



# SIMI VALLEY CULTURAL ARTS CENTER

## **SIMI VALLEY ARTS COMMISSION**

Wednesday, April 19, 2023, 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 15, 2023
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.
5. Continued Business - None
6. New Business
  - a. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2022-23 Mid-Year Budget Report
  - b. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2022-23 Operating Budget, Fiscal Year 2022-23 Estimated Actual Budget Projections, and Review of Proposed Fiscal Year 2023-24 Operating Budget
  - c. Review of the Proposed Simi Valley Cultural Arts Center Fiscal Year 2023-24 Operating Plan
  - d. Update on the Simi Valley Cultural Arts Center Strategic Plan Progress
  - e. Update on Simi Valley Cultural Arts Center Performing Arts Recovery Grant Program



## SIMI VALLEY CULTURAL ARTS CENTER

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/

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Anna M. Medina  
Deputy Community Services Director

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

## DRAFT MINUTES

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

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

Present: Council Member's Elaine Litster and Rocky Rhodes; Commissioners John Dantona, Janet Plant, Becky Savell, Burton Weinstein, Stephanie Wilson, and Simi Valley Cultural Arts Center Foundation Representative Marie Bennett.

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

### 2. Agenda Review

No changes were recommended.

### 3. Approval of Minutes: December 14, 2022

A motion to approve the December 14, 2022 minutes was made by Commissioner Plant, with a second from Commissioner Wilson. The motion passed unanimously.

### 4. Public Statements – None

### 5. Continued Business

#### a. Review and Consideration of the Draft Arts Commission Bylaws and Recommendation for City Council Approval

Anna Medina provided an overview of the Draft Arts Commission Bylaws. The Commissioners began their review of the Draft Arts Commission Bylaws at the December 14, 2022 Arts Commission meeting. Considerable progress was made, however, due to time constraints only half of the document could be reviewed. The Commissioners requested that the review and consideration of the Draft Arts Commission Bylaws and recommendation for City Council Approval be continued at the February 15, 2023 meeting for further discussion. The suggested revisions from the December 14, 2022 were made and a copy of the Draft Bylaws was forwarded to the Commissioners prior to the February 15, 2023 meeting.

The Commissioners proceeded with a line-by-line review of the second half of the Draft Bylaws in order to provide discussion and feedback. Once the

Commissioners completed their review, it was suggested the proposed revisions be made, and the Draft Arts Commission Bylaws be presented to the City Council for approval.

A motion to approve the Simi Valley Arts Commission Bylaws as proposed and a recommendation to have staff amend the Bylaws for City Council approval was made by Commissioner Weinstein, with a second from Council Member Rhodes. The motion passed unanimously.

- b. Update on Interest Bearing Options for the Cultural Arts Center's Contingency/Performance Fund Account.

Fred Helsel provided an update on the Contingency/Performance fund account interest bearing options. Mr. Helsel stated that at the September 21, 2022 Arts Commission meeting, the Arts Commissioners expressed concerns with the lack of interest gained by the account. Mr. Helsel was to conduct research into higher yielding accounts and report the finding.

The Contingency/Performance Fund Account is a separate restricted account used only in emergencies or to expand programming and expenditures from this account are approved by the Commission in advance.

After speaking with Fiscal Services, staff was informed the City traditionally invests in US Treasury bonds, US Agency bonds (FNMA, FHLB, etc.), and highly rated corporate bonds. However, since the Contingency/Performance Fund is used for emergency purposes, short-term investments are needed. Staff will reach out to banks for available options.

The Contingency/Performance Fund Account is currently with US Bank and the Performance Accounts are with Union Bank, who is currently in the process of merging with Union Bank. Staff will determine what options are available to the CAC with the newly merged bank and will provide a report on these findings at a future Arts Commission meeting.

## 6. New Business

- a. Mid-Year Review of the Simi Valley Cultural Arts Center Capital Improvement Program for Fiscal Year 2022-23 and Review of the Fiscal Year 2023-24 Capital Improvement Program

Staff provided an updated list of capital equipment items that the CAC purchased in the first two quarters of FY 2022-23. Between July 1 – December 31, 2022 \$8,712 was spent to replace and purchase Microphones, Sound Equipment, a MacBook & Mac Mini, Stripe Terminal, and Gallery Equipment and Supplies. Capital Projects approved in FY 2022-23 and in progress in the

amount of \$5,000 - \$6,000 include Sound and Lighting Upgrades for DownStage Theater/MPR.

The proposed Capital Projects for FY 2023-24 include a Microphone Replacement and Digital Upgrade, Lighting Equipment Replacement, Repair and Upgrade to the Main Stage LED house lights, and Cleaning, Repair and Maintenance of the Stage Curtains.

Staff recommended that the Simi Valley Arts Commission authorize staff to include the proposed capital projects in the amount of \$42,000 in the Fiscal Year 2023-24 budget for approval by the City Council.

A motion to authorize staff to include the proposed capital projects in the amount of \$42,000 in the Fiscal Year 2023-24 budget for approval by the City Council was made by Commissioner Wilson, with a second from Commissioner Savell. The motion passed unanimously.

b. Arts Commission Recruitment

Anna Medina reported that the 2023 Arts Commission recruitment for public members is scheduled to begin in early March of 2023. The term of service for Becky Savell and Burton Weinstein will conclude on June 30, 2023. However, they may reapply by submitting a new application during the recruitment process. Outgoing Arts Commissioners will be recognized at a future City Council meeting.

7. Reports

a. Simi Valley Cultural Arts Center Programming Report

Fred Helsel provided an overview of upcoming programs and events at the CAC. Mr. Helsel explained that a new Famous Authors Living History project is being coordinated and planned with the Simi Valley Public Library. Sandee McGee shared the highlights of the upcoming exhibition that will be shown in the upper gallery of the CAC, "Lifelines: Handwoven Rhythms of Form and Function" by Ventura County artist Regina Vorgang from March 9 through April 30, 2023. Ms. McGee stated that an Opening Reception to meet the artist would be held on March 9, 2023.

b. Update on Simi Valley Cultural Arts Center Foundation Activities

Marie Bennett provided the Foundation activities report. She reported that the Foundation is having a Wine Tasting Event on March 23, 2023 from 5:00 p.m. to 7:30 p.m. Tickets are currently on sale through the CAC website and are \$45. The Foundation is in the process of planning additional fundraisers for 2023 to meet their goal and financial obligation to the City. The Foundation

has added four new members to the Board. The Foundation is in the process of updating their website to add sponsorship and membership packages. The Foundation's goal is to increase the endowment by \$20,000-\$30,000.

c. General Manager's Report

Fred Helsel reported that during the month of January the CAC was closed for projects aimed to improve the facility and its functionality. The CAC has added new flooring to the back halls and dressing room areas, steam cleaned the carpets, and repaired the elevator. The CAC is currently in the process of issuing an RFP to solicit bids for updated LED signs and to upgrade the monument. All signage will soon be replaced throughout the interior and exterior of the CAC. In addition, the General Manager discussed installing a curtain system on the small stage in the MPR to make the room more attractive for business usage.

8. Commissioner Comments

Commissioner Savell appreciates the compelling conversations and is appreciative of staff.

Commissioner Dantona stated his appreciation for the excellent work that was done on the Bylaws.

Commissioner Wilson welcomed Council Member Rhodes and acknowledged the excellent work on the Bylaws.

Commissioner Weinstein expressed his appreciation for staff and enjoyed having the meeting at the CAC.

Council Member Rhodes shared his passion for the arts and information regarding his theater background.

Council Member Litster stated that she was excited by the direction the Arts Commission was heading.

9. Adjournment

The meeting was adjourned at approximately 5:18 p.m.

# CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** April 19, 2023

**TO:** Simi Valley Arts Commission

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

**SUBJECT:** RECEIPT OF THE SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2022-23 MID-YEAR BUDGET REPORT

Attached for the Arts Commission's (Commission) review is the Cultural Arts Center (CAC) Operating Budget Fiscal Year (FY) 2022-23 Mid-Year Report.

## **Status of FY 2022-23 Operating Budget**

For the first half of FY 2022-23 (July 1, 2022 through December 31, 2022), the CAC showed Gross Income of \$306,966 with Total Expenses of \$225,395. The Net Profit for the first half of FY 2022-23 is \$81,571.

An analysis of Total Income shows strong box office income of \$229,330 due in large part to the popularity of *ELF The Musical*. A new budget income account number for Camps and Class Tuition was created to track income from CAC's new Young Artists Playground (YAP) Arts Education programs. Though earned income for YAP's programs was only \$2,415 for the First and Second Quarters, income is expected to increase as the programs grow. In addition, the CAC received a \$36,000 Creative Youth Development Grant from the California Arts Council for programming costs for YAP through FY 2023-24.

