



SIMI VALLEY CULTURAL ARTS CENTER

SIMI VALLEY ARTS COMMISSION

SPECIAL MEETING DATE

Wednesday, December 13, 2023, 3:30 p.m.

City Manager's Conference Room

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

AGENDA

PLEASE NOTE: Mayor Pro Tem Rhodes will be participating via ZOOM from Jas Blu Academy Conference Room (3rd Floor), 854 Sheng Long Rd, Joy Ting Town, Shanghai China 20165 PRC. This meeting is being conducted pursuant to California Government Code Section 54953.

1. Call to Order/Welcome/Roll Call
2. Agenda Review
3. Approval of Minutes: September 20, 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. Consideration of Changes to the Simi Valley Cultural Arts Center Performing Arts Recovery Grant Program
 - b. Simi Valley Arts Commission Purpose and Goals Assessment
 - c. Update on the Simi Valley Cultural Arts Center Strategic Plan Progress

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 Assistant Community Services Manager, Sandee McGee, at (805) 583-7901. 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 Elaine Litster; Commissioners John Dantona, Becky Savell, Janet Plant, Burton Weinstein, and Simi Valley Cultural Arts Center Foundation Representative Gina Truncale.

Absent: Council Member Rocky Rhodes, Commissioner Stephanie Wilson.

Staff Members: Community Services Manager Fred Helsel, and Community Services Assistant Manager Sandee McGee.

2. Agenda Review

No changes were recommended.

3. Approval of Minutes: April 19, 2023

A motion to approve the April 19, 2023, minutes was made by Commissioner Plant with a second from Commissioner Savell. The motion passed unanimously.

4. Public Statements – Council Member Litster welcomed Foundation Board member Gina Truncale. Ms. Truncale is attending the meeting on behalf of the Foundation.

Public comment – Community member Sarah Pinner from Kindling Studios sat in attendance. Ms. Pinner expressed her interest in learning the process of the Arts Commission meetings. Ms. Pinner expressed her appreciation of the Arts Commission for supporting the Kindling Studios' Pop-Up Exhibit at the Simi Valley Town Center.

5. Continued Business - None

6. New Business

a. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2022-23 Operating Budget

Fred Helsel reported that for Fiscal Year (FY) 2022-23, the Cultural Arts Center (CAC) had a Gross Income of \$821,658 with Total Expenses of \$514,598 for a total Net Income of \$307,060. Mr. Helsel reported vigorous Box Office Income and unexpected Grants Income contributed largely to the healthy Net Income for FY 2022-23. The CAC had \$430,795 in

Expenses (production related expenditures) and \$83,803 in Fixed Expenses for a total of \$514,598. In the Expense category, Artists Fees exceeded the budgeted estimate by \$33,716. 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. Additional artist fees were incurred for the newly added Sunday Night Comedy at the Center series for the various comedians and the expanded Tribute Band concerts. In the Fixed Operational Expenses Categories, Credit Card Service Fees exceeded anticipated budget projections by \$19,851. Also, Office Expenses exceeded anticipated budget projections by \$4,729 due to the need for new office equipment to accommodate the two new CAC staff members.

Mr. Helsel reported the Contingency/Performance Fund Account balance remains at \$38,802. Commissioner Weinstein requested an update regarding placing the funds in an interest-bearing account. Mr. Helsel explained that the CAC is still in the process of gaining online access to the new US Bank accounts. Once access is gained, he will present options to the Arts Commission about potential high yield interest rate accounts to consider moving a portion of the Contingency/Performance Fund into.

A motion to receive the Simi Valley Cultural Arts Center Fiscal Year 2022-23 Operating Budget was made by Commissioner Weinstein, with a second from Commissioner Dantona. The motion passed unanimously.

b. Update on the Simi Valley Cultural Arts Center Young Artists Playground Arts Education Program

Fred Helsel reported that one of the programming goals of the 2021 Strategic Plan for the CAC was to “Establish the CAC as the foremost arts education resource in Simi Valley, increasing the amount of arts education programming as well as programs to support emerging artists.” Young Artist Playground (YAP) began in 2022 with a series of workshops and a six-week summer camp program. Participation during the first year was light with 17 total participants. The CAC sought out additional funding to supplement tuition for families in need and help offset expenses. In 2022 a two-year Creative Youth Development Grant from the California Arts Council was secured for \$36,000 for the YAP programs. In 2023, YAP expanded their breadth of programming and attendance grew to 33 participants in the YAP Summer Camp program. Also, the Saturday Workshops and Winter Camp each had 18 participants. Due to the grant, ten partial scholarships and discounted registrations were possible. YAP’s newly created Monday After School Theater Program currently has 25 participants. From inception of the YAP program in 2022 through August 31, 2023, Gross Income for YAP programs is \$65,644 which includes grants, tuition, and Share the Arts scholarship reimbursements. Costs for

the same period for YAP programs is \$68,137 thereby showing a Net Loss of \$2,493.

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

Sandee McGee reported the CAC has made progress toward the strategic plan goals within the following strategic priority areas: Quality of Life; Sustainability; Programming; Marketing, Outreach, and Community Partnerships; Facility and Experience; and Arts Leadership and Advocacy.

Quality of Life – The CAC has seen a marked increase in new patrons along with bringing in new artists and productions with *Footloose*, *Broadway and Beyond Cabaret*, *Lion King Jr.*, *Beauty and the Beast*, and YAP's production of *The Pageturners*. The CAC has partnered with Kindling Studios, Moorpark College, the Simi Valley Public Library and the Simi Valley Art Association on Pop-Up Exhibits and Artist Talks.

