Commissioner Kunicki inquired about the amount of time rehearsals require at the CAC. Mr. Helsel stated that the both CAC and rental productions do not rehearse on the Mainstage, with the exception of tech week leading up to the opening of the production. Commissioner Hayes suggested varying the production runs based on the types of performances. Commissioner Drago suggested examining the historical data of different types of performances at the CAC for greater insight.

Commissioner Hayes suggested that outreach efforts to arts groups could include announcements as to when the CAC may have upcoming availability.

7. Reports

a. Simi Valley Cultural Arts Center Programming Update

Mr. Helsel stated that the upcoming production is *West Side Story*, presented by ARTS, which opens March 3, 2018. Auditions are currently underway for the CAC's production *Next To Normal*, which is scheduled to open on April 21, 2018.

b. Simi Valley Cultural Arts Center Statistics

Mr. Ralphe stated that in 2017, 385 events took place at the CAC. Mainstage attendance is up about 3% from 2016. Multipurpose room usage experienced about a 9% decline due to the Musical Theatre Workshop moving to a new location.

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

Ms. McCarty stated that the Cultural Arts Center Foundation (Foundation) is expecting three new members added to the Board due to the recent recruitment conducted by the City. The Foundation is continuing its search for an Executive Director. The Spotlight awards, which normally takes place in the spring, has been postponed until vacant positions have been solidified. The Foundation currently has approximately \$42,000 in its operating account and is preparing to transfer \$12,000 to the endowment.

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

Mr. Ralphe stated that he was available after the meeting to provide tours of the CAC.

8. Commissioner Comments

Commissioner Kunicki expressed concerns regarding the appearance of the chandeliers of the CAC, especially at certain height levels. Ms. Medina stated that an upcoming capital improvement project to motorize the chandeliers will correct this. Maintenance has expressed that the chandeliers are difficult to clean due to their height and location.

Commissioner Hayes stated he remains impressed with the level of talent on display at the CAC and that it remains the best spend in entertainment.

Mayor Huber thanked the Arts Commission for their input and complimented the level of interaction at the meeting.

9. Adjournment – the meeting was adjourned at approximately 5:12 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 18, 2018

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: RECEIPT OF THE CULTURAL ARTS CENTER FISCAL YEAR 2017-18 OPERATING BUDGET AND APPROVAL OF FISCAL YEAR 2018-19 OPERATING BUDGET

Attached for the Arts Commission's (Commission) review are the Fiscal Year (FY) 2017-18 Cultural Arts Center (CAC) Operating Budget Report, FY 2017-18 estimated actual budget projections, and the proposed FY 2018-19 operating budget.

Status of FY 2017-18 Operating Budget

For FY 2017-18, Net Income is projected to be just over \$5,000 which is slightly below budget projections. This FY the CAC reimbursed the City for 1.5 full-time equivalent salaries, including the Office Assistant II assigned to Box Office and the volunteer program and half budgeted costs plus overtime for Theater Technician II. In addition to maintaining the existing production equipment through the capital replacement fund, the CAC upgraded its technical communication capability by renovating and replacing parts of the Clear-Com Communication System.

An analysis of Total Income indicates that an estimate for Box Office Income is above budget projections, Rental Fee Income for both the theater and multi-purpose room are below budget projections and the Reimbursed Technical Costs are above budget projections. Contribution Income represented by Foundation and City employee contributions combined with Grants will meet budget projections.

In the Cost of Goods Sold category, Technical Supplies were less than projections due to less than expected cost of supplies. Advertising/Marketing was below projection due to increased use of social media versus print. Artists Fees and Contract Labor were above budget projections due to increased contractor costs. Provider payments were above budget due to resounding success of *ARTS West Side Story* and *A Christmas Story* which is offset by increased revenue.

In the Fixed Operational Expenses Categories Licenses and Permits are projected to be above budget due to increased production royalties. Office Expenses and Credit Card Service Fees, will be at or below projected budget amounts by the end of the fiscal year. While Capital Replacement funds are not expected to be fully expended this year, the full amount is proposed in the FY 2018-19 budget.

Overall, the CAC anticipates a net income of \$5,292 for FY 2017-18 based on estimated revenues of \$468,350.

The Contingency Account balance, including accrued interest, is estimated to be \$19,551 plus modest interest gains on June 30, 2018. 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 if it should be augmented in order to maintain a healthy emergency cash reserve.

The Performance Fund balance is estimated to be \$19,225 by June 30, 2018. Expenditures from the Performance Fund are to be approved by the Commission in advance and will provide the opportunity to expand programming through co-sponsorship, seed funding, or more expensive higher risk ventures previously inaccessible to the CAC.

