



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

SIMI VALLEY ARTS COMMISSION

Wednesday, April 17, 2019, 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 20, 2019
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 2018-19 Operating Budget, Fiscal Year 2018-19 Estimated Actual Budget Projections, and Review of Proposed Fiscal Year 2019-20 Operating Budget
 - b. Review of the Proposed Fiscal Year 2019-20 Operating Plan
 - c. Review and Approve Simi Valley Cultural Association Summer Musical Theatre Workshop Subsidy Request
 - d. Cultural Arts Center Mainstage Application Process and Appointment of One Arts Commissioner to Serve on the Evaluation Committee
6. Reports
 - a. Simi Valley Cultural Arts Center Statistics Update
 - b. Simi Valley Cultural Arts Center Programming Update
 - c. Update on Strategic Plan
 - d. General Manager's Report
 - e. 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 19, 2019, 3:30 p.m. City Manager's Conference Room

/s/

Anna M. Medina
Deputy 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 Keith Mashburn called the meeting to order at approximately 3:30 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Mashburn and Council Member Judge; Commissioners Harrell, Kunicki, Walker and Palky; and, Cultural Arts Center Foundation Representative Bennett

Absent: Commissioner Lorencz

Staff Members: Jody Kershberg, Anna Medina, Fred Helsel, and David Yoshitomi

2. Agenda Review

It was recommended to move item 5f. Tour of the Simi Valley Cultural Arts Center to after adjournment. There being no objection, the change was approved.

3. Approval of Minutes: September 19, 2018

A motion was made by Commissioner Kunicki, with a second by Commissioner Walker, to accept the minutes as drafted. The motion passed unanimously.

4. Public Statements

Resident Steven Hayes and former Arts Commissioner stated that he had read the agenda packet and recommended the Arts Commission create an ad hoc committee in regards to the findings of the Management Partners report.

Resident David Ralphe and retired Community Services Manager of the Cultural Arts Center recommended the Arts Commission refer to the Cultural Arts Center's response to the Management Partners report.

5. New Business

a. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2018-19 Mid-Year Budget

Community Services Manager David Yoshitomi presented an overview of the 2018-19 Mid-Year Budget report for the Cultural Arts Center (CAC). Total Income was 12% above mid-year budget projections primarily due to revenues in the Box Office, Rental, and reimbursed technical cost categories. Expense/Cost of Goods sold was 24% above projections due to the box office success of Oklahoma, which resulted in greater reimbursements for Provider Payments (total box office receipts) as well as higher than expected Credit Card Service Fees. The CAC benefits

financially from a rental's success with an increase in ticket surcharge and concessions.

At mid-year, the CAC's revenues are below expenditures by \$12,785. In the 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 to some expenses, such as the City Reimbursements and licensing agreements, being paid in full at the beginning of the fiscal year. Account balances as of December 31, 2018 were just under a combined total of \$39,000 for the Performance and Contingency Account; and \$71,840 in the operational reserve money market account.

Commissioner Kunicki reminded the Arts Commission that the presented budget report does not include facility operating costs and the staffing positions that are funded by the General Fund. He stated the importance of including these figures in determining the true cost of the CAC and asked staff to include them in future reports.

Mayor Mashburn emphasized the importance of accurate accounting in preserving the strong reputation of the CAC and to avoid becoming a target for budget cuts. He also stated the importance of working together in meeting the needs of the CAC in light of the City's financial outlook.

b. Mid-Year Review of the Cultural Arts Center Capital Improvement Program for Fiscal Year 2018-19 and Review of the Fiscal Year 2019-20 Capital Improvement Program

Acting Community Services Manager Fred Helsel provided a summary of the Capital Replacement Program for the CAC, which identifies future equipment and capital purchases for programming at the facility. These expenses are incurred from the Operations Budget of the CAC, not the City's General Fund. CAC capital expenditures in FY 2018-19 totaled \$1,945.75 so far, with approximately \$16,000 in approved projects remaining for this fiscal year. Staff is recommending \$12,150 in proposed capital projects to include in the FY 2019-20 Budget for approval by City Council.

Commissioner Palky inquired as to the period in which the cost is recouped on certain equipment purchases, to which Mayor Mashburn also asked if the rental rates of the CAC are compared to those of other cities. Administrative Services Director Jody Kershberg replied that a fee study was completed in 2015, but that the findings were not adopted by City Council. Mr. Helsel added that rental rates receive a slight CPI increase on an annual basis.

A motion to authorize staff to include the proposed capital projects in the amount of \$12,150 in the Fiscal Year 2019-20 Operations Budget for approval by City Council was made by Council Member Judge, with a second by Commissioner Kunicki. The motion passed unanimously.

c. Discussion of Arts Commission Meeting Schedule

Mr. Yoshitomi provided a background of the Arts Commission meeting schedule. The present quarterly meeting schedule corresponds to the duties and responsibilities of the Arts Commission over the course of a fiscal year. This includes: the receipt of the previous fiscal year Budget Report in September; the receipt of the Mid-Year Budget Report in February; a review of the upcoming fiscal year proposed budget prior to City Council approval in April; and any continued business in June. The Arts Commission also reviews requests for rental subsidies as they are received. An analysis of potentially increasing the frequency of Arts Commission meetings indicates corresponding agenda items would need to be developed.

The Arts Commission discussed the meeting schedule and the benefits and challenges of increasing the meeting schedule. The current and upcoming staff vacancies were discussed, and it was suggested that tabling this discussion until these positions are filled might be advisable. The duties and responsibilities of the Arts Commission were also discussed, including programming, referencing the 2019 recruitment press release. Council Member Judge questioned the expertise of the Arts Commission in making programming decisions, suggesting that CAC staff has more experience in this area. Commissioner Palky suggested the Commission might meet every other month on a trial basis.

A motion to increase the Arts Commission meeting schedule from four to six times per year on a trial basis was made by Commissioner Kunicki and seconded by Commissioner Harrell. The motion passed unanimously.

d. Discussion of Cultural Arts Center Audit Findings and Implementation Strategies

Deputy Community Services Director Anna Media presented an overview of the Management Partners review of the CAC. The review was initiated by the City Manager in July 2018 due to concerns from City Council as well as the need to evaluate a facility that had been in operation for over 20 years without a formal management review. Also stemming from the review was a response from the former manager of the CAC and CAC specific audit results, which were a part of the overall City audit in the Fall of 2018.

Overall, approximately 90% percent of the recommendations from both reports had been implemented by Community Services Staff at the time of the February 2019 Arts Commission meeting. These include improvements in financial reporting and cash handling; policy improvements; and training. Staff has also begun the drafting of a comprehensive policy and procedures manual and begun the preliminary phase of the strategic planning process, the latter of which will take approximately 12–24 months to complete.

Mayor Mashburn added that the review was also initiated in part due to the fraudulent debits that were discovered in 2017. Ms. Kershberg stated that the investigation revealed the fraud was committed by unknown individuals outside of the City organization, and that systems were immediately updated to prevent future fraudulent activity. Mayor Mashburn inquired about some of the other findings in the report that may not have yet been addressed. Mr. Yoshitomi stated that the strategic planning process would help to identify the best strategies to address these areas.

e. Discussion of Questions Received from Commissioner Lorencz and Responses

Ms. Medina read a series of questions and concerns contained in a communication from Commissioner Lorencz. The communication was shared to remain transparent and to avoid any Brown Act violations. This memo also included responses to each of the issues. The communication expressed concerns in the areas of: rental scheduling; financial reporting and procedures; the Arts Commission meeting schedule; and staffing levels at the CAC. The responses provided clarification on: CAC policy and procedures; mission and guiding philosophy; and the rationale behind operations within the public service context.

