



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

SIMI VALLEY ARTS COMMISSION

Wednesday, September 15, 2021, 3:30 p.m.

Zoom Online Meeting

<https://simivalley.zoom.us/j/83217952894>

Or by Telephone: Dial US: +1 720 707 2699 Webinar ID: 832 1795 2894

AGENDA

DUE TO THE CONTINUED SPREAD OF THE COVID-19 VIRUS, PUBLIC MEETINGS OF THE SIMI VALLEY ARTS COMMISSION WILL BE VIRTUAL UNTIL FURTHER NOTICE. 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: May 19, 2021
4. Public Statements
This is the time allotted for statements or comments on matters within the subject matter and jurisdiction of the Arts Commission.

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/83217952894>
Or listen by telephone: +1 720 707 2699 Webinar ID: 832 1795 2894
- 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/83217952894> 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 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 2020-21 Operating Budget Report
 - b. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2020-21 Year-End City Reimbursement Report
 - c. Update on Strategic Plan Progress and Discussion of the Arts Commission Agenda Items for Fiscal Year 2021-22
 - d. Receipt of U.S. Small Business Administration's Office of Disaster Assistance Shuttered Venues Operating Grant
7. Reports
 - a. Simi Valley Cultural Arts Center Programming Report
 - 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



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 Mashburn called the meeting to order at approximately 3:33 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Keith Mashburn, Council Member Elaine Litster; Commissioners John Dantona, Phillip McBride, and Becky Savell.

Absent: Commissioner Rebecca Rosen and Cultural Arts Center Foundation Representative Marie Bennett.

Staff Members: Assistant City Manager Linda Swan, Deputy Community Services Director Anna Medina, Community Services Manager David Yoshitomi, and Community Services Manager Fred Helsel.

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: April 21, 2021

A motion to approve the April 21, 2021 minutes as written was made by Commissioner Savell, with a second from Council Member Litster. The motion passed unanimously.

4. Public Statements

There were no statements from the public.

5. Continued Business - None

6. New Business

a. Review and consideration of the Simi Valley Cultural Arts Center 2021-2025 Strategic Plan Draft

David Yoshitomi provided a review of the Simi Valley Cultural Arts Center (CAC) 2021-2025 Strategic Plan. The Strategic Plan is the result of a two-year process to create an innovative strategic direction for the CAC. Community feedback is the foundation. However, COVID-19's financial impact and renewed emphasis on diversity, equity, inclusion, influenced development of the plan. The CAC's vision over the next five years will expand audiences, celebrate the spectrum of diversity, deepen community engagement, balance fiscal stewardship with community impact, support and empower the Arts community, and reinforce the importance of the Arts

in Simi Valley. To accomplish this vision, six strategic priorities were formulated (Quality of Life; Sustainability; Programming; Marketing, Outreach, and Community Partnerships; Facility and Experience; and Arts Leadership and Advocacy) with accompanying goals and objectives, strategies, and tactics. Together, these elements communicate the strategic direction of the CAC over the next five years. The CAC's annual Operating Budget and Operating Plan are the primary documents monitoring plan progress over the next five years. These documents will measure resource allocation and tactics. A strategic plan update will be a standing agenda item at each Arts Commission meeting and monthly updates from CAC staff will be provided to the Assistant City Manager and Deputy Community Services Director

Commissioner Savell thanked staff for the work on the plan and indicated support for the document. She believed COVID-19 gave time to pause and take a deeper look at the CAC operations, which was reflected in the plan. She recommended that a next step is to have a discussion on the profitability of the CAC and set realistic expectations in light of the plan's aspirations.

Commissioner McBride also thanked staff for the work on the plan. He expressed support for the planned expansion into programs outside of musical theater.

Commissioner Dantona echoed the support for the plan and proposed ideas around having theater competitions and other types of workshops to provide experience to young people who wish to enter the arts.

City Council Member Litster stated that she appreciated the goal of having 100% of Simi Valley residents participate in CAC activity, although perhaps unattainable, it is good to strive for. She also stated she was excited about going outside the walls of the CAC with concerts and other types of arts programs.

Mayor Mashburn stated that he found the plan to be refreshing with its concerted effort to be more inclusive and involve more people in the activities of the CAC.