Proposed Fiscal Year 2018-19 Operating Budget

The proposed FY 2018-19 budget projects a gross revenue of \$484,050 and gross expenses of \$478,400 which represents an increase due to increased attendance and additional programming opportunities. The proposed budget for the forthcoming fiscal year projects a net income of \$5,650 while returning to the City \$142,500 in compensating personnel costs and percentage of earned income.

Overall the proposed FY 2018-19 Operating Budget continues the practice of providing high quality programming at the Cultural Arts Center while generating positive Net Income that can be set aside for emergencies, for special programming, and to replace aging and obsolete equipment.

This year, staff implemented additional internal controls and will 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 Cultural Arts Center FY 2017-18 Operating Budget Report;
2. Approve the Cultural Arts Center FY 2018-19 Operating Budget as proposed;
3. Provide staff alternative direction.

Staff recommends Alternatives 1 and 2.

Recommended Motion

I move to receive the Cultural Arts Center FY 2017-18 Operating Budget Report and approve the FY 2018-19 Operating Budget as proposed.

Attachment

Prepared by: David Ralphe, Community Services Manager

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2017-18 & 2018-19 BUDGET REPORT**

	REVISED FINAL BUDGET FY 2017-18	ESTIMATED ACTUAL FY 2017-18	VARIANCE FY 2017-18	PROPOSED BUDGET FY 2018-19
INCOME				
Advertising Income	\$500	\$600	\$100	\$500
Box Office Income				
<i>Box Office</i>	\$262,000	\$285,000	\$23,000	\$290,000
<i>Gift Certificate Sales</i>	\$15,000	\$12,000	(\$3,000)	\$14,000
<i>Off Site Box Office</i>	\$0	\$0	\$0	\$0
<i>Service Charges</i>				
<i>Handling Fee</i>	\$100	\$0	(\$100)	\$0
<i>Provider Credit Card Fees</i>	\$3,750	\$6,000	\$2,250	\$6,000
<i>Ticket Printing</i>	\$100	\$150	\$50	\$100
<i>Ticket Surcharge</i>	\$14,500	\$15,000	\$500	\$16,500
Total Box Office Income	\$295,450	\$318,150	\$22,700	\$326,600
Concessions				
<i>Cnc's - Beer/Wine</i>	\$2,500	\$2,300	(\$200)	\$2,500
<i>Cnc's - Food/Soft Drinks</i>	\$5,000	\$6,000	\$1,000	\$6,500
<i>Cnc's - Promotional Items</i>	\$1,200	\$250	(\$950)	\$500
<i>Cnc's - Gallery Sales</i>	\$750	\$2,100	\$1,350	\$1,200
Total Concessions	\$9,450	\$10,650	\$1,200	\$10,700
Contribution Income				
<i>Foundation Contributions</i>	\$30,000	\$30,500	\$500	\$31,000
<i>Miscellaneous Income</i>	\$100	\$0	(\$100)	\$100
<i>City Employee Payroll Deductions</i>	\$500	\$500	\$0	\$500
<i>Sponsorships</i>	\$500	\$0	(\$500)	\$50
Total Contributions Income	\$31,100	\$31,000	(\$100)	\$31,650

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2017-18 & 2018-19 BUDGET REPORT**

	REVISED FINAL BUDGET FY 2017-18	ESTIMATED ACTUAL FY 2017-18	VARIANCE FY 2017-18	PROPOSED BUDGET FY 2018-19
Grants	\$1,000	\$1,500	\$500	\$1,500
Reimbursed Technical Costs				
<i>LCD Projector</i>	\$400	\$500	\$100	\$600
<i>Microphone Rentals</i>	\$7,500	\$8,000	\$500	\$8,000
<i>Piano Rental Fee</i>	\$100	\$0	(\$100)	\$100
<i>Spotlight Rental Income</i>	\$500	\$750	\$250	\$750
<i>Technical Staff Costs</i>	\$27,000	\$30,000	\$3,000	\$29,000
<i>Other Reimbursed Tech Income</i>	\$1,500	\$2,500	\$1,000	\$1,500
Total Reimbursed Technical Costs	\$37,000	\$41,750	\$4,750	\$39,950
Rental Fee Income				
<i>Cleaning/Damage Income</i>	\$700	\$700	\$0	\$700
<i>Rental Fees - Multipurpose Room</i>	\$38,000	\$28,000	(\$10,000)	\$30,000
<i>Rental Fees - Theater</i>	\$41,000	\$36,000	(\$5,000)	\$42,000
Total Rental Fee Income	\$79,700	\$64,700	(\$15,000)	\$72,700
TOTAL INCOME	\$454,200	\$468,350	\$14,150	\$484,050

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2017-18 & 2018-19 BUDGET REPORT**