Sustainability – The CAC has implemented an online sign-up system for ease of use for Volunteers to sign up remotely for volunteer opportunities. In addition, the CAC is working toward implementing a Point-of-Sale system that will allow for non-cash payment for concessions. The CAC is evaluating vendors to create a responsive and ADA compliant website built specifically for the CAC. Staff continues to work closely with the Foundation to create fundraising opportunities.

Programming – The CAC recently renovated the DownStage Theater and showcased the *Broadway and Beyond Cabaret*. Response to the DownStage Cabaret and the renovations has been overwhelmingly positive. The CAC's YAP Fall Workshop series focused on international visual arts programming and Japanese Origami and Shibori Dyeing. Also, YAP expanded programming to include a Monday After School Theater Program.

Marketing, Outreach, and Community Partnerships – The CAC is participating in the upcoming annual Street Fair and Volunteer Fair and the YAP youth program will participate in the Rancho Simi Recreation and Park District's Snowfest Event. Also, YAP offerings will appear in the quarterly Simi Valley Activity Guide distributed to approximately 125,000 people. The CAC has partnered with Moorpark Community College and the Simi Valley Public Library on a community building project titled *Finding Our Voices*.

Facility and Experience – The CAC post-show surveys reveal positive feedback by patrons of the CAC. The CAC strives to give artists and audiences a wonderful experience with a long-standing commitment to community engagement and quality customer service. The CAC renovated the DownStage Theater and purchased and installed new projectors. In

addition, the CAC continually works with the City's maintenance team to help serve the ongoing needs of the facility.

Arts Leadership and Advocacy – The CAC continues to focus on strengthening local arts and providing inclusive programming. New and ongoing partnerships have been established with Rancho Simi Recreation and Park District, the Simi Valley Public Library, Moorpark College, Ignite, Inc., Simi Valley Art Association and Kindling Studios. The CAC's Performing Arts Recovery Grant program has been extended through 2023 and hopes to continue to offer subsidies into 2024. The Simi Valley Arts Commission created a set of bylaws with revised duties and responsibilities.

d. Discussion of Duties and Responsibilities of the Arts Commission and Direction Regarding Future Agenda Items

Fred Helsel reported that the City Council adopted the Simi Valley Arts Commission (Arts Commission) bylaws on August 14, 2023. The Arts Commission Agenda currently consists of financial reports relating to the CAC's operation. The approved Bylaws provide a change in responsibilities and greater clarity in regard to the Art Commission's role. Given the new direction, the Arts Commission may want to consider other topics for future agenda items. The Arts Commission discussed the various methods proposed by staff for determining future agenda items and agreed to staff coordinating a retreat. Commissioner Savell and Council Member Litster both mentioned the importance of conducting a deep dive into the responsibilities of the Arts Commission. Commissioner Dantona suggested conducting a needs assessment to guide next steps for expansion of the arts in Simi Valley.

7. Reports

a. Simi Valley Cultural Arts Center Programming Report

Sandee McGee provided an overview of upcoming programs and events at the CAC. Ms. McGee shared the highlights of the CAC's upcoming Winter Art Marketplace. Mr. Helsel reported that the CAC has received a \$1,000 grant to participate in the 150th Celebration of Ventura County. The CAC is planning an Evening of the Arts Event to take place on November 1, 2023, which will feature an artist panel discussion, music and poetry from Ventura County's Youth Poet Laureate and Ambassadors.

b. Update on Simi Valley Cultural Arts Center Foundation Activities

Gina Truncala provided the Foundation activities report. The Foundation has two new Foundation Board Members as of June 2, 2023. The Foundation had to cancel its August Wine Tasting event due to lack of

registrations. The Foundation is revisiting the calendar to find event dates which will help them be successful for future events. The Foundation was selected by Logix Federal Credit Union as one of six local nonprofits to receive up to \$10,000 from their Curtain Up For Kindness Fundraising campaign. The Foundation will take part in the October 28th Simi Valley Street Fair and will be doing an opportunity drawing to raise funds and engage the community. The Foundation is planning a Bollywood Night at the CAC with support from local groups and an Indian Restaurant. The Foundation will be having the next Spotlight Awards in celebration of their 30th anniversary in the spring of 2024.

c. General Manager's Report

Fred Hesel reported that the CAC is currently accepting applications for the 2024 calendar year and that he hopes to add a one-night holiday Cabaret to the 2023 season of events. Mr. Hesel reported that the Acorn wrote a complimentary review of the current CAC production of *The Prom*, and that there have also been rave reviews from audience members about the moving nature of the material and the quality of the show.

8. Commissioner Comments

Commissioner Savell appreciates the CAC Staff and praised their work in expanding arts in Simi Valley.

Commissioner Weinstein is looking forward to the Arts Commission Retreat.

Commissioner Plant is looking forward to the retreat and to discussing ideas for expansion of the arts in Simi Valley.

Council Member Litster stated that she appreciates the expansion of the CAC into the community with the recent Pop-Up Exhibits at the Simi Valley Town Center and the Simi Valley Public Library.

