



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue • Simi Valley, California • 93065

SIMI VALLEY ARTS COMMISSION SPECIAL MEETING DATE

Wednesday, November 6, 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: August 21, 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 Simi Valley Cultural Arts Center Fiscal Year 2018-19 Operating Budget Report
 - b. Receipt of Simi Valley Cultural Arts Center Fiscal Year 2018-19 Year-End City Reimbursement Report
 - c. Report Comparing Fiscal Year Ending 2017-18 and Fiscal Year Ending 2018-19
 - d. Fiscal Year 2019-20 First Quarter Cultural Arts Center Budget Vs. Actual Report
 - e. Review of Production Budget for Elf the Musical
 - f. Receive and File Simi Valley Cultural Association Summer Musical Theatre Workshop Final Report
 - g. Consideration of Individual/Special Case Subsidy Request from the Simi Council: Parent Teacher Association/Parent Teacher Student Association
6. Reports
 - a. Simi Valley Cultural Arts Center Programming Update

- b. Simi Valley Cultural Arts Center Statistics
 - c. General Manager's Report
 - d. 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, December 18, 2019, 3:30 p.m., City Manager's Conference Room



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 3:37 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Mashburn and Council Member Judge; Commissioners Lorencz, Walker, Rosen and Palky; and, Cultural Arts Center Foundation Representative Thomas

Absent: Commissioner Savell

Staff Members: Linda Swan, Joseph D. Toney, Anna Medina, David Yoshitomi, and Fred Helsel

2. Agenda Review

No changes were recommended

3. Approval of Minutes: April 17, 2019 and June 19, 2019

A motion was made by Commissioner Judge and seconded by Commissioner Lorencz to approve the April 17, 2019 and June 19, 2019 minutes as drafted. The motion passed unanimously.

4. Public Statements

Jan Glasband thanked the Arts Commission for granting the subsidy for Actors Repertory Theater of Simi's summer theater program. She reported great reviews and packed houses for the productions.

5. Continued Business

a. Review and Approve Amendments to the Simi Valley Cultural Arts Center Individual/Special Case Subsidy Rental Policy

Anna Medina, Deputy Community Services Director, presented an overview of the Simi Valley Cultural Arts Center Individual/Special Case Subsidy Rental Policy and the two amendments. The first amendment changed the approval term from two years to one year. The second required IRS form 990, a project Profit and Loss Statement, or a pro forma budget (for new projects without financial history only) to accompany all subsidy requests.

A motion to approve the amended 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 was made by

Council Member Judge and seconded by Commissioner Walker. The motion passed unanimously.

6. New Business

a. Receive and File Presentation on Financial Operations Report Action Plan Update

Joseph Toney, Administrative Services Director, provided a presentation on staff's progress on the Financial Operations Action Plan. The presentation recapped the eight action items recommended by Vasquez & Company, LLP as a result of their financial review of the Cultural Arts Center by. Mr. Toney reported that the action items have been or are being implemented and the appropriate separation of duties and fiscal controls are in place. Furthermore, the QB set-up is working well for SVCAC and providing the necessary level of accounting transparency.

A motion to receive and file the presentation updating the Arts Commission on the status of the Financial Operations Report Action Plan from the October 30, 2018, independent accountant report was made by Council Member Judge and seconded by Commissioner Lorencz. The motion passed unanimously.

b. Review and Discussion of Leasing and Outsourcing Options for the Simi Valley Cultural Arts Center

David Yoshitomi, Community Services Manager, presented examples of different operating models of performing arts centers in the region to facilitate the Arts Commission's discussion on leasing the CAC or outsourcing operations. The presentation detailed government run; public private partnership; fee-for-service; government-owned, not profit operator; and non-profit owned and operated models. The CAC was identified as an example of a government run facility.

After a brief discussion, the Arts Commission came to the consensus that it is best to keep the current operating model in place for the CAC.

A motion to receive and file the leasing and outsourcing options presentation was made by Council Member Judge and seconded by Commissioner Walker. The motion passed unanimously.

c. Review and Potentially Recommend Technical Week Rental Rate Package

Mr. Yoshitomi presented an overview the technical week rate structure

currently in practice at the CAC. He then presented a new technical week rental package rate for consideration by the Arts Commission. This rate package proposes a new fee of \$200 per four-hour block of CAC facility rental, which includes technical coordinator staff time. It was developed based on the practices of other performing arts centers in the area and direction from the Arts Commission.

A motion to recommend the Technical Week Rental Rate Package for approval by City Council was made by Commissioner Lorencz and seconded by Commissioner Palky. The motion passed unanimously.

- d. Receipt of Itemization of the Fiscal Year 2018-19 Cost to the General Fund for the Cultural Arts Center

Linda Swan, Deputy City Manager, updated the Arts Commission with the Fiscal Year 2018-19 actual costs to date (prior to final year-end adjustments) of CAC operations to the General Fund. The following costs were reported: Salaries and Benefits - \$530,543; Expenses - \$1,140; and Utilities - \$48,801. The Cultural Arts Center reimbursed a total of \$152,613 to the General Fund. Estimated figures were provided for: Custodial Services - \$131,555; and Custodial Supplies - \$4,200. Custodial services and supplies are estimates only as the Public Works Department budgets these items for the entire City, not by individual facility. Capital Project expenditures amounted to \$59,589.

A motion to receive the itemization of the FY 2018-19 costs to the City's General Fund for the Cultural Arts Center operations was made by Commissioner Walker and seconded by Council Member Judge. The motion passed unanimously.

- e. Scheduling Interviews with Arts Commissioners During the Strategic Planning Process

Mr. Yoshitomi stated that as a part of the strategic planning process staff would be requesting individual interviews with each Arts Commissioner. The first interviews are expected to take place in September or October, with follow-up interviews in the first half of 2020.

7. Reports

- a. Simi Valley Cultural Arts Center Programming Update

Fred Helsel, Acting Community Services Manager – CAC, provided a summary of the upcoming programming at the CAC, which includes the Drowsy Chaperone; Mamma Mia!; Matilda; and Elf: the Musical (pending

licensing). The CAC will also be presenting a series of cover band concerts in the fall.

Mr. Helsel also provided a summary of other activities that took place at the CAC outside of the Mainstage performances. These include community events, meetings, rehearsals and private events. Overall, an anticipated 556 hours of activity will take place at the CAC during the months of July, August and September.

b. Simi Valley Cultural Arts Center Statistics Update

Mr. Helsel reported that during this period, attendance at the CAC was down 21% when compared to the same period of 2018. Compared to January - June, 2018, main stage events showed a 16% increase. However, main stage attendance showed a 20% decrease. The Multi-Purpose Room/Downstage events decreased 10% with a 14% decrease in attendance. Gallery events showed a 4% decrease with a 39% decrease in gallery attendance. Together, these figures resulted in an increase of 4% in overall usage of the Center. The decreases in certain areas can be attributed to the CAC being dark for four weeks in February as well as the January production of *Hamlet*, as Shakespeare typically attracts a smaller niche audience when compared to musicals.

c. General Managers Report

Mr. Helsel provided an update on efforts to diversify programming at the CAC. He provided summaries of preliminary conversations staff has had with representatives from the Latinx and East Indian communities. Outreach to organizers of film festivals, cultural dance performances, bilingual theater productions, and concerts have also occurred/or were discussed. He stated that many of these presentations/productions would require upfront artist fees or box office splits, which present more financial risk to the CAC when compared to facility rentals.

