

**CITY OF SARASOTA, FLORIDA
VAN WEZEL PERFORMING ARTS HALL**

	Actual 1999-00	Budget 2000-01	Estimated 2000-01	Budget 2001-02
Available Fund Balance	\$ 1,121,040	\$ (826,392)	\$ (616,808)	\$ -
Revenues				
Ticket sales net of refunds	736,934	5,977,000	5,040,000	5,600,000
Building rental	43,450	225,000	150,000	225,000
Technical service fees	30,019	175,000	150,000	175,000
Bar/food revenue	13,973	77,500	107,500	213,500
Grants, contributions & sponsorships	223,952	600,000	282,665	378,902
Postage & handling charges	90,866	90,000	101,500	105,000
Concessions	9,597	35,000	13,000	15,000
Miscellaneous	24,083	51,500	85,470	112,000
Interest on Investments	56,346	-	-	-
Ticket surcharge - operations	-	-	-	270,000
General Fund subsidy	372,125	-	1,893,196	642,024
Total Revenue	1,601,345	7,231,000	7,823,331	7,736,426
Estimated Funds Available	2,722,385	6,404,608	7,206,523	7,736,426
Expenditures				
Personnel	631,422	1,202,523	1,177,810	1,394,534
Operating expenses	1,590,983	2,329,000	2,484,383	2,630,506
Performance fees	976,100	3,500,000	3,507,000	3,728,000
Capital	57,367	22,200	37,330	35,386
Total Expenditures	3,255,872	7,053,723	7,206,523	7,788,426
Projected Ending Balance	(533,487)	<u>\$ (649,115)</u>	<u>\$ -</u>	<u>\$ (52,000)</u>
Fund Balance Adjustment	1,819			
Reserved for Carryovers	(85,140)			
	<u>\$ (616,808)</u>			

Note: The 2001-02 debt service for the Van Wezel Performing Arts Hall is \$7,174,691, of which \$5,580,000 is a balloon payment due on 7/01/02. These bonds are paid by the Penny Sales Tax.

VAN WEZEL PERFORMING ARTS HALL

Description of Operations

The Van Wezel Performing Arts Hall presents a broad spectrum of local, regional, national, and international performing artists in order to meet the diverse cultural needs of all of Southwest Florida's residents and to further Sarasota's national and international reputation as the cultural capital of Florida. The Van Wezel also supplements its presentation schedule with outreach activities that bring its visiting artists into the community for meaningful educational programs. In addition, the Van Wezel is made available to other community organizations for their programs. A few of the community organizations that use the Van Wezel on a regular basis are the Florida West Coast Symphony, Sarasota Ballet of Florida, Sarasota Opera, Ringling Town Hall Series, Sarasota Concert Association, Jazz Club of Sarasota, and the Sarasota Pops Orchestra.

The Van Wezel, in its thirty-one year history, has operated under minimal subsidy compared to similar venues inside and outside the State of Florida. If one is to look at the normal funding for an operation such as the Van Wezel in the state of Florida or around the nation, one would find that the comparative funding for a Performing Arts Hall would be between 40 and 60% unearned revenue to balance the budget. The worst case scenario for the Van Wezel over 31 years would have been 8.15% if the projected budget for 2000-2001 had been met. The result for unearned income for the 2000-2001 fiscal year is projected at 5%.

The City of Sarasota, as owner and operator of the Van Wezel, has been very fortunate over the years to see minimal subsidies in the first 18 years, the last 5 of those years experiencing a period where its income was derived from 100% earned income through ticket sales and rental income. The City of Sarasota is very unique from the standpoint that it not only provides the physical plant and its facilities for community programming around the region initiated by the groups listed above, but it takes risks on the majority of the programming presented in the building in any given year. This will underscore the importance of the role of the Van Wezel and the City of Sarasota's involvement in establishing a multi-cultural and very diverse program for the people of the region.

After the 18-month, \$20 million renovation, the Van Wezel reopened in October of 2001 with a full schedule of Broadway touring productions; ethnic, ballet and modern dance companies; orchestras and classical music virtuosos; jazz, country and pop music stars; and affordable Family Fun and Saturday Morning for Kids Program. In total, more than 100 different productions were presented in the Van Wezel. And every night is "Opening Night" at the Van Wezel. The Van Wezel is the only Performing Arts Hall on this coast of Florida that presents world class orchestras and has presented 68 in the last 14 years. Tampa Bay Performing Arts Center, for example, has presented none in the last 10 years. This is not only a great enhancement to the quality of life for those who live in the area, but it certainly has proven to be an enhancement in the area of tourism. All the more reason for the claim that Sarasota is the cultural capital of the State of Florida and the cultural mecca of the Southeastern United States. With the beautiful new building, the future of performing arts is further guaranteed in the City of Sarasota well into the new millenium. The hall has the new Sculpture Garden, the initial focus of which is the Glenna Goodacre sculpture, Facts of Life. The Van Wezel continues to be the home of the Fine Arts Society of Sarasota's collection of paintings by major Florida artists.

In addition to being the major presenter of programs in the area each year, the economic impact of the entire operation on the area has to be described. The annual 1200-plus visiting artists who come to work at the Van Wezel from all over the world stay in hotel rooms, eat at local restaurants and significantly enhance the retail economy within the City of Sarasota. Patrons who come to the Van Wezel often have a meal before or after the performance at one of the many City of Sarasota restaurants. Approximately 62% of the attendees at the Van Wezel are from outside the City of Sarasota, most of whom are from Sarasota and Manatee Counties, showing the breadth of the sphere of influence. According to the June 2000 Artsmarket Survey, the economic impact of the Van Wezel on the two county area is estimated to be \$12.3 million in spending, 174 jobs and \$3.3 million in local worker earnings. Fully 11% of the ticket sales for 2000-2001 were through the internet at www.vanwezel.org. Gulf Coast Review named the Van Wezel as one of the top 10 websites in the region. Additionally, patrons surveyed feel the Van Wezel significantly contributes to the quality of their life and would contribute above the price of tickets to help keep the current level of programming.

