



SIMI VALLEY CULTURAL ARTS CENTER

3050 East Los Angeles Avenue Simi Valley, California 93065

SIMI VALLEY ARTS COMMISSION

Wednesday, February 16, 2022, 3:30 p.m.

Zoom Online Meeting

<https://simivalley.zoom.us/j/83144661336>

Or by Telephone: Dial US: +1 253 215 8782 Webinar ID: 831 4466 1336

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: November 17, 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/83144661336>
Or listen by telephone: +1 253 215 8782 Webinar ID: 831 4466 1336
- 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/83144661336> 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 2021-2022 Operating Budget Update
 - b. Mid-Year Review of the Simi Valley Cultural Arts Center Capital Improvement Program for Fiscal Year 2021-22 and Review of the Fiscal Year 2022-23 Capital Improvement Program
 - c. Update on the Simi Valley Cultural Arts Center Performing Arts Recovery Grant Program
 - d. Update on the Simi Valley Cultural Arts Center Strategic Plan Progress
 - e. Arts Commission Recruitment
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 Pro Tem Cavanaugh called the meeting to order at approximately 3:35 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Pro Tem Dee Dee Cavanaugh, Council Member Elaine Litster; Commissioners John Dantona, Kevin Ellis, Philip McBride, and Becky Savell.

Absent: Mayor Keith Mashburn, Commissioner Burton Weinstein, and Foundation Representative Marie Bennett.

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

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: September 15, 2021

A motion to approve the September 15, 2021 minutes as written was made by Council Member Litster, with a second from Commissioner Savell. The motion passed unanimously.

4. Public Statements

There were no statements from the public.

5. Continued Business - None

6. New Business

- a. Review and Approve the U.S. Small Business Administration's Office of Disaster Assistance Shuttered Venues Operators Grant Budget Recommendations

Fred Helsel, Community Services Manager, provided a review of the U.S. Small Business Administration's Office of Disaster Assistance Shuttered Venues Operators Grant Budget Recommendations. Cultural Arts Center (CAC) staff applied for the Shuttered Venues Operators Grant (SVOG). The CAC was initially awarded \$232,700.90 but based on their earned income for 2019, a supplemental grant of \$116,350.45 was also awarded. As

required by the granting guidelines, an amended project budget equal to the amended grant amount of \$349,051.35 must be submitted. The fiscal information submitted for the SVOG was solely based upon the CAC's Operation Budget and did not include any City General Fund expenditures.

SVOG guidelines allow some flexibility in reallocation of budget expenditures as long as they are made to eligible SVOG expense categories. The proposed SVOG budget was based on the CAC's actual and estimated expenditures eligible for reimbursement from March 2020 through October 2021 as well as projected qualifying expenditures from November 2021 through June 2022. Staff has currently identified over \$90,000 in expenses incurred between March of 2020 and October of 2021.

Estimates for future expenditures include projected salary reimbursement costs; production related expenses for three SVCAC produced shows including artists fees, licensing fees, and supply costs; advertising and promotional expenses; capital expenditures and equipment replacement costs; artists fees and contract labor costs for multiple concerts and multicultural events; box office and reopening related costs; and other qualifying business related expenses.

A motion to approve the U.S. Small Business Administration's Office of Disaster Assistance Shuttered Venues Operators Grant Budget Recommendations was made by Council Member Litster, with a second from Commissioner Dantona. The motion passed unanimously.

b. Review of Committee Report on COVID-19 Recovery Rental Rate/Grant Program to Assist Arts Organizations

David Yoshitomi, Community Services Manager, provided the report. An ad hoc committee was formed at the September 15, 2021 Arts Commission meeting to research and develop two grant programs to support the arts community. The first grant is to encourage rentals of the Cultural Arts Center (CAC) by providing facility rental rate subsidies. The second grant is to support the broader arts and cultural activities in Simi Valley.

The committee is moving forward with the first grant (Performing Arts Recovery Grant) in order to assist organizations and artists who wish to produce performances at the CAC in 2022. To be eligible for the Performing Arts Recovery Grant applicants must meet certain requirements and complete an application. CAC staff will review the grant for completeness and eligibility and the Arts Commission or appointed committee will review and approve the grant.

Potential funding for the first year of this program is from the City's American Rescue Plan Act pending approval from the City Council. The funds will be kept in the CAC Contingency/Performance Fund Account and tracked

through QuickBooks. Grantees would receive a credit on the rental invoice and then funds would be transferred from the Contingency/Performance Fund Account to the CAC operations account. The Arts Commission will receive a report on the grant account activity as part of recurring financial reports.

The ad hoc grant review committee is comprised of Commissioner Dantona, Commissioner Ellis, and Commissioner Savell with Commissioner McBride serving as an alternate.

