

Village of Schaumburg

Cultural Services Department Monthly Report

September 2017

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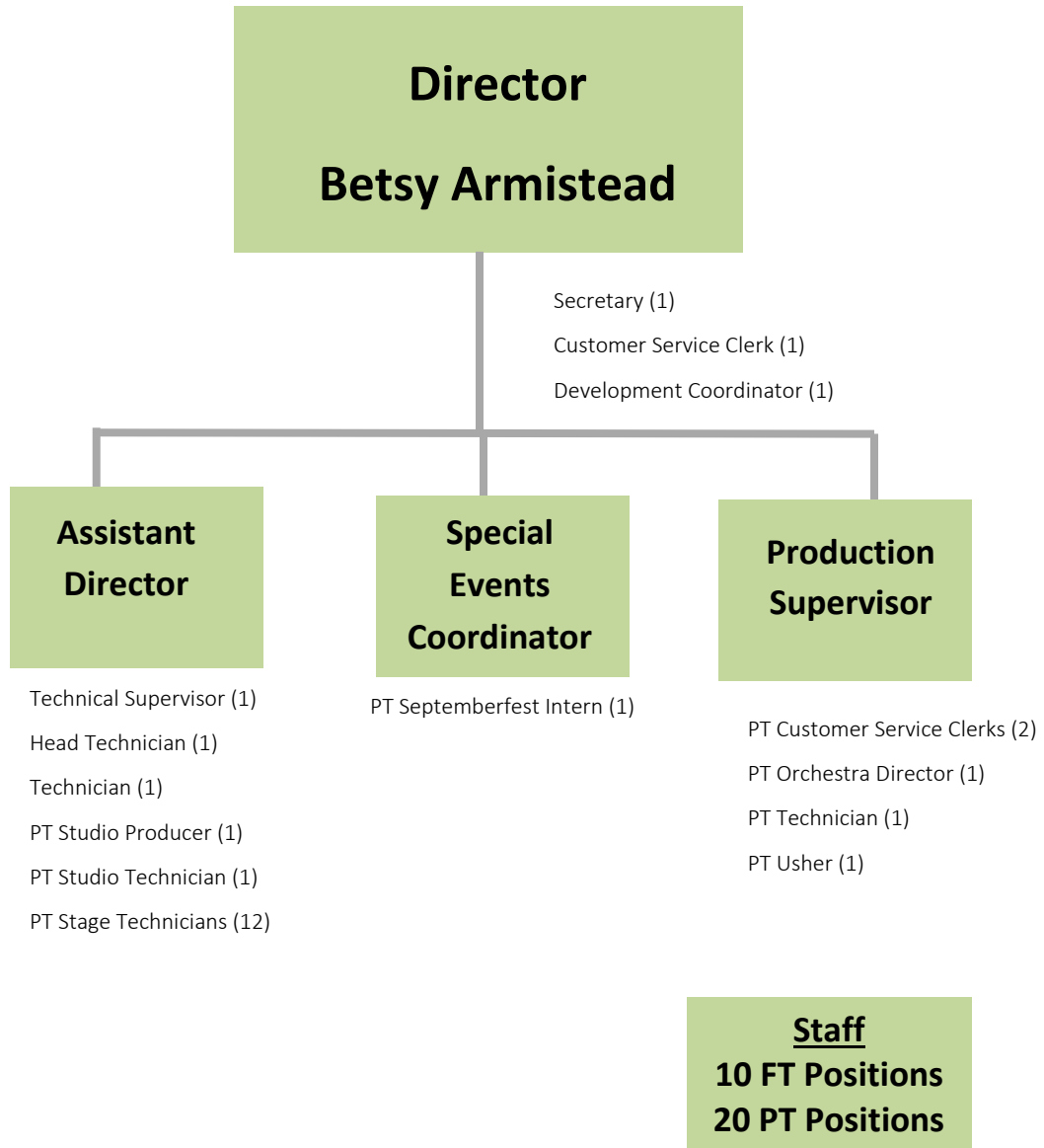
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ORGANIZATION CHART



DEPARTMENT OVERVIEW

The Cultural Services Department has three primary responsibilities – activities related to the Al Larson Prairie Center for the Arts, special events management, and cable television production. The Prairie Center serves as the hub of arts activities in the Northwest suburbs; music, theatre, dance, film, storytelling, children's performances, and the visual arts are offered year round in the Center's 442-seat theatre, outdoor stage and gallery. A fully-equipped video production studio provides a platform for the department to develop programming for the village's cable television channels. The Special Events Division oversees coordination of activities including Septemberfest, the Prairie Arts Festival, and the Volunteer of the Year Awards program.

