

PROGRESS REPORT

PROJECT SUMMARY

REPORT DATE	PROJECT NAME	PREPARED BY
March 30, 2017	TPAC Success Metrics	Larry Gawronski, Executive Director

STATUS SUMMARY

For the time period January 1 – March 30, 2017, TPAC has accomplished:

1. Budgeting and approval to recruit a **Development Manager** position to spearhead new and enhance existing fundraising efforts
2. Budgeting and approval to recruit a **Business Manager** position to improve bookkeeping/accounting procedures and reporting to the Board of Trustees, VenuWorks and the City
3. Reestablished the **Committee Structure** for key areas such as Friends of TPAC, Grape Escape, Gingerbread Homes for the Holidays, Schooltime Theater Series, Sheffel Theater Clinic, Young Artists Awards, Strategic Planning and Fundraising. Established a new committee to initiate a Focus Group for programming and educational/community outreach
4. **Fundraising** - \$3,250 has been received this quarter and reported in the Success Metrics. \$4,500 has been awarded by the Women's Fund of Topeka for STEAM (Science, Technology, Arts, Engineering and Mathematics) programming for children. That money has not been actually received, so it is not reflected in the Success Metrics.
5. **Direct Sponsorships** – While no money has been received to date, \$9,000 has been committed by two businesses for two main-stage shows that have been secured this fall (see #7).
6. **Event attendance** for the quarter totals 14,805 – an increase of 9% from 2016 quarter to date of 13,664.
7. Four **main-stage bookings** have been secured for the fall of 2017 – Front Men of Country, September 13 (A 9/11 Commemorative Show) with \$5,000 sponsorship secured from Security Benefit; Liverpool Legends (Beatles Tribute), 9/23 with \$4,000 sponsorship secured from Security Benefit and Vision Bank; KANSAS, Oct. 6 with the same promoter who brought STYX to TPAC on March 25; Todd Oliver & Friends, Oct. 13 with the artist fee underwritten by the Helping Hands Humane Society as a fundraiser for the organization.
8. **Friends of TPAC** shows 0 in number of Friends achieved in 2017. The program has been a mid-year to mid-year program which coincides with the annual season's programming. The push for Friends has begun, will hit full stride by Topeka Gives in June, is bolstered by the new season announcement in June/July and the annual Friends of TPAC drive in August and at Grape Escape in August.
9. **Trusts and Endowments** – We anticipate receiving \$7,000 from one of the trusts in the next quarter. The trusts traditionally pay out in May, June and December.
10. **Website Improvement** – The Board approved this purchase under Capital Expenditures for the enhancement of patron experience. The dashboard eases the operation of entering and populating events to different pages of the website. It will be easier for patrons to navigate. Backend support is 24/7 from the vendor and Search Engine optimization is achieved to put TPAC at the top of venue searches.

The Quarterly event Attendance comparisons for 2016 and 2017 are attached.

Respectfully submitted,



Larry Gawronski,
Executive Director, VenuWorks of Topeka/Topeka Performing Arts Center

SUCCESS METRICS



2017



Metric	Annual Goal	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	% to Goal
Main Stage Performances	8	4				50%
Event Days	200	43				22%
Attendance	75,000	14,805				20%
Friends of TPAC	200	0				0%

Fundraising (net)	\$82,000	\$0				0%
Direct Sponsorships	\$75,000	\$0				0%
Revenue from Trusts & Endowments	\$45,000	\$0				0%
Grants	\$25,000	\$4,250				17%
Total Fundraising	\$227,000	\$4,250				2%

Attendance 2017 and Comparison to 2016:
SUMMARY OF EVENTS FOR CALENDAR YEAR (2017)

<i>January</i>				
Event Type	Events	Event Days	Use Days	Attendance
Banquets				
Concerts				
Broadway/Theatrical-Commercial				
Community/Educational Theatrical	4	9	0	3,897
Family Shows				
Convention				
Meeting/Conf				
Consumer Show				
Trade Show				
Wedding Reception	1	1	1	250
Community/Civic	1	1	0	900
Sporting				
Recreational Sports				
Film/Movie				
Internal Use	2	3	0	61
Monthly Total	8	14	1	5,108

<i>February</i>				
Event Type	Events	Event Days	Use Days	Attendance
Banquets				
Concerts	1	1	0	2,133
Broadway/Theatrical-Commercial				
Community/Educational Theatrical	4	16	7	4,202
Family Shows				
Convention				
Meeting/Conf	1	2	0	48
Consumer Show				
Trade Show				
Wedding Reception				
Community/Civic				
Sporting				
Recreational Sports				
Film/Movie				
Internal Use	2	2	0	21
Monthly Total	8	21	7	6,404