A motion to approve the Simi Valley Cultural Arts Center Performing Arts Recovery Grant Program as proposed and recommend it for approval by City Council; and, appoint the ad hoc grant review committee with the authority to approve grant applications was made by Commissioner Savell, with a second from Commissioner Ellis. The motion passed unanimously.

c. Update on the Cultural Arts Center Strategic Plan Progress

Fred Helsel provided an update on the CAC strategic plan progress. Additional progress has been made in Quality of Life, Sustainability, Marketing, Outreach, and Community Partnerships, and Facility and Experience.

Quality of Life – The CAC attracted new audiences, artists, and arts organizations by meeting with the Founder and President of SciArtsRUs about the possibility of multicultural programming and collaboration opportunities and with Moorpark Ballet and Moorpark Symphony regarding potential use of the facility.

Sustainability – CAC staff is working closely with SVCAC Foundation in creating multiple fundraising opportunities in 2022. They also partnered at the Simi Valley Street Fair to promote the reopening of the CAC and share recruitment information for vacant CAC positions and Foundation board members.

Marketing, Outreach, and Community Partnerships – Staff has been working to partner with Moorpark Ballet and Moorpark Symphony to perform at the CAC.

Facility and Experience – Staff upgraded the CAC's box office system to Thunder Tix which will enhance customer relationship management as well as donor management to support marketing plan goals to create a more targeted CAC experience.

The strategic plan also includes projects that fall within the purview of the Arts Commission. Progress has been made in Sustainability.

Sustainability – The Ad Hoc Committee created a CAC Performing Arts Recovery Grant Program that will assist local non-profits, arts and educational organizations use of the CAC by partially offsetting rental fees during 2022 (approved under 6b).

7. Reports

a. Simi Valley Cultural Arts Center Programming Report

Mr. Helsel reported that the Virtual Craft and Gift Fair has been canceled due to only having ten vendors. The CAC is opening *Always Patsy Cline* on November 20th through December 19th, Blue Christmas with Elvis concert featuring Raymond Michael will be on December 12th, and The Long Run – A Tribute to the Eagles concert will be on December 15th. Also, a one evening family friendly Comedy Night is scheduled for December 5th that is presented by JR's Comedy Club. It's a night of stand-up comedy that is holiday themed with six different comics. On December 31st, JR's Comedy Night is presenting a two seating event for New Year's Eve, a dinner package or a show only package, both include a champagne toast. The Main Gallery includes pencil drawings of celebrities by Gary Saderup that are framed, matted, and affordably priced, and a great gift idea for those that have a favorite celebrity. The CAC is also continuing their 25th Anniversary fundraising campaign. Some upcoming potential programming include a diversity series, cabaret, a film series (potentially a Ronald Reagan film series and another of films taken in the Simi Valley area), a guitar duo concert in February which will be part of the classical music series, slam poetry nights, open mic nights, and storytelling nights. Mr. Helsel introduced the CAC's new Assistant Community Services Manager, Tiffany Colli-Moon. She worked at the Melrose Trading Post and the Greenway Theater in Los Angeles and they were very successful with their poetry evenings and open mic nights. Ms. Colli-Moon will bring her expertise to develop these programs at the CAC.

b. Update on Simi Valley Cultural Arts Center Foundation Activities

Anna Medina, Deputy Community Services Director, provided the report for Foundation Representative Marie Bennett who was unable to attend the meeting. The Foundation organized two additional restaurant fundraisers and have raised over \$1,000 year-to-date. They also participated in the Simi Valley Street Fair where they promoted the reopening of the CAC; organized a drawing for four tickets to the musical *Always Patsy Cline* and an opportunity drawing for two wine baskets; and recruited two residents for volunteer usher positions at the CAC. They also distributed Foundation membership brochures and CAC flyers showing upcoming events. The Foundation continues to apply for grants. They received \$5,000 from the California Relief Grant Program and an additional \$5,000 from the Business Assistance Grant through the Ventura County Community Foundation. The

Foundation reported a balance of \$493,459 in the Ventura County Community Foundation Endowment fund and are looking forward to partnering with the CAC to develop fundraising opportunities to increase the endowment. Also, the Foundation recently held elections for officers for terms starting in January, 2022. The officers include Greg Sefain as President; Pilar Doolittle as Vice-President, Resource Development; Nico Martin as Secretary; David Misko returning as Treasurer; and Sherry Keowen returning as Vice President, Membership.

c. General Manager's Report

Mr. Helsel provided the General Manager's report. The CAC recently hired a Technical Director that will be starting in two weeks. He recently toured the facility and is excited to be joining the CAC family. The CAC is currently recruiting for the box office position. The current box office manager, Linda Sanhamel, will be transferring to the City Clerk's Office.

