



SIMI VALLEY CULTURAL ARTS CENTER

SIMI VALLEY ARTS COMMISSION

Special Meeting Date

Tuesday, May 7, 2024, 3:30 p.m.

City Manager's Conference Room

City Hall, 2929 Tapo Canyon Road, CA 93063

AGENDA

1. Call to Order/Welcome/Roll Call
2. Agenda Review
3. Approval of Minutes: March 26, 2024
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 2023-24 Operating Budget, Fiscal Year 2023-24 Estimated Actual Budget Projections, and Review of Proposed Fiscal Year 2024-25 Operating Budget
 - b. Review of the Proposed Simi Valley Cultural Arts Center Fiscal Year 2024-25 Operating Plan
 - c. Discussion of Developing a Cultural Plan for the City of Simi Valley and Direction on Drafting the Scope of Work for the Request for Proposal

7. Reports

- a. Update on Simi Valley Cultural Arts Center Foundation Activities
- b. General Manager's Report

8. Commissioner Comments

This is the time allotted for statements or comments from Arts Commissioners on matters within the subject matter and jurisdiction of the Arts Commission.

9. Adjournment

/s/

Anna M. Medina
Deputy Community Services Director

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

DRAFT MINUTES

1. Call to Order/Welcome/Roll Call

Council Member Litster called the meeting to order at approximately 2:04 p.m., welcomed Arts Commissioners, and verified that a quorum was present.

Present: Mayor Pro Tem Rocky Rhodes, Council Member Elaine Litster; Commissioners Becky Savell, Janet Plant, Stephanie Wilson, Burton Weinstein, and Simi Valley Cultural Arts Center Foundation Representative Gina Truncale.

Absent: Commissioner John Dantona.

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 13, 2023

Mayor Pro Tem Rhodes recommended that “Ventura County Start” be corrected to “Ventura County Star”.

A motion to approve the December 13, 2023, minutes with the stated correction made by Mayor Pro Tem Rhodes with a second from Commissioner Wilson. The motion passed unanimously.

4. Public Statements – Andy Goitia, a member of the public, was in attendance to learn more about the Arts Commission.

5. Continued Business - None

6. New Business

a. Receipt of the Simi Valley Cultural Arts Center Fiscal Year 2023-24 Mid-Year Budget Report

Community Services Manager Fred Helsel reported that the Cultural Arts Center’s (CAC) Operating budget for the first half of Fiscal Year (FY) 2023-24 showed Gross Income of \$359,041, Total Expenses of \$345,057, with a Net Profit of \$13,984. Total Income shows strong box office income of \$266,046, due to the popularity of *Beauty and the Beast*, *The Addams*

Family, and It's A Wonderful Life: On Air. Camps and Class Tuition income of \$20,331 reflects the health of the new Young Artists Playground (YAP) Arts Education programs. It also includes \$3,620 from Share the Arts in tuition scholarship funds. Therefore, the Grant Net Income amounted to \$97.

Artists Fees exceeded the yearly budget projection due to higher costs related to travel stipends and hiring external design contractors due to the vacant Technical Coordinator position. Provider Payments of \$164,912 are nearing the original estimated budget as a result of increased box office income. Contract Labor costs of \$49,771 were higher than estimated also due to the vacant Technical Coordinator position.

Performing Arts Recovery (PAR) Grant payments totaled \$7,000 in the first half with another \$20,000 to \$25,000 anticipated in the second half of the fiscal year. Dues/Licenses/Permits expenses were low because the rights for *The Prom* were paid in the previous fiscal year and no royalty payments for *Broadway & Beyond* or *It's A Wonderful Life: On Air* were incurred as these scripts were adapted and written by Fred Helsel.

The Contingency/Performance Fund Account balance is \$38,802 as of December 31, 2023, and is to be used for financial emergencies or to expand programming with prior approval of the Simi Valley Arts Commission (Arts Commission). Staff will be moving these funds into a higher yield account now that the CAC has full access to their accounts through US Bank.

The Net Profit of \$13,984 for the first half of the fiscal year indicates the CAC is recovering from the COVID-19 shutdown. The financial analysis shows a positive trend in revenue generation and cost management, indicating the CAC's resilience and recovery from the challenges posed by the pandemic. Efforts to secure grants, control expenses, and maintain a contingency fund contribute to the financial health and sustainability of the CAC.

A motion to receive the Simi Valley Cultural Arts Center Fiscal Year 2023-24 Mid-Year Budget Report was made by Commissioner Weinstein, with a second from Commissioner Plant. The motion passed unanimously.

- b. Mid-Year Review of the Simi Valley Cultural Arts Center Capital Improvement Program for Fiscal Year 2023-24 and Review of the Proposed Fiscal Year 2024-25 Capital Improvement Program

Community Services Manager Fred Helsel reported the Capital Expenditures for the first half of the FY were \$26,043 of the approved \$42,000 for FY 2023-24.

The CAC is proposing four (4) Capital Projects totaling \$47,000 for FY 2024-25. This includes Microphone Replacement and Repair for an estimated cost of \$15,000, Lighting Equipment Replacement, Repair, and Upgrade to LED lighting instruments for an estimated cost of \$15,000, Sound, Lighting, and Furniture Upgrade and Maintenance in the DownStage Theater for an estimated cost of \$12,000, and Equipment Replacement, Repair, and Upgrade for CAC Tools and Storage Cabinet(s) for an estimated cost of \$5,000.