Mr. Helsel also reported that staff had submitted a grant application to the National Endowment for the Arts for a 2021 production of *Rent*. If awarded, this grant would go towards production costs and the development of community engagement and outreach initiatives.

Mr. Helsel closed with a summary of an Entrepreneur Speaker event being planned by the Youth Employment Service; HUB101, and the Simi Valley Chamber of Commerce.

d. Update on Simi Valley Cultural Arts Center Foundation Activities

Simi Valley Cultural Arts Center Foundation Representative Gary Thomas updated the Commission on the Foundation activities. Mr. Thomas stated

that the Foundation was in the process of bringing on a fundraising consultant to enhance fundraising efforts of the Foundation.

8. Commissioner Comments

Commissioner Walker commented that she had been in contact with several Latinx artists and performers while planning a Día De La Los Muertos event and stated she would forward their information to City staff for consideration at future events.

Commissioner Lorencz asked about an update on the recruitment for the vacant Community Services Manager- Cultural Arts Center position. Ms. Medina stated the recruitment had been placed on hold.

Mayor Mashburn thanked everyone for attending the meeting.

9. Adjournment – the meeting was adjourned at approximately 5:27 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 2019

TO: Simi Valley Arts Commission

FROM: Anna Medina, Deputy Community Services Director

SUBJECT: RECEIPT OF THE SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2018-19 OPERATING BUDGET REPORT

Attached for the Arts Commission's (Commission) review is the Fiscal Year (FY) 2018-19 Cultural Arts Center (CAC) Operating Budget Report.

Status of FY 2018-19 Operating Budget

For FY 2018-19, the CAC showed Gross Income of \$526,565 with Total Expenses of \$514,463. Net Income surpassed budget projections by \$6,902 with a final Net Income of \$12,102.

The CAC reimbursed the City \$119,123 in the fiscal year for 1.5 full-time equivalent salaries, including the Office Assistant II assigned to Box Office and the volunteer program and fifty percent of budgeted costs plus overtime for Theater Technician II.

An analysis of Total Income indicates that despite closing the Center and losing four weeks of programming and rental opportunities due to the carpeting/flooring replacement and renovations to the Center, Box Office Income exceeded the budget by 13 percent with final Box Office Income equaling \$370,554. 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.

Rental Fee Income was 12 percent below budget projections, due in large part to a reclassification of Rental Fee Income for Rotary and other Multi Purpose Room (MPR) events utilizing a caterer and the CAC losing four weeks of rental availability with the recarpeting/balcony upgrade capital project. Mid budget year, the CAC changed its billing process for catered rentals to no longer include the cost of the caterer in this 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 were significantly above budget projections due to an increase in technical fees to providers and added performances of *Newsies*. Contribution Income represented by Foundation and City employee contributions combined with Grants were slightly above budgeted projections.

In the Expense Costs category, Technical Supplies were significantly less than projections 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. Artists Fees and Contract Labor were both below budget projections due to the Center producing fewer shows. Provider payments were significantly above budget due to the resounding success of ARTS production of *Newsies* which is offset by increased revenue.

In the Fixed Operational Expenses Categories, Office Expenses and Capital Replacement were below projected budget amounts with Credit Card Service Fees exceeding the projected budget due to increased box office sales. Overall Total Fixed Operational Expenses were within 1 percent of budget projections.

The Contingency/Performance Fund Account balance, including accrued interest, is \$38,779 as of 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.

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

This year, staff implemented additional internal controls and will closely monitor the Programming Budget and provide a detailed report of revenue and expense status at the end of the budget year and again at mid-year.

The following alternatives are available to the Commission:

1. Receive the Cultural Arts Center FY 2019-20 Operating Budget Report;
2. Provide staff alternative direction.

Staff recommends Alternative 1.

Recommended Motion:

I move to receive the Cultural Arts Center FY 2019-20 Operating Budget Report.

Attachment

Prepared by: Fred Helsel, Acting Community Services Manager CAC

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET FY 2018-2019 REPORT

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	ACTUAL	% BUDGET
INCOME			
Box Office	\$326,600	\$370,554	113.46%
Contributions	\$31,650	\$33,232	105.00%
Grants	\$1,500	\$1,910	127.33%
Rental	\$72,700	\$64,168	88.26%
Concessions	\$10,700	\$8,120	75.89%
Advertising Income	\$500	\$0	0.00%
Reimbursed Technical Costs	\$39,950	\$48,540	121.50%
Interest Income	\$0	\$41	
TOTAL INCOME	\$483,600	\$526,565	108.88%
EXPENSE COST OF GOODS SOLD (COGS)			
Booking/Artist Fees	\$25,000	\$21,636	86.54%
Concessions	\$5,300	\$4,307	81.26%
Supplies	\$14,500	\$5,680	39.17%
Provider Payments	\$170,000	\$255,706	150.42%
Advertising/Marketing	\$14,600	\$13,394	91.74%
Special Events (Rotary, NYE.)	\$33,000	\$15,625	47.35%
Contract Labor	\$20,000	\$2,302	11.51%
SUBTOTAL EXPENSES (COGS)	\$282,400	\$318,650	112.84%
TOTAL GROSS PROFIT	\$201,200	\$207,915	103.34%
FIXED OPERATIONAL EXPENSES			
Credit Card Service Fees	\$8,700	\$17,958	206.41%
City Reimbursement - 10%	\$21,000	\$30,933	147.30%
City Reimbursed Staffing	\$121,500	\$119,123	98.04%
Dues/Licenses/Permits	\$18,800	\$18,088	96.21%
Professional/Special Services	\$3,500	\$1,700	48.57%
Capital Replacement	\$20,000	\$6,323	31.62%
Office Expenses	\$2,500	\$1,688	67.52%
TOTAL EXPENSES	\$196,000	\$195,813	99.90%
NET PROFIT/LOSS	\$5,200	\$12,102	232.73%
	Balance July 1, 2018	Credits/(Debits)	Balance June 30, 2017
CONTINGENCY / PERFORMANCE FUND	\$38,748	\$31	\$38,779

BN1

BN2

BN3

BN4

BN5

BN6

BN7

BN8

BN9

BN10

Budget Reference Notes FY 18-19

- BN1:** Box Office surpassed expectation due largely to success and additional performances of NEWSIES.
- BN2:** Decreased rental income due mainly to the CAC going dark for 4 weeks for recarpeting and balcony project plus decrease in MPR rental due to restructuring of Rotary rental fees. Rental used to include caterer fee but that fee is now charged directly to Rotary.
- BN3:** Decreased concessions income due mainly to the CAC going dark for 4 weeks plus cancelation/replacement of a production.
- BN4:** Increased reimbursed technical costs income result of the increased technical coordinator fee plus additional Newsies performances.
- BN5:** Increased box office sales resulted in increased provider payments.
- BN6:** Decrease in Special Events expense reflects restructuring of Rotary rental fees to no longer include CAC charging for/paying catering costs.
- BN7:** Contract labor savings reflects SVCAC doing less productions and PATSY having a smaller show production staff budget.
- BN8:** Increased box office sales resulted in increased credit card fees.
- BN9:** Increase based on actual FY 17-18 income after non-profit subsidy credit.
- BN10:** Professional Services budget line was where CAC was paying for bookkeeping services which ended mid year.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: RECEIPT OF SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2018-19 YEAR-END CITY REIMBURSEMENT REPORT

Attached for the Arts Commission's review is the FY 2018-19 Simi Valley Cultural Arts Center Year-End City reimbursement. Also attached are the quarterly subsidized activity reports for the year which are utilized in calculating the City reimbursement.