Commissioner Kunicki recommended that staff place more of an emphasis on revenue generation with a goal of operating on at least a revenue neutral basis. Mayor Mashburn also emphasized the importance of revenue generation moving forward.

6. Reports

a. Simi Valley Cultural Arts Center Programming Update

Mr. Helsel provided an update on the upcoming calendar year programming at the CAC. The programming includes: *Newsies*; a *Gentleman's Guide to Love & Murder*; the *Drowsy Chaperone*; *Mamma Mia!*; *Matilda*; and two performances by Raymond Michael as Elvis. One theater company had cancelled their rental due to a change in their production plan in 2019.

b. Simi Valley Cultural Arts Center Statistics

Mr. Helsel provided a comparison of the 2017 and 2018 usage statistics of the Cultural Arts Center. Mainstage events showed a 7% increase with a 5% increase in attendance. The Multi-Purpose Room/DownStage events decreased 20% with a 10% decrease in attendance, due mainly to ARTS weekly conservatory dance classes moving to its new home at the old Simi Valley Elementary School early in the year as well as one less multi-week theatrical rental on the DownStage in 2018. This resulted in a decrease of 6% in overall usage of the Center; however, overall Center attendance showed a 1% increase with an estimated 37,170 patrons served in 2018.

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

Simi Valley Cultural Arts Center Foundation President Marie Bennett provided the update. Ms. Bennett stated she had succeeded Larry Borovay as President of the Foundation. Some administrative changes were made in the process, including the addition of a parliamentarian. The Foundation's Executive Director had resigned in January. The Foundation had a fundraising event, Sabor a Mexico in November. Ms. Bennett also discussed the upcoming Spotlight Awards which is scheduled for May 11, 2019 at Wood Ranch Country Club. She encouraged all Arts Commissioners to attend.

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

Mr. Helsel reported that the VC Storytellers project had notified CAC staff that they would need to postpone holding the event at the CAC for the time being due to changes in the event schedule. Mr. Helsel also reported that the CAC had also begun a pilot advertising campaign with the Simi Valley Acorn newspaper.

7. Commissioner Comments

Commissioner Harrell thanked everyone for the meeting.

Commissioner Kunicki briefly discussed the Trellis across the street and asked staff to continue to explore ways to increase attendance at the CAC.

Council Member Judge thanked staff for a thorough report.

Mayor Mashburn thanked staff as well. He also disclosed that, in the interest of full transparency, Commissioner Lorencz is the father of his son-in-law.

8. Adjournment – the meeting was adjourned at approximately 5:25 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 17, 2019

TO: Simi Valley Arts Commission

FROM: Ron Fuchiwaki, Interim Community Services Director

SUBJECT: RECEIPT OF THE CULTURAL ARTS CENTER FISCAL YEAR 2018-19 OPERATING BUDGET, FISCAL YEAR 2018-19 ESTIMATED ACTUAL BUDGET PROJECTIONS, AND REVIEW OF PROPOSED FISCAL YEAR 2019-20 OPERATING BUDGET

Attached for the Arts Commission's (Commission) review are the Fiscal Year (FY) 2018-19 Cultural Arts Center (CAC) Operating Budget Report, FY 2018-19 estimated actual budget projections, and the proposed FY 2019-20 Operating Budget.

Status of FY 2018-19 Operating Budget

For FY 2018-19, Net Income is projected to be just under \$5,500 which is slightly above budget projections. This FY the CAC reimbursed the City for 1.5 full-time equivalent salaries, which includes the Office Assistant II assigned to Box Office and the Volunteer Program, and half budgeted costs plus half overtime costs for Theater Technician II.

An analysis of Total Income indicates that despite losing four weeks of programming and rental opportunities due to the carpeting/flooring replacement and renovations to the Center, an estimate for Box Office Income is above budget projections. This is due in great part to the addition of five performances of the hugely successful production of *Newsies* combined with an increase in ticket prices as of January 2019.

While Rental Fee Income for the Mainstage Theater is slightly above budget projections, Rental Fee Income for the Multi-Purpose Room/DownStage Theater are below budget projections, resulting in total Rental Fee Income being below budget projections. However, this is in large part due to a reclassification of Rental Fee Income for Rotary and other MPR events utilizing a caterer. Mid budget year, the CAC changed its billing process for catered rentals to no longer include the cost of the caterer in the MPR rental fee. Individual renters now pay the caterer directly. While this negatively affected Rental Fee Income for the MPR, conversely it positively affected the Special Events category under Expense Costs which is where the CAC was paying catering fees, greatly reducing that budget line.

Reimbursed Technical Costs are significantly above budget projections due to an increase in technical fees to providers. Contribution Income represented by Foundation and City employee contributions combined with Grants are slightly above budgeted projections.

In the Expense Costs category, Technical Supplies were less than projected due to both the CAC presenting fewer productions this fiscal year and the Center’s continued efforts to recycle and reuse set, costume and prop materials for multiple productions. Advertising/Marketing was slightly above budget projections due to increased use of print advertising and paid social media advertising. Artists Fees and Contract Labor were well below budget projections due to the Center producing fewer shows. Provider payments were significantly above budget due to the resounding success of ARTS *Oklahoma* and *Newsies* which is offset by increased revenue.

In the Fixed Operational Expenses Categories, Licenses and Permits are projected to be below budget. Office Expenses will be below projected budget amounts by the end of the fiscal year with Credit Card Service Fees expected to be above projected budget due to increased box office sales. While Capital Replacement funds are not expected to be fully expended this year, \$21,000 is proposed in the FY 2019-20 Budget. This includes the proposed capital expenses approved at the February 2019 Arts Commission meeting and an additional amount for unanticipated emergency equipment replacement.

Overall, the CAC anticipates a net income of \$5,459 for FY 2018-19 based on estimated revenues of \$495,017.

The Contingency/Performance Fund Account balance, including accrued interest, is estimated to be over \$38,700 on June 30, 2019. The Contingency/Performance Fund Account is a separate restricted account accessed only for 1) financial emergencies, and expenditures beyond the financial capability of the operational reserves or 2) funds utilized to expand programming through co-sponsorship, seed funding, or more expensive higher risk ventures previously inaccessible to the CAC. Pursuant to Simi Valley Arts Commission policy adopted on March 5, 2003, the Commission will be informed of any expenditure from the Contingency 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. Expenditures from the Performance Fund are to be approved by the Commission in advance.

The following is a breakdown of the Estimated FY 2018-19 costs to the General Fund:

ESTIMATED FY 2018-19	
Salaries and Benefits	\$604,200
Expenses	\$1,800
Reimbursement	(\$153,900)
Utilites*	\$47,500
Custodial Services*	\$90,000
Custodial Supplies*	\$4,200
Capital Projects	\$80,000
TOTAL	\$673,800

*It should be noted that cost for maintenance and utilities are a best estimate from the Department of Public Works as they do not track expenses for maintenance and utilities individually per City facility. However, with the City wide conversion of lighting to LED fixtures combined with the increasing conversion to LED stage lighting, a significant savings in utilities expense is expected for the CAC in FY 2019-20.