A motion to authorize staff to include the proposed capital projects in the amount of \$47,000 in the Fiscal Year 2024-25 budget for approval by the City Council was made by Commissioner Plant, with a second from Commissioner Savell. The motion passed unanimously.

c. Discussion and Possible Changes to the Schedule of the Reports Presented at Arts Commission Meetings

Deputy Community Services Director Anna Medina reported that the role of the Arts Commission expanded with the adoption of the bylaws. A retreat was held where five (5) top priorities were identified. In order to focus discussions and to accomplish these priorities, it is important to restructure the Agenda and still provide the same oversight and review by the Arts Commission. Therefore, staff proposed modifications to the reporting schedule for the Arts Commission to consider. These modifications include:

- Maintain quarterly meetings on the third Wednesday in the months of February, April, September, and November with a potential additional meeting (if warranted) to be scheduled in June, July, or August.
- Maintain the current report schedule for the February, April, and September meetings.
- Transition the Strategic Plan Updates and the Young Artist Playground Report to occur on an annual basis with the items scheduled for the November meeting (Report would include information from November 1 to October 31).
- Transition the Programming Report to occur on a bi-annual basis for the meetings scheduled for February and September.
- Transition the Performing Arts Recovery Grant Report to occur on an annual basis with an update provided at the September meeting (Report would include information from July 1 to June 30).

A motion to approve the proposed changes to the schedule of the reports presented at Arts Commission meetings was made by Mayor Pro Tem Rhodes, with a second from Commissioner Plant. The motion passed unanimously.

d. Summary of the Arts Commission Retreat

Community Services Assistant Manager Sandee McGee reported that the Arts Commission's retreat was held on January 13, 2024. During the retreat the Arts Commissioners reviewed the eight responsibilities listed in their Bylaws and identified five (5) top priorities. The five (5) top priorities include:

1. Develop and implement a vision and cultural plan for strengthening and growing arts and culture for the City of Simi Valley;
2. Advocate for and explore alternate sources of arts and culture funding including, but not limited to, grants, donations, and corporate sponsorships;
3. Conduct fundraising events, programs, and apply for grants to seek funds and donations to support and enhance the vitality of the City and the quality of life for the residents through the expansion of the arts;
4. Approve the Simi Valley Cultural Arts Center's fiscal year operating and capital budgets, including operating plan, and submit to City Council for approval; and
5. Advocate for the role and value of arts and culture in civic life.

After some discussion, the Arts Commissioners recommended to combine priority #2 and #3 since they were similar. Mayor Pro Tem Rhodes recommended that staff agendaize a plan for moving forward with implementing a Cultural Plan. Council Member Litster inquired about availability of budget funds and Assistant City Manager Swan informed the Commission that staff has submitted a Policy Item to provide for the cost of the Plan for the FY2024-25 budget. The Commission discussed the idea of initiating the development of the Scope of Work for the Request for Proposal for the next meeting.

Council Member Litster provided an update on the proposed Civic Center Amphitheater and stated that the feasibility study is currently underway and focused meetings will be held beginning the week of April 1, 2024.

7. Reports

a. Simi Valley Cultural Arts Center Programming Report

Community Services Assistant Manager Sandee McGee provided an overview of upcoming programs and events scheduled at the CAC, including the YAP Monday after school program.

b. Update on Simi Valley Cultural Arts Center Foundation Activities

Foundation Representative Gina Truncala provided an update of the Foundation's activities. The Foundation recently received a letter of resignation from a City appointed member and is looking forward to adding new members with the upcoming City recruitment. They received a \$1,000 Special Events Support Grant from the City and a \$7,000 donation from a long-time supporter. On Super Bowl Sunday, the Foundation held a screening of *The Little House on the Prairie* episode of "Sweet Sixteen." A Meet and Greet was held after the show with Dean Butler. Upcoming events include the Spotlight Awards Gala on May 11, 2024, and the Hispanic Heritage Celebration and Festival in partnership with the CAC on September 21, 2024.

c. General Manager's Report

Community Services Manager Fred Helsel stated that most of the items in the General Manager's Report were covered in previous presentations. However, he did want to mention the *Keith Borden Concert* that was recently added to the schedule as a benefit for the terminally ill on April 28, 2024. Mr. Helsel stated that the CAC has partnered with El Capitan for patrons to enjoy dinner before the concert. Mr. Helsel also mentioned that rehearsals and set design are currently underway for the CAC's production of *In The Heights* and that some actors are driving in from as far as San Luis Obispo to participate in the show.

8. Commissioner Comments

Mayor Pro Tem Rhodes thanked Community Services Manager Fred Helsel for his thorough response to his budget questions.

Commissioner Savell stated that she appreciated staff and praised Community Services Assistant Manager Sandee McGee for her hard work to make the Arts Commission Retreat successful.

Commissioner Wilson praised staff for their work to ensure meetings run efficiently and smoothly.

Commissioner Weinstein thanked staff for their work.

Commissioner Plant praised staff for their excellent work.

Council Member Litster stated that she is impressed by the CAC staff for all they do to run a busy CAC. She also stated her excitement for all that is currently happening to contribute to the future expansion of arts and culture in the City of Simi Valley.

9. Adjournment

The meeting was adjourned at approximately 4:32 p.m.

CITY OF SIMI VALLEY • MEMORANDUM

DATE: May 7, 2024

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: RECEIPT OF THE SIMI VALLEY CULTURAL ARTS CENTER FISCAL YEAR 2023-24 OPERATING BUDGET, FISCAL YEAR 2023-24 ESTIMATED ACTUAL BUDGET PROJECTIONS, AND REVIEW OF PROPOSED FISCAL YEAR 2024-25 OPERATING BUDGET

Attached for the Arts Commission's (Commission) review are the Fiscal Year (FY) 2023-24 Simi Valley Cultural Arts Center (CAC) Operating Budget Report, FY 2023-24 year-end estimated projections, and the proposed FY 2024-25 Operating Budget.

Status of FY 2023-24 Operating Budget

For FY 2023-24, the Cultural Arts Center anticipates a Gross Income of \$583,565 with Total Expenses of \$523,675 for a total Net Income of \$59,890.

An analysis of Total Income shows vigorous anticipated Box Office Income of \$367,950 due in large part to the popularity of *Beauty and the Beast*, *The Addams Family* and *It's a Wonderful Life: On Air* as well as consistently solid houses for the Tribute Concert Series and increasing audiences for the Sunday Night Comedy at the Center Series. The expanded offerings of the Young Artists Playground (YAP) Youth Arts Education program also contributed to the CAC's overall financial health in FY 2023-24.

