



SIMI VALLEY CULTURAL ARTS CENTER

SIMI VALLEY ARTS COMMISSION

SPECIAL MEETING DATE

Wednesday, April 13, 2022, 3:30 p.m.

City Manager's Conference Room

City Hall, 2929 Tapo Canyon Road, Simi Valley, CA 93063

AGENDA

1. Call to Order/Welcome/Roll Call
2. Agenda Review
3. Approval of Minutes: February 16, 2022
4. Public Statements
This is the time allotted for statements or comments on matters within the subject matter and jurisdiction of the Arts Commission.
5. Continued Business - None
6. New Business
 - a. Consideration of the Proposed Simi Valley Cultural Arts Center Financial Operating Structure
 - b. Receipt of the Cultural Arts Center Fiscal Year 2021-22 Operating Budget, Fiscal Year 2021-22 Estimated Actual Budget Projections, and Review of Proposed Fiscal Year 2022-23 Operating Budget
 - c. Review of the Proposed Fiscal Year 2022-23 Operating Plan
 - d. Review of the U.S. Small Business Administration's Office of Disaster Assistance Shuttered Venues Operators Grant Budget
 - e. Establish an Ad Hoc Committee to Review the Duties and Responsibilities of the Arts Commission and Provide Recommendations for Bylaws
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

/s/

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 Litster called the meeting to order at approximately 3:34 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Pro Tem Elaine Litster; Commissioners Kevin Ellis, Philip McBride, Becky Savell, Burton Weinstein, and Cultural Arts Center Foundation Representative Sefain.

Absent: Mayor Keith Mashburn and Commissioner John Dantona.

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: September 15, 2021

A motion to approve the November 17, 2021 minutes as written was made by Commissioner Savell, with a second from Commissioner Ellis. The motion passed unanimously.

4. Public Statements

There were no statements from the public.

5. Continued Business - None

6. New Business

a. Receipt of the Simi Valley Cultural Arts Center Fiscal year 2021-2022 Operating Budget Update

Anna Medina provided an update of the CAC Operating Budget through November 30, 2021. Due to COVID-19 and the slow reopening, income for the CAC was minimal. Box Office revenue totaled \$17,416 with zero revenue in Rental fees, Concessions, Advertising Income, or Reimbursed Technical Costs. Contributions/Fundraising (Greg Stratton Memorial Fund, 25th Anniversary Fundraiser, Payroll contributions) totaled \$27,249 and Grants for Share the Arts totaled \$1,585. The CAC's Gross Income from July through November totaled \$46,257.

In the Expense Cost of Goods Sold categories, Artist Fees included \$10,850 for *Always Patsy Cline* Actors, Band, Designers, and Technical Staffing. Supplies included \$4,530 for 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 membership renewals and trainings, annual graphics software and Dropbox renewals, and licensing fees for *Always Patsy Cline*. Office expenses of \$1,283 included office furniture purchased for recently hired staff. The CAC's Expenses totaled \$30,016.

The City Reimbursed Staffing payment to reimburse the City for the Office Assistant in charge of the Box Office and the Theater Technician will be made during the second half of the fiscal year. This was halted due to staff being reassigned to other areas during the closure of the CAC.

A motion to receive the Cultural Arts Center FY 2021-22 Operating Budget Update Report through November 30, 2021 was made by Commissioner McBride, with a second from Commissioner Savell. The motion passed unanimously.

- 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

Anna Medina provided a summary of the CAC Capital Improvement Plan for FY 2021-22 and FY 2022-23. The Arts Commission reviews the Capital Replacement Program for the Simi Valley Cultural Arts Center (CAC) annually during the budget process to assist the CAC in planning for future purchases of equipment and capital needs, as well as for on-going maintenance.

The capital equipment purchases were placed on hold while the CAC was closed. However, now that the CAC is open, staff will begin to make the purchases. The City Council approved \$41,500 for Fiscal Year 2021-22.

The CAC is working on next year's budget and is proposing two Capital Projects totaling \$40,000 for Fiscal Year 2022-23. This includes the Microphone Replacement and Repair for an estimated cost of \$15,000 and Lighting Equipment Replacement, Repair, and Upgrade to LED for an estimated cost of \$25,000.

A motion to authorize the proposed capital projects totaling \$40,000 in the Fiscal Year 2022-23 budget for approval by City Council was made by

Commissioner Weinstein, with a second from Commissioner Ellis. The motion passed unanimously.

- c. Update on the Simi Valley Cultural Arts Center Performing Arts Recovery Grant Program

Fred Helsel provided the update on the CAC Performing Arts Recovery Grant Program. The Arts Commission approved the Performing Arts Recovery Grant Program and recommended it to the City Council for approval. An Ad Hoc Committee was established with authority to approve grant applications. If approved by City Council, the grant program 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 and extending into 2023. The City Manager presented a plan to the City Council outlining proposed projects from funding awarded to the City through the American Rescue Plan Act (ARPA). The proposal included funding for the grant program. However, the City Council deferred the decision to a future meeting pending additional input. Therefore, the CAC will utilize reserve funds to launch the first round of funding with a possibility of extending the timeline of the grant through June 2023.

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

Fred Helsel provided an update on the CAC strategic plan progress.

Quality of Life – The CAC attracted new audiences, artists, and arts organizations including Panic Productions and Triple Talent. In addition, the CAC presented a guitar duo concert in February and several comedy night events, including a New Year’s Eve dinner and show. The CAC also added several more Tributes Unplugged concerts to the calendar.

Sustainability – The Arts Commission, in conjunction with staff, developed the Performing Arts Recovery Grant. Created fundraising opportunities and developed fundraising goals with the SVCAC Foundation.

Programming – The CAC has reserved weekend dates to explore new programming that align with the Strategic Plan and Recovery Grant programs and expanded programming for the DownStage Theater. The CAC is continues to develop a Theater Camp program.

Marketing, Outreach, and Community Partnerships – Staff has been working with Panic Productions for a fall musical, Triple Talent conservatory for a potential production of The Little Mermaid, Stage 1 Music conservatory regarding a series of recitals and community concerts featuring local young musicians.

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 Arts Commission approved the CAC Performing Arts Recovery Grant Program and recommended it for City Council for approval

e. Arts Commission Recruitment

Anna Medina stated the terms of service for two members serving on the Arts Commission would conclude on June 30, 2022. Members serve staggered two year terms of service. The recruitment process will begin in March, for an appointment term that will begin on July 1, 2022. There are no term limits and existing members whose term of service is concluding can reapply, however a new application will need to be submitted during the recruitment process. The two members whose terms will conclude on June 30, 2022 are John Dantona and Phillip McBride.

7. Reports

a. Simi Valley Cultural Arts Center Programming Report

Fred Helsel provided an overview of upcoming programming at the CAC. He stated several “Tributes UnPlugged Series” concerts are scheduled that include: The Everly Brothers Experience in February; Love Dolly, A Celebration of Dolly Parton in March; Hard Day’s Night – Southern California’s #1 Beatles Tribute show in April; Mother’s Day with Elvis Featuring Raymond Michael and Bohemian Queen in May; Fortunate Son – Creedence Clearwater Revival in June; John Denver in July; James Taylor/Carole King in August; Crosby, Stills, Nash & Young in September; Lady Legends in October; and The Petty Breakers in November. Actors Repertory Theater (ARTS) will be presenting *A Gentleman’s Guide to Love and Murder* beginning early March followed by the CAC production of *Something Rotten* in mid-April. Other events include an ARTS production of *Joseph and the Amazing Technicolor Dreamcoat* and *1776*, and *Elf the Musical* produced by the CAC.

b. Update on Simi Valley Cultural Arts Center Foundation Activities

Greg Sefain, the newly elected Foundation President, provided a brief overview of his background and Foundation activities. The Membership Committee completed their first membership letter and will be mailing it out in the next few weeks; the Programs Committee will be meeting to discuss

possible events to promote the Arts in the Community at the CAC; and announced the Foundations big event in September, The Simi Valley Showcase. Thanks to the City for providing a grant to assist with expenses for the event. This event will showcase performers within the community.

c. General Manager's Report

Fred Helsel stated the CAC is planning a Craft Fair in the summer and may incorporate a food truck or other features to attract public attention. The recent craft fair was held outdoors, received a huge response from people driving by, and was the highest selling craft fair to date. Craft Fairs will continue to be held outdoors. Mr. Helsel stated that it has been difficult having productions without a Technical Director in place and dealing week to week with COVID related issues. He applauded everyone that has supported the CAC by attending the shows, the cast and crew, and the City. He is proud that the CAC is a City operated venue because the City of Simi Valley takes great care of the CAC and everyone involved at the CAC. He also stated how fortunate he is to receive so much respect and support and he is thankful for that. Mr. Helsel indicated that the CAC is having multiple electrical issues. The house lights go on and off by themselves. Maintenance staff is looking into the issue and possible repair work may be needed. The CAC recently had issues with some stairwell lights that would not turn on however that has been fixed. The system is 27 years old and parts are no longer being manufactured. The CAC is currently in the interview process for the Technical Coordinator and a new Box Office Manager, Jessica Mata, was hired to replace Linda Sanhamel who transferred to the City Clerk's Office.