While Grant Income for the first half of the year was only \$1,506, there is a pending payment of \$36,000 from the California Arts Council identified above and a pending payment of \$200,000 from the City's Covid-19 Community Recovery Grant Program, which will make Grant Income far exceed the original budget of \$15,000 by end of FY 2022-23.

Artists Fees for the first half of FY 2022-23 in the amount of \$39,105 exceed the yearly budget projection of \$30,000. With the steep increase in gas prices this past year, the CAC has begun to pay stipends to artists to help offset the costs of traveling to and from 5 weeks of rehearsals and 5 weekends of performances.

An expense budget account number (line item #5800 on financial statement) was created for the Performing Arts Recovery Grant Payout in FY 2022-23 to track payments. In the first half of FY 2022-23, a total of \$26,232 has been paid out to help offset rental costs for local non-profit and arts organizations renting the Cultural Arts Center.

In the Fixed Operational Expenses Categories, Dues/Licenses/Permits expenses of \$4,810 are unusually lower for midyear. This is due in large part to the fact that the rights for *ELF The Musical* were paid for in FY 2021-22 and the rights to the upcoming production of *THE PROM* will be reflected in the third quarter of FY 2022-23.

The Contingency/Performance Fund Account balance, including accrued interest, is \$38,802 as of December 31, 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.

The Net Profit of \$81,571 for the first and second quarters of FY 2022-23 demonstrates that the CAC is on the path to recovery from the losses incurred during the COVID 19 shutdown as the CAC 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.

The following alternatives are available to the Commission:

1. Receive the Simi Valley Cultural Arts Center FY 2022-23 Mid-Year Budget Report;
2. Provide staff alternative direction.

Staff recommends Alternative 1.

Recommended Motion:

I move to receive the Simi Valley Cultural Arts Center Fiscal Year 2022-23 Mid-Year Budget Report.

Attachment



**SIMI VALLEY CULTURAL ARTS CENTER  
FY 2022-23 MIDYEAR BUDGET REPORT  
JUNE - DECEMBER 2022**

ORDINARY THEATER INCOME/EXPENSE	ANNUAL BUDGET	ACTUAL	DIFFERENCE
<b>INCOME</b>			
4000 Box Office	\$327,500	\$229,330	(\$98,170)
4050 Camps and Classes Tuition	\$30,000	\$2,415	(\$27,585)
4200 Contributions/Fundraising	\$51,400	\$21,722	(\$29,678)
4400 Grants	\$15,000	\$1,506	(\$13,494)
4500 Rental	\$41,500	\$19,579	(\$21,921)
4600 Concessions	\$10,250	\$7,672	(\$2,578)
4700 Advertising Income	\$3,000	\$0	(\$3,000)
4800 Reimbursed Technical Costs	\$45,900	\$24,736	(\$21,164)
4900 Interest Income	\$25	\$6	(\$19)
<b>TOTAL INCOME</b>	<b>\$524,575</b>	<b>\$306,966</b>	<b>(\$217,609)</b>
<b>EXPENSE COST OF GOODS SOLD (COGS)</b>			
5000 Special Events (DownStage Cabaret, Galas, etc.)	\$7,500	\$677	\$6,823
5100 Artist Fees	\$30,000	\$39,105	(\$9,105)
5300 Concession Supplies	\$3,700	\$1,063	\$2,637
5400 Supplies	\$28,600	\$9,426	\$19,174
5500 Provider Payments (Total Box Rec)	\$160,000	\$111,511	\$48,489
5600 Advertising/Marketing	\$20,800	\$3,012	\$17,788
5700 Contract Labor	\$69,875	\$25,100	\$44,775
5800 Performing Arts Recovery Grant Payout	\$0	\$26,232	(\$26,232)
<b>SUBTOTAL EXPENSES (COGS)</b>	<b>\$320,475</b>	<b>\$216,126</b>	<b>\$104,349</b>
<b>TOTAL GROSS PROFIT</b>	<b>\$204,100</b>	<b>\$90,840</b>	<b>(\$113,260)</b>
<b>FIXED OPERATIONAL EXPENSES</b>			
6100 Capital Replacement	\$40,000	\$912	\$39,088
6300 Credit Card Service Fees	\$12,800	\$707	\$12,093
6400 Dues/Licenses/Permits	\$26,000	\$4,810	\$21,190
6600 Office Expenses	\$1,200	\$2,840	(\$1,640)
<b>TOTAL EXPENSES</b>	<b>\$80,000</b>	<b>\$9,269</b>	<b>\$70,731</b>
<b>NET PROFIT/LOSS</b>	<b>\$124,100</b>	<b>\$81,571</b>	<b>\$42,529</b>
	<b>Balance</b>		<b>Est. Balance</b>
	<b>July 1, 2022</b>	<b>Credits/(Debits)</b>	<b>December 31, 2022</b>
<b>CONTINGENCY / PERFORMANCE FUND</b>	\$38,802	\$0	\$38,802

NOTES

BN1

BN2

BN3

BN4

BN5

BN6

## **Budget Reference Notes**

BN1 - ELF the Musical's extreme popularity with our audiences really boosted box office sales.

BN2 - This is a new budget line to track income from the Young Artists Playground (YAP) Arts Education programming.

BN3 - The \$36,000 Grant from California Arts Council and a \$200,000 grant allotment from the City's Covid-19 Community Recovery Grant Program will be reflected in the Fourth Quarter

BN4 - The CAC has begun to offer stipends for artists to help offset the cost of gas to commit to 5 weeks of rehearsals and 5 weekends of performances.

BN5 - This is a new budget line to track payout from our Performing Arts Recovery Grant program.

BN6 - The rights to ELF were paid in FY 2021-22 and the rights to The Prom were paid in the Third Quarter of FY 2022-23.

# CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** April 19, 2023

**TO:** Simi Valley Arts Commission

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

**SUBJECT:** RECEIPT OF THE SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2022-23 OPERATING BUDGET, FISCAL YEAR 2022-23 ESTIMATED ACTUAL BUDGET PROJECTIONS, AND REVIEW OF PROPOSED FISCAL YEAR 2023-24 OPERATING BUDGET

Attached for the Arts Commission's (Commission) review are the Fiscal Year (FY) 2022-23 Simi Valley Cultural Arts Center (CAC) Operating Budget Report, FY 2022-23 year-end estimated projections, and the proposed FY 2023-24 Operating Budget.

## **Status of FY 2022-23 Operating Budget**

For FY 2022-23, the Cultural Arts Center anticipates a Gross Income of \$792,448 with Total Expenses of \$497,493 for a total Net Income of \$294,955.

An analysis of Total Income shows vigorous anticipated Box Office Income of \$414,588 due in large part to *ELF The Musical* as well as near sold out houses for the Tribute Concert Series and increasing audiences for the Sunday Night Comedy at the Center Series. Anticipated Grant Income of \$239,516 also contributed largely to the healthy Net Income for FY 2022-23.

The Cultural Arts Center anticipates \$405,011 in Expenses (production related expenditures) and \$92,482 in Fixed Expenses for a total of \$497,493.

In the Expense category, Artists Fees exceeded the budgeted estimate by \$17,705. Beginning in 2022, the CAC began investing in the artists and providing stipends to help offset the costs of traveling to and from rehearsals and performances. Gallery Supplies are estimated at \$2,532 to include the purchase of new gallery hanging systems and gallery lights as the CAC revitalizes our Upper and Lower Galleries. Set Supplies skyrocketed this fiscal year due to huge increases in lumber and material costs. The marked increase in estimated Provider Payments reflects the increase in Box Office Income as well as additional unexpected rentals such as *The Nutcracker* and other recitals.

In the Fixed Operational Expenses Categories, estimated Credit Card Service Fees are double budget projections at \$26,279 due to the brisk rise in box office sales and the conversion to an online box office system. Staff will continue to monitor credit card fees to determine if costs are competitive with other online box office vendors. Lastly, Office Expenses exceeded anticipated budget projections at \$4,840 due to the need to purchase office furniture and supplies for the two new offices created for the Assistant Manager and Technical Coordinator.

The Contingency/Performance Fund Account balance is estimated to remain at \$38,802 on June 30, 2023. 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 2023-24 Operating Budget**

The proposed FY 2023-24 CAC budget projects Gross Revenue of \$592,200 and Gross Expenses of \$552,200 realizing a Net Income of \$40,000.

While much positive progress has been made with regard to the effect COVID-19 has had on audience attendance at the CAC, it still remains difficult to predict with certainty what lies ahead due to continuing impacts of the pandemic. The proposed 2023-24 budget is slightly optimistic in nature, and reflects the hope that the CAC can continue progressing toward achieving Pre-COVID attendance, box office and rental income levels.

Overall the proposed FY 2023-24 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 activity at mid-year and again at the end of the budget year.