In 2002, the city council approved a reimbursement program for the Center that requires that the City be reimbursed 10% of earned income (total income less grants, donations, interest, and reimbursed technical costs) minus subsidized activity (providing rental space for non-profits and public entities). For FY 2018-19 10% of earned income totaled \$44,284 and subsidies totaled \$15,312, resulting in a total of \$28,972 due to the City.

The following alternatives are available to the Commission:

1. Receive the Fiscal Year 2018-19 Simi Valley Cultural Arts Center Year-End City Reimbursement Report
2. Provide staff alternative direction

Staff recommends Alternative 1.

Recommended Motion:

I move to receive the FY 2018-19 Simi Valley Cultural Arts Center Year-End City Reimbursement Report.

**FY 2018-19 Simi Valley Cultural Arts Center
Year-End City Reimbursement**

CAC FY 2018-19 Earned Income	\$442,842
CAC FY 2018-19 Unearned Income	<u>\$83,723</u>
FY 2018-19 CAC Gross Revenues	\$526,565
Ten Percent of Earned Income (\$442,842 x 10%)	\$44,284
<u>Less FY 2018-19 Non-Profit Subsidy Credit</u>	<u>-\$15,312</u>
Balance due to City of Simi Valley	\$28,972

**FY 2018-19 Cultural Arts Center Year-End
Supporting Information/Breakdown
Annual City of Simi Valley Reimbursement**

Earned Income

Box Office	\$370,554
Concessions	\$8,120
Rentals	<u>\$64,168</u>
Total Earned Income	\$442,842

Unearned Income

Contributions	\$33,232
Grants	\$1,910
Interest	\$41
<u>Reimbursed Tech</u>	<u>\$48,540</u>
Total Unearned Income	\$83,723

Non-Profit Subsidy Credit

1 st Quarter	\$3,541
2 nd Quarter	\$4,893
3 rd Quarter	\$2,826
<u>4th Quarter</u>	<u>\$4,052</u>
Total Non-Profit Subsidy Credit	\$15,312

Simi Valley Cultural Arts Center

Subsidized Activity Report 07/01/2018 - 09/30/2018

<u>JULY</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
ARTS Big River Performance	7	NP	\$357.00
Rotary Luncheon	4	NP	\$300.00
SVCAC Foundation	1	NP	\$100.00
ARTS Workshop Rehearsal	1	NP	\$50.00
ARTS Workshop Performance	4	NP	\$204.00
ARTS Oklahoma rehearsal	1	NP	\$50.00
ARTS Oklahoma Performance	<u>2</u>	NP	<u>\$102.00</u>
Total	20		\$1,163.00
<u>AUGUST</u>			
Rotary Luncheon	4	NP	\$300.00
ARTS Oklahoma Performance	14	NP	\$714.00
ARTS Workshop Rehearsal	1	NP	\$50.00
ARTS Workshop Performance	2	NP	\$102.00
SVCAC Foundation	1	NP	\$100.00
Respiratory Therapy	<u>1</u>	NP	<u>\$51.00</u>
Graduation			
Total	23		\$1,317.00
<u>SEPTEMBER</u>			
ARTS Oklahoma Performance	4	NP	\$204.00
Rotary Luncheon	4	NP	\$300.00
SVCAC Foundation	1	NP	\$100.00
Studio C Millie Rehearsal	1	NP	\$50.00
Studio C Millie Performance	6	NP	\$306.00
ARTS Literature In Action	<u>1</u>	NP	<u>\$101.00</u>
Rehearsal			
Total	17		\$1,061.00
 1st Quarter Total	 60		 \$3,541.00

Simi Valley Cultural Arts Center

Subsidized Activity Report 10/01/2018-12/31/2018

<u>OCTOBER</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
Studio C Millie Performance	11	NP	\$561.00
Rotary Luncheon	4	NP	\$300.00
SVCAC Foundation	2	NP	\$200.00
ARTS Literature in Action Rehearsal	1	NP	\$101.00
ARTS Literature in Action Performance	6	NP	\$906.00
Republican Women Federated	<u>1</u>	NP	<u>\$125.00</u>
Total	25		\$2,193.00
<u>NOVEMBER</u>			
Rotary Luncheon	4	NP	\$300.00
ARTS Guys & Dolls Rehearsal	1	NP	\$50.00
ARTSGuys & Dolls Performance	12	NP	\$612.00
Republican Women Federated	1	NP	\$125.00
SVCAC Foundation	1	NP	\$100.00
Reflections Program	<u>1</u>	NP	<u>\$631.00</u>
Total	20		\$1,818.00
<u>DECEMBER</u>			
ARTS Guys & Dolls Performance	5	NP	\$255.00
Rotary Luncheon	4	NP	\$300.00
SVCAC Foundation	1	NP	\$100.00
Stage 1 Music	1	NP	\$51.00
Whole Child Academy	1	NP	\$51.00
Republican Women Federated	<u>1</u>	NP	<u>\$125.00</u>
Total	13		\$882.00
 2nd Quarter Total	 58		 \$4,893.00

Simi Valley Cultural Arts Center

Subsidized Activity Report 01/01/2019-03/31/2019

<u>JANUARY 2019</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
Simi Valley Women's Club	1	NP	\$78.00
Rotary Luncheon	3	NP	\$234.00
Janssen Music Studio	1	NP	\$78.00
SVCAC Foundation	1	NP	\$104.00
Cal Shakes Hamlet Rehearsal	1	NP	\$52.00
Cal Shakes Hamlet Performance	<u>10</u>	NP	<u>\$530.00</u>
Total	17		\$1,076.00
<u>FEBRUARY 2019</u>			
Rotary Luncheon	3	NP	\$234.00
Simi Valley Arts Commission	1	GOV	\$78.00
SVCAC Foundation	<u>1</u>	NP	<u>\$104.00</u>
Total	5		\$416.00
<u>MARCH 2019</u>			
ARTS Newsies Rehearsal	1	NP	\$52.00
ARTS Newsies Performance	14	NP	\$742.00
SVCAC Foundation	1	NP	\$104.00
Rotary Luncheon	4	NP	\$312.00
Republican Women Federated	1	NP	\$46.00
Simi Valley Youth Council Meeting	<u>1</u>	GOV	<u>\$78.00</u>
Total	22		\$1,334.00
 3rd Quarter Total	 44		 \$2,826.00

Simi Valley Cultural Arts Center

Subsidized Activity Report 04/01/2019-06/30/2019

<u>APRIL 2019</u>	<u># Perfs.</u>	<u>Subsidy</u>	<u>Amount</u>
SV Arts Commission Orientation	2	GOV	\$156.00
Rotary Luncheon	4	NP	\$312.00
SVCAC Foundation	2	NP	\$208.00
ARTS Newsies Performance	8	NP	\$424.00
Republican Women Federated	<u>1</u>	NP	<u>\$46.00</u>
Total	17		\$1,146.00
<u>MAY 2019</u>			
Rotary Luncheon	4	NP	\$312.00
Stage 1 Music	1	NP	\$53.00
Conejo Homeschoolers	1	NP	\$53.00
Rosalie's School of Dance	1	NP	\$53.00
Mastrolonardo Piano Studio	1	NP	\$53.00
SVCAC Foundation	2	NP	\$208.00
Janssen Music	1	NP	\$53.00
Youth Council	<u>2</u>	GOV	<u>\$862.00</u>
Total	13		\$1,647.00
<u>JUNE 2019</u>			
ARTS Gentleman's Rehearsal	1	NP	\$52.00
ARTS Gentleman's Performance	11	NP	\$583.00
SVCAC Foundation	2	NP	\$208.00
Rotary Luncheon	4	NP	\$312.00
Simi Institute Respiratory T Grad	1	NP	\$52.00
Turpin Piano Studio	<u>1</u>	NP	<u>\$52.00</u>
Total	20		\$1,259.00
4th Quarter Total	50		\$4,052.00

