



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

SIMI VALLEY ARTS COMMISSION

Wednesday, June 19, 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: April 17, 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. Review of Production Profit and Loss Statements for *Plaid Tidings* and *A Closer Walk with Patsy Cline*
 - b. Review of Production Budget for *Mamma Mia*
 - c. Review and Approve Amendments to the Simi Valley Cultural Arts Center Individual/Special Case Subsidy Rental Policy
 - d. Review and Approve Simi Valley Cultural Association Summer Musical Theatre Workshop Subsidy Request
 - e. Cultural Arts Center Mainstage Application Update
6. Reports
 - a. Simi Valley Cultural Arts Center Programming Update
 - b. General Manager's Report
 - c. 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, August 21, 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 3:33 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

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

Absent: Commissioner Walker

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

2. Agenda Review

No changes were recommended

3. Approval of Minutes: February 20, 2019

A motion was made by Commissioner Judge and seconded by Commissioner Lorencz to approve the minutes as drafted. The motion passed unanimously.

4. Public Statements

Steven Hayes stated that Lit Live had just completed bringing a production of the Diary of Anne Frank to three middle schools in Simi Valley. In regards to the Cultural Arts Center (CAC), Mr. Hayes stated the six week production run was problematic, and recommended that the CAC open up shorter runs, referencing Conejo Players Theater, Camarillo Skyway Theater, and Santa Paula Theater as examples of shorter production runs. Specifically for item 5c., Mr. Hayes asked that the Arts Commission consider the subsidy request carefully, citing the CAC's response to a management review of the Center, where the Actors Repertory Theater of Simi Valley is listed as one of the few organizations that has the financial capacity to sustain major productions.

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

Mr. Helsel provided a break down for the FY 2018-19 operations budget projections. Net Income is projected to be \$5,459, which is slightly above budget projections and based on estimated revenues of \$495,017. Projections of general fund expenditures were also reviewed, indicating estimated general fund expenditures of \$673,800 including salaries and benefits; utilities; custodial services and supplies; capital projects; and considering \$153,900 in reimbursements to the City. The balance in the

Contingency/Performance Fund account is estimated to be above \$38,700 on June 30, 2019.

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.

There was discussion about the custodial service and supply figures estimated in the report, and if the Public Works Department could provide exact figures for the facility. Staff noted that Public Works does not budget custodial costs based on facility, only for the City as whole, but that they would follow up with Public Works to determine if a more specific number can be reached.

It was suggested that future budgets should amortize large upfront costs, such as the CAC's reimbursement to the City, so they are reflected in the budget on a monthly or quarterly basis, instead of one lump cost.

A motion to receive the Cultural Arts Center FY 2018-19 Operating Budget Report and recommend the Cultural Arts Center FY 2019-20 Operating Budget as proposed be forwarded to the City Council for approval was made by Council Member Judge, with a second by Commissioner Lorencz.

The motion passed unanimously.

b. Review of the Proposed Fiscal Year 2019-20 Operating Plan

Mr. Helsel presented the FY 2019-20 Operating Plan to the Arts Commission. The plan began with an overview of the Center, including its mission, goals, description of the facility, and attendance figures. The plan included a list of FY 2018-19 goals and accomplishments. Also included were FY 2019-20 programming and marketing goals.

A member of the public, Mr. Hayes, requested to be heard, and the Mayor opened up the Public Comments section of the meeting for this item. Mr. Hayes stated another issue he has with the CAC's scheduling is how tech week load in begins on a Saturday, which prevents the Mainstage from being rented for performance during peak day. Mayor Mashburn then closed the public comments. The commission recommended that staff look at charging a rental fee for technical week to increase revenue.

- c. Review and Approve Simi Valley Cultural Association Summer Musical Theatre Workshop Subsidy Request

Mr. Helsel provided an overview of a subsidy request submitted by the Simi Valley Cultural Association (SVCA). The request was to subsidize the rental fees for the ARTS Summer Musical Theater Workshop for Kids' performances in 2019 and 2020. Based on the merits of community engagement, cultural awareness, and arts education, staff recommended that the Arts Commission approve the subsidy request.

There was discussion as to the tuition cost of the program and the revenues realized by SVCA dba ARTS for the program. Being that this information was not included in the application, the Commission tabled this item and asked staff to bring it forward at a future meeting to include the program tuition amount for this year, and financial reporting (profit and loss statements) to better informed and assist in the decision.

The Commission inquired into the terms of the Individual/Special Case Subsidy policy, which allows for subsidies to occur over a period of up to two years. The Commission requested a review of this policy be brought forth at a future Arts Commission meeting.