A motion to recommend the Simi Valley Cultural Arts Center 2021-2025 Strategic Plan as proposed to be forwarded to the City Council for approval was made by Commissioner Dantona with a second from Commissioner Savell. The motion passed unanimously.

7. Reports

a. Simi Valley Cultural Arts Center Programming Report

Fred Helsel reported that the Simi Valley Multicultural Festival, Origin Stories, will premiere on May 21, 2021, at 7:00 p.m. The virtual event will feature cultural vignettes from members of the Simi Valley community and performances from Tina Orduno Calderon, a storyteller and songwriter, and Angelina Leños, the 2020-21 Youth Poet Laureate of Ventura County. Origin Stories will highlight the diversity found in the Simi Valley community as participants recount stories related to immigrating to the United States, cultural traditions, and family memories. These community members will be joined by Tina Orduno Calderon, a culture bearer of Gabrielino Tongva, Chumash, and Yoeme descent, who will share Indigenous stories and song; and, Angelina Leños who will read three poems inspired from her Mexican-American heritage.

Mr. Helsel is planning a November Joint Fundraiser with ARTS, Studio Collective (Studio C Performing Arts new name), and the SVCAC Foundation entitled "All Together Now". It will be an evening of musical theater selections from shows that Music Theatre International (MTI) licenses. Possibilities for the Foundation involvement include auction baskets as well as a special pre-show reception.

b. Update on Simi Valley Cultural Arts Center Foundation Activities

Anna Medina provided the Foundation update for Marie Bennett who was unable to attend the meeting. Ms. Medina stated that the Foundation organized a fundraising event at El Patio Restaurant on May 18, 2021, which was a huge success. The Foundation raised \$600.00. Many attendees were happy to be able to gather together after having to quarantine due to COVID-19. Many more fundraisers are being planned. Ms. Medina stated that the Foundation is looking forward to the reopening of the CAC and working with staff on future projects.

c. General Manager's Report

Mr. Helsel promoted the virtual Craft and Gift Fair that ends June 30, 2021 and is hoping to organize an in-person Craft and Gift Fair in October in the CAC parking lot. Mr. Helsel stated that the CAC applied for the Shuttered Venues Operator Grant in the amount of \$131,800. It was a labor intensive grant that included over 20 supplemental documents. Government entities are automatically pushed to the 3rd round of funding which begins 28 days after first and second priority awards are made. It may be as late as July/August before the CAC receives notification. Expenditures from March 2020 through December 31, 2021 can be included for reimbursement.

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.

Commissioner McBride stated he was excited about the strategic plan and where the CAC is headed.

Commissioner Savell thanked staff for the great energy and ideas presented during the meeting.

Commissioner Dantona commented on the stellar performance by Commissioner McBride in Guys and Dolls.

City Council Member Litster thanked staff for their work.

Mayor Mashburn congratulated the Foundation on their Fundraiser. He also stated he looked forward to having the strategic plan presented to City Council.

Deputy Community Services Director Anna Medina thanked the Arts Commission for the support and the kind words on the Strategic Plan.

Community Services Manager David Yoshitomi also thanked the Arts Commission for their support and for working with the strategic planning team throughout the plan process.

9. Adjournment

The meeting was adjourned at approximately 4:50 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 15, 2021

TO: Simi Valley Arts Commission

FROM: Anna Medina, Deputy Community Services Director

SUBJECT: RECEIPT OF THE SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2020-21 OPERATING BUDGET REPORT

Attached for the Arts Commission's (Commission) review is the Fiscal Year (FY) 2020-21 Cultural Arts Center (CAC) Operating Budget Report.

Status of FY 2020-21 Operating Budget

For FY 2020-21, the CAC showed Gross Income of \$32,862 with Total Expenses of \$37,816 before City Reimbursement. Total Expenses after reimbursement were \$69,395. As a result of 12 months of the forced closure/cancellation due to COVID-19, the Net Income resulted in a final Net Loss of \$36,533.

