



# SIMI VALLEY CULTURAL ARTS CENTER

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

## SIMI VALLEY ARTS COMMISSION

### **SPECIAL MEETING DATE**

Wednesday, May 13, 2020, 3:30 p.m.

Zoom Online Meeting

<https://simivalley.zoom.us/j/96857659213>

Or by Telephone: Dial US: 1 669 900 9128 Webinar ID: 968 5765 9213

## AGENDA

**IN ACCORDANCE WITH THE CALIFORNIA GOVERNOR'S EXECUTIVE STAY AT HOME ORDER AND THE COUNTY OF VENTURA HEALTH OFFICER DECLARED LOCAL HEALTH EMERGENCY AND STAY WELL AT HOME ORDER RESULTING FROM THE NOVEL CORONAVIRUS, ALL CITY BUILDINGS ARE CLOSED TO THE PUBLIC. TO FIND OUT HOW YOU MAY ELECTRONICALLY PARTICIPATE IN THE ARTS COMMISSION MEETING AND PROVIDE PUBLIC COMMENT, PLEASE REFER TO AGENDA ITEM 4.**

1. Call to Order/Welcome/Roll Call
2. Agenda Review
3. Approval of Minutes: February 26, 2020
4. Public Statements  
This is the time allotted for statements or comments on matters within the subject matter and jurisdiction of the Arts Commission.

### **NEW COMMENT PROCEDURE DUE TO THE COVID-19 PANDEMIC.**

Public comment is the opportunity for members of the public to participate in meetings by addressing the Arts Commission in connection with one or more agenda or non-agenda items.

The following options allow for public participation:

- a. Watch the Arts Commission Meeting live online at Zoom:  
<https://simivalley.zoom.us/j/96857659213>  
Or listen by telephone: +1 669 900 9128 Webinar ID: 968 5765 9213
- b. If you wish to make a comment on a specific agenda item, please sign-on via this Zoom Link <https://simivalley.zoom.us/j/96857659213> and use the raise hand function when this agenda item is called. If you wish to make a public comment, you must be signed into the meeting and available at the time this agenda item is called.
- c. Or, if you are unable to sign-on to Zoom and wish to make a comment on a specific agenda item, please submit your comment via email by 10:00 a.m. on the Wednesday of the Arts Commission meeting to the Deputy Community Services Director at [amedina@simivalley.org](mailto:amedina@simivalley.org) and include the

subject matter. These emails will be provided to the Arts Commission prior to the meeting and made a part of the record.

5. Continued Business

- a. Mid-Year Review of the Cultural Arts Center Capital Improvement Program for Fiscal Year 2019-20 and Review of the Fiscal Year 2020-21 Capital Improvement Program

6. New Business

- a. Receipt of the Cultural Arts Center Fiscal Year 2019-20 Operating Budget, Fiscal Year 2019-20 Estimated Actual Budget Projections, and Review of Proposed Fiscal Year 2020-21 Operating Budget
  - January – June, 2020 Profit and Loss (Pre/Post COVID-19)
- b. Review of the Proposed Fiscal Year 2020-21 Operating Plan
- c. Review of Production Profit and Loss Statement for *Elf the Musical!*
- d. Consideration of the Simi Valley Cultural Association/Actors' Repertory Theatre of Simi's (ARTS) Request for Rental Fee Forgiveness Due to COVID-19 Closures

7. Reports

- a. Simi Valley Cultural Arts Center Statistics
- b. Update on Simi Valley Cultural Arts Center Foundation Activities
- c. General Manager's Report

8. Commissioner Comments

This is the time allotted for statements or comments from Arts Commissioners on matters within the subject matter and jurisdiction of the Arts Commission.

9. Adjournment: Next Arts Commission meeting - Wednesday, June 17, 2020, 3:30 p.m., City Manager's Conference Room



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Anna M. Medina  
Deputy Community Services Director

If any interested individual has a disability that may require accommodation to participate in this meeting, please contact the Deputy Community Services Director, Anna Medina, at (805) 583-6811. Upon advance notification of the need for accommodation, reasonable arrangements will be made to provide accessibility to the meeting.

## DRAFT MINUTES

### 1. Call to Order/Welcome/Roll Call

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

Present: Mayor Mashburn; Commissioners Lorencz, Rosen, Walker and Palky; and Cultural Arts Center Foundation Representative Bennett

Absent: Council Member Litster and Commissioner Savell

Staff Members: Brian Gabler, Linda Swan, Anna Medina, David Yoshitomi, and Fred Helsel

### 2. Agenda Review

Staff recommended that the Tour of the Facility portion of Agenda Item 8e. be moved to after adjournment. There were no objections.

### 3. Approval of Minutes: December 18, 2019

A motion to approve the December 18, 2020 minutes as drafted was made by Commissioner Lorencz and seconded by Foundation Representative Bennett. The motion passed unanimously.

### 4. Public Statements

David Ralphe congratulated Interim City Manager Brian Gabler on his pending position as City Manager of Simi Valley. He also congratulated Fred Helsel on his promotion to Community Services Manager/Cultural Arts Center (CAC). He congratulated the City and CAC staff for a financially and artistically successful 2019 season. Mr. Ralphe expressed concern regarding the upcoming season, only seeing one CAC produced show on the calendar.

### 5. Update on the Cultural Arts Community Services Manager Recruitment

Interim City Manager Brian Gabler informed the Arts Commission that Fred Helsel had been promoted to the Community Services Manager/Cultural Arts Center position. Mr. Gabler congratulated Fred on the promotion.

### 6. Continued Business

#### a. Consideration of Quarterly Reviews of Financial Reports

Deputy City Manager Linda Swan informed the Arts Commission of a meeting that took place between her and Commissioner Lorenz in January

2020 regarding monthly financial reports, as well as his request for the Commission to be provided with a profit and loss for both in-house and rental productions. Ms. Swan explained to the Commission that this item was continued from the December 2019 meeting. She provided an overview on the resource demand for monthly reports, including the ability to timely review, reconcile and report CAC financial information. It was recommended that the Arts Commission consider quarterly financial reports.

After discussion, a motion to review financial statements for the Cultural Arts Center on quarterly basis, with the criteria that given future reporting would follow the same format as the financials contained in the February packet, was made by Commissioner Palky and seconded by Commissioner Walker. The motion passed unanimously.

## 7. New Business

### a. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2019-20 Mid-Year Budget Report and Preliminary Forecast to Year-End

- FY 2019-20 Detailed Mid-Year Report (Q1-Q2 Actual vs. Budget)
- FY 2019-20 Mid-Year Comparison to FY 2018-19 Mid-Year

Community Services Manager Fred Helsel reported the Total Gross Income for FY 2019-20 at mid-year for the CAC was \$328,670 with Total Expenses equaling \$293,241, leaving a final Net Profit of \$35,429. At mid-year, Total Net Profit represents a 472% increase over budgeted projections for FY 2019-20 due primarily to the increased revenues in Box Office and Reimbursed Technical Costs categories. Mr. Helsel also provided overviews of two mid-year reports. The first compared year over year figures and the second year to date actuals to budget.

This item also included a presentation from Community Services Manager David Yoshitomi which reviewed the difference in profitability between a CAC in-house production and rental production, with the former having the potential to generate more revenue than the latter.

A motion to receive the FY2019-20 Mid-Year Budget Report and Preliminary Forecast to Year-End was made by Commissioner Lorencz and seconded by Commissioner Walker. The motion passed unanimously.

### b. Mid-Year Review of the Cultural Arts Center Capital Improvement Program for Fiscal Year 2019-20 and Review of the Fiscal Year 2020-21 Capital Improvement Program

Mr. Helsel provided a breakdown of the capital improvement purchases that had been approved, completed and placed on hold. Mr. Helsel stated



that while the Arts Commission has approved the projects during the annual budget process, which are currently placed on hold, the CAC staff will typically defer the purchase until absolutely necessary for efficiency purposes. This breakdown was followed by an overview of capital purchases that are expected in the upcoming fiscal year. The proposed capital purchases for Fiscal Year 2020-21 are: a microphone update and digital upgrade required by Federal Communications Commission regulations with an estimated cost of \$15,000 to \$18,000; and, an upgrade of the Clear-Com system as the current equipment is no longer repairable, with an estimated cost of \$10,000.

The Arts Commission discussed the previously approved capital program and the upcoming expenditures. Because of the urgency of the microphone update and digital upgrade project, the Arts Commission recommended making this purchase in this fiscal year, drawing from the allocated but unspent 2019-20 capital improvement program funds. This item was then continued to a future meeting for staff to make the required adjustments.

c. Credit Card Processing Fees

Deputy Community Services Director Anna Medina provided an update on the progress staff has made in researching credit card processing fees. Ms. Medina stated that credit card processing fees have increased at the CAC and in other City departments that accept credit cards for payment. Ms. Medina reported that the CAC is working with Administrative Services staff to determine the average cost per transaction and exploring options to bring back before the Art Commission at a future meeting.

d. Arts Commission Recruitment

Ms. Medina stated that 2020 Arts Commission recruitment was being prepared to begin in early March. Ms. Medina provided an overview of the recruitment and shared that all outgoing Arts Commissioners were eligible to re-apply. The Arts Commissioners nearing the end of their terms were listed as Dennis Lorencz, Nicholas Palky, and Alexandra Walker.

The Arts Commission discussed the recruitment process and outgoing members requested that staff email the application link once ready. Mayor Mashburn proposed that the process be reviewed to instead consider having a continuing Arts Commissioner and a City Council member serve on the Selection Committee to ensure appointees would contribute to the efforts of the Arts Commission.

A motion to recommend that City Council consider having a continuing Arts Commissioner serve on the Arts Commission Selection Committee with a City Council Member was made by Mayor Mashburn and seconded by Commissioner Walker. The motion passed unanimously.