The following alternatives are available to the Commission:

1. Receive the Simi Valley Cultural Arts Center Fiscal Year 2022-23 Operating Budget Report;
2. Recommend the Simi Valley Cultural Arts Center Fiscal Year 2023-24 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 Simi Valley Cultural Arts Center Fiscal Year 2022-23 Operating Budget Report and recommend the Fiscal Year 2023-24 Operating Budget Report as proposed to be forwarded to the City Council for approval.

Attachment

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET**  
**FY 2022-23 & 2023-24 BUDGET REPORT**

	FINAL BUDGET 2022-23	YEAR-END PROJECTIONS 2022-23	VARIANCE 2022-23	PROPOSED BUDGET 2023-24	Budget Notes
<b>INCOME</b>					
<b>4000 Box Office Income</b>					
<i>4010 Service Charges</i>					
4011 Ticket Surcharge	\$16,000	\$17,708	\$1,708	\$17,000	
4012 Ticket Printing/Box Office Services	\$0	\$0	\$0	\$0	
4015 Handling Fee	\$8,000	\$29,063	\$21,063	\$25,000	BN1
4016 Provider Credit Card Fees	\$8,000	\$11,680	\$3,680	\$12,000	
<b>Total Service Charges</b>	<b>\$32,000</b>	<b>\$58,451</b>	<b>\$26,451</b>	<b>\$54,000</b>	
<b>4040 Box Office Sales (Gross)</b>					
4020 Box Office	\$287,000	\$351,255	\$64,255	\$325,000	
4025 Box Office Share the Arts	\$1,000	\$1,500	\$500	\$1,500	
4030 Box Office Gift Certificates	\$7,500	\$3,382	(\$4,118)	\$3,000	
<b>Total Box Office Sales (Gross)</b>	<b>\$295,500</b>	<b>\$356,137</b>	<b>\$60,637</b>	<b>\$329,500</b>	
<b>Total Box Office Income</b>	<b>\$327,500</b>	<b>\$414,588</b>	<b>\$87,088</b>	<b>\$383,500</b>	BN2
<b>4100 Classes and Camps Income</b>	<b>\$30,000</b>	<b>\$8,435</b>	<b>(\$21,565)</b>	<b>\$12,000</b>	BN3
<b>4200 Contribution/Fundraising Income</b>					
4210 Sponsorships	\$3,000	\$0	(\$3,000)	\$2,250	
4220 Miscellaneous Income/Donations	\$5,000	\$5,879	\$879	\$5,000	BN4
4230 Foundation Contributions	\$35,000	\$36,828	\$1,828	\$37,000	
4240 City Employee Payroll Deductions	\$400	\$458	\$58	\$400	
4255 Fundraisers	\$8,000	\$0	(\$8,000)	\$6,000	
<b>Total Contribution/Fundraising Income</b>	<b>\$51,400</b>	<b>\$43,165</b>	<b>(\$8,235)</b>	<b>\$50,650</b>	
<b>4400 Grants</b>					
4425 COVID Relief	\$0	\$200,000	\$200,000	\$0	BN5
4450 Share the Arts	\$2,500	\$3,516	\$1,016	\$3,500	
4475 Grants Miscellaneous	\$12,500	\$36,000	\$23,500	\$50,000	BN6
<b>Total Grants</b>	<b>\$15,000</b>	<b>\$239,516</b>	<b>\$224,516</b>	<b>\$53,500</b>	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2022-23 & 2023-24 BUDGET REPORT**

	<b>FINAL BUDGET 2022-23</b>	<b>YEAR-END PROJECTIONS 2022-23</b>	<b>VARIANCE 2022-23</b>	<b>PROPOSED BUDGET 2023-24</b>	<b>Budget Notes</b>
<b>4500 Rental Fee Income</b>					
4510 Cleaning/Damage Income	\$1,000	\$775	(\$225)	\$750	
4530 Rental Fees - Mainstage Theater	\$34,500	\$31,742	(\$2,758)	\$32,000	
4540 Rental Fees - MPR/DownStage	\$6,000	\$1,480	(\$4,520)	\$1,500	BN7
<b>Total Rental Fee Income</b>	<b>\$41,500</b>	<b>\$33,997</b>	<b>(\$7,503)</b>	<b>\$34,250</b>	
<b>4600 Concessions</b>					
4610 Cnc's - Gallery/CD Sales	\$750	\$855	\$105	\$800	
4620 Cnc's - Beer/Wine	\$2,000	\$3,919	\$1,919	\$4,000	
4630 Cnc's - Food/Soft Drinks	\$5,000	\$5,297	\$297	\$5,500	
4640 Cnc's - Promotional Items	\$2,500	\$100	(\$2,400)	\$1,500	
<b>Total Concessions</b>	<b>\$10,250</b>	<b>\$10,171</b>	<b>(\$79)</b>	<b>\$11,800</b>	
<b>4700 Advertising Income</b>	<b>\$3,000</b>	<b>\$0</b>	<b>(\$3,000)</b>	<b>\$3,000</b>	BN8
<b>4800 Reimbursed Technical Costs</b>					
4820 Other Reimbursed Tech Income	\$1,000	\$1,306	\$306	\$1,300	
4830 Technical Staff Costs	\$35,000	\$27,415	(\$7,585)	\$27,000	
<b>4840 Reimbursed Equipment Rental</b>					
4841 Electrics Surcharge (Lamp Usage)	\$500	\$1,006	\$506	\$1,000	
4842 LCD Projector	\$400	\$400	\$0	\$400	
4844 Spotlight Rental Income	\$1,000	\$528	(\$472)	\$1,000	
4845 Piano Rental Fee	\$500	\$0	(\$500)	\$500	
4846 Microphone Rentals	\$7,500	\$11,631	\$4,131	\$12,000	
<b>Total Reimbursed Equipment Rental</b>	<b>\$9,900</b>	<b>\$13,565</b>	<b>\$3,665</b>	<b>\$14,900</b>	
<b>Total Reimbursed Technical Costs</b>	<b>\$45,900</b>	<b>\$42,286</b>	<b>(\$3,614)</b>	<b>\$43,200</b>	
<b>4900 Interest Income</b>	<b>\$25</b>	<b>\$290</b>	<b>\$265</b>	<b>\$300</b>	
<b>TOTAL INCOME</b>	<b>\$524,575</b>	<b>\$792,448</b>	<b>\$267,873</b>	<b>\$592,200</b>	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2022-23 & 2023-24 BUDGET REPORT**

	FINAL BUDGET 2022-23	YEAR-END PROJECTIONS 2022-23	VARIANCE 2022-23	PROPOSED BUDGET 2023-24	Budget Notes
<b>EXPENSE COSTS</b>					
<b>5000 Special Events (MPR/DownStage, Receptions)</b>	<b>\$7,500</b>	<b>\$3,177</b>	<b>(\$4,323)</b>	<b>\$5,000</b>	
<b>5100 Artists Fees</b>	<b>\$30,000</b>	<b>\$47,705</b>	<b>\$17,705</b>	<b>\$50,000</b>	BN9
<b>5300 Concession Supplies</b>					
5320 Cnc's Supplies -Promo. Items	\$500	\$932	\$432	\$1,000	
5340 Cnc's Supplies - Gallery/CD Sales Payout	\$800	\$693	(\$107)	\$800	
5360 Cnc's Supplies - Food	\$1,500	\$1,463	(\$37)	\$1,500	
5380 Cnc's Supplies - Beer/Wine	\$900	\$850	(\$50)	\$900	
<b>Total Concession Supplies</b>	<b>\$3,700</b>	<b>\$3,938</b>	<b>\$238</b>	<b>\$4,200</b>	
<b>5400 Supplies</b>					
5410 Operating & Miscellaneous	\$10,000	\$9,942	(\$58)	\$10,000	
5420 Equipment Rentals	\$400	\$0	(\$400)	\$400	
<b>5430 Technical Supplies</b>					
5431 Lighting Supplies	\$1,000	\$500	(\$500)	\$1,000	
5432 Sound Supplies	\$5,000	\$1,065	(\$3,935)	\$3,000	
5433 Gallery Supplies	\$200	\$2,532	\$2,332	\$4,000	BN10
5434 Costumes/Wigs/Makeup Supplies	\$6,000	\$3,257	(\$2,743)	\$5,000	
5435 Props Supplies	\$3,000	\$3,680	\$680	\$5,000	
5436 Set Supplies	\$3,000	\$6,797	\$3,797	\$7,500	BN11
<b>Total Technical Supplies</b>	<b>\$18,200</b>	<b>\$17,831</b>	<b>(\$369)</b>	<b>\$25,500</b>	
<b>Total Supplies</b>	<b>\$28,600</b>	<b>\$27,773</b>	<b>(\$827)</b>	<b>\$35,900</b>	
<b>5500 Provider Payments (Total Box Receipts)</b>	<b>\$160,000</b>	<b>\$209,758</b>	<b>\$49,758</b>	<b>\$200,000</b>	BN12
<b>5600 Advertising/Marketing</b>					
5610 Postage & Delivery	\$800	\$334	(\$466)	\$400	
5620 Printing/Playbills/Tickets	\$5,000	\$1,811	(\$3,189)	\$2,000	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2022-23 & 2023-24 BUDGET REPORT**

