

CITY OF SARASOTA, FLORIDA
VAN WEZEL PERFORMING ARTS HALL

	Actual 2006-07	Budget 2007-08	Amended Budget 2007-08	Estimated 2007-08	Budget 2008-09
Available Fund Balance	\$ 460,161	\$ 165,899	\$ 495,603	\$ 495,603	\$ 248,608
Revenues					
Ticket sales net of refunds	7,554,735	6,527,918	6,808,372	5,102,517	5,746,776
Ticket surcharge - operations	235,743	380,793	311,050	323,747	281,163
Building/Other space rental and fees	440,061	565,166	509,019	518,867	512,500
Parking Lot Rental and fees	39,048	-	55,200	46,622	262,235
Technical service fees	-	7,500	7,500	17,945	-
Program Ads	-	-	45,000	45,000	45,000
Bar/food revenue	86,056	285,500	105,500	79,125	62,000
Van Wezel Foundation Grants	50,000	250,000	250,000	250,000	400,000
State Grants	248,786	116,813	116,813	129,390	39,400
Other Grants, contributions/sponsorsh	134,334	250,000	250,000	311,020	290,000
Postage & handling charges	171,990	135,292	135,292	135,292	135,292
Concessions	43,444	18,734	29,170	14,002	15,170
Miscellaneous	57,709	94,700	9,500	15,261	9,500
Investment income	130,522	96,000	96,000	75,357	40,000
Total Revenue	9,192,428	8,728,416	8,728,416	7,064,145	7,839,036
Expenditures					
Personnel	1,685,013	1,983,803	1,983,803	1,566,573	1,736,637
Operating expenses	4,232,429	3,849,850	3,893,419	3,494,540	3,534,037
Merchandise for resale	5,975	3,500	11,500	11,500	11,500
Performance fees	4,508,219	3,583,710	3,534,210	3,137,138	3,396,050
Capital	5,350	-	2,750	1,389	-
Total Expenditures	10,436,986	9,420,863	9,425,682	8,211,140	8,678,224
Increase (decrease) in Fund Balance without General Fund Subsidy	(1,244,558)	(692,447)	(697,266)	(1,146,995)	(839,188)
General Fund subsidy	1,280,000	590,830	590,830	900,000	740,000
Increase (decrease) in Fund Balance	35,442	(101,617)	(106,436)	(246,995)	(99,188)
Projected Ending Fund Balance	\$ 495,603	\$ 64,282	\$ 389,167	\$ 248,608	\$ 149,420

Note: The 2008-09 debt service for the Van Wezel Performing Arts Hall is \$1,232,850.
These bonds are paid by the Penny Sales Tax and will be paid off by 9/30/09.

VAN WEZEL PERFORMING ARTS HALL

Mission Statement

To present a broad spectrum of the world's finest performing artists in order to meet the diverse cultural needs of all of Southwest Florida's residents and visitors; and to provide a quality venue for other City-based cultural organizations to present arts and cultural programming.

Description of Operations

The City of Sarasota, as owner and operator of the Van Wezel Performing Arts Hall, is unique from the standpoint that it not only provides the physical plant and its facilities for community programming, but as a presenter, the Van Wezel takes financial risks to bring a broad variety of programming to the City and the community.

The Van Wezel presents a broad spectrum of local, regional, national, and international performing artists in order to meet the varied cultural needs of all of Southwest Florida's residents and to further Sarasota's national and international reputation as the cultural capital of Florida. In addition, the Van Wezel, through a program of reduced rental fees, is available to other City based non-profit organizations such as the Florida West Coast Symphony, Sarasota Ballet of Florida, Ringling Town Hall Series and the Sarasota Concert Association. The City of Sarasota effectively subsidizes these non-profits because the fixed expenses of operating the Hall far exceed the rental income.

