

Village of Schaumburg

# Cultural Services Department Monthly Report

January 2018

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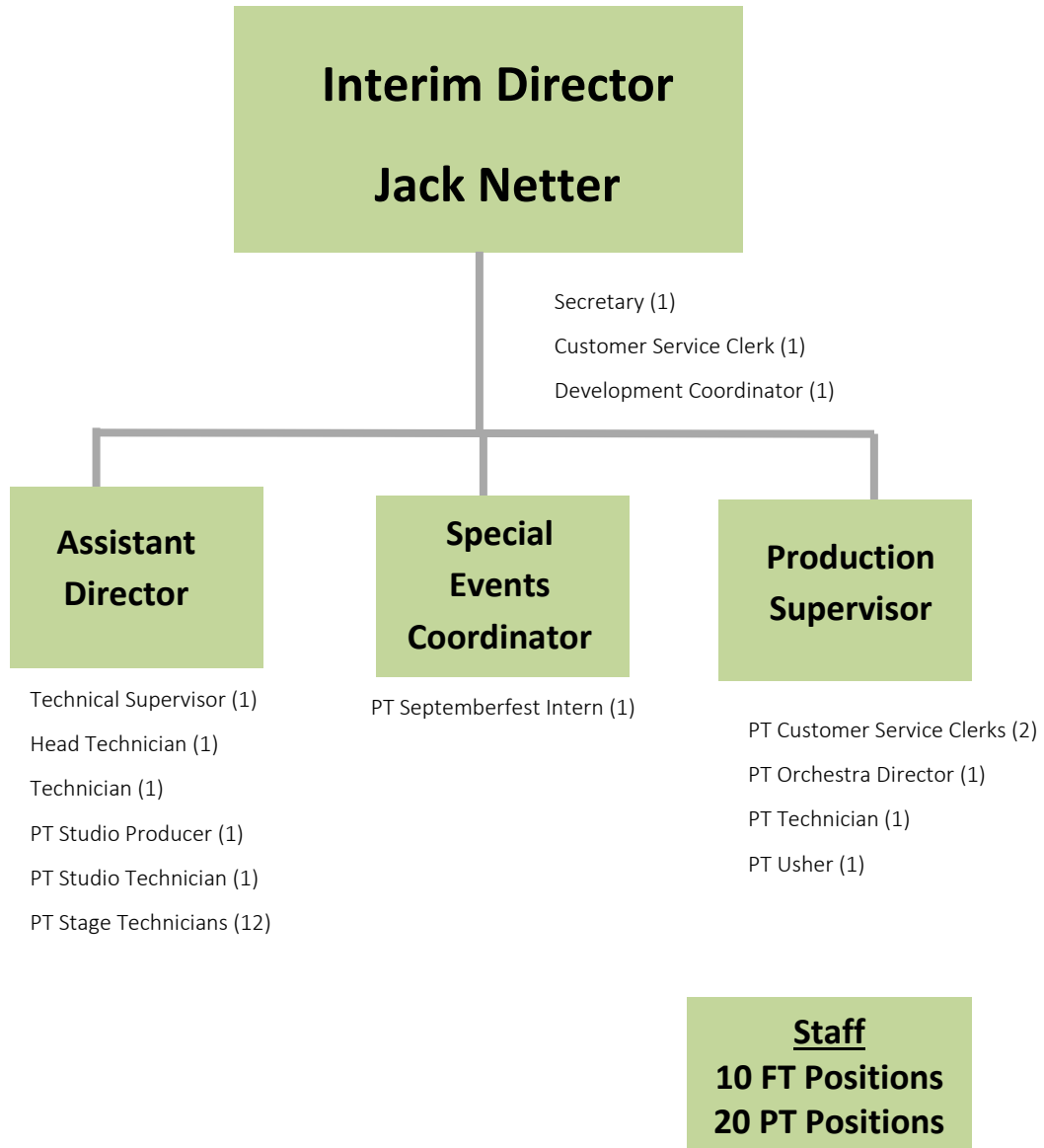
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# ORGANIZATION CHART



## DEPARTMENT OVERVIEW

The Cultural Services Department has three primary responsibilities – activities related to the Schaumburg Prairie Center for the Arts, special events management, and video 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 video content for use on PEG cable, the village's website and social media. 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 January, 2018 was 87 with attendance totaling 5,991 compared to January, 2017 which had 74 event days and attendance of 4,808. Revenue generated by building rental and associated labor was \$20,831, a 39% increase over the same period in 2017. This can be attributed to some additional rental events early in the month.

