

**CITY OF SARASOTA, FLORIDA**  
**VAN WEZEL PERFORMING ARTS HALL**  
Fund 413

	Actual 2012-13	Budget 2013-14	Amended Budget 2013-14	Estimated 2013-14	Budget 2014-15
Available Fund Balance	\$ 1,836,401	\$ 1,932,602	\$ 1,981,308	\$ 1,981,308	\$ 2,314,902
<b>Revenues</b>					
Ticket sales net of refunds	6,305,156	6,776,796	7,276,796	7,087,176	7,771,944
Ticket surcharge - operations	352,381	387,638	387,638	387,963	376,615
Building/Other space rental and fees	590,548	520,499	520,499	568,323	553,019
Parking Lot Rental and fees	347,402	378,856	378,856	370,428	365,294
Program Ads	30,401	30,250	30,250	30,250	30,250
Bar/food revenue	143,024	145,000	145,000	122,199	145,000
Van Wezel Foundation Grants	172,137	207,000	207,000	221,549	239,500
State Grants	36,995	34,678	34,678	35,256	34,000
Other Grants, contributions/sponsorships	334,659	240,681	240,681	346,151	206,800
Postage & handling charges	229,421	155,000	155,000	321,211	255,000
Concessions	22,521	16,500	16,500	25,879	16,500
Miscellaneous	6,262	4,500	4,500	1,392	4,500
Investment income	11,106	20,000	20,000	19,938	20,000
<b>Total Revenue</b>	<b>8,582,013</b>	<b>8,917,398</b>	<b>9,417,398</b>	<b>9,537,715</b>	<b>10,018,422</b>
<b>Expenditures</b>					
Personnel	1,534,689	1,605,718	1,632,730	1,649,927	1,800,577
Operating expenses	1,544,725	1,629,507	1,639,507	1,691,739	1,759,316
Marketing expenses	639,037	839,698	839,698	708,668	949,546
Performance fees	3,485,177	3,649,405	4,149,405	4,092,490	4,328,866
Other Performance expenses	897,805	1,185,430	1,175,430	1,061,297	1,178,991
Transfer to Capital Fund	350,000	-	-	-	-
<b>Total Expenditures</b>	<b>8,451,433</b>	<b>8,909,758</b>	<b>9,436,770</b>	<b>9,204,121</b>	<b>10,017,296</b>
Increase (decrease) in Fund Balance without General Fund Subsidy	130,580	7,640	(19,372)	333,594	1,126
General Fund Subsidy	-	-	-	-	-
Increase (decrease) in Fund Balance	130,580	7,640	(19,372)	333,594	1,126
Projected Ending Fund Balance	1,966,981	<u>\$ 1,940,242</u>	<u>\$ 1,961,936</u>	<u>\$ 2,314,902</u>	<u>\$ 2,316,028</u>
Fund Balance Adjustment	14,327				
Actual Ending Fund Balance	<u>\$ 1,981,308</u>				

# Van Wezel Performing Arts Hall

## **Mission Statement**

To provide a world-class performing arts venue that hosts international, national and local performances for the meaningful enjoyment of our culturally rich community.

## **Description of Operations**

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 used as a performance space for City local non-profit performing art 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, more than half of the attendees come from outside the Sarasota City limits, further illustrating the breadth of the Hall's influence. This includes patrons from other Florida locations, various states and intercontinental residence. The economic impact of the Van Wezel operation in the community has been estimated at \$57 million per year. In June 2013, the Van Wezel was again named the #1 theatre in North America for venues with under 2,000 seats by "Venues Today" which was the 2nd year in a row the Hall received this award.

The Van Wezel has a rich programming mix. Programming is 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 Broadway Series, Classical 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. For the last few fiscal years, no City subsidy has been needed to successfully operate the Hall.

Currently, sources of contributed income are under economic pressure. State funding through the Department of Cultural Affairs has been cut, and general economic pressures are expected to have an adverse effect on 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 - 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.