The number of event days in September, 2017 was 84 with attendance totaling 3,183, compared to September, 2016 which had 74 event days and attendance of 2,652.

KEY ACTIVITIES

Programming

The 2017-18 season of sponsored programs at the Prairie Center opened on September 24 with a sold-out performance by Ron Hawking, titled, "The Men and Their Music". This was followed on September 29 with "The Love Generation; 1967-1970 with the Joe Cocker Tribute Band" with attendance of 275 and the New Era Poetry Slam, a Youth in Government Day project, on September 30. The poetry slam included workshops along with an open to the public performance in the evening.

Upcoming fall shows include Songs in the Key of "C" on October 8, David Bromberg and John Sebastian on October 14, and the Capitol Steps on October 21. The Lecture Hall Series gets underway on October 1 with "Regretting Mr. Wright" with presenter Ellie Carlson. We anticipate that this presentation will sell out.

On September 10, a ceremony and reception was held at the Prairie Center, officially renaming the building, the Al Larson Prairie Center for the Arts.

The gallery show in September featured the group show, fotoMuses, a collective of women photographers.

Prairie Center Arts Foundation

- **Grants/Sponsorships/Donations:** The Foundation received both confirmation and a check in the amount of \$20,000 from Motorola Solutions, Inc. The funds will be used to equally support Schaumburg Youth Orchestra, Schaumburg Dance Ensemble, Arts Partners and Theatre Buddies for the 2017-2018 season.

In addition, a \$500 sponsorship from Kelley, Kelley & Kelley Attorneys at Law, \$250 from Bruning & Associates, and \$250 from AmCheck were received. Each of these donations represents new relationships with these companies.

Individual donations currently total \$7,446, up slightly from \$7,248 last year through September. This includes \$2,000 of a \$5,000 pledge from longtime patron and volunteer, Bobbi Sloan.

Complimentary hotel rooms have been secured for those performers whose contracts require accommodations. The performers will be staying either at the Hampton Inn & Suites in Schaumburg or and the Renaissance Hotel & Convention Center in Schaumburg.

- **Events:** *Patti Melt* took place on Saturday, September 16, and featured food, a bar, and a performance by Patti Vasquez. In all, 100 people attended the event – less than half of what was hoped. While attendance was disappointing, the event did net just over \$2,000 in revenue and opened the door for a new Foundation sponsor. The Events Committee will meet on October 12 to begin detailed planning of the *Building STEAM* event, which is scheduled for Thursday, February 22, 2018.
- **Arts Partners:** The Arts Partners program for the 2017-2018 school year is set with three performances scheduled. The first will feature puppeteer Hobey Ford and His Golden Rod Puppets in *Migration*, the story of a young girl who journeys to the United States from Mexico, following the same path as the Monarch butterflies’ annual migration. This performance will take place on Wednesday, October 25.

As is the tradition, the second graders and their teachers will attend the *Nutcracker* on Friday, December 8, for their second theatre experience. The final performance of the year will take place on Friday, April 27, with a first-ever concert for the Arts Partners by the Schaumburg Children’s Chorus.

- **Theatre Buddies:** An email has been sent to all Theatre Buddies agency partners, notifying them of the available performances for their clients for the 2017-2018 season at the Prairie Center. Historically, the most popular performances tend to be the *Nutcracker* and SYO concerts, with a smattering of featured acts throughout the season.