## KEY ACTIVITIES

### Programming

Booking for the 2019-19 season of entertainment is well underway. Coordination with the Cultural Commission will continue with a goal of having the season locked in by mid-March. For the third year, Rob Pileckis attended the annual conference of the Association of Performing Arts Presenters in New York City in January. The conference offers opportunities for professional development in addition to more than 1,000 showcase performances and 400 booths representing artists, manager, and agents.

### Schaumburg Youth Programs

Rob Pileckis attended the Illinois Music Educators Association (ILMEA) Conference at the Peoria Civic Center with a Schaumburg Youth Orchestra exhibitor booth. The event continues to draw attention to the orchestra program.

### Prairie Center Arts Foundation

**Grants/Sponsorships/Donations:** An application submitted in October 2017 to Walmart Foundation resulted in a grant of \$1,000. According to the terms of the grant, these funds will be used to support the Theatre Buddies program. Additional sponsorship revenue received during January included \$8,600 for the *Building STEAM* event.

**Arts Partners:** Nothing to report

**Theatre Buddies:** Nothing to report

**Merchandise:** Staff met with a representative from Kurt Adler on Monday, January 22 to order Nutcracker merchandise for this December. Additional merchandise will be ordered online through Midwest CBK and Nutcracker Ballet Gifts over the next several months.

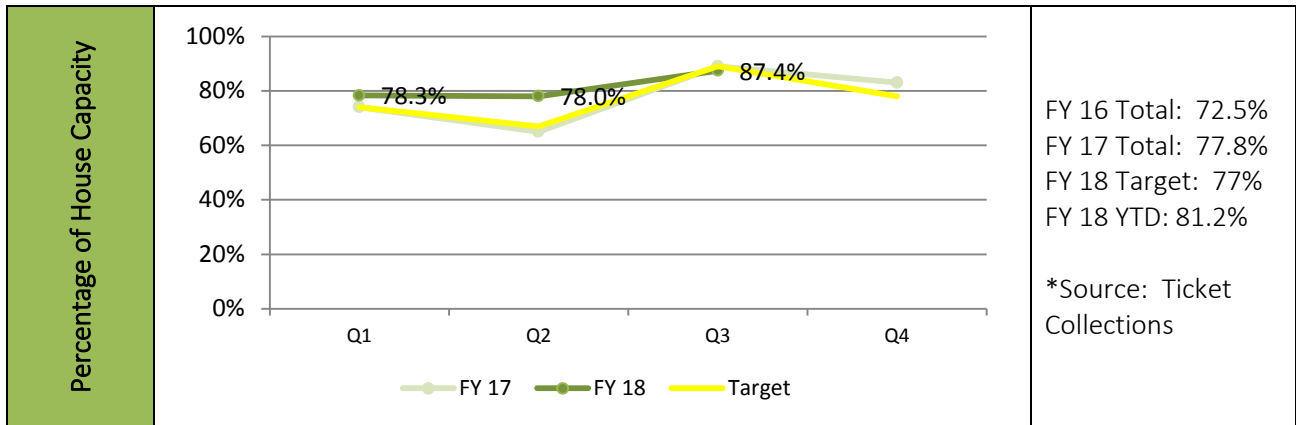
**Events:** The second annual *Building STEAM* event will be held on February 22.

The event will be held at the Prairie Center and will feature an unveiling of the sculptures, a meet-and-greet with the parts donors and sponsors, award of prizes for first through third place, and a People's Choice award. There will be a live auction for each piece at the end of the evening.