8. Commissioner Comments

Commissioner McBride reiterated the struggles that the CAC was going through, how several shows of *The Spitfire Grill* had to be canceled due to COVID, and trying to get friends and family to see the show, even with complimentary tickets, was difficult. He was trying to figure out how to encourage the public to feel comfortable enough to return in order to revitalize the CAC. The budget (reviewed under 6. a) shows the impact of low attendance. Commissioner McBride asked about the reimbursement to the City and whether there was a possibility of reallocating the funds back into the CAC to bring it back to life.

Linda Swan stated that it would be plausible to have staff prepare a report for the Commission with alternatives or ideas. Staff can look into possibly pausing the reimbursement for a period of time. The Commission can then decide if they would like to make any recommendations for the City Council to consider.

Commissioner Ellis agreed with Commissioner McBride, having seen the same issues with Patsy Cline. There were empty seats as the cast/performers were putting their heart and soul into the performance. He stated It was disheartening

to see the CAC struggling. If the solution is to reallocate the City reimbursement, Commissioner Ellis believes it would be extremely helpful to the CAC and the Community and he would support it.

Commissioner Weinstein stated that everyone is getting impatient with COVID and would love to get back to normal.

Commissioner Savell stated that staff is doing a phenomenal job during this trying time. She indicated she would attend a meeting to discuss potential opportunities and stated the Commission has to look at things differently and strategically. It will take time to get back to normal (pre-COVID), the Commission will need to think creatively and take advantage of this hardship. Commissioner Savell stated she was supportive of the CAC.

Mayor Pro Tem Litster shared her thoughts about attracting audiences that may not frequent the CAC. Perhaps reaching out to culturally diverse groups in the Community that would bring their own patrons. These patrons may return for future programming. Mayor Pro Tem Litster stated that she attended the last performance of *The Spitfire Grill* and had a great conversation with another patron. The patron indicated that the CAC was the most wonderful theater she has ever been to and has been attending for years as a treat to herself. The patron also stated what a jewel and gem the Cultural Arts Center is. Mayor Pro Tem Litster stated that the CAC has a loyal and loving base, but they are nervous so it will take time for them to feel comfortable to return.

9. Adjournment

The meeting was adjourned at approximately 4:49 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 13, 2022

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: CONSIDERATION OF THE PROPOSED SIMI VALLEY CULTURAL ARTS CENTER FINANCIAL OPERATING STRUCTURE

It is recommended that the Arts Commission consider the proposed financial operating structure for the Simi Valley Cultural Arts Center.

Current Financial Structure

The CAC is presently operating under the financial structure approved by City Council at the March 4, 2002 meeting. It is a hybrid financial model that encompasses revenue and subsidy through the City of Simi Valley, CAC programming, the Simi Valley Cultural Arts Center Foundation, grants, fundraisers, and other contributions.

The current CAC staffing model consists of:

- One Community Services Manager (CAC General Manager);
- One Assistant Community Services Manager (CAC Assistant Manager);
- One Office Assistant II (CAC Office Manager);
- One Office Assistant II (CAC Box Office Manager); and
- One Technical Coordinator position

The City's General Fund provides for the salary and benefits for all 5.0 FTE positions and is responsible for the building's physical plant, including custodial services and supplies, utilities, capital projects, and some office expenses.

Currently, the CAC Operations Fund is responsible for reimbursing the General Fund for approximately 1.5 FTE positions: the salary and benefits of one Office Assistant II (CAC Box Office Manager) and approximately .5 of the Technical Coordinator position, up to a maximum of \$35,000 annually. The CAC Operations Fund is also responsible for reimbursing the City 10% of Earned Income each fiscal year, minus any Non-Profit rental subsidies. Earned Income budget categories include Box Office, Advertising, Rentals, and Concessions. The Simi Valley Cultural Arts Center Foundation supports the Operations Fund with quarterly contributions of approximately \$8,500 (increasing annually based on the cost of living index formula).

The original operating structure established with the purchase of the CAC in 1995 required the Center to pay for the day-to-day operations of the Center and reimburse the City for the cost of their salaries from ticket sales, grants, and donations. The City was required to provide the maintenance and upkeep of the facility. Ambitious financial goals were established for the Cultural Arts Center Foundation in 1995, which included the creation of a \$2 million endowment to help subsidize the ongoing operations of the Center. Although the annual support from the Foundation has grown from \$20,500 in FY 2000-2001 to over \$30,000 in subsequent years, progress in reaching the \$2 million endowment goal has been challenging. Due to limited operational capital under the original model, the CAC had to frequently request that the City Council approve Budgetary Policy Items such as speakers, microphones, spotlights, and funds for marketing and advertising.

To create a more simplified financial structure, the City Council approved a revised proposal in March 2002, allowing the Center to retain 90% of all earned income, with the City paying for all salaries and benefits and requiring that the CAC forward 10% of earned income annually to the City. This arrangement was similar to the Senior Center where salaries and benefits were paid by the City and rental revenues provided back to the City to offset facility maintenance cost. Per the approved 2002 financial operating structure, the CAC operating fund is responsible for all production, including production-related capital equipment expenses, and operating costs.

The Center shifted away from using contract labor to perform technical services for the Center in 2006 and hired part-time staff members to ensure staffing was available during performances. Subsequently, with a ramping up of increased performances, the City Council approved a Policy Item that allowed the Center to hire a full time Technical Coordinator and a second Office Assistant II (Box Office Manager) with the CAC required to reimburse the General Fund as follows: Full salary and benefit reimbursement of Office Assistant II (Box Office Manager) and (.5) of the Technical Coordinator, up to a maximum of \$35,000 annually, to the General Fund.

Although the Center has been successful in reimbursing the General Fund for the past several years for the designated positions, meeting this requirement will be increasingly difficult with the anticipated lingering effects of COVID and the goals established in the Strategic Plan.

Below is a chart outlining the past four years of performance of the CAC's Operations Fund showing the Gross Profit before City Reimbursements and the Net Income after reimbursements:

4-Year Operations Fund Performance	FY 2020-21	FY 2019-20	FY 2018-19	FY 2017-18	FY 2016-17
Income	\$32,862	\$432,190	\$526,565	\$500,023	\$439,801
Expense (Before Reimbursement to City)	\$37,816	\$283,121	\$364,407	\$360,880	\$367,465
Gross Profit	(\$4,954)	\$140,069	\$162,158	\$139,143	\$72,336
Staff Reimbursement to General Fund *	\$31,579	\$128,495	\$119,123	\$105,156	\$65,387
10% Reimbursement to General Fund	\$0	\$28,972	\$30,933	\$23,499	\$26,273
Net Income to CAC	(\$36,533)	(\$8,398)	\$12,102	\$10,488	(\$19,324)

*In FY 2020-21, the CAC reimbursed the City \$31,579 for the 4th Quarter of FY 2019-20 for approximately 1.5 FTE positions (one Office Assistant II/ Box Office Manager and approximately .5 of the Technical Coordinator). Because of the pandemic and the closure of the CAC, all but one staff member was temporarily reassigned to other City departments; therefore, no salary reimbursement payment was due to the City.

Proposal

At the February 2022 Arts Commission meeting, the Commission requested that staff provide an alternate finance structure for the Commission's consideration that would further the goals of the Center's Strategic Plan and provide a grace period for the Center to rebuild and recover from the impacts of COVID-19. With continuing COVID variants and the ongoing concern of COVID exposure among patron attendees and performers, the CAC (as identified in the table below), continues to struggle with gaining full attendance.

Month (Number of Performances)	Percentage of Capacity Sold
November, 2021 (5 Performances)	14% Capacity Sold (average of 25 seats per performance)
December, 2021 (13 Performances)	34% Capacity Sold (average of 60 seats per performance)
January, 2022 (0 Performances, 9 canceled)	0% Capacity Sold
February, 2022 (7 Performances)	39% Capacity Sold (average of 68 seats per performance)
March, 2022 (13 Performances)	45% Capacity Sold (average of 79 seats per performance)

In response to the Commission's request, staff is proposing the City modify the current financial operating structure to allow the CAC to retain 100% of its revenues and discontinue the current reimbursement structure for a five-year period. During this time, the CAC will implement measures such as expanding diversity in programming, increasing Tuesday through Thursday facility use, and utilizing the Performing Arts Recovery Grant program to help the CAC achieve a full recovery from the COVID-19 shutdown and meet Strategic Plan sustainability goals of restoring revenue and facility use figures to at least 2019-20 projections by June 30, 2023.

As identified in the table above, COVID-19 has had a devastating effect on both audience and volunteer return rate to the Center. Additionally it has drastically strained the resources of local arts organizations who are not currently in a position to access the CAC without some form of subsidy. The additional funding made available by this new financial structure would not only allow the CAC to invest in these arts partners and non-profits but will also allow the Center to expand outreach efforts to attract new artists and arts organizations and build new relationships for expanding programming opportunities at the CAC in the future. Building these relationships and introducing new programming is a multi-year investment as the CAC seeks to create an audience for these new programs.

