



# SIMI VALLEY CULTURAL ARTS CENTER

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

## SIMI VALLEY ARTS COMMISSION

### SPECIAL MEETING DATE

Wednesday, September 16, 2020, 3:30 p.m.

Zoom Online Meeting

<https://simivalley.zoom.us/j/91838112719>

Or by Telephone: Dial US: 1 669 900 9128 Webinar ID: 918 3811 2719

## 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 LOCAL ORDER RESULTING FROM THE NOVEL CORONAVIRUS, THE CITY IS NOT CONDUCTING IN-PERSON MEETINGS. 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: July 15, 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/91838112719>  
Or listen by telephone: +1 669 900 9128 Webinar ID: 918 3811 2719
- 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/91838112719> 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 - None
6. New Business
  - a. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2019-20 Operating Budget Report
  - b. Receipt of Simi Valley Cultural Arts Center Fiscal Year 2019-20 Year-End City Reimbursement Report
  - c. Report Comparing Fiscal Year Ending 2018-19 and Fiscal Year Ending 2019-20
7. Reports
  - a. Update on Supplemental Information for the Cultural Arts Center Strategic Plan
  - b. Simi Valley Cultural Arts Center Programming Report
  - c. Simi Valley Cultural Arts Center Statistics
  - d. Update on Simi Valley Cultural Arts Center Foundation Activities
  - e. 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

  
\_\_\_\_\_  
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/Pledge of Allegiance:

Council Member Elaine Litster called the meeting to order at approximately 3:30 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Council Member Litster; and Commissioners Dantona, Rosen, Savell, and Stratton; Alternate McBride; and Cultural Arts Center Foundation Representative Bennett

Absent: Mayor Mashburn

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

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: May 13, 2020

A motion to approve the May 13, 2020 minutes was made by Commissioner Savell, with a second from Commissioner Rosen. The motion passed 5 to 0, with one abstention.

4. Public Statements

There were no statements from the public.

5. Continued Business - None

6. New Business

a. Preliminary Report of the Cultural Arts Center Strategic Plan and Discussion of Focus Area Strategies

Mr. Yoshitomi presented the preliminary report for the Simi Valley Cultural Arts Center. This presentation reviewed the findings of the first phase of the strategic planning process, which included a community visioning forum, a survey, and stakeholder meetings and interviews. Based on the most current information, six focus areas have emerged: Quality of Life; Sustainability; Program Development; Facility & Experience; Marketing, Outreach, Community Partnerships; and, Arts Leadership and Advocacy. Considerations of COVID-19 recovery and social justice movements were also contained in the report.

The Arts Commission provided the following suggestions to staff to incorporate in planning efforts: research grant opportunities to coincide with funding and program development; explore virtual programming and expand the presence of the visual arts; and, build and strengthen relationships with other arts organizations during COVID-19 recovery period.

## 7. Reports

### a. Overview of the Approved Cultural Arts Center Fiscal Year 2019-20 Operating Budget, Fiscal Year 2019-20 Estimated Actual Budget Projections, and Fiscal Year 2020-21 Operating Budget

- January – June, 2020 Profit and Loss (Pre/Post COVID-19)

Fred Helsel, Community Services Manager, provided a review of the FY 2019-20 Budget and Estimated Actuals and Fiscal Year 2020-21 Operating Budget for the Arts Commissioners. Mr. Helsel indicated that the figures recognize the financial impact of the COVID-19 closure of the CAC. Net Income is projected to be \$135,592 before City reimbursements for the year. A net loss of \$21,875 is estimated after factoring in City reimbursements of \$157,467. The closure of the CAC in March resulted in an estimated net loss of income in the amount of \$45,000. Had the shutdown not occurred, the CAC was on track to record a net income of \$28,000, after reimbursing the City an estimated \$160,000. The Performance and Contingency Account balance is estimated to be at \$38,800 on June 30, 2020.

