

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

	Actual 2008-09	Budget 2009-10	Amended Budget 2009-10	Estimated 2009-10	Budget 2010-11
Available Fund Balance	\$ 443,219	\$ 443,219	\$ 588,280	\$ 588,280	\$ 784,205
<b>Revenues</b>					
Ticket sales net of refunds	4,844,827	5,852,837	5,852,837	5,307,438	5,831,001
Ticket surcharge - operations	317,691	338,340	338,340	313,402	332,919
Building/Other space rental and fees	563,188	312,505	312,505	414,526	424,378
Parking Lot Rental and fees	303,055	323,319	323,319	289,554	317,731
Program Ads	45,000	45,000	45,000	47,775	45,000
Bar/food revenue	69,104	47,500	47,500	54,508	65,000
Van Wezel Foundation Grants	402,973	325,000	325,000	385,083	350,000
State Grants	42,711	-	-	-	-
Other Grants, contributions/sponsorships	265,804	181,500	181,500	357,368	113,509
Postage & handling charges	101,137	130,000	130,000	125,507	130,000
Concessions	17,096	17,000	17,000	20,335	17,000
Miscellaneous	10,319	17,900	17,900	2,886	4,150
Investment income	77,122	20,000	20,000	45,834	20,000
<b>Total Revenue</b>	<b>7,060,027</b>	<b>7,610,901</b>	<b>7,610,901</b>	<b>7,364,216</b>	<b>7,650,688</b>
<b>Expenditures</b>					
Personnel	1,567,453	1,567,633	1,567,633	1,492,697	1,606,893
Operating expenses	1,967,798	2,366,592	2,370,867	2,265,335	2,267,756
Performance fees	2,890,630	3,257,672	3,257,672	2,667,700	3,261,900
Other Performance expenses	839,085	1,144,036	1,144,036	1,042,559	985,515
<b>Total Expenditures</b>	<b>7,264,966</b>	<b>8,335,933</b>	<b>8,340,208</b>	<b>7,468,291</b>	<b>8,122,064</b>
Increase (decrease) in Fund Balance without General Fund Subsidy	(204,939)	(725,032)	(729,307)	(104,075)	(471,376)
General Fund subsidy	350,000	595,000	595,000	300,000	150,000
Increase (decrease) in Fund Balance	145,061	(130,032)	(134,307)	195,925	(321,376)
Projected Ending Fund Balance	\$ 588,280	\$ 313,187	\$ 453,973	\$ 784,205	\$ 462,829

Note: Projected General Fund Subsidy for 2010-2011 net of OPEB costs would be -\$8,873.

# 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; to provide a quality venue for other City-based cultural organizations to present arts and cultural programming and to stimulate economy of the City and the region.

## **Description of Operations**

The City of Sarasota, as owner and operator of the Van Wezel Performing Arts Hall which recently celebrated its 40th anniversary as the "Jewel in Sarasota's Arts Crown", 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.

The Van Wezel has a rich programming mix. Programming will be focused on shows that have the best risk-reward ratio, and will hopefully draw more audience members to the Hall. Subscription campaigns have been instituted for the Great Orchestra Series, the Broadway Series, a Dance Series and Variety Series. The Van Wezel also offers 4 free Friday Fest concerts in the summer. The music ranges from Oldies, to Country, to Motown and to a Latin mix.

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 2011, sources of contributed income will also be under economic pressure. State funding through the Department of Cultural Affairs has been severely cut, a 7% sales tax imposed on tickets 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 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 AND FINANCE**

#### **Strategy**

To balance the City's budget with consideration given to citizen satisfaction, City adopted priorities and organizational health.

#### **Objective**

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- Determine the most effective organizational structure for the Van Wezel. All forms of organizational structure will be evaluated, including a separate 501c(3), merging with the Van Wezel foundation, a county wide entertainment authority, private/public partnership, private management or status quo.

# VAN WEZEL PERFORMING ARTS HALL

## PRIORITY - OPERATIONAL FOCUS

### Strategy

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

### Objective

- 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 Sarasota School Board and Manatee County School Board to implement educational programming.
- Work in tandem with the Van Wezel Foundation to apply for new grants and find new donors and sponsors.

## PERFORMANCE MEASURES

Description	Unit	FY 2008	FY 2009	FY 2010	FY 2011
<b>Output Measure</b>					
Educational program tickets sold	Number	24,850	21,127	20,000	22,000
Grants applied for through Foundation	Number	8	4	4	4
<b>Effectiveness Measure</b>					
Schools involved in programs	Number	89	85	80	85

## PRIORITY - OPERATIONAL FOCUS

### Strategy

- To increase operating revenues and decrease expenses to minimize the subsidy required from the City.
- To offer many different kinds of programs at the Van Wezel and to continually increase both the numbers and the diversity of the audience.

### Objective

- 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.
- 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 and to use new forms of social media outlets.

