



## Legislation Text

**File #:** 18-0081 CRA, **Version:** 1

**TO:** CRA Board of Commissioners  
**FROM:** Joan K. Goodrich, Economic Development Director  
**THROUGH:** Jeff Costello, CRA Executive Director  
**DATE:** August 15, 2018

### **CREATIVE CITY COLLABORATIVE 3<sup>RD</sup> QUARTER FY2017-18 A-GUIDE REPORT**

#### **Recommended Action:**

Receive and file.

#### **Background:**

The CRA awarded the Creative City Collaborative (also known as Arts Garage) a \$275,000 A-Guide grant and approved a FY 2017-18 funding agreement on September 28, 2017. This award represents 20% of CCC's \$1,346,500 budget. The A-Guide grant was awarded to support two programs: 1) Multi-Disciplinary Performances & Exhibition and 2) Arts Garage Education Project. Below are highlights and program snapshots from the Art Garage's 2Q FY 2017-18 A-Guide Report.

#### **Arts Garage Highlights from Marjorie Waldo, President/CEO**

See attached letter.

#### **Program Snapshot: Multi-Disciplinary Performances & Exhibition**

A-Guide Funding: \$250,250      Program Budget: \$906,600      % of Budget: 28%

| Select Key Program Metrics                        | Annual Total | 3Q Totals | Year to Date Totals |
|---------------------------------------------------|--------------|-----------|---------------------|
| Mainstage Shows                                   | 144          | 32        | 103                 |
| Mainstage Attendees                               | 15,840       | 3,912     | 12,733              |
| Mainstage Revenues                                | \$650,000    | \$134,581 | \$497,934           |
| # of Performers                                   | 600          | 166       | 538                 |
| Alternative "Black Box" Shows                     | 24           | 16        | 47                  |
| "Black Box" Attendees                             | 1,000        | 823       | 2,142               |
| "Black Box" Revenues                              | \$13,000     | \$3,632   | \$20,793            |
| # of Ethnically Diverse Performers                | 500          | 86        | 364                 |
| % of Mainstage Attendees Supporting Local Economy | 50%          | 62%       | 58.3%               |

|                                                     |     |     |       |
|-----------------------------------------------------|-----|-----|-------|
| % of "Black Box" Attendees Supporting Local Economy | 40% | 66% | 54.3% |
|-----------------------------------------------------|-----|-----|-------|

**Program Snapshot: Arts Garage Education Project** *(After School Striker's Drumline, Acting, Chorus, Spoken Word and Dance Classes)*

A-Guide Funding: \$24,750      Program Budget: \$91,094      % of Budget: 27%

| Select Key Program Metrics                  | Annual Total | 3Q Totals | Year to Date Totals |
|---------------------------------------------|--------------|-----------|---------------------|
| # of Summer Students                        | 100          | 22        | 22                  |
| Summer Camp Fee                             | \$30,000     | \$3,577   | \$3,577             |
| Total \$ Summer Scholarships Raised         | \$15,000     | \$33,591  | \$33,591            |
| # of Annual Students (After School)         | 200          | 4         | 26                  |
| Class Fee Revenue (After School)            | \$25,000     | \$710     | \$1,310             |
| Total \$ Scholarships Raised (After School) | \$25,000     | \$0       | \$1,142             |

*Previously Reported Note on After School Programming: CCC have not met their goal of enrolling student for the after-school arts education program even though there is growing interest from local families. One of the top barriers to program enrollment is the transport of students from school to the Arts Garage facility.*

While Summer Camp metrics will also be reported out in the CCC's 4<sup>th</sup> Quarter Report, it is noted they were able to offer 19 full scholarships and one-half scholarship during the first 4-week Summer Camp session.

**CRA Attorney Review:**

N/A

**Finance Review:**

N/A

**Funding Source/Financial Impact:**

CRA G/L #: 7376 A-Guide Funding

**Timing of Request:**

N/A