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January 10, 2019

Honorable David Martin
Mayor, City of Stamford
888 Washington Boulevard
Stamford, CT 06901


Dear Mayor Martin:


Stamford Center for the Arts respectfully requests support in the amount of \$40,000 to be included in the City's budget for Fiscal Year 2019/20 to be used directly towards paying SCA's utility bills.

We are truly grateful for The City of Stamford's invaluable support. The Stamford Center for the Arts is the cornerstone of live performance in our community. Your continued assistance is not only advantageous for the theatre, but is an investment in Stamford and all its constituencies with a dramatic and quantifiable return. Stamford Center for the Arts contributes to economic development, supports and collaborates with various local arts organizations and provides education programs. SCA acts as an impetus to our vibrant downtown.

We thank you for your consideration. If you require additional information, please do not hesitate to call us at 203-517-3401.

Yours truly,


Michael L. Widland
Chairman


Michael E. Moran, Jr.
Executive Director

THE PALACE THEATRE

Stamford Center for the Arts | 61 Atlantic Street, Stamford, CT 06901
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**Stamford Center for the Arts
Budget Presentation FY2019-2020
City of Stamford**

Mission and Goal Statement:

The Mission of Stamford Center for the Arts' (SCA) Palace Theatre: is to Entertain, Educate and Enrich the diverse population of Stamford, and Fairfield County. Our vision is to be the regional arts center for exhilarating performances that enhances the **cultural, educational, economic, and social life of our community**. Our mission fosters and promotes the diversity of thought, idea, and culture through our arts education programs. SCA's vision is to support, promote and host a variety of performing arts, education and outreach programs to diverse audiences in Stamford and in the greater Fairfield County region. The Palace Theatre partners with many local nonprofits like Ballet School of Stamford, Connecticut Ballet, Lumina String Quartet, DART, Chamber Music Institute, The Ferguson Library, Stamford Symphony, Stamford Education for Autism, Curtain Call, and Stamford Boys & Girls Club. SCA enriches Fairfield County and its diverse cultural heritage by developing and supporting works of artistic excellence, advancing learning in the arts, strengthening arts in the community, and contributing to the area's economic development.

Main Goals and Objectives of FY 2019-2020:

- 1. Provide economic stimulus to the area by offering world class entertainment, valuable education, and cultural enrichment programs for our diverse community.**

The attached 2019-2020 budget for Stamford Center for the Arts reflects the immediate plan for the organization. SCA continues to achieve growth and stability by minimizing risk in presenting and producing, and maximizing revenues through entrepreneurial relationships with promoters with an emphasis on enhanced earned income. In tandem with continued support from corporate sponsors and individual donors, the 2019-2020 Budget will allow SCA to remain loyal to its mission to foster the arts in the community. SCA will continue its existing relationships with resident arts partners to collaborate and cooperate in creating a culturally vibrant destination here in Stamford.

- 2. Expand arts education programs to allow additional opportunities for participation.**

In the past year, SCA has presented many education programs including The Young Choreographers Festival, Emerging Young Artist Scholarship, and the Young Playwrights Festival. Our Summer Program had two arts camps: Triple Threat Performer Intensive and Circus Week. Circus Week was once again held at Yerwood Center Boys & Girls Club to afford underserved children the

opportunity to participate.

3. Diversify and offer increased programming to bolster attendance.

SCA is currently presenting programming in the areas of education and special events in this area. SCA is also working collaboratively with its residents in producing programs at The Palace for the community, including family programming series called Playtime at The Palace (currently in its seventh season), LaughTrax, a comedy series featuring a diverse offering of various styles. The demographics of the local area are also challenging. The growing number of 24-35 year old young adults living in Stamford provides a major challenge. We are currently in the second season of an emerging country music series we call Music City Sessions. This adds to the diversity of offerings for area residents featuring bands and music that are featured on satellite radio and streaming services. The goal is to appeal to this age group and provide a price point that is within their budget and provides an "experience" for them.