- d. Cultural Arts Center Mainstage Application Process and Appointment of One Arts Commissioner to Serve on the Evaluation Committee

Mr. Yoshitomi presented an overview of the Mainstage Application process to the Arts Commission. This included a summary of the application, the evaluation process, and outreach efforts to notify arts organizations that would be interested in applying. Staff also recommended that the Arts Commission appoint one of its members to serve on the evaluation committee.

It was recommended that staff extend the deadline to May 31, 2019.

A motion to nominate Commissioner Lorencz to serve on the Application Evaluation Committee was made by Commissioner Kunicki and seconded by Commissioner Lorencz.

The motion passed unanimously.

6. Reports

- a. Simi Valley Cultural Arts Center Statistics Update

Mr. Helsel reported that attendance statistics for January to March were down 37% compared to the same period last year. This can be attributed

to the CAC being dark for four weeks for building improvements and a non-musical production in January, which has less of a draw than a musical. This attendance drop is expected to be offset in the upcoming months with three box office hits on the calendar.

b. Simi Valley Cultural Arts Center Programming Update

Mr. Helsel provided a summary of the upcoming programming at the CAC, which includes a Closer Walk With Patsy Cline; Guitarist Michael Chapdelaine in Concert; Mother's Day with Elvis featuring Raymond Michael; and a Gentleman's Guide to Love and Murder.

c. Update on Strategic Plan

Mr. Yoshitomi reported that several meetings had been held with representatives from local arts organizations. These meetings are part of the preliminary phase of the strategic planning process, designed to gauge the artistic and cultural landscape in the City.

d. General Manager's Report

Mr. Helsel stated that he had covered all reportable information in the previous agenda items and that he had nothing further to report.

e. Update on Simi Valley Cultural Arts Center Foundation Activities

Simi Valley Cultural Arts Center Foundation President Marie Bennett updated the Commission on the Foundation activities. Ms. Bennett invited the Arts Commissioners to attend the Spotlight Awards, which are scheduled for May 11, 2019.

7. Commissioner Comments

Commissioner Lorencz asked staff to include projections, actuals, and variance in future budget reports for CAC in-house productions.

Commissioner Kunicki asked if the City had considered leasing the CAC to an outside company and asked staff to bring back information at a future meeting.

Mayor Mashburn presented a signed rental contract for the ARTS production of Newsies, which had a clause that prohibited David Ralphe from directing the show. He also presented a review of the production from a local paper, which listed a pseudonym, identified as David Ralphe, as the director of the show. Mr. Helsel responded that Mr. Ralphe was brought on as the director prior to the City adding that clause to the contract, and that Mr. Ralphe ceased directing as soon as he was notified of the terms. The pseudonym was used as a placeholder in all marketing materials moving forward, yet the media outlet listed both names in the review. Mayor Mashburn stressed the importance of adhering to contracts.

8. Adjournment – the meeting was adjourned at approximately 5:51 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: June 19, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: REVIEW OF PROFIT AND LOSS STATEMENTS FOR *PLAID TIDINGS*
AND *A CLOSER WALK WITH PATSY CLINE*

Attached for the Arts Commission's (Commission) review are the Profit and Loss statements for *Plaid Tidings* and *A Closer Walk with Patsy Cline*.

PLAID TIDINGS (December 2018 – 12 performances)

Total income of \$27,323

Total expenditures of \$19,827

Net Income of \$7,496

A CLOSER WALK WITH PATSY CLINE (April/May 2019 – 11 performances)

Total Income - \$28,006

Total Expenditures - \$16,154

Net Income - \$11,852

Staff will be able to answer any questions at the June 19, 2019 Arts Commission meeting.

Attachment

Prepared by: Fred Helsel, Acting Community Services Manager

Simi Valley Cultural Arts Center
Plaid Tidings 2018 Profit and Loss
 January 2018 - June 2019