# Van Wezel Performing Arts Hall

## Objective

- To increase the number of corporate, media and patron sponsorships as revenue sources.
- To work in tandem with the Van Wezel Foundation to apply for new grants and find new friends and donors.
- To 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 2012	FY 2013	FY 2014	FY 2015
<b>Output Measure</b>					
Tickets sold	Number	108,700	106,500	126,170	120,000
Ticketed hall performances	Number	82	78	96	90
Surcharges per ticket (operations/capital)	Dollars	\$3.00	\$3.00	\$3.00	\$3.00
Parking fee per ticket	Dollars	\$2.00	\$2.00	\$2.00	\$2.00
<b>Effectiveness Measure</b>					
Days rented	Number	161	186	181	180

## Cost Center Expenditures By Category

	FY 2013 Actual	FY 2014 Budget	FY 2015 Continuation	FY 2015 Issues	FY 2015 Totals
Personnel	1,367,432	1,436,266	1,559,235	46,522	1,605,757
Operating Expenditures	6,345,372	7,007,084	7,914,375	-10,000	7,904,375
Capital Expenditures	1,677	0	0	0	0
Transfer Expenditures	364,327	0	0	0	0
Totals	8,078,808	8,443,350	9,473,610	36,522	9,510,132

## Personnel Summary

Actual Positions	13.00	13.00	1.00	14.00
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## Revenue Summary

	FY 2013 Actual	FY 2014 Budget	FY 2015 Continuation	FY 2015 Issues	FY 2015 Totals
Intergovernmental	36,995	34,678	34,000	0	34,000
Charges for Services	7,912,474	8,286,751	9,360,590	0	9,360,590
Interest	11,106	20,000	20,000	0	20,000
Other Miscellaneous Revenues	313,611	255,681	242,800	0	242,800
Totals	8,274,186	8,597,110	9,657,390	0	9,657,390

# Van Wezel Education Program

## Mission Statement

The Van Wezel Performing Arts Hall is dedicated to deepening student learning, enhancing teacher training through professional development workshops, and using its resources to expand public awareness through participatory art and community programs that bring the joy and magic of the performing arts to patrons of all ages.

## Description of Operations

The Van Wezel Performing Arts Hall has a very active education and community engagement program providing meaningful arts experiences for all members of the community. These arts education programs are delivered in a variety of ways to engage all ages and learning styles.

The Schooltime Performance Series presents approximately 18 performances featuring national and international artists including main stage act such as Pilobolus. These Van Wezel performances reach around 25,000 students in grades K-12. Performances and connected workshops that meet State and National curriculum standards in the arts and general subject standards. A main example is the standard that students attend a live arts event in a professional theatre. Teachers receive study guides to prepare for the performance. In order to keep performance and educational experiences affordable, the Van Wezel receives grants through the efforts of the Van Wezel Foundation and other national and local funding partners.

Teacher professional development is another aspect of the Van Wezel's Education program. The Van Wezel, along with the Sarasota School District, is a member of the Kennedy Center's Partners in Education Programs. This 17 year partnership provides workshops by renowned educators to local teachers. These workshops supply teachers with the tools necessary to teach in, through, and about the arts. They also bring meaningful relevant connections, authentic learning experiences and innovative solutions for all students and all learning styles. The Hall has been the recipient of many national research grants from the Kennedy Center through this partnership.

The Van Wezel Education program also provides access to the arts programs for those would not typically attend our performances. Total Access is a program designed to provide opportunities for financially challenged families to experience live performances at the Van Wezel and to participate in the Family Nights on Broadway Program and curtain talk backs. Senior Access Program offers senior citizens in the community the opportunity to attend main stage programming at the Performance Hall. The newly added Military Access Program allows veterans, active military and their families the opportunity to attend main stage programming at the Hall.

## CITYWIDE PRIORITIES

### PRIORITY - Operational Focus

#### Strategy

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

#### Objective

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- 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 2012	FY 2013	FY 2014	FY 2015
<b>Output Measure</b>					
Educational program tickets sold	Number	25,176	19,777	20,000	20,000
Grants applied for through Foundation	Number	6	18	19	15
<b>Effectiveness Measure</b>					
Schools involved in programs	Number	80	80	80	80

## Van Wezel Education Program

### Cost Center Expenditures By Category

	FY 2013 Actual	FY 2014 Budget	FY 2015 Continuation	FY 2015 Issues	FY 2015 Totals
Personnel	167,257	169,452	194,820	0	194,820
Operating Expenditures	200,656	296,956	312,344	0	312,344
Capital Expenditures	0	0	0	0	0
Grants and Aids	4,715	0	0	0	0
Totals	372,628	466,408	507,164	0	507,164

### Personnel Summary

Actual Positions	1.00	1.00	0.00	1.00
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### Revenue Summary

	FY 2013 Actual	FY 2014 Budget	FY 2015 Continuation	FY 2015 Issues	FY 2015 Totals
Charges for Services	108,380	123,788	153,032	0	153,032
Other Miscellaneous Revenues	199,447	196,500	208,000	0	208,000
	307,827	320,288	361,032	0	361,032

# Van Wezel Performing Arts Hall

## In-house Graphic Artist

If this new position is approved, this person would begin in January 2015. This position will reduce the amount that is spent on outside graphic design work. In FY2015, the graphic design savings is estimated at about \$10,000.