The CAC reimbursed the City \$31,579 for the 4th Quarter of FY 2019-20 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. While the expense for salaries was for the 4th Quarter of FY 2019-20, the payment was made in arrears during the 1st Quarter of FY 2020-21. With the temporary reassignment of the Office Assistant II and the current vacancy of the Theater Technician II, there was no salary reimbursement payment due to the City for FY 2020-21.

Due to the extended closure of the Cultural Arts Center, Income during FY 2020-21 was limited to contributions, fundraising, and grants. A total of \$5,636 in donations was made to the Greg Stratton Memorial Fund in honor of former Commissioner Stratton, \$9,441 was raised toward the 25th Anniversary Fundraiser goal of \$25,000, \$93 was received from City employee payroll contributions, and \$63 in miscellaneous contributions, \$16,200 Grant was received from the California Arts Council, and \$1,652 Share the Arts proceeds were raised from the virtual craft and gift fairs.

In the Expense Costs and Fixed Operational Expenses categories, spending was kept minimal. While there was virtual programming during the shutdown, most of it was made available free of charge or on a donation basis in order to make it more accessible to the community. Capital Replacement costs were \$19,588 and included the purchase of new digital microphones. Contract Labor and Artists Fees combined for a total cost of \$8,596, the majority of which were honorariums paid to participants of the virtual Dia De Los Muertos and Multi-Cultural Festivals. The balance included minimal expenditures in Supplies, Advertising/Marketing, Credit Card Service Fees, and Dues/Licenses/Permits.

The Contingency/Performance Fund Account balance, including accrued interest, is \$38,802 as of June 30, 2021. The Contingency/Performance Fund Account is a separate restricted account accessed only for 1) financial emergencies, and expenditures beyond the financial capability of the operational reserves or 2) funds utilized to expand programming through co-sponsorship, seed funding, or more expensive higher risk ventures previously inaccessible to the CAC. Pursuant to Simi Valley Arts Commission policy adopted on March 5, 2003, the Commission will be informed of any expenditure from the Contingency fund and will review the account during the annual budget closeout to determine if it should be augmented in order to maintain a healthy emergency cash reserve. Expenditures from the Performance Fund are to be approved by the Commission in advance.

The following alternatives are available to the Commission:

1. Receive the Simi Valley Cultural Arts Center FY 2020-21 Operating Budget Report;
2. Provide staff alternative direction.

Staff recommends Alternative 1.

Recommended Motion:

I move to receive the Simi Valley Cultural Arts Center FY 2020-21 Operating Budget Report.

Attachment

Prepared by: Fred Helsel, Community Services Manager CAC

SIMI VALLEY CULTURAL ARTS CENTER FY 2020-21 OPERATING BUDGET REPORT

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	ACTUAL	DIFFERENCE
INCOME			
4000 Box Office	\$299,150	(\$235)	(299,385)
4200 Contributions/Fundraising	\$34,250	\$15,233	(19,017)
4400 Grants	\$22,500	\$17,852	(4,648)
4500 Rental	\$43,000	\$0	(43,000)
4600 Concessions	\$13,800	\$0	(13,800)
4700 Advertising Income	\$500	\$2	(498)
4800 Reimbursed Technical Costs	\$46,150	\$0	(46,150)
4900 Interest Income	\$35	\$10	(25)
TOTAL INCOME	\$459,385	\$32,862	(\$426,523)
EXPENSE COST OF GOODS SOLD (COGS)			
5000 Special Events (DownStage Cabaret, Galas, etc.)	\$4,000	\$312	\$3,688
5100 Artist Fees	\$27,500	\$1,750	\$25,750
5300 Concession Supplies	\$3,535	\$86	\$3,449
5400 Supplies	\$13,050	\$554	\$12,496
5500 Provider Payments (Total Box Rec)	\$160,000	\$0	\$160,000
5600 Advertising/Marketing	\$16,600	\$2,574	\$14,026
5700 Contract Labor	\$12,000	\$6,846	\$5,154
SUBTOTAL EXPENSES (COGS)	\$236,685	\$12,122	\$224,563
TOTAL GROSS PROFIT	\$222,700	\$20,740	(\$201,960)
FIXED OPERATIONAL EXPENSES			
6100 Capital Replacement	\$25,250	\$19,588	\$5,662
6300 Credit Card Service Fees	\$9,650	\$1,397	\$8,253
6400 Dues/Licenses/Permits	\$17,000	\$4,284	\$12,716
6600 Office Expenses	\$600	\$425	\$175
TOTAL EXPENSES	\$52,500	\$25,694	\$26,806
NET PROFIT/LOSS (Before City Reimbursement)	\$170,200	(\$4,954)	(\$175,154)
City Reimbursement - 10%	\$26,000	\$0	\$26,000
City Reimbursed Staffing	\$133,700	\$31,579	\$102,121
NET PROFIT/LOSS (After City Reimbursement)	\$10,500	(\$36,533)	(\$47,033)
	Balance July 1, 2020	Credits/(Debits)	Balance June 30, 2021
CONTINGENCY / PERFORMANCE FUND	\$38,802	\$0	\$38,802