9. Adjournment

The meeting was adjourned at approximately 5:13 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: December 13, 2023

TO: Simi Valley Arts Commission

FROM: Fred Helsel, Community Services Manager

SUBJECT: CONSIDERATION OF CHANGES TO THE SIMI VALLEY 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 that was created as a result of funding from the Shuttered Venues Operation Grant (SVOG) 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 any 501(c)(3) non-profit arts or cultural organization, educational organization, or independent artist or arts group with verifiable performance history by partially offsetting rental fees during 2022 and extending through 2023. Grant awards range from \$1,000 to \$15,000, for performances that range from one night to four or more consecutive weekends.

The grant program was developed to support the arts community recover from the impacts of the COVID-19 pandemic and to establish the Simi Valley Arts Commission (Arts Commission) as a granting organization for qualifying for future funding opportunities from state and federal agencies.

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. The Cultural Arts Center (CAC) initially utilized \$75,000 from the SVOG Program, which reimbursed the CAC for expenses incurred and lost revenue during COVID-19 to fund the initial grants. Subsequent to the approval of the grant by City Council, the CAC received \$200,000 from the City's COVID-19 Community Recovery Grant Program, of which, \$100,000 was allocated to the Performing Arts Recovery Grant Program. The remaining \$100,000 was allocated to the CAC's Young Artists Playground Youth Arts Education Program, DownStage Developmental Support, Gallery Developmental Support, and the CAC's Access the Arts Initiative which provides free and low-cost arts events to the community.

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

Year	Organization	Amount Awarded	Disbursed
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 Co	4,732.18	4,732.18
	TOTAL AWARDED 2022	\$36,732.18	\$36,732.18

In 2023, a total of \$38,981.96 has been awarded by the Ad Hoc Grants Committee. It is estimated that another \$2,000 will be requested for programming in 2023. Also, Stage 1 Music will utilize \$1,000 of preapproved grant funding for an event scheduled in late December.

Year	Organization	Amount Awarded	Disbursed
2023	Actors' Repertory Theatre of Simi	\$15,000.00	\$15,000.00
2023	Panic Productions	\$15,000.00	\$15,000.00
2023	Backyard Productions, Inc.	\$1,000.00	\$1,000.00
2023	Daylyn Paul Femme Faire	\$1,000.00	\$1,000.00
2023	Stage 1 Music	\$2,000.00	\$1,000.00
2023	Serendipity Dance Company	\$1,000.00	\$1,000.00
2023	A 5,6,7,8 Dance Company	\$2,000.00	\$2,000.00
2023	Simi Valley PTA Reflections	\$981.96	\$981.96
2023	Turpin Performing Arts	\$1,000.00	\$1,000.00
As of 12/1/23	TOTAL AWARDED 2023	\$38,981.96	\$37,981.96

Combined, a total of \$75,714.14 has been awarded from the Performing Arts Recovery Grant Fund in 2022 and up to December 1, 2023.

As arts organizations continue to struggle to recover from the COVID-19 pandemic, the CAC would like to extend the Performing Arts Recovery Grant through at least 2024 with some slight administrative and program revisions. These revisions are based upon information and experience gathered during the administration of the Performing Arts Recovery Grant thus far in 2022 and 2023.

Proposed Revisions:

Based upon input from the grants review panel and the experience of administering the grant thus far, staff proposes the following revisions be made to the grants program as outlined in the supplemental grant guideline document:

Returning Applicants verses First Time Applicants:

- If an applicant has previously been awarded a Performing Arts Recovery Grant, they would only be eligible for 75% of the full award during 2024. (\$750 for a single event rental, \$3,750 for a two consecutive weekend rental, \$7,500 for a three consecutive weekend rental, and \$11,250 for a four or more consecutive weekend rental). The intent behind this revision is to assist the applying organization move toward fiscal stability while still providing much needed subsidy while they continue to recover from the fiscal decimation of the pandemic. First time applicants would be eligible for the full award amounts in an effort to encourage new renters at the CAC. The yearly limit of \$15,000 per organization would remain unchanged. Therefore, even a returning applicant would still be eligible to receive \$15,000 in subsidy during the year if they were presenting more than one 5 weekend rental.

Clarification of eligible organizations, arts groups, educational organizations, and independent artist or arts groups:

- There has been concern raised that some of the current grant recipients are “for profit” organizations and should potentially not be eligible for this grant. The entities in question are local dance, music and vocal studios who rent the CAC for recitals throughout the year. Some of them rent multiple times during the year. When the Performing Arts Recovery Grant was originally created, it was intended (but not clearly specified) that these groups be included under the category of “educational organizations”. It is staff’s belief that organizations such as the local dance, music and vocal studios are a vital educational resource for our community and help the CAC’s goal of bringing a broader breadth of programming to the community. Staff recommends that these types of organizations be eligible for granting under the educational organizations category and that the grant guidelines reflect their inclusion.

Carrying Over Balance of Awards:

- Current guidelines allow organizations to carry over unused balance of awards towards another event. Staff recommends that balances not be allowed to be carried over. If an event’s facility rental costs are less than the grant amount awarded, the award amount would change to match the rental costs. Organizations would still be allowed to apply for multiple grants for other projects up to the \$15,000 yearly limit.

Performance versus Rental Event:

- Current guidelines stipulate that the grant is only available for “performances that are artistic and/or cultural in nature”. Staff recommends changing the terminology from “performances” to “rental events” to include rentals that are artistic and/or cultural in nature, but do not necessarily have a performance element to them. For example, the Simi Valley Unified School District PTA’s annual Reflections Awards event recognizes outstanding works by students in photography, music, creative writing, and visual arts. However, there is not a performance element as part of

the event. By changing the terminology from “performances” to “rental events”, the CAC would not preclude events such as the Reflections Awards or visual arts being eligible for grant funding.