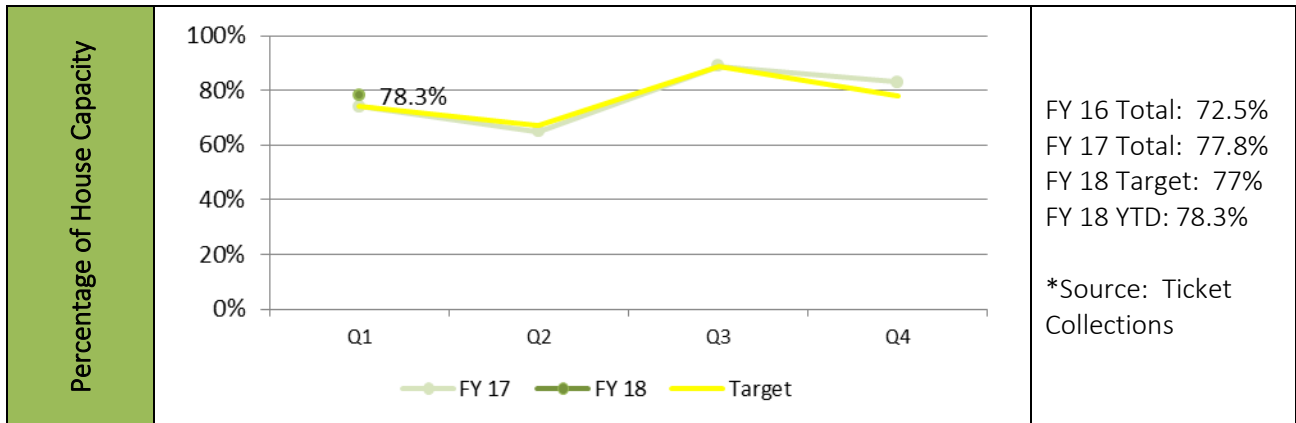
Septemberfest

Another successful Septemberfest was held on September 2, 3, and 4, with the usual arts and crafts show, Bingo, carnival, parade, Taste tent, and local and mainstage entertainment. For the most part, weather was good, and crowds reflected the enduring popularity of the event. A final report, detailing fest specifics is being and prepared for presentation in November.