The Cultural Arts Center anticipates \$449,025 in Expenses (production related expenditures) and \$74,650 in Fixed Expenses for a total of \$523,675.

In the Expense category, Artists Fees exceeded the budgeted estimate by \$35,000. Three key factors contributed to this overage: The vacant position of Technical Coordinator remained unfilled for six months which resulted in having to hire outside designers for all CAC productions, increased number of CAC produced events this fiscal year which increased the number of artists being hired, and the CAC's continued practice of investing in artists by providing stipends to help offset the costs of traveling to and from ten weeks of rehearsals and performances. It is estimated that Equipment Rentals will exceed the original budget by \$2,600 due to unanticipated emergency rentals of a digital projector and loaner light board. The marked increase in estimated Provider Payments directly reflects the increased Box Office Income. Estimated Contract Labor costs of \$74,000 exceeds the original budget by \$14,000 due to the CAC having to hire additional technical help for the past six months as the CAC had no Technical Coordinator on staff to provide support. Lastly, due to fewer requests for grant funding from the Performing Arts

Recovery Fund in Fiscal Year 2023-24, it is projected that grant awards will amount to a third of the proposed budget.

In the Fixed Operational Expenses Categories, the estimated Licenses and Permits budget total is dramatically lower than anticipated at \$7,500. This reflects early payment of the licensing fees for *The Prom* in the fourth quarter of Fiscal Year 2022-23 as well as the fact that both *Broadway and Beyond Cabaret* and *It's A Wonderful Life: On Air* were original CAC productions and as such incurred no licensing fees.

The Contingency/Performance Fund Account balance is estimated to remain at \$38,802 on June 30, 2024. 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 FY 2024-25 Operating Budget

The proposed FY 2024-25 CAC Operating Budget projects Gross Revenue of \$626,350 and Gross Expenses of \$583,850 realizing a Net Income of \$42,500.

Much positive progress has been made with regard to the effect COVID has had on audience attendance at the CAC as audiences are approaching pre-pandemic levels for many of the shows and concerts. However, rentals still remain somewhat lower than pre-pandemic levels and most rentals are dependent upon the Performing Arts Recovery grant subsidy. The proposed 2024-25 budget reflects the hope that the CAC can continue progressing toward achieving Pre-COVID attendance, box office and rental income levels.

Overall, the proposed FY 2024-25 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 detailed reports of revenue and expense activity in accordance with the budget reporting schedule adopted by the Simi Valley Arts Commission.

The following alternatives are available to the Commission:

1. Receive the Simi Valley Cultural Arts Center Fiscal Year 2023-24 Operating Budget Report;

2. Recommend the Simi Valley Cultural Arts Center Fiscal Year 2024-25 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 2023-24 Operating Budget Report and recommend the Fiscal Year 2024-25 Operating Budget Report as proposed to be forwarded to the City Council for approval.

Attachment

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2023-24 & 2024-25 BUDGET REPORT

	FINAL BUDGET 2023-24	YEAR-END PROJECTIONS 2023-24	VARIANCE 2023-24	PROPOSED BUDGET 2024-25	Budget Notes
INCOME					
4000 Box Office Income					
4010 Service Charges					
4011 Ticket Surcharge	\$17,000	\$18,000	\$1,000	\$18,000	
4012 Ticket Printing/Box Office Services	\$0	\$0	\$0	\$0	
4015 Handling Fee	\$25,000	\$24,000	(\$1,000)	\$25,000	
4016 Provider Credit Card Fees	\$12,000	\$13,250	\$1,250	\$12,000	
Total Service Charges	\$54,000	\$55,250	\$1,250	\$55,000	
4040 Box Office Sales (Gross)					
4020 Box Office	\$325,000	\$365,000	\$40,000	\$360,000	
4025 Box Office Share the Arts	\$1,500	\$700	(\$800)	\$1,000	
4030 Box Office Gift Certificates	\$3,000	\$2,250	(\$750)	\$2,500	
Total Box Office Sales (Gross)	\$329,500	\$367,950	\$38,450	\$363,500	BN1
Total Box Office Income	\$383,500	\$423,200	\$39,700	\$418,500	
4100 Classes and Camps Income	\$12,000	\$39,000	\$27,000	\$35,000	BN2
4200 Contribution/Fundraising Income					
4210 Sponsorships	\$2,250	\$0	(\$2,250)	\$1,500	
4220 Miscellaneous Income/Donations	\$5,000	\$7,500	\$2,500	\$7,500	
4230 Foundation Contributions	\$37,000	\$36,850	(\$150)	\$38,000	
4240 City Employee Payroll Deductions	\$400	\$100	(\$300)	\$200	
4255 Fundraisers	\$6,000	\$0	(\$6,000)	\$5,000	
Total Contribution/Fundraising Income	\$50,650	\$44,450	(\$6,200)	\$52,200	
4400 Grants					
4425 COVID Relief	\$0	\$0	\$0	\$0	
4450 Share the Arts	\$3,500	\$1,750	(\$1,750)	\$2,500	
4475 Grants Miscellaneous	\$50,000	\$5,500	(\$44,500)	\$25,000	BN3
Total Grants	\$53,500	\$7,250	(\$46,250)	\$27,500	

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2023-24 & 2024-25 BUDGET REPORT