Multi Event Applications:

- Currently the grant criteria are based on single events (\$1,000), 2 consecutive weekend events of 6+ performances (\$5,000), 3 consecutive weekend events of 9+ performances (\$10,000), and 4 or more consecutive weekend events of 12+ performances (\$15,000). If an eligible applicant is having multiple performances (but not necessarily during a weekend), they currently are required to submit multiple applications for each single event. For example, a dance company performing *The Nutcracker* during the week that has three different evening performances or a production company renting the CAC for one weekend of performances technically would need to submit a separate application for each night of performance. Staff recommends that those organizations submitting for multiple performances be permitted to submit a single application while still being eligible for the multi performance limits (Single Night \$1,000; 1 weekend or 3 performances \$3,000; two weekends or 6 performances \$5,000; 3 weekends or 9 performances \$10,000; 4 or more weekends or 16+ performances \$15,000).

The following alternatives are available to the Commission:

1. Approve the proposed revisions to the Performing Arts Recovery Grant;
2. Modify the proposed revisions to the Performing Arts Recovery Grant;
3. Provide staff alternative direction.

Staff recommends Alternative 1.

Recommended Motion:

I move to approve the proposed revisions to the Performing Arts Recovery Grant.

**SIMI VALLEY CULTURAL ARTS CENTER
PERFORMING ARTS RECOVERY GRANT PROGRAM
Draft Proposal**

Funding and Payment Structure:

~~Initial funding in the range of \$200,000 is proposed to support the Cultural Arts Center Performing Arts Recovery Grant Program (Grant Program) from the City's American Rescue Plan Act (ARPA) allocation of funds, pending approval from the City Council. At this time, up to \$75,000 of Cultural Arts Center (CAC) operating reserves can be allocated immediately to support this Grant Program. City Council action will determine the final funding amount at a meeting date to be determined.~~

~~The Cultural Arts Center (CAC) initially utilized \$75,000 from the Shuttered Venues Operations Grant (SVOG) Program, which reimbursed the CAC for expenses incurred and lost revenue during COVID-19 to fund the initial Performing Arts Recovery Grant Program (PAR Grant Program) in 2022. Additionally, the CAC also received \$200,000 from the City's COVID-19 Community Recovery Grant Program, of which, \$100,000 was allocated to the PAR Grant Program. The remaining \$100,000 was allocated to other CAC arts education programs, Access to the ARTS Initiative, and support for the CAC's DownStage and Gallery programming. In total, \$175,000 was made available in PAR Grant support for 2022-2024.~~

~~Upon approval, CAC staff would transfer \$75,000 from its Operating Account to its Contingency/Performance Account. If the City Council approves an allocation of ARPA funds to support this Grant Program at a future meeting, the disbursement would replenish the CAC Operating Account, with the remainder of the ARPA disbursement to the CAC deposited in the Contingency/Performance Account for ongoing grant activity.~~

~~CAC staff will apply credits to a grantee's invoice upon the first reconciliation. CAC staff will then transfer the amount of the credit from the Contingency/Performance account to the CAC's Operations Account at the time the credit is applied.~~

~~The CAC's QuickBooks system will manage and track grant funds. A separate grant revenue code will track rental credits. Rental credits will be categorized as grant funds and not as earned income on CAC financial reports. The Arts Commission will receive a report on the grant account activity as part of recurring financial reports.~~

Eligibility

~~Cultural Arts Center Performing Arts Recovery Grants are available to any 501(c)(3) non-profit arts or cultural organization with a confirmed reservation for arts and cultural events at the Cultural Arts Center. for the 2022 or 2023 calendar year season. Educational organizations (including dance, vocal or musical studios and conservatories) and projects from independent artists and arts groups with a verifiable performance history are also eligible to apply. Successful applicants will receive a rental credit towards the total rental cost for the production.~~

Grant Tiers:

- One Night Performance Rental Event: \$1,000 for new applicants, \$750 for previous grantee organizations who have received funding in the past.
- Two Consecutive Weekends* performances (6+ Rental Events): \$5,000 for new applicants, \$3,750 for previous grantee organizations who have received funding in the past.
- Three Consecutive Weekends* performances (9+ Rental Events): \$10,000 for new applicants, \$7,500 for previous grantee organizations who have received funding in the past.
- Four or More Consecutive Weekends* performances (12+ Rental Events): \$15,000 for new applicants, \$11,250 for previous grantee organizations who have received funding in the past.

**Weekends consist of Friday, Saturday, and Sunday performances.*

Grant Guidelines:

- The reservation must be for a performance an event that is artistic and/or cultural in nature.
- Must be a 501(c)(3) non-profit entity, an educational organization (including dance, vocal or musical studios and conservatories), or independent artist or arts group with verifiable performance history.
- Only 501(c)(3) organizations are eligible for grant awards of \$5,000 or more. Independent artists, educational organizations, and arts groups can apply for grants of \$5,000 or more via a non-profit fiscal sponsor, who has a 501(c)(3) exempt status.
- Verification of non-profit status is required for all non-profit organizations. An annual financial statement or a 2020 most recent tax return will may be required requested for grant awards of \$5,000 or more.
- Must have confirmed event dates at the Simi Valley Cultural Arts Center. for the 2022 or 2023 Seasons. Events can take place on the Mainstage or DownStage Theater.
- Performance Event must be available for the public to attend.
- Funds must be applied to rental charges at the Cultural Arts Center. No outside production costs are eligible.
- Applicants can apply for multiple grants during the 2022 (Beginning April 1, 2022) and 2023 seasons calendar year with a maximum award of \$15,000 per year.
- Grant supported projects must demonstrate a benefit to the Simi Valley community.
- Grantees must complete a final report at the conclusion of the performance or production to be eligible for future grant opportunities.
- Applicants may not carry over remaining grant balances to future performances.
- Applications will be accepted until funds are exhausted, or August 31, 2023.
- Multiple consecutive single night events may be combined into a single application to streamline the grant review process.