- e. Consideration of the Marquee Sponsorship Policy and Recommendation for City Council Approval

Mr. Yoshitomi presented the Marquee Sponsorship Policy for the marquee/digital sign at the CAC. This policy would allow for entities to sponsor the marquee under certain criteria. It also would allow for the Simi Valley Cultural Arts Center Foundation to include the CAC marquee sponsorship as part of fundraising pledges of \$10,000 or more, subject to approval of the City Manager or his/her designee. The Arts Commission discussed the policy and the sponsorship criteria, and was satisfied that the approval authority of the City Manager provided adequate discretion to address concerns on a case by case basis.

A motion to recommend the Marquee Sponsorship Policy for City Council approval was made by Commissioner Lorencz and seconded by Commissioner Walker. The motion passed unanimously.

## 8. Reports

- a. Update on the Simi Valley Cultural Arts Center Strategic Plan

Mr. Yoshitomi provided an update on the progress of the Strategic Plan. He provided an overview of the steps completed so far, as well as the next anticipated steps. He stated that the information available so far indicated six preliminary focus areas: Quality of Life; Sustainability; Program Development; Facility & Experience; Community Partnerships & Outreach; and Arts Leadership and Advocacy. Mr. Yoshitomi noted that individual members of the Arts Commission would be invited to participate in focus group meetings and summarized that process.

- b. Simi Valley Cultural Arts Center Programming Update

Mr. Helsel shared the upcoming calendar for the 2020 season. Programs include *"You're a Good Man, Charlie Brown"*, *"The Diary of Anne Frank"*, *"Rocky Horror Show"*, *"Joseph and the Amazing Technicolor Dreamcoat"*, *"Bye, Bye, Birdie"*, *"Macbeth"*, *"Twelve Angry Jurors"*, *"A Christmas Story: The Musical"*, the Annual Spring and Holiday Craft and Gift Fairs, and the annual Mother's Day with Elvis and Blue Christmas With Elvis Concerts featuring Raymond Michael. In the upcoming months, over 420 hours of programs, meetings and events are scheduled to take place at the CAC.

- c. Simi Valley Cultural Arts Center Statistics

Mr. Helsel shared the usage report of the CAC through December 2019. Compared to 2018, main stage events showed a 24% increase. Much of the significant decreases in the first half of the calendar year were a result of being dark in February for building improvements. These decreases were offset by the resounding success of *MAMMA MIA*, and *ELF*. Mainstage attendance showed a 5% decrease overall. The Multi-Purpose Room/DownStage events increased 19% with a 2% decrease in overall

attendance. Gallery events showed a 4% decrease with an 18% decrease in gallery attendance. This resulted in an increase of 18% in overall usage of the CAC.

d. Update on Simi Valley Cultural Arts Center Foundation Activities

Foundation Representative Bennett updated the Arts Commission on the Simi Valley Cultural Arts Center Foundation (Foundation) activities since the last meeting. Ms. Bennett reported that the Foundation had recently launched a new website and a new membership drive in December. The Foundation was also in the process of planning: the 2020 Spotlight Awards; a Prostate Cancer Awareness Night with Ed Asner; a naming rights fundraising campaign; and a scaled down version of the Cajun Festival.

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

Mr. Helsel mentioned the CAC was currently developing the Tributes Cover Band series for Fall 2020, in addition to developing a comprehensive rental plan for the 2021 season. He reminded the Arts Commissioners that the second half of this item, the tour of the CAC facility, would take place after the meeting.

9. Commissioner Comments

Commissioner Walker thanked staff for providing a thorough packet, commenting on the considerable effort that had gone towards its assembly. She also mentioned that the Simi Valley Historical Society was presenting Civil War Days on March 7 and 8.

Commissioner Lorencz congratulated Mr. Helsel on the position and thanked staff for the financial reports.

Commissioner Palky thanked Commissioner Lorencz for the follow through on the financial reports. Commissioner Palky also pondered if it was time to consider potentially developing a larger facility to host larger audiences.

Foundation Representative Bennett thanked Mr. Helsel for his work at the CAC and congratulated him on the promotion.

Mr. Gabler thanked each of the Arts Commissioners for their hard work in support of the CAC.

10. Adjournment

The meeting was adjourned at approximately 5:20 p.m.

# CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** May 13, 2020  
**TO:** Simi Valley Arts Commission  
**FROM:** Fred Helsel, Community Services Manager/Cultural Arts Center  
**SUBJECT:** MID-YEAR REVIEW OF THE CULTURAL ARTS CENTER CAPITAL IMPROVEMENT PROGRAM FOR FISCAL YEAR 2019-20 AND REVIEW OF THE FISCAL YEAR 2020-21 CAPITAL IMPROVEMENT PROGRAM

The Capital Replacement Program for the Cultural Arts Center (CAC) is designed to be reviewed by the Arts Commission annually during the budget process. It serves as a management tool to identify, in advance, and plan for the purchase of the CAC's future equipment and capital needs, as well as on-going maintenance. The following is an updated list of capital equipment items that the CAC has purchased out of the approved operations budget as identified in the financial operating structure approved by the City Council. Staff will continue to track and report on these expenditures. The following list represents purchases made in the first three quarters of FY 2019-20.

## **Capital Equipment Items Purchased by the Cultural Arts Center**

Lighting Equipment Replacement	\$1,027.91
Microphone and Sound Equipment Replacements	\$3,985.19
Stanchions for Orchestra Pit	\$ 150.04
Replacement Sound Board	\$3,051.60
Back-Up Storage Hard Drive for MacBook	\$ 101.88

**Capital Expenditures 07/01/2019-03/31/2020** **\$8,316.62**

## **Capital Projects Approved, in Progress, or on Hold:**

### **Microphone Replacement and Digital Upgrade (Approved, In Progress)**

Microphone replacement is an ongoing capital expense for the Center considering the heavy use our equipment endures throughout a season. A typical production uses between 16-20 mics, not including mic swaps during the performance. In addition, recent regulatory changes made by the FCC are forcing the CAC to move to digital mics to replace our current 600 megahertz (MHz) mics. Currently we have six of the 600 MHz frequency series that will soon be obsolete as FCC requirements require us to cease using the 600 MHz bandwidth as of July 2020. Estimated cost of replacing those six mics with a new digital wireless mic system is \$12,000 - \$15,000. This purchase is scheduled for FY 2019-20 as approved by the Arts Commission at the February 26, 2020 meeting.

Estimated Cost \$12,000 - \$15,000



### Augment Existing Projection System (Approved, on Hold)

A 6,000-10,000 lumen projector with a 0.3:1 specialty lens would increase scenic capability by allowing projections on the cyclorama (cyc) making it available for film, animation, and special effects projections.

Estimated Cost \$13,000

### Rolling storage cabinets for tools and hardware (4) (Approved, on Hold)

Our current rolling wooden cabinets are in need of constant repair and should be replaced with lighter weight metal or plastic cabinets that are stronger, have greater capacity and are more mobile.

Estimated Cost \$ 800

### Mac Mini replacement (Approved, on Hold)

The Macintosh Mini used for running Q Lab for projections, sound and lighting cues for productions and concerts is in need of replacement.

Estimated Cost \$ 3,500

## **Proposed Capital Projects**

### Microphone Replacement

Microphone replacement is an ongoing capital expense for the Center considering the heavy use our equipment endures throughout a season. A typical production uses between 16-20 mics, not including mic swaps during the performance. Even though the Arts Commission approved purchase of the digital mics for the 600 MHz series in FY 2019-20, we will still need to be routinely maintaining, replacing and repairing our current 500 MHz series mics plus retrofit mics and wires for the new digital mics.

Estimated Cost \$ 7,000

### Rechargeable Batteries and Charging Unit for Digital Mics

The newly purchased digital mics have the capability of using rechargeable batteries to help cut our ongoing disposable battery costs as well as reduce the amount of electronic waste. This package would include 12 rechargeable batteries (6 for the handheld mics, 6 for the body mics) and a charging station.

Estimated Cost \$ 2,250

### Clear Com CZ11513 Wireless Communication System

The Clear Com communication system at the CAC was partially upgraded in FY 2018-19 with generic, non-Clear Com brand equipment. Unfortunately most of these headsets have been failing and are in need of replacement. The manufacturer of this generic equipment no longer offers replacement parts for their system. The CAC would like to upgrade to all dedicated Clear Com branded equipment that can utilize existing Clear Com lines at CAC and allow for uninterrupted, open communication between the technical staff during events. With a wireless open communication system, staff would be able to more fully respond to production, patron, and potential emergency needs.

Estimated Cost \$10,000

### Sound and Lighting Upgrade DownStage Theater/MPR

The DownStage Theater/MPR has very limited sound and lighting capabilities currently that restrict its usage for events, concerts, and business meetings/seminars. Currently there is no wireless mic system and lighting is completely controlled by the 25 year-old wall mounted facility dimmer units that allow extremely limited possibilities. This package would include a sound mixing console with 8 wireless mics (both handheld and headset) as well as a touchscreen laptop with 1 TB Hard drive and 16 MGB Memory to control theatrical lighting.

Estimated Cost \$ 5,000 - \$ 6,000

### **RECOMMENDATION**

Staff recommends that the Simi Valley Arts Commission authorize staff to include the proposed capital projects in the amount of \$25,250 in the Fiscal Year 2020-21 budget for approval by the City Council.

# CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** May 13, 2020

**TO:** Simi Valley Arts Commission

**FROM:** Anna M. Medina, Deputy Community Services Director

**SUBJECT:** RECEIPT OF THE CULTURAL ARTS CENTER FISCAL YEAR 2019-20 OPERATING BUDGET, FISCAL YEAR 2019-20 ESTIMATED ACTUAL BUDGET PROJECTIONS, AND REVIEW OF PROPOSED FISCAL YEAR 2020-21 OPERATING BUDGET

Attached for the Arts Commission's (Commission) review are the Fiscal Year (FY) 2019-20 Cultural Arts Center (CAC) Operating Budget Report, FY 2019-20 estimated actual budget projections, and the proposed FY 2020-21 Operating Budget.