Totals

1st Quarter	60	\$3,541.00
2nd Quarter	58	\$4,893.00
3rd Quarter	44	\$2,826.00
4th Quarter	<u>50</u>	<u>\$4,052.00</u>
Total Subsidy FY 2018-19	212	\$15,312.00

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: REPORT COMPARING FISCAL YEAR ENDING 2017-18 AND FISCAL YEAR ENDING 2018-19

Attached for the Arts Commission's review is a report comparing Fiscal Year Ending 2017-18 and Fiscal Year Ending 2018-19. In FY 2017-18, total income was \$500,023, with Expense Costs of \$311,171, and Fixed Operational Expenses of \$178,364, resulting in a net surplus of \$10,488. Comparatively in FY 2018-19, total income was \$526,565, with expense costs at \$318,650, and Fixed Operational Expenses of \$195,813, resulting in a net surplus of \$12,102.

Staff will be available to answer questions at the Arts Commission meeting.

Attachment

SIMI VALLEY CULTURAL ARTS CENTER FY 2017-18 AND 2018-19 BUDGET COMPARISON REPORT				
	FY 2018-19		FY 2017-18	
	BUDGET	ACTUAL	BUDGET	ACTUAL
INCOME				
Box Office	\$326,600	\$370,554	\$295,450	\$340,816
Contributions	\$31,650	\$33,232	\$31,100	\$30,932
Grants	\$1,500	\$1,910	\$1,000	\$6,535
Rental	\$72,700	\$64,168	\$79,700	\$70,132
Concessions	\$10,700	\$8,120	\$9,450	\$9,838
Advertising Income	\$500	\$0	\$500	\$621
Reimbursed Technical Costs	\$39,950	\$48,540	\$37,000	\$41,137
Interest Income	\$0	\$41	\$0	\$12
TOTAL INCOME	\$483,600	\$526,565	\$454,200	\$500,023
EXPENSE COST				
Booking/Artist Fees	\$25,000	\$21,636	\$22,000	\$28,570
Concessions	\$5,300	\$4,307	\$4,150	\$5,099
Supplies	\$14,500	\$5,680	\$15,500	\$13,430
Provider Payments	\$170,000	\$255,706	\$158,000	\$200,706
Advertising/Marketing	\$14,600	\$13,394	\$15,300	\$14,046
Special Events (DownStage Cabaret, Galas, etc)	\$33,000	\$15,625	\$32,000	\$31,627
Contract Labor	\$20,000	\$2,302	\$18,000	\$17,693
SUBTOTAL EXPENSES	\$282,400	\$318,650	\$264,950	\$311,171
TOTAL GROSS PROFIT	\$201,200	\$207,915	\$189,250	\$188,852
FIXED OPERATIONAL EXPENSES				
Credit Card Service Fees	\$8,700	\$17,958	\$9,900	\$12,846
City Reimbursement - 10%	\$21,000	\$30,933	\$23,000	\$23,499
City Reimbursed Staffing	\$121,500	\$119,123	\$103,000	\$105,156
Dues/Licenses/Permits	\$18,800	\$18,088	\$20,500	\$22,833
Professional/Special Services	\$3,500	\$1,700	\$3,000	\$3,000
Capital Replacement	\$20,000	\$6,323	\$20,000	\$9,294
Office Expenses	\$2,500	\$1,688	\$2,500	\$1,736
TOTAL EXPENSES	\$196,000	\$195,813	\$181,900	\$178,364
NET PROFIT/LOSS	\$5,200	\$12,102	\$7,350	\$10,488

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: FISCAL YEAR 2019-20 FIRST QUARTER CULTURAL ARTS CENTER BUDGET VS. ACTUAL REPORT

Attached for the Arts Commission's review is the Fiscal Year 2019-20 First Quarter Budget vs. Actual report for the period ending September 30, 2019. Information in this report is separated by month and compares the first quarter actuals to the first quarter FY 2019-20 Operations Budget.

For this period, Total Income is \$152,094 with Total Expense of \$119,078, resulting in a net profit of \$33,016. Total first quarter income is 124% above quarterly budget projections due to strong box office performance of *A Gentleman's Guide to Love and Murder* (An ARTS rental production) and *Mamma Mia!* (A Cultural Arts Center production). Total first quarter expense is 99% of quarterly budget projections.

Staff will be available to answer questions at the Arts Commission meeting.

Attachment

Simi Valley Cultural Arts Center Budget vs. Actuals: FY 19 20 Qtr 1

July - September, 2019

	Jul 2019	Aug 2019	Sep 2019	Total Qtr 1		
	Actual	Actual	Actual	Actual	Budget	% of Budget
Income						
4000 Box Office Income						
4010 Service Charges						
4011 Ticket Surcharge	1,893.00	1,104.00	1,612.50	4,609.50	4,250.00	108.46%
4012 Ticket Printing	0.00	0.00	0.00	0.00	25.00	0.00%
4016 Provider Credit Card Fees	1,571.50	0.00	1,372.67	2,944.17	1,750.00	168.24%
Total 4010 Service Charges	\$ 3,464.50	\$ 1,104.00	\$ 2,985.17	\$ 7,553.67	\$ 6,025.00	125.37%
4040 Box Office Sales (Gross)						
4020 Box Office	24,431.80	37,595.60	43,489.00	105,516.40	72,750.00	145.04%
4030 Gift Certificate Sales	790.00	1,674.00	1,076.00	3,540.00	3,750.00	94.40%
Total 4040 Box Office Sales (Gross)	\$ 25,221.80	\$ 39,269.60	\$ 44,565.00	\$ 109,056.40	\$ 77,500.00	140.72%
Total 4000 Box Office Income	\$ 28,686.30	\$ 40,373.60	\$ 47,550.17	\$ 116,610.07	\$ 83,525.00	139.61%
4200 Contributions Income						
4210 Sponsorships	0.00	0.00	0.00	0.00	125.00	0.00%
4220 Misc. Income	0.00	0.00	0.00	0.00	25.00	0.00%
4230 Foundation Contributions	0.00	0.00	0.00	0.00	8,250.00	0.00%
4240 Payroll Deduction Contributions	0.00	0.00	0.00	0.00	125.00	0.00%
Total 4200 Contributions Income	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 8,525.00	0.00%
4400 Grants						
4450 Share The Arts	271.44	48.86	180.00	500.30	427.50	117.03%
Total 4400 Grants	\$ 271.44	\$ 48.86	\$ 180.00	\$ 500.30	\$ 437.50	114.35%
4500 Rental Fee Income						
4510 Cleaning/Damage Income	-100.00	125.00	100.00	125.00	250.00	50.00%
4530 Rental Fees - Theater	3,285.00	3,415.00	3,650.00	10,350.00	10,500.00	98.57%
4540 Rental Fees - Multipurpose Room	980.00	697.00	372.00	2,049.00	5,500.00	37.25%
Total 4500 Rental Fee Income	\$ 4,165.00	\$ 4,237.00	\$ 4,122.00	\$ 12,524.00	\$ 16,250.00	77.07%
4600 Concessions						
4610 Gallery/CD Sales	0.00	0.00	0.00	0.00	300.00	0.00%
4620 Cnc's - Beer/Wine	27.00	114.00	362.00	503.00	625.00	80.48%
4630 Cnc's - Food/Soft Drinks	119.00	0.00	850.50	969.50	1,625.00	59.66%
Total 4600 Concessions	\$ 146.00	\$ 114.00	\$ 1,212.50	\$ 1,472.50	\$ 2,550.00	57.75%
4700 Advertising Income	0.00	0.00	0.00	0.00	125.00	0.00%
4800 Reimbursed Technical Costs						
4820 Other	327.60	50.00	374.40	752.00	500.00	150.40%
4830 Reimbursed Tech Staff Costs	7,046.00	2,099.50	6,722.00	15,867.50	8,000.00	198.34%
4840 Reimb Equipmental Rental						
4842 Reimbursed Projector Rental	0.00	0.00	0.00	0.00	150.00	0.00%
4844 Spotlight rental income	180.00	40.00	180.00	400.00	187.50	213.33%
4845 Piano rental fee	0.00	0.00	0.00	0.00	125.00	0.00%
4846 Microphone rentals	1,404.00	396.50	2,156.00	3,956.50	2,250.00	175.84%
Total 4840 Reimb Equipmental Rental	\$ 1,584.00	\$ 436.50	\$ 2,336.00	\$ 4,356.50	\$ 2,712.50	160.61%
Total 4800 Reimbursed Tech Costs	\$ 8,957.60	\$ 2,586.00	\$ 9,432.40	\$ 20,976.00	\$ 11,212.50	187.08%
4900 Interest Income	3.74	3.68	3.59	11.01	0.00	
Total Income	\$ 42,230.08	\$ 47,363.14	\$ 62,500.66	\$ 152,093.88	\$ 122,625.00	124.03%