	REVISED FINAL BUDGET FY 2017-18	ESTIMATED ACTUAL FY 2017-18	VARIANCE FY 2017-18	PROPOSED BUDGET FY 2018-19
COST OF GOODS SOLD				
Advertising/Marketing				
<i>Advertising/Marketing</i>	\$6,000	\$5,600	(\$400)	\$5,500
<i>Postage & Delivery</i>	\$800	\$500	(\$300)	\$600
<i>Printing & Reproduction</i>	\$8,000	\$5,200	(\$2,800)	\$6,000
<i>Program/Playbills/Tickets</i>	\$500	\$2,500	\$2,000	\$2,500
Total Advertising/Marketing	\$15,300	\$13,800	(\$1,500)	\$14,600
Booking/Artists Fees				
<i>Artists Fees</i>	\$22,000	\$27,000	\$5,000	\$25,000
<i>Booking Fees</i>	\$0	\$0	\$0	\$0
Total Booking/Artists Fees	\$22,000	\$27,000	\$5,000	\$25,000
Concession Supplies				
<i>Cnc's Supplies - Beer/Wine</i>	\$1,000	\$1,000	\$0	\$1,000
<i>Cnc's Supplies - Food</i>	\$2,000	\$2,400	\$400	\$2,500
<i>Cnc's Supplies -Promo. Items</i>	\$400	\$750	\$350	\$600
<i>Cnc's Supplies - Gallery Sales Payout</i>	\$750	\$1,800	\$1,050	\$1,200
Total Concession Supplies	\$4,150	\$5,950	\$1,800	\$5,300
Contract Labor	\$18,000	\$20,000	\$2,000	\$20,000
Special Events (Dinner Theater, NYE, Rotary)	\$32,000	\$33,000	\$1,000	\$33,000
Provider Payments	\$158,000	\$170,000	\$12,000	\$170,000
Supplies				
<i>Equipment Rentals</i>	\$500	\$500	\$0	\$500
<i>Technical Supplies</i>	\$15,000	\$13,500	(\$1,500)	\$14,000
Total Supplies	\$15,500	\$14,000	(\$1,500)	\$14,500
TOTAL COST OF GOODS SOLD	\$264,950	\$283,750	\$18,800	\$282,400
GROSS PROFIT	\$189,250	\$184,600	(\$4,650)	\$201,650

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2017-18 & 2018-19 BUDGET REPORT**

	REVISED FINAL BUDGET FY 2017-18	ESTIMATED ACTUAL FY 2017-18	VARIANCE FY 2017-18	PROPOSED BUDGET FY 2018-19
EXPENSE				
Capital Replacement	\$20,000	\$15,000	(\$5,000)	\$20,000
Technical Staff	\$103,000	\$105,000	\$2,000	\$121,500
City Reimbursement (10% of earned inc.)	\$23,000	\$24,000	\$1,000	\$21,000
Credit Card Service Fees				
<i>Service Fees</i>	\$400	\$0	(\$400)	\$200
<i>Credit Card Discount Fees</i>	\$9,500	\$4,892	(\$4,608)	\$8,500
<i>Credit Card Service Fees (Disputed)</i>	\$0	\$2,608	\$2,608	\$0
Total Credit Card Service Fees	\$9,900	\$7,500	(\$2,400)	\$8,700
Dues/Licenses/Permits				
<i>Dues & Subscriptions</i>	\$2,500	\$1,600	(\$900)	\$1,800
<i>Licenses & Permits</i>	\$18,000	\$21,000	\$3,000	\$17,000
<i>Miscellaneous Expense</i>	\$0	\$0	\$0	\$0
Total Dues/Licenses/Permits	\$20,500	\$22,600	\$2,100	\$18,800
Office Expenses				
<i>Office Supplies</i>	\$2,500	\$1,708	(\$792)	\$2,500
Total Office Expenses	\$2,500	\$1,708	(\$792)	\$2,500
Transfer to Performance Fund	\$0	\$0	\$0	\$0
Professional/Special Services Total	\$3,000	\$3,500	\$500	\$3,500
TOTAL EXPENSE	\$181,900	\$179,308	(\$2,592)	\$196,000
NET INCOME	\$7,350	\$5,292	(\$7,242)	\$5,650
	Fund Balance July 1, 2017	Credits/Interest	Debits	Est. Fund Balance June 30, 2018
CONTINGENCY FUND	\$19,535	\$16		\$19,551

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2017-18 & 2018-19 BUDGET REPORT**

	REVISED FINAL BUDGET FY 2017-18	ESTIMATED ACTUAL FY 2017-18	VARIANCE FY 2017-18	PROPOSED BUDGET FY 2018-19
PERFORMANCE FUND	\$19,209	\$16		\$19,225

SIMI VALLEY CULTURAL ARTS CENTER

FY 2018-19 OPERATING PLAN

**Simi Valley
Cultural Arts Center
FY 2018-19
OPERATING
PLAN**

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Page Two

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.



Simi Valley Cultural Arts Center's Presentation of *Sister Act*

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.

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 facility needs.



Simi Valley Cultural Arts Center's Presentation of *Cabaret*

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 theater equipment.