NOTES

BN1

BN2

BN3

BN4

BN5

BN6

Budget Reference Notes Fiscal Year 2020-21

BN1 - Refunds for cancelled performances due to COVID-19

BN2 - Ad income from Virtual Events ticketing platform ShowTix4U

BN3 - Supplies for Dia De Los Muertos and Multi-Cultural Festivals

BN4 - Artists performing in virtual Dia De Los Muertos and Multi-Cultural Festivals

BN5 - Videographer and other honorariums for virtual Dia De Los Muertos and Multi-Cultural Festivals

BN6 - Payment made in Fiscal Year 2020-21 for fourth quarter Fiscal Year 2019-20 salaries

CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 15, 2021

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Community Services Manager

SUBJECT: RECEIPT OF THE SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2020-21 YEAR-END CITY REIMBURSEMENT REPORT

Attached for the Arts Commission's review is the Fiscal Year (FY) 2020-21 Simi Valley Cultural Arts Center Year-End City reimbursement.

In 2002, the City Council approved a reimbursement program for the Cultural Arts Center (CAC) 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 2020-21 earned income totaled (\$233) as a result of ticket refunds and the CAC being closed due to the COVID-19 pandemic. Therefore there is no reimbursement due to the City for FY 2020-21.

The following alternatives are available to the Commission:

1. Receive the Fiscal Year 2020-21 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 Fiscal Year 2020-21 Simi Valley Cultural Arts Center Year-End City Reimbursement Report.

**Fiscal Year 2020-21 Simi Valley Cultural Arts Center
Year-End City Reimbursement**

CAC FY 2020-21 Earned Income	(\$ 233)
<u>CAC FY 2020-21 Unearned Income</u>	<u>\$33,095</u>
FY 2020-21 CAC Gross Revenues	\$32,862
Ten Percent of Earned Income (\$233) x 10%	
<u>Less FY 2020-21 Non-Profit Subsidy Credit</u>	
Balance due to City of Simi Valley	\$ 0

**FY 2020-21 Cultural Arts Center Year-End
Supporting Information/Breakdown
Annual City of Simi Valley Reimbursement**

Earned Income

Advertising Income	\$2
Box Office	(\$235)
Concessions	\$0
Rentals	\$0
<u>Total Earned Income</u>	<u>(\$233)</u>

Unearned Income

Contributions	\$15,233
Grants	\$17,852
Interest	\$10
Reimbursed Tech	\$0
<u>Total Unearned Income</u>	<u>\$33,095</u>

Non-Profit/Educational Subsidy Credit

1 st Quarter	\$0
2 nd Quarter	\$0
3 rd Quarter	\$0
<u>4th Quarter</u>	<u>\$0</u>
Total Non-Profit Subsidy Credit	\$0

**SIMI VALLEY CULTURAL ARTS CENTER
NON-PROFIT/EDUCATIONAL SUBSIDY REPORT
07/01/20 - 06/30/21**

TOTAL BY QUARTER	# PERFS.	AMOUNT
1 st Quarter	0	\$0.00
2 nd Quarter	0	\$0.00
3 rd Quarter	0	\$0.00
4 th Quarter	0	\$0.00
Total Subsidy FY 2020-21	0	\$0.00

The Cultural Arts Center remained closed during FY 2020-21 due to the COVID-19 pandemic.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 15, 2021

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: UPDATE ON STRATEGIC PLAN PROGRESS AND DISCUSSION OF THE ARTS COMMISSION AGENDA ITEMS FOR FY 2021-22

At the July 26, 2021 City Council meeting, the City Council approved the Strategic Plan for the Simi Valley Cultural Arts Center which had been presented previously to the Arts Commission. As part of the evaluation and reporting structure of the Strategic Plan, a Strategic Plan update will become a standing agenda item at every Arts Commission meeting to monitor progress of the plan.