The proposed FY 2020-21 CAC budget projects gross revenue of \$459,385 and gross expenses of \$448,885. The proposed budget for the forthcoming fiscal year projects a net income of \$10,500 while returning to the City \$159,700 in compensating personnel costs and percentage of earned income. This budget was built on the assumption of opening in September 2020 with an event calendar that includes: two major CAC productions; a minimum of three major rental productions; a series of six concerts; and ongoing rentals from music conservatories, dance companies, schools and social clubs.

### b. Overview of the Approved Fiscal Year 2020-21 Operating Plan

Mr. Helsel reviewed the CAC's FY 2020-21 Operating Plan. The plan provided an overview of the FY 2019-20 goals and accomplishments. The FY 2020-21 Operating Plan goals are focused on recovery from the COVID-19 pandemic. The goals include: developing programs to support local arts organizations while reopening the CAC; develop and successfully produce a multicultural performance series and work with the Simi Valley Youth Council to produce a diversity/heritage festival; expand non-weekend programming and facility use for special events, business rentals, and other live arts experiences; expand relationships with the

educational arts community; increase use of the DownStage Theater/MPR; and collaborate with external arts organizations.

c. Simi Valley Cultural Arts Center Statistics

Mr. Helsel reported that due to the COVID-19 closure the attendance figures in all categories were down for the CAC. Overall there was a 56% decline in the usage of the CAC when comparing January – June 2019 and January – June 2020.

d. Update on Simi Valley Cultural Arts Center Foundation Activities

Simi Valley Cultural Arts Center Foundation (SVCACF) President Marie Bennett updated the Arts Commission on recent activities of the SVCACF Board. The Spotlight Awards, the annual fundraising gala for the SVCACF, was canceled for 2020. This impacted the SVCACF's ability to make its obligation to the City in June 2020. It was reported that progress was being made on the new website. The SVCACF has also applied for a grant from VCCF, and is in the process of recruiting additional board members.

e. General Manager's Report

Mr. Helsel discussed the California Arts Council grant and the possibility of doing smaller scale virtual events through the end of 2020. These include spoken word and storytelling events that present themes of multiculturalism in Simi Valley. The CAC had applied for a Western Arts Federation COVID-19 relief grant, but was denied. On July 9, 2020, the CAC hosted a roundtable meeting with representatives from other theaters in the area, which included a presentation on remaining engaged with audience members during facility closures. The CAC is also exploring virtual arts exhibits for visual artists.

8. Commissioner Comments

Commissioner Savell thanked staff for the hard work during COVID-19.

Commissioner Rosen thanked staff for the readout on the strategic plan and for the hard work during the COVID-19 pandemic.

Commissioner McBride stated it was interesting to see the reports completed prior to joining the Arts Commission, and looks forward to seeing what is to come for the CAC.

Commissioner Dantona expressed gratitude to the CAC, the Foundation, and Arts Commission. He also thanked Commissioner Stratton for his work in bringing the CAC to Simi Valley.

Commissioner Stratton expressed the importance of "keeping the boat afloat" during the COVID-19 pandemic and remained optimistic about a strong demand for CAC programs once re-opened.

Council Member Litster expressed this is a time to think outside the box and appreciated the new ideas presented by staff.

9. Adjournment

The meeting was adjourned at 5:19 p.m.

# CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** September 16, 2020

**TO:** Simi Valley Arts Commission

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

**SUBJECT:** RECEIPT OF THE SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2019-20 OPERATING BUDGET REPORT

Attached for the Arts Commission's (Commission) review is the final Fiscal Year (FY) 2019-20 Cultural Arts Center (CAC) Operating Budget Report.

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

For FY 2019-20, the CAC showed Gross Income of \$432,190 with Total Expenses of \$283,121 before City Reimbursement. Total Expenses after reimbursement were \$440,588. As a result of the three and a half months of forced closure/cancellation due to COVID-19, the Net Income fell below budget projections resulting in a final Net Loss of (\$8,398).

The CAC reimbursed the City \$128,495 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. In addition, the CAC reimbursed 10% of Net Profit (after non-profit subsidy) of \$28,972, for a total reimbursement to the City of \$157,467.