March				
Event Type	Events	Event Days	Use Days	Attendance
Banquets				
Concert	3	3	0	2,744
Broadway/Theatrical-Commercial				
Community/Educational Theatrical	1	1	0	84
Family Shows				
Convention				
Meeting/Conf	2	2	1	320
Consumer Show				
Trade Show				
Wedding Reception				
Community/Civic	1	0	1	45
Sporting				
Recreational Sports	1	2	0	100
Film/Movie				
Internal Use				
Monthly Total	8	8	2	3,293

2017 Attendance for Jan - Mar – 14,805

Event Days for Jan – Mar - 43

SUMMARY OF EVENTS FOR CALENDAR YEAR (2016)

January				
Event Type	Events	Event Days	Use Days	Attendance
Banquets	1	1	3	152
Concerts				
Broadway/Theatrical-Commercial				
Community/Educational Theatrical	4	4	1	5,372
Family Shows				
Convention				
Meeting/Conf				
Consumer Show				
Trade Show				
Wedding Reception				
Community/Civic				
Sporting				
Recreational Sports				
Film/Movie				
Internal Use	1	3	0	35
Monthly Total	6	8	4	5,559

February

Event Type	Events	Event Days	Use Days	Attendance
Banquets				
Concerts				
Broadway/Theatrical-Commercial	2	2	0	1,417
Community/Educational Theatrical	3	12	0	2,209
Family Shows				
Convention				
Meeting/Conf				
Consumer Show				
Trade Show				
Wedding Reception				
Community/Civic				
Sporting				
Recreational Sports				
Film/Movie	1	1	0	20
Internal Use	2	2	0	26
Monthly Total	8	17	0	3,672

March

Event Type	Events	Event Days	Use Days	Attendance
Banquets				
Concert	1	1	0	573
Broadway/Theatrical-Commercial	1	1	1	1,671
Community/Educational Theatrical	1	1	0	97
Family Shows				
Convention				
Meeting/Conf	1	1	1	650
Consumer Show	1	9	1	790
Trade Show				
Wedding Reception				
Community/Civic	1	1	0	600
Sporting				
Recreational Sports				
Film/Movie				
Internal Use	3	3	0	52
Monthly Total	9	17	3	4,433

2016 Attendance for Jan – Mar – 13,664

Event Days for Jan – Mar - 42

Topeka Performing Arts Center
Managed by VenuWorks
Projected Cash Flow
With City Funds and CapEx

TPAC Estimated Cash Forecast FY2017
(as of 3/27/17)

For MONTH Ending:	March 31, 2017	April 30, 2017	May 31, 2017	June 30, 2017	July 31, 2017	August 31, 2017	September 30, 2017	October 31, 2017	November 30, 2017	December 31, 2017
Actual Beginning Cash Balance - 3/1/17	111,383	68,972	45,974	50,374	77,024	49,724	66,124	94,249	89,299	66,029
Projected Cash Inflows:										
Programming Revenue	131,723	29,805	67,600	38,050	7,500	24,500	24,975	43,475	31,730	51,300
Fundraising Revenue	-	-	10,000	7,500	30,000	73,000	2,500	2,000	16,500	1,500
Sponsorships Received	-	5,000	10,000	-	-	20,000	10,000	20,000	10,000	-
Contributions & Grants	-	10,000	-	-	-	-	-	-	-	-
Trust Distribution	-	7,097	35,000	-	-	-	-	-	-	6,209
Transient Guest Tax	-	-	-	-	-	-	-	10,000	-	-
City Allocation	-	-	-	67,500	-	-	67,500	-	-	67,500
Reduction in A/R	-	-	-	-	-	-	-	-	-	-
Total Cash Inflows:	131,723	51,902	122,600	113,050	37,500	117,500	104,975	75,475	58,230	126,509
Projected Cash Outflows:										
Reduction in A/P	10,000	10,000	11,000	-	-	-	-	-	-	-
Capital Expenditures	-	-	10,000	10,000	-	10,000	10,000	15,000	20,000	25,000
Programming Expense	119,634	25,400	49,100	20,500	1,700	10,000	8,750	17,325	8,400	33,050
Occupancy Expense	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
General & Administrative Expense	15,000	10,000	10,000	10,000	10,000	10,000	15,000	10,000	10,000	10,000
Non-Event Payroll	26,000	26,000	34,600	38,900	34,600	34,600	34,600	34,600	34,600	38,900
Fundraising Expense	-	-	-	3,500	15,000	33,000	5,000	-	5,000	-
Total Cash Outflows:	174,134	74,900	118,200	86,400	64,800	101,100	76,850	80,425	81,500	110,450
Net Increase/(Decrease) in Available Cash	(42,411)	(22,998)	4,400	26,650	(27,300)	16,400	28,125	(4,950)	(23,270)	16,059
Projected Ending Cash Balance	68,972	45,974	50,374	77,024	49,724	66,124	94,249	89,299	66,029	82,088