Proposed Fiscal Year 2019-20 Operating Budget

The proposed FY 2019-20 CAC budget projects gross revenue of \$490,500 and gross expenses of \$483,000 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 \$7,500 while returning to the City \$153,000 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.

Also attached is the Cultural Arts Center Budget Comparison Report for FY 2015-16, FY 2016-17, FY 2017-18, and the Estimated Budget for FY 2018-19.

The following alternatives are available to the Commission:

1. Receive the Cultural Arts Center FY 2019-20 Operating Budget Report;
2. Recommend the Cultural Arts Center FY 2019-20 Operating Budget as proposed to be forwarded to the City Council for approval;
3. Provide staff alternative direction.

Staff recommends Alternatives 1 and 2.

Recommended Motion

I move to receive the Cultural Arts Center FY 2019-20 Operating Budget Report and recommend the Cultural Arts Center FY 2019-20 Operating Budget as proposed to be forwarded to the City Council for approval.

Attachments

Prepared by: Fred Helsel, Acting Community Services Manager CAC

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2018-19 & 2019-20 BUDGET REPORT**

	FINAL BUDGET 2018-19	ESTIMATED ACTUAL 2018-19	VARIANCE 2018-19	PROPOSED BUDGET 2019-20
INCOME				
Advertising Income	\$500	\$0	(\$500)	\$500
Box Office Income				
<i>Box Office</i>	\$290,000	\$296,500	\$6,500	\$295,000
<i>Gift Certificate Sales</i>	\$14,000	\$12,500	(\$1,500)	\$15,000
<i>Service Charges</i>				
<i>Provider Credit Card Fees</i>	\$6,000	\$8,000	\$2,000	\$7,000
<i>Ticket Printing</i>	\$100	\$100	\$0	\$100
<i>Ticket Surcharge</i>	\$16,500	\$19,000	\$2,500	\$17,000
Total Box Office Income	\$326,600	\$336,100	\$9,500	\$334,100
Concessions				
<i>Cnc's - Beer/Wine</i>	\$2,500	\$2,100	(\$400)	\$2,500
<i>Cnc's - Food/Soft Drinks</i>	\$6,500	\$5,000	(\$1,500)	\$6,500
<i>Cnc's - Promotional Items</i>	\$500	\$0	(\$500)	\$0
<i>Cnc's - Gallery Sales</i>	\$1,200	\$1,110	(\$90)	\$1,200
Total Concessions	\$10,700	\$8,210	(\$2,490)	\$10,200
Contribution Income				
<i>Foundation Contributions</i>	\$31,000	\$32,052	\$1,052	\$33,000
<i>Miscellaneous Income</i>	\$100	\$0	(\$100)	\$100
<i>City Employee Payroll Deductions</i>	\$500	\$785	\$285	\$500
<i>Sponsorships</i>	\$50	\$500	\$450	\$500
Total Contributions Income	\$31,650	\$33,337	\$1,687	\$34,100

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2018-19 & 2019-20 BUDGET REPORT**

	FINAL BUDGET 2018-19	ESTIMATED ACTUAL 2018-19	VARIANCE 2018-19	PROPOSED BUDGET 2019-20
Grants	\$1,500	\$2,750	\$1,250	\$1,750
Reimbursed Technical Costs				
<i>LCD Projector</i>	\$600	\$760	\$160	\$600
<i>Microphone Rentals</i>	\$8,000	\$10,520	\$2,520	\$9,000
<i>Piano Rental Fee</i>	\$100	\$750	\$650	\$500
<i>Spotlight Rental Income</i>	\$750	\$740	(\$10)	\$750
<i>Technical Staff Costs</i>	\$29,000	\$36,750	\$7,750	\$32,000
<i>Other Reimbursed Tech Income</i>	\$1,500	\$2,000	\$500	\$2,000
Total Reimbursed Technical Costs	\$39,950	\$51,520	\$11,570	\$44,850
Rental Fee Income				
<i>Cleaning/Damage Income</i>	\$700	\$1,625	\$925	\$1,000
<i>Rental Fees - Multipurpose Room/DownStage</i>	\$30,000	\$18,800	(\$11,200)	\$22,000
<i>Rental Fees - Mainstage Theater</i>	\$42,000	\$43,175	\$1,175	\$42,000
Total Rental Fee Income	\$72,700	\$63,600	(\$9,100)	\$65,000
TOTAL INCOME	\$483,600	\$495,517	\$11,917	\$490,500

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2018-19 & 2019-20 BUDGET REPORT**

	FINAL BUDGET 2018-19	ESTIMATED ACTUAL 2018-19	VARIANCE 2018-19	PROPOSED BUDGET 2019-20
EXPENSE COSTS				
Advertising/Marketing				
<i>Advertising/Marketing</i>	\$5,500	\$7,000	\$1,500	\$10,000
<i>Postage & Delivery</i>	\$600	\$250	(\$350)	\$1,200
<i>Printing/Playbills/Tickets</i>	\$8,500	\$4,000	(\$4,500)	\$8,500
Total Advertising/Marketing	\$14,600	\$11,250	(\$3,350)	\$19,700
Booking/Artists Fees				
<i>Artists Fees</i>	\$25,000	\$23,500	(\$1,500)	\$27,500
Total Booking/Artists Fees	\$25,000	\$23,500	(\$1,500)	\$27,500
Concession Supplies				
<i>Cnc's Supplies - Beer/Wine</i>	\$1,000	\$1,000	\$0	\$1,250
<i>Cnc's Supplies - Food</i>	\$2,500	\$2,200	(\$300)	\$2,500
<i>Cnc's Supplies - Promo. Items</i>	\$600	\$0	(\$600)	\$0
<i>Cnc's Supplies - Gallery Sales Payout</i>	\$1,200	\$1,025	(\$175)	\$1,250
Total Concession Supplies	\$5,300	\$4,225	(\$1,075)	\$5,000
Contract Labor	\$20,000	\$9,000	(\$11,000)	\$20,000
Special Events (DownStage Cabaret, Galas, Receptions)	\$33,000	\$18,000	(\$15,000)	\$10,000
Provider Payments	\$170,000	\$230,000	\$60,000	\$180,000
Supplies				
<i>Equipment Rentals</i>	\$500	\$250	(\$250)	\$500
<i>Technical Supplies</i>	\$14,000	\$6,000	(\$8,000)	\$14,000
Total Supplies	\$14,500	\$6,250	(\$8,250)	\$14,500
TOTAL EXPENSE COSTS	\$282,400	\$302,225	\$19,825	\$276,700
GROSS PROFIT	\$201,200	\$193,292	(\$7,908)	\$213,800

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2018-19 & 2019-20 BUDGET REPORT**