Ineligible programs include, but are not limited to, fundraising events, religious ceremonies, luncheons, meetings, private celebrations, and political and/or partisan events in support of ballot initiatives and/or political candidates.

Application Process

Applicants must first secure confirmation of their ~~2022 or 2023~~event dates by submitting a rental inquiry form here: <https://bit.ly/svcacrental>. Once CAC staff has confirmed ~~performance-rental~~ dates, the applicant will submit a Performing Arts Recovery Grant application. Applications will be accepted on a rolling basis. The application will collect data in the following categories:

General Organization Info (Including Mission Statement, Financial Information, and verification of 501(c)(3) status. (10 points)

Amount of Funding Requested: (Based on production run)

Sample Narrative Questions (Approximately 1,000 Characters Each)

- Please share the background of your organization, including any significant milestones or accolades. Include a brief summary of how COVID-19 has affected your organization. (30 points)
- Please describe how this project or performance will benefit the Simi Valley community, especially as it relates to COVID-19 recovery. Benefits might include special pricing plans for Simi Valley residents, an educational component, an appeal to diverse audiences, or innovative outreach and engagement strategies that reduce common barriers (i.e. income, disability, and race) to arts participation. (40 points)
- How will you publicize and promote this project? (10 points)

Budget Information (10 points)

Application Review:

CAC staff will provide an initial review for completeness and eligibility. The Arts Commission has established an ad hoc committee to review and approve grant applications. Applicants must achieve a score of 75 or higher to be awarded a grant.

The Arts Commission will periodically receive reports on grant activity. ~~at each meeting.~~

Appeals:

Denied applicants may direct a letter of appeal to the chair of the Arts Commission. The chair will evaluate the merits of the appeal at their discretion and can recommend a re-evaluation of the application by the ad hoc grant review committee.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: December 13, 2023

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: SIMI VALLEY ARTS COMMISSION PURPOSE AND GOALS ASSESSMENT

The City Council adopted the Simi Valley Arts Commission (Arts Commission) Bylaws on August 14, 2023. The approved Bylaws provide a greater understanding of the Arts Commission's role and responsibilities. Currently, the Arts Commission is responsible for reviewing the financial and operational plans for the Cultural Arts Center (CAC). It also monitors Strategic Plan progress, reviews recommendations for capital purchases, grants, and other opportunities that would make the arts accessible for all members of the community. Based on the new direction created by the Bylaws, staff recommended the Arts Commission provide direction regarding future agenda items. To accomplish this, various options were provided to the Arts Commission at the September 20th meeting, including scheduling special meetings, changing from quarterly to bimonthly meetings, establishing an ad hoc committee, or having staff coordinate a retreat. The Arts Commission recommended staff coordinate a retreat. A half day retreat is scheduled in January 2024 at the CAC.

In preparation, staff developed a Purpose and Goals Assessment for the Arts Commission to complete for discussion at the retreat. The Assessment will provide a baseline of where the Arts Commission is currently meeting its purpose and goals and serve as a guide in identifying the future direction of the Arts Commission. In addition, the Assessment and ensuing discussions at the retreat will help to identify potential future agenda items and how the Arts Commission moves forward under the new guidelines as established in the Bylaws. The overall goal of the retreat is to provide an opportunity for the Arts Commission to explore how to further serve the community based on the parameters set forth in the newly approved Bylaws.

THE SIMI VALLEY ARTS COMMISSION PURPOSE AND GOALS ASSESSMENT

Section 1. Purpose Assessment:

The purpose of the Simi Valley Arts Commission (Arts Commission) shall be to promote, encourage, and increase support for the community's artistic and cultural assets, integrating arts and culture into community life supporting the creative spirit and endeavors of all Simi Valley residents.

Please indicate how the Purpose of the Arts Commission has been achieved based on your experience and perspective while serving on the Arts Commission. Rank, using a scale from 1 to 5 (with 5 being the highest) how well the Arts Commission is meeting this purpose. Include recent examples of where the Arts Commission has been successful and any challenges you see now, or in the future. Also, outline how you feel the Arts Commission can build on these successes and meet the challenges that you identify.

1 2 3 4 5

Notes:

Section 2. Goals Assessment

The goals of the Arts Commission are:

- a. *To act as an advisory body to the City Council on matters pertaining to arts and culture in the City of Simi Valley*

Please rank, using a scale from 1 to 5 (with 5 being the highest) how well the Arts Commission is doing to advise City Council on matters pertaining to arts and culture in Simi Valley. Detail how you feel the Arts Commission can improve its communication with City Council. What would successful achievement of this goal look like in your opinion?

1 2 3 4 5

Notes:

b. To 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 decision and legislation

Please list how the Arts Commission has thus far reinforced 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 decision and legislation. Please rank, using a scale from 1 to 5 (with 5 being the highest) how well the Arts Commission is supporting local artists, arts organizations, and cultural groups in our City. Provide some examples or critiques to support this ranking. Also, include suggestions on how the Arts Commission could better support these groups in the future. What types of policies and laws could be explored to better support the Simi Valley arts community?