	BUDGET	ACTUAL	VARIANCE
Income			
Total 4040 Box Office Sales (Gross)	\$25,000.00	\$27,323.00	\$2,323.00
Total Income	\$25,000.00	\$27,323.00	\$2,323.00
Expenses			
5100 Artists Fees			
Director/Choreographer	\$2,000.00	\$2,000.00	\$0.00
Musical Director	\$1,750.00	\$1,750.00	\$0.00
Lighting Design	\$900.00	\$900.00	\$0.00
Sound Design	\$350.00	\$350.00	\$0.00
Costume Assistant	\$250.00	\$250.00	\$0.00
Stage Manager	\$350.00	\$350.00	\$0.00
Band	\$2,100.00	\$2,100.00	\$0.00
Total 5100 Booking/Artists Fee	\$7,700.00	\$7,700.00	\$0.00
5400 Supplies			
5420 Equipment Rentals	\$200.00	\$73.53	(\$126.47)
5430 Technical Supplies			
5434 Costumes / Makeup / Wigs	\$500.00	\$408.19	(\$91.81)
5435 Props	\$500.00	\$344.05	(\$155.95)
5436 Set Supplies	\$500.00	\$444.25	(\$55.75)
Total 5430 Technical Supplies	\$1,500.00	\$1,196.49	(\$303.51)
Total 5400 Supplies	\$1,700.00	\$1,270.02	(\$429.98)
5600 Advertising & Marketing			
5620 Printing/Playbills/Tickets	\$1,750.00	\$1,463.96	(\$286.04)
5630 Advertising / Marketing	\$500.00	\$90.00	(\$410.00)
Total 5600 Advertising & Marketing	\$2,250.00	\$1,553.96	(\$696.04)
5700 Contract Labor			
Actor Stipends	\$800.00	\$800.00	\$0.00
Technical Director	\$3,980.00	\$3,936.00	(\$44.00)
Total 5700 Contract Labor	\$4,780.00	\$4,736.00	(\$44.00)
6400 Dues/Licenses/Permits	\$5,000.00	\$4,566.65	(\$433.35)
Total Expenses	\$21,430.00	\$19,826.63	(\$1,603.37)
Net Income	\$3,570.00	\$7,496.37	\$3,926.37

Simi Valley Cultural Arts Center
A Closer Walk With Patsy Cline 2019 Profit and Loss
 January 2018 - June 2019

	BUDGET	ACTUAL	VARIANCE
Income			
Total 4040 Box Office Sales (Gross)	\$25,000.00	\$28,006.00	\$3,006.00
Total Income	\$25,000.00	\$28,006.00	\$3,006.00
Expenses			
5100 Artists Fees			
Musical Director	\$2,500.00	\$2,500.00	\$0.00
Costume Design	\$1,000.00	\$1,000.00	\$0.00
Stage Manager	\$350.00	\$350.00	\$0.00
Wig Master	\$250.00	\$250.00	\$0.00
Total 5100 Booking/Artists Fee	\$4,100.00	\$4,100.00	\$0.00
5400 Supplies			
5420 Equipment Rentals	\$200.00	\$60.28	-\$139.72
5430 Technical Supplies			
5434 Costumes / Makeup / Wigs	\$800.00	\$898.24	\$98.24
5435 Props	\$300.00	\$69.75	-\$230.25
5436 Set Supplies	\$500.00	\$229.45	-\$270.55
Total 5430 Technical Supplies	\$1,600.00	\$1,197.44	-\$402.56
Total 5400 Supplies	\$1,800.00	\$1,257.72	-\$542.28
5600 Advertising & Marketing			
5620 Printing/Playbills/Tickets	\$1,750.00	\$1,733.79	-\$16.21
5630 Advertising / Marketing	\$500.00	\$400.00	-\$100.00
Total 5600 Advertising & Marketing	\$2,250.00	\$2,133.79	-\$116.21
5700 Contract Labor			
Actor Stipends	\$550.00	\$550.00	\$0.00
Technical Director	\$3,980.00	\$3,936.00	-\$44.00
Total 5700 Contract Labor	\$4,530.00	\$4,486.00	-\$44.00
6400 Dues/Licenses/Permits	\$5,000.00	\$4,176.00	-\$824.00
Total Expenses	\$17,680.00	\$16,153.51	-\$1,526.49
Net Income	\$7,320.00	\$11,852.49	\$4,532.49

CITY OF SIMI VALLEY • MEMORANDUM

DATE: June 19, 2019
TO: Simi Valley Arts Commission
FROM: Fred Helsel, Acting Community Services Manager
SUBJECT: PRODUCTION BUDGET FOR *MAMMA MIA*

Attached for the Arts Commission's (Commission) review is the production budget for the upcoming production of *Mamma Mia*.

MAMMA MIA (September/October 2019 – 20 performances)
Total Estimated Income - \$47,000
Total Estimated Expenditures - \$29,100
Total Estimated Net Income - \$17,900.

Staff will be able to answer any questions at the June 19, 2019 Arts Commission meeting.