	FINAL BUDGET 2018-19	ESTIMATED ACTUAL 2018-19	VARIANCE 2018-19	PROPOSED BUDGET 2019-20
FIXED EXPENSES				
Capital Replacement	\$20,000	\$9,500	(\$10,500)	\$21,000
City Reimbursed Staffing	\$121,500	\$123,000	\$1,500	\$128,000
City Reimbursement (10% of earned inc.)	\$21,000	\$30,933	\$9,933	\$25,000
Credit Card Service Fees				
<i>Service Fees</i>	\$200	\$250	\$50	\$300
<i>Credit Card Discount Fees</i>	\$8,500	\$9,500	\$1,000	\$9,000
Total Credit Card Service Fees	\$8,700	\$9,750	\$1,050	\$9,300
Dues/Licenses/Permits				
<i>Dues & Subscriptions</i>	\$1,800	\$2,000	\$200	\$3,500
<i>Licenses & Permits</i>	\$17,000	\$8,750	(\$8,250)	\$17,000
Total Dues/Licenses/Permits	\$18,800	\$10,750	(\$8,050)	\$20,500
Office Expenses				
<i>Office Supplies</i>	\$2,500	\$1,700	(\$800)	\$2,500
Total Office Expenses	\$2,500	\$1,700	(\$800)	\$2,500
Professional/Special Services Total	\$3,500	\$1,700	(\$1,800)	\$0
TOTAL FIXED EXPENSES	\$196,000	\$187,333	(\$8,667)	\$206,300
NET INCOME	\$5,200	\$5,959	\$759	\$7,500
	Balance			Est. Balance
	July 1, 2018	Credits/Interest	Debits	June 30, 2019
CONTINGENCY/PERFORMANCE FUND	\$38,748	\$35		\$38,783

CULTURAL ARTS CENTER BUDGET COMPARISON REPORT

	FY 2018-19		FY 2017-18		FY 2016-17		FY 2015-16	
	BUDGET	EST. ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL
INCOME								
Box Office	\$326,600	\$336,100	\$295,450	\$340,816	\$290,700	\$272,957	\$281,700	\$312,076
Contributions	\$31,650	\$33,337	\$31,100	\$30,932	\$31,000	\$35,508	\$64,000	\$29,692
Grants	\$1,500	\$2,750	\$1,000	\$6,535	\$1,000	\$3,636	\$2,000	\$3,463
Rental	\$72,700	\$63,600	\$79,700	\$70,132	\$81,700	\$77,439	\$78,850	\$80,311
Concessions	\$10,700	\$8,210	\$9,450	\$9,838	\$11,250	\$9,091	\$8,250	\$12,207
Advertising Income	\$500	\$0	\$500	\$621	\$500	\$600	\$500	\$735
Reimbursed Technical Costs	\$39,950	\$51,520	\$37,000	\$41,137	\$36,850	\$41,825	\$32,850	\$38,242
Interest Income	\$0	\$0	\$0	\$12	\$0	\$38	\$0	\$40
TOTAL INCOME	\$483,600	\$495,517	\$454,200	\$500,023	\$453,000	\$441,094	\$468,150	\$476,766
EXPENSE COST								
Booking/Artist Fees	\$25,000	\$23,500	\$22,000	\$28,570	\$22,000	\$25,600	\$30,000	\$20,856
Concessions	\$5,300	\$4,225	\$4,150	\$5,099	\$5,900	\$6,659	\$5,500	\$7,197
Supplies	\$14,500	\$6,250	\$15,500	\$13,430	\$19,000	\$13,139	\$28,000	\$13,361
Provider Payments	\$170,000	\$230,000	\$158,000	\$200,706	\$155,000	\$171,056	\$137,500	\$178,340
Advertising/Marketing	\$14,600	\$11,250	\$15,300	\$14,046	\$15,550	\$12,433	\$13,500	\$17,988
Special Events (Rotary, ect.)	\$33,000	\$18,000	\$32,000	\$31,627	\$32,000	\$32,877	\$32,000	\$32,207
Contract Labor	\$20,000	\$9,000	\$18,000	\$17,693	\$40,000	\$49,257	\$40,000	\$46,649
SUBTOTAL EXPENSES	\$282,400	\$302,225	\$264,950	\$311,171	\$289,450	\$311,021	\$286,500	\$316,598
TOTAL GROSS PROFIT	\$201,200	\$193,292	\$189,250	\$188,852	\$163,550	\$130,073	\$181,650	\$160,168

CULTURAL ARTS CENTER BUDGET COMPARISON REPORT

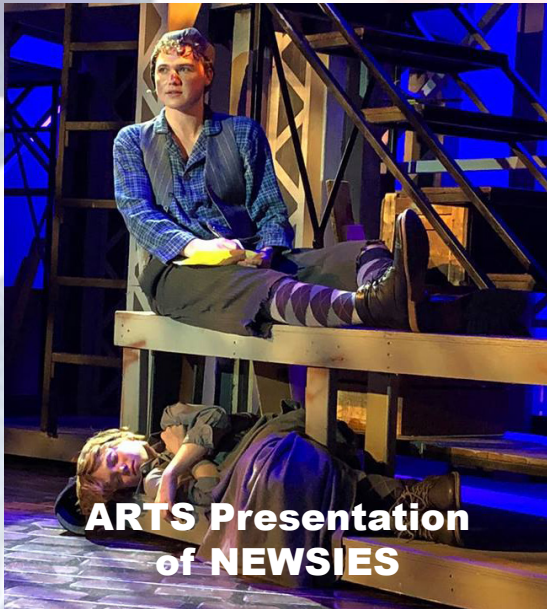
	FY 2018-19		FY 2017-18		FY 2016-17		FY 2015-16	
	BUDGET	EST. ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL
FIXED OPERATIONAL EXPENSES								
Credit Card Service Fees	\$8,700	\$9,750	\$9,900	\$12,846	11,000	19,998	9,500	12,173
City Reimbursement - 10%	\$21,000	\$30,933	\$23,000	\$23,499	20,000	26,273	20,000	18,157
Contract Services - Staff	\$121,500	\$123,000	\$103,000	\$105,156	74,000	65,387	55,000	64,711
Dues/Licenses/Permits	\$18,800	\$10,750	\$20,500	\$22,833	21,000	17,527	24,500	17,879
Professional/Special Services	\$3,500	\$1,700	\$3,000	\$3,000	3,000	3,000	3,000	3,000
Capital Replacement	\$20,000	\$9,500	\$20,000	\$9,294	25,000	14,209	58,000	31,732
Office Expenses	\$2,500	\$1,700	\$2,500	\$1,736	2,500	1,708	3,000	1,615
TOTAL EXPENSES	\$196,000	\$187,333	\$181,900	\$178,364	\$156,500	\$148,102	\$173,000	\$149,267
NET PROFIT/LOSS	\$5,200	\$5,959	\$7,350	\$10,488	\$7,050	(\$18,029)	\$8,650	\$10,901