Introducing new programming often requires co-production from the Center or artist guarantees as well as additional marketing efforts to promote it. Artist fees, marketing and production costs are likely to outweigh box office revenue for these events in the initial years. Even new rental events will require additional marketing efforts to build attendance. Additionally, with increased facility use comes increased staffing and contract labor costs. All of these efforts will strengthen the breadth of programming and community facility use in 2022, 2023 and beyond which helps leverage the impact of the arts to enhance the quality of life for all Simi Valley residents as outlined in the Quality of Life goals in the CAC's strategic plan.

Under this proposal, the City would continue to provide the CAC salaries and benefits for all employees (5 FTE) and the building's physical plant, including custodial services and supplies, utilities, capital projects, and some office expenses without reimbursement. Additionally, the CAC would no longer reimburse 10% of Earned Income from the CAC Operations Account for a five-year period. The CAC Operations Fund would continue to support all programming expenses, including all contract workers such as production personnel and artistic staffing.

Reallocation of Reimbursement Funds

In lieu of reimbursing the City, the CAC would reallocate these funds to achieving the goals and objectives of the Cultural Arts Center's Strategic Plan. These include sustained funding of the Performing Arts Recovery Grant program to allow greater access to the Center for local non-profit and arts organizations; the creation of a citywide cultural funding grant program; diversifying programming including expanding multicultural programming opportunities; enhancing marketing efforts; developing Arts Educational programs at the CAC; and increasing arts opportunities for Simi Valley residents. These

funds would allow the Center to support our local arts partner organizations such as Actors' Repertory Theatre of Simi, Dance Creations, Panic Productions, and Serendipity Dance Company – all of whom are seeking grant subsidy to rent the CAC in 2022. It would also allow the CAC to offer affordable Arts Education opportunities by launching an inaugural CAC sponsored Summer Arts Camp for local youth. The Arts Commission will monitor the development of these initiatives and would make recommendations to City Council as necessary.

In addition, the reallocation of these funds will further assist in the CAC's recovery from the marked impact of COVID-19. The CAC was forced to close its doors in early March of 2020 due to the pandemic and remained closed for 20 months. When the CAC reopened in late November of 2021, the Omicron variant began to surge again which negatively affected attendance. Since reopening, the CAC has had rentals cancel and lost three weekends of performances due to COVID-19 outbreaks among the cast of *The Spitfire Grill* despite rigorous health and safety protocols and bi-weekly COVID testing. The pandemic continues to dramatically impact the financial performance of the Cultural Arts Center with Fiscal Year (FY) 2020-21 box office revenues at approximately 8% of FY 2019-20 levels. Rental income, Reimbursed Technical Costs, and Concessions income were non-existent for FY 2020-21 for this same period. Rising costs of production related supplies as well as increased Artistic and Contract Labor costs will continue to affect the CAC operating budget.

Financial Operating Structure of other City Operated Arts Venues

CAC staff has conducted a review of the financial operating structures of other city-operated arts venues in California and has found that nearly all venues are completely funded by their respective cities without a required reimbursement of staff salaries and benefits.

Name of Venue / City of Operation	Staffing Information	City Budget Information
Curtis Theatre <i>Brea, CA</i>	1 Full Time (FT) 2 Part Time (PT) Plus 18 PT as needed <i>All City Employees</i>	FY 21-22 Budget: \$901,922 FY 21-22 Staffing Cost: \$358,293
Oxnard Performing Arts Center	Managed by Sterling Venue Ventures <i>No City Employees</i>	FY 22-23 Budget: \$242,857 (operations and repairs)
La Mirada Theatre for the Performing Arts <i>La Mirada, CA</i>	7 FT, plus additional PT as needed. <i>All City Employees.</i>	FY 21-22 Budget: \$3,798,362. FY 21-22 Staffing Cost: \$1,721,618
High Street Arts Center (HSAC) <i>Moorpark, CA</i>	Managed by the MCFA <i>No City Employees</i>	FY 21-22 Budget: \$11,170

MAIN Theatre <i>Santa Clarita, CA</i>	1 FT, 5 PT <i>All City Employees.</i>	FY 21-22 Budget: \$303,412 FY 21-22 Staffing Cost: \$197,712
Bank of America Performing Arts Center (BAPAC) <i>Thousand Oaks, CA</i>	15 total (FT & PT) <i>All City Employees.</i>	FY 21-22 Budget: \$4.6M FY 21-22 Staffing Cost: \$2.3M
Poway Center for the Performing Arts <i>Poway (San Diego County), CA</i>	5 (FT & PT) <i>All City Employees</i>	FY 21-22 Budget: \$1,006,956 FY 21-22 Staffing Cost: \$486,092

The BAPAC operates through a public-private partnership between the City of Thousand Oaks and TOARTS, a non-profit that resulted from a merger between the Thousand Oaks Alliance for the Arts and the Thousand Oaks Civic Arts Plaza Foundation. The Center operates two theatres, Fred Kavli (1,800 seats) and Scherr Forum (394 seats). The complex and the adjacent parking structure is owned by the City of Thousand Oaks, and the theatres are operated by the City’s Cultural Affairs Department. In 2016, the City of Thousand Oaks General Fund contributed \$4,000,000 into a restricted endowment fund to create a sustainable revenue stream to subsidize the enterprise Theatres Fund. Theater costs, including City staff, are drawn from the Theater Fund. The annual combined City endowment (\$300,000) contribution and TOARTS funding (\$510,000) help support theater operations. In FY 2019-20 the theatres fund received a transfer from the General Fund of \$1,074,986 in pandemic relief to offset losses from canceled performances. This was repaid to the City from Shuttered Venue Operators Grant funding received in FY 2021-22.

Both the High Street Arts Center (HSAC) in Moorpark and the Oxnard Performing Arts Center (OPAC) have similar operating structures to the BAPAC. The Cities own the facilities and cover capital improvements and repair but the venues are operated by entities independent of the City.

Ownership of the High Street Arts Center was transferred to the City of Moorpark by the City’s former redevelopment agency in 2011. In 2012, the City leased the facility to the Moorpark Community Foundation for the Arts (MCFA), a non-profit, at the rate of \$1.00 per year. In this agreement, the MCFA assumed responsibility for all operations, programming, and day-to-day maintenance of the facility. The City provided General Fund subsidies (\$25,000 per year) to the HSAC via the MFCA until 2015. For FY 2021-22 the City budgeted \$11,170 for maintenance of the HSAC.

The Oxnard Performing Arts Center is owned by the City of Oxnard and operated by Sterling Venue Ventures. It functions primarily as a rental and presentation house. City

budget for FY 2022-23 lists \$242,857 for operational and repair of OPAC with no staffing costs listed.

Impact of the Arts on the Community

According to the most recent Arts & Economic Prosperity III Report published by the Americans for the Arts, the nonprofit arts and culture industry generates \$166.2 billion in economic activity nationally every year, \$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by their audiences within affiliated communities. The impact of this activity is significant, supporting 5.7 million U.S. jobs and generating \$29.6 billion in government revenue.

This study shows the typical attendee spends \$27.79 per event, in addition to the cost of admission. When a community attracts cultural tourists, it harnesses even greater economic rewards.

Currently CAC related expenditures from the City's General Fund amount to less than 0.17% of the City Budget. Staff estimates modifying the financial structure of the CAC would provide an additional \$135,000 a year to the CAC that could be dedicated to cultural funding, improving the quality of life of the Simi Valley community through expanded Arts programming, and supporting the recovery efforts of the CAC and local Arts and non-profit organizations without significant impact to the City's budget.

The following alternatives are available to the Commission:

1. Approve the Simi Valley Cultural Arts Center Operating Structure as proposed and recommend it for approval by City Council;
2. Revise the Simi Valley Cultural Arts Center Operating Structure and recommend approval of the revised version by City Council;
3. Provide staff alternative direction.

Staff recommends Alternative No. 1.

Recommended Motion

I move to approve the Simi Valley Cultural Arts Center Operating Structure as proposed and recommend it for approval by the City Council.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 13, 2022

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: RECEIPT OF THE CULTURAL ARTS CENTER FISCAL YEAR 2021-22 OPERATING BUDGET, FISCAL YEAR 2021-22 ESTIMATED ACTUAL BUDGET PROJECTIONS, AND REVIEW OF PROPOSED FISCAL YEAR 2022-23 OPERATING BUDGET

Attached for the Arts Commission's (Commission) review are the Fiscal Year (FY) 2021-22 Cultural Arts Center (CAC) Operating Budget Report, FY 2021-22 estimated actual budget projections, and the proposed FY 2022-23 Operating Budget.

Status of FY 2021-22 Operating Budget

For FY 2021-22, the Cultural Arts Center anticipates Net Income of \$295,275 before City reimbursements for the year. Factoring in City reimbursements of \$70,600 results in a total Net Income of \$224,675. The CAC anticipates reimbursing the City for one (1) full-time equivalent salary this fiscal year for the Office Assistant II assigned to Box Office and the Volunteer Program and half budgeted costs (up to a maximum of \$35,000) for the CAC Technical Coordinator for the fourth quarter. The Technical Coordinator position remained unfilled through March 29, 2022.

The 20 month forced facility closure due to the COVID-19 pandemic emergency has been financially devastating for the Center. When the Center finally reopened in November 2022, audiences were slow to return. The delayed opening and slow audience return have greatly adversely affected box office, reimbursed technical costs and rental income, all of which fell well below projections.