Cultural Arts Center

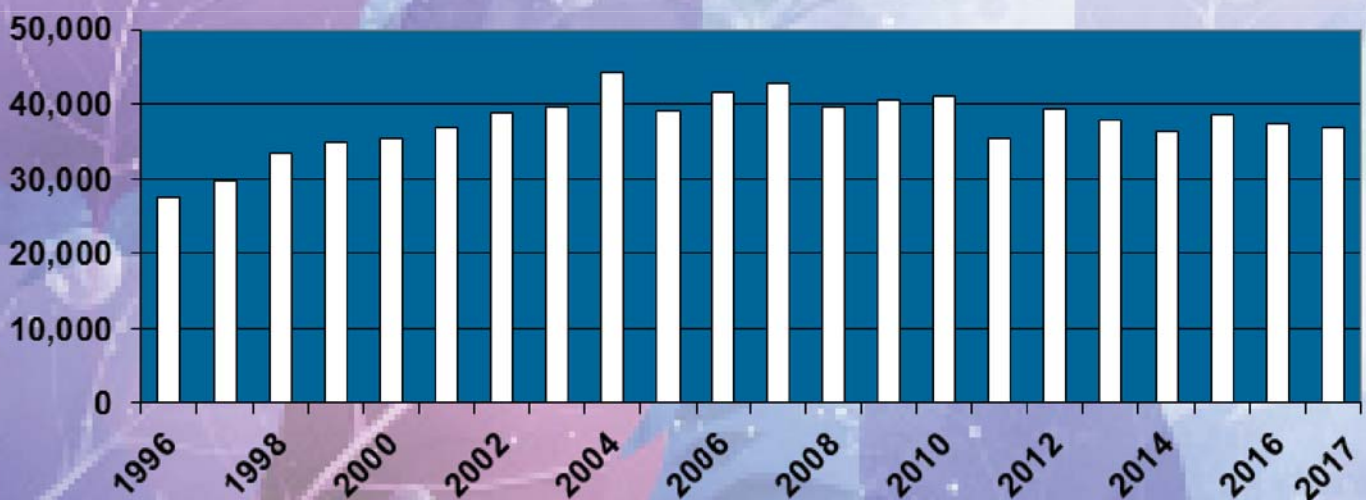
Statistical Overview and Attendance



Simi Valley Cultural Arts Center's Presentation of *Big Fish*

In 2017, the Simi Valley Cultural Arts Center produced or hosted 386 events, maintaining strong participation of 36,751 participants. From *All Shook Up*, to *Cabaret*, to *A Christmas Story*, 168 public performances occurred on the Mainstage. Over a dozen performances were offered on the more intimate DownStage Theater, featuring productions of *The Taming of the Shrew* and *The Crucible*.

In 2018, the Cultural Arts Center will continue to raise awareness and increase the use of the CAC as a gathering place for the arts, social clubs, private celebrations, and businesses as well as a training ground for youth.



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 Theater, and the Lobby Gallery.

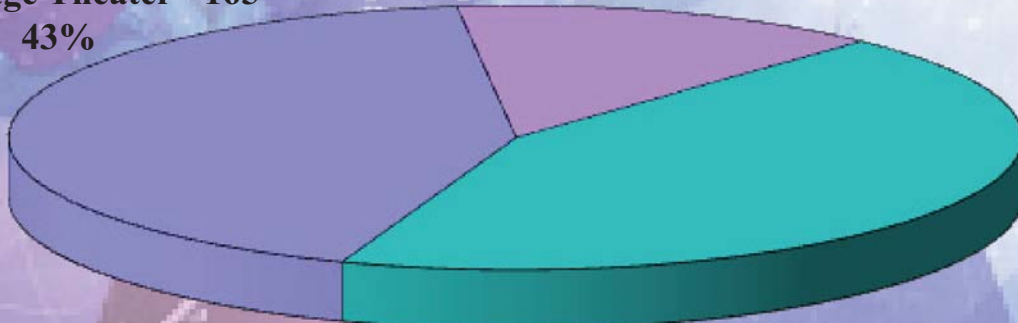
From 1996 through 2017, the Cultural Arts Center has hosted a total of 9,263 events, including musicals, plays, concerts, school recitals, school performances, children's theater, film series, jazz series, graduations, weddings, receptions, craft and gift fairs, art festivals, arts classes, workshops, meetings, and seminars. The Center's diverse range of programming also encompasses youth programs, special events, and visual arts exhibits in the Center's Lobby Gallery. The Cultural Arts Center provided a total of 386 events in 2017.

- 168 *Mainstage Events*
- 165 *MPR/DownStage Events*
- 53 *Lobby Gallery Events*

2017 Programming Overview

**MultiPurpose Room and
DownStage Theater - 165**
43%

Gallery Events - 53
14%



Mainstage Events - 168
43%

Cultural Arts Center

Programming Achievements FY 2017-18

Goal

In FY 2017-18, maintain the level of productions by producing or hosting at least six Mainstage productions and increase use of the DownStage Theater while continuing to maintain and elevate the artistic quality.