	Jul 2019	Aug 2019	Sep 2019	Total Qtr 1		
	Actual	Actual	Actual	Actual	Budget	% of Budget
Expenses						
5000 Special Events	235.19	147.91	61.30	444.40	2,500.00	17.78%
5100 Booking/Artists Fee						
5175 Artist Fees	0.00	1,670.00	2,950.00	4,620.00	6,875.00	67.20%
Total 5100 Booking/Artists Fee	\$ 0.00	\$ 1,670.00	\$ 2,950.00	\$ 4,620.00	\$ 6,875.00	67.20%
5300 Concession Supplies						
5340 Gallery/CD Sales Payout	0.00	0.00	0.00	0.00	312.50	0.00%
5360 Cnc's Supp- Food	33.43	49.43	-15.10	67.76	625.00	10.84%
5380 Cnc's Supp-Beer/Wine	86.84	0.00	51.82	138.66	312.50	44.37%
Total 5300 Concession Supplies	\$ 120.27	\$ 49.43	\$ 36.72	\$ 206.42	\$ 1,250.00	16.51%
5400 Supplies						
5410 Supplies - Operating & Misc	0.00	0.00	32.96	32.96	0.00	
5420 Equipment Rentals	0.00	0.00	0.00	0.00	125.00	
5430 Technical Supplies	0.00	0.00	0.00	0.00	3,500.00	
5431 Lighting	0.00	29.99	0.00	29.99	0.00	
5432 Sound	129.68	230.75	307.85	668.28	0.00	
5435 Props	0.00	0.00	246.05	246.05	0.00	
5436 Set Supplies	0.00	236.18	512.31	748.49	0.00	
Total 5430 Technical Supplies	\$ 129.68	\$ 496.92	\$ 1,066.21	\$ 1,692.81	\$ 3,500.00	48.37%
Total 5400 Supplies	\$ 129.68	\$ 496.92	\$ 1,099.17	\$ 1,725.77	\$ 3,625.00	47.61%
5500 Provider Payments (Tot Box Rec)	27,162.60	15,835.20	23,890.80	66,888.60	45,000.00	148.64%
5600 Advertising & Marketing						
5610 Postage and Delivery	0.00	164.61	0.00	164.61	300.00	54.87%
5620 Printing/Playbills/Tickets	0.00	433.53	1,642.48	2,076.01	2,125.00	97.69%
5630 Advertising / Marketing	0.00	87.47	776.00	863.47	2,500.00	34.54%
Total 5600 Advertising & Marketing	\$ 0.00	\$ 685.61	\$ 2,418.48	\$ 3,104.09	\$ 4,925.00	63.03%
5700 Contract Labor	549.00	0.00	340.00	889.00	5,000.00	17.78%
Subtotal Expenses	\$ 28,196.74	\$ 18,885.07	\$ 30,796.47	\$ 77,878.28	\$ 69,175.00	112.58%
Total Gross Profit	\$ 14,033.34	\$ 28,478.07	\$ 31,704.19	\$ 74,215.60	\$ 53,500.00	138.72%
Fixed Operational Expenses						
6000 City Reimbursement	0.00	0.00	0.00	0.00	6,250.00	0.00%
6100 Capital Replacement	53.63	1,971.83	101.88	2,127.34	5,250.00	40.52%
6200 City Reimbursed Staffing	0.00	31,438.91	0.00	31,438.91	32,000.00	98.25%
6300 Credit Card Service Fees	10.00	10.00	10.00	30.00	0.00	
6350 Credit Card Discount Fees	1,920.88	1,639.67	2,359.79	5,920.34	2,250.00	263.13%
6360 Service Fees (Bank Charges)						
6361 Bank Fees	0.00	0.00	0.00	0.00	75.00	0.00%
Total 6360 Service Fees (Bank Charges)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 75.00	0.00%
Total 6300 Credit Card Service Fees	\$ 1,930.88	\$ 1,649.67	\$ 2,369.79	\$ 5,950.34	\$ 2,325.00	255.93%
6400 Dues/Licenses/Permits						
6410 Dues and Subscriptions	163.74	191.38	63.75	418.87	875.00	47.87%
6420 Licenses and Permits	793.00	0.00	398.00	1,191.00	4,250.00	28.02%
Total 6400 Dues/Licenses/Permits	\$ 956.74	\$ 191.38	\$ 461.75	\$ 1,609.87	\$ 5,125.00	31.41%
6600 Office Expense						
6610 Office Supplies	0.00	6.42	66.59	73.01	625.00	11.68%
Total 6600 Office Expense	\$ 0.00	\$ 6.42	\$ 66.59	\$ 73.01	\$ 625.00	11.68%
Total Fixed Operational Expenses	\$ 2,941.25	\$ 35,258.21	\$ 3,000.01	\$ 41,199.47	\$ 51,575.00	79.88%
Net Profit/Loss	\$ 11,092.09	-\$ 6,780.14	\$ 28,704.18	\$ 33,016.13	\$ 1,875.00	1760.86%

BUDGET REFERENCE NOTES:

BN1: No production reconciliations in August, thus no provider credit card fee income to SVCAC

BN2: Marked increase in box office result of Mamma Mia presales plus Gentleman's Guide & Drowsy sales

BN3: 1st Quarter Foundation payment arrived after Oct 1st

BN4: Negative in this category represents the refundable portion paid in July on deposit that came in last FY.

BN5: MPR rental fee budget was set up to include payment of caterer for Rotary. Policy change by the City now has caterer paid directly by Rotary, thus negatively affecting this line. However, it is offset by the decrease in Special Events expense line which was budget line we paid out to caterer.

BN6: There were no SVCAC events in August, thus no concessions income for SVCAC.

BN7: Other expenses include expendables such as batteries, gels, etc that SVCAC is reimbursed for by production companies in final reconciliation.

BN8: July - September was mostly rental productions & events incurring tech staff charging at new rate established after FY 18-19 budget approved.