An analysis of Total Income indicates that despite the COVID-19 forced closing of the Center and losing fourteen weeks of programming and rental opportunities, Box Office Income reached 92.97% of budgeted income with final Box Office Income equaling \$310,597. This is due in great part to the hugely successful Cultural Arts Center productions of *Mamma Mia* and *Elf The Musical* as well as the box office success of *The Drowsy Chaperone* and *Matilda the Musical* presented by Actors' Repertory Theatre of Simi.

Rental Fee Income was adversely affected by the COVID-19 closure, reaching only 45.73% of projected budget for a total of \$29,725. However, despite the fourteen week closure, grants, contributions, concessions, advertising income and reimbursed technical costs all reached above 80% of budget projections.

In the Expense Costs category, Special Events, Artists Fees, Concession Supplies, Technical Supplies, Advertising/Marketing and Contract Labor were significantly less than projections due to both the CAC presenting fewer productions (because of the COVID-19 closure) and the Center's continued efforts to recycle and reuse set, costume and prop materials for multiple productions. Provider Payments were slightly above budget due to the resounding success of ARTS productions of *Drowsy Chaperone* and



*Matilda the Musical* as well as the well-received *Imagine: A John Lennon Tribute* concert run. This increase in Provider Payments is offset by increased revenue in Box Office Income and Reimbursed Technical charges.

In the Fixed Operational Expenses Categories, Dues/Licenses/Permits, Office Expenses and Capital Replacement were well below projected budget amounts with Credit Card Service Fees greatly exceeding the projected budget due to increased box office sales. As many of the Center's patrons purchase tickets through credit card transactions, staff reached out to the City's credit card company to discuss the fee structure. Due to these conversations, staff was able to renegotiate and lower merchant card processing fees for the Center. Moving forward, these fees should align with the proposed budget.

The Contingency/Performance Fund Account balance, including accrued interest, is \$38,802 as of 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.

Overall the FY 2019-20 Operating Budget continued the practice of providing high quality programming at the Cultural Arts Center. Had the COVID-19 shutdown not occurred, FY 2019-20 would have been one of the most profitable years in the Center's 25 year history.

Due to the COVID-19 closure and the yet unknown date of reopening, staff is hard at work creating alternative virtual programming and other potential income streams while remaining under COVID-19 restrictions. Staff continues to monitor the approved FY 2020-2021 operating budget and will present updates and revisions 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, Community Services Manager/CAC



## SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET FY 2019-2020 REPORT

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	ACTUAL	VARIANCE	BUDGET NOTES
<b>INCOME</b>				
4000 Box Office	\$334,100	\$310,597	(\$23,503)	BN1
4200 Contributions	\$34,100	\$33,080	(\$1,020)	
4400 Grants	\$1,750	\$1,667	(\$83)	
4500 Rental	\$65,000	\$29,725	(\$35,275)	BN2
4600 Concessions	\$10,200	\$8,193	(\$2,007)	
4700 Advertising Income	\$500	\$400	(\$100)	
4800 Reimbursed Technical Costs	\$44,850	\$48,491	\$3,641	BN3
4900 Interest Income	\$0	\$37	\$37	
<b>TOTAL INCOME</b>	<b>\$490,500</b>	<b>\$432,190</b>	<b>(\$58,310)</b>	
<b>EXPENSE COST OF GOODS SOLD (COGS)</b>				
5000 Special Events (DownStage Cabaret, Galas, etc.)	\$10,000	\$2,344	7,656	BN4
5100 Artist Fees	\$27,500	\$17,344	10,156	
5300 Concession Supplies	\$5,000	\$3,501	1,499	
5400 Supplies	\$14,500	\$12,819	1,681	
5500 Provider Payments (Total Box Rec)	\$180,000	\$188,964	(8,964)	BN5
5600 Advertising/Marketing	\$19,700	\$13,089	6,611	
5700 Contract Labor	\$20,000	\$4,913	15,087	BN6
<b>SUBTOTAL EXPENSES (COGS)</b>	<b>\$276,700</b>	<b>\$242,974</b>	<b>\$33,726</b>	
<b>TOTAL GROSS PROFIT</b>	<b>\$213,800</b>	<b>\$189,216</b>	<b>(\$24,584)</b>	
<b>FIXED OPERATIONAL EXPENSES</b>				
6100 Capital Replacement	\$21,000	\$8,317	\$12,683	BN7
6300 Credit Card Service Fees	\$9,300	\$20,496	(\$11,196)	BN8
6400 Dues/Licenses/Permits	\$20,500	\$10,387	\$10,113	BN9
6600 Office Expenses	\$2,500	\$947	\$1,553	
<b>TOTAL EXPENSES</b>	<b>\$53,300</b>	<b>\$40,147</b>	<b>\$13,153</b>	
<b>NET PROFIT/LOSS (Before City Reimbursement)</b>	<b>\$160,500</b>	<b>\$149,069</b>	<b>(\$11,431)</b>	
City Reimbursement - 10%	\$25,000	\$28,972	(3,972)	
City Reimbursed Staffing	\$128,000	\$128,495	(495)	
<b>NET PROFIT/LOSS ( After City Reimbursement)</b>	<b>\$7,500</b>	<b>(\$8,398)</b>	<b>(15,898)</b>	
	<b>Balance July 1, 2019</b>	<b>Credits/(Debits)</b>	<b>Balance June 30, 2020</b>	
<b>CONTINGENCY / PERFORMANCE FUND</b>	\$38,779	\$23	\$38,802	