The six strategic priorities identified in the plan are:

1. Quality of Life
2. Sustainability
3. Programming
4. Marketing, Outreach, and Community Partnerships
5. Facility and Experience
6. Arts Leadership and Advocacy

The Center is still closed at this time due to the COVID-19 pandemic. This, combined with the slower than anticipated recruitment process for the Technical Theater Coordinator and Assistant Community Services Manager has hastened our initial progress in executing some of the objectives identified in the strategic plan. Progress has been made in the following areas:

Quality of Life:

- Goal 1: Attract new artists, arts organizations, and audiences to ensure facility use and attendance figures better match Simi Valley demographics by 2025.

Progress: The Día De Los Muertos Event in 2020 and the Multicultural Festival in 2021 have already attracted new audiences, artists, and arts organizations to the CAC. To that end, as we create the 2022 calendar we have targeted specific prime weekend dates for presenting diverse, multicultural programming outside of traditional musical theater.

Sustainability:

- Goal 1: Safely reopening the CAC to full operational capacity, restoring revenue and facility use figures to at least 2019-20 projections by June 30, 2023.

Progress: Staff has been working diligently on developing and refining the CAC's Reopening COVID Safety Protocols for cleaning, social distancing (if required), facility setup/maintenance, touchless ticketing and payment systems.

- Goal 2: Ensure Transparent, accountable, and sustainable operation of the CAC while achieving a cost recovery rate of at least 10% to the General Fund

Progress: Currently we have two applications pending for grants from the National Endowment for the Arts as well as having received a substantial Shuttered Venues Operating Grant.

Programming:

- Goal 1: Ensure the CAC provides overarching program choices and arts experiences that represent the tastes of all Simi Valley residents, increasing new audience attendance by at least 10% every year.

Progress: Staff has been developing several non-musical theater based programs including a comedy night series, potential film festivals that have direct connections to Simi Valley, reinstating a monthly Tributes Unplugged concert series, and establishing a classical music concert series that includes a Classical Guitar Duo concert in February of 2022.

- Goal 3: Establish the CAC as the foremost arts education resource in Simi Valley, increasing the amount of arts education and emerging artist programs.

Progress: Staff is currently in the creation stage of developing Saturday morning, Spring Break and Summer Theater Camps to be presented by the CAC.

Marketing, Outreach, and Community Partnerships:

- Goal 2: Increase formal and informal relationships with outside organizations.

Progress: Staff is in the planning stages with Simi Sunrise Rotary to sponsor a Battle of the Bands weekend event in February of 2022 that will provide performance opportunities for local high school musicians. Also, staff continues to facilitate ongoing Ventura County Arts Leaders roundtable meetings as identified in Priority 3 of the strategic plan.

Facility and Experience:

- Goal 1: Create a CAC experience compatible with Simi Valley's small town feel, where audience members report a 100% Satisfaction rate.

Progress: Staff is finalizing analysis of two potential box office systems with plans of having it operational by October of 2021. This will allow for customer relationship management as well as donor management to support marketing plan goals to create a more targeted CAC experience.

Arts Commission Agenda Items for Fiscal Year (FY) 2021-22

The Strategic Plan assignments for FY 2021-22 include five projects that are anticipated to fall within the purview of the Arts Commission:

- **COVID-19 Rental Rate Recovery/Grant Program:**
This program would establish a special rental rate or grant program to encourage artists and arts organizations to return to the CAC as part of COVID-19 recovery (Sustainability Goal 2.).
- **Development of a Municipal Arts Grant Funding Program:**
Initial research into the development of a municipal arts funding program to support arts organizations, community events, and cultural projects in Simi Valley, including the requirements for the Simi Valley Arts Commission to become eligible as a sub-granting organization for the National Endowment for the Arts (Arts Leadership and Advocacy Goal 1).
- **Review of the Role of the Arts Commission and Drafting of Bylaws:**
The Simi Valley Arts Commission is presently operating under the duties and responsibilities established in 1997 and is without adopted bylaws. This would review the current role of the Arts Commission and develop bylaws for adoption (Arts Leadership and Advocacy Goal 1).
- **Inclusivity, Diversity, Equity, and Accessibility (IDEA) Committee Initiative:**
The IDEA committee's anticipated purpose is to provide community input on programs and policy to ensure the CAC is offering arts opportunities that are of representative, of interest, and accessible to all Simi Valley residents (Quality of Life Goal 1).
- **Rental Policy Review:**
A formal review of the CAC rental policy and rates to identify any unforeseen barriers that may restrict community access to the CAC (Marketing, Outreach and Community Partnerships Goal 4.).

Based on the Arts Commission meeting schedule, the scope of each project, and community needs, staff is recommending these items are agendaized as New Business according to the following schedule:

February 17, 2022

COVID-19 Rental Rate Recovery/Grant Program
Development of a Municipal Arts Grant Funding Program

April 21, 2022

Review of the Role of the Arts Commission and Drafting of Bylaws

July 21, 2022

Rental Policy Review
IDEA Committee Initiative

The Arts Commission can also consider an alternative schedule, including special meetings, or appointing ad hoc committees for any of the above items.

Suggested Motion:

I move to approve to agendize the CAC Strategic Plan Items according to staff's recommendation for the February, April, and July 2022 Arts Commission Meetings.

Prepared by: Fred Helsel, Community Services Manager CAC
David Yoshitomi, Community Services Manager

CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 15, 2021

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: RECEIPT OF U.S. SMALL BUSINESS ADMINISTRATION'S OFFICE OF DISASTER ASSISTANCE SHUTTERED VENUES OPERATORS GRANT

In May 2021, staff applied for the U.S. Small Business Administration's Office of Disaster Assistance Shuttered Venues Operators Grant. In August of 2021, the City was notified that it was successful in its application and was awarded \$232,700.90 based upon the Cultural Arts Center's 2019 calendar year operations budget.

The Shuttered Venue Operators Grant (SVOG) program was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, and amended by the American Rescue Plan Act. The program includes over \$16 billion in grants to shuttered venues, to be administered by SBA's Office of Disaster Assistance. Eligible applicants could qualify for grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million.

The onset of COVID-19 forced Arts venues globally to unexpectedly shut down beginning in March of 2020. Many of those venues remain closed or have permanently closed their doors. The purpose of the Shuttered Venues Operators Grant is to help the Arts community survive the forced shutdown and aid in reopening. Funds received from the grant can be used to offset certain expenses from March 2020 through December 31, 2021 and grant amounts awarded could equal up to 45% of earned income during the 2019 calendar year. Approved expense categories include staffing, payment to independent contractors, ordinary and necessary business expenses, administrative costs, and capital expenditures related to producing a theatrical or live performing arts production. The originally submitted grant project budget request was for \$131,800. However, based upon the CAC's earned income for 2019, a grant of \$232,700.90 was awarded. CAC will amend the project budget to equal the amended grant amount.

Notification of the grant award was sent via email on August 13, 2021 with a deadline to accept the grant award and return a signed Notice of Award by August 20, 2021. SVMC 2-6.205(m) authorizes the City Manager to execute all grant application agreements and documentation, including contracts, and grant applications, following approval by the City Council. After consultation with the City Manager regarding the short response time allotted for accepting the SVOG grant and the inability to obtain both the Commission's and City Council approval prior to the deadline date, it was determined that staff should move forward with acceptance so as not to jeopardize losing grant funding. Due to the urgency, staff has requested City Council post authorization approval (at their September 13, 2021 meeting) prior to providing a report to the Arts Commission.

Prepared by: Fred Helsel, Community Services Manager

CITY OF SIMI VALLEY • MEMORANDUM

DATE: September 15, 2021
TO: Simi Valley Arts Commission
FROM: Fred Helsel, Community Services Manager
SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER PROGRAMMING RREPORT

Reflected below are programming descriptions for events being offered or planned for the Simi Valley Cultural Arts Center and the Simi Valley Virtual Arts Center.