KEY PERFORMANCE INDICATORS

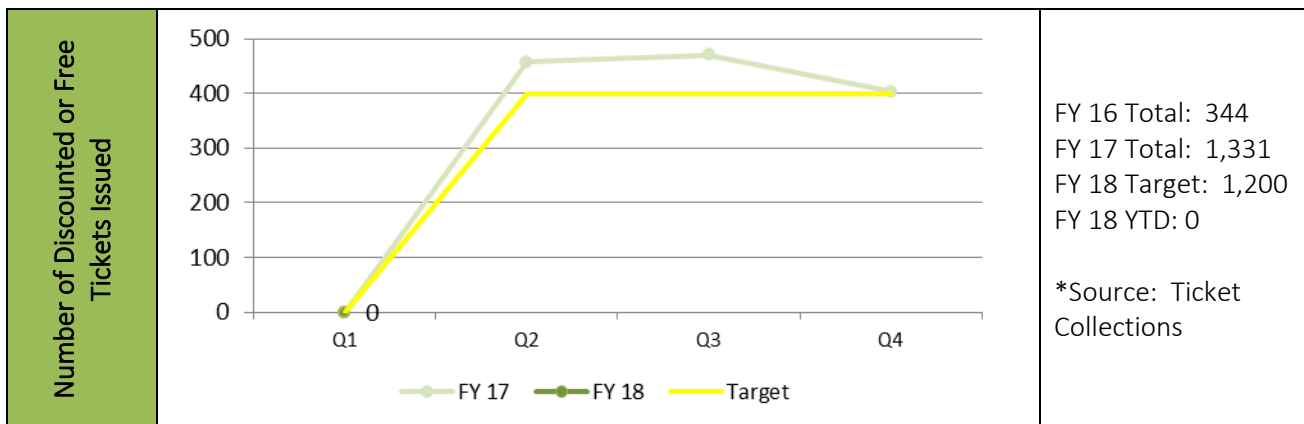
KPI 1: Percentage of House Capacity

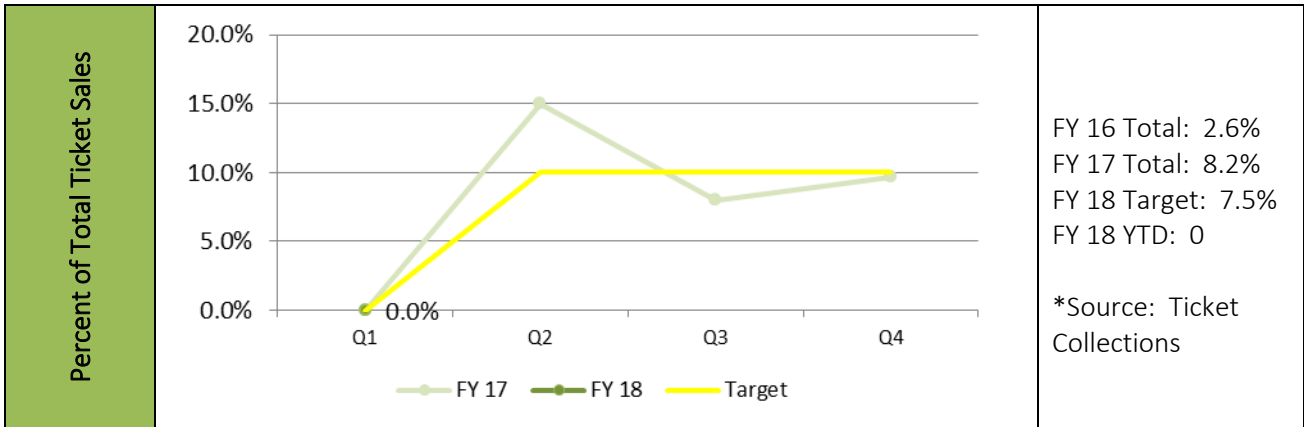
This KPI assesses success on a quantitative level by measuring on a quarterly basis the percentage of seats filled for performances taking place during that period. While selling at or near 100% capacity would be ideal, past experience shows that performances tend to fall on a spectrum between popular appeal and high artistic merit. Rather than aiming for the middle, a more balanced approach involves booking a combination of more popular events that will likely sell out and be revenue-positive and more artistically significant events that may have less popular appeal, but provide opportunities to a smaller but no less important and appreciative audience.



KPI 2: Number of Discounted or Free Tickets Issued

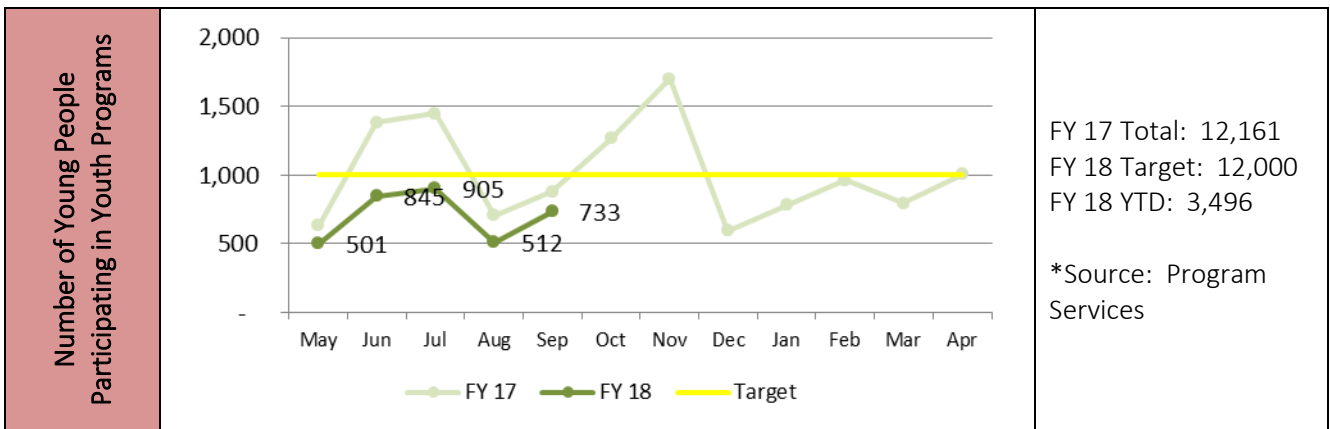
This KPI evaluates the organization’s ability to work with local social service organizations to bring the performing arts to underserved populations. These generally include children and adults with disabilities and those for whom economic disadvantages make performing arts experiences unavailable. Within the Cultural Services Department, these most often include tickets purchased by the Prairie Center Arts Foundation which donates them to area schools and facilities that serve these at-risk populations. In other cases, the Foundation may sponsor a performance, inviting schools and social service organizations to attend at no cost. While these events occur on an irregular schedule, measurement will be made quarterly.