## **Status of FY 2019-20 Operating Budget**

For FY 2019-20, Net Income is projected to be \$142,297 before City reimbursements for the year. Factoring in City reimbursements of \$157,213 results in a net loss of \$14,916. The CAC reimbursed the City for 1.5 full-time equivalent salaries, which includes the Office Assistant II assigned to Box Office and the Volunteer Program, and half budgeted costs plus half overtime costs for Theater Technician II.

While the first of half of the fiscal year was extremely positive due to the huge success of *Mamma Mia!* and *Elf The Musical*, the unanticipated forced facility closure on March 16, 2020 due to the COVID-19 pandemic emergency has been financially devastating for the Center. All of the rental agreements for musicals, concerts, recitals, school talent shows, service and social club luncheons, and an SVCAC produced major musical have had to be canceled. This has resulted in an estimated net loss of income of over \$45,000.

Despite the COVID-19 interruption, Box Office Income for the FY 2019-20 reached 93% of the proposed budget. However Rental Fee Income for the Mainstage Theater and MPR/DownStage combined ended up at only 46% of anticipated budget as many of the rentals were scheduled in the later portion of the calendar year. Reimbursed Technical Costs are slightly above budget projections due to an increase in technical fees to providers.

In the Expense Costs category, Technical Supplies were less than projected due to both the CAC presenting fewer productions this fiscal year and the Center's continued efforts to recycle and reuse set, costume and prop materials for multiple productions. Artists Fees and Contract Labor were well below budget projections due to the Center producing fewer shows. Provider payments were above budget projections due to the success of *A Gentleman's Guide to Love and Murder*, *The Drowsy Chaperone*, *Heathers* and *Just Imagine* which is offset by increased revenue.

In the Fixed Operational Expenses Categories, Licenses and Permits are projected to be below budget. Office Expenses are below projected budget with Credit Card Service Fees expected to be above projected budget mainly due to increased box office sales. City staff is also investigating why the Credit Card Service Fees have increased dramatically in recent past and are working with the provider to re-negotiate the contract or switch processing companies. Capital Replacement is slightly above budget projections due to moving the purchase of digital microphones to this fiscal year as instructed by the Arts Commission.

Had COVID-19 not have happened, the CAC was anticipating an estimated Net Income of \$188,000 prior to City Reimbursements. Factoring in estimated City Reimbursements of \$160,000 would have resulted in an estimated Net Income after City Reimbursements of \$28,000.

Unfortunately due to the COVID-19 emergency, the CAC anticipates a net loss of \$14,916 after City Reimbursements for FY 2019-20 based on estimated revenues of \$429,067.

The Contingency/Performance Fund Account balance, including accrued interest, is estimated to be over \$38,800 on June 30, 2020. 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.

### **Proposed Fiscal Year 2020-21 Operating Budget**

The proposed FY 2020-21 CAC budget projects gross revenue of \$459,385 and gross expenses of \$448,385. The proposed budget for the forthcoming fiscal year projects a net income of \$11,000 while returning to the City \$159,700 in compensating personnel costs and percentage of earned income.

With the enormous amount of unknowns and mitigating factors due to the COVID-19 crisis, it is impossible to predict with any certainty what lies ahead. The proposed 2020-21 budget is conservative in nature, and is based on an assumption of the Center not being able to present programming any earlier than late September of 2020. In addition, the budget is based on the following: The Center will produce two major productions, provide for a minimum of three rental productions, a series of six concerts as well as ongoing rentals from music conservatories, dance companies, schools and social clubs during FY 2020-21.

During the Center's closure, CAC staff will remain actively working either from home or at CAC on a multitude of projects including: researching, planning and implementing a Post COVID-19 recovery and reopening plan; researching, identifying, and applying for possible grants; cleaning, repairing and upgrading technical equipment; cleaning and organizing storage areas of the Center in preparation for the arrival and installation of exterior storage units; processing refunds for canceled events and rescheduling renters,



volunteers, patrons and events; updating social media, the CAC website, marketing materials, and the electronic marquee to reflect the changing schedule of events at CAC; actively engaging past patrons, volunteers and social media followers to retain a personal investment in the Cultural Arts Center; researching and upgrading box office software, policies and procedures in anticipation of when patrons return; upgrading the MPR/DownStage audio and lighting equipment to increase MPR/DownStage rental usage; purchasing and installing the new digital microphone system for the Mainstage in response to FCC regulation changes; contacting and collaborating with other local, regional and California theater companies on Post COVID-19 recovery and challenges facing live event venues post COVID-19; continuing to create and execute the CAC strategic planning process in collaboration with other City staff; and providing clerical support to other City departments including the City Clerk's Office, Fiscal Services, and other areas as needed.

Overall the proposed FY 2020-21 Operating Budget continues the practice of providing high quality programming at the Cultural Arts Center while generating positive Net Income that can be set aside for emergencies, for special programming, and to replace aging and obsolete equipment.

Staff will closely monitor the Programming Budget and provide quarterly updates, as well as a detailed report of revenue and expense status at the end of the budget year and again at mid-year.

Also attached is a January – June, 2020 Profit and Loss Report Pre/Post COVID-19 identifying those events that actually took place as well as scheduled events that were subsequently canceled, along with their actual or estimated income and expense to the Center. The report was created to show the potential estimated loss of income to the Center from the COVID-19 pandemic. The spreadsheet only identifies specific income and expenses associated with rentals and events (having actually taken place or planned) and does not include other non-event based income and expense categories. Some examples of other non-event based income and expense categories include the Foundation quarterly payments, office expenses, City reimbursements, etc.

The following alternatives are available to the Commission:

1. Receive the Cultural Arts Center FY 2019-20 Operating Budget Report;
2. Recommend the Cultural Arts Center FY 2020-21 Operating Budget as proposed to be forwarded to the City Council for approval;
3. Provide staff alternative direction.

Staff recommends Alternatives 1 and 2.

### Recommended Motion

I move to receive the Cultural Arts Center FY 2019-20 Operating Budget Report and recommend the FY 2020-21 Operating Budget Report as proposed to be forwarded to the City Council for approval.

Attachments

Prepared by: Fred Helsel, Community Services Manager/CAC

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2019-20 & 2020-21 BUDGET REPORT**

	<b>FINAL BUDGET 2019-20</b>	<b>Estimated ACTUAL 2019-20</b>	<b>VARIANCE 2019-20</b>	<b>PROPOSED BUDGET 2020-21</b>	<b>Budget Notes</b>
<b>INCOME</b>					
<b>4000 Box Office Income</b>					
4010 Service Charges					
4011 Ticket Surcharge	\$17,000	\$11,850	(\$5,150)	\$16,000	
4012 Ticket Printing	\$100	\$25	(\$75)	\$150	
4016 Provider Credit Card Fees	\$7,000	\$7,848	\$848	\$8,000	
<b>Total Service Charges</b>	<b>\$24,100</b>	<b>\$19,723</b>	<b>(\$4,377)</b>	<b>\$24,150</b>	
<b>4040 Box Office Sales (Gross)</b>					
4020 Box Office	\$295,000	\$282,362	(\$12,638)	\$266,500	
4025 Box Office Share the Arts	\$0	\$740	\$740	\$1,000	BN1
4030 Box Office Gift Certificates	\$15,000	\$7,736	(\$7,264)	\$7,500	
<b>Total Box Office Sales (Gross)</b>	<b>\$310,000</b>	<b>\$290,838</b>	<b>(\$19,162)</b>	<b>\$275,000</b>	
<b>Total Box Office Income</b>	<b>\$334,100</b>	<b>\$310,561</b>	<b>(\$23,539)</b>	<b>\$299,150</b>	
<b>4200 Contribution Income</b>					
4210 Sponsorships	\$500	\$0	(\$500)	\$750	
4220 Miscellaneous Income	\$100	\$14	(\$86)	\$100	
4230 Foundation Contributions	\$33,000	\$32,856	(\$144)	\$33,000	
4240 City Employee Payroll Deductions	\$500	\$0	(\$500)	\$400	
<b>Total Contributions Income</b>	<b>\$34,100</b>	<b>\$32,870</b>	<b>(\$1,230)</b>	<b>\$34,250</b>	
<b>4400 Grants</b>	<b>\$1,750</b>	<b>\$1,720</b>	<b>(\$30)</b>	<b>\$22,500</b>	BN2
<b>4500 Rental Fee Income</b>					
4510 Cleaning/Damage Income	\$1,000	\$1,075	\$75	\$1,000	
4530 Rental Fees - Mainstage Theater	\$42,000	\$23,915	(\$18,085)	\$34,500	
4540 Rental Fees - Multipurpose Room/DownStage	\$22,000	\$4,735	(\$17,265)	\$7,500	
<b>Total Rental Fee Income</b>	<b>\$65,000</b>	<b>\$29,725</b>	<b>(\$35,275)</b>	<b>\$43,000</b>	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2019-20 & 2020-21 BUDGET REPORT**