A larger impact will be realized in FY2016 due to the timing of the graphic design work on the 3 brochures (subscription, full season and mid-season) for that season. Future reductions to outside graphic design work should be about \$50,000.

### Cost of Issue

Personal	46,522
Operating	-10,000
Capital	0
Transfers	0
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Total	\$36,522
Net Cost of Issue	\$36,522

CITY OF SARASOTA, FLORIDA  
VAN WEZEL SURCHARGE FUND  
Fund 433

	Actual 2012-13	Budget 2013-14	Amended Budget 2013-14	Estimated 2013-14	Budget 2014-15
Available Fund Balance	\$ 849,064	\$ 1,106,471	\$ 1,284,085	\$ 1,284,085	\$ 1,017,481
<u>Revenues</u>					
VW ticket surcharge	112,874	138,353	138,353	140,349	129,049
Hall rental ticket surcharge	68,861	60,000	60,000	64,633	65,298
Investment income	1,308	2,500	2,500	2,500	5,000
Van Wezel Foundation Grant	-	50,000	50,000	-	-
Transfer in from operating fund	350,000	-	-	-	-
Total Revenue	533,043	250,853	250,853	207,482	199,347
Estimated Funds Available	1,382,107	1,357,324	1,534,938	1,491,567	1,216,828
<u>Expenditures</u>					
Operating	3,337	2,216	2,216	2,216	2,035
Capital	94,685	877,000	942,580	471,870	566,500
Total Expenditures	98,022	879,216	944,796	474,086	568,535
Projected Ending Balance	<u>\$ 1,284,085</u>	<u>\$ 478,108</u>	<u>\$ 590,142</u>	<u>\$ 1,017,481</u>	<u>\$ 648,293</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. This surcharge is levied at the rate of \$1.00 per ticket sold and is in addition to a current surcharge for operations of \$2.00 per ticket sold.

### Beginning Fund Balance

\$1,017,481

### Revenue Summary

Title	Continuation	Issues	Total
Charges for Services	194,347	0	194,347
Interest	5,000	0	5,000
Other Miscellaneous Revenues	0	0	0
Transfers	0	0	0
Totals	\$199,347	\$0	\$199,347

### Department Expenditure Summary

Title	Continuation	Issues	Total
Van Wezel Performing Arts Hall	568,535	0	568,535
Totals	\$568,535	\$0	\$568,535

### Ending Fund Balance

648,293

# Van Wezel Capital Improvement Plan

Project Name & Description	2014-15	2015-16	2016-17	2017-18	2018-19	5 Year Total
Computer/software (general usage)	\$ 9,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 29,000
Main entrance portico area	50,000	-	-	-	-	50,000
New lawn lights/sound/updated fixtures	20,000	-	-	-	-	20,000
New carpeting	120,000	-	-	-	-	120,000
Create new entrance at administration area	10,000	-	-	-	-	10,000
Cover lower section of ramp @ stage door	7,500	-	-	-	-	7,500
Create more secure area Founder's lounge exit	7,500	-	-	-	-	7,500
Fully renovate all public women's restrooms	-	260,000	-	-	-	260,000
Add 5 stalls Founder's Lounge women's restroom	-	50,000	-	-	-	50,000
New Roof over Main Hall	-	-	200,000	-	-	200,000
New chillers	-	-	-	200,000	200,000	400,000
New orchestra shell	300,000	-	-	-	-	300,000
Golf cart	5,000	-	-	-	-	5,000
Update counters/cabinets in Green Room Kitchen	5,000	-	-	-	-	5,000
Update Grand Foyer lighting dimming system	7,500	-	-	-	-	7,500
Renovate Main Hall lighting dimming system	25,000	-	-	-	-	25,000
<b>Total - Van Wezel Capital Improvement Plan</b>	<b>\$ 566,500</b>	<b>\$ 315,000</b>	<b>\$ 205,000</b>	<b>\$ 205,000</b>	<b>\$ 205,000</b>	<b>\$ 1,496,500</b>