## **Budget Reference Notes FY 19-20**

BN1 - Even with 3.5 months of no programming, we achieved 93% of our estimated goal due mostly to the extremely successful *Mamma Mia* and *Elf*.

BN2 - Much of the 3.5 months of lost programming were rentals.

BN3 - \$8,000 of total was from events that happened in FY 2018-19 but reconciled after July 1, 2019 in new fiscal year.

BN4 - Several planned DownStage events (Cabaret Series) were canceled due to COVID-19, so we saved on production costs.

BN5 - \$22,000 reconciled after July 1 for events where income was included in previous fiscal year.

BN6 - COVID-19 canceled several in house productions and DownStage events, decreasing anticipated Contract Labor expenses.

BN7 - Digital microphone upgrade was put on hold, eliminating a budgeted \$15K from Capital Expense budget.

BN8 - Increased credit card processing fees combined with record breaking box office sales for *Mamma Mia* and *Elf*.

BN9 - COVID-19 canceled several in house productions and DownStage events, decreasing anticipated Licensing Fees expenses.

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** September 16, 2020

**TO:** Simi Valley Arts Commission

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

**SUBJECT:** RECEIPT OF SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2019-20 YEAR-END CITY REIMBURSEMENT REPORT

Attached for the Arts Commission's review is the FY 2019-20 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 2019-20 10% of earned income totaled \$34,892 and subsidies totaled \$9,722, resulting in a total of \$25,170 due to the City.

The following alternatives are available to the Commission:

1. Receive the Fiscal Year 2019-20 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 2019-20 Simi Valley Cultural Arts Center Year-End City Reimbursement Report.

**FY 2019-20 Simi Valley Cultural Arts Center  
Year-End City Reimbursement**

CAC FY 2019-20 Earned Income	\$348,915
<u>CAC FY 2019-20 Unearned Income</u>	<u>\$83,275</u>
FY 2019-20 CAC Gross Revenues	\$432,190
Ten Percent of Earned Income (\$348,915 x 10%)	\$34,892
<u>Less FY 2019-20 Non-Profit Subsidy Credit</u>	<u>(\$9,722)</u>
<b>Balance due to City of Simi Valley</b>	<b><u>\$25,170</u></b>

**FY 2019-20 Cultural Arts Center Year-End  
Supporting Information/Breakdown  
Annual City of Simi Valley Reimbursement**

**Earned Income**

Advertising Income	\$400
Box Office	\$310,597
Concessions	\$8,193
<u>Rentals</u>	<u>\$29,725</u>
Total Earned Income	<b>\$348,915</b>