	<b>FINAL BUDGET 2019-20</b>	<b>Estimated ACTUAL 2019-20</b>	<b>VARIANCE 2019-20</b>	<b>PROPOSED BUDGET 2020-21</b>	<b>Budget Notes</b>
<b>4600 Concessions</b>					
4610 Cnc's - Gallery/CD Sales	\$1,200	\$787	(\$413)	\$1,000	
4620 Cnc's - Beer/Wine	\$2,500	\$1,774	(\$726)	\$3,000	
4630 Cnc's - Food/Soft Drinks	\$6,500	\$5,632	(\$868)	\$7,000	
4640 Cnc's - Promotional Items	\$0	\$0	\$0	\$2,800	
<b>Total Concessions</b>	<b>\$10,200</b>	<b>\$8,193</b>	<b>(\$2,007)</b>	<b>\$13,800</b>	BN3
<b>4700 Advertising Income</b>	<b>\$500</b>	<b>\$400</b>	<b>(\$100)</b>	<b>\$500</b>	
<b>4800 Reimbursed Technical Costs</b>					
4820 Other Reimbursed Tech Income	\$2,000	\$1,079	(\$921)	\$1,000	
4830 Technical Staff Costs	\$32,000	\$35,000	\$3,000	\$35,000	
<b>4840 Reimbursed Equipment Rental</b>					
4841 Electrics Surcharge (Lamp Usage)	\$0	\$383	\$383	\$500	BN4
4842 LCD Projector	\$600	\$178	(\$422)	\$500	
4844 Spotlight Rental Income	\$750	\$1,136	\$386	\$1,250	
4845 Piano Rental Fee	\$500	\$154	(\$346)	\$400	
4846 Microphone Rentals	\$9,000	\$7,636	(\$1,364)	\$7,500	
<b>Total Reimbursed Equipment Rental</b>	<b>\$10,850</b>	<b>\$9,487</b>	<b>(\$1,363)</b>	<b>\$10,150</b>	
<b>Total Reimbursed Technical Costs</b>	<b>\$44,850</b>	<b>\$45,566</b>	<b>\$716</b>	<b>\$46,150</b>	
<b>4900 Interest Income</b>	<b>\$0</b>	<b>\$32</b>	<b>\$32</b>	<b>\$35</b>	
<b>TOTAL INCOME</b>	<b>\$490,500</b>	<b>\$429,067</b>	<b>(\$61,433)</b>	<b>\$459,385</b>	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2019-20 & 2020-21 BUDGET REPORT**

	<b>FINAL BUDGET 2019-20</b>	<b>Estimated ACTUAL 2019-20</b>	<b>VARIANCE 2019-20</b>	<b>PROPOSED BUDGET 2020-21</b>	<b>Budget Notes</b>
<b>EXPENSE COSTS</b>					
<b>5000 Special Events (MPR/DownStage, Receptions)</b>	<b>\$10,000</b>	<b>\$2,347</b>	<b>(\$7,653)</b>	<b>\$4,000</b>	
<b>5100 Artists Fees</b>	\$27,500	\$17,344	(\$10,156)	\$27,500	BN5
<b>Total Artists Fees</b>	<b>\$27,500</b>	<b>\$17,344</b>	<b>(\$10,156)</b>	<b>\$27,500</b>	
<b>5300 Concession Supplies</b>					
5320 Cnc's Supplies -Promo. Items	\$0	\$238	\$238	\$500	
5340 Cnc's Supplies - Gallery/CD Sales Payout	\$1,250	\$375	(\$875)	\$200	
5360 Cnc's Supplies - Food	\$2,500	\$2,000	(\$500)	\$1,935	
5380 Cnc's Supplies - Beer/Wine	\$1,250	\$849	(\$401)	\$900	
<b>Total Concession Supplies</b>	<b>\$5,000</b>	<b>\$3,462</b>	<b>(\$1,538)</b>	<b>\$3,535</b>	
<b>5400 Supplies</b>					
5410 Operating & Miscellaneous	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$500</b>	BN6
5420 Equipment Rentals	\$500	\$237	(\$263)	\$400	
<b>5430 Technical Supplies</b>					
5431 Lighting Supplies				\$400	
5432 Sound Supplies				\$1,750	
5433 Gallery Supplies				\$250	
5434 Costumes/Wigs/Makeup Supplies				\$6,000	
5435 Props Supplies				\$1,250	
5436 Set Supplies				\$2,500	
<b>Total Technical Supplies</b>	<b>\$14,000</b>	<b>\$12,608</b>	<b>(\$1,392)</b>	<b>\$12,150</b>	BN7
<b>Total Supplies</b>	<b>\$14,500</b>	<b>\$12,845</b>	<b>(\$1,655)</b>	<b>\$12,550</b>	
<b>5500 Provider Payments (Total Box Receipts)</b>	<b>\$180,000</b>	<b>\$183,463</b>	<b>\$3,463</b>	<b>\$160,000</b>	
<b>5600 Advertising/Marketing</b>					
5610 Postage & Delivery	\$1,200	\$416	(\$784)	\$700	
5620 Printing/Playbills/Tickets	\$8,500	\$7,571	(\$929)	\$6,500	



**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2019-20 & 2020-21 BUDGET REPORT**

	<b>FINAL BUDGET 2019-20</b>	<b>Estimated ACTUAL 2019-20</b>	<b>VARIANCE 2019-20</b>	<b>PROPOSED BUDGET 2020-21</b>	<b>Budget Notes</b>
<i>5630 Advertising/Marketing</i>	\$10,000	\$5,026	(\$4,974)	\$9,400	
<b>Total Advertising/Marketing</b>	<b>\$19,700</b>	<b>\$13,013</b>	<b>(\$6,687)</b>	<b>\$16,600</b>	
<b>5700 Contract Labor</b>	<b>\$20,000</b>	<b>\$4,913</b>	<b>(\$15,087)</b>	<b>\$12,000</b>	
<b>TOTAL EXPENSE COSTS</b>	<b>\$276,700</b>	<b>\$237,387</b>	<b>(\$39,313)</b>	<b>\$236,185</b>	
<b>GROSS PROFIT</b>	<b>\$213,800</b>	<b>\$191,680</b>	<b>(\$22,120)</b>	<b>\$223,200</b>	
<b>FIXED EXPENSES</b>					
<b>6100 Capital Replacement</b>	<b>\$21,000</b>	<b>\$23,317</b>	<b>\$2,317</b>	<b>\$25,250</b>	
<b>6300 Credit Card Service Fees</b>					
<i>6350 Credit Card Discount Fees</i>	\$9,000	\$15,894	\$6,894	\$9,500	
<i>6360 Service Fees (Bank Charges)</i>	\$300	\$30	(\$270)	\$150	
<b>Total Credit Card Service Fees</b>	<b>\$9,300</b>	<b>\$15,924</b>	<b>\$6,624</b>	<b>\$9,650</b>	
<b>6400 Dues/Licenses/Permits</b>					
<i>6410 Dues and Subscriptions</i>	\$3,500	\$1,440	(\$2,060)	\$2,000	
<i>6420 Licenses &amp; Permits</i>	\$17,000	\$7,943	(\$9,057)	\$15,000	
<b>Total Dues/Licenses/Permits</b>	<b>\$20,500</b>	<b>\$9,383</b>	<b>(\$11,117)</b>	<b>\$17,000</b>	
<b>6600 Office Expenses</b>					
<i>6610 Office Supplies</i>	\$2,500	\$760	(\$1,740)	\$600	
<b>Total Office Expenses</b>	<b>\$2,500</b>	<b>\$760</b>	<b>(\$1,740)</b>	<b>\$600</b>	BN8
<b>TOTAL FIXED EXPENSES</b>	<b>\$53,300</b>	<b>\$49,384</b>	<b>(\$3,916)</b>	<b>\$52,500</b>	
<b>NET INCOME</b>	<b>\$160,500</b>	<b>\$142,297</b>	<b>(\$18,203)</b>	<b>\$170,700</b>	
<b>6000 City Reimbursement (10% of earned inc.)</b>	\$25,000	\$28,972	\$3,972	\$26,000	
<b>6200 City Reimbursed Staffing</b>	\$128,000	\$128,241	\$241	\$133,700	
<b>Total City Reimbursements</b>	<b>\$153,000</b>	<b>\$157,213</b>	<b>\$4,213</b>	<b>\$159,700</b>	
<b>NET INCOME AFTER CITY REIMBURSEMENTS</b>	<b>\$7,500</b>	<b>(\$14,916)</b>	<b>(\$22,416)</b>	<b>\$11,000</b>	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2019-20 & 2020-21 BUDGET REPORT**

	FINAL BUDGET 2019-20	Estimated ACTUAL 2019-20	VARIANCE 2019-20	PROPOSED BUDGET 2020-21	Budget Notes
	July 1, 2019	Credits/Interest	Debits	Est. Balance	
<b>CONTINGENCY/PERFORMANCE FUND</b>	<b>\$38,779</b>	<b>\$32</b>		<b>\$38,811</b>	

**BUDGET NOTES:**

*This budget report has been revised to better match the format of the budget categories in the QuickBooks accounting system. In doing so, it will align better with the various reports we generate directly from QuickBooks for the Arts Commission and City Staff's use.*

BN1 - New budget subcategory to help track Share the Arts redeemed tickets in box office. Previously this income was grouped into the general box office income category.

BN2 - Includes a \$18,000 grant from California Arts Council awarded for Multicultural programming/event series.

BN3 - Increase in concessions estimated due to a \$1 increase in price of concessions, \$2 increase in price of beer/wine and anticipated promo items sales during Rocky Horror Show.

BN4 - New budget category for income that we have been charging providers. Previously this was recorded as "Other reimbursed Tech Income".

BN5 - This figure includes anticipated artists fees for the Multicultural events as outlined in our grant from California Arts Council.

BN6 - New Budget category to track "miscellaneous" expenses that don't traditionally fit under the technical supplies categories. Previously many of these expenses were reported under "Office Expenses".

BN7 - While expenses by technical supply categories are tracked in QuickBooks, we have previously not broken down the budget line by category. The FY 2020-21 includes the technical supply budget broken into subcategories for better transparency.

BN8 - As per BN7, the office supplies category has been reduced in budget to account for the miscellaneous expenses that will now be tracked under the new "Operating and Miscellaneous" budget line.