Achievement

Nine major productions will be presented on the Mainstage in FY 2017-18 for a total of 122 public performances. There will also be 33 additional performances (concerts, recitals, ARTS workshops, etc) on the Mainstage and 25 MPR/DownStage events scheduled for FY 2017-18. The artistic quality of the productions and concerts have been maintained as evidenced by media reviews, online reviews, recognition from Broadway World, Backstage, and local press as well as an open invitation to perform in the LA area. As of FY 2017-18, three major productions that first played at SVCAC will have been moved to Los Angeles for additional limited engagements. The CAC was also able to offer non-musical, guest productions in the new 60-seat DownStage Theater.

Literature in Action, a youth performing program by ARTS presented *The Taming of the Shrew* and *The Crucible* in the DownStage Theater. There was also a premiere of a one-man show on the Downstage this year.



Goal

Support and develop the emerging arts culture in the Simi Valley area as represented by such groups as ARTS, Simi Valley Arts Alliance, Simi Valley Art Association, Simi Valley Cultural Association, It's A New Day, Lit Live, Studio C Performing Arts Studio and others. Provide space to showcase local and regional professional artists. The CAC can also play a positive role in helping emerging organizations through technical assistance, providing space, logistical and marketing support, as well as collaborative programs.



Achievement

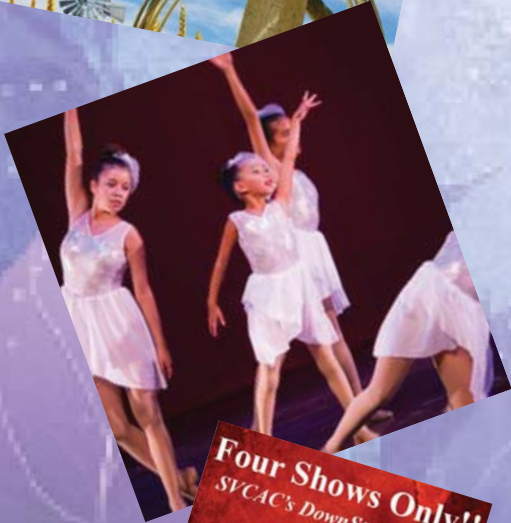
SVCAC continues to support the newly formed Simi Valley Arts Alliance, who show their support to Arts in Education by distributing free musical instruments to young people in need. The CAC has also been providing space and subsidy as approved by the Arts Commission to **ARTS Summer Musical Theater Workshop** for youth ages 12 to 17 as well as **ARTS Literature in Action** program that provides educational and performing opportunities for ages 14 to 17. Subsidized support and space is also provided for the Simi Valley Unified School District's **Reflections** program as well as performance space for several homeschooler groups. Space in the Lobby Gallery featured several visual arts presentations by regional professional artists.



Cultural Arts Center

Programming Goals

FY 2018-19



In FY 2018-19, produce or host at least six fully realized Mainstage productions with production values that maintain the artistic excellence for which SVCAC has become known. In addition, produce or host at least eight concert events on the Mainstage featuring a variety of genres and audience appeal.

Continue to expand the use of the DownStage Theater in order to present a variety of performing arts experiences and provide additional opportunities for increased community involvement as well as to diversify revenue stream while maximizing limited space.

Continue an outreach to outside producers to provide additional entertainment options as well as increase rental opportunities to the community.

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



Cultural Arts Center

Marketing and Marketing Goals

FY 2018-19

- 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 social media paid advertising, 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 presence on social media through our Facebook, Twitter, and Instagram accounts as well as online publications, online reviewers, and cooperative promotion with other theatrical organizations that help to increase SVCAC's recognition throughout the Los Angeles region.
- Increase promotion and awareness of the Cultural Arts Center and its events utilizing the new full color digital marquee. Explore use of corporate sponsorships which utilize the electronic marquee to expand outreach and cross promotion within the local business community and enhance the Center's financial sustainability.
- Through cooperative events, promotions, and publications with other community organizations including the Simi Valley 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 and marketing assistance to organizations that promote, present and enrich the arts within the Simi Valley community.

“ I've seen plenty of big stage, big budget *Sister Acts*, but there's something quite special about SVCAC's smaller-scale, more intimately staged, take on the international smash - LA and Ventura County audiences are guaranteed one heaven of a good time. ”

Stephen Stanley - *STAGESceneLA*

“ ARTS' vibrant production of *West Side Story* has so many highlights that it's impossible to single out one over the others. ”

Cary Ginell - *The Acorn*

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 18, 2018

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: REVIEW AND APPROVE CULTURAL ARTS CENTER MARQUEE OPERATION POLICY AND RECOMMEND CITY COUNCIL APPROVAL

Attached for the Arts Commission's (Commission) review is the proposed Cultural Arts Center Marquee Operation Policy.