8. Commissioner Comments

Commissioner Dantona stated that he was excited to hear about the upcoming events.

Commissioner Ellis attended the musical *Always Patsy Cline* and stated it was a great show and that both actresses were phenomenal.

Council Member Litster is excited about all that is happening at the CAC and appreciates assisting artists and organizations with the new grant. Council Member Litster also recommended promoting the comedy night as family friendly.

Commissioner McBride is excited to see that the CAC is days away from its triumphant return and with a show that has ties to the community. He stated he was looking forward to attending a show.

Commissioner Savell is always impressed with Mr. Helsel's ingenuity and that the strategic plan is moving ahead. Ms. Savell is excited to see the creative energy Ms. Colli-Moon will bring to the CAC.

Mayor Pro Tem Cavanaugh welcomed Ms. Colli-Moon and thanked the staff for doing a great job.

9. Adjournment

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

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 16, 2022

TO: Simi Valley Arts Commission

FROM: Anna Medina, Deputy Community Services Director

SUBJECT: RECEIPT OF THE SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2021-22 OPERATING BUDGET UPDATE

Attached for the Arts Commission's (Commission) review is the Fiscal Year (FY) 2021-22 Cultural Arts Center (CAC) Operating Budget Update Report through November 30, 2021.

Status of FY 2021-22 Operating Budget (through November 30, 2021)

Through November 30, 2021 of FY 2021-22, the CAC showed Gross Income of \$46,257 with Total Expenses of \$30,016. Due to the COVID-19 forced closure and the slow reopening of the CAC, income for the Center was minimal. Box Office revenue totaled \$17,416 with zero revenue in Rental Fees, Concessions, Advertising Income or Reimbursed Technical Costs recorded during this period.

An analysis of Contributions/Fundraising Income shows \$25,000 in donations made to the Greg Stratton Memorial Fund in honor of former Commissioner Stratton and \$1,710 raised toward the 25th Anniversary Fundraiser goal of \$25,000. The remaining \$539 was from City employee payroll contributions.

Grant Income for this quarter was \$1,585 for Share the Arts raised from the in-person and virtual craft and gift fairs. In addition, the CAC received a \$349,051 payment from the Shuttered Venues Operators Grant (SVOG) which is in the Center's budget but tracked separately in order to provide an accurate picture of the CAC's operations. An updated report on the SVOG grant will be provided to the Arts Commission at the April 20, 2022 meeting.

In the Expense Cost of Goods Sold Categories, Artists Fees included \$10,850 for *Always Patsy Cline* Actors, Band, Designers, and Technical Staffing. Supplies included \$4,530 in new box office equipment and technical supplies.

In the Fixed Operational Expenses Categories, Dues/Licenses/Permits included \$11,295 for monthly box office software fees, various annual membership renewals and webinar trainings, annual renewals of our graphics software and Dropbox storage account, and licensing fees for *Always Patsy Cline*. Office expenses of \$1,283 included office furniture purchased for recently hired staff.

Due to the COVID-19 closure and the sluggish reopening, staff is hard at work to develop creative promotional campaigns, programming ideas, and other potential income streams while the CAC remains under COVID-19 restrictions and its effect on lower return in attendance.

The following alternatives are available to the Commission:

1. Receive the Cultural Arts Center FY 2021-22 Operating Budget Update Report through November 30, 2021;
2. Provide staff alternative direction.

Staff recommends Alternative No. 1.

Recommended Motion:

I move to receive the Cultural Arts Center FY 2021-22 Operating Budget Update Report through November 30, 2021.