**Unearned Income**

Contributions	\$33,080
Grants	\$1,667
Interest	\$37
<u>Reimbursed Tech</u>	<u>\$48,491</u>
Total Unearned Income	<b>\$83,275</b>

**Non-Profit Subsidy Credit**

1 <sup>st</sup> Quarter	\$3,596
2 <sup>nd</sup> Quarter	\$3,562
3 <sup>rd</sup> Quarter	\$2,564
<u>4<sup>th</sup> Quarter</u>	<u>\$0</u>
Total Non-Profit Subsidy Credit	<b>\$9,722</b>

**SIMI VALLEY CULTURAL ARTS CENTER  
NON-PROFIT/EDUCATIONAL SUBSIDY REPORT  
07/01/19 - 09/30/19**

<u><b>JULY</b></u>	<u><b># Perfs.</b></u>	<u><b>Subsidy</b></u>	<u><b>Amount</b></u>
ARTS Gentleman's Guide Performance	6	NP	\$318.00
Rotary Luncheon	3	NP	\$234.00
SVCAC Foundation	1	NP	\$104.00
ARTS Workshop Rehearsal	1	NP	\$53.00
ARTS Workshop Performance	4	NP	\$208.00
ARTS Drowsy rehearsal	1	NP	\$53.00
ARTS Drowsy Performance	2	NP	\$106.00
<b>Total</b>	<u><b>18</b></u>		<u><b>\$1,076.00</b></u>
<u><b>AUGUST</b></u>			
Rotary Luncheon	4	NP	\$312.00
ARTS Drowsy Performance	14	NP	\$742.00
ARTS Workshop Rehearsal	1	NP	\$53.00
ARTS Workshop Performance	4	NP	\$212.00
SVCAC Foundation	1	NP	\$104.00
Youth Employment Service Meeting	1	NP	\$53.00
<b>Total</b>	<u><b>25</b></u>		<u><b>\$1,476.00</b></u>
<u><b>SEPTEMBER</b></u>			
ARTS Drowsy Performance	1	NP	\$53.00
Rotary Luncheon	4	NP	\$312.00
SVCAC Foundation	1	NP	\$104.00
VC Storyteller Project	1	NP	\$444.00
Women's Interest Network Luncheon	1	NP	\$78.00
Stage 1 Music Performance	1	NP	\$53.00
<b>Total</b>	<u><b>9</b></u>		<u><b>\$1,044.00</b></u>
<b>1st Quarter Total</b>	<u><u><b>52</b></u></u>		<u><u><b>\$3,596.00</b></u></u>

**SIMI VALLEY CULTURAL ARTS CENTER  
NON-PROFIT/EDUCATIONAL SUBSIDY REPORT  
10/01/19 - 12/31/19**

<b><u>OCTOBER</u></b>	<b><u># Perfs.</u></b>	<b><u>Subsidy</u></b>	<b><u>Amount</u></b>
SVCAC Foundation Orientation	1	NP	\$78.00
Rotary Luncheon	4	NP	\$312.00
SVCAC Foundation	1	NP	\$104.00
<b>Total</b>	<b><u>6</u></b>		<b><u>\$494.00</u></b>

<b><u>NOVEMBER</u></b>			
Rotary Luncheon	4	NP	\$312.00
ARTS Matilda Rehearsal	1	NP	\$53.00
ARTS Matilda Performance	14	NP	\$742.00
Entrepreneur Event MPR	1	NP	\$156.00
SVCAC Foundation	1	NP	\$104.00
CAC Visioning Forum	1	NP	\$78.00
Reflections Program	1	NP	\$679.00
<b>Total</b>	<b><u>23</u></b>		<b><u>\$2,124.00</u></b>

<b><u>DECEMBER</u></b>			
ARTS Matilda Performance	4	NP	\$212.00
Rotary Luncheon	4	NP	\$234.00
SVCAC Foundation	1	NP	\$104.00
Stage 1 Music	1	NP	\$53.00
Whole Child Academy	1	NP	\$288.00
Chabad Simi Valley	1	NP	\$53.00
<b>Total</b>	<b><u>12</u></b>		<b><u>\$944.00</u></b>