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 Commission has directed staff to develop a policy for the marquee to ensure the operation is in accordance with applicable laws. The attached policy has been developed through an assessment of the operational needs of the Center, researching best practices in electronic sign operation, and vetting through the City's Sign Ordinance and Municipal Code. The policy has been reviewed by the City Attorney's Office and all recommended revisions have been completed.

The Center intends to pursue sponsorships for the marquee as an additional revenue source. The Commission has directed staff to conduct a market analysis to determine the interest of local businesses and develop a coinciding sponsorship program and policy. Staff is currently researching daily traffic counts, electronic sign advertising rates, and the display capabilities of the marquee. The sponsorship program would be developed in accordance with, and subject to the approval of, the Center's Marquee Operation Policy. The Commission will have the opportunity to review the sponsorship program at a future Commission meeting.

The following alternatives are available to the Commission:

1. Approve the Cultural Arts Center Marquee Operation Policy as proposed and recommend City Council approval;
2. Not approve the Cultural Arts Center Marquee Operation Policy;

3. Provide staff with alternative direction.

Staff recommends Alternative 1.

Recommended Motion

I move to approve the Cultural Arts Center Marquee Operation Policy as proposed and recommend City Council approval.

Attachment

Prepared by: David Yoshitomi, Community Services Manager

Simi Valley Cultural Arts Center Marquee Policy

Purpose and Scope:

The Simi Valley Cultural Arts Center (Center) operates a marquee (electronic/digital sign) to enhance the quality of life of residents through increased awareness of community programs, events and activities taking place at the Center. The marquee is programmed according to the marketing needs of the Center. Only Center programs, events, and activities are to be posted on the marquee.

The Center does not intend for the marquee to provide or create a general public forum for expressive activities. In furtherance of this limitation, the City retains strict control over the marquee and its content. Any posts for activities outside of the Center must be approved by the City Manager or his or her designee.

Policy

1. Application of Policy: This policy applies to the posting of all content on the Center marquee.
2. Enhance the Community: All content is to increase community awareness of programs, events, and activities of the Center or the City of Simi Valley.
3. Technical Specifications: The marquee shall operate in accordance with all applicable laws.
4. Schedule: Marquee scheduling shall be according to the marketing needs of the Center's programs, events, and activities. No content should remain in the rotation for any period greater than 45 days, with the exception of Center associated branding.
5. Meetings and Special Events: Announcements of meetings and special events taking place at the Center may be programmed on the marquee on the day of event only, subject to the rental policy and rate schedule.
6. Maintenance: It is the responsibility of the City to keep the marquee in working order and provide a funding source for ongoing maintenance and repairs.
7. Restrictions: All posts must be free of any unlawful and/or obscene material.
8. Copyrighted Material: Permission must be granted prior to the use of any copyrighted material.
9. Emergency Messages: Emergency messages and other critical content may be posted to the Center marquee as required/authorized by the City Manager or his or her designee.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 18, 2018

TO: Simi Valley Arts Commission

FROM: Sommer Barwick, Community Services Director

SUBJECT: UPDATE ON CULTURAL ARTS CENTER RENTAL SCHEDULING AND RENTAL SUBSIDY POLICIES

At the February 21, 2018 Arts Commission (Commission) meeting, staff was directed to begin exploring policy development in the following areas for the Cultural Arts Center (Center) rental scheduling and rental subsidies. This memo is to serve as an update of staff's progress. Staff plans on developing recommendations based on findings in these respective areas to present at a future Commission meeting.

Rental Scheduling Policy

One of the challenges of Center operations is producing high quality, financially viable productions while meeting the demand for all outside scheduling requests. The Commission has directed staff to explore potential alternatives that may increase the availability of the Center. Staff is currently researching the following areas: analyzing historical data to determine the types of productions that best meet patron demand; the impact of varying the length of performance runs based on the types of production; the desires of multiple arts and production agencies, and determining methods that would allow the Center to better communicate periods of availability with the community.

Rental Subsidy Policy

The Center currently offers three subsidy programs: Non-Profit/Not-for-Profit rates, approved by the City Council; Performance Subsidy, approved by the Commission; and Individual/Special Case Subsidy, also approved by the Commission. Staff has been directed by the Commission to research alternative rate schedules for non-profits/not-for profit events and explore policy that establishes time limits for individual/special case subsidies. Staff is currently conducting a comparison analysis of different subsidy programs, duration, and rate schedules offered by other theaters, as well as reaching out to various arts production organizations.

Staff will be available to answer any questions at the April 18, 2018 meeting.