	<b>FINAL BUDGET 2022-23</b>	<b>YEAR-END PROJECTIONS 2022-23</b>	<b>VARIANCE 2022-23</b>	<b>PROPOSED BUDGET 2023-24</b>	<b>Budget Notes</b>
<i>5630 Advertising/Marketing</i>	\$15,000	\$4,392	(\$10,608)	\$15,000	
<b>Total Advertising/Marketing</b>	<b>\$20,800</b>	<b>\$6,537</b>	<b>(\$14,263)</b>	<b>\$17,400</b>	
<b>5700 Contract Labor</b>	<b>\$69,875</b>	<b>\$47,891</b>	<b>(\$21,984)</b>	<b>\$60,000</b>	
<b>5800 Performing Arts Recovery Fund Payout</b>	<b>\$0</b>	<b>\$58,232</b>	<b>\$58,232</b>	<b>\$75,000</b>	BN13
<b>TOTAL EXPENSE COSTS</b>	<b>\$320,475</b>	<b>\$405,011</b>	<b>\$84,536</b>	<b>\$447,500</b>	
<b>GROSS PROFIT</b>	<b>\$204,100</b>	<b>\$387,437</b>	<b>\$183,337</b>	<b>\$144,700</b>	
<b>FIXED EXPENSES</b>					
<b>6100 Capital Replacement</b>	<b>\$40,000</b>	<b>\$45,000</b>	<b>\$5,000</b>	<b>\$42,000</b>	
<b>6300 Credit Card Service Fees</b>					
<i>6350 Credit Card Discount Fees</i>	\$12,500	\$25,700	\$13,200	\$27,000	
<i>6360 Service Fees (Bank Charges)</i>	\$300	\$579	\$279	\$700	
<b>Total Credit Card Service Fees</b>	<b>\$12,800</b>	<b>\$26,279</b>	<b>\$13,479</b>	<b>\$27,700</b>	
<b>6400 Dues/Licenses/Permits</b>					
<i>6410 Dues and Subscriptions</i>	\$6,000	\$3,398	(\$2,602)	\$6,000	
<i>6420 Licenses &amp; Permits</i>	\$20,000	\$11,985	(\$8,015)	\$25,000	
<i>6430 Miscellaneous</i>	\$0	\$980	\$980	\$1,000	
<b>Total Dues/Licenses/Permits</b>	<b>\$26,000</b>	<b>\$16,363</b>	<b>(\$9,637)</b>	<b>\$32,000</b>	BN14
<b>6600 Office Expenses</b>	<b>\$1,200</b>	<b>\$4,840</b>	<b>\$3,640</b>	<b>\$3,000</b>	BN15
<b>TOTAL FIXED EXPENSES</b>	<b>\$80,000</b>	<b>\$92,482</b>	<b>\$12,482</b>	<b>\$104,700</b>	
<b>NET INCOME</b>	<b>\$124,100</b>	<b>\$294,955</b>	<b>\$170,855</b>	<b>\$40,000</b>	
	<b>Balance</b>			<b>Est. Balance</b>	
	<b>July 1, 2022</b>	<b>Credits/Interest</b>	<b>Debits</b>	<b>June 30, 2023</b>	
<b>CONTINGENCY/PERFORMANCE FUND</b>	<b>\$38,802</b>	<b>\$0</b>	<b>\$0</b>	<b>\$38,802</b>	



**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET  
FY 2022-23 & 2023-24 BUDGET REPORT**

	FINAL BUDGET 2022-23	YEAR-END PROJECTIONS 2022-23	VARIANCE 2022-23	PROPOSED BUDGET 2023-24	Budget  Notes
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**BUDGET NOTES:**

BN1 - FY 2022-23 budget for this item was very conservatively estimated due to not knowing how fast patrons would return to live events. Brisk attendance for concerts, and productions like ELF combined with sold out house of unplanned rentals such as The Nutcracker and Comedy Series led to a much larger number of tickets being sold in FY 2022-23 than originally anticipated.

BN2 - As we entered FY 2022-23 it was unclear how fast audiences would return to live events. Many of our Tribute Concerts and ELF saw sold out or near capacity crowds. This combined with unexpected rentals such as our Comedy Series, The Nutcracker and other local recitals raised our box office income well past anticipated budget.

BN3 - While enrollment in our Young Artists Playground camps and workshops has been slower than originally anticipated, it is a brand new program that will continue to grow.

BN4 - This includes donations made from ticket purchases as well as general donations to the Center.

BN5 - The Center received a \$200,000 allotment from the City from the American Rescue Plan Act grant.

BN6 - The Center was awarded a \$36,000 Creative Youth Development Grant from the California Arts Council for our YAP Youth Arts Education programs.

BN7 - MPR rental budget anticipated the return of lunch meetings for Rotary which has not happened.

BN8 - The electronic marquee was inoperative which prevented the CAC from exploring advertising opportunities utilizing the marquee.

BN9 - In FY 2022-23 the CAC began to pay stipends to their performers due to the harsh increase in gas prices.

BN10 - Unanticipated initial expenses for revitalizing the gallery included a new hanging system and new gallery lighting as well as reframing some of the CAC "house" artwork to rehang after the Center's interior had been repainted.

BN11 - Materials costs such as lumber shot up drastically in FY 2022-23. The FY 2023-24 budget attempts to account for inflation and the rise in material costs.

BN12 - Reflective of an increase in overall box office sales in FY 2022-23

BN13 - This is a new budget line for FY 2023-24 to track grant payments from the new Performing Arts Recovery Fund.

BN14 - Though ELF took place in FY 2022-23, licensing fees were prepaid in FY 2021-22. In addition, there are no anticipated licensing fees for the June DownStage production.

BN15 - Reflects purchase of office equipment (furniture and supplies) for three additional CAC staff members added in FY 2022-23.



# SIMI VALLEY CULTURAL ARTS CENTER

# FY 2023-2024 OPERATING PLAN







## **SIMI VALLEY CULTURAL ARTS CENTER**

# **FY 2023-2024 OPERATING PLAN Table of Contents**

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## 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 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 indigenous 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.





## SIMI VALLEY CULTURAL ARTS CENTER

# CULTURAL ARTS CENTER GOALS

■ 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.







## SIMI VALLEY CULTURAL ARTS CENTER

# FACILITY DESCRIPTION



■ The Simi Valley Cultural Arts Center encompasses a 185-seat theater, a multipurpose room accommodating 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 1800 square feet of storage for props and other theater equipment.

■ In addition to the physical facility, the Cultural Arts Center also has made use of a virtual platform, the Sim Valley VIRTUAL Arts Center ([www.svvac.org](http://www.svvac.org)), to continue to provide entertainment and engagement opportunities for the community of Simi Valley and beyond.





## **SIMI VALLEY CULTURAL ARTS CENTER**

# **COMMUNITY ENGAGEMENT & STATISTICS**

## **Overview**

Through increased social media posts and advertising, we expanded SVCAC's community engagement and reach throughout the United States, to include followers in Mexico, Europe, and Asia. In 2022 SVCAC increased social media reach to include over 6,000 Facebook followers, 1,100 Instagram followers, and 332 followers on Twitter. In addition, our Eblast Subscriber base now exceeds 11,250.

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 was \$75,000 with an additional \$100,000 in funding which will allow the SVCAC to extend the granting period through 2023 and into 2024. In FY 2022-23, the Performing Arts Recovery Grant Program awarded \$68,732.18 in subsidy to non-profit and other arts organizations in bringing musical theatre, dance, multi-cultural music, and other events to the Cultural Arts Center.

In 2022, the Cultural Arts Center produced or presented 424 events in the Mainstage Theater, DownStage Theater/MPR, Upper Gallery and the exterior grounds. Attendance, while not fully back to pre-pandemic levels, continues to increase and in 2022 the CAC saw over 23,700 people come through its doors.

## **Goal**

In FY 2023-24 continue to rebuild audience engagement and attendance through enhanced marketing, targeted promotions and expanding program diversity. Through the Performance Arts Recovery Fund, incentivize both long time arts partners to continue to access the Center while actively pursuing new and diverse programming and partnership opportunities. In addition, explore ways to expand access to the arts in the community through pop up gallery events, collaborations with such groups as the Rancho Simi Recreation and Park District and the Simi Valley Public Library. These efforts combined will help the CAC progress toward our goals outlined in the CAC's strategic plan.