Attachment

Prepared by: Fred Helsel, Community Services Manager/Cultural Arts Center

**SIMI VALLEY CULTURAL ARTS CENTER
FY 2021-22 BUDGET REPORT FROM JULY - NOVEMBER 2021**

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	ACTUAL	DIFFERENCE
INCOME			
4000 Box Office	\$262,650	\$17,416	(\$245,234)
4200 Contributions/Fundraising	\$52,400	\$27,249	(\$25,151)
4400 Grants	\$15,000	\$1,585	(\$13,415)
4500 Rental	\$41,500	\$0	(\$41,500)
4600 Concessions	\$10,800	\$0	(\$10,800)
4700 Advertising Income	\$3,000	\$0	(\$3,000)
4800 Reimbursed Technical Costs	\$40,900	\$0	(\$40,900)
4900 Interest Income	\$10	\$7	(\$3)
TOTAL INCOME	\$426,260	\$46,257	(\$380,003)
EXPENSE COST OF GOODS SOLD (COGS)			
5000 Special Events (DownStage Cabaret, Galas, etc.)	\$7,500	\$650	\$6,850
5100 Artist Fees	\$27,500	\$10,850	\$16,650
5300 Concession Supplies	\$3,100	\$0	\$3,100
5400 Supplies	\$13,350	\$4,530	\$8,820
5500 Provider Payments (Total Box Rec)	\$160,000	\$0	\$160,000
5600 Advertising/Marketing	\$18,800	\$633	\$18,167
5700 Contract Labor	\$20,000	\$360	\$19,640
SUBTOTAL EXPENSES (COGS)	\$250,250	\$17,023	\$233,227
TOTAL GROSS PROFIT	\$176,010	\$29,234	(\$146,776)
FIXED OPERATIONAL EXPENSES			
6100 Capital Replacement	\$41,500	\$0	\$41,500
6300 Credit Card Service Fees	\$11,150	\$415	\$10,735
6400 Dues/Licenses/Permits	\$27,000	\$11,295	\$15,705
6600 Office Expenses	\$600	\$1,283	(\$683)
TOTAL EXPENSES	\$80,250	\$12,993	\$67,257
NET PROFIT/LOSS (Before City Reimbursement)	\$95,760	\$16,241	(\$79,519)
City Reimbursement - 10%	\$100	\$0	\$100
City Reimbursed Staffing	\$90,000	\$0	\$90,000
NET PROFIT/LOSS (After City Reimbursement)	\$5,660	\$16,241	\$10,581
	Balance July 1, 2021	Credits/(Debits)	Balance November 30, 2021
CONTINGENCY / PERFORMANCE FUND	\$38,802	\$0	\$38,802

NOTES

BN1

BN2

BN1

BN1

BN1

BN1

BN3

Budget Reference Notes

BN1 - Effects of the COVID-19 forced closure and sluggish reopening

BN2 - Share the Arts Contributions

BN3 - Office furniture purchased for new staff members

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 16, 2022

TO: Simi Valley Arts Commission

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

SUBJECT: MID-YEAR REVIEW OF THE SIMI VALLEY CULTURAL ARTS CENTER CAPITAL IMPROVEMENT PROGRAM FOR FISCAL YEAR 2021-22 AND REVIEW OF THE FISCAL YEAR 2022-23 CAPITAL IMPROVEMENT PROGRAM

The Capital Replacement Program for the Simi Valley 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 have been approved by the City Council for FY 2021-22. Due to the CAC's closure during the first half of the fiscal year, staff placed capital equipment purchases on hold. As the CAC recently reopened to the public, staff will begin to make the equipment purchases identified below with the Shuttered Venues Operators Grant (SVOG) funds. Staff will continue to track and report on capital equipment expenditures.

Capital Projects Approved, in Progress:

Mac Mini replacement

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

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

Microphone Replacement and Repair

Microphone replacement is an ongoing capital expense for the CAC considering the heavy use the equipment endures throughout a season. With the equipment not being used and sitting idle for over 12 months unforeseen issues may be encountered as well. A typical production uses between 16-20 mics, not including mic swaps during the performance. Routine maintenance, replacement, and repair for current 500 MHz series mics must be completed, in addition to retrofitting mics and wires for the new digital mics.

Estimated Cost \$12,000

Lighting Equipment Replacement and Repair

Due to the closure, the lighting equipment has been dark for over 12 months. Unforeseen issues may pose the need for repair or replacement.

Estimated Cost \$ 8,000 - \$10,000

Proposed Capital Projects for FY 2022-23

Microphone Replacement and Repair

Microphone replacement is an ongoing capital expense for the CAC considering the heavy use our equipment endures throughout a season. The maintenance and repair costs of the new digital mics have increased. Additionally, regular routine maintenance, replacement, and repair is needed for the current 500 MHz series mics.

Estimated Cost \$15,000

Lighting Equipment Replacement, Repair and Upgrade to LED

Due to the 18 plus month closure, our lighting equipment was dark for nearly two years. Unforeseen issues may pose the need for repair or replacement. In addition, an upgrade is needed for some of the older lighting instruments (such as the Source 4's) to new LED lighting to both increase functionality and also save energy.