Prepared by: David Yoshitomi, Community Services Manager

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 18, 2018
TO: Simi Valley Arts Commission
FROM: Sommer Barwick, Community Services Director
SUBJECT: UPDATE ON THE 2018 ARTS COMMISSION RECRUITMENT

The terms of service for three members of the Simi Valley Arts Commission (Commission) will conclude on June 30, 2018. The City initiated recruitment on March 12, 2018 to solicit applications for the upcoming vacancies. The deadline for applications is April 20, 2018. Recruitment efforts have included a press release, cable television public service announcements, outreach to the Neighborhood Councils, shares on social media, and postings on the City's website. At the May 7, 2018 City Council meeting staff will recommend that the City Council select two of its Members to interview the applicants.

Staff recommends the Commission assist with recruitment efforts through word of mouth marketing, direct recruiting, and shares on social media. Additionally, subsequent successive terms are allowed on the Commission, therefore Commissioners whose terms are expiring are invited to apply again. Applications may be submitted online at www.simivalley.org/ArtsCommissionApp. Applications will be accepted until 5:00 p.m., on Friday, April 20, 2018.

Staff will be available to answer any questions at the April 18, 2018 meeting.

Prepared by: David Yoshitomi, Community Services Manager

**SIMI VALLEY CULTURAL ARTS CENTER
MEMORANDUM**

DATE: April 18, 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 April, May, and June 2018.

Staff will be available at the April 18 Simi Valley Arts Commission meeting to address any questions.

Attachment

Prepared by: David Ralphe, Community Services Manager

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 7:00pm 10:00pm N2N Rehearsal (MPR)	3 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm N2N Rehearsal (MPR)	4 ARC Tour (Building) 7:00pm 10:00pm Next to Normal Rehearsal (MPR)	5 7:00pm 10:00pm Next to Normal Rehearsal (MPR)	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) 6:00pm 10:00pm N2N Rehearsal (MPR)	9 7:00pm 10:00pm N2N Rehearsal (MPR)	10 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm N2N Rehearsal (MPR)	11 6:00pm 8:00pm Foundation Meeting (Upper Lobby) 7:00pm 10:30pm Next to Normal Rehearsal (MPR)	12 7:00pm 10:00pm N2N Rehearsal (MPR)	13 6:00pm 9:00pm SV School District Retirement (MPR)	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 Carpet Replacement	24 Carpet Replacement 11:30am 2:30pm Rotary Luncheon (MPR)	25 Carpet Replacement	26 Carpet Replacement	27 12:00pm 8:00pm Kiki Ebsen Joni Mitchell Project (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							

May 2018

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Apr 29 - May 5	Apr 29	30	May 1 11:30am 2:30pm Rotary Luncheon (MPR)	2	3 2:00pm 7:30pm Phoenix Ranch Show (MS)	4 8:00pm 11:30pm Next to Normal	5 10:00am 4:00pm Spring Craft and Gift Fair (MPR, Hallways Upper Lobby, Parkin 7:00pm 11:00pm Next to Normal (MS)
	6 1:00pm 5:00pm Next to Normal (MS)	7	8 11:30am 2:30pm Rotary Luncheon (MPR) 6:30pm 10:30pm Literature in Action Twelfth Night (MPR)	9 6:30pm 10:30pm Literature in Action Twelfth Night (MPR - DownStage Theater)	10 6:30pm 10:30pm Literature in Action Twelfth Night (MPR - DownStage Theater)	11 8:00pm 11:00pm Next to Normal (Mainstage)	12 7:00pm 11:00pm Next to Normal (MS)
May 6 - 12	13 Mother's Day 1:00pm 5:00pm Next to Normal (MS) 7:30pm 10:30pm Raymond Michael Elvis Concert (MS)	14	15 11:30am 2:30pm Rotary Luncheon (MPR) 6:30pm 10:30pm Literature in Action Twelfth Night (MPR)	16 6:30pm 10:30pm Literature in Action Twelfth Night (MPR - DownStage Theater)	17 6:30pm 10:30pm Literature in Action Twelfth Night (MPR - DownStage Theater)	18 11:00am 3:00pm Simi Valley Republican Women (MPR) 7:00pm 11:00pm Next to Normal (MS)	19 1:00pm 3:00pm Kristina Turpin Recital (MS) 7:00pm 11:00pm Next to Normal (MS)
	20 1:00pm 5:00pm Next to Normal (MS) 7:00pm 10:00pm Mastrolonardo Piano Recital (Main Stage)	21	22 11:30am 2:30pm Rotary Luncheon (MPR)	23	24 8:00pm 11:00pm Next to Normal (MS)	25 7:00pm 11:00pm Next to Normal (MS)	26 7:00pm 11:00pm Next to Normal (MS)
May 13 - 19	27 1:00pm 5:00pm Next to Normal (MS)	28 Memorial Day	29 2:30pm 7:30pm Jessica Kanvaribe Concert Rehearsal (MS)	30 5:00pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	31 5:30pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	Jun 1	2
	27 1:00pm 5:00pm Next to Normal (MS)	28 Memorial Day	29 2:30pm 7:30pm Jessica Kanvaribe Concert Rehearsal (MS)	30 5:00pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	31 5:30pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	Jun 1	2
May 20 - 26	27 1:00pm 5:00pm Next to Normal (MS)	28 Memorial Day	29 2:30pm 7:30pm Jessica Kanvaribe Concert Rehearsal (MS)	30 5:00pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	31 5:30pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	Jun 1	2
	27 1:00pm 5:00pm Next to Normal (MS)	28 Memorial Day	29 2:30pm 7:30pm Jessica Kanvaribe Concert Rehearsal (MS)	30 5:00pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	31 5:30pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	Jun 1	2
May 27 - Jun 2	27 1:00pm 5:00pm Next to Normal (MS)	28 Memorial Day	29 2:30pm 7:30pm Jessica Kanvaribe Concert Rehearsal (MS)	30 5:00pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	31 5:30pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	Jun 1	2
	27 1:00pm 5:00pm Next to Normal (MS)	28 Memorial Day	29 2:30pm 7:30pm Jessica Kanvaribe Concert Rehearsal (MS)	30 5:00pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	31 5:30pm 10:00pm Jessica Kanvaribe Vocal Concert (MS)	Jun 1	2