## KEY PERFORMANCE INDICATORS

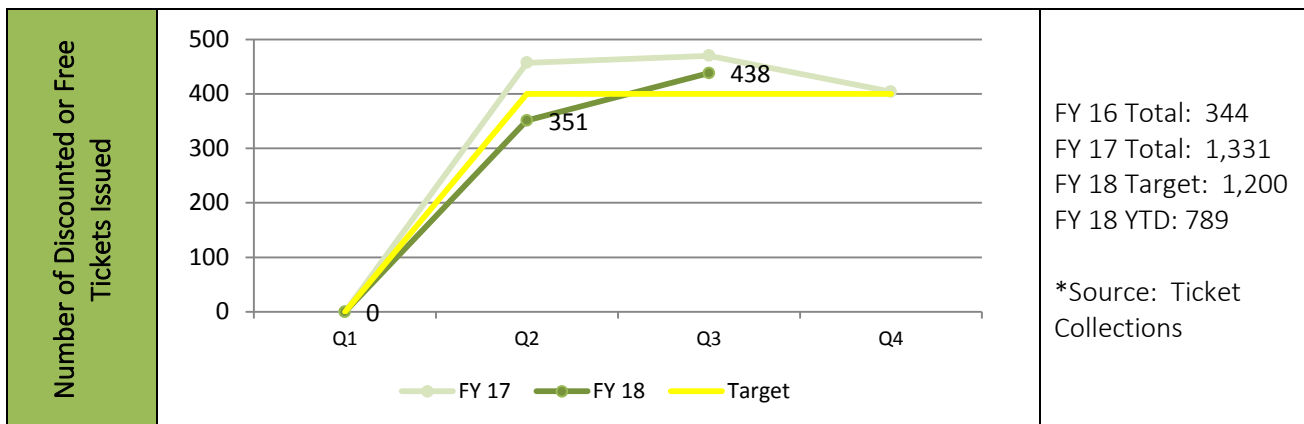
### KPI 1: Percentage of House Capacity

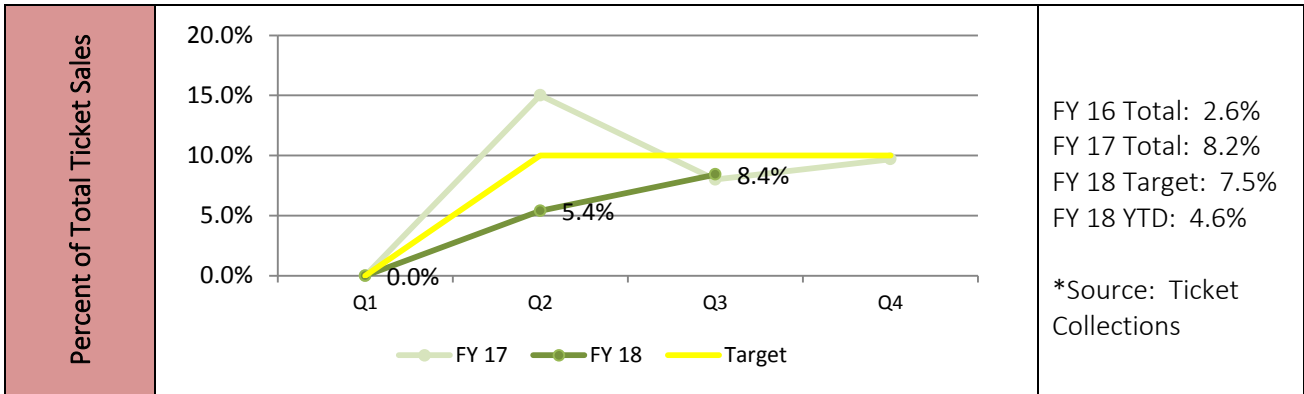
This KPI assesses success on a quantitative level by measuring on a quarterly basis the percentage of seats filled for performances taking place during that period. While selling at or near 100% capacity would be ideal, past experience shows that performances tend to fall on a spectrum between popular 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

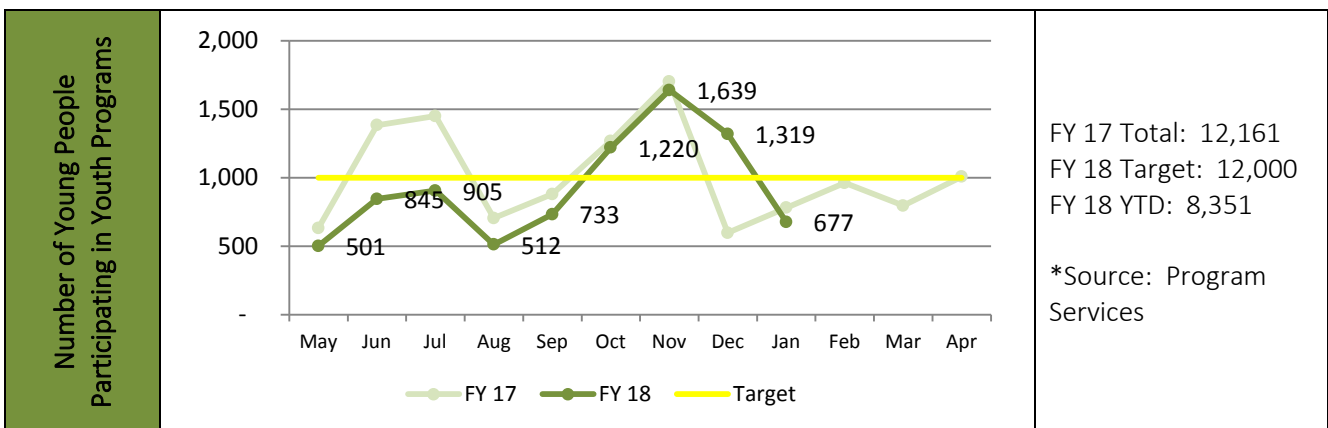
This KPI evaluates the organization’s ability to work with local social service organizations to bring the performing arts to underserved populations. These generally include children and adults with disabilities and those for whom economic disadvantages make performing arts experiences unavailable. 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.