Attachment

Prepared by: Fred Helsel, Acting Community Services Manager

Simi Valley Cultural Arts Center Mamma Mia 2019 Budget

		BUDGET
Income		
Total 4040 Box Office Sales (Gross)		\$47,000.00
Total Income		\$47,000.00
Expenses		
5100 Artists Fees		
	Musical Director	\$2,500.00
	Vocal Director/Audition Pianist	\$750.00
	Lighting Design	\$900.00
	Sound Design	\$350.00
	Costume Design	\$1,000.00
	Stage Manager	\$450.00
	Wig Master	\$350.00
	Musicians	\$600.00
Total 5100 Booking/Artists Fee		\$6,900.00
5400 Supplies		
5420 Equipment Rentals		\$200.00
5430 Technical Supplies		
5431 Lighting Supplies		\$250.00
5432 Sound Supplies		\$300.00
5434 Costumes / Makeup / Wigs		\$1,250.00
5435 Props		\$750.00
5436 Set Supplies		\$1,000.00
Total 5430 Technical Supplies		\$3,550.00
Total 5400 Supplies		\$3,750.00
5600 Advertising & Marketing		
5620 Printing/Playbills/Tickets		\$2,000.00
5630 Advertising / Marketing		\$750.00
Total 5600 Advertising & Marketing		\$2,750.00
5700 Contract Labor		
	Actor Stipends	\$600.00
	Technical Director	\$7,000.00
Total 5700 Contract Labor		\$7,600.00
6400 Dues/Licenses/Permits		\$8,100.00
Total Expenses		\$29,100.00
Net Income		\$17,900.00

CITY OF SIMI VALLEY • MEMORANDUM

DATE: June 19, 2019

TO: Simi Valley Arts Commission

FROM: Ron Fuchiwaki, Interim Community Services Director

SUBJECT: REVIEW AND APPROVE AMENDMENTS TO THE SIMI VALLEY CULTURAL ARTS CENTER INDIVIDUAL/SPECIAL CASE SUBSIDY RENTAL POLICY

Background and Overview

The Simi Valley Cultural Arts Center (CAC) provides a community space dedicated to the development of cultural activities and educational programs. In certain instances, the CAC provides subsidies to assist non-profits, local artists, and community groups in utilizing the facility and increase overall accessibility. The Simi Valley Arts Commission retains the authority to set rental fees, discount policies and review requests for individual/special case subsidies.

The Arts Commission approved the Individual/Special Case Subsidy policy at its September 18, 2018 meeting. This policy established consistent application and review criteria for individuals and organizations that wish to request a subsidy to rent the CAC. It also set a two year time limit for any projects operating under a subsidy, requiring a new application and the end of two years.

At the April 17, 2019 meeting, the Arts Commission asked staff to place a review of this policy on the agenda to include a discussion of the two year time limit, considering amending the policy to allow for approval terms of only one year. Also to be considered in this discussion would be the requirement of certain financial information to be included in a subsidy application. A revised version of the policy (attachment) has been drafted for the Arts Commission's discussion and review.

Analysis:

Staff anticipates fewer than five subsidy requests to go before the Arts Commission in any given year. Reducing the approval term from two years to one year will have minimal impact on staff time. An annual review, with the inclusion of financial documentation, also provides additional layers of oversight and transparency of subsidized activity at the CAC. Potential documents can include IRS form 990, a project Profit and Loss Statement, or a pro forma budget (for new projects without financial history only).

Alternatives:

The following alternatives are available to the Arts Commission:

1. Amend the individual/special case subsidy term authorization from two years to one year;
2. Amend the Individual/Special Case Subsidy policy to require an IRS Form 990, Profit and Loss statement, or pro forma budget (new projects only);
3. Do not change Individual/Special Case Subsidy Policy;
4. Provide staff with alternative direction.

Staff recommends alternatives 1 and 2.

Recommended Motion:

I move to amend the individual/special case subsidy policy to reduce the authorization term from two years to one year and to require organizations to submit an IRS Form 990, Profit and Loss Statement, or pro forma budget (new projects only) at time of application.

Attachment

Prepared By: David Yoshitomi, Community Services Manager

DRAFT

Simi Valley Cultural Arts Center Individual/Special Case Subsidy Rental Policy

Background:

The Simi Valley Arts Commission retains the authority to set rental fees, discount policies and review requests for individual/special case subsidies. Typical Individual/Special Case subsidy rental requests ask to utilize the Cultural Arts Center (CAC) for performances, educational activities and special events. These subsidies allow for activities and programs to take place at the CAC which would otherwise not be able to occur due to costs.

