



Legislation Details (With Text)

File #: 18-0158 CRA **Version:** 1 **Name:**
Type: CRA Discussion **Status:** Agenda Ready
File created: 11/6/2018 **In control:** Community Redevelopment Agency
On agenda: 11/13/2018 **Final action:**
Title: CREATIVE CITY COLLABORATIVE 4TH QUARTER FY2017-18 A-GUIDE REPORT
Sponsors:
Indexes:
Code sections:
Attachments: 1. Agenda Cover Report, 2. 4Q FY 17-18 CCC A-Guide Report

Date	Ver.	Action By	Action	Result
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TO: CRA Board of Commissioners
FROM: Joan K. Goodrich, Economic Development Director
THROUGH: Jeff Costello, CRA Executive Director
DATE: November 13, 2018

CREATIVE CITY COLLABORATIVE 4TH 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 4Q FY 2017-18 A-Guide Report ending September 30, 2018.

Arts Garage Highlights from Marjorie Waldo, President/CEO: See attached letter dated October 31, 2018.

Program Snapshot: Multi-Disciplinary Performances & Exhibition

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

Select Key Program Metrics	Annual Total	4Q Totals	Year-End Totals
Mainstage Shows	144	32	135
Mainstage Attendees	15,840	4,557	17,290
Mainstage Revenues	\$650,000	\$150,012	\$647,946
# of Performers	600	192	730

Alternative "Black Box" Shows	24	12	59
"Black Box" Attendees	1,000	528	2,670
"Black Box" Revenues	\$13,000	\$1,921	\$21,014
# of Ethnically Diverse Performers	500	79	443
% of Mainstage Attendees Supporting Local Economy	50%	65%	60%
% of "Black Box" Attendees Supporting Local Economy	40%	80%	60.75%

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	4Q Totals	Year-End Totals
# of Summer Students	100	11	33
Summer Camp Fee	\$30,000	\$2,550	\$6,127
Total \$ Summer Scholarships Raised	\$15,000	\$0	\$33,591
# of Annual Students (After School)	200	0	26
Class Fee Revenue (After School)	\$25,000	\$0	\$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.

The CCC has noted that their goal of 100 students in Summer Camps is higher than practice indicates as reasonable and will be resetting the goal downward to 60. Moving forward they will also limit summer educational programming to a 4-week camp only. All families requesting camp scholarships were accommodated due to the \$33,500 in revenues raised for them and paid student enrollment was only 18% in FY 17/18. The CCC has also promoted a staff member to Director of Education in September to work on these key programs and will roll-over excess camp scholarship revenues to new after school scholarships in FY18/19.

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