<b>2nd Quarter Total</b>	<b><u><u>41</u></u></b>		<b><u><u>\$3,562.00</u></u></b>
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**SIMI VALLEY CULTURAL ARTS CENTER  
NON-PROFIT/EDUCATIONAL SUBSIDY REPORT  
01/01/20 - 03/31/20**

<b><u>JANUARY</u></b>	<b><u># Perfs.</u></b>	<b><u>Subsidy</u></b>	<b><u>Amount</u></b>
Studio C Heathers Rehearsal	1	NP	\$53.00
Studio C Heathers Performance	6	NP	\$318.00
Rotary Luncheon	3	NP	\$234.00
Janssen Music Studio	1	NP	\$78.00
SVCAC Foundation	1	NP	\$104.00
Simi Moorpark Republican Women	1	NP	\$156.00
<b>Total</b>	<b>13</b>		<b>\$943.00</b>

**FEBRUARY**

Rotary Luncheon	4	NP	\$312.00
Simi Valley Arts Commission	1	GOV	\$78.00
Simi Moorpark Republican Women	1	NP	\$156.00
Simi Valley Leadership	1	NP	\$78.00
Youth Council	1	GOV	\$78.00
Serendipity Dance Co	1	NP	\$53.00
Entrepreneur Event	1	NP	\$156.00
Santa Susana Field Lab	1	NP	\$53.00
SVCAC Foundation	1	NP	\$104.00
<b>Total</b>	<b>12</b>		<b>\$1,068.00</b>

**MARCH**

ARTS Charlie Brown Rehearsal	2	NP	\$106.00
ARTS Charlie Brown Performance	5	NP	\$265.00
SVCAC Foundation	1	NP	\$104.00
Rotary Luncheon	1	NP	\$78.00
<b>Total</b>	<b>9</b>		<b>\$553.00</b>

<b>3rd Quarter Total</b>	<b>34</b>		<b>\$2,564.00</b>
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**SIMI VALLEY CULTURAL ARTS CENTER  
NON-PROFIT/EDUCATIONAL SUBSIDY REPORT  
04/01/20 - 06/30/20**

<u><b>APRIL</b></u>	<u><b># Perfs.</b></u>	<u><b>Subsidy</b></u>	<u><b>Amount</b></u>
CAC closed due to COVID-19	0		\$0.00
<b>Total</b>	<b>0</b>		<b>\$0.00</b>

<u><b>MAY</b></u>	<u><b># Perfs.</b></u>	<u><b>Subsidy</b></u>	<u><b>Amount</b></u>
CAC closed due to COVID-19	0		\$0.00
<b>Total</b>	<b>0</b>		<b>\$0.00</b>

<u><b>JUNE</b></u>	<u><b># Perfs.</b></u>	<u><b>Subsidy</b></u>	<u><b>Amount</b></u>
CAC closed due to COVID-19	0		\$0.00
<b>Total</b>	<b>0</b>		<b>\$0.00</b>

<b>4th Quarter Total</b>	<b>0</b>		<b>\$0.00</b>
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<b>Totals</b>			
1 <sup>st</sup> Quarter	60		\$3,596.00
2 <sup>nd</sup> Quarter	58		\$3,562.00
3 <sup>rd</sup> Quarter	34		\$2,564.00
4 <sup>th</sup> Quarter	0		\$0.00
<b>Total Subsidy FY19/20</b>	<b>152</b>		<b>\$9,722.00</b>

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** September 16, 2020

**TO:** Simi Valley Arts Commission

**FROM:** Fred Helsel, Community Services Manager

**SUBJECT:** REPORT COMPARING FISCAL YEAR ENDING 2018-19 AND FISCAL YEAR ENDING 2019-20

Attached for the Arts Commission's review is a report comparing Fiscal Year Ending 2018-19 and Fiscal Year Ending 2019-20. In FY 2018-19, total income was \$526,565, with expense costs of \$318,650, Fixed Operational Expenses of \$45,757, and City Reimbursements of \$150,056, resulting in a net surplus of \$12,102. Comparatively in FY 2019-20, total income was \$432,190, with expense costs of \$242,974, Fixed Operational Expenses of \$40,147, and City Reimbursements of \$157,467, resulting in a net loss of (\$8,398). The FY 2019-20 net losses can be attributed to the Cultural Arts Center losing 14 weeks of programming and rental opportunities as a result of the COVID-19 pandemic. It is important to note that should the COVID-19 shutdown not occurred, FY 2019-20 would have resulted in the most profitable years in the Center's 25 year history.