## PERFORMANCE MEASURES

Description	Unit	FY 2008	FY 2009	FY 2010	FY 2011
<b>Output Measure</b>					
Rental rate increase	Percent	0%	5%	0%	5%
Operations surcharge per ticket	Dollars	\$2.00	\$2.00	\$2.00	\$2.00
Parking fee	Dollars	\$1.00	\$1.00	\$1.00	\$1.00
Tickets sold	Number	99,636	87,663	98,500	99,000
Ticketed hall performances	Number	13	77	84	82
<b>Effectiveness Measure</b>					
Days rented	Number	184	181	125	150

## VAN WEZEL PERFORMING ARTS HALL

### Department Expenditures by Cost Center

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
121000 VAN WEZEL PERFORMING ARTS HALL	6,845,501	7,832,095	7,643,782	0	7,643,782
121077 VAN WEZEL EDUCATION PROGRAM	419,467	503,838	478,282	0	478,282
Totals	\$7,264,968	\$8,335,933	8,122,064	0	\$8,122,064

### Department Expenditures By Category

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Personnel	1,567,452	1,567,633	1,606,893	0	1,606,893
Operating Expenditures	5,375,396	6,508,792	6,261,301	0	6,261,301
Capital Expenditures	0	0	0	0	0
Transfer Expenditures	322,120	259,508	253,870	0	253,870
Totals	\$7,264,968	\$8,335,933	8,122,064	0	\$8,122,064

### Personnel Summary

Actual Positions	13.00	12.00	0.00	12.00
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### Revenue Summary

	FY 2009 Actual	FY 2010 Budget	FY 2011 Continuation	FY 2011 Issues	FY 2011 Totals
Intergovernmental	42,711	0	0	0	0
Charges for Services	6,266,942	7,081,001	7,163,029	0	7,163,029
Interest	77,122	20,000	20,000	0	20,000
Other Miscellaneous Revenues	673,251	509,900	467,659	0	467,659
Transfers	350,000	595,000	150,000	0	150,000
	\$7,410,026	\$8,205,901	\$7,800,688	\$0	\$7,800,688

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

	Actual 2008-09	Budget 2009-10	Amended Budget 2009-10	Estimated 2009-10	Budget 2010-11
Available Fund Balance	\$ 1,225,863	\$ 1,059,560	\$ 1,307,355	\$ 1,307,355	\$ 842,965
<u>Revenues</u>					
VW ticket surcharge	163,652	173,439	173,439	117,034	120,851
Hall rental ticket surcharge	-	-	-	45,000	45,000
Investment income	52,561	15,000	15,000	15,000	15,000
Total Revenue	216,213	188,439	188,439	177,034	180,851
Estimated Funds Available	1,442,076	1,247,999	1,495,794	1,484,389	1,023,816
<u>Expenditures</u>					
Operating	8,971	2,624	2,624	2,624	2,839
Capital	125,750	707,000	719,319	638,800	827,500
Total Expenditures	134,721	709,624	721,943	641,424	830,339
Projected Ending Balance	<u>\$ 1,307,355</u>	<u>\$ 538,375</u>	<u>\$ 773,851</u>	<u>\$ 842,965</u>	<u>\$ 193,477</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** \$842,965

**Revenue Summary**

Title	Continuation	Issues	Total
Charges for Services	165,851	0	165,851
Interest	15,000	0	15,000
Other Miscellaneous Revenues	0	0	0
<b>Totals</b>	<b>\$180,851</b>	<b>\$0</b>	<b>\$180,851</b>

**Department Expenditure Summary**

Title	Continuation	Issues	Total
VAN WEZEL PERFORMING ARTS HALL	830,339	0	830,339
<b>Totals</b>	<b>\$830,339</b>	<b>\$0</b>	<b>\$830,339</b>

**Ending Fund Balance** 193,477

## VAN WEZEL PERFORMING ARTS HALL - Capital Improvement Plan

Acct	Project (Figures in Thousands)	10/11	11/12	12/13	13/14	14/15	5 Yr. Total
672	Lawn Lights & Updated Fixtures	0.00	50.00	0.00	0.00	0.00	50.00
672	Chillers	0.00	0.00	200.00	0.00	0.00	200.00
672	Water Tower Maintenance	0.00	0.00	38.00	0.00	0.00	38.00
672	5 Public Restrooms	0.00	0.00	80.00	0.00	0.00	80.00
672	New Roof over Main Hall	0.00	0.00	0.00	200.00	0.00	200.00
672	New Carpeting	0.00	0.00	0.00	200.00	0.00	200.00
672	Terrace Expansion	0.00	0.00	0.00	0.00	450.00	450.00
680	Hardware Annual Upgrades	7.50	0.00	0.00	30.00	0.00	37.50
683	New Projector System	15.00	0.00	0.00	0.00	0.00	15.00
683	New Seating	450.00	0.00	0.00	0.00	0.00	450.00
683	Main Stage Curtain	35.00	0.00	0.00	0.00	0.00	35.00
683	New Orchestra Shell	275.00	0.00	0.00	0.00	0.00	275.00
683	New Appliances	20.00	0.00	0.00	0.00	0.00	20.00
695	Software Annual Upgrades	0.00	0.00	0.00	10.00	0.00	10.00
695	Ticketing Software	25.00	0.00	0.00	0.00	0.00	25.00
444	City Technology Charges	0.12	0.12	0.12	0.12	0.12	0.60
920	Administrative Cost Allocation	2.72	2.72	2.72	2.72	2.72	13.60
	<b>TOTALS</b>	<b>830.34</b>	<b>52.84</b>	<b>320.84</b>	<b>442.84</b>	<b>452.84</b>	<b>2,099.70</b>