1 2 3 4 5

Notes:

Lastly, please be prepared to discuss at the retreat the subject of how often the following standing reports should be presented at future Arts Commission meetings.

- Budget Reports:
 - Mid-Year CAC Operations Budget Report (*Presented at the February meeting*)
 - Estimated Actual Yearly CAC Operations Budget Report and Proposed Next Year CAC Operations Budget (*Presented at the April meeting*)
 - Final CAC Operating Budget Report (*Presented at the September meeting*)
- Annual Capital Improvements Budget Report (*Presented at the February meeting*)
- Update on Strategic Plan Progress (*Currently provided at every meeting*)
- Update on Young Artists Playground Youth Arts Education Program (*Periodic*)
- Update on Performing Arts Recovery Grant Program (*Periodic*)

Thank you for taking the time to reflect on your experience while serving on the Arts Commission. Your feedback is essential to the growth of the Arts Commission.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: December 13, 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 September and December 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 September and December the CAC hosted the following new artists and organizations: Scherrie Payne and Susaye Green – Former Ladies of the Supremes, Motown Mania, Hot August Nights, Young Artists Playground (YAP) Monday After School Program concluding with a performance of *Character Matters*, Winter Art Marketplace, Halloween Dance Recitals with A-5-6-7-8 Dance Studio, Actors' Repertory Theatre of Simi's production of *The Addams Family*, Art Exhibit with the Moorpark College Photography Department, Finding Our Voices: A Night Of The Arts celebrating Ventura County's 150th Anniversary, Ventura County Arts Council's Poet Laureate Inauguration, A Starry Bollywood Night Fundraiser with the Simi Valley Cultural Arts Center Foundation (Foundation), and the CAC's *It's A Wonderful Life ON AIR!*. These rentals and events have increased the CAC's breadth of programming to the community especially in the areas of

multicultural and youth programming. The CAC also welcomed several new volunteer Ambassadors to the ushering program.

- 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 partnered with the County of Ventura, Ventura County Arts Council, California Humanities and Moorpark College to celebrate Ventura County's 150th Anniversary with Finding Our Voices: A Night of the Arts including poetry, live music, a photography exhibit and an artist panel discussion in the CAC's Upper Gallery and Mainstage. In addition, the CAC participated in the Fall Simi Valley Street Fair at the Simi Valley Town Center, Volunteer Fair at the Boys and Girls Club of Simi Valley, and the Rancho Simi Recreation and Park District Snowfest.

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: Attendance for *The Addams Family* and all musical performances within the September to December timeframe continue to be strong and staff is optimistic that this upward trend in attendance will continue into Season 2024.

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

Progress: The CAC is working with Heartland Payment Systems to upgrade point of sale systems for all online purchases. In addition, the CAC has collected quotes and met with three top website vendors as next steps toward building a new website that is responsive to the visitor, ADA compliant for accessibility, and is built with the aesthetics and functionality specific to the CAC. Currently the required 10% reimbursement to the City has been temporarily waived by City Council through Fiscal Year 2027-28.

- Goal 3: Develop collaborative fundraising initiatives with the Foundation to increase the size of the endowment on an annual basis.

Progress: The CAC and City staff continue to work closely with the Foundation in creating multiple fundraising opportunities such as A Starry Bollywood Night fundraising event where 155 tickets were sold. The CAC extended an ongoing invitation to the Foundation to participate in the spring and winter art marketplace events.

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 expanded their offerings for young audiences with YAP's Monday After School Program's production of *Character Matters*. The Cultural Arts Center continued its effort in diversifying programming with the Former Ladies of the Supremes concert, the Motown Tribute concert, and the A Starry Bollywood Night event. In addition, the CAC increased accessibility to arts experiences by presenting free events such as the Winter Art Marketplace, free visits with Santa, and the Finding Our Voices: A Night of the Arts celebration of Ventura County's 150th Anniversary which featured a free evening of visual, musical and spoken word art as well as a complimentary gallery reception.

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

Progress: The CAC continues to schedule programming more frequently on weekday evenings including art exhibit openings and artist talks, poetry events, Foundation fundraising events, weeknight concerts and dance recitals which took place throughout the months of October and December 2023.

- 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: The CAC's YAP program expanded its curriculum by adding a new Monday After School Theater Program, Spring Camp, and seasonal Family Workshops. YAP is currently enrolling for the Winter Monday After School Theater Program.

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: The CAC continues outreach efforts to the Simi Valley community including participation in the Fall Simi Valley Street Fair at the Simi Valley Town Center and Volunteer Fair at the Boys and Girls Club of Simi Valley. Also, the CAC's YAP program participated in Rancho Simi Recreation and Parks District's Snowfest Event. In addition, the CAC partnered with Ventura County to celebrate its 150th Anniversary and was listed on the County website as a participating partner. Lastly, several ads and articles appeared in the Simi Valley Acorn and Ventura County Star promoting upcoming events at the CAC.

- Goal 2: Increase formal (small and large scale) relationships with Rancho Simi Recreation and Park District, Simi Valley Unified School District, the Ventura County Arts Council, and local arts organizations.