**Simi Valley Cultural Arts Center  
Profit and Loss**

January - June, 2020    **Green** = Completed before Covid 19    **Red** = Cancelled due to Covid 19    **Orange** = Pending/Scheduled

	Gary Saderup Gallery	Rotary Luncheons 8 meetings	Janssens Music 1/11	Studio C Heathers 1/10-1/18	Republican Women Luncheons 1/17 & 2/21	Just Imagine 2/1-2/16	Physicians for Social Responsibility 2/13	Serendipity Dance 2/23	ARTS Charlie Brown 3/7-3/15	Cancelled Charlie Brown 3/20-4/5	The Diary Of Anne Frank 4/17-4/19	Stroke Of Luck Downstage Cabaret 5/1-5/2	Spring Craft Fair 5/3	Stage 1 Music 5/9	Mother's Day with Elvis 5/10	CV Home Schoolers Talent Show 5/21	Rocky Horror 5/29-6/30	JT Vocal Recital 6/16-6/18	Turpin Recital 6/6	Respiratory Therapy Graduation 6/4	Rotary Luncheons 14 meetings	Republican Women Luncheons 3/20, 5/15, 6/19	TOTALS IF NO CANCELLATIONS	TOTALS ONLY GREEN COLUMNS	POTENTIAL LOSS FROM CANCELLATIONS 3/16-6/30	
Income																							\$0.00	\$0.00	\$0.00	
4000 Box Office Income																								\$0.00	\$0.00	\$0.00
4010 Service Charges																								\$0.00	\$0.00	\$0.00
4011 Ticket Surcharge			103.50	1,386.00		1,356.00		369.00	893.00	517.50				150.00										\$4,775.00	\$3,214.50	\$1,560.50
4012 Ticket Printing							25.00																	\$25.00	\$25.00	\$0.00
4016 Provider Credit Card Fees			29.04	917.10		1,409.93		253.44	1,314.06	226.63														\$4,150.20	\$2,609.51	\$1,540.69
Total 4010 Service Charges	\$ 0.00	\$ 0.00	\$ 132.54	\$ 2,303.10	\$ 0.00	\$ 2,765.93	\$ 0.00	\$ 25.00	\$ 622.44	\$ 2,207.06	\$ 744.13	\$ 0.00	\$ 0.00	\$ 150.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$8,950.20	\$5,849.01	\$3,101.19	
4040 Box Office Sales (Gross)																								\$0.00	\$0.00	\$0.00
4020 Box Office			828.00	20,750.32		28,059.80		5,745.60	32,254.40	5,494.00	2,500.00		750.00	4,200.00			43,000.00							\$143,582.12	\$55,383.72	\$88,198.40
4030 Gift Certificate Sales				248.00		132.00																		\$380.00	\$380.00	\$0.00
Total 4040 Box Office Sales (Gross)	\$ 0.00	\$ 0.00	\$ 828.00	\$ 20,998.32	\$ 0.00	\$ 28,191.80	\$ 0.00	\$ 0.00	\$ 5,745.60	\$ 32,254.40	\$ 5,494.00	\$ 2,500.00	\$ 0.00	\$ 750.00	\$ 4,200.00	\$ 0.00	\$ 43,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$143,962.12	\$55,763.72	\$88,198.40	
Total 4000 Box Office Income	\$ 0.00	\$ 0.00	\$ 960.54	\$ 23,301.42	\$ 0.00	\$ 30,957.73	\$ 0.00	\$ 25.00	\$ 6,368.04	\$ 34,461.46	\$ 6,238.13	\$ 2,500.00	\$ 0.00	\$ 900.00	\$ 4,200.00	\$ 0.00	\$ 43,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$152,912.32	\$61,612.73	\$91,299.59	
4450 Share the Arts Income													\$ 1,200.00											\$1,200.00	\$0.00	\$1,200.00
4500 Rental Fee Income																								\$0.00	\$0.00	\$0.00
4510 Cleaning/Damage Income			50.00	50.00	50.00	50.00	50.00	50.00	50.00	0.00	50.00		50.00		50.00		50.00	50.00	50.00	25.00		75.00	\$700.00	\$350.00	\$350.00	
4530 Rental Fees - Theater			418.00	1,825.00		2,508.00	418.00	418.00	2,007.00	3,807.00	1,225.00		418.00			313.00		704.00	418.00	313.00				\$14,792.00	\$7,594.00	\$7,198.00
4540 Rental Fees - Multipurpose Room		744.00			312.00		235.00									78.00					1,302.00	468.00		\$3,139.00	\$1,291.00	\$1,848.00
Total 4500 Rental Fee Income	\$ 0.00	\$ 744.00	\$ 468.00	\$ 1,875.00	\$ 362.00	\$ 2,558.00	\$ 703.00	\$ 468.00	\$ 2,057.00	\$ 3,807.00	\$ 1,275.00	\$ 0.00	\$ 0.00	\$ 468.00	\$ 0.00	\$ 441.00	\$ 0.00	\$ 754.00	\$ 468.00	\$ 338.00	\$ 1,302.00	\$ 543.00	\$18,631.00	\$9,235.00	\$9,396.00	
4600 Concessions																								\$0.00	\$0.00	\$0.00
4610 Gallery/CD Sales	223.50																							\$223.50	\$223.50	\$0.00
4620 Concess - Food																								\$0.00	\$0.00	\$0.00
4630 Concess - Beer & Wine																								\$0.00	\$0.00	\$0.00
4640 Promo Item Sales																	2,500.00							\$2,500.00	\$0.00	\$2,500.00
Total 4600 Concessions	\$ 223.50	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,500.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$2,723.50	\$223.50	\$2,500.00	
4700 Advertising Income						\$ 400.00																		\$400.00	\$400.00	\$0.00
4800 Reimbursed Technical Costs																								\$0.00	\$0.00	\$0.00
4820 Other									28.80															\$28.80	\$28.80	\$0.00
4830 Reimbursed Tech Staff Costs		300.00	253.50	4,173.00	150.00	3,081.00	390.00	234.00	2,925.00	2,340.00	1,560.00			312.00		220.00		1,170.00	117.00	195.00	1,050.00	225.00	\$18,695.50	\$11,506.50	\$7,189.00	
4840 Reimb Equipmental Rental																								\$0.00	\$0.00	\$0.00
4841 Lamp Usage Reimbursement			10.00	60.00		93.00	26.00	26.00	0.00	170.00	40.00			10.00		10.00		20.00	26.00	10.00				\$501.00	\$215.00	\$286.00
4842 Reimbursed Projector Rental						126.00	52.00		78.00	156.00														\$412.00	\$256.00	\$156.00
4844 Spotlight rental income				120.00		216.00			60.00	110.00														\$506.00	\$396.00	\$110.00
4845 Piano rental fee			154.00													154.00			154.00					\$462.00	\$154.00	\$308.00
4846 Microphone rentals			32.50		39.00	936.00	91.00		234.00	390.00	312.00			39.00		32.50		390.00	13.00	6.50		58.50		\$2,574.00	\$1,332.50	\$1,241.50
Total 4840 Reimb Equipmental Rental	\$ 0.00	\$ 0.00	\$ 196.50	\$ 180.00	\$ 39.00	\$ 1,371.00	\$ 169.00	\$ 26.00	\$ 372.00	\$ 826.00	\$ 352.00	\$ 0.00	\$ 0.00	\$ 49.00	\$ 0.00	\$ 196.50	\$ 0.00	\$ 410.00	\$ 193.00	\$ 16.50	\$ 0.00	\$ 58.50	\$4,455.00	\$2,353.50	\$2,101.50	
Total 4800 Reimbursed Technical Costs	\$ 0.00	\$ 300.00	\$ 450.00	\$ 4,353.00	\$ 189.00	\$ 4,452.00	\$ 559.00	\$ 260.00	\$ 3,325.80	\$ 3,166.00	\$ 1,912.00	\$ 0.00	\$ 0.00	\$ 361.00	\$ 0.00	\$ 416.50	\$ 0.00	\$ 1,580.00	\$ 310.00	\$ 211.50	\$ 1,050.00	\$ 283.50	\$23,179.30	\$13,888.80	\$9,290.50	
Total Income	\$ 223.50	\$ 1,044.00	\$ 1,878.54	\$ 29,529.42	\$ 551.00	\$ 38,367.73	\$ 1,262.00	\$ 753.00	\$ 11,750.84	\$ 41,434.46	\$ 9,425.13	\$ 2,500.00	\$ 1,200.00	\$ 1,729.00	\$ 4,200.00	\$ 857.50	\$ 45,500.00	\$ 2,334.00	\$ 778.00	\$ 549.50	\$ 2,352.00	\$ 826.50	\$199,046.12	\$85,360.03	\$113,686.09	
Cost of Goods Sold																								\$0.00	\$0.00	\$0.00
5175 Artists Fees												1,250.00			2,100.00		9,250.00							\$12,600.00	\$0.00	\$12,600.00
5300 Concession Supplies																	600.00							\$600.00	\$0.00	\$600.00
5340 Gallery/CD Sales Payout	337.50																							\$337.50	\$337.50	\$0.00
Total 5300 Concession Supplies	\$ 337.50	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 600.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$937.50	\$337.50	\$600.00	
5400 Supplies																	\$ 4,200.00							\$4,200.00	\$0.00	\$4,200.00
5500 Provider Payments (Tot Box Rec)			828.00	20,998.32		28,191.80		5,745.60	32,254.40	5,494.00			750.00											\$94,262.12	\$55,763.72	\$38,498.40
5600 Advertising & Marketing																	1,850.00							\$1,850.00	\$0.00	\$1,850.00
5700 Contract Labor																	4,200.00							\$4,200.00	\$0.00	\$4,200.00
6350 Credit Card Discount Fees																								\$0.00	\$0.00	\$0.00
Total Cost of Goods Sold	\$ 337.50	\$ 0.00	\$ 828.00	\$ 20,998.32	\$ 0.00	\$ 28,191.80	\$ 0.00	\$ 0.00	\$ 5,745.60	\$ 32,254.40	\$ 5,494.00	\$ 1,250.00	\$ 0.00	\$ 750.00	\$ 2,100.00	\$ 0.00	\$ 20,100.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$118,049.62	\$56,101.22	\$61,948.40	
Gross Profit	-\$ 114.00	\$ 1,044.00	\$ 1,050.54	\$ 8,531.10	\$ 551.00	\$ 10,175.93	\$ 1,262.00	\$ 753.00	\$ 6,005.24	\$ 9,180.06	\$ 3,931.13	\$ 1,250.00	\$ 1,200.00	\$ 979.00	\$ 2,100.00	\$ 857.50	\$ 25,400.00	\$ 2,334.00	\$ 778.00	\$ 549.50	\$ 2,352.00	\$ 826.50	\$80,996.50	\$29,258.81	\$51,737.69	
Expenses																								\$0.00	\$0.00	\$0.00
6420 Licenses and Permits	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,600.00	0.00	0.00	0.00	0.00	0.00		\$6,600.00	\$0.00	\$6,600.00
Total Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,600.00	0.00	0.00	0.00	0.00	0.00		\$6,600.00	\$0.00	\$6,600.00
Net Operating Income	-\$ 114.00	\$ 1,044.00	\$ 1,050.54	\$ 8,531.10	\$ 551.00	\$ 10,175.93	\$ 1,262.00	\$ 753.00	\$ 6,005.24	\$ 9,180.06	\$ 3,931.13	\$ 1,250.00	\$ 1,200.00	\$ 979.00	\$ 2,100.00	\$ 857.50	\$ 18,800.00	\$ 2,334.00	\$ 778.00	\$ 549.50	\$ 2,352.00	\$ 826.50	\$74,396.50	\$29,258.81	\$45,137.69	