BN9: July - September was mostly rental productions & events incurring technical equipment fees. Qtr 2 will show decreases in this line with more SVCAC events.

BN10: SVCAC no longer pays caterer for Rotary. This savings offsets loss of MPR rental income. See BN5 above.

BN11: The credit in this account was from Standard Coffee Supplies who issued a credit on their billing.

BN12: Provider payments higher this quarter because majority of events were rentals and not SVCAC productions.

BN13: No major SVCAC productions this quarter which reduced need for contract labor. This amount will increase in Qtr 2.

BN14: City reimbursement will be paid in Qtr 2.

BN15: Elevated Credit Card fees reflect the increase in box office sales this quarter mentioned in BN2.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 2019
TO: Simi Valley Arts Commission
FROM: Fred Helsel, Acting Community Services Manager
SUBJECT: REVIEW OF PRODUCTION BUDGET FOR ELF THE MUSICAL

Attached for the Arts Commission's (Commission) review is the production budget for the upcoming production of *ELF THE MUSICAL*.

ELF THE MUSICAL (December 14-29, 2019 12 Performances)
Total Estimated Income: \$35,500
Total Estimated Expenditures: \$26,150
Total Estimated Net Income: \$9,350

Staff will be available to answer questions at the Arts Commission meeting.

Attachment

Prepared by: Fred Helsel, Acting Community Services Manager

Simi Valley Cultural Arts Center ELF THE MUSICAL 2019 Budget

	Budget
Income	
4040 Box Office Sales (Gross)	\$33,000.00
4210 Sponsorships	\$2,500.00
Total Income	\$35,500.00
Expenses	
5100 Artists Fees	
Musical Director	\$2,100.00
Vocal Director	\$750.00
Audition Pianist	\$300.00
Choreographer Co-Director	\$1,500.00
Lighting Design	\$850.00
Sound Design	\$350.00
Costume Design	\$1,000.00
Wig Design	\$300.00
Stage Managers	\$350.00
Assistant Choreographer	\$250.00
Musicians	\$600.00
Total 5100 Booking/Artists Fee	\$8,350.00
5400 Supplies	
5420 Equipment Rentals	\$200.00
5430 Technical Supplies	
5431 Lighting Supplies	\$250.00
5432 Sound Supplies	\$300.00
5434 Costumes / Makeup / Wigs	\$1,700.00
5435 Props	\$1,000.00
5436 Set Supplies	\$1,000.00
Total 5430 Technical Supplies	\$4,250.00
Total 5400 Supplies	\$4,450.00
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	\$4,000.00
Total 5700 Contract Labor	\$4,600.00
6400 Dues/Licenses/Permits	\$6,000.00
Total Expenses	\$26,150.00
Net Income	\$9,350.00

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: RECEIVE AND FILE SIMI VALLEY CULTURAL ASSOCIATION SUMMER MUSICAL THEATRE WORKSHOP FINAL REPORT

Attached is the Simi Valley Cultural Association/Actors Repertory Theater of Simi (SVCA/ARTS) Summer Musical Theatre final report for the productions of *Frozen, Jr.* and *Schoolhouse Rock Live, Jr.* This report, submitted by SVCA/ARTS, provides information on the number of events held; the amount of participants and attendees; and a summary of revenue and expenses for each production.

The combined workshop participation for the program was 40 children between the ages of seven to 15. The two-week workshops were held at the ARTS Cultural Enrichment Center, culminating in Mainstage performances at the Cultural Arts Center. 466 people attended the six Mainstage performances, including parents, grandparents, other family members, youth from local YMCA organizations, and the Grace Brethren Summer Camp.

The following alternatives are available to the Arts Commission:

1. Receive and file the SVCA/ARTS Summer Musical Theatre Workshop Final Report
2. Provide staff with other direction

Staff recommends alternative 1.

Recommended Motion:

I move to receive and file the SVCA/ARTS Summer Musical Theatre Workshop Final Report.

Attachment

SUMMARY OF ARTS SUMMER MUSICAL THEATRE WORKSHOP FOR KIDS, 2019
AT THE SIMI VALLEY CULTURAL ARTS CENTER

During the months of July-August of 2019, Actors' Repertory Theatre of Simi presented their culminating performances of Frozen, Jr. and Schoolhouse Rock Live, Jr. on the main stage at the Simi Valley Cultural Arts Center.

The combined workshop attendance this summer was 40 children between the ages of 7-15 years, with an additional total of four paid interns for both workshops between the ages of 14-16 years.

Over a period of four weeks the two summer camp groups rehearsed at ARTS Cultural Enrichment Center, and at the close of each four week summer camp presented four performances each, on Thursday, Friday and Saturday – July 11, 12 and 13 (Frozen, Jr.) and August 8, 9, and 10 (Schoolhouse Rock Live, Jr.)

Frozen Jr. performed for a total of 288 audience members, which included 90 YMCA campers from Northridge, Westlake and Simi Valley and their counselors.

Schoolhouse Rock Live, Jr. performed for a total of 178 audience members, including 25 YMCA campers from Westlake, and 58 children and counselors from the local Grace Brethren summer church camp.

Actors' Repertory Theatre of Simi and the Simi Valley Cultural Association would like to take this opportunity to thank the Simi Valley Cultural Arts Center Commission for their generosity in providing subsidy that allowed us to offer tuition scholarships, and partnering with us in enriching the lives of children in our community.

ARTS SUMMER WORKSHOP 2019 SCHOOLHOUSE ROCK LIVE, JR – EXPENSE REPORT

Gross Tuition Income **\$8,260.00**

Ticket Sales **\$2,028.00**

Scholarship Breakdown:

Discounts \$850.00

Sibling Discount \$89.25

Half Scholarships \$287.50

Full Scholarships \$2,380.00

Total Scholarships **\$3,606.75**

Expenses

Staff \$4,400.00

Costumes/Costumer \$385.00

Royalties \$950.00

Tech /Mic Rental \$1,924.00

Printing/Misc. \$124.50

Total Expenses **\$7,783.50**

Total Gross Income **\$10,288.00**

Total Expenses **\$7,783.50**

Net Profit **\$2,504.50**

ARTS SUMMER WORKSHOP 2019 FROZEN, JR. EXPENSE REPORT

Gross Tuition Income	6,995.50
Ticket Sales	3,126.00
Scholarship Breakdown:	
Discounts	\$600.00
Sibling Discount	\$87.50
Half Scholarships	\$595.00
Full Scholarships	\$1,190.00
Total Scholarships	\$2,472.50
Expenses	
Staff	\$6,100.00
Costumes/Costumer	\$367.50
Royalties	\$950.00
Tech /Mic Rental	\$1,955.50
Printing/Misc.	\$187.50
Total Expenses	\$9,560.50
Total Gross Income	\$10,121.50
Total Expenses	\$9,560.50
Net Profit	\$561.00

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 2019

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Acting Community Services Manager

SUBJECT: CONSIDERATION OF INDIVIDUAL/SPECIAL CASE SUBSIDY REQUEST FROM THE SIMI COUNCIL: PARENT TEACHER ASSOCIATION/PARENT TEACHER STUDENT ASSOCIATION

On September 26, 2019 the Cultural Arts Center (CAC) received a subsidy request from the Simi Council: Parent Teacher Association/Parent Teacher Student Association. This request is to waive all rental, technical, and equipment fees for an event on November 14, 2019 from 3:00 p.m. to 8:00 p.m. This event is being held to showcase and honor Simi Valley Unified School District students who have advanced in the National PTA Reflections Program. It will recognize the winners in categories of Dance, Literature, Music, Film, Photography, Visual Arts and Special Artists. Each winner goes on to compete at the County level. This event has taken place at the CAC on a fully subsidized basis for at least the past 10 years. There is no financial information provided by the applicant as it is a free event where the families and friends of award recipients are invited. No tickets are sold and no revenue is generated.