June 2018

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
May 27 - Jun 2	May 27	28	29	30	31	Jun 1 7:00pm 11:00pm CONCERT HOLD	2 ARTS Load in Big River
	3 ARTS Load in Big River	4 ARTS Load in Big River	5 ARTS Load in Big River 11:30am 2:30pm Rotary Luncheon (MPR)	6 ARTS Load in Big River	7 ARTS Load in Big River	8 7:00pm 11:00pm ARTS Big River Dress Rehearsal (MS)	9 7:00pm 11:00pm ARTS Big River Opens (MS)
Jun 3 - 9	10 1:00pm 5:00pm ARTS Big River (MS)	11	12 11:30am 2:30pm Rotary Luncheon (MPR)	13 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	14	15 11:00am 3:00pm SV Republican Women Luncheon (MPR) 7:00pm 11:00pm ARTS Big River (MS)	16 7:00pm 11:00pm ARTS Big River (MS)
	17 1:00pm 5:00pm ARTS Big River (MS)	18	19 11:30am 2:30pm Rotary Luncheon (MPR) 4:00pm 9:00pm Adult School Respiratory Therapy Graduation	20	21	22 Studio C Workshop (M) 7:00pm 11:00pm ARTS Big River (MS)	23 11:00am 5:00pm Inspire Dance Recital (MS) 7:00pm 11:00pm ARTS Big River (MS)
Jun 10 - 16	24 1:00pm 5:00pm ARTS Big River (MS)	25	26 11:30am 2:30pm Rotary Luncheon (MPR)	27	28	29 7:00pm 11:00pm ARTS Big River (MS)	30 7:00pm 11:00pm ARTS Big River (MS)
	3	4	5	6	7	8	9
Jun 17 - 23	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
Jun 24 - 30	24	25	26	27	28	29	30
	24	25	26	27	28	29	30

SIMI VALLEY CULTURAL ARTS CENTER MEMORANDUM

DATE: April 18, 2018
TO: Simi Valley Arts Commission
FROM: David Ralphe, Community Services Manager
SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

Attached for review are Simi Valley Cultural Arts Center attendance and usage statistics for the first quarter of 2018. The overall usage showed an 11% increase over the first quarter of 2017 due to the success of *All Shook Up* and the resounding success of *West Side Story*. The Cultural Arts Center served an estimated 7,835 patrons in the first quarter of 2018.

Staff will be available at the April 18, 2018 Arts Commission meeting to answer any questions.

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 2015	169	26,761	142	7,513	51	4,123	362	38,397	70
Annual Total 2016	168	25,096	176	8,171	50	4,008	394	37,275	70
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	71
Mar-17	15	2,603	14	641	5	324	34	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	71
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	28	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	35	5,029	74
Annual Total 2017	168	25,740	165	7,435	53	3,556	386	36,751	70
January-March 2017	31	4,861	34	1,268	14	899	79	7,028	68
Jan-18	6	1,043	6	110	4	92	16	1,245	60
Feb-18	12	2,156	9	496	4	225	25	2,877	72
Mar-18	15	2,763	11	574	4	376	30	3,713	74
Apr-18									
May-18									
Jun-18									
Jul-18									
Aug-18									
Sep-18									
Oct-18									
Nov-18									
Dec-18									
Annual Total 2018	33	5,962	26	1,180	12	693	71	7,835	69
% Change From 2017	6%	23%	-24%	-7%	-14%	-23%	-10%	11%	1%