**SIMI VALLEY  
CULTURAL  
ARTS CENTER**  
**25 Years of Applause**

**FY 2020-2021  
OPERATING PLAN**



**Cabaret  
2005, 2017**







# **FY 2020-2021**

## **OPERATING PLAN**

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**1776**  
**2000**



# MISSION STATEMENT

To provide a multipurpose facility to present performances of music, theater, dance, film, lectures and popular entertainment, as well as space for conferences, meetings, seminars, and workshops. To develop, support and encourage cultural activities and educational programs to enhance the quality of life of the citizens of Simi Valley and surrounding communities.



**Shrek, the Musical  
2014**





# CULTURAL ARTS CENTER GOALS

- To present programming that encourages cultural activities and enhances the quality of life of the citizens of Simi Valley and surrounding communities
- To conduct a marketing/development plan to encourage and involve the citizens of Simi Valley and surrounding communities in the cultural activities and educational programs presented at the Cultural Arts Center (CAC).
- To establish the Simi Valley Cultural Arts Center as an educational resource to the community.



**Sister Act  
2018**





**SIMI VALLEY  
CULTURAL  
ARTS CENTER**  
25 Years of Applause

# FACILITY DESCRIPTION



The Simi Valley Cultural Arts Center encompasses a 185-seat theater, a multipurpose room accomodating up to 174 for events or 80 for DownStage performances, gallery space for visual art exhibits, a catering kitchen, a box office, a professional stage, dressing rooms and technical equipment for a fully operational performing arts center.

The site also includes a 520 square foot storage facility for props and other theater equipment.







**SIMI VALLEY  
CULTURAL  
ARTS CENTER**  
25 Years of Applause

# STATISTICAL OVERVIEW & ATTENDANCE

## Overview

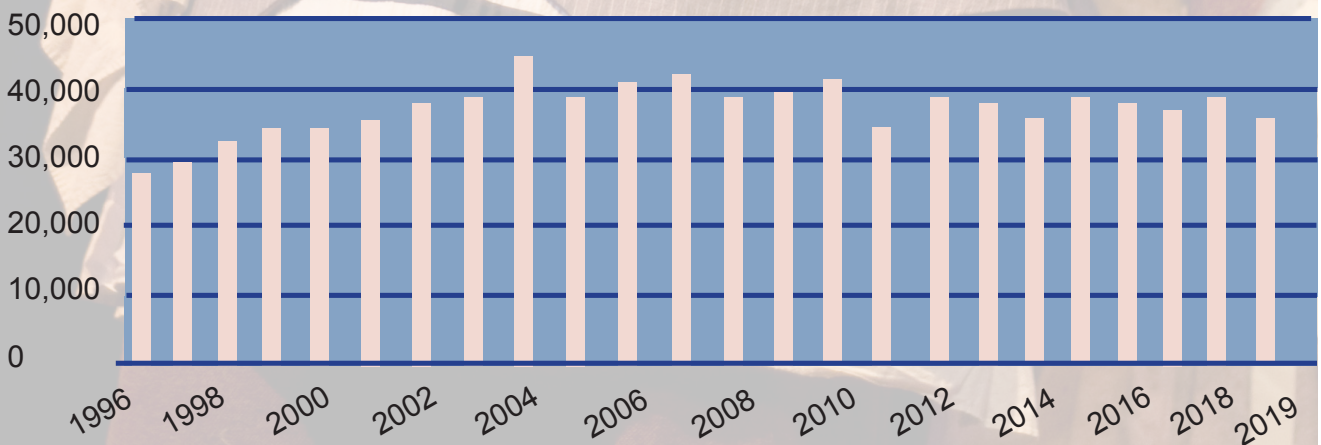
In 2019, the Simi Valley Cultural Arts Center produced or hosted 430 events serving over 35,010 participants. From *Newsies* to *Mamma Mia* to *Elf the Musical*, 222 performances occurred on the Mainstage. The Cultural Arts Center also saw an increase in midweek rentals including the return of the Unplugged Concert Series, social club luncheons, and business seminars.



**Fiddler on  
the Roof**  
2004, 2006, 2015

## Goal

In 2020 continue to raise awareness and increase the use of the CAC as a gathering place for the arts, social clubs, private celebrations and businesses as well as a training ground for youth.

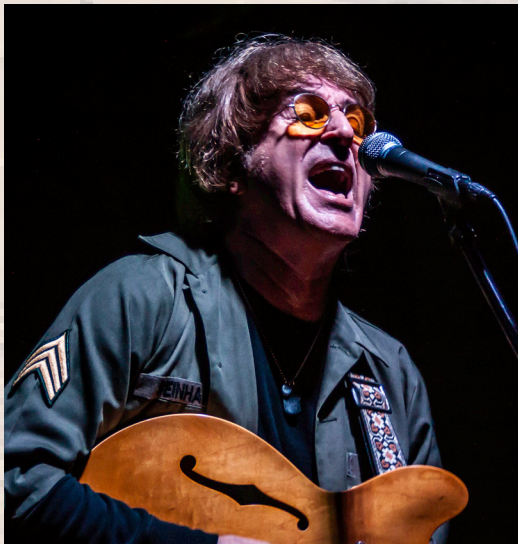




# PROGRAMMING

There are three areas of the Cultural Arts Center that work in concert with each other to fulfill its programming mission. They are the Mainstage, the Multipurpose Room/DownStage, and the Lobby Gallery.

From 1996 through 2019, the Cultural Arts Center has hosted a total of 10,057 events, including musicals, plays, concerts, school productions, children’s theater, two film series, graduations, meetings, receptions and seminars. The Center’s diverse range of programming also encompasses youth programs, special events and visual art exhibits in the Center’s lobby gallery. The Cultural Arts Center provided a total of 430 events in 2019.



## 2019

**222 mainstage events**

**157 mpr/downstage theater events**

**51 gallery events**



**Newsies  
2019**







**SIMI VALLEY  
CULTURAL  
ARTS CENTER**  
25 Years of Applause

**PROGRAMMING  
ACHIEVEMENTS  
FY 2019-2020**

**Goal**

In 2019-20, produce or host at least seven fully realized Mainstage productions with production values that maintain the artistic excellence for which SVCAC has become known. In addition, produce or host at least eight concert events on the Mainstage featuring a variety of genres and audience appeal.

**Achievement**

Seven fully staged theatrical productions (including sold-out runs of *Mamma Mia!* and *Elf The Musical*) and a multi-weekend John Lennon tribute concert event were staged in FY 2019-20. Unfortunately one of the theatrical productions (*You're a Good Man, Charlie Brown* presented by Actors' Repertory Theatre of Simi) only enjoyed two weekends before the production was canceled due to the COVID-19 pandemic. In addition, SVCAC will have hosted six concert events as well as more than 20 events on the Mainstage (including 6 performances of summer youth workshop productions) and 51 events in the MPR/DownStage prior to being shut down in March 2020 due to the COVID-19 emergency. Over 60 scheduled performances and events at SVCAC have had to be canceled in FY 2019-20 due to the COVID-19 closure.

**Goal**

Continue to explore and expand non-weekend performances of special events, concerts and other live arts experiences to generate additional revenue and provide more opportunity for community use of the Center.

**Achievement**

SVCAC increased their non-weekend performances, rentals, concerts and special events in FY 2019-20 to include the hugely successful UnPlugged concert series, the return of the Federated Republican Women of Moorpark/Simi monthly luncheons, two co-ventures with the Chamber of Commerce, California Lutheran University's HUB 101, and Youth Employment Services, as well as several private social parties and a Klezmer Concert/Chanukah Celebration hosted by Chabad of Simi Valley.

**Goal**

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

**Achievement**

In season 2020, multiple new and returning providers were scheduled to use the Cultural Arts Center as a result of a newly revamped rental application process. Those scheduled to rent the CAC included Studio C Performing Arts, Actors' Repertory Theatre of Simi, Panic Productions, California Shakespeare Company, Lit Live Productions, and Grace Brethren School. Due to the COVID-19 pandemic some of these events were either canceled or are in jeopardy of being postponed or canceled.

**Goal**

Continue to develop collaborative relationships with educational and community partners, including music training programs, dance studios, conservatory programs, Homeschooler groups, and Simi Valley Unified School District, in order to maximize our mutual support of 'Arts in Education' projects that provide performance related experiences to youth of all ages. Several schools, dance studios, music training programs and conservatories were scheduled to use the CAC during FY 2019-20 including ARTS Youth Workshops, Kristina Turpin Vocal Studio, JK Vocal Studio, Stage 1 Music, Conejo Valley Homeschoolers, Simi Valley Unified School District Reflections Program, the Simi Institute for Higher Learning, Serendipity Dance Company, Dave Janssen Music Studio and more.

**Achievement**

**Goal**

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

**Achievement**

The DownStage was scheduled to host several cabaret events which had to be canceled due to the COVID-19 pandemic. The MPR was utilized by several service and business organizations to host luncheons, seminars, and meetings during FY 2019-20.