Usage:

Individual/Special Case subsidies can be applied for at any time by individuals and organizations who wish to rent the CAC for an event or performance. Applicants are to submit a standardized application which shall consist of: the contact information of the applicant; the type of organization; a description of the event; ***a financial report (in the form of a current IRS form 990, previous profit and loss statement, or pro forma budget for new projects without a financial history)***; and, amount of days requested. Applications are reviewed by the CAC's Community Services Manager to ensure the program or event is aligned with the artistic, cultural and/or educational criteria established in the CAC's Mission Statement. Applications that meet these criteria are then recommended for approval by the Arts Commission for final review. A subsidy for recurring events can be authorized for a period of up to ~~two years~~ ***one year***. At the conclusion of the subsidy term, the applicant must re-apply for future subsidy considerations.

Reporting:

The CAC's Community Services Manager shall report all subsidy applications during an Arts Commission meeting for review and approval. In the event that time constraints do not allow for the advance review of an Individual/Special Case subsidy application at a regularly scheduled meeting of the Arts Commission, the Community Services Manager will provide a written memorandum with his recommendation to all Arts Commission members. The memorandum shall be provided to members a minimum of one week in advance of any action taken by the Community Services Manager to provide the members with an opportunity to comment on the pending action. At the conclusion of each authorization period, any subsidy recipient must submit a final report that specifies the number of events held; the amount of participants or attendees; and an assessment of the impact of the subsidized event or program. These reports shall be communicated to the Arts Commission at the next scheduled meeting.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: June 19, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: REVIEW AND APPROVE SIMI VALLEY CULTURAL ASSOCIATION
SUMMER MUSICAL THEATER 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 20-35 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/three 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.

One to 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.

Attached to this memo are budgetary reports for the past three year's workshops and an overview of scholarships awarded from 2012–2018 as requested by the Arts Commission at the April 2019 meeting. These reports were provided by Jan Glasband, Artistic Director for ARTS and ARTS Summer Musical Theater Workshops.

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 will be able to answer any questions at the June 19, 2019 Arts Commission meeting.

Attachment

ARTS SUMMER MUSICAL THEATRE WORKSHOPS
SCHOLARSHIPS AWARDED 2016-2018

Since 2007 Actors' Repertory Theatre of Simi has awarded well over \$80,000 in full and partial scholarships to participants in their summer musical theatre workshop programs. Some of these scholarships were offset by subsidy from the Jack Oakie Charitable Trust (years 2007-2011) and the Walter Lantz Foundation (2012-2015). During the subsequent years (2016-2018) ARTS has provided scholarships as requested without outside subsidy, and no child is turned away because of inability to pay tuition.

SEUSSICAL JR. - 2016: **\$4,991.50**

FAME, JR. - 2016: **\$4,149.00**

DISNEY'S THE LION KING, JR. - 2017: **\$3,364.50**

DEAR EDWINA, JR. - 2018: **\$1,432.00**

TOTAL SCHOLARSHIPS AWARDED 2016-2018: **\$13,937.00**

Scholarships Awarded Prior Years 2012-2015:

2012 - Guys and Dolls, Jr.: \$9,775 - (54 Participants)

2013 - Fiddler on the Roof, Jr.: \$1,887.50 (20 Participants)

2013 - Schoolhouse Rock Live, Jr: \$2,750 (25 Participants)

2014 - Aladdin, Jr.: \$2,247.50 (28 Participants)

2014 - Godspell, Jr.: \$5,175 (23 Participants)

2015 - Legally Blonde, Jr.: \$5,250 (30 Participants)

2015 - The Little Mermaid, Jr.: \$3,762.50 (31 Participants)

Total Full and Partial Scholarships Awarded 2012-2015: \$30,847.50

Detailed breakdowns for above, and years 2007-2011 available upon request.

ARTS SUMMER MUSICAL THEATRE WORKSHOP - 2016 SEUSSICAL, JR.

Tuition: \$595

Total Attendees: 31

Total Full Paid Participants: 13 @ \$595 = \$7,735.00

Total Half Scholarships: 3 @\$297.50 = \$892.50

Sibling Discounted 2 = \$1011.00

Total Discounted Tuition 7 @ \$545 = \$3,815.00

Total Income: \$13,453.50

Ticket Sales: 1,878.00

Total Full Scholarships: \$3,570.00

Total Half Scholarships: \$892.50

Total Discounted Tuition: \$350.00

Total Sibling Discount: \$179.00

Total Granted Scholarships: \$4,991.50

Expenses:

Director: \$1500

Vocal Director: \$1500

Choreographer: \$1500

Assistant #1: \$800

Assistant #2: \$600

Assistant #3: \$400

Costumer: \$800

Costumes: \$1200

Royalties and Showkit: \$950.00

Printing Costs: \$276.50

Props: \$275.45

Theater Rental/Tech/Mics: \$2,629.50

Total Costs: \$12,431.45

Gross Income: \$15,331.50

Expenses: \$12,431.45

Total Net Income: \$2,900.05

Subsidized Performances: \$825

**ARTS SUMMER MUSICAL THEATRE WORKSHOP - 2016
FAME, JR.**

Tuition: \$595

Total Attendees: 24

Total Full Paid Participants: 6 @ \$595 = \$3,570.00

Total Half Scholarships: 4 = \$1,190.00

Total Discounted Tuition 8 @ \$545 = \$4,360.00

Sibling Discount Tuition 2 @ \$505.50 = \$1,011.00

Total Income From Tuitions: \$10,131.00

Income From Ticket Sales: \$1,588.00

Total Full Scholarships (4) : \$2,380.00

Total Half Scholarships: \$1,190.00

Total Discounted Tuition: \$400.00

Total Sibling Discount: \$179.00

Total Granted Scholarships: \$4,149.00

Expenses:

Director: \$1500

Vocal Director: \$1500

Choreographer: \$1500

Assistant #1: \$800

Assistant #2: \$400

Costumer: \$600

Costumes: \$400.00

Props: \$266.88

Royalties and Showkit: \$950.00

Printing Costs: \$287.75

Props: \$244.65

Theater Rental/Tech/Mics: \$2,591

Total Costs: \$11,040.28

Gross Income: \$11,719.00

Expenses: \$11,040.28

Total Net Income: \$678.72

Subsidized Performances: \$750

**ARTS SUMMER MUSICAL THEATRE WORKSHOP - 2017
DISNEY'S THE LION KING, JR.**

Tuition: \$595

Total Attendees: 25

Total Full Paid Participants: 11 @ \$595 = \$6,545.00

Total Half Scholarships: 4 = \$1,190.00

Total Discounted Tuition 6 @ \$545 = \$3,270.00

Sibling Discounted Tuition 1 @ \$505.50 = \$505.50

Total Income from Tuition: \$11,510.50

Total Income from Ticket Sales: 1,786.00

Total Full Scholarships : \$1785.00

Total Half Scholarships : \$1,190.00

Total Discounted Tuition: \$300.00

Total Sibling Discount: \$89.50

Total Granted Scholarships: \$3,364.50

Expenses:

Director: \$1500

Vocal Director: \$1500

Choreographer: \$1500

Assistant #1: \$800

Assistant #2: \$800

Costumer: \$800

Costumes: \$976.50

Props: \$286.75

Royalties and Showkit: \$1150.00

Printing Costs: \$235.50

Theater Rental/Tech/Mics: \$2,575

Total Costs: \$12,123.75

Total Gross Income: 13,296.50

Expenses: \$12,123.75

Total Net Income: \$1,172.75

Subsidized Performances: \$706

ARTS SUMMER MUSICAL THEATRE WORKSHOP - 2018
DEAR EDWINA, JR.

Tuition: \$595

Total Attendees: 23

Total Full Paid Participants: 1 @ \$595 = \$595.00

Total Half Scholarships: 3 = \$892.50

Total Discounted Tuition 18@ \$570 = \$10,260.00

Sibling Discounted Tuition 1 @ \$505.50 = \$505.50

Total Income from Tuition: \$12,253.00

Total Income from Ticket Sales: 2,132.00

Total Full Scholarships : \$00.00 (None Requested)

Total Half Scholarships : \$892.50

Total Discounted Tuition: \$450.00

Total Sibling Discount: \$89.50

Total Granted Scholarships: \$1,432.00

Expenses:

Director: \$1500

Vocal Director: \$1500

Choreographer: \$1500

Assistant #1: \$800

Assistant #2: \$800

Assistant #3: \$600

Costumer: \$800

Costumes: \$785

Props: \$378.50

Set: 368.75

Royalties and Showkit: \$950.00

Printing Costs: \$425.00

Theater Tech/Mics: \$1,350.00

Total Costs: \$11,757.25

Total Income: 14,385.00

Expenses: \$11,757.25

Total Net Income: \$2,627.75

Subsidized Performance Rental: \$1108

CITY OF SIMI VALLEY • MEMORANDUM

DATE: June 19, 2019
TO: Simi Valley Arts Commission
FROM: Ron Fuchiwaki, Interim Community Services Director
SUBJECT: CULTURAL ARTS CENTER MAINSTAGE APPLICATION UPDATE

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.