# SIMI VALLEY CULTURAL ARTS CENTER

# PROGRAMMING

Limited Engagement  
February 4 - 13, 2022

Book and Lyrics by James Lapine  
Music and Lyrics by Stephen Sondheim  
Based on the film by Clint Eastwood  
By the author of *Into the Woods*

For Tickets  
[www.simi-arts.org](http://www.simi-arts.org)

**the spitfire grill**  
a musical

our cast

Sharon Stone  
Molly Smith  
Paul Simon

**MASTER CLASS WITH JOHN GRAY**  
AT THE SIMI VALLEY CULTURAL ARTS CENTER

John Gray will present on Photography on Wednesday, Oct 26, 2022 at 3 PM  
3050 E. LOS ANGELES AVE., SIMI VALLEY, CA 93065  
www.simi-arts.org

Retired Emeritus Professor of Moorpark Community College, Photography teacher, John Gray will be available for an afternoon to share his artistic wisdom. As a Mentor in the field of Photography, please join us for this free event!

SIMI VALLEY CULTURAL ARTS CENTER

**COMEDY NIGHT**

DWAYNE PERKINS  
CARLOS OSCAR  
JASON LOVE

SUN, OCT 23 - 7 PM  
\$16 TICKETS | (805) 583-7900

[www.simi-arts.org](http://www.simi-arts.org)  
3030 E. LOS ANGELES AVE., SIMI VALLEY 93065

**JAN GLASBAND**  
artist

There are three physical areas of the Cultural Arts Center that work in concert with each other to fulfill its programming mission. They are the Mainstage, the Community Room/DownStage Theater, and the Lobby Gallery. In addition, due to the pandemic SVCAC has added the virtual platform of The Simi Valley VIRTUAL Arts Center [www.svvac.org](http://www.svvac.org) to help achieve our programming mission.

From 1996 through 2022, the Cultural Arts Center has hosted a total of 10,679 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. In 2022, the Center launched the Young Artists Playground (YAP) Youth Education program offering Summer Camp and Saturday Morning Workshops in the performing and visual arts for young artists ages 8 - 14. In 2022 the Center also began presenting a monthly Sunday Night Comedy at the Center series and revitalized the Gallery with a series of art shows featuring local and regional artists.

**YAP**  
Saturday Workshops  
2023

Spring & Fall Sessions

SIMI VALLEY CULTURAL ARTS CENTER'S YOUNG ARTISTS PLAYGROUND

[www.simi-arts.org](http://www.simi-arts.org) | 3050 East Los Angeles Drive, Simi Valley, CA 93065

Welcome Back! to the Simi Valley Cultural Arts Center

THIS IS WHY YOU LOVE BROADWAY THEATRE

**SOMETHING ROTTEN**  
A GREAT NEW MUSICAL

April 23 - May 29, 2022  
(No Performance May 20, 2022)

FRIDAYS & SATURDAYS at 8:00 pm  
SUNDAYS at 2:00 pm

AD \$28  
SRIST \$24  
CH \$20

Tickets Available at  
[www.simi-arts.org](http://www.simi-arts.org)

**Simi Valley Cultural Arts Center**  
3050 East Los Angeles Avenue, Simi Valley, CA 93065  
Box Office 805 583-7900

Simi Valley Cultural Arts Center presents...

**elf**  
The Musical

AND FEATURING OUR EXTRA-SPECIAL GUEST...  
**Santa Claus**

Embrace your inner Elf this holiday season!

**November 19 - December 23**

For more information: [www.simi-arts.org](http://www.simi-arts.org)





## SIMI VALLEY CULTURAL ARTS CENTER

# GOALS AND ACHIEVEMENTS FY 2022-2023

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

*Working in collaboration with fellow Ventura County venues and arts organizations, SVCAC followed safety protocols to keep audiences, staff, volunteers and artists safe while at the Cultural Arts Center. Though over 5 weekends of programming was canceled due to COVID-19 outbreaks, the CAC enjoyed a robust season of performances, concerts, and other events and audiences continue to grow.*

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

*In FY 2022-23, the Performing Arts Recovery Grant Program awarded \$68,732.18 in subsidy to non-profit and other arts organizations in bringing musical theatre, dance, multicultural music, and other events to the Cultural Arts 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.

*The establishment of the IDEA Advisory Panel is still ongoing and will not be completed until FY 2023-24. However, program diversification and multicultural programming has expanded in FY 2022-23 with plans to further expand in future seasons.*

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.

*The DownStage Cabaret will see a revival in FY 2022-23 with the opening of a multi-weekend run of Broadway and Beyond - a cabaret of both familiar and lesser known Broadway, Off-Broadway, film, West End, and cabaret music performed by some of SVCAC's favorite artists.*

Expand the Young Artists Playground Arts Education program to include Spring Break Camp, a series of Master Classes, and Saturday Morning Workshops.

*The Young Artists Playground (YAP) arts education programs expanded in FY 2022-23 to include a Winter Camp as well as Fall and Spring Saturday Morning Workshop sessions. In addition, \$36,000 in funding from the California Arts Council was secured to support and expand YAP programs.*

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.

*Non weekend programming in FY 2022-23 has included several art gallery events, Master Class series, business luncheon meetings, dance recitals, tribute concerts, and other performances.*



## SIMI VALLEY CULTURAL ARTS CENTER

# PROGRAMMING GOALS FY 2023-2024

As the world in general and the arts world in particular move forward in a Post COVID reality, it is difficult to predict how long it will be until both audience and artists feel safe to fully return to live events. In FY 2022-23 SVCAC made great strides in audience growth toward pre-pandemic numbers, but many audiences are still cautious in their attendance and spending. Economic uncertainty and inflation's impact on disposable income for attending the arts will continue to be a factor for the next few years. Local arts organizations continue to struggle to survive but are slowly rebuilding and recovering from the decimation that the COVID shutdown thrust upon them. The CAC will need to continue to play a positive role in helping emerging organizations through technical assistance, providing access to space, logistical support and collaborative programs. Through additional funding provided by the American Rescue Plan Grant, the CAC's Performing Arts Recovery Grant program has been extended through 2023 with hopes of continuing into 2024.

That being said, below are some programming goals for the CAC for FY 2023-24:

- In FY 2023-24, continue to work with struggling local arts organizations to help strengthen and stabilize them by creating means for them to utilize the CAC and create income for both the organizations and the Center. This could be accomplished in the form of Performing Arts Recovery Grant subsidies, co-productions, securing sponsorships and grants to help offset production and facility costs, and other creative partnerships. As a result of these efforts the CAC could produce, co-produce or host at least eight fully realized Mainstage or DownStage productions with production values that maintain the artistic excellence for which SVCAC has become known. In addition, produce or host at least 12 - 15 concert events on the Mainstage featuring a variety of genres and audience appeal, and host 4-6 gallery shows.
- Expand partnerships with community organizations such as the Simi Valley Youth Council, Rancho Simi Recreation and Parks District, the Simi Valley Public Library, the Simi Valley Senior Center, the Simi Valley Chamber of Commerce, Rotary, Soroptimist Club, and other civic organizations, Simi Valley Unified School District, Homeschoolers, and the Simi Valley Cultural Arts Center Foundation to both expand visibility of the Center and its programs and to provide community outreach to ensure the arts are accessible to all members of the community.
- Establish the Inclusivity, Diversity, Equity, and Accessibility (IDEA) Advisory Panel to help find a way 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 the Simi Valley and surrounding community.
- Continue to explore and expand non-weekend performances of special events, concerts, business rentals and other live arts experiences to generate additional revenue and provide more opportunity for community use of the Center.
- Strengthen and expand the Young Artists Playground (YAP) Youth Arts in Education program to include projects that provide performance and creative arts related experiences to youth of all ages.
- Continue to expand the DownStage Cabaret Series and expand the use of the DownStage Theater and MPR in order to present a variety of performing arts experiences and provide additional opportunities for increased community involvement as well as generate additional revenue for the Cultural Arts Center.





# SIMI VALLEY CULTURAL ARTS CENTER

# MARKETING AND MARKETING GOALS FY 2023-2024

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

**YAP**  
YOUNG ARTISTS PLAYGROUND  
SIMI VALLEY CULTURAL ARTS CENTER

**YAP Winter CAMP**  
January 2-6, 2023  
10 am - 3 pm

YAP is at the Simi Valley Cultural Arts Center  
3550 E. Los Angeles Ave  
Simi Valley, CA 93065

Join YAP for an inspiring theater experience where young people will write, rehearse, rehearse, and perform their own original plays. Camp will include theater games, make and decorate, acting, and imagination building.

**Cost:**  
Early Bird Pricing: \$250  
If paid by December 15th  
Regular pricing: \$300

register online: [www.simi-arts.org](http://www.simi-arts.org) | Call Stephanie Leah 818-945-0987

- Launch an aggressive marketing campaign highlighting SVCAC's diversity of programming, affordability of programming and rental opportunities, community involvement and outreach, and inclusivity in an effort to continue to entice audiences, performers, volunteers, and renters back to the Cultural Arts Center in a post COVID-19 setting.