Those shortcomings were offset fortunately by healthy Contributions and Fundraising and unanticipated COVID-19 relief Grants income. Contributions and Fundraising income had a healthy boost from the Greg Stratton Memorial Fund and the 25th Anniversary Fundraiser. Those funds combined with annual support from the Simi Valley Cultural Arts Center Foundation are estimated to be \$60,019. SVCAC was extremely fortunate to receive a COVID-19 relief Shuttered Venues Operators Grant in the amount of \$349,051.

The Cultural Arts Center anticipates \$147,695 in Expenses (production related expenditures) and \$120,900 in Fixed Expenses for a total of \$268,595 leaving a Net Income of \$295,275 before City Reimbursements.

In the Expense category, Artists Fees are nearly double the budgeted estimate at \$50,000. Making use of the Shuttered Venues Operating Grant funds, the Center is investing in our artists and providing stipends to help offset the costs of traveling to and from 11 weeks of rehearsals and performances. Operating and Miscellaneous Supplies are estimated at \$11,000 to include unforeseen costs of COVID-19 testing and safety supplies as well as new software, computers, and scanners needed for the new Box Office system. Finally, both *The Spitfire Grill* and *Something Rotten* involved extensive props and costumes, driving up our Technical Supplies estimated costs to \$17,475. All of these costs are eligible to be offset by the Shuttered Venues Operating Grant funding.

In the Fixed Operational Expenses Categories, Capital Replacement is above budget projections at \$75,000 as we are making use of the Shuttered Venues Operating Grant funds to expand our supply of digital microphones, sound equipment upgrades and LED lighting inventory.

The Contingency/Performance Fund Account balance is estimated to remain at \$38,802 on June 30, 2022. The Contingency/Performance Fund Account is a separate restricted account accessed only for 1) financial emergencies, and expenditures beyond the financial capability of the operational reserves or 2) funds utilized to expand programming through co-sponsorship, seed funding, or more expensive higher risk ventures previously inaccessible to the CAC. Pursuant to Simi Valley Arts Commission policy adopted on March 5, 2003, the Commission will be informed of any expenditure from the Contingency fund and will review the account during the annual budget closeout to determine if it should be augmented in order to maintain a healthy emergency cash reserve. Expenditures from the Performance Fund are to be approved by the Commission in advance.

Proposed Fiscal Year 2022-23 Operating Budget

The proposed FY 2022-23 CAC budget projects gross revenue of \$524,575 and gross expenses of \$400,475. The proposed budget for the forthcoming fiscal year projects a net income of \$124,100 before City reimbursements. After an estimated City reimbursements of \$124,100, the CAC would break-even realizing no net income/loss.

With the enormous amount of unknowns and mitigating factors due to the remaining impacts from COVID-19, it still remains difficult to predict with any certainty what lies ahead. The proposed 2022-23 budget is slightly optimistic in nature, and reflects the hope that the CAC can start to return to near Pre-COVID attendance, box office and rental income levels.

Overall the proposed FY 2022-23 Operating Budget continues the practice of providing high quality programming at the Cultural Arts Center while generating positive Net Income that can be set aside for emergencies, for special programming, and to replace aging and obsolete equipment.

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

The following alternatives are available to the Commission:

1. Receive the Cultural Arts Center Fiscal Year 2021-22 Operating Budget Report;
2. Recommend the Cultural Arts Center Fiscal Year 2022-23 Operating Budget as proposed to be forwarded to the City Council for approval;
3. Provide staff alternative direction.

Staff recommends Alternatives 1 and 2.

Recommended Motion

I move to receive the Cultural Arts Center Fiscal Year 2021-22 Operating Budget Report and recommend the Fiscal Year 2022-23 Operating Budget Report as proposed to be forwarded to the City Council for approval.

Attachments

Prepared by: Fred Helsel, Community Services Manager/CAC

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2021-22 & 2022-23 BUDGET REPORT**

	FINAL BUDGET 2021-22	Estimated ACTUAL 2021-22	VARIANCE 2021-22	PROPOSED BUDGET 2022-23	Budget Notes
INCOME					BN1
4000 Box Office Income					
<i>4010 Service Charges</i>					
<i>4011 Ticket Surcharge</i>	\$16,000	\$2,500	(\$13,500)	\$16,000	
<i>4012 Ticket Printing/Box Office Services</i>	\$150	\$0	(\$150)	\$0	
<i>4015 Handling Fee</i>	\$0	\$5,000	\$5,000	\$8,000	BN2
<i>4016 Provider Credit Card Fees</i>	\$8,000	\$2,250	(\$5,750)	\$8,000	
Total Service Charges	\$24,150	\$9,750	(\$14,400)	\$32,000	
4040 Box Office Sales (Gross)					
<i>4020 Box Office</i>	\$230,000	\$125,000	(\$105,000)	\$287,000	
<i>4025 Box Office Share the Arts</i>	\$1,000	\$300	(\$700)	\$1,000	
<i>4030 Box Office Gift Certificates</i>	\$7,500	\$1,500	(\$6,000)	\$7,500	
Total Box Office Sales (Gross)	\$238,500	\$126,800	(\$111,700)	\$295,500	
Total Box Office Income	\$262,650	\$136,550	(\$126,100)	\$327,500	
4100 Classes and Camps Income	\$0	\$0	\$0	\$30,000	BN3
4200 Contribution/Fundraising Income					
<i>4210 Sponsorships</i>	\$2,000	\$0	(\$2,000)	\$3,000	
<i>4220 Miscellaneous Income</i>	\$1,000	\$32,000	\$31,000	\$5,000	BN4
<i>4230 Foundation Contributions</i>	\$34,000	\$25,719	(\$8,281)	\$35,000	BN5
<i>4240 City Employee Payroll Deductions</i>	\$400	\$600	\$200	\$400	
<i>4255 Fundraisers</i>	\$15,000	\$1,700	(\$13,300)	\$8,000	
Total Contribution/Fundraising Income	\$52,400	\$60,019	\$7,619	\$51,400	
4400 Grants					
<i>4425 COVID Relief</i>	\$0	\$349,051	\$349,051	\$0	BN6
<i>4450 Share the Arts</i>	\$2,500	\$2,000	(\$500)	\$2,500	
<i>4475 Grants Miscellaneous</i>	\$12,500	\$0	(\$12,500)	\$12,500	
Total Grants	\$15,000	\$351,051	\$336,051	\$15,000	

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2021-22 & 2022-23 BUDGET REPORT

	FINAL BUDGET 2021-22	Estimated ACTUAL 2021-22	VARIANCE 2021-22	PROPOSED BUDGET 2022-23	Budget Notes
4500 Rental Fee Income					
4510 Cleaning/Damage Income	\$1,000	\$250	(\$750)	\$1,000	
4530 Rental Fees - Mainstage Theater	\$34,500	\$8,000	(\$26,500)	\$34,500	
4540 Rental Fees - MPR/DownStage	\$6,000	\$250	(\$5,750)	\$6,000	
Total Rental Fee Income	\$41,500	\$8,500	(\$33,000)	\$41,500	
4600 Concessions					
4610 Cnc's - Gallery/CD Sales	\$1,000	\$400	(\$600)	\$750	
4620 Cnc's - Beer/Wine	\$2,000	\$1,000	(\$1,000)	\$2,000	
4630 Cnc's - Food/Soft Drinks	\$5,000	\$500	(\$4,500)	\$5,000	
4640 Cnc's - Promotional Items	\$2,800	\$0	(\$2,800)	\$2,500	
Total Concessions	\$10,800	\$1,900	(\$8,900)	\$10,250	
4700 Advertising Income	\$3,000	\$0	(\$3,000)	\$3,000	
4800 Reimbursed Technical Costs					
4820 Other Reimbursed Tech Income	\$1,000	\$100	(\$900)	\$1,000	
4830 Technical Staff Costs	\$30,000	\$4,000	(\$26,000)	\$35,000	BN7
4840 Reimbursed Equipment Rental					
4841 Electrics Surcharge (Lamp Usage)	\$500	\$250	(\$250)	\$500	
4842 LCD Projector	\$400	\$0	(\$400)	\$400	
4844 Spotlight Rental Income	\$1,000	\$0	(\$1,000)	\$1,000	
4845 Piano Rental Fee	\$500	\$150	(\$350)	\$500	
4846 Microphone Rentals	\$7,500	\$1,325	(\$6,175)	\$7,500	
Total Reimbursed Equipment Rental	\$9,900	\$1,725	(\$8,175)	\$9,900	
Total Reimbursed Technical Costs	\$40,900	\$5,825	(\$35,075)	\$45,900	
4900 Interest Income	\$10	\$25	\$15	\$25	
TOTAL INCOME	\$426,260	\$563,870	\$137,610	\$524,575	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2021-22 & 2022-23 BUDGET REPORT**