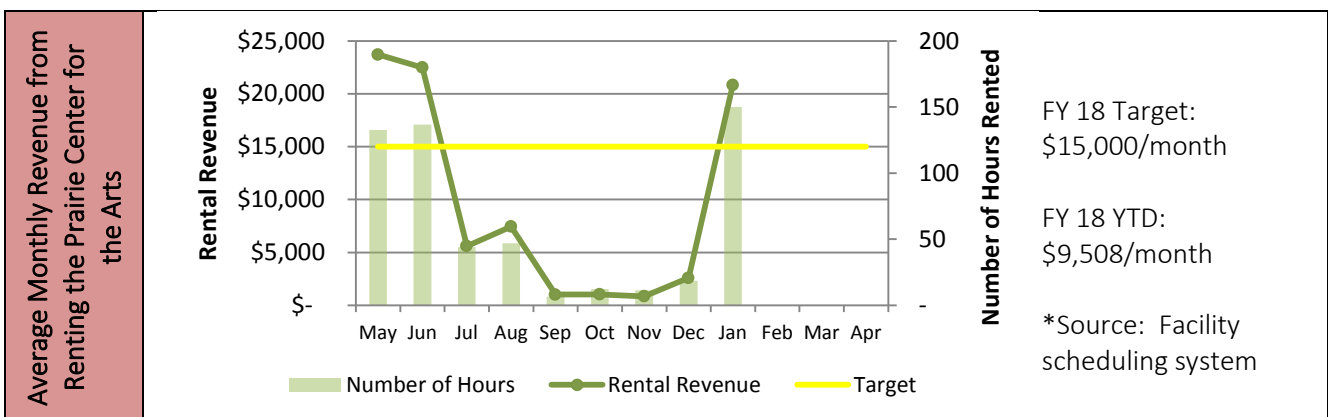
**KPI 3: Number of Young People Participating in Youth Programs**

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.



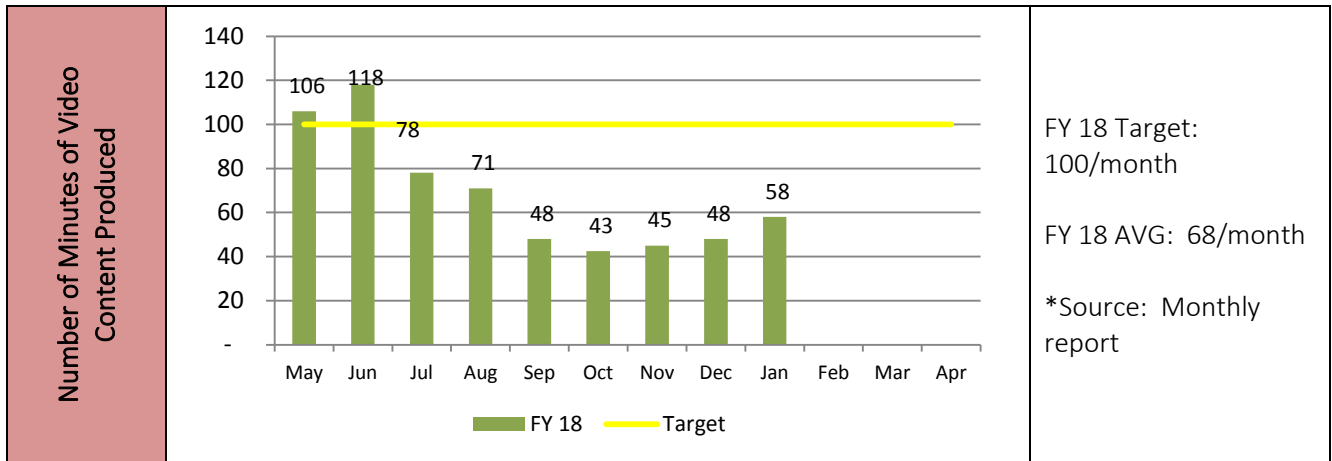
**KPI 4: Facility Rental of the Prairie Center for the Arts**

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.