SIMI VALLEY CULTURAL ARTS CENTER PRESENTS  
**NOT OF THE HANDS, NOT OF THE HEART**  
SEPTEMBER 30 - NOVEMBER 6, 2022  
Opening Reception: Sept 30th from 5 pm to 7 pm

We proudly announce the opening of "Not of the Hands, Not of the Heart" at our venue in the Simi Valley Cultural Arts Center's Gallery. The world's first play by students of actor M. Christopher Gray, National Professor Emeritus, Photography Department of Moorpark Community College. The play will be in line and open to the public. Hours: Tues - Sat, noon to 5 pm

3550 E. Los Angeles Ave., Simi Valley, CA 93065  
[www.simi-arts.org](http://www.simi-arts.org)

- 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 availability as a venue for business and community usage.

**LIFELINES: Handwoven Rhythms of Form and Function**  
Rebecca Prosser  
March 9 - April 25, 2023  
Upper Gallery at Simi Valley Cultural Arts Center

3550 E. Los Angeles Ave., Simi Valley, CA 93065  
[www.simi-arts.org](http://www.simi-arts.org)

- Continue outreach to non-profit and arts organizations about the availability of the Performing Arts Recovery Grant to entice them to rent the Cultural Arts Center.

**Welcome Back!**  
to the Simi Valley Cultural Arts Center

ARTS presents **1776** THE MUSICAL  
October 8 - November 6, 2022

SVCAC presents **elf**  
November 19 - December 23, 2022

Simi Valley Cultural Arts Center Presents **Craft Fair**  
December 3, 2022 from 10 am - 4 pm

Simi Valley Cultural Arts Center Presents **COMEDY NIGHT**  
November 27, 2022 at 7 pm

Tickets at [www.simi-arts.org](http://www.simi-arts.org)

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

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

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

- Create a new website for the CAC that is fully ADA accessible for all users.



## SIMI VALLEY CULTURAL ARTS CENTER

# UPDATE ON CAC STRATEGIC PLAN

The Cultural Arts Center's Five Year Strategic Plan was adopted by City Council in 2021. Great progress was made in FY 2022-23 in achieving the six Strategic Priorities of the Plan.

**QUALITY OF LIFE:** Leveraging the value of the arts to enhance the quality of life for all Simi Valley residents.

The Cultural Arts Center presented many new and returning artists including Panic Productions, SciArtsRUs, Dance Creations, Serendipity Dance, Stage 1 Music Conservatory, A 5-6-7-8 Dance Company, Simi Valley PTA Reflections Program, Spectrum Collaborative, Moorpark College Photography exhibit, Moorpark Simi Valley Republican Women Federated, Simi Valley Chamber of Commerce, Simi Valley Youth Council, Actors' Repertory Theatre of Simi and more!

**SUSTAINABILITY:** Ensure stable revenue streams & maximize operational efficiency.

The Cultural Arts Center presented a full season of events in FY 2022-23 of musicals, comedy nights, concerts, dance recitals, conservatory music recitals, and more. The Performing Arts Recovery Grant awarded over \$68,000 in subsidies to local arts and non-profit organizations to rent the Center. Additional funding of \$200,000 was secured through the American Rescue Plan Grant plus \$36,000 was secured from the California Arts Council to support YAP's Youth Arts Education. The Cultural Arts Center also worked closely with the Simi Valley Cultural Arts Center Foundation to set fundraising goals, strengthen the organization, and produce quality fundraising campaigns such as the Wine Tasting evening, Simi Stars Showcase and a family friendly Magic Show.

**PROGRAMMING:** Provide arts programming, experiences, and opportunities to meet the diverse community needs of Simi Valley.

The CAC opened up the calendar to include more community programming from local dance and music companies such as Serendipity Dance, Dance Creations, A 5-6-7-8 Dance Company, and Stage 1 Music Conservatory; created several low cost and free events such as the Gallery Opening Receptions for the *Not of the Hands*, *But of the Heart* and Regina Vorgang's *Lifelines* exhibits. the Spectrum Collaborative awards event, PTA Reflections Program, Untold Stories Living History event, and the Sunday Night Comedy at the Center series; increased multicultural arts experiences such as the SciArtsRUs concerts; and created the Young Artists Playground Youth Arts Education program to provide arts training and experiences for youth ages 8 - 14 including multicultural workshops in Ballet Folklorico and African Drumming. In addition, the CAC will present a DownStage Cabaret titled *Broadway and Beyond* in the DownStage Theater in June.





## SIMI VALLEY CULTURAL ARTS CENTER

# UPDATE ON CAC STRATEGIC PLAN

**MARKETING, OUTREACH & COMMUNITY PARTNERSHIP:** Partner and collaborate with external organizations to fulfill the CAC's mission.

Marketing and outreach efforts at the CAC to increase awareness about the Center are always a high priority as even after 27 years of existence, the Cultural Arts Center remains one of the best kept secrets of Simi Valley. A new electronic marquee and monument structure is scheduled to be installed in late FY 2022-23 which will offer high visibility with top notch graphic capabilities. In addition, the CAC continues to expand their social media reach and print advertising in local media as well as their marketing reach into the greater Los Angeles area. Collaborations are in progress with the Rancho Simi Parks and Recreation District, the Simi Valley Library, Moorpark College Photography department, the Simi Valley Town Center, Kindling Studios who work with adults with disabilities in Ventura County, Backyard Productions youth theater, Simi Valley Chamber of Commerce, Rotary Club, Soroptimist Club, local authors of Children's books for a Saturday morning book reading series, Moorpark Simi Valley Republican Women Federated, Simi Valley Youth Council, Simi Valley Neighborhood Councils, Panic Productions, Actors' Repertory Theatre of Simi, Ventura County Arts Council, Spectrum Collaborative, Simi Valley Unified School District, SVCAC Foundation and more.

**FACILITY AND CAC EXPERIENCE:** Leverage the historical importance of the CAC building and adapt to meet the future needs of the community and ensure the facility stays in prime condition to maximize public use and accomplish the mission of the CAC.

*Patron response to the CAC's upgraded touchless box office system through post-event surveys to the new system as well as to programming has been overwhelmingly positive. The built in customer relationship and donor management capabilities of the system are proving helpful in supporting the CAC's marketing plan goals to create a more targeted CAC experience. The CAC made several improvements in FY 2022-23 including steam cleaning all carpets, replacing flooring in the dressing rooms, upgrading projection capabilities in the MPR and Main Stage, adding an Assisted Listening system for the Main Stage, and upgrading sound and lighting equipment in an effort to keep the CAC in tip top shape.*

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

The Simi Valley Arts Commission and the CAC developed the 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. The Performing Arts Recovery Grant awarded over \$68,000 in subsidies in FY 2022-23 to local arts and non-profit organizations to rent the Center with an additional \$100,000 in funding secured to extend the grant through 2023 and into 2024.

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** April 19, 2023

**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, an update on the Strategic Plan accomplishments is a standing agenda item at Arts Commission meetings to monitor progress of the plan.

The six strategic priorities identified in the plan are:

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

Between January and April 2023, 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:* Between January and April the CAC has hosted the following new artists and organizations: Sunday Night Comedy at the Center performances, The Graduates – A Simon and Garfunkel Tribute Band, Young Artists Playground (YAP) Winter Camp, YAP Saturday Workshop series featuring Ballet Folklorico, African Drumming, and Tap Dance, all four Simi Valley Neighborhood Councils, a

Wine Tasting Evening fundraiser, A Night of Magic fundraiser Simi Valley Moorpark Republican Women Federated luncheons, and Backyard Playhouse, Inc.'s theatre for young audiences production of *Dear Edwina, Jr.* In addition, the CAC opened the "Lifelines: Handwoven Rhythms of Form and Function" Gallery Exhibit and hosted an opening reception and artist talk with Ventura County artist and master weaver, Regina Vorgang. These rentals and events have increased our breadth of programming to the community, especially in the areas of multicultural and youth programming. In addition, the CAC has seen a marked increase in new patrons.

- Goal 2: Include the arts in more aspects of life in Simi Valley, reaching beyond the walls of the CAC, seeing an increase of opportunities for all Simi Valley residents.

Progress: The CAC has been meeting with the Simi Valley Town Center Manager to arrange a space for a Pop up Art Exhibit featuring the work of the artists from Kindling Studios, an art studio that works with adults with disabilities in Ventura County. The exhibit will be scheduled for mid-year. The CAC has also partnered with Rancho Simi Parks and Recreation District to offer our Young Artists Playground programs to the youth in our community. The Parks and Recreation District has agreed to include the CAC in their upcoming Activities Guide and have put the CAC's Young Artists Playground (YAP) workshops on their registration website. The CAC is also partnering with Rancho Simi Parks and Recreation District on their 2023 Arts Festival where the CAC will have a booth and is sponsoring their Main Stage performances of multicultural and community artists. The CAC is coordinating with Actors' Repertory Theatre of Simi and the Simi Valley Library to bring a Famous Authors Living History project to the library later this year.