Estimated Cost \$25,000

RECOMMENDATION

Staff recommends that the Simi Valley Arts Commission authorize staff to include the proposed capital projects in the amount of \$40,000 in the Fiscal Year 2022-23 budget for approval by the City Council.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 16, 2022

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: UPDATE ON THE SIMI VALLEY CULTURAL ARTS CENTER
PERFORMING ARTS RECOVERY GRANT PROGRAM

Six Strategic Priorities were identified as part of the Strategic Plan for the Simi Valley Cultural Arts Center (CAC). Those priorities included:

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

Goal 2 of the Sustainability Strategic Priority was to establish a Rental Rate Recovery/Grant Program to encourage artists and arts organizations to return to the CAC as part of the COVID-19 recovery. At the November 17, 2021 meeting the Arts Commission approved the Performing Arts Recovery Grant Program and recommended it to the City Council for approval. Also, an Ad Hoc Committee was established with the authority to approve grant applications. The Grant Program, if approved by City Council, will provide financial support in the form of facility rental rate subsidies to local non-profits and arts and educational organizations by partially offsetting rental fees during 2022.

At the December 6, 2021 City Council meeting, the City Manager presented a plan outlining proposed projects to be considered for funding from the \$15,325,294 awarded to the City of Simi Valley through the American Rescue Plan Act (ARPA). Amongst the projects proposed was \$200,000 in funding allocated to the Cultural Arts Center to create a grant providing subsidy for non-profits and qualified Arts organizations to offset rental fees at the CAC. City Council directed staff to return to a future City Council meeting with a refined list of ARPA projects based on the City Council's input.

CAC and City Staff have identified potential organizations who would be eligible for the Performing Arts Recovery Grant program and are currently refining the application process for the program in hopes that City Council approves the project. Once the grant program itself is approved by City Council, the CAC will distribute the applications to a targeted list of organizations, making use of CAC reserve funds to launch the first round of funding. The CAC is hoping to extend the timeline of the grant through June 2023 should adequate funding be approved by City Council. Further updates will be provided to the Arts Commission as this project progresses.

Prepared by: Fred Helsel, Community Services Manager/Cultural Arts Center

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 16, 2022

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: UPDATE ON THE SIMI VALLEY CULTURAL ARTS CENTER STRATEGIC PLAN PROGRESS

At the July 26, 2021 City Council meeting, the City Council approved the Strategic Plan for the Simi Valley Cultural Arts Center (CAC) 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. Please note that the updated items below are in addition to updates reported during previous Arts Commission meetings.

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

While the CAC's postponement of reopening 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: Panic Productions has expressed interest in booking a 3 week run of a musical in fall of 2022 and a guitar duo concert played in early February. In addition the Tributes Unplugged series expanded from 4-6 concerts per year to at least 10. The CAC also held two comedy night events, including a New Year's Eve dinner and show event, in partnership with JR's Comedy Club.

General Manager has also been in discussion with Triple Talent conservatory program about a potential production of The Little Mermaid in May of 2022.

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: The CAC reopened with productions of *Always Patsy Cline* and *The Spitfire Grill* as well as several concerts from December through February. Staff continues to refine COVID Safety Protocols for cleaning, social distance seating, facility setup/maintenance, touchless ticketing and payment systems as we navigate through this pandemic.

- 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 the Simi Valley Arts Commission's newly created Grant Committee has been working with staff to refine a Simi Valley Performing Arts Recovery Program to assist local non-profit, arts and educational organizations use of the CAC by partially offsetting rental fees during 2022. CAC also anticipates applying for multiple upcoming grants from the California Arts Council and the National Endowment for the Arts.

- Goal 3: Develop collaborative fundraising initiatives with the Simi Valley Cultural Arts Center (SVCAC) Foundation to increase the size of the endowment on an annual basis.

Progress: CAC and City staff are working closely with SVCAC Foundation in creating multiple fundraising opportunities such as Foundation Nights during CAC events. In addition, a standing monthly meeting with the President and Vice President of the SVCAC Foundation has been set to address continued progress and new business related to strengthening the relationship between the City, the CAC and the SVCAC Foundation as well as fundraising goals for the SVCAC Foundation.

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: The General Manager has reserved weekend dates to explore new programming opportunities that align with the Strategic Plan and Recovery Grant program, including a Diversity Series, Film Series, Classical Music Series, Slam Poetry Nights, Open Mic Nights, Simi Storytellers Series, and expanded programming for the DownStage Theater.

- 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 continues to develop a potential Saturday morning, Spring Break and Summer Theater Camp program to be presented by the CAC.

Marketing, Outreach, and Community Partnerships:

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

Progress: Staff has met with representatives from Panic Productions about presenting a 3 week run of a musical in fall of 2022. Also, staff continues to facilitate ongoing Ventura County Arts Leaders roundtable meetings as identified in Priority 3 of the strategic plan as well as the aforementioned potential partnerships with Triple Talent conservatory and JR's Comedy Club. In addition, staff is meeting with Stage 1 Music conservatory about a series of recitals and possible co-hosting a series of community concerts featuring local young musicians.

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 has upgraded CAC's box office system to Thunder Tix which increases the CAC's ability to enhance customer relationship management as well as donor management in supporting marketing plan goals to create a more targeted CAC experience. Patron and staff response to the new ticketing system has been very positive.