TPAC
Balance Sheet
As of February 28, 2017

	Unaudited Feb 28, 17	Unaudited Dec 31, 16
Cash:		
Operating	111,383.38	127,340.13
Board restricted	10,300.18	10,299.74
Event restricted	321,239.38	281,094.64
Total Cash	442,922.94	418,734.51
Accounts receivable	3,571.55	5,476.27
Prepaid	11,334.53	24,035.09
Equipment, net	10,478.07	10,478.07
Beneficial interest in trusts	949,225.00	949,225.00
Total assets	1,417,532.09	1,407,948.94
Accounts payable	44,000.34	82,242.48
Accrued expense	119,021.05	88,090.73
Deferred revenue:		
Sponsorships	24,956.54	21,630.00
Ticket sales	143,810.23	119,672.25
Other	70,185.89	62,789.34
Total deferred revenue	238,952.66	204,091.59
Total liabilities	401,974.05	374,424.80
Net assets:		
Unrestricted	66,333.04	84,299.14
Permanently restricted	949,225.00	949,225.00
Total net assets	1,015,558.04	1,033,524.14
Total liabilities and net assets	1,417,532.09	1,407,948.94

TPAC
Profit Loss Statement
February 2017
Actual v Revised Budget

	Current Month			Year-to-Date			2017 Budget
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u> Favor/(Unfav)	<u>Actual</u>	<u>Budget</u>	<u>Variance</u> Favor/(Unfav)	
Programming							
Programming Revenue	25,935.00	26,595.86	(660.86)	37,165.31	34,798.07	2,367.24	311,032.03
Programming Expenses	25,624.31	20,045.27	(5,579.04)	45,598.13	34,507.54	(11,090.59)	140,596.67
Programming - Net	310.69	6,550.59	(6,239.90)	(8,432.82)	290.52	(8,723.34)	170,435.35
Fundraising							
Fundraising Revenue	-	-	-	1,022.50	-	1,022.50	143,750.00
Fundraising Expense	-	-	-	-	-	-	61,500.00
Fundraising - Net	-	-	-	1,022.50	-	1,022.50	82,250.00
Sponsorship Revenue	2,500.00	2,500.00	-	6,600.00	7,100.00	(500.00)	76,630.00
Trusts & Endowments	-	-	-	-	-	-	48,305.00
Grants	-	-	-	-	-	-	10,000.00
City Contribution - General Fund	67,500.00	67,500.00	-	67,500.00	67,500.00	-	300,000.00
City Contribution - Transient Guest Tax	-	-	-	-	-	-	10,000.00
Contributions and Grants Revenue	70,000.00	70,000.00	-	74,100.00	74,600.00	(500.00)	444,935.00
Other Revenue	-	58.33	(58.33)	0.44	116.67	(116.23)	700.00
Total Revenue - Net	<u>70,310.69</u>	<u>76,608.92</u>	<u>(6,298.23)</u>	<u>66,690.12</u>	<u>75,007.19</u>	<u>(8,317.07)</u>	<u>698,320.35</u>
Occupancy Expense	4,583.90	3,632.87	(951.03)	11,524.20	7,271.42	(4,252.78)	42,690.10
General and Administrative Expenses	33,994.30	42,714.58	8,720.28	71,693.97	90,421.66	18,727.69	544,022.93
Other Expenses	490.59	677.00	186.41	1,438.05	1,354.00	(84.05)	9,124.00
Total Expenses	<u>39,068.79</u>	<u>47,024.45</u>	<u>7,955.66</u>	<u>84,656.22</u>	<u>99,047.08</u>	<u>14,390.86</u>	<u>595,837.03</u>
Net Increase/(Decrease) in budgeted assets	<u>31,241.90</u>	<u>29,584.47</u>	<u>1,657.43</u>	<u>(17,966.10)</u>	<u>(24,039.89)</u>	<u>6,073.79</u>	<u>102,483.32</u>
Capital Expenditures							100,000.00
Beneficial Interests in Trusts Incr/(Decr)	-	-	-	-	-	-	
Net Increase/(Decrease) in assets	<u>31,241.90</u>	<u>29,584.47</u>	<u>1,657.43</u>	<u>(17,966.10)</u>	<u>(24,039.89)</u>	<u>6,073.79</u>	<u>2,483.32</u>