

Performing Arts & Event Center 2017/2018 Proposed Budget

City Council Meeting
October 4, 2016
Presented by Theresa Yvonne,
Executive Director

Historical Perspective

- 2013 - Webb Management Services Inc, contracted by the City to provide a pro-forma operating budget.
- 2014- Blue Ribbon Panel – objective financial analysis
 - Review of operational pro forma
 - Review of potential economic and fiscal impacts
 - Review of the construction costs and financing options
- 2014- Community Attributes, Inc. provided a report of factual findings on the economic benefits of the Center - Lynnwood, Bellevue, Kirkland, and Salem, Oregon and Fairfield, Iowa.
- Pro-Forma reviewed by Joe McIalwain, Edmonds Center for the Performing Arts and Nida Tautvydas, Executive Director, McIntyre Hall in Mt. Vernon.

2015/2016 Highlights

- Finalize \$1 million Capital Campaign with FWCPA
- Reorganization of FWCPA bylaws to support future operating programs
- Confirm resident arts organizations dates for 2017-2018
- Secure relocation of Tacoma City Ballet to Federal Way as our resident dance company

2015/2016 Highlights

- Public Art qualifications for 2% for art project
- Complete job descriptions for full time staff
- Secure grant from State of Washington
- Estimated costs for Furnitures, Fixtures & Equipment
- Native American Culinary Arts Institute business plan

2017/2018 Goals & Objectives

- 2% for Art installation
- Hiring of staff
- Secure talent for presenting season I.
- Solicitation and procurement of national and regional rental events
 - Special Olympics
 - Artisan Cup
- Volunteer recruitment

2017/2018 Goals & Objectives

- Arts for Youth Program

In coordination with the Federal Way School District

- Student Matinees
- Study guides to incorporate into lesson plans
- Aligned with Common Core State Standards
- Artists in schools – outreach to the classroom

2017/2018 Goals & Objectives

- Kennedy Center Partnership in Education
“fostering partnerships among arts organizations, schools and the community”
- The Partners in Education program is designed to assist arts organizations throughout the nation to develop or expand educational partnerships with their local school systems. The primary purpose of these partnerships in the arts is to promote the professional learning of teachers.

2017/2018 Goals & Objectives

- Upon Completion of construction
 - Physically move staff into the facility
 - Technical testing of the facility
 - Volunteer /docent training
 - Emergency procedures
- Grand Opening Celebration
 - Press tours
 - Ribbon Cutting
 - “open house” to the community

2017/2018 Goals & Objectives

- Coordinate with FWCPA for ongoing fundraising
 - Seat Campaign
 - Membership
 - Arts Education Scholarships
 - Transportation funding for schools
 - Grant writing
 - Planned Giving
 - Annual “Gala” fundraiser

2017/2018 Goals & Objectives

- Marketing and public relations strategies
 - Audience development
 - Solicit patron & target market feedback, conduct focus groups, evaluations.
 - Media communications
 - Newspaper articles & advertising
 - Radio/TV
 - Digital Media – website, Facebook, twitter, etc.
 - Outreach
 - Corporate partnership program
 - Event Rentals
 - Print
 - Season Brochure
 - Rental Brochure
 - Playbill (program)