### **Sustainability:**

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

*Progress:* Audiences continue to increase to near capacity crowds for Sunday Night Comedy at the Center events and the Tribute Band Concert Series. The CAC's production of *Elf the Musical* sold very robustly with attendance approaching pre-pandemic figures. Attendance for *The Hunchback of Notre Dame* was also very strong and CAC staff is optimistic that the remaining productions in 2023 will continue this upward trend in attendance.

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

*Progress:* The CAC and City staff are working closely with the Foundation in creating multiple fundraising opportunities such as a Wine Tasting Event, a Magic Show, Simi Stars Showcase and the return of the Foundation's Spotlight Awards.

### **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 CAC recently revitalized their Upper Gallery and have opened their first Art Exhibit of 2023 titled, "Lifelines: Handwoven Rhythms of Form and Function". This exhibit features prominent Ventura County artist Regina Vorgang who gave a gallery tour and talk on Opening Night. The CAC is partnering with the Simi Valley Art Association for an upcoming exhibit in late spring. The CAC has expanded their low cost family friendly Sunday Night Comedy at the Center series. For Season 2023, the General Manager continues to explore new programming opportunities and inclusive programming that align with the Strategic Plan and Recovery Grant program, including Film Series, Poetry Nights, Open Mic Nights, an inclusive Saturday morning Story Time Series for young audiences featuring local authors, and expanded programming for the DownStage Theater. The CAC's Young Artist Playground Spring Workshop series is focusing on international music and dance.

- Goal 2: Increase Tuesday – Thursday facility use levels through the development of low risk, high engagement arts experiences.

*Progress:* The CAC has been working with the producer of the Wednesday evening Tribute Band Concert Series to schedule additional concerts. In addition, the Center is scheduling programming more frequently on weekday evenings including Artist Talks, Foundation fundraising events, and Neighborhood Council meetings, which took place throughout the month of February 2023 on Tuesdays and Thursdays.

- 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:* After a successful launch of the Young Artists Workshop (YAP) Summer Camp, the CAC continued to expand the YAP program with Saturday Morning Workshops and is currently enrolling for Spring Workshops and Summer Theater Camp. The CAC is planning for a busy 2023 season by expanding affordable arts experiences to the youth and families in our community including being able to offer partial and full scholarships as a result of receiving a \$36,000 Creative Youth Development Grant from the California Arts Council.

### **Marketing, Outreach, and Community Partnerships:**

- Goal 1: Develop and execute a marketing and outreach strategy to ensure that 100% of Simi Valley residents have participated in a CAC activity by 2025.

*Progress:* CAC Staff has partnered with the Rancho Simi Parks and Recreation District to market and register Simi Valley youth into our Young Artist Playground (YAP) Saturday Workshops and Summer Camp. The CAC's YAP offerings will appear in the next Simi Valley Activity Guide, which is distributed, to every residence in Simi Valley, with access to the entire population of approximately 125,000 people. The CAC continues to research ways to outreach to the Simi Valley community including special discounted performances for Simi Valley residents, participation in the Volunteer Fair, planning future art shows with the Simi Valley Art Association and Moorpark College, and increasing availability and usage of our Share the Arts Program which provides free tickets to underserved members in our community. In addition, the CAC's Volunteer program reaches out to community members and offers them opportunities to get involved. The CAC's Volunteers are an excellent resource because they share their experience with others and keep our programs staffed with fresh faces and warm smiles.

### **Facility and Experience:**

- Goal 1: Create a Simi Valley Cultural Arts Center Experience, complete with Simi Valley's small town feel, where audience members report a 100% satisfaction rate.

*Progress:* New personalized badges were provided to the CAC "Ambassadors" (formerly known as "Ushers") at a Volunteer Appreciation Luncheon in February to personalize the relationship between our patrons and our volunteers and to give thanks to the CAC Volunteers. Responses from our patrons during the post-show email surveys continue to commend the CAC for the friendly and helpful staff and the ease of the new ticket purchasing process.

- Goal 2: Ensure the facility stays in prime condition to maximize public use and accomplish the mission of the CAC.

*Progress:* Several capital projects are in the initial stages for the CAC including replacement and upgrading the electronic marquee, repainting of the exterior of the building, signage (both interior and exterior) replacement and upgrade, replacement of the projectors for the MPR and Main Stage, and electrical work on both the Main Stage and DownStage theaters to help increase usage in both spaces. During January 2023, the CAC replaced flooring in the back halls and the dressing rooms, the freight elevator was repaired, and all carpets were steam cleaned. Patrons repeatedly comment about how beautiful and well maintained the facility is when visiting the Center or in their post-show email surveys. The new gallery exhibit in the Upper Gallery has garnered rave reviews by visitors to the Center. In addition, the City's maintenance team does an excellent job of tending to the ongoing needs of the facility and staff continues to oversee that the rental spaces are cleaned and clear for the sequence of events that happen each day at the CAC.

### **Arts Leadership and Advocacy:**

- 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.

*Progress:* A Performing Arts Recovery Grant program was approved by the Arts Commission at the November 17, 2021 meeting, and subsequently approved by City Council, to assist local non-profits, arts and educational organizations use of the CAC by partially offsetting rental fees during 2022. Through increased funding made available from the City's Covid-10 Community Recovery Grant Program approved by the City Council, the CAC has extended the Performing Arts Recovery Grant program through at least 2023. In 2022, the Committee approved \$36,732.18 in subsidy grants to local arts organizations to offset rental costs of events held at the CAC. Thus far, in 2023, the Committee is in the process of approving over \$30,000 in subsidy grant funding for several local nonprofit organizations and new applicants.

## CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** April 19, 2023

**TO:** Simi Valley Arts Commission

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

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

At the November 17, 2021, Arts Commission meeting, the Arts Commissioners approved the Performing Arts Recovery Grant Program and recommended it for approval by the City Council. The City Council approved the Grant Program at its March 21, 2022 meeting. The grant program was established to 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 Arts Commission also appointed an ad hoc grant review committee with the authority to approve grant applications. The Committee reviews incoming grant applications and rates them according to the grant guidelines. Those receiving a score of 75 or higher are approved for funding. Currently, the Cultural Arts Center (CAC) is utilizing \$75,000 of Operating Surplus to fund the initial grants.

In the 2022 calendar year, the Performing Arts Recovery Grant Program awarded \$36,732.18 in subsidy to non-profit and other arts organizations. The following list shows a breakdown of which community organizations received funding and the amount of funding received.

<b>Year</b>	<b>Organization</b>	<b>Amount Awarded</b>	<b>Disbursed</b>
2022	Actors' Repertory Theatre of Simi	\$15,000.00	\$15,000.00
2022	Serendipity Dance Company	1,000.00	1,000.00
2022	Mastrolonardo Piano School	1,000.00	1,000.00
2022	Dance Creations	1,000.00	1,000.00
2022	SciArtsRUs	2,000.00	2,000.00
2022	Panic Production	10,000.00	10,000.00
2022	Stage 1 Music	2,000.00	2,000.00
2022	A 5-6-7-8 Dance Company	4,732.18	4,732.18
	<b>TOTAL AWARDED 2022</b>	<b>\$36,732.18</b>	<b>\$36,732.18</b>

Thus far, in 2023, a total of \$32,000 has been awarded by the Ad Hoc Grants Committee but only \$16,000 has been disbursed to date. Actors' Repertory Theatre of Simi was awarded \$15,000 toward their 5-week production of *The Hunchback of Notre Dame*.

Backyard Productions, Inc. was awarded \$1,000 toward their *Dear Edwina, Jr* production. Daylyn Paul Femme Faire was awarded \$1,000 toward their one day event and Panic Productions was awarded \$15,000 for their 4-week run of *Footloose*. Their grant awards will be disbursed in full during the final reconciliation process for their events.

<b>Year</b>	<b>Organization</b>	<b>Amount Awarded</b>	<b>Disbursed</b>
2023	Actors' Repertory Theatre of Simi	\$15,000.00	\$15,000.00
2023	Panic Productions	15,000.00	0.00
2023	Backyard Productions, Inc.	1,000.00	1,000.00
2023	Daylyn Paul Femme Faire	1,000.00	0.00
<b>As of 4/19/23</b>	<b>TOTAL AWARDED 2023</b>	<b>\$32,000.00</b>	<b>\$16,000.00</b>

Combined, a total of \$68,732.18 has been awarded from the Performing Arts Recovery Fund from the initial \$75,000 allotted. An additional \$100,000 has been approved by City Council and will be forthcoming from the City's American Rescue Plan Act Grant to the CAC for use in the Performing Arts Recovery Grant Program.

Staff will continue to provide periodic updates on the Performing Arts Recovery Grant at future Arts Commission meetings.