The application period began on April 12, 2019 and concluded on May 31, 2019. A total of five organizations applied for eight productions to present during the 2020 season. An applicant could apply for a maximum of three productions for the season.

A committee evaluated the applications on June 11, 2019. The committee consisted of a member of the Simi Valley Arts Commission, a representative of the Ventura County Arts Council, a member of the Youth Council, and a Cultural Arts Center staff member.

The applications were evaluated on the following criteria:

- 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**

Each performance was assigned a score, based on the average of scores from the evaluation committee members. Any ties were decided by the order that applications were received. Applicants were assigned scheduling priority based on the score. The scoring and rank of the applicants is as follows:

1. Production Name: The Wedding Singer
Applicant Organization: Actors Repertory Theatre of Simi (ARTS)
Score: 96.25
Date of Application: April 17, 2019

2. Production Name: Joseph and the Amazing Technicolor Dreamcoat
Applicant Organization: Actors Repertory Theatre of Simi (ARTS)
Score: 94.5
Date of Application: April 17, 2019
3. Production Name: A Christmas Story
Applicant Organization: Actors Repertory Theatre of Simi (ARTS)
Score: 94.25
Date of Application: April 17, 2019
4. Production Name: Bye Bye Birdie
Applicant Organization: Panic! Productions
Score: 77.25
Date of Application: May 27, 2019
5. Production Name: The Miracle Worker
Applicant Organization: Grace Brethren
Score: 75
Date of Application: April 24, 2019
6. Production Name: Macbeth
Applicant Organization: California Shakespeare Company
Score: 73.5
Date of Application: April 25, 2019
7. Production Name: Diary of Anne Frank
Applicant Organization: Lit Live
Score: 73.375
Date of Application: May 23, 2019
8. Production Name: Dark Heart of Poe
Applicant Organization: Lit Live
Score: 67.875
Date of Application: May 23, 2019

CAC staff is working with all applicants to verify production capacity, determine technical needs, and drafting rental agreements. All productions are pending licensing by the applicable theater licensing agencies. In the event that the licensing for a certain production is unable to be obtained, staff will work the applicant organization to determine another suitable production. Because of these considerations, it is estimated that it will take approximately three months to finalize the season.

Staff will be available to answer questions at the June 19, 2019 Arts Commission meeting.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: June 19, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, 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 June, July, and August 2019. Reflected below are programming descriptions of *A Gentleman's Guide to Love & Murder* and the *The Drowsy Chaperone*. Also, the updated Calendar for the months of June, July and August 2019 are attached.

Staff will be available at the June 19, 2019 Simi Valley Arts Commission meeting to address any questions.



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.



THE DROWSY CHAPERONE
July 27 – September 1, 2019

When a diehard theatre fan plays his favorite cast album, the characters come to life in this hilarious musical farce. Winner of five Tony Awards, including Best Book and Best Original Score, the Drowsy Chaperone is a living send-up of the Jazz Age musical, featuring one show-stopping song and dance number after another. Hailed by New York Magazine as “The Perfect Broadway Musical,” The Drowsy Chaperone is a masterful meta-musical, poking fun at all the tropes that characterize the musical theatre genre. Because of its many featured roles and accessible script, The Drowsy Chaperone will fit perfectly into any company’s season or school’s calendar. The Drowsy Chaperone is presented by Actors’ Repertory Theatre of Simi and will play July 27 – September 1, 2019. Tickets are \$28 Adults, \$24 Seniors & Students, and \$20 Children 12 & Under.