Arts Commission Agenda Items

The Strategic Plan assignments for FY 2021-22 include projects that fall within the purview of the Arts Commission.

Sustainability:

- Goal 1: Establish a Rental Rate Recovery/Grant Program to encourage artists and arts organizations to return to the CAC as part of the COVID-19 recovery.

Progress: The Ad Hoc Committee met and worked with staff to create a Cultural Arts Center Performing Arts Recovery Grant Program that was approved by the Arts Commission at the November 17, 2021 meeting. The Arts Commission recommended it be presented to the City Council for approval. The grant will assist local non-profits, arts and educational organizations access use of the CAC by partially offsetting rental fees during 2022.

Prepared by: Fred Helsel, Community Services Manager/Cultural Arts Center

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 16, 2022
TO: Simi Valley Arts Commission
FROM: Anna M. Medina, Deputy Community Services Director
SUBJECT: ARTS COMMISSION RECRUITMENT

The 2022 Arts Commission recruitment for public members is scheduled to begin in early March of 2022. These recruitments typically occur in early spring for an appointment term that begins on July 1, which is the beginning of the Fiscal Year. Public members of the Arts Commission are appointed to serve staggered two year terms of service. There are five total public member positions on the Arts Commission.

Following this rotation schedule, the members of the Arts Commission that began their term on July 1, 2020 will have their term of service conclude on June 30, 2022.

These members are:

- John Dantona
- Phillip McBride

There are no term limits affiliated with service on the Arts Commission and existing members whose term of service is scheduled to conclude can reapply. In order to be considered, a new application would need to be submitted during the Spring 2022 recruitment process.

Outgoing Arts Commissioners will be presented with a certificate of appreciation for their service at a June 2022 City Council meeting. Staff will contact the outgoing Arts Commissioners once the date for this meeting has been confirmed.

Staff will be available for questions at the February 16, 2022 meeting.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: February 16, 2022
TO: Simi Valley Arts Commission
FROM: Fred Helsel, Community Services Manager/Cultural Arts Center
SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER PROGRAMMING REPORT