# CITY OF SIMI VALLEY • MEMORANDUM

**DATE:** April 19, 2023

**TO:** Simi Valley Arts Commission

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

**SUBJECT:** SIMI VALLEY CULTURAL ARTS CENTER PROGRAMMING REPORT

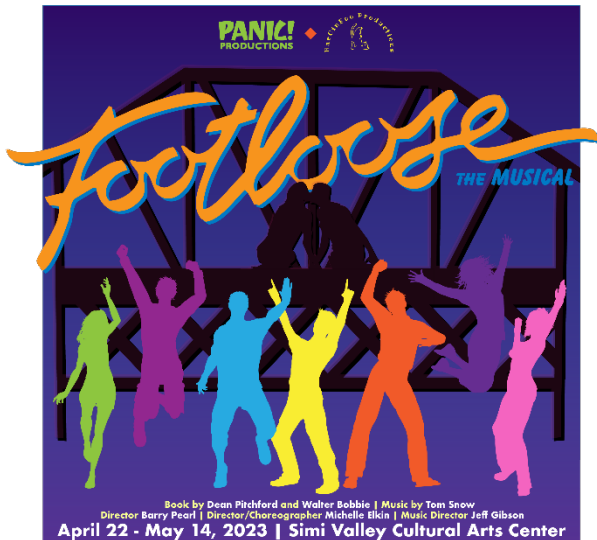


## **LIFELINES: Handwoven Rhythms of Form and Function**

**Exhibit Dates: March 9 – April 30, 2023**

This exhibit celebrates and showcases the stunning work of Regina Vorgang, a Ventura County Artist who has dedicated 20 years to her craft and to keeping craft practice and the tradition of weaving alive in our region. Regina

Vorgang weaves in a painterly fashion creating the pieces as she weaves, changing color and shapes as she builds her designs. The pieces are graphic one-of-a-kind expressions of nature, emotions and lived experiences. Vorgang's work has been shown nationally and she has been selected as a 2023 Exhibiting Artist by the American Craft Council. Admission to the gallery exhibits is free and open to the public.



## **FOOTLOOSE THE MUSICAL**

**April 22 – May 14, 2023**

Presented by Panic Productions and BarCinBoo Productions, Inc. *Footloose*, the award-nominated musical with the memorable music of Kenny Loggins, is the heartfelt story of a man who lost his son and a boy who lost his father, and how they help each other to heal. To the rockin' rhythm of its Oscar and Tony-nominated top 40 movie soundtrack and augmented with dynamic new songs for the stage musical, *Footloose* is all about fun, dancing & the carefree nature of being a

teenager. The indelible music, created from the 1998 musical, is based on the 1984 film and has truly stood the test of time. **Tickets are \$35 for Adults, \$25 for Seniors 60 & Above and Students, and \$25 for Children 12 & under.**



**Spring Workshops! Register Now!**

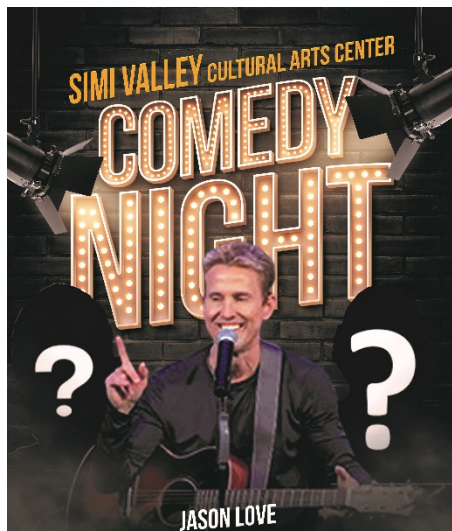
SIMI VALLEY CULTURAL ARTS CENTER'S YOUNG ARTISTS PLAYGROUND

### **YOUNG ARTISTS PLAYGROUND (YAP)**

**Saturday Workshop Series  
Spring Session Two:  
Musical Theater  
May 6 – May 27, 2023**

The Simi Valley Cultural Arts Center's Young Artists Workshop (YAP) Youth Arts Education Program will present the second of two Spring Saturday Workshop Sessions for youth ages 5-14 years old

beginning May 6 through May 27, 2023. In this four week workshop, young artists will learn all about musical theatre. Young artists will be working with a vocal coach and a choreographer to create a musical theatre number they will perform during the workshop. Registration is available for each four-week themed workshop session or individually per class. **Cost: \$125 for each 4 week session or \$40 per class. Register online at [www.simi-arts.org](http://www.simi-arts.org).** Full and partial scholarships may be available.



### **FAMILY COMEDY NIGHT AT THE CENTER Sunday, May 7, 2023**

The Simi Valley Cultural Arts Center is pleased to continue the family friendly Sunday Night Comedy at the Center series on the Main Stage featuring some of Hollywood's hottest comedians! The host each month is Simi Valley's own Jason Love whose comedy has been featured on HBO, America's Got Talent, Sirius XM, Dry Bar Comedy, and as a headline entertainer on cruise ships throughout the United States and abroad.

Sunday Night Comedy at the Center features a variety of talented comedians from the Los Angeles area bringing clean comedy to the stage of the Cultural Arts Center. **Tickets: \$15 All Seats Reserved.**





## RAYMOND MICHAEL AS ELVIS SPRING CONCERT

May 21, 2023 AT 7 PM

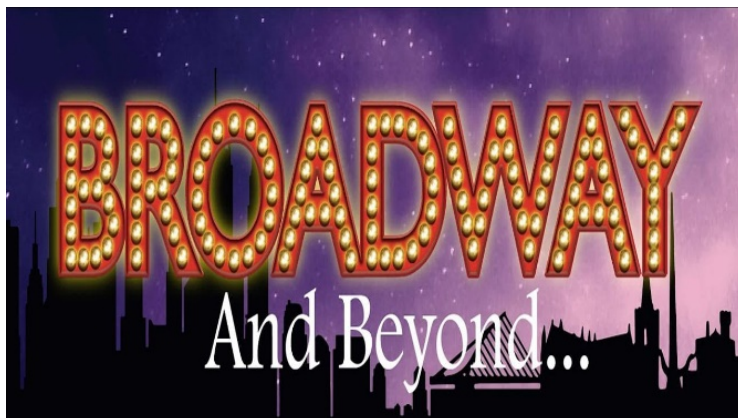
One of Simi Valley Cultural Arts Center's favorite performers is BACK IN THE BUILDING! Having entertained the world over as the King of Rock and Roll, Raymond Michael once again brings his crazy stage antics and spot on impersonation of Elvis to our stage! Treat those special ladies in your life to a fun filled evening of classic Elvis hits. Great fun for the entire family! **Tickets are \$35 for Adults, \$32 for Seniors 60 & Above & Students, and \$30 for Children 12 & Under.**



## SPRING ARTS & CRAFTS FAIR

May 27<sup>th</sup> from 10 AM to 4 PM

Please join the Simi Valley Cultural Arts Center for the Spring Arts & Crafts Fair featuring unique handmade items, food court items, live music, young artist zone and more! Featuring such fine arts and crafts as hand-made jewelry, candles, soaps, honey, jams & jellies, clothing, art, ceramics, and woodworking, this community event is free to the public.



## THE DOWNSTAGE CABARET PRESENTS "BROADWAY AND BEYOND ..."

June 2 – July 9, 2023

Join the Simi Valley Cultural Arts Center for an evening of intimate performances in the DownStage Theater as some of your favorite SVCAC performers bring you a

cabaret evening of songs from Broadway, Off-Broadway, Movie Musicals, the West End, and beyond. With cabaret style table seating, you can enjoy a glass of wine or beer and a delectable assortment of desserts while enjoying an outstanding evening of musical theatre. **Tickets are \$28 or \$35 for VIP Seating (VIP tickets include a beverage & dessert of your choice)!**

## MORE EXCITING EVENTS COMING DURING SEASON 2023!

### **MORE SHOWS . . .**

- ***Beauty and the Beast*** (7/22 – 8/20) presented by ARTS
- ***The Addams Family*** (10/14 – 11/12) presented by ARTS
- ***The Prom*** (9/2 – 10/1) presented by SVCAC
- ***It's A Wonderful Life "LIVE" Radio Show*** (12/1 – 12/23) presented by SVCAC

### **MORE CONCERT SERIES EVENTS . . .**

- Tributes Concert Series
- Sunday Night Comedy at the Center Series
- Elvis Blue Christmas Concert

### **MORE COMMUNITY EVENTS . . .**

- Stage 1 Music Recitals
- Fall Craft Fair
- Local Authors for Young Audiences Reading Series
- Young Artists Playground Workshops & Camps
- Serendipity Dance Recital
- Women's Empowerment Festival
- SVCAC Foundation Events

**AND SO MUCH MORE! WE LOOK FORWARD TO SEEING YOU AT THE SIMI VALLEY CULTURAL ARTS CENTER DURING SEASON 2023!**