Progress: The CAC partnered with the County of Ventura, the Ventura County Arts Council and California Humanities on Finding Our Voices: A Night of the Arts on the CAC's mainstage. There were 80 members of the community in attendance. Lastly, the open application period to rent the CAC during Season 2024 garnered interest from several new potential renters from local arts organizations throughout the Ventura and Los Angeles County areas.

Facility and Experience:

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

Progress: The CAC staff did a stellar job of decorating the entire building for the holiday season.

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: New and ongoing partnerships have been formed with the County of Ventura, and the Ventura County Arts Council.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: December 13, 2023
TO: Simi Valley Arts Commission
FROM: Fred Helsel, Community Services Manager
SUBJECT: SIMI VALLEY CULTURAL ARTS CENTER PROGRAMMING REPORT



IT'S A WONDERFUL LIFE – ON AIR!

December 1 – 23, 2023

Presented by Simi Valley Cultural Arts Center

Kick off your holiday season with a twist of an old classic. It is Christmas Eve, 1948 at the radio studio of WNBC in New York City and a major snowstorm has hit the Big Apple. None of the big-name Broadway stars who were scheduled to perform the annual live holiday radio broadcast of “It’s A Wonderful Life” on WNBC are able to get through the storm so the station’s General Manager has to scramble to gather a cast of anyone still left in the building – the copy boy, secretaries – even a nun soliciting donations for her charity! Everything that could go

wrong DOES! In the end, however, this merry band of misfits delivers one of the funniest and most heartwarming renditions of the holiday classic ever to go out over the airwaves! ***IT’S A WONDERFUL LIFE – ON AIR!*** is a great way to celebrate the season with the entire family! **Tickets are \$33 for Adults, \$28 for Seniors 60 & Above and Students, and \$22 for Children 12 and under. Please note there is an additional \$2 per ticket surcharge on all ticket sales both online or in person.**



GARY SADERUP EXHIBIT

November 10 – December 23, 2023

The CAC’s Upper Gallery features masterful charcoal drawings by renowned charcoal artist Gary Saderup. Gary’s flawless style, when examined closely, reveals the delicate application of charcoal to the surface of the paper. The artworks make wonderful holiday gifts for friends and family – or as a special treat for yourself! Unless marked otherwise,

all of Gary Saderup’s portraits on display in our gallery are available for purchase right off the wall during the holidays – frame included! **Upper Gallery visits are free and open to the public. Gallery Hours: Tuesday – Saturday 12- 5 pm. By appointment only.**

COMING IN SEASON 2024 . . .



PARADE

February 24 – March 24, 2024

Presented by Actors' Repertory Theatre of Simi

The Tony Award winning musical for Best Book, Best Original Score, and Best Revival, *PARADE* tells the heart-wrenching, true story of Leo Frank, a Brooklyn-raised Jewish factory worker living in Atlanta who was wrongfully convicted of the rape and murder of his thirteen-year-old employee, Mary Phagan, in 1913. Because Frank's trial was replete with faulty testimony and lacked any clear evidence, Georgia's governor eventually commuted his sentence from death to life imprisonment. Despite this ruling, a lynch mob hanged Frank in Mary Phagan's hometown of Marietta, Georgia. The momentous case drew national attention to Anti-Semitism and was pivotal to the founding of the Anti-Defamation League (ADL) as well as reviving the Ku Klux Klan in the South. With a rich and intricate score penned by Jason Robert Brown (*BRIDGES OF MADISON COUNTY*, *13 THE MUSICAL*, *THE LAST FIVE YEARS*) matched with a poignant book by Alfred Uhry (*DRIVING MISS DAISY*), *PARADE* takes a bold dive into the complexities of early 20th century social relationships in the South that are still unnervingly relevant today. *Due to subject matter, this production is not recommended for young audiences. Tickets are \$33 for Adults, \$28 for Seniors 60 & Above and Students, and \$22 for Children 12 and under. Please note there is an additional \$2 per ticket surcharge on all ticket sales both online or in person.*



IN THE HEIGHTS

March 30 – April 28, 2024

Presented by Simi Valley Cultural Arts Center

From the musical genius of Lin-Manuel Miranda (*HAMILTON*, *MOANNA*), *IN THE HEIGHTS* returns to the Simi Valley Cultural Arts Center after winning over audiences with its fresh-faced charm and vibrant music a few seasons ago. With incredible hip-hop dancing, a contemporary Latin-flavored score by Miranda and a moving story by Quiara Alegria Hudes, *IN THE HEIGHTS* is an exhilarating journey into the lives of the residents of the Dominican-American neighborhood of Washington Heights in New York City – a place where the coffee from the corner bodega is light and sweet, the windows are always open and the breeze carries the rhythm of three generations of music. It's a community on the brink of change, full of hopes, dreams and pressures, where the biggest struggles can be deciding which traditions you take with you, and which ones you leave behind. *IN THE HEIGHTS* was the winner of the 2008 Tony Awards for Best Musical, Best Score, Best Choreographer and Best Orchestrations and was nominated for a Pulitzer Prize for Drama. **Tickets are \$33 for Adults, \$28 for Seniors 60 & Above and Students, and \$22 for Children 12 and under. Please note there is an additional \$2 per ticket surcharge on all ticket sales both online or in person.**