SIMI VALLEY CULTURAL ARTS CENTER



FY 2019-2020 OPERATING PLAN





SIMI VALLEY CULTURAL ARTS CENTER FY 2019-2020 OPERATING PLAN Table of Contents

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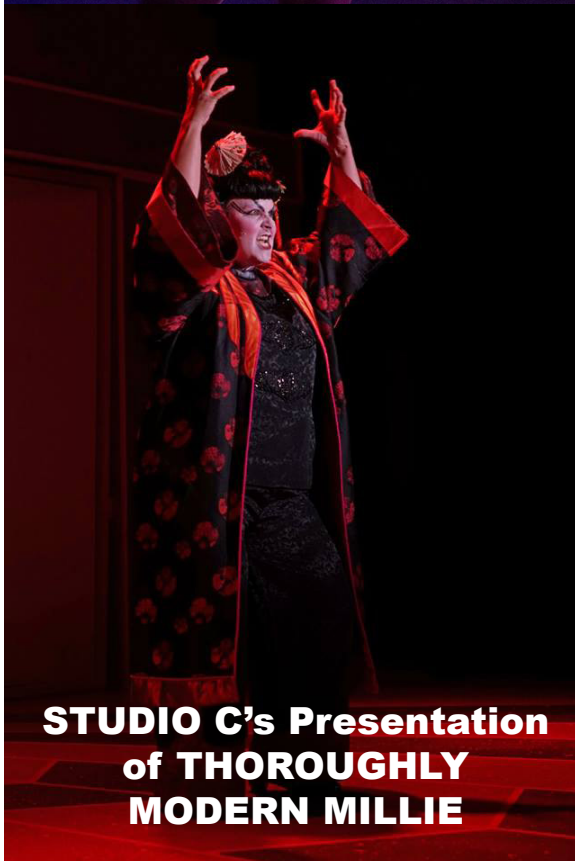
Cultural Arts Center

MISSION STATEMENT



**SVCAC's Presentation
of SISTER ACT**

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.



**STUDIO C's Presentation
of THOROUGHLY
MODERN MILLIE**



**ARTS Presentation
of NEWSIES**



**ARTS Presentation
of GUYS AND DOLLS**

Cultural Arts Center GOALS

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

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

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



Cultural Arts Center

FACILITY DESCRIPTION



The Simi Valley Cultural Arts Center encompasses a 185-seat theater, a multi-purpose room accomodating up to 174 for events or 80 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



ARTS Presentation of OKLAHOMA



STUDIO C Presentation of THOROUGHLY MODERN MILLIE



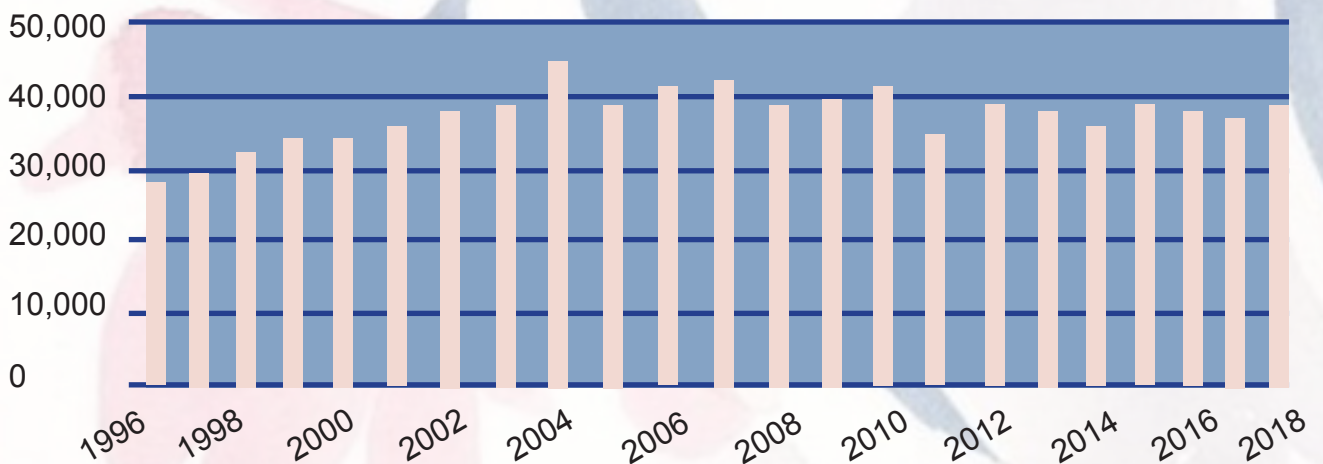
HIGH STREET BROADCAST

Overview

In 2018, the Simi Valley Cultural Arts Center produced or hosted 364 events serving over 37,170 participants. From *Oklahoma* to *Thoroughly Modern Millie* to *Guys and Dolls*, 179 performances occurred on the Mainstage. Over a dozen performances were offered on the more intimate DownStage Theater, featuring productions of *The Witness for the Prosecution* and the High Street Broadcast.

Goal

In 2019 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, and the Lobby Gallery.



From 1996 through 2018, the Cultural Arts Center has hosted a total of 9,627 events, including musicals, plays, concerts, school productions, children's theater, two film series, graduations, meetings, receptions and seminars. The Center's diverse range of programming also encompasses youth programs, special events and visual art exhibits in the Center's lobby gallery. The Cultural Arts Center provided a total of 364 events in 2018.



179 mainstage events

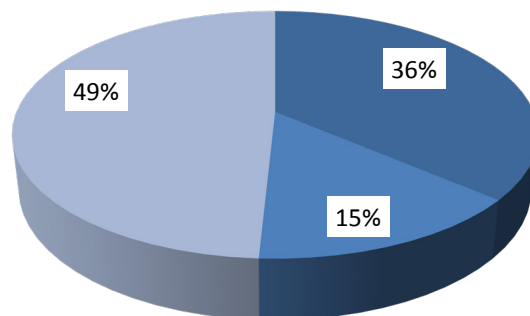
132 mpr/downstage theater events

53 gallery events



Chart Title

■ MP Room/DownStage Events ■ Gallery Events ■ MainStage Events



Cultural Arts Center PROGRAMMING ACHIEVEMENTS FY 2018-2019

Goal

In 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.

Achievement

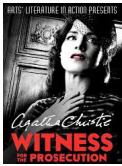


Eight fully staged productions plus at least one youth workshop production will have taken place on the Cultural Arts Center's Mainstage during FY 2018-19 with a total of 139 performances. In addition, SVCAC will host nine concert events as well as more than 20 recitals, graduations, talent shows, and other special events on the Mainstage and 22 events on the DownStage/MPR during FY 2018-19. The high artistic quality of the productions and concerts have been maintained as evidenced by media reviews, online reviews, recognition from Broadway World, Backstage, Stage Scene LA, and local media as well as an open invitation to perform in the LA area. As of FY 2018-19, five major productions that first played at SVCAC will have been moved to Los Angeles for additional limited engagements.

Goal

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

Achievement



The CAC was able to offer several productions or events in our 80-seat DownStage Theatre including ARTS Literature in Action (youth theater) presenting Agatha Christie's "The Witness for the Prosecution", an original storytelling evening from Los Angeles entitled "Divas in Danger", and a series of sold out DownStage Cabaret evenings with the High Street Broadcast recreating vintage live radio broadcasts complete with live music, sound effects, and vintage serials and commercials. In addition, the MPR hosted luncheons, parties, business meetings, rehearsals, and special events.

Goal

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

Achievement



In addition to continuing to expand our outreach to potential producers for possible future programming, the CAC has revised the application process for producing and renting at the Cultural Arts Center beginning January 2020. A wide variety of potential stakeholders are being contacted and invited to apply for Season 2020 in an attempt to provide a variety of local and regional entertainment and community events at the Center, all the while maintaining the CAC's reputation of providing outstanding live entertainment to the community.

Goal

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.