	FINAL BUDGET 2023-24	YEAR-END PROJECTIONS 2023-24	VARIANCE 2023-24	PROPOSED BUDGET 2024-25	Budget Notes
4500 Rental Fee Income					
4510 Cleaning/Damage Income	\$750	\$775	\$25	\$900	
4530 Rental Fees - Mainstage Theater	\$32,000	\$28,000	(\$4,000)	\$32,000	BN4
4540 Rental Fees - MPR/DownStage	\$1,500	\$3,100	\$1,600	\$3,250	
Total Rental Fee Income	\$34,250	\$31,875	(\$2,375)	\$36,150	
4600 Concessions					
4610 Cnc's - Gallery/CD Sales	\$800	\$700	(\$100)	\$700	
4620 Cnc's - Beer/Wine	\$4,000	\$7,000	\$3,000	\$5,000	
4630 Cnc's - Food/Soft Drinks	\$5,500	\$3,780	(\$1,720)	\$4,000	BN4
4640 Cnc's - Promotional Items	\$1,500	\$0	(\$1,500)	\$1,000	
Total Concessions	\$11,800	\$11,480	(\$320)	\$10,700	
4700 Advertising Income	\$3,000	\$0	(\$3,000)	\$3,000	
4800 Reimbursed Technical Costs					
4820 Other Reimbursed Tech Income	\$1,300	\$860	(\$440)	\$1,000	
4830 Technical Staff Costs	\$27,000	\$15,250	(\$11,750)	\$27,000	BN4/BN5
4840 Reimbursed Equipment Rental					
4841 Electrics Surcharge (Lamp Usage)	\$1,000	\$850	(\$150)	\$1,000	
4842 LCD Projector	\$400	\$510	\$110	\$500	
4844 Spotlight Rental Income	\$1,000	\$740	(\$260)	\$1,000	
4845 Piano Rental Fee	\$500	\$300	(\$200)	\$500	
4846 Microphone Rentals	\$12,000	\$7,750	(\$4,250)	\$12,000	BN4
Total Reimbursed Equipment Rental	\$14,900	\$10,150	(\$4,750)	\$15,000	
Total Reimbursed Technical Costs	\$43,200	\$26,260	(\$16,940)	\$43,000	
4900 Interest Income	\$300	\$50	(\$250)	\$300	
TOTAL INCOME	\$592,200	\$583,565	(\$8,635)	\$626,350	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2023-24 & 2024-25 BUDGET REPORT**

	FINAL BUDGET 2023-24	YEAR-END PROJECTIONS 2023-24	VARIANCE 2023-24	PROPOSED BUDGET 2024-25	Budget Notes
EXPENSE COSTS					
5000 Special Events (MPR/DownStage, Receptions)	\$5,000	\$4,000	(\$1,000)	\$7,000	
5100 Artists Fees	\$50,000	\$85,000	\$35,000	\$75,000	BN6
5300 Concession Supplies					
5320 Cnc's Supplies -Promo. Items	\$1,000	\$0	(\$1,000)	\$500	
5340 Cnc's Supplies - Gallery/CD Sales Payout	\$800	\$700	(\$100)	\$800	
5360 Cnc's Supplies - Food	\$1,500	\$1,500	\$0	\$1,750	
5380 Cnc's Supplies - Beer/Wine	\$900	\$1,000	\$100	\$1,250	
Total Concession Supplies	\$4,200	\$3,200	(\$1,000)	\$4,300	
5400 Supplies					
5410 Operating & Miscellaneous	\$10,000	\$3,750	(\$6,250)	\$10,000	
5420 Equipment Rentals	\$400	\$3,000	\$2,600	\$2,000	BN7
5430 Technical Supplies					
5431 Lighting Supplies	\$1,000	\$350	(\$650)	\$1,000	
5432 Sound Supplies	\$3,000	\$1,700	(\$1,300)	\$3,000	
5433 Gallery Supplies	\$4,000	\$2,250	(\$1,750)	\$4,000	
5434 Costumes/Wigs/Makeup Supplies	\$5,000	\$7,200	\$2,200	\$7,000	
5435 Props Supplies	\$5,000	\$2,250	(\$2,750)	\$5,000	
5436 Set Supplies	\$7,500	\$6,000	(\$1,500)	\$8,000	
Total Technical Supplies	\$25,500	\$19,750	(\$5,750)	\$28,000	
Total Supplies	\$35,900	\$26,500	(\$9,400)	\$40,000	
5500 Provider Payments (Total Box Receipts)	\$200,000	\$225,000	\$25,000	\$225,000	BN8
5600 Advertising/Marketing					
5610 Postage & Delivery	\$400	\$75	(\$325)	\$250	
5620 Printing/Playbills/Tickets	\$2,000	\$250	(\$1,750)	\$1,000	

SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2023-24 & 2024-25 BUDGET REPORT

	FINAL BUDGET 2023-24	YEAR-END PROJECTIONS 2023-24	VARIANCE 2023-24	PROPOSED BUDGET 2024-25	Budget Notes
<i>5630 Advertising/Marketing</i>	\$15,000	\$6,000	(\$9,000)	\$12,000	
Total Advertising/Marketing	\$17,400	\$6,325	(\$11,075)	\$13,250	
5700 Contract Labor	\$60,000	\$74,000	\$14,000	\$70,000	BN9
5800 Performing Arts Recovery Fund Payout	\$75,000	\$25,000	(\$50,000)	\$50,000	BN10
TOTAL EXPENSE COSTS	\$447,500	\$449,025	\$1,525	\$484,550	
GROSS PROFIT	\$144,700	\$134,540	(\$10,160)	\$141,800	
FIXED EXPENSES					
6100 Capital Replacement	\$42,000	\$38,000	(\$4,000)	\$47,000	
6300 Credit Card Service Fees					
<i>6350 Credit Card Discount Fees</i>	\$27,000	\$20,000	(\$7,000)	\$20,000	
<i>6360 Service Fees (Bank Charges)</i>	\$700	\$1,200	\$500	\$1,300	
Total Credit Card Service Fees	\$27,700	\$21,200	(\$6,500)	\$21,300	
6400 Dues/Licenses/Permits					
<i>6410 Dues and Subscriptions</i>	\$6,000	\$3,200	(\$2,800)	\$5,000	
<i>6420 Licenses & Permits</i>	\$25,000	\$7,500	(\$17,500)	\$20,000	BN11
<i>6430 Miscellaneous</i>	\$1,000	\$1,750	\$750	\$2,000	
Total Dues/Licenses/Permits	\$32,000	\$12,450	(\$19,550)	\$27,000	
6600 Office Expenses	\$3,000	\$3,000	\$0	\$4,000	
TOTAL FIXED EXPENSES	\$104,700	\$74,650	(\$30,050)	\$99,300	
NET INCOME	\$40,000	\$59,890	\$19,890	\$42,500	
	Balance			Est. Balance	
	July 1, 2023	Credits/Interest	Debits	June 30, 2024	
CONTINGENCY/PERFORMANCE FUND	\$38,802	\$0	\$0	\$38,802	

**SIMI VALLEY CULTURAL ARTS CENTER OPERATING BUDGET
FY 2023-24 & 2024-25 BUDGET REPORT**

	FINAL BUDGET 2023-24	YEAR-END PROJECTIONS 2023-24	VARIANCE 2023-24	PROPOSED BUDGET 2024-25	Budget Notes
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BUDGET NOTES:

BN1 - The extreme popularity of *Beauty and the Beast*, *The Addams Family* and *It's a Wonderful Life: On Air* and anticipated big box office for *Annie* boosted box office sales.