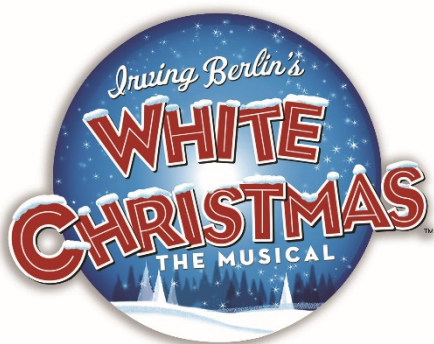


ANNIE

June 22 – July 21, 2024

Presented by Actors' Repertory Theatre of Simi

Holding onto hope when times are tough can take an awful lot of determination, and sometimes, an awful lot of determination comes in a surprisingly small package. Little Orphan Annie has reminded generations of theatergoers that sunshine is always right around the corner, and now the best-loved musical of all time returns in a new production – just as you remember it and just when we need it most. Based on the popular comic strip by Harold Gray, *ANNIE* has become a worldwide phenomenon and was the winner of seven Tony Awards, including Best Musical. The beloved book and score by Tony Award winners, Thomas Meehan, Charles Strouse and Martin Charnin, features some of the greatest musical theatre hits ever written, including "Tomorrow." This celebration of family, optimism and the American spirit remains the ultimate cure for all the hard knocks life throws your way. With a cast featuring the billionaire Daddy Warbucks, the villainous Miss Hannigan, the adorable furry sidekick Sandy, and of course the plucky Annie and her fellow orphans, *ANNIE* promises great entertainment for the entire family! This production is suitable for all ages! **Tickets are \$33 for Adults, \$28 for Seniors 60 & Above and Students, and \$22 for Children 12 and under. Please note there is an additional \$2 per ticket surcharge on all ticket sales both online or in person.**

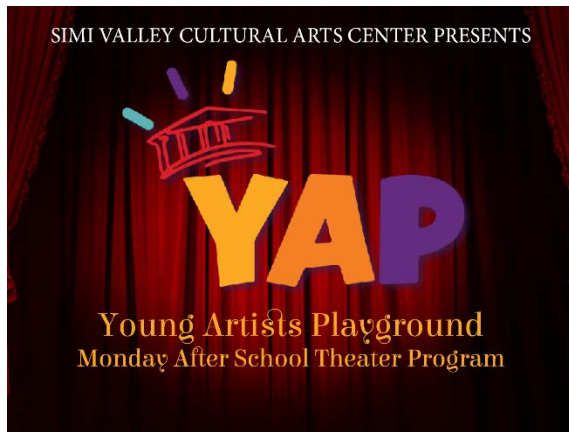


IRVING BERLIN'S WHITE CHRISTMAS

November 23 – December 22, 2024

Presented by Actors' Repertory Theatre of Simi

The timeless movie "White Christmas" comes to life onstage for the 2024 holiday season. *IRVING BERLIN'S WHITE CHRISTMAS* tells the story of a military veteran song-and-dance team putting on a show in a magical Vermont inn and falling head-over-heels for a stunning sister act in the process. This merry and bright holiday musical is full of dancing, laughter and features a dazzling score of well-known standards including "Blue Skies," "I Love A Piano," "How Deep Is the Ocean" and the perennial title song, "White Christmas". Don't miss this uplifting, wholesome holiday musical guaranteed to delight audiences of all ages. **Tickets are \$33 for Adults, \$28 for Seniors 60 & Above and Students, and \$22 for Children 12 and under. Please note there is an additional \$2 per ticket surcharge on all ticket sales both online or in person.**



YOUNG ARTISTS PLAYGROUND (YAP)
Monday After School Theater Program
January 8 – March 18, 2024

YAP's Monday After School Theater Program cultivates imagination, encourages confidence, and helps young artists find joy in self-expression. Through rehearsing and performing a play students develop their own unique voice. Join us every Monday for 10 weeks at the Simi Valley Cultural Arts Center where students will learn about and develop

their part of this incredible Winter Theater Event. YAP's 2024 Winter After School Musical Play is *Character Matters 2!* Filled with humor and fantastic songs, *Character Matters 2* is a wildly fun musical play that both entertains and educates all at once! **A 10 week after school session, 3:30 pm – 6 pm, Cost: \$350**

YOUNG ARTISTS PLAYGROUND
Upcoming Programs:

Spring Family Workshop: March 2, 2024
Spring Break Camp: March 25 - 29, 2024
Summer Theater Camp: June 17 - August 2, 2024
Fall Family Workshop: August 17, 2024
Winter Family Workshop: November 9, 2024

For more information contact Stephanie Lesh at 818-601-0582
 3050 E. Los Angeles Ave., Simi Valley, CA 93065 | www.simi-arts.org

register online:

YOUNG ARTISTS PLAYGROUND (YAP)
2024 Schedule

YAP expands its youth arts education programming in 2024! The CAC looks forward to bringing our popular Summer Theater Camp back along with four seasonal Family Workshops, Spring Camp and Monday After School Programs. Let's have fun and work together on growing the next generation of creative thinkers and makers! About YAP Programs: Interactive arts workshops for youth ages 5-14 years. YAP is dedicated to enriching

the lives of local youth through quality arts education and performance-based programs.
Cost: Varies per program.

MORE TO COME IN SEASON 2024 . . .

- A DownStage Cabaret Production
- More Musicals on the Main Stage
- A Full Series of Tribute Concerts
- Sunday Night Comedy at the Center Series
- Guys & Dolls Jr. Arts Summer Camp Production
- The Pageturners 2 YAP Summer Camp Production
- Hispanic Heritage Festival
- Spring and Winter Art Markets
- Indian Music and Dance Festival
- Poetry & Spoken Word Evenings
- Gallery Events