Achievement



The CAC saw an increase in rentals from local dance studios, conservatory programs, Homeschooler programs, vocal and instrumental studios and youth theater workshops and productions. In addition to ARTS Summer Musical Theater Workshop performances and Literature in Action productions, SVCAC will host productions, recitals and events from Conejo Valley Homeschoolers, Rosalie's School of Dance, Studio C Performing Arts Conservatory, Inspire Dance Studio, Mastrodonardo Piano and Vocal Studio, Aspire Dance Company, Stage 1 Music, Janssen Music, J K Vocal Studios, Simi Institute for Careers and Education, Simi Valley Youth Council and the annual Reflections Program from the Simi Valley Unified School District.

Cultural Arts Center

PROGRAMMING GOALS

FY 2019-2020



In 2019-20, produce or host at least seven 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 explore and expand non-weekend performances of special events, concerts and other live arts experiences to generate additional revenue and provide more opportunity for community use of the Center.



Through the newly revamped rental application process beginning in 2020, support and develop the emerging arts culture in Simi Valley and the surrounding communities as represented by such stakeholders as ARTS, Simi Valley Art Alliance, Simi Valley Cultural Association, It's a New Day, Studio C Performing Arts Conservatory, Lit Live and others. Expand collaborative efforts for gallery exhibits with local and regional partners such as the Reagan Museum, Ventura County Museum, and more. The CAC can also play a positive role in helping emerging organizations through technical assistance, providing space, logistical support and collaborative programs.



Continue to develop collaborative relationships with educational and community partners, including music training programs, dance studios, conservatory programs, Homeschooler groups, and Simi Valley Unified School District, in order to maximize our mutual support of 'Arts in Education' projects that provide performance related experiences to youth of all ages.

Expand the DownStage Cabaret Series and the use of the DownStage Theater in order to present a variety of performing arts experiences and provide additional opportunities for increased community involvement.

Cultural Arts Center MARKETING AND MARKETING GOALS FY 2019-2020



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

Expand the Center’s advertising and marketing in local and regional print media to include promotion of both programming and rental availability of the Center to increase awareness of the Center’s availability as a venue for business and community usage as well as performance based rentals.

reviews

NEXT TO NORMAL

“Mazie Rudolph puts her heart and soul into her performance as Diana, as rich and nuanced as you will ever see in the theater.”
Cary Ginell -THE ACORN

Continue to expand our successful e-mail relationship with our audience and continue to increase the CAC’s impact on Social Media through Facebook, Twitter, Instagram, blogs, online publications, online reviewers as well as cooperative promotion with other theatrical organizations that help to increase the CACs recognition within the L.A. region.

NEXT TO NORMAL

“With the amazing Mazie Rudolph doing Diana Goodman proud, the latest Simi Valley Cultural Arts Center earns deserved cheers and tears.”
Steven Stanley - STAGEsceneLA

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

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

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 17, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: REVIEW AND APPROVE SIMI VALLEY CULTURAL ASSOCIATION
SUMMER MUSICAL THEATRE WORKSHOP SUBSIDY REQUEST

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 CAC provides subsidies to assist non-profits, local artists, and community groups in utilizing the facility, increase overall accessibility and to fill the need for supplemental programming that advances the Center's mission such as educational programming for young people. The Simi Valley Arts Commission retains the authority to review requests for individual/special case subsidies. Typical Individual/Special Case subsidy requests ask to utilize the CAC for performances, educational activities, and special events.

Request for Subsidy

The Simi Valley Cultural Association (SVCA) requests a two-year subsidy to help with rental fees associated with ARTS Summer Musical Theatre Workshop for Kids' performances in 2019 and 2020. This program has a 30-year history in Simi Valley, produced by Actors' Repertory Theatre of Simi under the 501(c)3 umbrella of the Simi Valley Cultural Association. The musical theatre workshop is a performance based, theatrical and educational program teaching the disciplines of stage etiquette, musical theatre, dance, acting and singing to kids between the ages of 8-14. Such a workshop encourages children to use their unique voice and individual creativity, helps build self-esteem, strengthens communication skills, and work as a team in a non-competitive, nurturing environment.

Between 28-38 children participate each summer in this program. Though a tuition-based program, full and partial scholarships are made available based on financial needs. No child is turned away for inability to pay. Professional program staff consists of a Director, Musical Director, Choreographer, Costumer, two paid interns and two volunteer interns. Other production expenses for the program consist of, but are not limited to, advertising, costume materials, performance royalties and props used during performance. Camp tuition is used to offset these costs, while technical fees at the Center have been covered by ticket sales. Any additional proceeds are used to help fund and expand various free programs and workshops for students that ARTS offers throughout the school year, such as Literature in Action.

Two consecutive, four-week workshops are conducted off-site at ARTS Cultural Enrichment Center, and culminate in three performance days at the Simi Valley Cultural Arts Center. These workshop performances have historically taken place during the six week run of an ARTS mainstage production. Each summer workshop requires just one day of technical rehearsal at the Center, usually the day prior to the first performance. The proposed performance and tech setup dates this year would be July 10-13 for Frozen, Jr. and August 7-10 for Schoolhouse Rock Live, Junior.

The Cultural Association thanks the Arts Commission for consideration of this request, and has always considered SVCA and the City to be partners in efforts to raise cultural awareness in the community through educational arts programs for young people.

As outlined in the CAC Subsidy Policy reviewed and approved by the Simi Valley Arts Commission at the September 2018 meeting, approved subsidy requests are in effect for a maximum of a two-year period before having to resubmit. If granted, the subsidy covers only the rental fees for the facility use. Technical staffing and equipment use fees, cleaning/damage deposit, and any box office related charges (ticket surcharge, provider credit card fees, etc) still apply and provide an avenue of income to the CAC.

If granted, staff estimates the total value of the subsidy to be approximately \$1,700 for six rental days per calendar year. Staff estimates the potential income to CAC for the technical and box office services to be approximately \$2,000-\$2,500.

Based on the merits of community engagement, cultural awareness and that the summer workshop performances provide an educational arts program for young people element for which the CAC does not have staffing nor funding to fulfill, staff concludes that this event is in support of the CAC's mission to support and encourage cultural activities that enhance the quality of life of residents of Simi Valley and of the surrounding communities.

The following alternatives are available to the Commission:

1. Approve the ARTS Summer Musical Theater Workshop subsidy request;
2. Not approve the ARTS Summer Musical Theater Workshop subsidy request;
3. Provide staff with other direction.

Staff recommends Alternative 1.

Recommended Motion:

I move to approve the ARTS Summer Musical Theater Workshop subsidy request as proposed.

Staff is available to answer any questions at the April 17, 2019 Arts Commission meeting.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 17, 2019

TO: Simi Valley Arts Commission

FROM: Ron Fuchiwaki, Interim Community Services Director

SUBJECT: CULTURAL ARTS CENTER MAINSTAGE APPLICATION PROCESS AND APPOINTMENT OF ONE ARTS COMMISSIONER TO SERVE ON THE EVALUATION COMMITTEE

In April 2019, the Cultural Arts Center (CAC) launched a newly designed online application process for performing arts organizations who wish to rent the Mainstage for theatrical productions. This process was developed to increase the availability of the Mainstage to outside production companies while also increasing the transparency of CAC operations.

Applications are open to professional performing arts organizations who wish to present high quality theatrical productions to the Mainstage during the upcoming 2020 season. Production runs can range from one to five weekends and can be either a musical or a play. Applications will be accepted until May 10, 2019 and are available online at www.simivalley.org/CACMainstageApp.