	FINAL BUDGET 2021-22	Estimated ACTUAL 2021-22	VARIANCE 2021-22	PROPOSED BUDGET 2022-23	Budget Notes
EXPENSE COSTS					
5000 Special Events (MPR/DownStage, Receptions)	\$7,500	\$3,250	(\$4,250)	\$7,500	
5100 Artists Fees	\$27,500	\$50,000	\$22,500	\$30,000	BN8
5300 Concession Supplies					
5320 Cnc's Supplies -Promo. Items	\$500	\$0	(\$500)	\$500	
5340 Cnc's Supplies - Gallery/CD Sales Payout	\$200	\$350	\$150	\$800	
5360 Cnc's Supplies - Food	\$1,500	\$500	(\$1,000)	\$1,500	
5380 Cnc's Supplies - Beer/Wine	\$900	\$820	(\$80)	\$900	
Total Concession Supplies	\$3,100	\$1,670	(\$1,430)	\$3,700	
5400 Supplies					
5410 Operating & Miscellaneous	\$800	\$11,000	\$10,200	\$10,000	BN9
5420 Equipment Rentals	\$400	\$0	(\$400)	\$400	
5430 Technical Supplies					
5431 Lighting Supplies	\$400	\$400	\$0	\$1,000	
5432 Sound Supplies	\$1,750	\$1,000	(\$750)	\$5,000	
5433 Gallery Supplies	\$250	\$75	(\$175)	\$200	
5434 Costumes/Wigs/Makeup Supplies	\$6,000	\$6,000	\$0	\$6,000	
5435 Props Supplies	\$1,250	\$5,000	\$3,750	\$3,000	
5436 Set Supplies	\$2,500	\$5,000	\$2,500	\$3,000	
Total Technical Supplies	\$12,150	\$17,475	\$5,325	\$18,200	BN10
Total Supplies	\$13,350	\$28,475	\$15,125	\$28,600	
5500 Provider Payments (Total Box Receipts)	\$160,000	\$25,000	(\$135,000)	\$160,000	BN11
5600 Advertising/Marketing					
5610 Postage & Delivery	\$800	\$400	(\$400)	\$800	
5620 Printing/Playbills/Tickets	\$3,000	\$3,500	\$500	\$5,000	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2021-22 & 2022-23 BUDGET REPORT**

	FINAL BUDGET 2021-22	Estimated ACTUAL 2021-22	VARIANCE 2021-22	PROPOSED BUDGET 2022-23	Budget Notes
<i>5630 Advertising/Marketing</i>	\$15,000	\$8,000	(\$7,000)	\$15,000	
Total Advertising/Marketing	\$18,800	\$11,900	(\$6,900)	\$20,800	
5700 Contract Labor	\$20,000	\$27,400	\$7,400	\$69,875	BN12
TOTAL EXPENSE COSTS	\$250,250	\$147,695	(\$102,555)	\$320,475	
GROSS PROFIT	\$176,010	\$416,175	\$240,165	\$204,100	
FIXED EXPENSES					
6100 Capital Replacement	\$41,500	\$75,000	\$33,500	\$40,000	BN13
6300 Credit Card Service Fees					
<i>6350 Credit Card Discount Fees</i>	\$11,000	\$7,000	(\$4,000)	\$12,500	
<i>6360 Service Fees (Bank Charges)</i>	\$150	\$300	\$150	\$300	
Total Credit Card Service Fees	\$11,150	\$7,300	(\$3,850)	\$12,800	
6400 Dues/Licenses/Permits					
<i>6410 Dues and Subscriptions</i>	\$12,000	\$4,100	(\$7,900)	\$6,000	
<i>6420 Licenses & Permits</i>	\$15,000	\$32,500	\$17,500	\$20,000	
Total Dues/Licenses/Permits	\$27,000	\$36,600	\$9,600	\$26,000	BN14
6600 Office Expenses	\$600	\$2,000	\$1,400	\$1,200	
TOTAL FIXED EXPENSES	\$80,250	\$120,900	\$40,650	\$80,000	
NET INCOME	\$95,760	\$295,275	\$199,515	\$124,100	
6000 City Reimbursement (10% of earned inc.)	\$100	\$100	\$0	\$15,100	
6200 City Reimbursed Staffing	\$90,000	\$70,500	(\$19,500)	\$109,000	
Total City Reimbursements	\$90,100	\$70,600	(\$19,500)	\$124,100	
NET INCOME AFTER CITY REIMBURSEMENTS	\$5,660	\$224,675	\$219,015	\$0	
	July 1, 2021	Credits/Interest	Debits	Est. Balance	
CONTINGENCY/PERFORMANCE FUND	\$38,802	\$0	\$0	\$38,802	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2021-22 & 2022-23 BUDGET REPORT**

	FINAL BUDGET 2021-22	Estimated ACTUAL 2021-22	VARIANCE 2021-22	PROPOSED BUDGET 2022-23	Budget Notes
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BUDGET NOTES:

BN1 - GENERAL BUDGET NOTE - The FY 2021-22 Budget was originally based on the hope of opening in September 2021, not November 2021. Therefore Box Office and Rental Incomes are significantly below original projections.

BN2 - The Handling Fee category was created when the new ticketing system was launched, after FY 2021-22 budget created.

BN3 - Young Artists Playground Summer Camp will be added in FY 2022-23.

BN4 - Donations made to the Greg Stratton Memorial Fund and 25th Anniversary Fundraiser.

BN5 - The Foundation Contributions for three quarters (CAC re-opened in Quarter 2).

BN6 - Applied for and received the Shuttered Venue Operators Grant.

BN7 - In FY 2021-22, only one major rental production due to the CAC being closed until November.

BN8 - Using the Shuttered Venues Operators Grant and the California Arts Council Grant from FY 2020-21, the CAC has invested in artists by providing stipends to help offset the costs of traveling to and from rehearsals and performances. In addition, to help rebuild the concert series the CAC provided guaranteed artist fees rather than a box office split for the Tributes UnPlugged Series.

BN9 - Office furniture for new employees, computers, scanners, and software for the new box office system, and COVID testing and safety supplies.

BN10 - Increase due to The Spitfire Grill and Something Rotten productions heavy prop and costume requirements .

BN11 - In FY 2021-22, only one major rental production due to the CAC being closed until November, reducing Provider Payments.

BN12 - The Technical Coordinator position was vacant, therefore contract services were needed for the Sound Engineer and Technical Coordinator responsibilities. In FY 2022-23, the budget was increased to include the Director of Education and Instructors expenses for the Young Artists Playground Summer Camp program.

BN13 - In addition to the items approved by the Arts Commission under the FY 2021-22 Capital Replacement program, the CAC is using the Shuttered Venues Operators Grant funds to increase the digital microphone inventory and LED lighting instruments.

BN14 - Using Shuttered Venues Operators Grant funds to prepay licensing fees for the production of ELF The Musical scheduled in December.



The Simi Valley Cultural Arts Center FY 2022-2023 Operating Plan



Great theatre is about challenging how we think and encouraging us to fantasize about a world we aspire to.

Willem Dafoe





The Simi Valley Cultural Arts Center FY 2022-2023

OPERATING PLAN Table of Contents

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Page 8	<i>Programming Goals and Achievements FY 2021-22</i>
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The Simi Valley Cultural Arts Center Mission Statement

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

Inclusion, Diversity, Equity, and Accessibility -IDEA- Statement

The Simi Valley Cultural Arts Center (SVCAC) recognizes the importance of **Inclusion, Diversity, Equity, and Accessibility (IDEA)**. SVCAC believes in the transformative power of the arts to enrich lives and revitalize communities and that engaging in the arts is essential to the human experience and should be available to all. We also recognize the true value and the critical role that diversity serves in helping our theater and community thrive.

We are committed to create and sustain a diverse, inclusive, and equitable space where everyone feels valued and respected regardless of gender, age, race, ethnicity, national origin, sexual orientation, gender identity, education, socioeconomic status, political affiliation, or ability.

We believe that all voices have an opportunity to be heard and we strive to provide a safe environment to share ideas. We understand that a vibrant, thriving arts venue requires balancing creative/diverse programming with the cultivation of inclusive practices and strategies as well as the development of a diverse team who share in these values. We believe this is a continuous evolution. With respect for the original caretakers of the land, we recognize that the Simi Valley Cultural Arts Center currently inhabits the land of the Micqanaqa'n and Chumash Nations. We honor the sacred lands of all idignous peoples.

Simi Valley Cultural Arts Center's IDEA philosophy is based on the following:

INCLUSION - honoring and accepting the backgrounds, experiences, and talent that every individual brings with them, so that everyone feels valued.

DIVERSITY - acknowledging and respecting human qualities that are different from our own and outside the groups with which we are associated.

EQUITY - addressing inequities in access and opportunity, and allowing for full and fair participation.

ACCESS - ensuring that everyone, regardless of physical, emotional, and/or developmental barriers, has access to the Arts and benefit from such access.



The Simi Valley Cultural Arts Center G O A L S

- Create and sustain a diverse, inclusive, and equitable space where everyone feels valued and respected regardless of gender, age, race, ethnicity, national origin, sexual orientation, gender identity, education, socioeconomic status, political affiliation, or ability.
- Present programming that supports inclusion and diversity, encourages cultural activities and enhances the quality of life of the citizens of Simi Valley and surrounding communities.
- Reinforce the arts as a vital, integral, and necessary component of life in Simi Valley and include the arts in more aspects of life in Simi Valley, reaching beyond the walls of the SVCAC, seeing an increase of opportunities for all Simi Valley residents.
- Establish the SVCAC as the foremost arts education resource in Simi Valley, increasing the amount of arts education opportunities and the support of emerging artists programs.