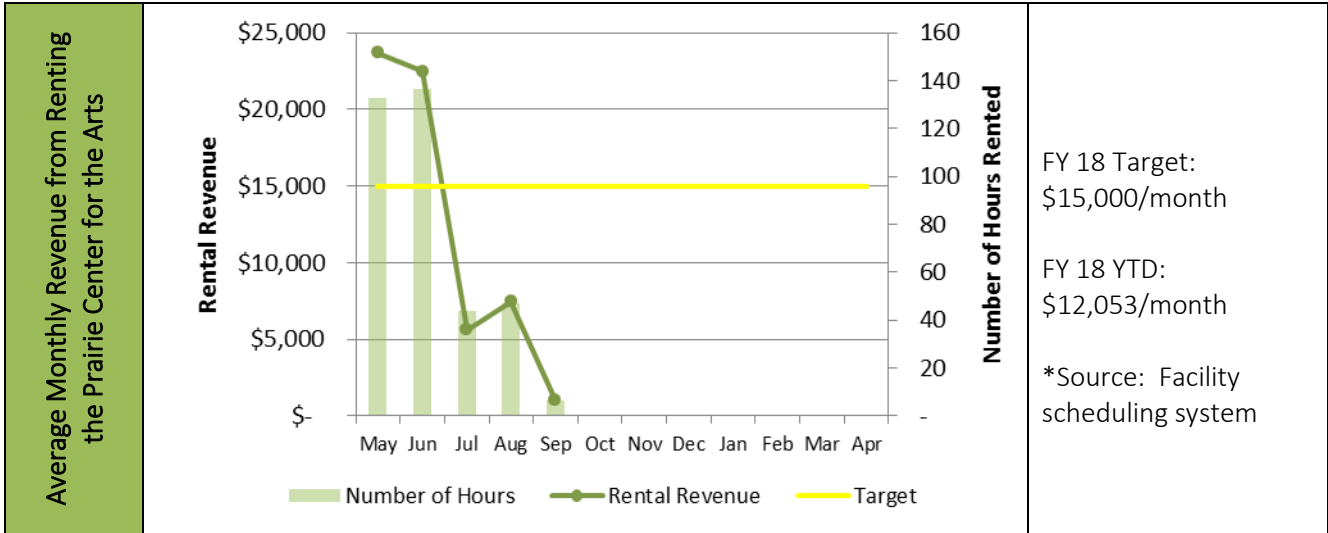
KPI 3: Number of Young People Participating in Youth Programs

This KPI measures the participation of various young people in the myriad programs offered by the department. These include the Youth Orchestra, Dance Ensemble, Youth Choir, Film Festival and Summer Theatre programs. Performing arts programs for young people have always been, and continue to be, a cornerstone of the department’s commitment to the community. These programs vary in size and the season during which they run, making relative performance measures difficult.



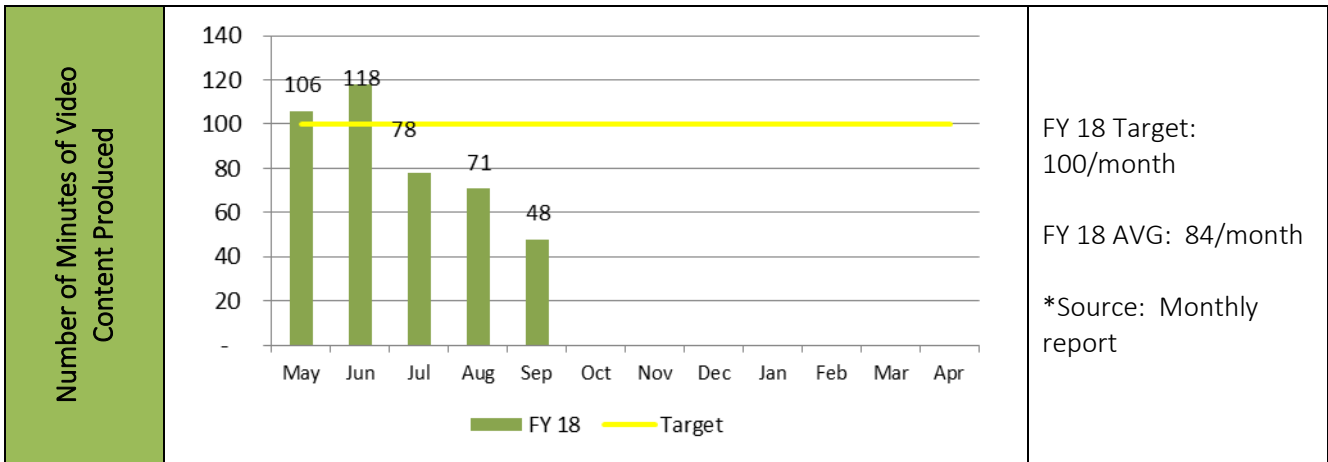
KPI 4: Facility Rental of the Prairie Center for the Arts

This KPI will track hours of building use and revenue generated by rental groups using the PCA. Rentals fluctuate over various times of the year, so our monthly data collections should include a comparison to the same month in the previous year. This is data we currently track for our monthly report.