Staff has also coordinated an outreach campaign to announce and distribute the application. This campaign has included a press release; posting to the City's website; social media posts; email blasts; and distribution of the application link to organizations that have either performed, or expressed interest in performing, at the CAC.

Applications will be evaluated by committee based on the following point structure:

- Length of Production: **25 points** (5 points per consecutive weekend including Friday, Saturday, and Sunday performances)
- Reasoning Behind the Selection of the Production and Demonstrated Ability to Bring to the Stage: **25 points**
- Social Importance of the Production to the Community : **20 points**
- Promotion of Cultural Awareness and Inclusivity: **10 points**
- References - **15 points** (5 points per positive venue reference)
- 501(c)3 Non-Profit and Educational Organizations: **5 points**

The evaluation committee is intended to be comprised of: one CAC Staff Member; one Arts Commission Member; one Youth Council Member; and one member of the Ventura County Arts Council. This composition will allow for diverse perspectives to be included in the evaluation process. Scheduling priority will be assigned based on the average

score. CAC staff will then work with eligible applicants in scheduling productions.

DownStage productions, dance performances, concerts, special events, and one night only performances can submit a standard rental inquiry form on the City's website and will be contacted by CAC staff after the 2020 Mainstage season of theatrical productions has been calendared.

Staff requests that the Arts Commission share the application link with any organizations that may be interested in applying. Staff also recommends that the Arts Commission nominate one of its members to serve on the evaluation committee. The application review is tentatively scheduled to occur the week of May 13, 2019.

The following alternatives are available to the Arts Commission:

1. Nominate one member to serve on the Application Evaluation Committee;
2. Not nominate one member to serve on the Evaluation Committee;
3. Provide staff with other direction.

Staff recommends Alternative 1.

Recommended Motion:

I move to nominate (Name) to serve on the Application Evaluation Committee.

Prepared by: David Yoshitomi, Community Services Manager

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 17, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

Attached for review are the Simi Valley Cultural Arts Center (CAC) attendance and usage statistics for January – March, 2019. During this period, attendance at the CAC was down 37% when compared to the same period of 2018. This variance in attendance can be attributed to two factors. First, the rental production of William Shakespeare's HAMLET averaged much lower audiences than a traditional musical theater production. Second, the CAC was dark for four weeks to accommodate for carpet installation and the balcony seating reorganization.

Compared to January – March, 2018, main stage events showed a 6% increase. However, main stage attendance showed a 36% decrease. The Multi-Purpose Room/DownStage events decreased 35% with a 33% decrease in attendance. Gallery events showed a 17% decrease with a 53% decrease in gallery attendance. This resulted in a decrease of 11% in overall usage of the Center.

Staff anticipates that much of these decreases at the beginning of the calendar year will be offset by programming that includes box office hits such as NEWSIES, MAMMA MIA, and MATILDA.

Attachment

SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

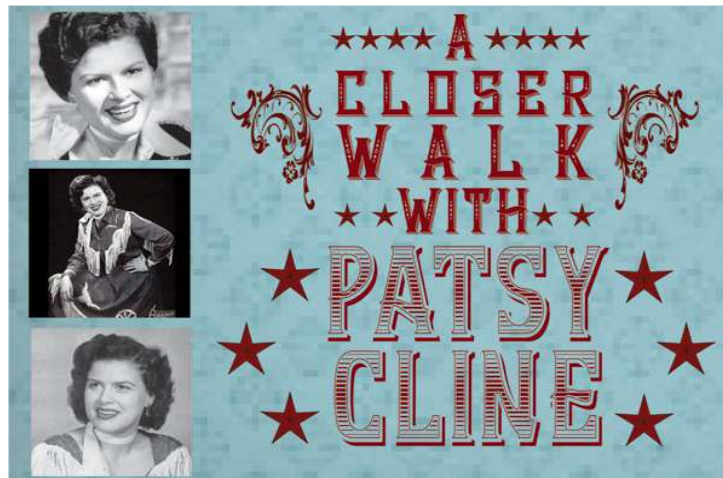
	Main Stage Events	Main Stage Attendance	MPR Events	MPR Attendance	Gallery Events	Gallery Attendance	Total Events	Total Attendance	Hrs Open to the Public (per week)
Annual Total 2015	169	26,761	142	7,513	51	4,123	362	38,397	70
Annual Total 2016	168	25,096	176	8,171	50	4,008	394	37,275	70
Annual Total 2017	168	25,740	165	7,435	53	3,556	386	36,731	70
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	11	1,581	10	400	4	223	25	2,204	69
May-18	21	2,956	16	917	5	326	42	4,199	72
Jun-18	18	2,186	6	275	5	499	29	2,960	70
Jul-18	14	2,175	14	693	5	297	33	3,165	66
Aug-18	14	2,353	10	396	4	275	28	3,024	68
Sep-18	14	2,070	10	447	5	240	29	2,757	66
Oct-18	11	1,783	15	815	4	193	30	2,791	67
Nov-18	17	2,479	10	625	4	248	31	3,352	70
Dec-18	26	3,424	15	924	5	535	46	4,883	72
Annual Total 2018	179	26,969	132	6,672	53	3,529	364	37,170	69
January-March 2018	33	5,962	26	1,180	12	693	71	7,835	69
Jan-19	14	972	4	170	5	85	24	1,227	62
Feb-19	6	175	6	305	0	0	12	480	35
Mar-19	15	2,655	7	315	5	241	27	3,211	57
Apr-19								0	
May-19								0	
Jun-19								0	
Jul-19								0	
Aug-19								0	
Sep-19								0	
Oct-19								0	
Nov-19								0	
Dec-19	0							0	
Annual Total 2019	35	3,802	17	790	10	326	63	4,918	51
% Change From 2018	6%	-36%	-35%	-33%	-17%	-53%	-11%	-37%	-25%

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 17, 2019
TO: Simi Valley Arts Commission
FROM: Fred Hesel, Acting Community Services Manager
SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER PROGRAMMING UPDATE

Attached for the Simi Valley Arts Commission's review is the programming for the months of April, May, and June 2019. Reflected below are programming descriptions of *A Closer Walk With Patsy Cline*, Virtuoso guitarist Michael Chapdelaine in Concert, the ever popular Mother's Day with Elvis featuring Raymond Michael, and *A Gentleman's Guide to Love & Murder*. Also, the updated Calendar for the months of April, May and June 2019 are attached.

Staff will be available at the April 17, 2019 Simi Valley Arts Commission meeting to address any questions.



A CLOSER WALK WITH PATSY CLINE April 26 – May 19, 2019

A CLOSER WALK WITH PATSY CLINE by Dean Regan chronicles the life of one of the most influential female country singers of all time, Patsy Cline. The first female solo artist ever inducted into the Country Music Hall of Fame, and one of the most successful crossover artists in history, the iconic Patsy Cline packed a lot of great music into her short life, which tragically ended in a plane crash at the age of 30. Developed with the help of her widow Charlie Dick and featuring more than 20 of her hit songs, this show features award-winning actress Michele McCrae ("Always, Patsy Cline", Cabaret", "Hairspray") as Patsy Cline. Tickets for A CLOSER WALK WITH PATSY CLINE are Adults \$28, Seniors 60 & Above and Students \$24, and Children 12 & Under \$20.