**SIMI VALLEY  
CULTURAL  
ARTS CENTER**  
25 Years of Applause

**FY 2020-2021**

# **PROGRAMMING GOALS POST COVID-19 RECOVERY**

Due to the uncertainty of COVID-19 and the unknown date (at this time) of when the Cultural Arts Center can resume programming, it is challenging to set concrete programming goals. There are so many unknowns at this point – reopening date, restrictions on audience size and seating, how long it will be until both audience and artists feel safe to return to live events, economic impact on disposable income for attending the arts, whether local arts organizations will be able to survive and continue to rent the CAC, and more. Now more than ever the CAC will need to play a positive role in helping emerging organizations through technical assistance, providing access to space, logistical support and collaborative programs. That being said, below are some programming goals for the CAC post COVID-19 Recovery:

■ In FY 2020-21, work with struggling local arts organizations to help strengthen and stabilize them by creating means for them to utilize the CAC and create income for both the organizations and the Center. This could be accomplished in the form of rentals, subsidies, co-productions, securing sponsorships and grants to help offset production and facility costs, and other creative partnerships. As a result of these efforts the CAC could produce, co-produce or host at least five fully realized Mainstage productions with production values that maintain the artistic excellence for which SVCAC has become known. In addition, produce or host at least six concert events on the Mainstage featuring a variety of genres and audience appeal.

■ In co-operation with the Youth Council of Simi Valley, co-host several Cultural Diversity events including possible Cultural Heritage Festival, cultural film festival, or cultural music or dance performances to help broaden the spectrum of the Center’s programming goals to bring more diverse programming to the Simi Valley and surrounding community.

■ Continue to explore and expand non-weekend performances of special events, concerts, business rentals and other live arts experiences to generate additional revenue and provide more opportunity for community use of the Center.

■ Strengthen and develop collaborative relationships with educational and community partners in order to maximize our mutual support of “Arts in Education” projects that provide performance related experiences to youth of all ages.

■ Establish a DownStage Cabaret Series of events and expand the use of the DownStage Theater and MPR in order to present a variety of performing arts experiences and provide additional opportunities for increased community involvement as well as generate additional revenue for the Cultural Arts Center.

■ Collaborate with fellow arts organizations, performing arts venues, and local producers to help navigate the recovery and rebirth of the arts post Covid-19.



**Chitty Chitty Bang Bang 2011**





# MARKETING AND MARKETING GOALS FY 2020-2021



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



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



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

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

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

**Mamma Mia!  
2020**





# UPDATE ON CAC STRATEGIC PLAN

The strategic plan for the Cultural Arts Center is scheduled to begin its implementation phase in the first quarter of Fiscal Year 2020-21. The strategic planning process, relying heavily on stakeholder input thus far, has revealed six key focus areas that will be used to develop strategies and goals. These focus areas, or close variants, will become the strategic priorities of the plan, and ultimately shape the goals and strategic direction of the CAC.

## QUALITY OF LIFE

Leverage the value of the arts to enhance the quality of life for all Simi Valley residents.

## SUSTAINABILITY

Ensure stable revenue streams and maximize operational efficiency.

## PROGRAM DEVELOPMENT

Deliver new avenues of programming while staying true to the CAC's mission.

## FACILITY & CAC EXPERIENCE

Leverage the historical importance of the CAC building and adapt to meet the future needs of the community.

## MARKETING, OUTREACH, & COMMUNITY PARTNERSHIPS

Partner and collaborate with external organizations to fulfill the CAC's mission.

## ARTS LEADERSHIP & ADVOCACY

Support emerging arts organizations and establish the arts as an integral component of life in Simi Valley.

The COVID-19 fallout and the recovery efforts are anticipated to impact available resources as well as influence the formulation of strategy in the above focus areas. For this reason, the COVID-19 recovery efforts and the implementation of the strategic plan are viewed as complementary endeavors. Together, they will guide the decision making process as CAC operations come back on line and lay out a path for success.

**Elf the Musical  
2019**



## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** May 13, 2020

**TO:** Simi Valley Arts Commission

**FROM:** Fred Helsel, Community Services Manager/Cultural Arts Center

**SUBJECT:** REVIEW OF PRODUCTION PROFIT AND LOSS STATEMENT FOR *ELF THE MUSICAL!*

Attached for the Arts Commission's (Commission) review is the Budget Versus Actual Report for *ELF THE MUSICAL!* including budget reference notes.

*ELF THE MUSICAL!* (December 2019 – 12 performances) had a budgeted income of \$35,500 and budgeted expenditures of \$26,150 for an estimated Net Income of \$9,350. Actual Gross Income was \$46,939.20 and actual expenditures were \$22,279.94 which resulted in a Net Income of \$24,659.26.

Staff will be available to answer any questions at the May 13, 2020 Arts Commission meeting.

Attachment

Prepared by: Fred Helsel, Community Services Manager

**Simi Valley Cultural Arts Center  
ELF THE MUSICAL 2019 Profit and Loss**

	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>	<u>Notes</u>
<b>Income</b>				
4040 Box Office Sales (Gross)	\$33,000.00	\$46,814.20	\$13,814.20	
4210 Sponsorships	\$2,500.00	\$0.00	-\$2,500.00	BN1
4610 Gallery/DVD Sales	\$0.00	\$125.00	\$125.00	BN2
<b>Total Income</b>	<b>\$35,500.00</b>	<b>\$46,939.20</b>	<b>\$11,439.20</b>	
<b>Expenses</b>				
<b>5100 Artists Fees</b>				
Musical Director	\$2,100.00	\$0.00	-\$2,100.00	BN3
Vocal Director	\$750.00	\$750.00	\$0.00	
Audition Pianist	\$300.00	\$400.00	\$100.00	
Choreographer Co-Director	\$1,500.00	\$1,500.00	\$0.00	
Lighting Design	\$850.00	\$850.00	\$0.00	
Sound Design	\$350.00	\$350.00	\$0.00	
Costume Design	\$1,000.00	\$800.00	-\$200.00	
Wig Design	\$300.00	\$300.00	\$0.00	
Stage Managers	\$350.00	\$350.00	\$0.00	
Assistant Choreographer	\$250.00	\$250.00	\$0.00	
Musicians	\$600.00	\$0.00	-\$600.00	BN3
<b>Total 5100 Booking/Artists Fee</b>	<b>\$8,350.00</b>	<b>\$5,550.00</b>	<b>-\$2,800.00</b>	
<b>5400 Supplies</b>				
5420 Equipment Rentals	\$200.00	\$0.00	-\$200.00	
<b>5430 Technical Supplies</b>				
5431 Lighting Supplies	\$250.00	\$0.00	-\$250.00	
5432 Sound Supplies	\$300.00	\$35.00	-\$265.00	
5434 Costumes / Makeup / Wigs	\$1,700.00	\$2,073.55	\$373.55	
5435 Props	\$1,000.00	\$725.52	-\$274.48	
5436 Set Supplies	\$1,000.00	\$680.12	-\$319.88	
<b>Total 5430 Technical Supplies</b>	<b>\$4,250.00</b>	<b>\$3,514.19</b>	<b>-\$735.81</b>	
<b>Total 5400 Supplies</b>	<b>\$4,450.00</b>	<b>\$3,514.19</b>	<b>-\$935.81</b>	BN4
<b>5600 Advertising &amp; Marketing</b>				
5620 Printing/Playbills/Tickets	\$2,000.00	\$2,266.50	\$266.50	
5630 Advertising / Marketing	\$750.00	\$485.00	-\$265.00	
<b>Total 5600 Advertising &amp; Marketing</b>	<b>\$2,750.00</b>	<b>\$2,751.50</b>	<b>\$1.50</b>	
<b>5700 Contract Labor</b>				
Actor Stipends	\$600.00	\$900.00	\$300.00	
Technical Director	\$4,000.00	\$4,329.00	\$329.00	
<b>Total 5700 Contract Labor</b>	<b>\$4,600.00</b>	<b>\$5,229.00</b>	<b>\$629.00</b>	
6400 Dues/Licenses/Permits	<b>\$6,000.00</b>	<b>\$5,235.25</b>	<b>-\$764.75</b>	
<b>Total Expenses</b>	<b>\$26,150.00</b>	<b>\$22,279.94</b>	<b>-\$3,870.06</b>	
<b>Net Income</b>	<b>\$9,350.00</b>	<b>\$24,659.26</b>	<b>\$15,309.26</b>	



**BUDGET NOTES:**

BN1 - Originally we were planning on including sponsorships for this production but none were secured.

BN2 - This \$125 represents money taken in for cast copies of dvds of production.

BN3 - The decision to use prerecorded tracks rather than an orchestra eliminated the need for a Musical Director and an orchestra. While this suited our needs at the time, the live music component was definitely missed by both production and audience.

BN4 - Supplies cost savings due to not having to rent a truck and recycling set pieces from other productions to save on costs and storage.

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** May 13, 2020

**TO:** Simi Valley Arts Commission

**FROM:** Anna Medina, Deputy Community Services Director

**SUBJECT:** CONSIDERATION OF THE SIMI VALLEY CULTURAL ASSOCIATION/ACTORS' REPERTORY THEATRE OF SIMI'S REQUEST FOR RENTAL FEE FORGIVENESS DUE TO COVID-19 CLOSURES

On April 15, 2020 staff received a letter (Attachment A) from the Simi Valley Cultural Association (SVCA) and the Actors' Repertory Theatre of Simi (ARTS) requesting forgiveness of all Simi Valley Cultural Arts Center (CAC) rental fees associated with the production of *You're a Good Man Charlie Brown*. This production was cancelled after five performances due to the closure of all City facilities because of the COVID-19 pandemic.

SVCA/ARTS incurred \$6,005.24 in CAC fees for tech week and its five performances. The breakdown of these fees is:

Facility Rental: \$2,007.00  
Equipment Rental: \$400.80  
Technical Staff Charges: \$2,925.00  
Ticket Surcharge: \$369.00  
Credit Card Fees: \$253.44  
Cleaning/Damage Deposit: \$50.00

(Technical staff, ticket surcharge, and credit card fees amounting to \$3,547.44 are hard costs incurred by the CAC that are reimbursed by the renter.)