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

Attachment

SIMI VALLEY CULTURAL ARTS CENTER FY 2018-19 AND 2019-20 BUDGET COMPARISON REPORT				
	FY 2019-20		FY 2018-19	
	BUDGET	ACTUAL	BUDGET	ACTUAL
<b>INCOME</b>				
4000 Box Office	\$334,100	\$310,597	\$326,600	\$370,554
4200 Contributions	\$34,100	\$33,080	\$31,650	\$33,232
4400 Grants	\$1,750	\$1,667	\$1,500	\$1,910
4500 Rental	\$65,000	\$29,725	\$72,700	\$64,168
4600 Concessions	\$10,200	\$8,193	\$10,700	\$8,120
4700 Advertising Income	\$500	\$400	\$500	\$0
4800 Reimbursed Technical Costs	\$44,850	\$48,491	\$39,950	\$48,540
4900 Interest Income	\$0	\$37	\$0	\$41
<b>TOTAL INCOME</b>	<b>\$490,500</b>	<b>\$432,190</b>	<b>\$483,600</b>	<b>\$526,565</b>
<b>EXPENSE COST</b>				
5000 Special Events (DownStage Cabaret, Galas,etc)	\$10,000	\$2,344	\$33,000	\$15,625
5100 Artist Fees	\$27,500	\$17,344	\$25,000	\$21,636
5300 Concession Supplies	\$5,000	\$3,501	\$5,300	\$4,307
5400 Supplies	\$14,500	\$12,819	\$14,500	\$5,680
5500 Provider Payments (Total Box Rec)	\$180,000	\$188,964	\$170,000	\$255,706
5600 Advertising/Marketing	\$19,700	\$13,089	\$14,600	\$13,394
5700 Contract Labor	\$20,000	\$4,913	\$20,000	\$2,302
<b>SUBTOTAL EXPENSES</b>	<b>\$276,700</b>	<b>\$242,974</b>	<b>\$282,400</b>	<b>\$318,650</b>
<b>TOTAL GROSS PROFIT</b>	<b>\$213,800</b>	<b>\$189,216</b>	<b>\$201,200</b>	<b>\$207,915</b>
<b>FIXED OPERATIONAL EXPENSES</b>				
6100 Capital Replacement	\$21,000	\$8,317	\$20,000	\$6,323
6300 Credit Card Service Fees	\$9,300	\$20,496	\$8,700	\$17,958
6400 Dues/Licenses/Permits	\$20,500	\$10,387	\$18,800	\$18,088
6500 Professional/Special Services	\$0	\$0	\$3,500	\$1,700
6600 Office Expenses	\$2,500	\$947	\$2,500	\$1,688
<b>TOTAL EXPENSES</b>	<b>\$53,300</b>	<b>\$40,147</b>	<b>\$53,500</b>	<b>\$45,757</b>
<b>NET PROFIT/LOSS (Before City Reimbursement)</b>	<b>\$160,500</b>	<b>\$149,069</b>	<b>\$147,700</b>	<b>\$162,158</b>
6000 City Reimbursement - 10%	\$25,000	\$28,972	\$21,000	\$30,933
6200 City Reimbursed Staffing	\$128,000	\$128,495	\$121,500	\$119,123
<b>NET PROFIT/LOSS (After City Reimbursement)</b>	<b>\$7,500</b>	<b>(\$8,398)</b>	<b>\$5,200</b>	<b>\$12,102</b>

# CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** September 16, 2020

**TO:** Simi Valley Arts Commission

**FROM:** David Yoshitomi, Community Services Manager

**SUBJECT:** UPDATE ON SUPPLEMENTAL INFORMATION FOR THE CULTURAL ARTS CENTER STRATEGIC PLAN

At the July 15, 2020 meeting, staff provided a preliminary report to the Arts Commission on the strategic plan for the Cultural Arts Center (CAC). This report acknowledged that additional perspective was needed from stakeholders that were not proportionately represented in the community survey, visioning forum and other methods of engagement. These groups included youth and minority populations.