Staff estimates the value of the subsidy to be approximately \$500 based on rental fees and anticipated use. Staff believes this event is in-line with the mission of the CAC, both to provide a multipurpose facility for community events, and to develop, support and encourage cultural activities and educational programs. Staff recommends approving the subsidy request due to the history of this event taking place at the CAC and its benefit to the community.

The following alternatives are available to the Arts Commission:

1. Approve the subsidy request
2. Not approve the subsidy request
3. Provide staff with other direction

Staff recommends alternative 1.

Recommended Motion:

I move to approve the subsidy request from the Simi Council: Parent Teacher Association/Parent Teacher Student Association.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 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 current calendar of major programming for the remainder of the 2019 season. Reflected below are programming descriptions for *Matilda*, *ELF: The Musical*, the 2019 Tributes Unplugged Concert Series, The Annual Holiday Craft and Gift Fair, and the annual Blue Christmas With Elvis Concert featuring Raymond Michael. Staff will be available at the November 6, 2019 Simi Valley Arts Commission meeting to address any questions. Also, the updated Calendar for the months of November and December 2019 are attached.



TRIBUTES UNPLUGGED CONCERTS 2019

Taylor Made Tapestry – Nov 6, 2019

K-Tel All Stars 70's Tribute – Dec 4, 2019

All Tributes Unplugged concerts begin at 7:30 pm

Tickets are \$29 Adults, \$27 Seniors 60 & Over, \$27 Students, \$22 Children 12 & Under



MATILDA

November 2 – December 8, 2019

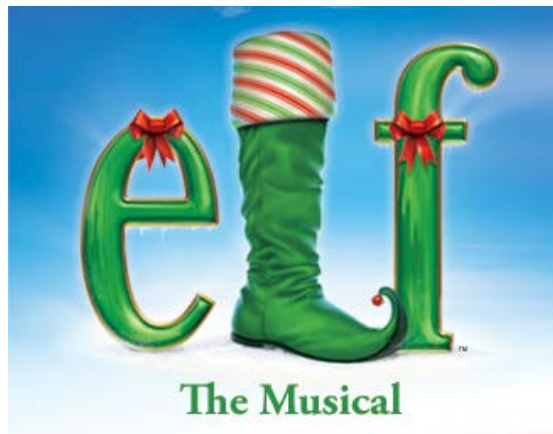
The Inspiring story of an extraordinary girl comes to life in Matilda, the Musical. Based on the beloved Roald Dahl novel, Matilda is the story of the courageous little girl with an unbounded imagination who proves that despite the odds, you can do anything you put your mind to and change your destiny. Children and adults alike will be thrilled and delighted by this Broadway hit and winner of 16 Best Musical awards! Presented by Actors' Repertory Theatre of Simi, Matilda, the Musical runs November 2 – December 8, 2019. Tickets are \$28 Adults, \$24 Seniors and Students, and \$20 Children 12 & Under.

HOLIDAY CRAFT & GIFT FAIR

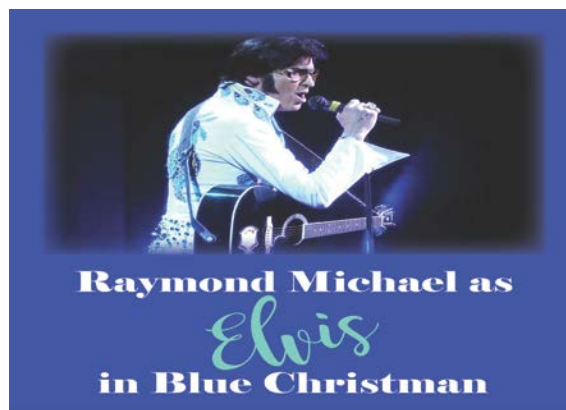
HOLIDAY CRAFT AND GIFT FAIR

Saturday, November 23, 2019 – 10 am – 4 pm

Pick up those one of a kind holiday gifts at SVCAC's Annual Holiday Craft & Gift Fair. Admission is FREE OF CHARGE! Browse the handmade crafts, unique gifts and tempting treats of over 50 vendors! This event is always a great place to pick up fun, affordable stocking stuffers! Parking is onsite and free and there will be hourly door prizes! All proceeds from the Holiday Craft & Gift Fair go to SVCAC's Share The Arts program!



Embrace your inner ELF this holiday season at the Simi Valley Cultural Arts Center? ELF THE MUSICAL is the hilarious tale of Buddy, a young orphan child who mistakenly crawls into Santa's bag of gifts and is transported back to the North Pole. Unaware that he is actually human, Buddy's enormous size and poor toy making abilities cause him to face the truth. With Santa's permission, Buddy embarks on a journey to New York City to find his birth father, discover his true identity, and help New York remember the true meaning of Christmas. ELF THE MUSICAL joins other Christmas classics such as "It's A Wonderful Life" and "A Christmas Story" as fun family holiday entertainment? Start a new tradition this holiday and treat your family to ELF THE MUSICAL at the Simi Valley Cultural Arts Center! ELF THE MUSICAL runs December 14 – 29, 2019. Tickets are \$28 Adults, \$24 Seniors and Students, and \$20 Children 12 & Under.



Raymond Michael as ELVIS
BLUE CHRISTMAS
December 15, 2019 – 7:30 pm

Ring in the holiday season with our annual Raymond Michael's Blue Christmas With Elvis Concert! Hailed as one of the top Elvis Presley tribute artists in the US, Raymond Michael is a sure fire crowd pleaser. Featuring an evening of great holiday tunes as well as 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 60 & Over, \$27 Students, \$22 Children 12 & Under.

WHAT ELSE IS HAPPENING AT THE CULTURAL ARTS CENTER?

In addition to the programming outlined above, the Center is also very active with other non-public events, rehearsals, meetings, and rentals. The estimated monthly hours below do not include normal Administrative and Box Office hours open to the public (Tuesday – Saturday 10 am – 6 pm, Sunday 12 – 6 pm).

OCTOBER 2019: 166 hours

Weekly Rotary luncheon rental (16 hours)
Mamma Mia! Pickup rehearsal (4 hours)
ELF: The Musical auditions – 1 days (4 hours)
SVCAC Foundation Meeting (2 hours)
SVCAC Foundation Orientation Meeting (3 hours)
Annual Usher Meeting (3 hours)
Tributes UnPlugged Concert (4 hours)
One Man Show - DownStage Theater (6 hours)
Ronny and the Classics Concert (6 hours)
Plus 12 performances and strike of **Mamma Mia!** (54 hours)
Tech week of **Matilda** (64 hours)

NOVEMBER 2019: 174 hours

Weekly Rotary luncheon rental (12 hours)
ELF: The Musical auditions – 2 days (8 hours)
ELF: The Musical rehearsals – 20 days (72 hours)
SVCAC Foundation Meeting (2 hours)
Strategic Plan Community Visioning Forum (3 hours)
Tributes UnPlugged Concert (4 hours)
Reflections Program (6 hours)
Holiday Craft and Gift Fair (8 hours)
Inspire Entrepreneurship Simi Valley (3 hours)
Plus 14 performances **Matilda** (56 hours)