SVCAC
Always Patsy Cline



SVCAC
Elf, the Musical



ARTS'
The Little Mermaid





The Simi Valley Cultural Arts Center Facility Description



- The Simi Valley Cultural Arts Center encompasses a 185-seat theater, a multipurpose room accomodating up to 174 for events or 80 for DownStage performances, gallery space for visual art exhibits, a catering kitchen, a box office, a professional stage, dressing rooms and technical equipment for a fully operational performing arts center.
- The site also includes 1,800 square feet of storage for props and other theater equipment.
- In addition to the physical facility, the SVCAC also makes use of a virtual platform, the Simi Valley VIRTUAL Arts Center (www.svac.org), to continue to provide entertainment and engagement opportunities for the community of Simi Valley and beyond.





The Simi Valley Cultural Arts Center Community Engagement and Statistics Overview

The Cultural Arts Center remained closed from March of 2020 through November of 2021 due to the COVID-19 pandemic. During our “extended intermission”, SVCAC created The Simi Valley VIRTUAL Arts Center (www.svvac.org), a virtual platform to continue community engagement by showcasing local arts programming, craft and gift fairs that supported small businesses and local artisans, an encore screening of *Sister Act The Musical*, and more! In preparation for reopening, the Center upgraded their box office systems to include touchless technology as well as made capital improvements in the building including touchless bathroom facilities, upgraded HVAC filtration systems, and upgraded water fountains. SVCAC returned to an in person outdoor Craft and Gift Fair in late October of 2021. Then In November of 2021, the Cultural Arts Center successfully reopened with *Always, Patsy Cline*. Following that, a production of *The Spitfire Grill* was scheduled to open in January of 2022 but was forced to postpone opening until February 2022 due to breakout COVID cases within the company.

To help our struggling arts partners recover from the fiscal decimation of COVID and encourage their return to renting the Center, SVCAC launched a Performing Arts Recovery Grant to help subsidize rental costs to qualified local non-profits and arts or educational organizations. The initial funding for this program is \$75,000 with additional funding pending which could allow the SVCAC to extend the granting period.

While audiences have been slow to return, community support for the Simi Valley Cultural Arts Center continues to be strong. From July 2021 through February 2022, the Center received over \$43,000 in donations and fundraising support. Through increased social media posts and advertising, SVCAC increased our social media reach to include over 5700 Facebook followers, 820 Instagram followers, and 340 followers on Twitter and an email marketing list upwards of 10,300.

Goal

In 2022 continue to rebuild audience engagement and attendance through enhanced marketing, targeted promotions and expanded program diversity. Through the Performance Arts Recovery Fund, incentivize both long time arts partners to access the Center while actively pursuing new and diverse programming and partnership opportunities. These efforts combined will help the CAC progress toward our strategic plan goal of restoring revenue and facility use figures to at least 2019-20 projections by June 30, 2023.



The Simi Valley Cultural Arts Center **COVID Recovery, Fundraising, and Outreach**

From 1996 through 2021, the Cultural Arts Center has hosted a total of 10,255 events, including musicals, plays, concerts, school productions, children's theater, film series, graduations, meetings, receptions, and seminars. The Center's diverse range of programming also encompasses youth programs, special events, and visual art exhibits in the Center's lobby gallery. With the creation of the Simi Valley VIRTUAL Arts Center platform in 2020, SVCAC was able to continue to offer virtual musical theater experiences, virtual cabaret concerts, virtual art galleries, and more. As we return to "the new normal" in 2022, the Center continues to explore ways to expand and diversify programming and attract new audiences.

COVID RELIEF FUNDING AND FUNDRAISING ACHIEVEMENTS

In 2021 the Cultural Arts Center applied for and received COVID relief funding from the Shuttered Venues Operators Grant program in the amount of \$349,051.35. This funding is intended to help offset losses from being closed for 20 months due to the pandemic. In addition, the Center received over \$70,000 in American Rescue Plan Act funds to purchase equipment intended to expand virtual programming as well as explore presenting outdoor arts programming. The Cultural Arts Center also received over \$42,000 in fundraising and donations during FY 2021-22. Donations were made to the Greg Stratton Memorial Fund, the \$25K for 25th Anniversary Fund and through the SVCAC Foundation's annual support.

PERFORMING ARTS RECOVERY GRANT

In March of 2021, the City Council approved the CAC using \$75,000 of operating surplus to create a Performing Arts Recovery Grant. Created to offset the financial devastation to arts organizations brought on by the pandemic, this newly created granting program is a facility use grant designed to assist artists and arts, cultural, and educational organizations with the rental fees associated with renting the Simi Valley Cultural Arts Center. Grant awards range from \$1,000 to \$15,000, for rental productions that range from one night to five consecutive weeks. The CAC hopes to expand this grant through 2022/23 with additional funding when the City Council reviews the allocation of American Rescue Plan Act funds.

YOUNG ARTISTS PLAYGROUND SUMMER CAMP

In June of 2022, the Cultural Arts Center will launch the Young Artists Playground Summer Camp program offering Arts Education to youth ages 5-17 for a six week session of weekday classes. The session will conclude with two public performances by the campers in late July. The Young Artists Playground Summer Camp will be the first Cultural Arts Center sponsored arts camp to take place at the CAC. Future plans include expanding the program to include Spring Break Camp, a series of Master Classes, and Saturday morning classes.



FY 2021-22

The Simi Valley Cultural Arts Center Programming Goals and Achievements

FY 2021-22 is a year of rebuilding and reconnection. The pandemic continues to have a severe impact on the lives of our patrons, artists, volunteers and staff. The physical, emotional and financial ravages of the past 20 months will take time to recover from. We have found that audiences and volunteers alike are eagerly anticipating returning to events at the Center but it continues to be a slow process. We have often heard “I can’t wait to come back to the Cultural Arts Center but I am not quite comfortable returning yet.” This will be a season of rebuilding – rebuilding trust with our patrons by providing a safe environment for them to enjoy live performances; rebuilding audiences who have gotten out of the habit of attending in person events for 20+ months, rebuilding our family of artists and volunteers; and rebuilding the Cultural Arts Center staff by filling three vacancies. It will also be a time of reconnecting – with our patrons, our artists and volunteers, and our community. In our 2020-21 Operating Plan, we outlined a series of “Post Covid-19 goals with no idea of when we would actually be reopening our doors. While progress has been made, many of those goals will be carried over to FY 2022-23.

GOALS & ACHIEVEMENTS:

GOAL In FY 2021-22, work with struggling local arts organizations to help strengthen and stabilize them by creating means for them to utilize the SVCAC and create income for both the organizations and the Center. As a result of these efforts the SVCAC could produce, co-produce or host at least five fully realized Mainstage productions and produce or host at least six concert events on the Mainstage featuring a variety of genres and audience appeal.

ACHIEVEMENT By the conclusion of FY 2021-22, the Cultural Arts Center will have produced three musicals. *Always, Patsy Cline* played 5 weekends to minimal attendance. *The Spitfire Grill* had to cancel 3 of the 5 weekends of performances due to COVID-19 breakthrough cases in the company despite stringent safety protocols and bi-weekly testing. *Something Rotten!* will play for 6 weekends through the end of May. In addition, through the help of the Performing Arts Recovery Grant, we hope to have an additional 5 week run of *A Gentleman’s Guide to Love and Murder* produced by Actors’ Repertory Theatre of Simi.

SVCAC also will have hosted two gallery shows, a Craft & Gift Fair, five Tributes UnPlugged concerts as well as several other concerts including an Elvis Tribute and a Classical Guitar Duo. SVCAC will also play host for the annual State of the City event and a Youth Council Talent Show as well as recitals from Serendipity Dance, Dance Creations, Mastroleonardo Piano School, and Stage 1 Music Conservatory.

GOAL Expand the partnership with the Youth Council of Simi Valley, co-hosting events including Community Talent Shows, Multicultural Festivals, Open Mic Nights, and more.

ACHIEVEMENT The Youth Council held several meetings and their annual Community Talent Show at the Center in FY 2021-22. The Center will continue to work on expanded opportunities to work with the Youth Council for more special events.

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

ACHIEVEMENT SVCAC is pleased to be working with Dance Creations, Serendipity Dance, Mastroleonardo Piano School and Stage 1 Music Conservatory to bring performance opportunities to our stage for young artists. In addition, with the launching of the Young Artists Playground Summer Camp, SVCAC will be providing both training and performance opportunities for artists ages 5-17.



FY 2022-23

The Simi Valley Cultural Arts Center

Programming Goals

While goal setting and season planning continues to be challenging in these times with the cloud of potential COVID-19 variants and spikes hanging over our heads, the Cultural Arts Center is excited about the possibilities for Season 2022-23. Some of these goals are continuous, some are carry overs from FY 2021-22 that could not be accomplished due to our “extended intermission”, and some reflect the “renaissance” the Center is experiencing post COVID-19 and as we continue to make progress in the area of Social Inequality Awareness.

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

Expand the Performing Arts Recovery Grant program outreach to encourage a wider array of diverse programming being presented at the Center.