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

The Everly Brothers Experience Featuring The Zmed Brothers

Wednesday, February 16, 2022 at 7:30 pm

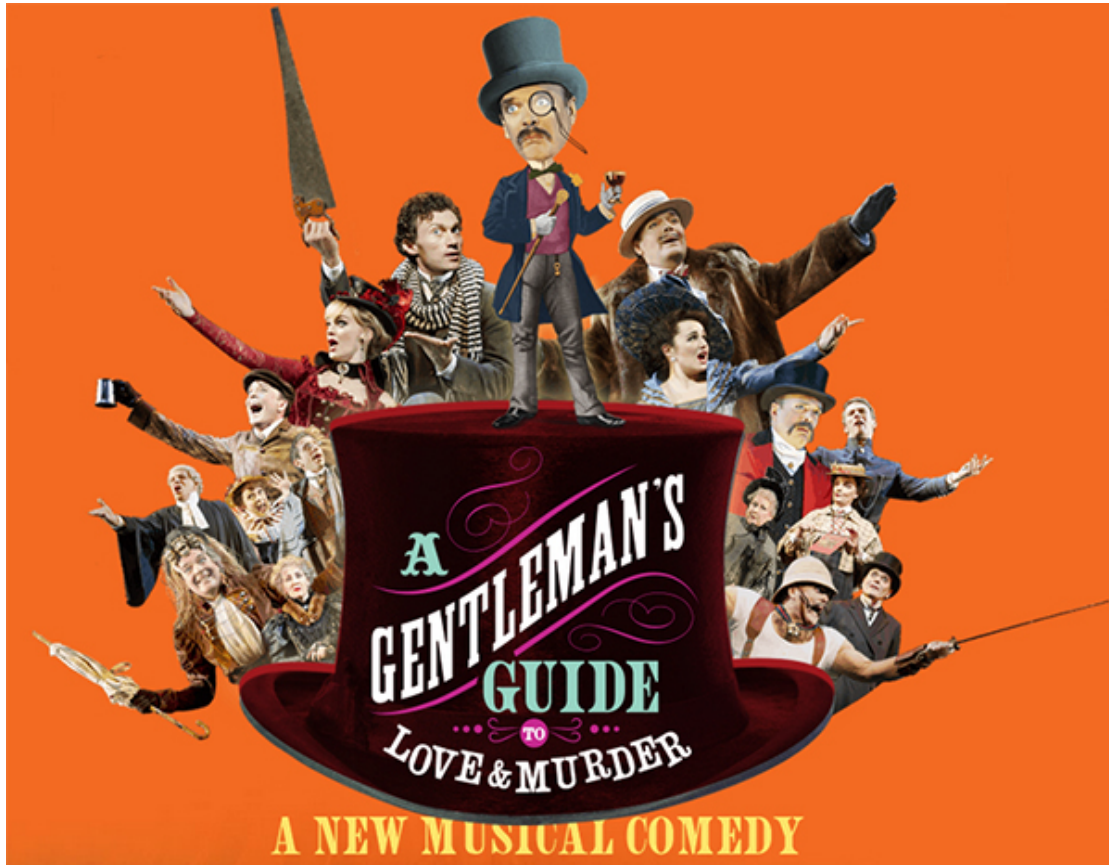


Castle Entertainment is proud to include the Everly Brothers Experience in Simi Valley Cultural Arts Center's Tributes UnPlugged 2022 season!

Since 2016, brothers Zachary and Dylan Zmed along with their partner and drummer Burleigh Drummond, have celebrated the pivotal music and history of The Everly Brothers legacy with enthusiastic crowds all across the US and overseas in prestigious venues. They say, "The music of the 50's and 60's are nostalgic for us, our parents raised us all on it, and we feel that the Everly's contribution is greatly overlooked, especially by younger generations. Our aim is not to impersonate but to do our best in honoring the aesthetics of their iconic sound and in honoring the important role they played in pioneering the rock n' roll movement, all while having a little fun sharing our own personal story." And they do just that. With a father, (Adrian Zmed) as a traveling singer/dancer/actor (Grease 2, Bachelor Party, T.J. Hooker), and a mother (Barbara) as a second grade teacher in a suburb of Los Angeles, the Zmed Brothers continuously strive to pay homage to their personal roots by always infusing an instinctual blend of entertainment (a la Smothers Brothers) and contextual education in their performance.

A Gentleman's Guide to Love and Murder

March 5 – April 3, 2022

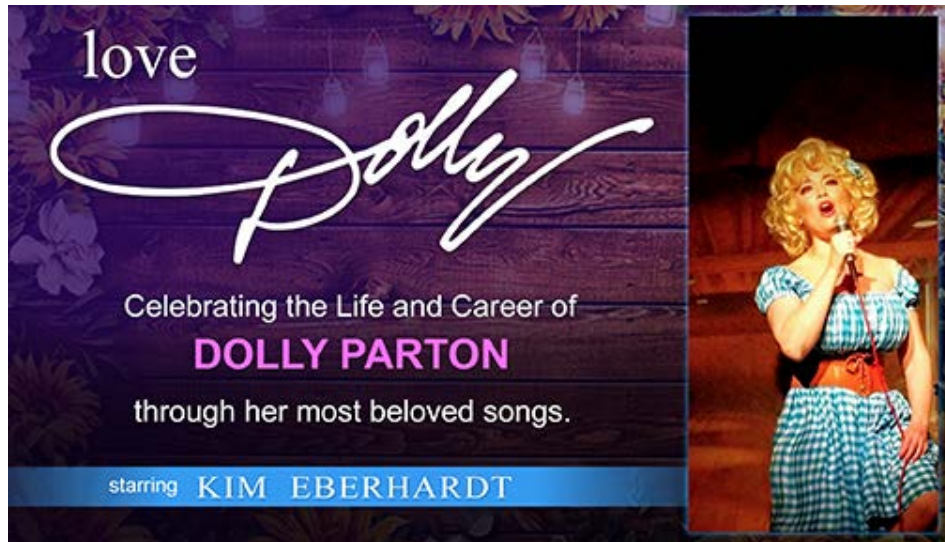


Produced by ARTS. **A GENTLEMAN'S GUIDE TO LOVE AND MURDER** is the knock-'em-dead, uproarious hit and the most-nominated show of the 2014 season with ten Tony nominations and four wins, including Best Musical. A distant heir to a family fortune sets out to speed up the line of succession by using a great deal of charm...and a dash of murder. This Broadway hit is filled with unforgettable music, nonstop comedy, and a scene-stealing role for one actor who plays all eight of the doomed heirs. Can Monty Navarro, juggle his fiancé and his mistress, knock off all eight of the heirs without being caught, and become the ninth Earl of Highhurst? See this knock 'em dead TONY AWARD WINNER FOR BEST MUSICAL to find the answers.

Love Dolly

A Celebration of Dolly Parton

Wednesday, March 16, 2022 at 7:30 pm



Castle Entertainment Group presents **LOVE DOLLY** as part of Simi Valley Cultural Arts Center's Tributes UnPlugged 2022 Series. Join us for a toe-tapping good time as we celebrate the life and music of country music legend Dolly Parton starring the musical talents of Kim Eberhardt.

