

CITY OF SARASOTA, FLORIDA
VAN WEZEL PERFORMING ARTS HALL

	Actual 2007-08	Budget 2008-09	Amended Budget 2008-09	Estimated 2008-09	Budget 2009-10
Available Fund Balance	\$ 495,603	\$ 248,608	\$ 443,219	\$ 443,219	\$ 443,219
Revenues					
Ticket sales net of refunds	5,102,297	5,746,776	5,746,776	4,799,278	5,852,837
Ticket surcharge - operations	335,527	281,163	281,163	310,024	338,340
Building/Other space rental and fees	548,406	512,500	512,500	569,263	312,505
Parking Lot Rental and fees	57,767	262,235	262,235	293,062	323,319
Program Ads	45,000	45,000	45,000	45,000	45,000
Bar/food revenue	85,767	62,000	62,000	48,683	47,500
Van Wezel Foundation Grants	252,400	400,000	400,000	390,047	325,000
State Grants	112,140	39,400	39,400	42,110	-
Other Grants, contributions/sponsorships	335,284	290,000	290,000	245,313	181,500
Postage & handling charges	97,613	135,292	135,292	57,548	130,000
Concessions	40,534	15,170	15,170	15,985	17,000
Miscellaneous	42,511	9,500	9,500	5,769	17,900
Investment income	83,184	40,000	40,000	62,170	20,000
Total Revenue	7,138,430	7,839,036	7,839,036	6,884,252	7,610,901
Expenditures					
Personnel	1,647,171	1,736,637	1,736,637	1,634,821	1,567,633
Operating expenses	2,226,424	2,510,424	2,496,622	2,173,354	2,366,592
Performance fees	3,137,366	3,396,050	3,396,050	2,981,422	3,257,672
Other Performance expenses	1,147,115	1,035,113	1,062,988	823,990	1,144,036
Total Expenditures	8,158,076	8,678,224	8,692,297	7,613,587	8,335,933
Increase (decrease) in Fund Balance without General Fund Subsidy	(1,019,646)	(839,188)	(853,261)	(729,335)	(725,032)
General Fund subsidy	1,013,100	740,000	740,000	729,335	595,000
Increase (decrease) in Fund Balance	(6,546)	(99,188)	(113,261)	-	(130,032)
Projected Ending Fund Balance	489,057	\$ 149,420	\$ 329,958	\$ 443,219	\$ 313,187
Fund Balance Adjustment	(45,838)				
Actual Ending Fund Balance	<u>\$ 443,219</u>				

Note: Projected General Fund Subsidy for 2009-2010 net of OPEB costs would be \$433,591.

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 is available to other City based non-profit organizations such as the Sarasota Orchestra, Ringling Town Hall Series and the Sarasota Concert Association. The Van Wezel continues to make prime dates available to these groups, sometimes years in advance, to allow the community groups to plan their programs. The rates for the hall are tiered so that groups wanting to use the hall during the week pay less than those wanting the prime-time weekends. The mid-week rate is still less than the fixed cost of operating the hall for a day.

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 have been instituted for the Great Orchestra/Classical Series, the Broadway Series and a new Dance Series will be launched.

The Van Wezel is funded through a combination of ticket sales, other earned income such as concessions and rentals, contributed income, grants 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 2010, the Van Wezel will endeavor to increase earned income through a combination of initiatives. The parking fee initiated in mid-2008 will continue to run for the entire 2010 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 2010, 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 and the Van Wezel Foundation. 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/Finance

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 2007	FY 2008	FY 2009	FY 2010
Output Measure					
Rental rate increase	Percent	5%	0%	0%	5%
Operations surcharge per ticket	Dollars	\$1.00	\$2.00	\$2.00	\$2.00
Parking fee	Dollars	n/a	\$1.00	\$2.00	\$2.00
Effectiveness Measure					
Days rented	Number	90	184	180	160

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 2007	FY 2008	FY 2009	FY 2010
Output Measure					
Educational program tickets sold	Number	29,134	24,850	19,476	21,000
Grants applied for through Foundation	Number	6	8	16	10
Effectiveness Measure					
Schools involved in programs	Number	101	89	109	110

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 2007	FY 2008	FY 2009	FY 2010
Output Measure					
Tickets sold	Number	142,000	99,636	86,178	90,000
Ticketed hall performances	Number	135	133	78	85

VAN WEZEL PERFORMING ARTS HALL

Department Expenditures by Cost Center

		FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals
121000	VAN WEZEL PERFORMING ARTS HALL	7,605,816	8,164,048	7,832,095	0	7,832,095
121077	VAN WEZEL EDUCATION PROGRAM	553,412	514,176	503,838	0	503,838
	Totals	\$8,159,228	\$8,678,224	8,335,933	0	\$8,335,933

Department Expenditures By Category

	FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals	
Personnel	1,647,173	1,736,637	1,567,633	0	1,567,633	
Operating Expenditures	6,038,021	6,619,467	6,508,792	0	6,508,792	
Capital Expenditures	1,389	0	0	0	0	
Transfer Expenditures	472,645	322,120	259,508	0	259,508	
	Totals	\$8,159,228	\$8,678,224	8,335,933	0	\$8,335,933

Personnel Summary

Actual Positions		14.42	13.00	0.00	13.00
------------------	--	-------	-------	------	-------

Revenue Summary

	FY 2008 Actual	FY 2009 Budget	FY 2010 Continuation	FY 2010 Issues	FY 2010 Totals
INTERGOVERNMENTAL	112,140	39,400	0	0	0
CHARGES FOR SERVICES	6,337,864	7,060,136	7,081,001	0	7,081,001
INTEREST	83,184	40,000	20,000	0	20,000
OTHER MISCELLANEOUS REVENUES	604,246	699,500	509,900	0	509,900
TRANSFERS	1,013,100	740,000	595,000	0	595,000
	\$8,150,534	\$8,579,036	\$8,205,901	\$0	\$8,205,901

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

	Actual 2007-08	Budget 2008-09	Amended Budget 2008-09	Estimated 2008-09	Budget 2009-10
Available Fund Balance	\$ 1,409,315	\$ 1,154,490	\$ 1,225,863	\$ 1,225,863	\$ 1,059,560
<u>Revenues</u>					
VW ticket surcharge	170,479	140,031	140,031	156,000	173,439
Investment income	51,112	15,000	15,000	25,000	15,000
Total Revenue	221,591	155,031	155,031	181,000	188,439
Estimated Funds Available	1,630,906	1,309,521	1,380,894	1,406,863	1,247,999
<u>Expenditures</u>					
Operating	81,510	1,644	8,894	9,902	2,624
Capital	323,533	742,000	770,496	337,401	707,000
Total Expenditures	405,043	743,644	779,390	347,303	709,624
Projected Ending Balance	<u>\$ 1,225,863</u>	<u>\$ 565,877</u>	<u>\$ 601,504</u>	<u>\$ 1,059,560</u>	<u>\$ 538,375</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 \$1,059,560

Revenue Summary

Title	Continuation	Issues	Total
CHARGES FOR SERVICES	173,439	0	173,439
INTEREST	15,000	0	15,000
Totals	\$188,439	\$0	\$188,439

Department Expenditure Summary

Title	Continuation	Issues	Total
VAN WEZEL PERFORMING ARTS HALL	709,624	0	709,624
Totals	\$709,624	\$0	\$709,624

Ending Fund Balance 538,375