In addition to being the major presenter of programs in the area each year, the Van Wezel has a significant economic impact on the City and the region. The 1,300 plus annual visiting artists who come from all over the world to work at the Van Wezel stay in hotel rooms, eat at local restaurants and significantly enhance the retail economy within the City. Patrons who come to the Van Wezel often have a meal before or after the performance at one of the many City restaurants. As in years past, the majority of attendees come from outside the City limits with more than 25% coming from regional through international locations, further illustrating the breadth of the Hall's influence. The economic impact of the Van Wezel operation in the community has been estimated at \$27 million per year.

For the coming year the Van Wezel will improve its programming mix. More programming will be focused on shows that have the best risk-reward ratio, and will hopefully draw more audience members to the Hall. Additionally, the Van Wezel will minimize off-site programming to allow more focus on mainstage operations. Subscription campaigns will be instituted for the Great Orchestra Series and for the Broadway Series.

The Van Wezel is funded through a combination of ticket sales, other earned income such as concessions and rentals, contributed income and sponsorships and a subsidy from the City. Keeping the City subsidy within reasonable limits depends on continuing efforts to increase earned and contributed income.

IN FY 2009, the Van Wezel will endeavor to increase earned income through a combination of initiatives. The parking fee initiated in mid-2008 will run for the entire 2009 budget year and will affect all the City operations. Rental rates for community partners and for commercial users will be increased for the second consecutive year with an economic focus placed on the highly sought weekend nights "in-season". An aggressive approach to expanding concession areas, concession offerings and ensuring that concessions are available during all rental events will also be instituted.

In FY 2009 sources of contributed income will also be under economic pressure. State funding through the Department of Cultural Affairs has been severely cut and economic pressure will adversely impact current Corporate sponsors. While keeping these conditions in mind, the Hall will continue to seek contributed income increases through a more structured approach to sponsorships, ongoing discussions with the Van Wezel Foundation, and foundations that specifically support educational and community events that the Van Wezel provides.

CITYWIDE PRIORITIES

PRIORITY - Budget

Strategy

To increase operating revenues and decrease expenses to minimize the subsidy required from the City.

VAN WEZEL PERFORMING ARTS HALL

Task

Increase the rental rates for all outside users of the hall and increase charges for additional services.

Increase the number of corporate, media and patron sponsorships as revenue sources.

Work in tandem with the Van Wezel Foundation to apply for new grants and find new friends and donors.

Continue to skillfully reduce performance fees, other performance related expenses, as well as other operating costs using creativity, ingenuity and more economies in every area - without sacrificing artistic integrity.

PERFORMANCE MEASURES

Description	Unit	FY 2006	FY 2007	FY 2008	FY 2009
Output Measure					
Rental rate increase	Percent	5%	5%	20%	10%
Operations surcharge per ticket	Dollars	\$1.00	\$1.00	\$2.00	\$2.00
Parking Fee	Dollars	n/a	n/a	n/a	\$2.00
Effectiveness Measure					
Days rented	Number	85	90	95	95

PRIORITY - Citizen Engagement

Strategy

To offer a wide range of free or affordable educational outreach experiences to students, teachers and lifelong learners.

Task

Continue school-time performances.

Continue to work with the school system to offer opportunities for teacher training and artists in the classrooms.

Work with the Kennedy Center and Dana Foundation to implement educational programming.

Work in tandem with the Van Wezel Foundation to apply for new grants and find new donors.

PERFORMANCE MEASURES

Description	Unit	FY 2006	FY 2007	FY 2008	FY 2009
Output Measure					
Educational program tickets sold	Number	29,850	29,134	21,334	23,929
Grants applied for through Foundation	Number	6	6	6	6
Effectiveness Measure					
Schools involved in programs	Number	104	101	89	95

PRIORITY - Citizen Engagement

Strategy

To offer many different kinds of programs at the Van Wezel and to continually increase both the numbers and the diversity in the audience.

Task

To present a diverse, balanced season that appeals to the cultural and entertainment interests of all of Southwest Florida's residents and visitors.

To expand the current marketing and public relations efforts that inform the public of the Van Wezel's many offerings.