Last year, SCA presented world class comedians Gabriel Iglesias, Ron White, Lewis Black, and Tim Allen. Several legendary bands such as Earth Wind and Fire, The Doobie Brothers, Chicago, Michael McDonald, Boz Scaggs, and Casting Crowns thrilled audiences. Outstanding national touring family shows like Wild Kratts Live, iLuminate, Charlie Brown Christmas, and A Magical Cirque Christmas brought wonder and awe to young and old alike! Magnificent theatrical events like Shen Yun and Spamalot graced The Palace stage.

Already scheduled for 2019 are Jay Leno, NEEDTOBREATHE, and for King and Country. The best available tribute show reliving our favorites like 1964: The Tribute, MJ Live and Kashmir keep great music alive. The timeless Kris Kristofferson & The Strangers will make their first Stamford appearance. Families will again be treated by B. Underwater Bubble Show, Disney Jr. Dance Party on Tour, and PJ Masks. The world renowned London Philharmonic Orchestra visits The Palace this year and there's plenty more to come!

SCA is planning an initiative involving marketing and development to increase audiences and collaborate with local businesses for mutual benefit.

4. Continue SCA's reinvestment in our physical plant.

With assistance from The City of Stamford SCA has replaced the EFIS on the north wall of the building therefore eliminated all water infiltration through that wall. We are also in the process of installing a new hydraulic pit lift which will save on labor cost on certain shows, increase the number of top tier seating available and allow handicapped access for impaired musicians. Through the Neighbor Assistance Act we have received over \$200,000 to replace end of life roof top HVAC units with new high efficiency units. The Palace has also been awarded a grant from the State of Connecticut to replace the original 1927 balcony seats.

**Stamford Center for the Arts
Budget Presentation, FY2019-2020
City of Stamford**

Budget Narrative:

For FY 2019-20, SCA is requesting \$40,000 in funding from the City to apply directly to keeping our lights on. We would use this entire allotment to offset SCA's utility bills.

The budget for FY20 reflects the continuation of the business plan for SCA. This is predicated on expanding SCA's community-oriented programming achieved in partnership with artists and other arts organizations.

The building usage is reflected in the budget under rental income and programming revenues. This usage is reflected by shows brought by outside promoters, arts partners, and community organizations and corporations renting the theatre and its related spaces. The usage will also result in box office service revenues and concession sales. The programming revenue reflects shows presented by SCA with plans for the next fiscal year to continue to present shows.

Stamford Center for the Arts

	Actuals **	Projected **	Budget
	Total	Total	Total
	Prior FY17-18	FY18-19	FY19-20
<u>Programming</u>			
Programming Revenues	1,169,109	1,443,496	1,300,000
Programming Expenses (inc educ)	(1,195,071)	(1,624,909)	(1,400,000)
Box and Facilities Fees	145,641	239,849	225,000
Concessions (Net)	63,733	91,679	80,000
Gross profit / (loss)	183,412	150,115	205,000
<u>Rental Income</u>			
Rental Revenues (Net)	340,274	316,733	320,000
Box and Facilities Fees	176,326	151,359	160,000
Concessions (Net)	49,395	59,527	70,000
Rental Income - Forum	832,275	857,244	882,960
Total Earned Income	1,398,271	1,384,862	1,432,960
<u>Contributed Income</u>			
Sponsorships	77,664	121,800	140,000
Contribution, Memberships & Grants	127,531	157,623	150,000
Gross Gala Income	269,250	275,000	275,000
Other Fundraisers	18,231	8,269	10,000
Total Contributed Income	492,676	562,692	575,000
<u>Government Grants and Other</u>			
State and City Funding	178,214	189,359	150,000
Interest Income	1,111	821	500
Miscellaneous	-	-	-
Total Gov't Grants and Other	179,325	190,180	150,500
<u>Inc. & Progr. GP w/out contributions</u>	2,253,683	2,287,849	2,363,460
<u>Expenses</u>			
All depts - Salaries, Taxes & Benefits	998,112	1,066,501	1,100,000
Admin, box office & education	274,414	282,223	290,000
Development	145,885	155,474	145,000
Facilities, prod & rental prop	362,238	348,180	360,000
Marketing	206,604	257,849	275,000
Total Expenses	1,987,254	2,110,227	2,170,000
Operating Surplus/(Deficit)	266,430	177,622	193,460

** excludes donations for capital improvements totaling \$216,142 in FY17-18, and \$500,000 in projected fy18-19