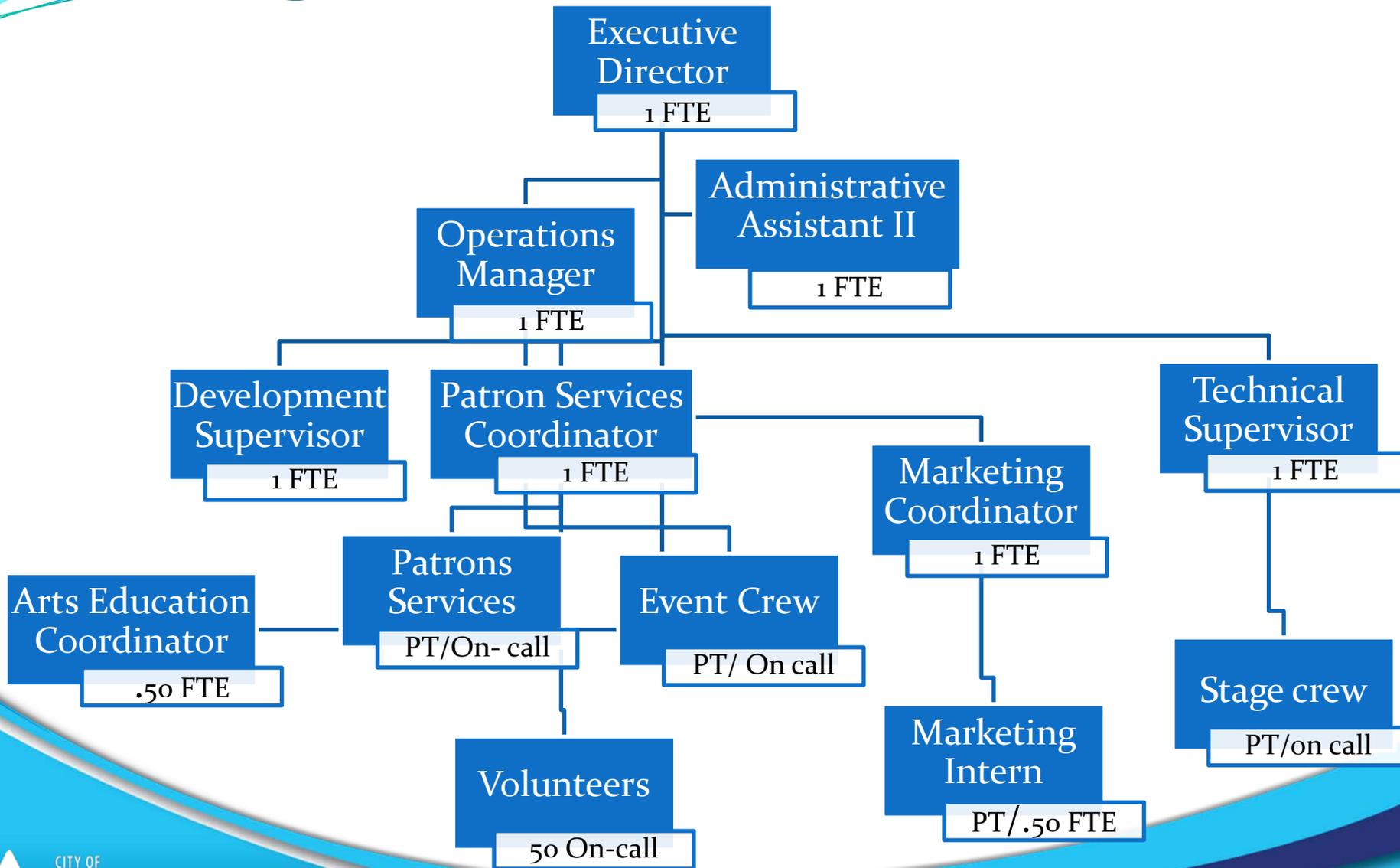
2017/2018 Goals & Objectives

- RFP for Culinary Services Agreement
 - Food service will be operated by an outside vendor
 - As part of the culinary services, vendor must allow students to internship through the kitchen in the latter part of their educational tenure.

Native American Culinary Institute

- Training over six academic quarters (18 months)
- Internship quarter resulting in Applied Associate of Science degree (AAS) in Culinary Arts.
- Key Educational Areas:
 - General Education
 - Core Culinary
 - Native American Foodways and Traditions
 - Culinary Nutrition
 - Entrepreneurship
 - Professional Development/Continuing Education

Organizational Chart



Operations

● October – 2017		
● Rehearsal & Performances		5
● Events		6
● November -2017		
● Rehearsal & Performances		4
● Events		4
● December -2017		
● Rehearsal & Performances		18
● Events		4
	TOTAL	41

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Performing Arts & Event Center

tentative fee schedule 10/4/2016

Room Rental Fees

Theatre Rental		Rental Period	Resident Arts Organization	Non-profit	Private / commerical
		Fri- Sun 6 hrs	\$664.00	\$1,064.00	\$1,328.00
		Mon-Thurs 6 hrs	\$300.00	\$400.00	\$600.00
Conference/ Meeting Rooms		4 hrs			
	Lobby		\$300.00	\$400.00	\$600.00
	Meeting Rooms 1 & 2		\$150.00	\$225.00	\$350.00
	Patrons Room		\$75.00	\$100.00	\$200.00
	Lobby	Prep/ no public 4 hrs	\$100.00	\$150.00	\$250.00
	Meeting Rooms 1 & 2		\$60.00	\$100.00	\$100.00
	Patrons Room		\$40.00	\$50.00	\$100.00
Damage Deposit			\$400.00		