BN2 - The Young Artists Playground (YAP) Program expanded offerings this year to include multiple successful Monday After School sessions. In FY 2024-25, YAP Plans to continue to build on this success and attempt to bring the After School program into the schools.

BN3 - Unfortunately, several grant opportunities that were anticipated did not materialize in FY 2023-24. The CAC anticipates a grant from the California Arts Council in FY 2024-25 for operational/programming support.

BN4 - The CAC lost several anticipated renters this year (Panic Productions, Dance Creations, and Serendipity Dance) which negatively affected several areas including Mainstage Rentals, Concessions Sales, Technical Staff Reimbursement, and Reimbursed Equipment Rentals.

BN5 - The lack of a Technical Coordinator on CAC Staff for six months negatively affected several areas including Technical Staff Reimbursement, Artists Fees, and Contract Labor.

BN6 - Artists Fees budget overages are directly linked to the CAC's having to hire out designers due to not having a Technical Coordinator on staff for six months. In addition, the CAC continues to offer gas stipends for artists to help offset the cost of gas to commit to ten weeks of rehearsals and performances.

BN7 - The CAC had unexpected rentals of a projector and a loaner lightboard while CAC equipment was being repaired.

BN8 - Increased Provider Payments reflect the robust box office income of *Beauty and the Beast* and *The Addams Family*.

BN9 - The CAC was without a Technical Coordinator on staff for six months in FY 2023-24, thus outside contract workers needed to be hired to fill this need.

BN10 - The CAC lost three anticipated rentals in FY 2023-24 (Panic Productions, Dance Creations, and Serendipity Dance) and therefore had fewer applicants for the Performing Arts Recovery Grant.

BN11 - The rights to *The Prom* were paid in the third quarter of FY 2022-23. In addition, there were no royalties paid for *Broadway & Beyond Cabaret* or *It's A Wonderful Life: On Air* as they were both original CAC productions.



SIMI VALLEY CULTURAL ARTS CENTER

Fiscal Year 2024-25
Operating Plan



MISSION STATEMENT

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.

The Simi Valley Cultural Arts Center (CAC) provides a multipurpose facility and presents performances of music, theater, dance, film, popular entertainment, as well as space for conferences, meetings, seminars, and workshops.



INCLUSION, DIVERSITY, EQUITY AND ACCESSIBILITY STATEMENT

The Simi Valley Cultural Arts Center (CAC) recognizes the importance of Inclusion, Diversity, Equity, and Accessibility (IDEA). The CAC 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 deserve 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 CAC 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, socioeconomic, and/or developmental barriers, has access to the arts and benefit from such access.

SIMI VALLEY CULTURAL ARTS CENTER GOALS:

CREATE

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.

REINFORCE

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 CAC, seeing an increase of arts engagement opportunities for all Simi Valley residents.

PRESENT

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.

ESTABLISH

Establish the CAC as the foremost arts education resource in Simi Valley, increasing the amount of arts education opportunities and the support of emerging artists programs.



FACILITY DESCRIPTION:

- 185-seat professional stage theater
- Multipurpose Room/DownStage Cabaret Theater
- Gallery space for visual arts exhibits
- A catering kitchen
- Dressing rooms
- Technical equipment for a fully operational performing arts center
- 1800-square-feet of storage facilities for props and other theater equipment

44/04-24



"The building is architecturally gorgeous, and the interior was decorated beautifully. Volunteers & staff were warm & inviting. The show itself was great, my husband & I were thoroughly entertained. I loved that the cast came to the lobby to greet people."

MaryAnn B.



"The plays and the center are immaculate and the people are very pleasant."

Catherine P.