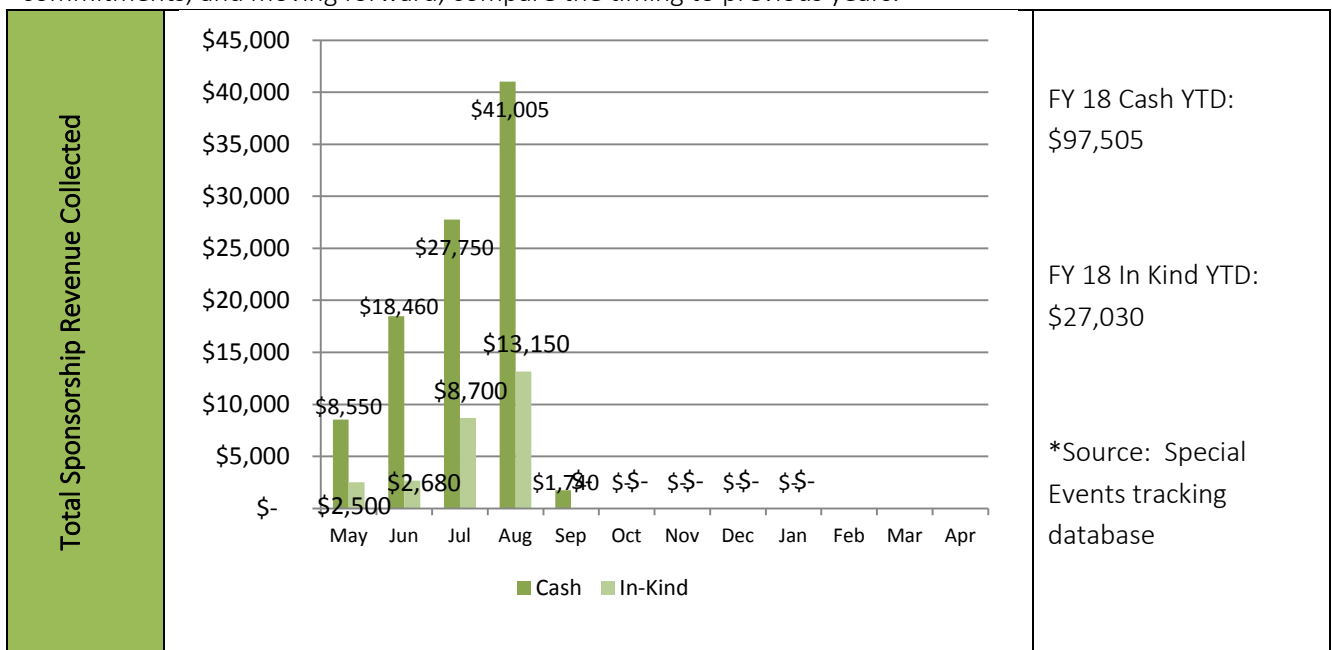
### KPI 5: Better Utilization of Video Content by Village Departments

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.

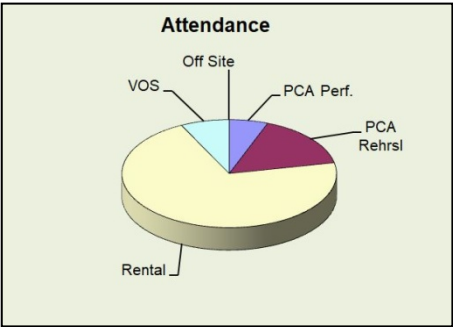


# MONTHLY PERFORMANCE MEASURES

January, 2018

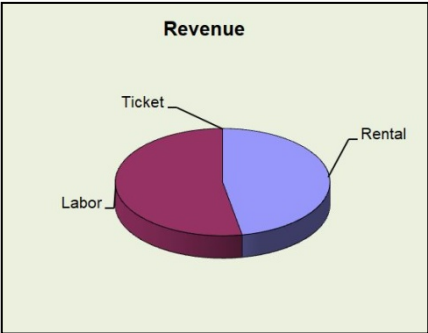
**Event-Days:** Number of events taking place each day during the month.  
January 2018: 87 event-days (January 2017: 74)

**Attendance:** Measure of the number of people attending various types of events held at the Prairie Center or related venues.  
January 2018: 5,991 (January 2017: 4,808)



**Rental Revenue:** Revenue generated by outside users.  
January 2018: \$9,808 in rental billed to renters. (January 2017: \$6,708)

**Labor Revenue:** Revenue generated by outside users.  
January 2018: \$11,023 in labor billed to renters. (January 2017: \$8,253)



**Ticket Revenue:** Revenue generated by tickets sold for VOS-sponsored events.  
January 2018: \$0 generated by ticket sales. (January 2017: \$1,702)

**Studio Production:** Quantity of video production completed.  
January 2018: 58 minutes of completed video (January 2017: 69 minutes)

- *No Speaking of Schaumburg or Change episodes in January*