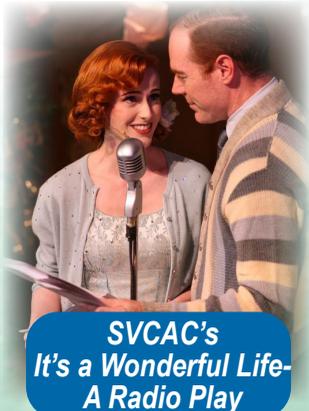
Establish the Inclusivity, Diversity, Equity, and Accessibility (IDEA) Advisory Panel to help find ways to address and increase diversity, equity and inclusion in the policies, casting, artistic staffing and programming of the Cultural Arts Center.

With input from the IDEA Advisory Panel, establish an ongoing multicultural series (films, concerts, theater, cabaret shows, gallery shows, etc.) aimed at broadening the spectrum of the Center’s diversified and multicultural programming for Simi Valley and the surrounding community

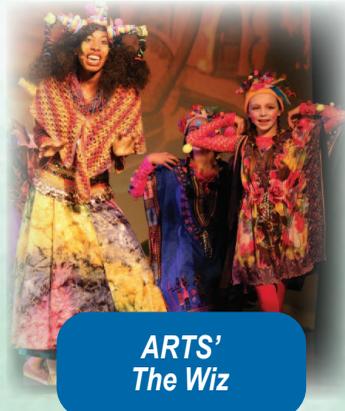
Establish a DownStage Cabaret Series of events and expand the use of the DownStage Theater and MPR in order to provide additional opportunities for presenting varied arts experiences as well as generate additional revenue for the Cultural Arts Center.

Expand the Young Artists Playground arts education program to include Spring Break Camp, a series of Master Classes, and Saturday morning classes.

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



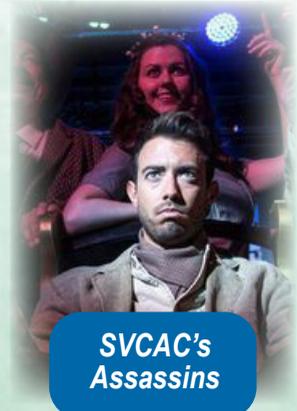
SVCAC's
It's a Wonderful Life-
A Radio Play



ARTS'
The Wiz



SVCAC's
Cabaret



SVCAC's
Assassins



The Simi Valley Cultural Arts Center

Marketing and Marketing Goals

FY 2022-23



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



- Expand marketing campaigns highlighting facility safety protocols, diversity of programming, affordability of programming, rental opportunities, community engagement and outreach, and inclusivity in an effort to continue to safely welcome back audiences, performers, volunteers, staff and renters to the Cultural Arts Center in a post COVID-19 setting.



- Expand the Center's advertising and marketing in local and regional print media to include promotion of not only programming and rental availability of the Center but also safety protocols to increase awareness of the Center's availability as a safe venue for business and community usage as well as performance based rentals.

- Utilizing the new online ticketing platform, expand outreach to patrons using preshow and post show surveys and emails to collect stakeholder input.

- Continue to expand our successful e-mail relationship with our audience and continue to increase the SVCAC's impact on Social Media through Facebook, Twitter, Instagram, www.svvac.org website, blogs, online publications, online reviewers as well as cooperative promotions with other theatrical organizations that help to increase the SVCAC's recognition within the greater Los Angeles region.



- Through cooperative events, promotions, and publications with other community organizations including the Cultural Arts Center Foundation and the Simi Valley Chamber of Commerce, expand community outreach in order to create awareness of the activities of the SVCAC and the unique resources that are available.

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



Update on CAC Strategic Plan

Though finalization and implementation of the Strategic Plan for the Cultural Arts Center was delayed by the COVID-19 pandemic, the Strategic Plan for the Cultural Arts Center was adopted by the City Council and progress has been steadily made. Below is a summary of the Strategic Plan progress through FY 2021-22 delineated by the six Strategic Priorities: Quality of Life; Sustainability; Programming; Marketing, Outreach and Community Partnership; Facility Experience; and Arts Leadership and Advocacy.

QUALITY OF LIFE - Leverage the impact of the arts to enhance the quality of life for all Simi Valley residents.

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

- *Held Virtual Dia De Los Muertos Celebration and Multicultural Festival in FY 20/21*
- *Held a Classical Guitar Duo Concert in March 2022*
- *Panic Productions - new renter in Fall 2022*
- *Booked Dance Creations and Serendipity Dance rentals in June 2022*
- *Expanded the Tributes UnPlugged Series from 4 to 11 concerts in 2022.*
- *Held two Comedy events in 2022 and in discussion about another series*
- *In discussion with Moorpark Ballet, Moorpark Symphony, Dr. Ranjini Kaushik of SciArtsRUs, Triple Talent Conservatory, Mastroleonardo Piano Studio, a Polynesian Dance company, Simi Valley High School Instrumental Music Dept, Stage 1 Music Conservatory, Sampal Dance Academy, California Shakespeare Company, Grace Brethren School, Sierra Canyons School, Simi Valley Rotary Club about potential future rentals of the Cultural Arts Center.*





Update on CAC Strategic Plan

SUSTAINABILITY - Ensure stable revenue streams, maximize efficiency, and provide transparent, accountable, and accurate reporting.

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

CAC reopened following CDC, State, County and local COVID safety protocols. Upgrades included a new touchless ticketing system, upgraded touchless restrooms, green friendly new water fountains, upgraded HVAC filtration, and touchless sanitizing stations throughout the building.

Booked a full season of events for 2022 including 8 musicals, 14 concerts, 2 local dance recitals, 2 conservatory recitals, 2 comedy events, and more.

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.

SVCAC received a \$349,051 Shuttered Venues Operator Grant and applied for two grants from the NEA and California Arts Council. In addition, SVCAC created a Performing Arts Recovery Grant to assist local artists, arts groups, non-profits and educational institutions gain access to renting the CAC for their programs.

Goal 3 Develop collaborative fundraising initiatives with the Simi Valley Cultural Arts Center Foundation to increase the size of the Endowment on an annual basis.

The CAC and the SVCAC Foundation have been meeting regularly to work on fundraising goals, potential fundraisers and other campaigns to help the SVCAC Foundation in their fundraising efforts. A special event is being planned in September of 2022 hosted by the Foundation that focuses on showcasing community talent. In addition, several Foundation Night events have been planned for 2022.

PROGRAMMING – Providing arts programming, experiences, and opportunities to meet the diverse community needs of Simi Valley.

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.

The CAC has expanded the Tributes Unplugged Concert Series to 11 concerts to include more of a variety of musical genres in 2022. CAC has also opened up weekends in June and July to encourage rentals and booking of non-musical theater performances including dance programs, multicultural concerts and events, classical concerts, comedy



Update on CAC Strategic Plan

nights, and potential new programming ideas such as Poetry Slams, Storytelling Events, and Open Mic nights.

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

The CAC will launch the Young Artists Workshop Summer Camp in June of 2022 offering weekday classes for youth ages 5-17. Future plans include expanding the program to include Spring Break camp, drop in Master Classes, and Saturday morning classes.

MARKETING, OUTREACH, & COMMUNITY PARTNERSHIPS – Increase awareness of, and participation in, Cultural Arts Center activities through updating communications and building relationships in the community.

Goal 2 Increase formal and informal relationships with outside organizations.

CAC staff initiated ongoing Ventura County Arts Leaders roundtable workshops and discussions. In addition, CAC has strengthened ties with the Simi Valley Chamber of Commerce, the American Association of Community Theaters, Simi Valley Rotary, Simi Valley Kiwanis, and other community organizations about potential partnerships.

FACILITY AND EXPERIENCE – Leverage the historical importance of the CAC building and adapt to meet the future needs of the community.

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

The CAC has upgraded their box office system and procedures to enhance customer relationship and management as well as donor management in supporting marketing plan goals to create a more targeted CAC experience. Patron response through post-event surveys to the new system as well as to programming has been overwhelmingly positive.

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

Goal 1 – Reinforce the arts as a vital, integral and necessary component of life in Simi Valley by strengthening local artists, arts organizations, and cultural groups through increased consideration and presence of the arts in policy decisions and legislation.

The Simi Valley Arts Commission and CAC developed a Performing Arts Recovery Grant to assist local artists, arts groups, non-profits and educational institutions gain access to renting the CAC for their programs and aid in recovering from the financial devastation of the pandemic. This is also a first step in becoming eligible to be an NEA granting organization.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 13, 2022

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

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

Attached for the Arts Commission's review is the U.S. Small Business Administration's Office of Disaster Assistance Shuttered Venues Operators Grant Budget report.

In August and shortly thereafter in September of 2021, the City was notified that it was successfully awarded a total allotment of \$349,051.35 from the U.S. Small Business Administration's Office of Disaster Assistance Shuttered Venues Operators Grant (SVOG). The 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 fiscal information submitted for the Shuttered Venues Operators Grant was solely based upon the CAC's "Operations Budget" and did not include any City General Fund expenditures. Therefore, only expenditures from the CAC Operations Budget qualify for coverage under this grant.

SVOG guidelines allow for some fluidity in reallocation of budget expenditures as long as the reallocations are made to other eligible SVOG expense categories. A final project budget was required to be submitted by March 12, 2022 in preparation for the SBA's SVOG Closeout Process. The attached report shows this finalized budget. Please note that SVOG Guidelines still allow for reallocation of budget expenditures within the allowable expense categories during the SVOG Closeout Process.