Patron Services Fees

Building Date Hold Fee			\$200.00	\$250.00	\$275.00
Theatre Cleaning Deposit	refundable				\$500.00
Event Rooms Cleaning Deposit	refundable				\$250.00
Merchandise Commission			\$0.00	10% Fee	20% Fee
ASCAP/SESAC/BMI		per performance	\$30.00		
Ticket Office Management Fee		per performance	\$50.00	\$75.00	\$100.00
Ticket Handling Fee		Per ticket	\$3.00 - \$11.00		
Facility Fee		per ticket	\$1.00		
Box Office Fees				1.5% of gross tickets	1.75% of gross tickets
Credit Card Fees			3.20%		
Ticket sales exceeding \$25k			1% gross sales to music license		
Ticket Printing		per ticket		.30 - \$1.50	
Restore Charge		if event is canceled	350.00		

Performing Arts & Event Center

tentative fee schedule 10/4/2016

Equipment Fees

Grand Piano		per event		\$150	\$175.00
Tuning		actual cost		\$165	
admin fee				0.05%	
Follow Spot		Per event		\$50.00	\$50.00
Fog Machine		Per event		\$50.00	\$55.00
Projection Screens		per event		\$50.00	\$50.00
Gaffers Tape		per roll	\$35.00	\$35.00	\$35.00
Marley Dance Floor				\$100.00	\$150.00
Orchestra Shell				\$150.00	\$200.00
projection equipment			\$50.00	\$60.00	\$75.00
Pipe & Drape		per event	\$75.00	\$150.00	\$175.00
Linens		actual cost			
admin fee				0.05%	

Labor Fees

Technical Crew		per hour		\$17 - \$30.00	
House Manager		per hour		\$17 - \$25.00	
Maintenance Worker		as needed		\$20 - \$30.00	
Event Crew		per hour		\$17-\$30.00	
Security		actual cost			
Ushers Full House		Per performance		\$65.00	\$75.00
Ushers Support		Per performance		\$45.00	\$50.00

OPERATING BUDGET						
		2017	2018	2019	2020	2021
		FY	FY	FY	FY	FY
		0	1	2	3	4
OPERATING REVENUE						
Ticket Sales & Fees		\$72,989	\$221,968	\$235,915	\$248,502	\$259,736
Rental Revenue		\$143,470	\$437,599	\$497,113	\$536,060	\$588,493
Concessions & Advertising		\$60,716	\$143,650	\$141,000	\$148,350	\$155,700
Contributions-Operating		\$88,078	\$270,000	\$384,000	\$472,500	\$528,500
Total Operating Revenue		<u>\$ 365,253</u>	<u>\$1,073,217</u>	<u>\$ 1,258,028</u>	<u>\$1,405,412</u>	<u>\$1,532,429</u>
OPERATING EXPENSES						
Salaries & Benefits		\$536,785	\$794,985	\$807,985	\$820,985	\$829,146
Presenting, Education, Theatre Expense		\$158,450	\$177,750	\$316,800	\$351,200	\$378,000
Advertising & Marketing		\$130,000	\$138,500	\$139,000	\$145,000	\$160,500
Operations, Box Office, Concessions		\$91,910	\$171,517	\$197,353	\$214,039	\$240,938
Development, Volunteers		\$20,400	\$17,950	\$21,850	\$26,400	\$35,450
Total Operating Expenses	\$ -	<u>\$ 937,545</u>	<u>\$1,300,702</u>	<u>\$ 1,482,988</u>	<u>\$1,557,624</u>	<u>\$1,644,034</u>
City of Federal Way Contribution	+	\$200,000	\$181,317	\$200,000	\$200,000	\$200,000
Net Operating Income (Loss)		(\$372,292)	(\$46,168)	(\$24,960)	\$47,788	\$88,396

“The Performing Arts & Event Center is so much more than a building. It is an investment in our future that will provide new and exciting opportunities – making Federal Way the best place to live, work and play. -Mayor Jim Ferrell



Questions