DECEMBER 2019: 178 hours

Weekly Rotary luncheon rental (16 hours)
ELF: The Musical rehearsals and tech week – 10 days (43 hours)
SVCAC Foundation Meeting (2 hours)
Tributes UnPlugged Concert (4 hours)
Stage 1 Music Recital (6 hours)
Whole Child Academy Recital (5 hours)
Blue Christmas With Elvis Concert (6 hours)
Chanukah Event (6 Hours)
Plus 3 performances of **Matilda** (18 hours)
Plus 12 performances **ELF: The Musical** (72 hours)

Attachment

November 2019

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

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 27 - Nov 2	Oct 27	28	29	30	31	Nov 1	2
						7:00pm 12:00am Dress Rehearsal Matilda (MS)	7:00pm 12:00am OPENING Matilda (MS)
Nov 3 - 9	3	4	5	6	7	8	9
	1:00pm 5:00pm Matilda (MS) 7:00pm 10:00pm ELF Audition (MPR)	7:00pm 10:00pm ELF Callbacks (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:30pm Inspire Entrepreneurship Sim	Tribute Unplugged - T 3:30pm 5:30pm Arts Commission Meeting (City Hall)	8:00am 8:30am Mike Guido (MPR/DownStage Theater) 7:00pm 10:00pm ELF Rehearsal (MPR)	7:00pm 12:00am Matilda (MS)	12:00pm 4:00pm ELF Rehearsal (MPR) 7:00pm 12:00am Matilda (MS)
Nov 10 - 16	10	11	12	13	14	15	16
	1:00pm 5:00pm Matilda (MS) 6:00pm 10:00pm ELF Rehearsal (MPR)	Veteran's Day 7:00pm 10:00pm ELF Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm ELF Rehearsal (MPR)	6:00pm 8:00pm Foundation Meeting (MPR or Upper Lobby) 7:00pm 10:00pm ELF Rehearsal (MPR)	3:00pm 7:30pm Reflections Program (MS/MPR)	7:00pm 12:00am Matilda (MS)	12:00pm 4:00pm ELF Rehearsal (MPR) 7:00pm 12:00am Matilda (MS)
Nov 17 - 23	17	18	19	20	21	22	23
	1:00pm 5:00pm Matilda (MS) 6:00pm 10:00pm ELF Rehearsal (MPR)	7:00pm 10:00pm ELF Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm ELF Rehearsal (MPR)	6:00pm 9:00pm SVCAC Visioning Forum (MPR) 7:00pm 10:00pm ELF Rehearsal (MPR)		7:00pm 12:00am Matilda (MS)	8:00am 5:00pm CRAFT & GIFT SHOW (MPR, Outside) 7:00pm 12:00am Matilda (MS)
Nov 24 - 30	24	25	26	27	28	29	30
	1:00pm 5:00pm Matilda (MS) 6:00pm 10:00pm ELF Rehearsal (MPR)	7:00pm 10:00pm ELF Rehearsal (MPR)	11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm ELF Rehearsal (MPR)	7:00pm 10:00pm ELF Rehearsal (MPR)	Thanksgiving	7:00pm 12:00am Matilda (MS)	12:00pm 4:00pm ELF Rehearsal (MPR) 1:00pm 5:00pm Matilda (MS) 7:00pm 11:00pm Matilda (MS)

December 2019

December 2019							January 2020						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30	31	

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Dec 1 - 7	Dec 1 1:00pm 5:00pm Matilda (MS) 6:00pm 10:00pm ELF Rehearsal (MPR)	2 7:00pm 10:00pm ELF Rehearsal (MPR)	3 11:30am 2:30pm Rotary Luncheon (MPR) 7:00pm 10:00pm ELF Rehearsal (MPR)	4 Tribute Unplugged - K	5 7:00pm 10:00pm ELF Rehearsal (MPR)	6 7:00pm 12:00am Matilda (MS)	7 9:00am 5:00pm Stage 1 Music (MS) 7:00pm 12:00am Matilda (MS)
	8 1:00pm 5:00pm Matilda (MS) 5:00pm 9:00pm STRIKE Matilda (MS/MPR) 6:00pm 10:00pm ELF Rehearsal (MPR)	9 LOAD IN ELF (MS) 6:00pm 11:00pm ELF Tech (MS/MPR)	10 Tech Week ELF (MS) 11:30am 2:30pm Rotary Luncheon (MPR) 6:00pm 11:00pm ELF Tech (MS/MPR)	11 TECH ELF (MS/MPR) 6:00pm 11:00pm ELF Tech (MS/MPR) 6:00pm 8:00pm Foundation Meeting (MPR or Upper Lobb)	12 TECH ELF (MS/MPR)	13 7:00pm 12:00am DRESS Rehearsal ELF (MS)	14 12:00pm 4:00pm ELF Rehearsal (MS) 7:00pm 11:00pm Opening ELF (MS)
Dec 15 - 21	15 1:00pm 5:00pm ELF (MS) 7:00pm 11:00pm ELVIS Blue Christmas (MS)	16	17 11:30am 2:30pm Rotary Luncheon (MPR) 5:30pm 8:00pm Whole Child Academy Takent Show (MPR)	18 7:00pm 11:00pm ELF (MS)	19 7:00pm 11:00pm ELF (MS)	20 7:00pm 11:00pm ELF (MS)	21 1:00pm 5:00pm ELF (MS) 7:00pm 11:00pm ELF (MS)
	22 1:00pm 5:00pm ELF (MS)	23 Chanukah 4:00pm 11:00pm Chanukah Event (MS/MPR)	24 Chanukah Christmas Eve	25 Chanukah Christmas Day	26 Chanukah	27 Chanukah 7:00pm 11:00pm ELF (MS)	28 Chanukah 1:00pm 5:00pm ELF (MS) 7:00pm 11:00pm ELF (MS)
Dec 29 - Jan 4	29 Chanukah 1:00pm 5:00pm ELF (MS)	30 Chanukah	31 New Years Eve	Jan 1, 20	2	3	4

CITY OF SIMI VALLEY • MEMORANDUM

DATE: November 6, 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 - September, 2019. During this period, attendance at the CAC was down 15% 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 in January averaged much lower audiences than a traditional musical theater production. Second, the CAC was dark for four weeks in February to accommodate for carpet installation and the balcony seating reorganization.

Compared to January - September, 2018, main stage events showed a 22% increase. However, main stage attendance showed a 17% decrease. The Multi-Purpose Room/DownStage events increased 20% with a 3% increase in attendance. Gallery events showed a 10% decrease with a 35% decrease in gallery attendance. This resulted in an increase of 16% in overall usage of the Center.

Staff anticipates that much of the decreases in the first half of the calendar year as a result of being dark in February will continue to be offset by upcoming programming that includes box office hits such as MAMMA MIA, and ELF.

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-September 2018	125	19,283	92	4,308	40	2,553	257	26,144	69
Jan-19	14	972	4	170	5	85	23	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	18	1,163	10	380	3	139	31	1,682	58
May-19	20	2,887	12	677	6	327	38	3,891	60
Jun-19	23	2,297	13	530	6	274	42	3,101	73
Jul-19	21	2,022	12	520	3	175	36	2,717	73
Aug-19	19	1,922	30	817	4	210	53	2,949	78
Sep-19	16	2,005	16	740	4	219	36	2,964	69
Oct-19									
Nov-19									
Dec-19									
Annual Total 2019	152	16,098	110	4,454	36	1,670	298	22,222	63
% Change From 2018	22%	-17%	20%	3%	-10%	-35%	16%	-15%	-8%