*You're a Good Man Charlie Brown* generated \$5,745.60 in box office revenue prior to the CAC closure. After reconciliation, \$259.64 is owed by SVCA/ARTS to the CAC. Rental cost of a facility (the CAC) is only one component of a production's expense. The total production costs SVCA/ARTS incurred outside of CAC rental fees are reported at \$13,850 and are identified in Attachment B. These costs cannot be recouped due to the cancellation of the production. This loss significantly impacts the ability of SVCA/ARTS to continue productions at the CAC.

Staff has provided the SVCA/ARTS with resources (Economic Development Collaboration-Ventura County, Small Business Administration, and community foundations) that may be able to provide emergency funding to assist non-profits with grant and/or low-interest loans for COVID19 business interruptions. Unfortunately, this process is time consuming and can take several weeks to be awarded funding due to the large number of applicants that are applying for assistance. Given the unprecedented situation that COVID-19 closures have created for the CAC and its stakeholders, staff is presenting a possible strategy for the Arts Commission to

consider. It would: minimize the financial loss to the CAC for this rental; provide some financial relief to SVCA/ARTS; and, create an incentive for SVCA/ARTS to continue to produce shows at the CAC once the facility is opened.

The following is proposed for the Arts Commission's consideration:

- Forgive or credit (apply to future productions) facility and equipment rental, and cleaning deposit fees totaling \$2,457.80 once the SVCA/ARTS has exhausted all other available funding resources;
- Retain all hard costs such as technical staff time, ticket surcharge and credit card fees in the amount of \$3,547.44.

Staff will continue to work with the SVCA/ARTS during the next two months. Should funding sources not become available, staff will return with this item at a future meeting.

The Arts Commission has the following alternatives:

1. Forgive or credit (apply to future rental productions) facility and equipment rental, and cleaning deposit fees totaling \$2,457.80 should SVCA/ARTS exhaust all other available funding sources; and retain all hard costs for technical staff fees, ticket surcharge and credit card fees in the amount of \$3,547.44;
2. Forgive or credit all facility and equipment rental fees, technical staff, ticket surcharge, credit card, and cleaning deposit fees totaling \$6,005.24;
3. Provide staff with other direction.

Staff recommends alternative number 1.

**Recommended motion:**

I motion to forgive or credit (apply to future rental productions) facility and equipment rental, and cleaning deposit fees incurred for the production *You're a Good Man Charlie Brown* in the amount of \$2,457.80 should SVCA/ARTS exhaust other available funding sources and retain hard costs incurred by the CAC of \$3,547.44.



## SVCA BOARD OF DIRECTORS

Kimberly Kiley, President  
 David Daniels, Vice President  
 Tina Rubin, Secretary  
 Cindy Panczel, Treasurer  
 Jan Glasband, Executive Program Director



## ARTS STAFF

Jan Glasband, Executive Director  
 Kimberly Kiley, Production Manager  
 Will Shupe, Tech Director &  
 Youth Acting Coordinator  
 Joshua Stapel, Costume Coordinator  
 Rebecca Castells, Dance Coordinator  
 Matthew Park, Music Coordinator

SVCAC Arts Commission  
 Simi Valley City Hall  
 2929 Tapo Canyon Road  
 Simi Valley, CA 93063c  
 cc: Anna Medina, David Yoshitomi

April 12, 2020

Dear Arts Commissioners,

I hope this letter finds you and your families well during this challenging time in all of our lives.

**The mission of the Simi Valley Cultural Association is to raise cultural awareness in our community through the creation and development of programs and services that educate, enlighten and support tolerance, understanding and inclusion through artistic endeavor.**

As you know, the Simi Valley Cultural Arts Center closed their doors to the public on March 16, just after the second weekend (and fifth performance) of our five-week scheduled run of the musical, *You're a Good Man, Charlie Brown*. It's estimated that lost net profit from the remaining three weekends of this production would have exceeded \$20,000. The resulting financial burden this places on ARTS will have a devastating impact on our ability to move forward with our season, and additional programs and services for young people that, for 25 years, have helped the Cultural Arts Center fulfill their mission.

The final reconciliation provided by Fred Helsel shows gross box office sales of \$5,746 for the first five performances of *Charlie Brown*, with a balance owed by ARTS in the amount of \$259.64. We are respectfully requesting that the Arts Commission please consider forgiving all incurred fees and expenses prior to, and during the first two weekends of *You're a Good Man, Charlie Brown*, which will allow us to cover production and pre-production costs (see attached breakdown). We have every expectation that your financial support will enable us to continue in our efforts to provide healthy, culturally enriching programs for young people and families in our community.

We thank you for all past support, 25 years of partnership, and look forward to answering any questions you may have.

Sincerely,

Jan Glasband  
 Executive Program Director, SVCA  
 Artistic Director, Actors' Repertory Theatre of Simi  
[www.simivalleyculturalassociation.org](http://www.simivalleyculturalassociation.org)  
[www.actorsrepofsimi.org](http://www.actorsrepofsimi.org)

Simi Valley Cultural Association  
 Fed ID # 23-7125047  
 543 Country Club Drive, #B247  
 Simi Valley, CA 93065  
 Phone: (805) 277-8155  
 Email: [kimberlykiley@sbcglobal.net](mailto:kimberlykiley@sbcglobal.net)

Actors' Repertory Theatre of Simi  
 ARTS Cultural Enrichment Center  
 1812 Lee Street  
 Simi Valley, CA 93065  
 (805) 579-3611  
[www.actorsrepofsimi.org](http://www.actorsrepofsimi.org)  
 Email: [jgartdept@sbcglobal.net](mailto:jgartdept@sbcglobal.net)

EXPENSE BREAKDOWN FOR "YOU'RE A GOOD MAN CHARLIE BROWN"

Royalties	(5,200.00)	Reimbursement from Concord Theatricals (3,674.00)
Director	(1,500.00)	
Choreographer	(1,500.00)	
Vocal Direction	(1,000.00)	
Musical Direction	(875.00)	
Lighting Design	(600.00)	
Set Design/Build	(1,500.00)	
Set Materials	(1,678.00)	
Costume Design	(1,200.00)	
Reh. Stage Manager	(200.00)	
Wig Design	(750.00)	
Wigs/Props	(450.00)	
Advertising	(795.00)	
Printing	<u>(276.00)</u>	

Sub Total	(17,524.00)	
Reimbursement	<u>3,674.00</u>	

Total Outlay (13,850.00)

Box Office Receipts (Five Performances)	5,745.60	
SVCAC Rental Fees	<u>(6,005.24)</u>	

Balance Owed to City (259.64)

Total Outstanding (14,109.64)

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** May 13, 2020

**TO:** Simi Valley Arts Commission

**FROM:** Fred Helsel, Community Services Manager/Cultural Arts Center

**SUBJECT:** SIMI VALLEY CULTURAL ARTS CENTER STATISTICS

Attached for review are the Simi Valley Cultural Arts Center (CAC) attendance and usage statistics for January – March, 2020. A summary of key statistics is presented in the table below. Despite the CAC being closed indefinitely as of March 16, 2020, attendance at the CAC from January – March, 2020 was up 7% when compared to the same period of 2019. This variance in attendance can be attributed to the fact that in 2019 the CAC was dark for four weeks to accommodate for carpet installation and the balcony seating reorganization.

Description	Q1, 2019 (Jan-Mar)	Q2,2020 (Jan-Mar)	Percentage Change
Main Stage Events	35	38	9%
Main Stage Attendance	3,802	3,488	(8%)
MPR/Down Stage Events	17	53	212%
MPR/Down Stage Attendance	790	1,325	68%
Gallery Events	10	9	(10%)
Gallery Attendance	326	443	36%
Center Usage	154	153	(1%)

Overall, CAC rentals for *Heathers* and *You're a Good Man, Charlie Brown*, as well as several business related rentals in February increased activity in the Multi-Purpose Room/Down Stage area. Though gallery events showed a 10% decrease, there was a 36% increase in gallery attendance. This resulted in an overall decrease of 1% in usage of the Center as compared to January – March, 2019.

Staff will be available at the May 13, 2020 meeting for any questions.

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)
<b>Annual Total 2016</b>	168	25,096	176	8,171	50	4,008	394	37,275	70
<b>Annual Total 2017</b>	168	25,740	165	7,435	53	3,556	386	36,731	70
<b>Annual Total 2018</b>	179	26,969	132	6,672	53	3,529	364	37,170	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	22	2,682	11	379	3	321	36	3,382	65
Nov-19	20	3,140	25	820	4	376	49	4,336	79
Dec-19	28	3,617	11	912	8	542	47	5,071	73
<b>Annual Total 2019</b>	<b>222</b>	<b>25,537</b>	<b>157</b>	<b>6,565</b>	<b>51</b>	<b>2,909</b>	<b>430</b>	<b>35,011</b>	<b>65</b>
<b>January-March 2019</b>	<b>35</b>	<b>3,802</b>	<b>17</b>	<b>790</b>	<b>10</b>	<b>326</b>	<b>62</b>	<b>4,918</b>	<b>51</b>
Jan-20	15	1,430	20	570	2	85	37	2,085	61
Feb-20	11	1,527	19	445	4	306	34	2,278	55
Mar-20	12	531	14	310	3	52	29	893	37
Apr-20									
May-20									
Jun-20									
Jul-20									
Aug-20									
Sep-20									
Oct-20									
Nov-20									
Dec-20									
<b>Annual Total 2020</b>	<b>38</b>	<b>3,488</b>	<b>53</b>	<b>1,325</b>	<b>9</b>	<b>443</b>	<b>100</b>	<b>5,256</b>	<b>51</b>
<b>% Change From 2018</b>	<b>9%</b>	<b>-8%</b>	<b>212%</b>	<b>68%</b>	<b>-10%</b>	<b>36%</b>	<b>61%</b>	<b>7%</b>	<b>-1%</b>