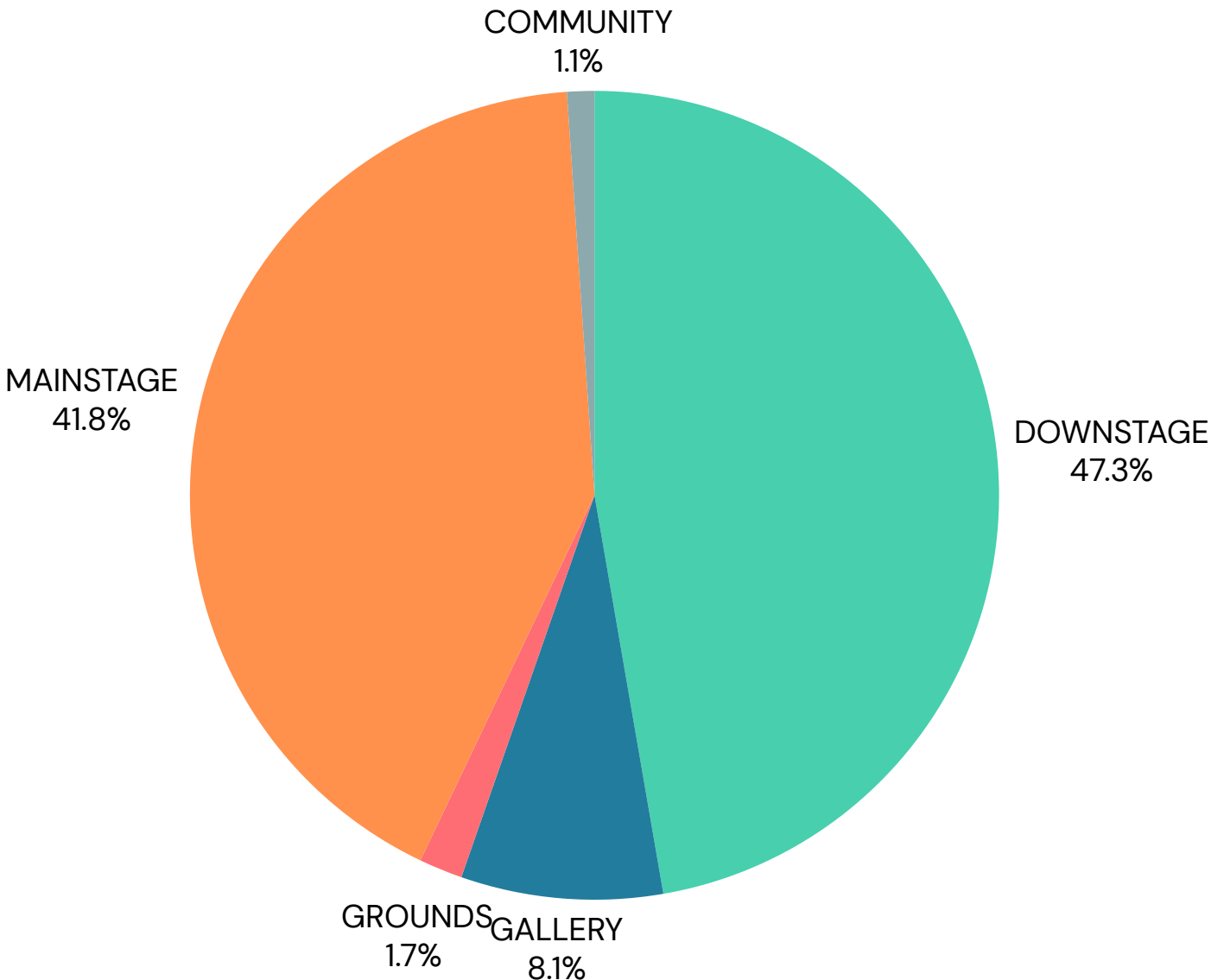


"Friendly and joyful. The people, the place, and the play was really great."

Satish S.



SPACE USAGE IN 2023



COMMUNITY

Art Exhibits at the Simi Valley Public Library and the Simi Valley Town Center!

MAINSTAGE

192 events took place in the CAC's David Ralph Main Stage Theater

DOWNSTAGE

217 events took place in the CAC's DownStage/Community Room

GROUNDS

Spring Arts & Crafts Fair, Winter Art Marketplace and Femme Faire took place on the CAC Grounds

GALLERY

Art Exhibits, Art Openings and Opening Receptions in the CAC's Gary Thomas Gallery



COMMUNITY ENGAGEMENT STATISTICAL OVERVIEW



Through increased social media posts and advertising, we expanded the CAC's community engagement and reach throughout the United States, and abroad. In 2023, the CAC increased social media reach to include over 6,500 Facebook followers, 6,100 Instagram followers, and 332 followers on X (formerly Twitter). In addition, our Eblast Subscriber base now exceeds 12,380.

To help our struggling arts partners recover from the fiscal decimation of COVID and encourage their return to renting the Center, the CAC 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 secured in Fiscal Year 2022-23 which will allow the CAC to extend the granting period through Fiscal Year 2023-24. In 2023, the Performing Arts Recovery Grant Program awarded \$43,000 in subsidy to non-profit and other arts organizations in bringing musical theatre, dance, multicultural music, and other events to the CAC.

In 2023, the CAC produced or presented over 400 events in the David Ralphe Main Stage Theater, DownStage Theater/Multipurpose Room, Gary Thomas Gallery and the exterior grounds. Attendance continues to approach pre-pandemic levels with over 24,000 people coming through its doors in 2023.

In 2023, the Performing Arts Recovery Grant Program awarded \$43,000 in rental subsidy to non-profit and other arts organizations so that they can bring arts programming to the CAC.

Attendance, while not fully back to pre-pandemic levels, continues to increase and in 2023 the CAC saw over 24,000 people come through its doors.

COMMUNITY ENGAGEMENT GOALS



01 - REBUILD

02 - RECOVER

03 - EXPAND

In Fiscal Year 2024-25, continue to rebuild audience engagement and attendance through enhanced marketing, targeted promotions and expanding program diversity.

Through the Performing Arts Recovery Grant, incentivize both long time arts partners to continue to access the CAC while actively pursuing new and diverse programming and partnership opportunities. Combined these efforts will continue to strengthen the high quality, diverse programming for which the CAC has become known to provide.

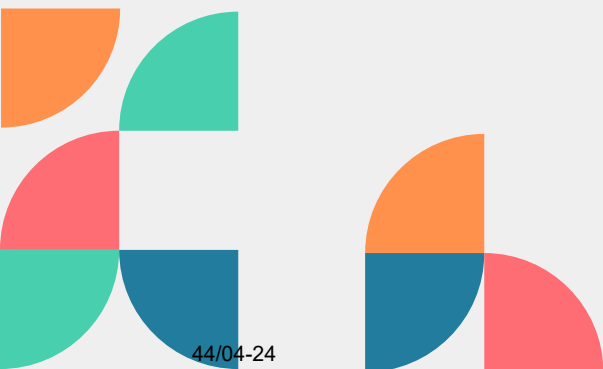
In addition, explore ways to continue to expand access to arts and culture in the community through pop-up gallery events, collaborations with such groups as the Rancho Simi Recreation and Park District, the Simi Valley Public Library, the Simi Valley Chamber of Commerce, the Simi Valley Cultural Arts Center Foundation, and others. These efforts combined will help the CAC progress toward the goals outlined in the CAC's strategic plan.



PROGRAMMING

The CAC is dedicated to the belief that the arts are an indispensable element of a thriving and meaningful community, and art events and arts education should be available to all.