"Hi everyone! My name is Kim. I am the writer and featured performer in the Love Dolly Show – which offers a personal and intimate portrait into how Dolly Parton has inspired me as a performer and as a person, revealed through storytelling and music. It's our acoustic love letter to Dolly and in it we perform some of the best-known and most beloved Dolly songs while sharing wonderful and inspiring stories about Dolly's life and career."

Kim Eberhardt's love of Dolly Parton began young, early in her performing life, and was only enriched when she was cast as Doralee Rhodes, Dolly Parton's role, in her first of multiple productions of the stage musical *9 to 5*. Kim's career as a vocalist, actress, dancer and choreographer has taken her across the country and over the seas, appearing on stages near and far. She has performed leading roles in plays and musicals such as *Singin' In The Rain*, *Annie*, *Victor Victoria*, *Macbeth*, *Bridges Of Madison County*, *Chicago*, *Beauty and the Beast*, *Grease*, *Guys & Dolls*, *A Chorus Line*, *Sound Of Music*, *Gypsy* and so many more.

"Y'all better be ready to smile, laugh n' tap yer toes, 'cause we're gonna have ourselves a good ol' time!"

With all-time smash hits like *Jolene*, *9 to 5*, and *I Will Always Love You*, this is a country party you won't want to miss!

Hard Day's Night

Southern California's #1 Beatles Tribute

Wednesday, April 20, 2022 at 7:30 pm



Presented by Castle Entertainment, Hard Day's Night – Southern California's #1 Beatles Tribute Show – has been thrilling audiences for years with tight harmonies and flawless note-for-note instrumental renditions of Beatle hits. Hard Day's Night has honed their show to become one of the most musically and visually satisfying Beatle tribute acts in the world.

Their custom-tailored costumes, vintage instruments, Liverpudlian dialect and precise attention to every detail recreate the magic, music, wit and wisdom of the total Beatle phenomenon. On stage, the four permanent members capture the unique personality, physicality and charm of the Beatle they portray, including the Fab Four's familiar head bobs, toe taps and patter between songs.

Join us for this very special, UnPlugged evening of Beatles hits.

Mother's Day with Elvis
Featuring Raymond Michael
Sunday, May 8, 2022 at 7:30 pm



One of Simi Valley Cultural Art Center's favorite performers is BACK IN THE BUILDING! Having entertained the world over as the King of Rock and Roll, Raymond Michael once again brings his beloved "Mother's Day With Elvis" Concert to our stage! Treat those special ladies in your life to a fun filled evening of classic Elvis hits and Tom Jones favorites. Great fun for the entire family!

Other Scheduled Events in 2022

SOMETHING ROTTEN

Produced by SVCAC
April 16 – May 15, 2022

Bohemian Queen (Tributes UnPlugged Series)

Wednesday May 11, 2022 @ 7:30 PM

Fortunate Son (Creedence Clearwater Revival -Tributes UnPlugged Series)

Wednesday June 22, 2022 @ 7:30 PM

Jim Curry (John Denver -Tributes Unplugged Series)

Wednesday July 13, 2022 @ 7:30 PM

Joseph and the Amazing Technicolor Dreamcoat

Produced by ARTS
July 23 – August 21, 2022

Taylor Made Tapestry (James Taylor / Carole King -Tributes UnPlugged Series)

Wednesday August 17, 2022 @ 7:30 PM

SHOW TBA

Produced by Panic Productions
September 3 – 18, 2022

Deja Vu (Crosby, Stills, Nash & Young -Tributes UnPlugged Series)

Wednesday September 21, 2022 @ 7:30 PM

SVCACF Fundraiser Event

September 24, 2022

1776

Produced by ARTS
October 8 – November 6, 2022

Lady Legends, Starring Khristina Kay (Tributes UnPlugged Series)

Wednesday October 16, 2022 @ 7:30 PM

The Petty Breakers (Tom Petty -Tributes UnPlugged Series)

Wednesday November 9, 2022 @ 7:30 PM

ELF The Musical

Produced by SVCAC
November 19 – December 23, 2022

TBA (Tributes UnPlugged Series)

Wednesday December 7, 2022

Blue Christmas With Elvis

Sunday, December 11, 2022



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.

More Events to Come in 2022!

We are holding open June 11 – July 10, 2022 to explore new programming opportunities at the Center that are aligned with our Strategic Plan and Recovery Grant program, including:

- **Diversity Series**
- **Film Series**
- **Classical Music Series**
- **Slam Poetry Nights**
- **Open Mic Nights**
- **Simi Storytellers Series**

Plus, we are launching **Youth Classes and Camps** soon!