For reference, the following are the eligible SVOG budget expense categories including specific examples for each category as relates to the CAC.

1) Personnel (Payroll Cost)

Only those salary costs reimbursed to the City for CAC Office Assistant/Box Office Manager and CAC Technical Coordinator qualify for coverage from this grant. Other CAC position salaries (Community Services Manager, Office Assistant/CAC Office Manager and 50% of Technical Coordinator costs) are not eligible to be recovered by this grant as they are paid out of the General Fund and are not reimbursed from the CAC Operations Account.

- 2) Fringe Benefits
Benefits costs reimbursed to the City for CAC Office Assistant/Box Office and CAC Technical Coordinator.
- 3) Travel (Transportation)
Not applicable for CAC
- 4) Equipment
Tools, replacement of Clear Com communications system, lighting or special effects equipment
- 5) Supplies
Production supplies for costumes, sets, lighting, concessions supplies, office supplies, etc.
- 6) Contractual
 - 6a) Payment to Independent Contractors
Payment to directors, designers, choreographers, musical directors, and other artistic staff; Payment to actors, musicians, technical personnel; Artist fees paid to performers, bands, etc.
 - 6b) Operating Leases
Not applicable for CAC
- 7) Construction
Repairs and maintenance to seating, stage or facility for expenses routinely incurred by CAC
- 8) Other
Refunds issued for any tickets canceled due to COVID-19 related shutdown
 - 8a) Rent Payments
Not applicable for CAC
 - 8b) Utility Payments
Not applicable for CAC
 - 8c) Scheduled Mortgage Payments
Not applicable for CAC
 - 8d) Scheduled Debt Payments
Not applicable for CAC
 - 8e) Worker Protection Expenditures
Touchless payment system supplies, safety related signage costs, masks, PPE, cleaning supplies, hand sanitizer stands

8f) Other Ordinary and Necessary Business Expenses

Property or Real Estate Taxes (Not applicable for CAC), Prepayment of Artist Fee Guarantee or Deposit on events happening after June 30, 2022 but contracted prior.

8g) Administrative Costs

Fees and licensing, memberships, subscriptions, new box office costs, office supplies, etc.

8h) Insurance Payments

Not applicable for CAC

8i) Advertising

Print and social media ads, radio and television advertising, printing of promotional materials, etc.

8j) Production Transportation

Not applicable for CAC

8k) Capital Expenditures

Lighting, video/projection and audio equipment, and other capital expenditures related to producing a theatrical or live performing arts production.

The attached SVOG project grant budget report reflects the CAC's actual expenditures that are eligible for reimbursement from March 2020 through March 2022.

Staff has already identified over \$216,000 in expenses incurred between March of 2020 and March of 2022 that are eligible for reimbursement under the SVOG funding. Qualifying expenditures include salary reimbursement to the General Fund for the Office Assistant and Technical Coordinator, office and production related supplies, payment to artists and independent contractors for CAC produced musicals and concerts, licensing fees and membership/subscription costs, advertising costs, and capital expenditures. Though the SVOG funding cannot be used directly for re-granting purposes, reimbursed expenses of \$75,000 that the CAC received from SVOG can be utilized to fund the initial Performing Arts Recovery Grant program.

The estimated balance of grant funds yet to be spent is just over \$132,400. Staff is confident that the CAC will be able to expend the grant amount in full by the June 30, 2022 deadline. Estimates for future expenditures include projected salary reimbursement costs; production related expenses for *Something Rotten* 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 related costs; expenses related to the Young Artists Playground Summer Camp program, and other qualifying business related expenses.

Attachment

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

SIMI VALLEY CULTURAL ARTS CENTER
SHUTTERED VENUES OPERATORS GRANT PROJECT BUDGET
March 2020 - June 2022

CATEGORY	ORIGINAL BUDGET	FINAL BUDGET	ACTUALS AS OF MARCH 2022*	BALANCE
Personnel (Payroll Cost)	\$75,000.00	\$30,000.00	\$31,579.00	(\$1,579.00)
Equipment	\$20,000.00	\$20,000.00	\$10,000.00	\$10,000.00
Supplies	\$20,000.00	\$29,300.00	\$20,200.00	\$9,100.00
Payment to Independent Contractors	\$75,000.00	\$90,000.00	\$49,000.00	\$41,000.00
Worker Protection Expenditures	\$5,000.00	\$5,700.00	\$5,884.00	(\$184.00)
Other Business Expenses	\$34,051.35	\$34,051.35	\$13,200.00	\$20,851.35
Administrative Costs	\$30,000.00	\$30,000.00	\$38,500.00	(\$8,500.00)
Advertising	\$20,000.00	\$20,000.00	\$8,500.00	\$11,500.00
Capital Expenditures	\$70,000.00	\$90,000.00	\$39,700.00	\$50,300.00
TOTAL GRANT BUDGET/AWARD	\$349,051.35	\$349,051.35	\$216,563.00	\$132,488.35

*\$75,000 Reserved for Performing Arts Recovery Grant Program

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 13, 2022

TO: Simi Valley Arts Commission

FROM: David Yoshitomi, Community Services Manager

SUBJECT: ESTABLISH AN AD HOC COMMITTEE TO REVIEW THE DUTIES AND RESPONSIBILITIES OF THE ARTS COMMISSION AND PROVIDE RECOMMENDATIONS FOR BYLAWS

The Simi Valley Arts Commission is presently operating under Duties and Responsibilities established by the City Council on February 26, 1996 and does not have formal bylaws. These duties and responsibilities emerged from the bylaws of the Simi Valley Cultural Arts Center Commission, which the City Council dissolved at the same meeting.

The Cultural Arts Center's Strategic Plan identifies the adoption of bylaws as a tactic to achieve the goal under Strategic Priority 6: Arts Leadership and Advocacy - "Reinforce the arts as a vital, integral, and necessary component of life in Simi Valley by strengthening local artists, arts organizations, and cultural groups through increased consideration and presence of the arts in policy decisions and legislation."

Consistent with this tactic and goal, staff is requesting that the Arts Commission establish an ad hoc committee to review its current duties and responsibilities and make recommendations for the adoption of bylaws.

Should the Arts Commission chose to establish this committee, staff is requesting that the Arts Commission select less than a quorum (three maximum) of its members to volunteer to serve on the committee. Staff anticipates the committee will meet between three to five times to accomplish its objective.

The following alternatives are available to the Commission:

1. Establish an ad hoc committee and nominate three members of the Arts Commission to review the duties and responsibilities of the Arts Commission and make recommendations for the adoption of bylaws;
2. Provide staff alternative direction.

Staff recommends Alternative No. 1.

Recommended Motion:

I move to establish an ad hoc committee to review the duties and responsibilities of the Arts Commission and make recommendations for bylaws, and nominate Commissioners [Commissioner Names] to serve on the committee.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: April 13, 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.

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.

SOMETHING ROTTEN!

April 23 – May 29, 2022

No Performance May 20, 2022



Welcome to the Renaissance and the outrageous, crowd-pleasing musical farce, **Something Rotten!** Created by Grammy Award-winning songwriter Wayne Kirkpatrick, and successful screenwriters Karey Kirkpatrick and John O'Farrell, *Something Rotten!* was lauded by audience members and critics alike, receiving several Best Musical nominations and hailed by Time Out New York as "the funniest musical comedy in at least 400 years".

Set in the 1590s, brothers Nick and Nigel Bottom are desperate to write a hit play but are stuck in the shadow of that Renaissance rock star known as "The Bard." When a local soothsayer foretells that the future of theatre involves singing, dancing and acting at the same time, Nick and Nigel set out to write the world's very first musical. But amidst the scandalous excitement of opening night, the Bottom Brothers realize that reaching the top means being true to thine own self, and all that jazz.

Something Rotten! features large song and dance numbers, and a wacky cast of over-the-top characters, each given his or her own special moment in the show to shine. Throughout its Broadway run, the musical received a show-stopping standing ovation from audiences... in the beginning of the first act! It's become clear that "nothing's as amazing as a musical!"

Simi Valley Youth Council Talent Show

Friday, May 20, 2022 at 7:00 pm



Simi Valley Youth Council returns with another fun evening of local talent in their Talent Show! Cash prizes available for winners in several categories.

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!

CRAFT & GIFT FAIR

Saturday, June 4, 2022 from 10 am – 4 pm

Parking Lot of the Cultural Arts Center

Our Craft & Gift Fair features over 50 local artisans selling handmade goods such as clothing, jewelry, soaps, woodworking, candles, homemade jams and jellies, and more! Come shop for the perfect gift for that special someone or treat yourself! Be sure to check out the hourly door prize drawings and craft demonstrations by local artists! Admission is free!

Other Scheduled Events in 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

SVCAF 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:

- **Mastroleonardo Studios Piano Recital June 4, 2022**
- **Dance Creations Recital June 5, 2022**
- **Serendipity Dance Recital June 12, 2022**
- **Diversity Series**
- **Classical Music Series**
- **Slam Poetry Nights**
- **Open Mic Nights**
- **Simi Storytellers Series**

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