The CAC's arts and culture programming is inspired by our energetic community, the geography in which our organization is situated, and the unique history of our region. When we are willing to consider ideas and art together, we are learning to acknowledge and respect the histories that bind us together, and the changing world that surrounds us.





PROGRAMMING CONT'D

There are three physical areas of the CAC that work in concert with each other to fulfill its programming mission. They are the David Ralph Main Stage Theater, the DownStage Theater/Multipurpose Room, and the Gary Thomas Gallery. In 2023, the CAC provided arts and culture programming throughout the community in partnership with the Simi Valley Public Library, Moorpark College, Kindling Studios, Rancho Simi Recreation and Park District, Ventura County Arts Council, Simi Valley Chamber of Commerce, County of Ventura Arts and Culture Department, and the Simi Valley Town Center.

From 1996 through 2023, the CAC has hosted over 11,000 events, including musicals, plays, concerts, school productions, children's theater, film series, graduations, meetings, receptions, seminars, and more. The CAC's diverse range of programming also encompasses youth programs, special events, and visual art exhibits in the CAC's gallery as well as pop up galleries in the community.

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 5 - 14. In 2023, YAP expanded their program offerings to include family workshops and after school arts camps. In 2023, the CAC also revitalized the Gallery offerings with a series of art shows featuring local and regional artists both at the CAC and in pop-up community galleries.

01 - MAIN STAGE

02 - DOWNSTAGE

03 - GALLERY

GOALS & ACHIEVEMENTS FISCAL YEAR 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 CAC. In addition, produce or host at least 12-15 concert events on the David Ralphe Mainstage featuring a variety of genres and audience appeal, and host 4-6 gallery shows in the Gary Thomas Gallery at the CAC.

The CAC has revised the Performing Arts Recovery Grant to help our struggling local arts organizations while also forcing them to begin to rebuild their own finances and infrastructure. In Fiscal Year 2023-24, over \$25,000 has been granted to local arts groups, nonprofits, and artists to help them access use of the CAC. The CAC averages 2-3 concerts a month and have presented six gallery shows in the Gary Thomas Gallery.

Expand partnerships with community organizations to both expand visibility of the CAC and its programs and to provide community outreach to ensure the arts are accessible to all members of the community.

In Fiscal Year 2023-24, the CAC partnered with the Simi Valley Cultural Arts Center Foundation, Rancho Simi Recreation and Park District, the Simi Valley Chamber of Commerce, the Ventura County Arts Council, County of Ventura Arts and Culture Department, Simi Valley Public Library Foundation, Kindling Studios, Simi Valley Town Center, Simi Valley Unified School District and more.

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 CAC. With input from the IDEA Advisory Panel, establish an ongoing multicultural series aimed at broadening the spectrum of the CAC's diversified and multicultural programming for Simi Valley and the surrounding community.

While the IDEA Committee has yet to be formalized, the CAC has made great progress in including diversification and multiculturalism in the programming, casting, and artistic team staffing as well as in our Concert Series, Sunday Night Comedy at the Center Series, and in our YAP Workshops.

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 CAC.

In Fiscal Year 2023-24, non-weekend programming at the CAC has expanded to include more mid-week concerts, rentals, performances on the DownStage, and Gallery events.

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.

YAP expanded their programs for ages 5 - 14 in Fiscal Year 2023-24 to include quarterly family arts workshops as well as Monday After School Arts Camp. These are in addition to the YAP Summer Camp program.

Continue to expand the DownStage Cabaret Series and expand the use of the DownStage Theater and Multipurpose Room 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 CAC.

In Fiscal Year 2023-24, the DownStage Theater was renovated and the CAC presented a Broadway and Beyond Cabaret with great success. Additionally, the CAC held several Artists Talks and Receptions and the Ventura County Youth Poet Laureate Ceremony on the DownStage. More Cabaret events are scheduled in May, August and September of 2024.

PROGRAMMING GOALS FISCAL YEAR 2024-25



- Continue to find ways to expand the Young Artists Playground Arts Education program to potentially include bringing after school programs into the schools.



- Expand the DownStage Cabaret Series programming and expand the use of the DownStage Theater and Multipurpose Room in order to provide additional opportunities for presenting varied arts experiences.



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



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



- Continue to increase diversity in programming, outreach, artistic staffing, casting and other areas to ensure maximum inclusivity and access to arts engagement opportunities for the community.



MARKETING AND MARKETING GOALS FISCAL YEAR 2024-25

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

- Continue an aggressive marketing campaign highlighting the CAC'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 CAC in a post COVID setting.
- Expand the CAC's advertising and marketing in local and regional print media to include promotion of not only programming and rental availability of the CAC, but also availability as a venue for business and community usage.
- Continue outreach to nonprofit and arts organizations about the availability of the Performing Arts Recovery Grant to entice them to rent the CAC.
- Continue to expand our successful email relationship with our audience and continue to increase the CAC's impact on Social Media through Facebook, Twitter, Instagram, www.simi-arts.org website, online publications, online reviewers as well as cooperative promotion with other theatrical organizations that help to increase the CAC's recognition within the greater Los Angeles region.
- Through cooperative events, promotions, and publications with other community organizations including the Simi Valley 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.
- Finalize a new website for the CAC that is fully ADA accessible for all users.



UPDATE ON THE CAC'S STRATEGIC PLAN

The CAC's Five Year Strategic Plan was adopted by City Council in 2021. Great progress was made in Fiscal Year 2023-24 in achieving the six Strategic Priorities of the Plan.

Quality of Life: The CAC presented many new and returning artists including Ventura County Arts Council, Apollo High School, Mastrodonardo Piano School, Stage 1 Music Conservatory, A 5-6-7-8 Dance Company, Simi Valley PTA Reflections Program, Moorpark College Photography exhibits, Moorpark-Simi Valley Republican Women Federated, Simi Valley Chamber of Commerce, County of Ventura Arts and Culture Department, Simi Valley Youth Council, Actors' Repertory Theatre of Simi, Kindling Studios, The Former Ladies of the Supremes, and more!