KPI 5: Better Utilization of Video Content by Village Departments

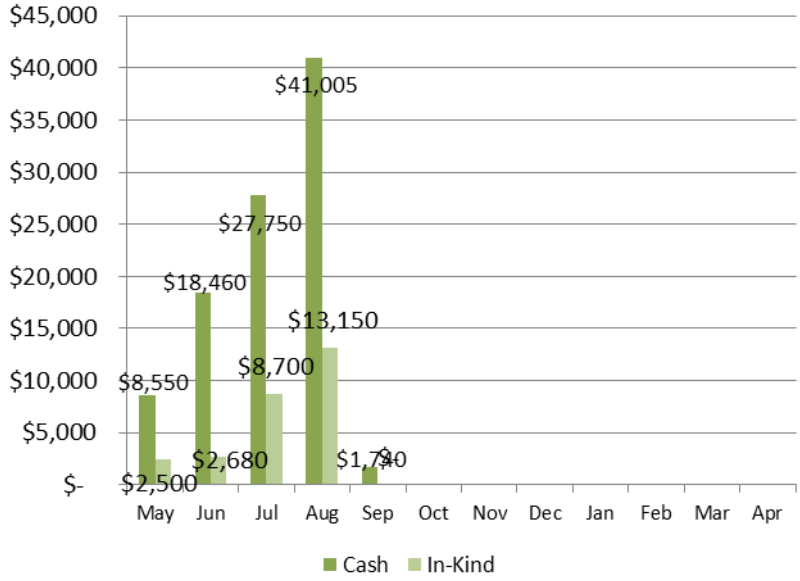
This KPI will track the total minutes of completed promotional and informational video content created in the studio at the PCA. It will include short-format programming only, as opposed to recorded classes and performances, which require little pre or post production and, due to their length and occasional nature, would have a heavily weighted, outlier impact. This is data we currently track for our monthly report.



KPI 6: Sponsorship Revenues at Special Events

This KPI will track Septemberfest sponsorship commitments secured on a monthly basis, with an emphasis on securing funding earlier in the year. It will be relatively easy to track revenue generated by these commitments, and moving forward, compare the timing to previous years.

Total Sponsorship Revenue Collected



FY 18 Cash YTD:
\$97,505

FY 18 In Kind YTD:
\$27,030

*Source: Special
Events tracking
database

MONTHLY PERFORMANCE MEASURES

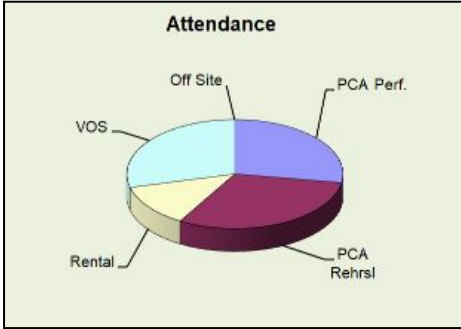
September, 2017

Event-Days: Number of events taking place each day during the month.

September 2017: 84 event-days (September 2016: 74)

Attendance: Measure of the number of people attending various types of events held at the Prairie Center or related venues.

Total Attendance: 3,183 (September 2016: 2,652)

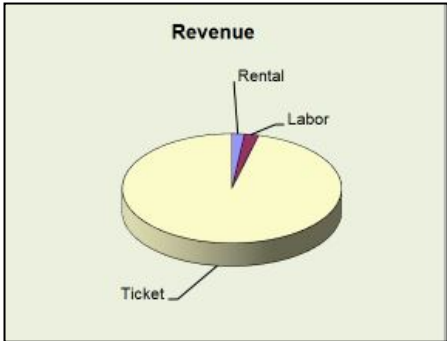


Rental Revenue: Revenue generated by outside users.

September 2017: \$480 in rental billed to renters. (September 2016: \$2,456)

Labor Revenue: Revenue generated by outside users.

September 2017: \$546 in labor billed to renters. (September 2016: \$1,876)



Ticket Revenue: Revenue generated by tickets sold for VOS-sponsored events.

September 2017: \$25,986 generated by ticket sales. (September 2016: \$19,200)

Studio Production: Quantity of video production completed.

September 2017: 48 minutes of completed video (September 2016: 46 minutes)

- Does not include 90 minute Labor Day parade and 8 hrs, 23 min of live streamed HR training.
- No Change episode in September