Attachment

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
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	May 26	27	28	29	30	31	Jun 1
5/26 - 31							LOAD IN A Gentlemer
6/2 - 7	2 7:00pm 11:00pm Tech Week A Gentleman's Guide (Main Stage)	3 7:00pm 11:00pm Tech Week A Gentleman's Guide (Main Stage)	4 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 11:00pm Tech Week A Gentleman's	5 7:00pm 11:00pm Tech Week A Gentleman's Guide (Main Stage)	6 7:00pm 11:00pm Tech Week A Gentleman's Guide (Main Stage)	7 7:00pm 11:00pm Dress Rehearsal A Gentleman's Guide to Love and Murder (MS)	8 7:00pm 11:00pm OPENING A Gentlemen's Guide (MS)
6/9 - 14	9 1:00pm 5:00pm A Gentleman's Guide to Love and Murder (Main Stage)	10	11 11:30am 2:30pm Rotary Luncheon (MPR) 3:00pm 11:00pm JK Vocal Studios Recital	12 12:00pm 11:00pm JK Vocal Studios Recital (Main Stage) 6:00pm 8:00pm Foundation Meeting	13 3:00pm 11:00pm JK Vocal Studios Recital (Main Stage)	14 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)	15 12:30pm 2:30pm Kristina Turpin Recital (MS) 7:00pm 11:00pm A Gentleman's Guide t
6/16 - 21	16 1:00pm 5:00pm A Gentleman's Guide to Love and Murder 6:00pm 10:00pm Mickey Jones Memo	17	18 11:30am 2:30pm Rotary Luncheon (MPR) 5:00pm 8:00pm Resperatory Therapy	19	20	21 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)	22 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)
6/23 - 28	23 1:00pm 5:00pm A Gentleman's Guide to Love and Murder (Main Stage)	24	25 11:30am 2:30pm Rotary Luncheon (MPR)	26	27	28 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)	29 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)
6/30 - 7/5	30 1:00pm 5:00pm A Gentleman's Guide to Love and Murder (Main Stage)	Jul 1	2	3	4	5	6

July 2019

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jun 30 - Jul 6	Jun 30	Jul 1	2 11:30am 2:30pm Rotary Luncheon (MPR)	3	4 Independence Day	5 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)	6 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)
	7 1:00pm 5:00pm A Gentleman's Guide to Love and Murder (Main Stage)	8 7:00pm 9:00pm Mamma Mia Auditions (MPR)	9 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 9:00pm Mamma Mia Auditions (MPR)	10 6:00pm 8:00pm Foundation Meeting (Upper Lobby) 7:00pm 9:00pm Mamma Mia Auditions (MPR)	11 ARTS WORKSHOP Fro	12 ARTS WORKSHOP Fro 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)	13 ARTS WORKSHOP Fro 7:00pm 11:00pm A Gentleman's Guide to Love and Murder (MS)
Jul 7 - 13	14 1:00pm 5:00pm A Gentleman's Guide to Love and Murder 5:00pm 9:00pm A Gentlemans Guide STRIKE (MS/MPR)	15	16 11:30am 2:30pm Rotary Luncheon (MPR)	17	18 7:00pm 10:00pm Mamma Mia Call BacksMPR	19	20 LOAD IN The Drowsy G
	21 LOAD IN The Drowsy G	22 Tech Week - Drowsy G	23 Tech Week - Drowsy G 11:30am 2:30pm Rotary Luncheon (MPR)	24 Tech Week - Drowsy G	25 Tech Week - Drowsy G	26 7:00pm 12:00am DRESS REHEARSAL The Drowsy Chaperone (MS)	27 7:00pm 11:00pm OPENING The Drowsy Chaperone (MS)
Jul 14 - 20	28 The Drowsy Chaperone 6:00pm 10:00pm Sterling Realty Movie Night (MS)	29 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	30 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	31 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	Aug 1	2	3
Jul 21 - 27							
Jul 28 - Aug 3							

August 2019

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jul 28 - Aug 3	Jul 28	29	30	31	Aug 1	2	3
					10:00am 5:00pm ARTS Workshop - Schoolhouse Rock J 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	10:00am 5:00pm ARTS Workshop - Schoolhouse Rock J 7:00pm 11:00pm The Drowsy Chaperone (MS)	10:00am 5:00pm ARTS Workshop - Schoolhouse Rock J 7:00pm 11:00pm The Drowsy Chaperone (MS)
Aug 4 - 10	4	5	6	7	8	9	10
	The Drowsy Chaperone 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 11:00pm The Drowsy Chaperone (MS)	7:00pm 11:00pm The Drowsy Chaperone (MS)
Aug 11 - 17	11	12	13	14	15	16	17
	The Drowsy Chaperone 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	6:00pm 8:00pm Foundation Meeting (MPR or Upper Lobb) 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 11:00pm The Drowsy Chaperone (MS)	7:00pm 11:00pm The Drowsy Chaperone (MS)
Aug 18 - 24	18	19	20	21	22	23	24
	The Drowsy Chaperone 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 11:00pm The Drowsy Chaperone (MS)	7:00pm 11:00pm The Drowsy Chaperone (MS)
Aug 25 - 31	25	26	27	28	29	30	31
	The Drowsy Chaperone 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 10:00pm Mamma Mia Rehearsal (MPR)	7:00pm 11:00pm The Drowsy Chaperone (MS)	7:00pm 11:00pm The Drowsy Chaperone (MS)