PERFORMANCE MEASURES

Description	Unit	FY 2006	FY 2007	FY 2008	FY 2009
Output Measure					
Tickets sold	Number	140,000	142,000	146,500	110,200
Ticketed hall performances	Number	131	135	133	107

VAN WEZEL PERFORMING ARTS HALL

Department Expenditures by Cost Center

		FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals
121000	VAN WEZEL PERFORMING ARTS HALL	10,434,826	8,915,009	8,164,048	0	8,164,048
121077	VAN WEZEL EDUCATION PROGRAM	0	505,854	514,176	0	514,176
122000	VAN WEZEL BAR OPERATIONS	3,090	0	0	0	0
Totals		\$10,437,916	\$9,420,863	8,348,919	0	\$8,678,224

Department Expenditures By Category

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals	
Personnel	1,685,014	1,983,803	1,736,637	0	1,736,637	
Operating Expenditures	8,511,649	6,964,415	6,619,467	0	6,619,467	
Capital Expenditures	5,350	0	0	0	0	
Transfer Expenditures	235,903	472,645	322,120	0	322,120	
Totals		\$10,437,916	\$9,420,863	8,678,224	0	\$8,678,224

Personnel Summary

Actual Positions		22.00	14.42	0.00	14.42
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Revenue Summary

	FY 2007 Actual	FY 2008 Budget	FY 2009 Continuation	FY 2009 Issues	FY 2009 Totals	
INTERGOVERNMENTAL	248,786	116,813	39,400	0	39,400	
CHARGES FOR SERVICES	8,583,284	8,006,103	7,060,136	0	7,060,136	
INTEREST	130,521	96,000	40,000	0	40,000	
OTHER MISCELLANEOUS REVENUES	229,835	509,500	699,500	0	699,500	
TRANSFERS	1,280,000	590,830	740,000	0	740,000	
Totals		\$10,472,426	\$9,319,246	\$8,579,036	\$0	\$8,579,036

**CITY OF SARASOTA, FLORIDA
VAN WEZEL SURCHARGE FUND**

	Actual 2006-07	Budget 2007-08	Amended Budget 2007-08	Estimated 2007-08	Budget 2008-09
Available Fund Balance	\$ 1,165,741	\$ 1,201,665	\$ 1,409,315	\$ 1,409,315	\$ 1,154,490
<u>Revenues</u>					
VW ticket surcharge	233,499	191,965	191,965	139,803	140,031
Investment income	70,960	15,000	15,000	38,000	15,000
Total Revenue	304,459	206,965	206,965	177,803	155,031
Estimated Funds Available	1,470,200	1,408,630	1,616,280	1,587,118	1,309,521
<u>Expenditures</u>					
Operating	5,880	88,978	101,912	50,818	1,644
Capital	55,005	1,016,200	1,026,345	381,810	742,000
Total Expenditures	60,885	1,105,178	1,128,257	432,628	743,644
Projected Ending Balance	<u>\$ 1,409,315</u>	<u>\$ 303,452</u>	<u>\$ 488,023</u>	<u>\$ 1,154,490</u>	<u>\$ 565,877</u>
<u>Recap of Fund Balance</u>					
Reserved for Structure, Roof, Auditorium Seating					100,000
Unreserved Fund Balance					465,877
Total					<u>\$ 565,877</u>

VAN WEZEL EQUIPMENT SURCHARGE FUND

Description

The Van Wezel Surcharge Fund was established to accumulate funds for the necessary replacement of equipment or major repair of the facility. The surcharge is levied at the rate of \$1.00 per ticket sold

Beginning Fund Balance \$1,154,490

Revenue Summary

Title	Continuation	Issues	Total
CHARGES FOR SERVICES	140,031	0	140,031
INTEREST	15,000	0	15,000
Totals	\$155,031	\$0	\$155,031

Department Expenditure Summary

Title	Continuation	Issues	Total
VAN WEZEL PERFORMING ARTS HALL	743,644	0	743,644
Totals	\$743,644	\$0	\$743,644

Ending Fund Balance 565,877