MICHAEL CHAPDELAINE IN CONCERT
Sunday, May 5, 2019 at 7:30 pm

World-renowned virtuoso guitarist Michael Chapdelaine returns for a rare one night only concert in California at one of his favorite venues. Michael will amaze you with his award-winning Classical and Fingerstyle interpretations of classical, modern, rock and original works. A student of guitar master Andres Segovia, Chapdelaine has toured four continents and teaches master classes at universities throughout the world. He is the only guitarist ever to win both the Guitar Foundation of America Championship & National Fingerstyle Championship. Tickets are \$29 Adults, \$27 Seniors & Students, and \$22 Children 12 & Under.



Raymond Michael as ELVIS
Mother's Day
May 12, 2019

Treat your mom to a special night out this year featuring Raymond Michael's Mother's Day! Hailed as one of the top Elvis Presley tribute artists in the U.S., Raymond Michael is a sure fire crowd pleaser. Featuring an evening of all the King's greatest hits including Love Me Tender, Blue Suede Shoes, Heartbreak Hotel and more! Don't miss this fabulous evening of fun for the entire family! Tickets sell out fast, so get yours today! Tickets are \$29 Adults, \$27 Seniors & Students, \$22 Children 12 & Under.



A GENTLEMAN'S GUIDE TO LOVE & MURDER
June 8 – July 14, 2019

A Gentleman's Guide to Love and Murder is the knock-'em-dead, uproarious hit and the most-nominated show of the 2014 season with ten Tony nominations and four wins, including Best Musical. A distant heir to a family fortune sets out to speed up the line of succession by using a great deal of charm and a dash of murder. This Broadway hit is filled with unforgettable music, nonstop comedy, and a scene-stealing role for one actor who plays all eight of the doomed heirs. Can Monty Navarro juggle his fiancé and his mistress, knock off all eight of the heirs without being caught and become the ninth Earl of Highhurst? See this knock-'em'-dead TONY AWARD WINNER FOR BEST MUSICAL to find the answers. A Gentleman's Guide to Love and Murder with book and lyrics by Robert L. Freedman and with music and lyrics by Steven Lutvak is presented by Actors' Repertory Theatre of Simi and will play June 8 – July 14, 2019. Tickets are \$28 Adults, \$24 Seniors & Students, and \$20 Children 12 & Under.

Attachment

April 2019

April 2019							May 2019						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6				1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Mar 31 - Apr 6	Mar 31	Apr 1	2 11:30am 2:30pm Rotary Luncheon (MPR)	3	4	5 7:00pm 11:00pm Newsies (Main Stage)	6 1:00pm 5:00pm Newsies (MS) 7:00pm 11:00pm Newsies (Main Stage)
	7 1:00pm 5:00pm Newsies (Main Stage)	8	9 11:30am 2:30pm Rotary Luncheon (MPR)	10 6:00pm 8:00pm Foundation Meeting (Upper Lobby)	11	12 7:00pm 11:00pm Newsies (MS)	13 1:00pm 5:00pm Newsies (MS) 7:00pm 11:00pm Newsies (MS)
Apr 7 - 13	14 Palm Sunday 1:00pm 5:00pm Newsies (MS) 5:00pm 9:00pm Newsies STRIKE (MS/MPR)	15	16 11:30am 2:30pm Rotary Luncheon (MPR)	17	18	19 11:00am 1:00pm Simi Valley Republican Women Federated (MPR)	20 Passover Begins Patsy Cline Tech Week
	21 Easter Patsy Cline Tech Week	22 Patsy Cline Tech Week	23 Patsy Cline Tech Week	24 Patsy Cline Tech Week	25 7:00pm 11:00pm TBA Dress Rehearsal (Main Stage)	26 7:00pm 11:00pm A Closer Walk with Patsy Cline Opening (Main Stage)	27 Passover Ends 7:00pm 11:00pm Patsy Cline (Main Stage)
Apr 14 - 20	28 1:00pm 5:00pm Patsy Cline (Main Stage)	29	30	May 1	2	3	4
Apr 21 - 27							
Apr 28 - May 4							

May 2019

May 2019							June 2019						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
5	6	7	1	2	3	4	2	3	4	5	6	7	1
12	13	14	8	9	10	11	9	10	11	12	13	14	8
19	20	21	15	16	17	18	16	17	18	19	20	21	15
26	27	28	22	23	24	25	23	24	25	26	27	28	22
			29	30	31		30						29

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Apr 28 - May 4	Apr 28	29	30	May 1	2	3	4
						7:00pm 11:00pm Patsy Cline (Main Stage)	9:00am 5:00pm Stage 1 Music Recital (MS) 7:00pm 11:00pm Patsy Cline (Main Stage)
May 5 - 11	5	6	7	8	9	10	11
	1:00pm 5:00pm Patsy Cline (Main Stage) 7:00pm 11:00pm Michael Chapdelaine in Concert (Main Stage)		11:30am 2:30pm Rotary Luncheon (MPR)	6:00pm 8:00pm Foundation Meeting (Upper Lobby)		7:00pm 11:00pm Patsy Cline (Main Stage)	SPOTLIGHT AWARDS Spring Craft and Gift E 7:00pm 11:00pm NO PERFORMANCE
May 12 - 18	12	13	14	15	16	17	18
	Mother's Day 1:00pm 5:00pm Patsy Cline (Main Stage) 5:30pm 10:30pm Raymond Michael Concert (Main Stage)		11:30am 2:30pm Rotary Luncheon (MPR)			7:00pm 11:00pm Patsy Cline (Main Stage)	7:00pm 11:00pm Patsy Cline (Main Stage)
May 19 - 25	19	20	21	22	23	24	25
	1:00pm 5:00pm Patsy Cline and STRIKE (Main Stage) 5:30pm 10:00pm Mastrodonardo Piano Recital (Main)		11:30am 2:30pm Rotary Luncheon (MPR)		3:00pm 10:00pm Conejo Homeschoolers (MS/MPR)		11:00am 8:30pm Rosalie Dance Rehearsal (Main Stage)
May 26 - Jun 1	26	27	28	29	30	31	Jun 1
		Memorial Day	11:30am 2:30pm Rotary Luncheon (MPR)			Youth Council Talent S	

June 2019

June 2019							July 2019						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
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CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 17, 2019
TO: Simi Valley Arts Commission
FROM: David Yoshitomi, Community Services Manager
SUBJECT: UPDATE ON STRATEGIC PLAN

After the February 20, 2019 Arts Commission meeting staff initiated the preliminary phase of the strategic planning process for the Cultural Arts Center (CAC). This phase includes meeting with stakeholders in the arts community. The purpose of these meetings is to provide a more complete understanding of the cultural and artistic landscape in the region. This information will be used to tailor the strategic planning process to best match the needs of the CAC and stakeholders in the community.

As of April 17, 2019, staff has held five individual meetings with representatives from: It's a New Day and Lit Live; Ballet Folklórico Cielito Lindo de Simi Valley; and, New West Symphony. Additional meetings with dance, theater, cultural, and visual arts organizations are either scheduled or in the process of being scheduled.

Staff will continue to provide updates at future Arts Commission meetings.

Staff will be available to answer any questions at the April 17, 2019 Arts Commission meeting.