FALL CRAFT AND GIFT FAIR

October 9, 2021

10 am – 4 pm

Cultural Arts Center Parking Lot

Pick up those one of a kind gifts at SVCAC's Annual Fall Craft & Gift Fair – returning to an in person outdoor event! Browse the handmade crafts, unique gifts and tempting treats of some great local small business vendors! From jams and jellies to soaps, candles, jewelry and more - this event is always a great place to pick up fun, affordable gifts to celebrate special occasions or to just treat yourself!



**FALL On-Site Outdoor
Craft & Gift Show**

**Saturday, October 9
10 am - 4 pm**

Simi Valley Cultural Arts Center
3050 E. Los Angeles Avenue
Simi Valley, CA 93065
Corner of LA Avenue and Church Street
805-583-7905 blastort@simivalley.org



All Together Now!

A Fundraising Concert Event to Benefit SVCAC,

Actors' Repertory Theatre of Simi,

Studio Collective, and the SVCAC Foundation

November 12 – 14, 2021



All Together Now is a global event happening the same weekend at theatres across the nation. This 15-song cabaret will feature a live band and amazing musical performances, including songs from Disney's *Newsies*, *Fiddler on the Roof*, *Mary Poppins*, *Les Misérables*, *Waitress*, and many more! Join us as we celebrate our community, artists, and theatre's triumphant return to the SVCAC stage after a long and difficult year apart.

ALWAYS ... PATSY CLINE

November 20 – December 19, 2021



Michele McRae and Kathleen Silverman reprise their award-winning roles as we bring back one of SVCAC's most beloved musicals. Featuring classic Patsy Cline hits such as *Crazy*, *Blue Moon of Kentucky*, *I Fall To Pieces* and *Sweet Dreams*. This loving tribute to one of America's most beloved music icons will have you clapping along as you travel down memory lane.

BLUE CHRISTMAS WITH ELVIS

Featuring Raymond Michael

Sunday, December 12, 2021 at 7:30 pm



THE LONG RUN

A Tribute to The Eagles

Wednesday, December 15, 2021 at 7:30 pm



jon neftali photography

virtual gallery show

Now Featured

Jon Neftali
PHOTOGRAPHY

Professional
Travel
Landscape
Fashion
and Event
Photography

www.svvac.org

Jon is a Los Angeles based travel, landscape, and event photographer whose work has been featured throughout Southern California in print and social media as well as marketing materials, websites and archival collections. He got his start shooting fashion photography with his friends in high school and his passion grew from there. His travel and landscape photography spans 7 countries, 4 continents and counting. Jon is a frequent collaborator with the Simi Valley Cultural Arts Center, capturing over a dozen SVCAC productions including our most recent productions of *Mamma Mia* and *Elf*.

Check out Jon's stunning work in his [virtual gallery](#). And if you are looking for some exciting new art to brighten up your home or office, be sure to check out his online [Prints for Purchase](#). You can also follow Jon's adventures in photography on [Instagram](#).



Silver Anniversary Fundraising Campaign!

Become a **Silver Anniversary Donor** by giving to the **Simi Valley Cultural Arts Center's 25th Anniversary Campaign!** No gift is too small or too large! SVCAC has already reached over 35% of our \$25,000 goal in honor of our 25th Anniversary!

DONATING IS EASY!

- Donate Online in **SECONDS** at our [PAYPAL LINK](#)
- Call us directly at 805-583-7905 to make a donation over the phone to a LIVE PERSON!
- Mail a check made payable to SVCAC to: Simi Valley Cultural Arts Center, 3050 East Los Angeles Avenue, Simi Valley, CA 93065.

Plus the following projects are planned and/or pending . . .

- **Potential one night concert events in October as trial runs**
- **Potential Parking Lot Concerts offsite**
- **Additional Virtual programming - Gallery Shows, Cabarets, Youth Arts Classes, etc**
- **Diversity Series**
- **Simi Storytellers Series**
- **Summer Camp/Spring Break/Saturday Morning Youth Classes**