Sustainability: The CAC presented a full season of events in Fiscal Year 2023-24 of musicals, comedy nights, concerts, dance recitals, conservatory music recitals, gallery events, speaker series, DownStage Cabarets, and more. The Performing Arts Recovery Grant awarded over \$25,000 in subsidies to local arts and non-profit organizations to rent the CAC. The CAC also worked closely with the Simi Valley Cultural Arts Center Foundation to strengthen the organization, and produce quality fundraising campaigns such as the *Little House on the Prairie* screening, *A Night in Bollywood* and the return of the Spotlight Awards. In addition, the CAC changed credit card processors, trimming 3-4% off fees being charged and upgraded concessions sales to include electronic payment options.

Programming: The CAC opened up the calendar to include more community programming organizations such as Stage 1 Music Conservatory, Mastrodonardo Piano School, and Turpin Performing Arts Studio; created several low cost and free events such as the Gallery Opening Receptions for the *Of My Blood/De Mi Sangre*, *Nature at your Doorstep*, *Finding Our Voices*, and *Bridges: Art & Community* exhibits, the PTA Reflections Program, Famous Authors Living History series at the Simi Valley Public Library, and the Sunday Night Comedy at the Center series; increased multicultural arts experiences such as the Night In Bollywood event, Former Ladies of the Supremes concert, the Music of Motown concert, and the Tony Award winning musical *In The Heights*; and expanded the Young Artists Playground Youth Arts Education program to provide arts training and experiences for youth ages 5 - 14 including a Monday After School Arts Camp and multicultural workshops in Ballet Folklorico, Shibori Dying, Origami, and African Drumming. In addition, the CAC will produce more DownStage Cabaret events in the DownStage Theater in May and June.

QUALITY OF LIFE

SUSTAINABILITY

PROGRAMMING

UPDATE ON THE CAC'S STRATEGIC PLAN

Marketing: Marketing and outreach efforts at the CAC to increase awareness about the CAC are always a high priority as even after 29 years of existence, the CAC remains one of the best kept secrets of Simi Valley. The CAC continues to expand their social media reach with over 25,000 followers currently on Facebook, Instagram, X/Twitter, and our Eblast subscribers. The CAC has increased print advertising in local media as well as their marketing reach into the greater Los Angeles area. CAC productions have garnered over 40 regional nominations from BroadwayWorld.com including favorite local theater.

Facility: Patron response to the CAC's upgraded touchless box office system through post-event surveys about the new system as well as 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 Fiscal Year 2023-24 including completely renovating the DownStage Theater including faux brick paneling, new lighting, and installing a curtain, steam cleaning all carpets, replacing both short and long throw digital projectors in the David Ralph Mainstage Theater, and upgrading sound and lighting equipment in an effort to keep the CAC in prime usage condition.

Arts Leadership: The Simi Valley Arts Commission and the CAC revised the Performing Arts Recovery Grant to better 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 CAC partnered with the Ventura County Arts Council to recognize Ventura County's Youth Poet Laureate. In addition, the CAC celebrated the County of Ventura's 150th Anniversary with a special free Night of the Arts Celebration.



MARKETING

FACILITY

ARTS LEADERSHIP

CITY OF SIMI VALLEY • MEMORANDUM

DATE: May 7, 2024

TO: Simi Valley Arts Commission

FROM: Anna M. Medina, Deputy Community Services Director

SUBJECT: DISCUSSION OF DEVELOPING A CULTURAL PLAN FOR THE CITY OF SIMI VALLEY AND DIRECTION ON DRAFTING THE SCOPE OF WORK FOR THE REQUEST FOR PROPOSAL

The City Council adopted the Simi Valley Arts Commission (Arts Commission) Bylaws on August 14, 2023. Based on the new direction created by the Bylaws, staff recommended the Arts Commission provide direction regarding future agenda items. To accomplish this, an Arts Commission retreat was held on January 13, 2024. During the retreat, the Arts Commission conducted a comprehensive overview and discussion of its Purpose, Goals, and Responsibilities. As a result, the Arts Commission identified five top priorities. At the March 26, 2024, meeting the Arts Commission determined two of the five priorities be combined since they both were associated with funding. Therefore, the four (4) top priorities include:

- Develop and implement a vision and master cultural plan for strengthening and growing arts and culture for the City of Simi Valley;
- Advocate for and explore alternate sources of arts and culture funding including, but not limited to, fundraising events, programs, grants, donations, and corporate sponsorships to support and enhance the vitality of the City and the quality of life for the residents through the expansion of the arts;
- Approve the Simi Valley Cultural Arts Center's fiscal year operating and capital budgets, including operating plan, and submit to City Council for approval;
- Advocate for the role and value of arts and culture in civic life.

As the Commission further examined the value of the above priorities, Mayor Pro Tem Rhodes recommended that staff agendize a discussion regarding developing a Cultural Plan at the next Arts Commission meeting. If the Arts Commission recommends developing a Cultural Plan, a Request for Proposal (RFP) for consultant services will need to be developed. The City Manager's Office has requested additional funding, subject to City Manager approval, for a consultant in the Fiscal Year 2024-25 budget. However, the Arts Commission could begin to establish the "Scope of Work" or responsibilities of the consultant prior to the budget being approved.

Staff is recommending that the Arts Commission discuss the possibility of developing a

Cultural Plan for the City of Simi Valley and provide staff direction regarding the “Scope of Work” for the RFP. The Arts Commission can consider the following: schedule special meetings to discuss and develop the “Scope of Work”; establish an ad hoc committee to develop the “Scope of Work” and provide a report at an Arts Commission meeting; have staff develop the “Scope of Work” and provide a report at an Arts Commission meeting. Staff estimates three to five meetings will be necessary. If an ad hoc committee is selected, less than a quorum (four maximum) of Arts Commission members can be appointed to serve on the committee.

The following alternatives are available to the Arts Commission:

1. Discuss the possibility of developing a Cultural Plan for the City of Simi Valley and provide staff with direction regarding the “Scope of Work” process for the Request for Proposal;
2. Provide staff with alternate direction.

Staff recommends alternative No. 1.