Staff has since held meetings with representatives from the African-American, Latinx, LGBTQ+, and youth communities. Staff has also met with representatives from established arts organizations experienced in municipal arts programs; multicultural programming; and, productions outside of musical theater. Meetings are also being scheduled with organizations that represent the Indigenous, South Asian, and Arab communities, but have not yet occurred.

The results of the meetings have provided both strategies and tactics for consideration in the development of the plan. This information has been summarized and organized by the applicable focus area here:

## Quality of Life

- Intentionally and authentically ensure that experience and stories of ethnicities that comprise Simi Valley are fully represented in the programming of the CAC
- Integrate the arts into more aspects of daily life in Simi Valley through a public art program and community arts events

## Sustainability

- Strengthen the collaborative effort between the City and the Simi Valley Cultural Arts Center Foundation to ensure the financial stability and success of the CAC

## Programming

- Develop lecture and film series that align with current events and issues

- Rely on the experience and expertise of children's theater groups to produce said programs
- Expand community arts programming to include art walks and other types of festivals
- Support the music culture in Simi Valley through recurring open mic nights, battle of the bands, and other low risk performance opportunities
- Develop arts education programs that differ from what is available in SVUSD

#### Marketing, Outreach and Community Partnerships

- Improve outreach to Simi Valley High Schools to ensure local youth are aware of and participating in CAC programs
- Develop marketing methods that engage with younger audiences
- Utilize proximity to the entertainment industry to support artist development and spearhead new creative endeavors

#### Facility and Experience

- Develop creative solutions that enhance the facility experience and increase the ability to host a variety of performances

#### Arts Leadership and Advocacy

- Develop a collaborative COVID-19 reopening approach that identifies the needs of arts organizations and supports their ability to provide arts programming to the community
- Ensure CAC events have a variety of price points, including free events, to allow all Simi Valley residents the opportunity to participate

Staff will incorporate any additional information from future meetings into the formulation of a vision statement and goals for the Cultural Arts Center. Tactics, evaluative measures, and project assignments will be developed to support the vision and goals.

Staff will continue to update the Arts Commission on progress and will be available for any questions and feedback at the September 16, 2020 meeting.

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** September 16, 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 - August, 2020. A summary of key statistics is presented in the table below. Due to the COVID-19 pandemic, the CAC was closed to the public for all five months of April - August. The CAC remains closed until further notice.

Description	2019 (Jan-Aug)	2020 (Jan-Aug)	Difference
Main Stage Events	136	38	(72%)
Main Stage Attendance	14,093	3,488	(75%)
MPR/Down Stage Events	94	53	(44%)
MPR/Down Stage Attendance	3,714	1,325	(64%)
Gallery Events	32	9	(72%)
Gallery Attendance	1,451	443	(69%)
Center Usage	496	153	(69%)

Staff will be available at the September 16, 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 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 - August 2019</b>	<b>136</b>	<b>14,093</b>	<b>94</b>	<b>3,714</b>	<b>32</b>	<b>1,451</b>	<b>262</b>	<b>19,258</b>	<b>62</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	0	0	0	0	0	0	0	0	0
May-20	0	0	0	0	0	0	0	0	0
Jun-20	0	0	0	0	0	0	0	0	0
Jul-20	0	0	0	0	0	0	0	0	0
Aug-20	0	0	0	0	0	0	0	0	0
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>19</b>
<b>% Change From 2019</b>	<b>-72%</b>	<b>-75%</b>	<b>-44%</b>	<b>-64%</b>	<b>-72%</b>	<b>-69%</b>	<b>-62%</b>	<b>-73%</b>	<b>-69%</b>