

# PROGRESS REPORT

## PROJECT SUMMARY

### REPORT DATE

June 29, 2017

### PROJECT NAME

TPAC Success Metrics

### PREPARED BY

Larry Gawronski, Executive Director

## STATUS SUMMARY

1. **Total Fundraising** achieved through Q2 is \$122,979 which represents **54% of our annual goal of \$200,000.**
2. **Grants** - \$23,045 in grants have been received through Q2 - \$1,000 from the All State Foundation in January, \$4,545 from The Women's Fund of Topeka for STEAM (Science, Technology, Arts, Engineering and Mathematics for youth and \$17,500 from the Capitol Federal Foundation for youth programming and event support. **This represents 94% of our annual goal of \$25,000.**
3. **Trusts and Endowments** - \$47,434 has been received through Q2 (\$12,150 from the Dana Hummer Trust Fund in April and \$35,184 from the Craey-Greist Trust in June). **This represents 105% of our annual goal of \$45,000.**
4. **General Fundraising** - \$14,750 has been raised through Q2 (\$7,765 from TOPEKA GIVES on June 6 and \$6,985 from Friends of TPAC. **This represents 18% of our \$82,000 annual goal.**
5. **Direct Sponsorships** - \$37,750 has been raised (\$7,250 for GRAPE ESCAPE and \$30,500 for several main-stage shows). See #6 for show sponsorship details. **This represents 50% of our \$75,000 annual goal.**
6. **Six more main-stage bookings** have been secured for the fall of 2017 - Q1 booked shows were *Front Men of Country*, September 13 (a 9/11 Commemorative Show) with \$5,000 sponsorship from Security Benefit; *Liverpool Legends (Beatles Tribute)*, 9/23 with \$2,500 sponsorship from Security Benefit, \$1,500 from Vision Bank, \$1,500 from Advisors Excel and \$1,000 from Capitol Federal Bank; *KANSAS*, Oct. 6; *Todd Oliver & Friends*, Oct. 13 with the artist fee underwritten by the Helping Hands Humane Society as a fundraiser for the organization. Q2 shows booked were **Ronnie Milsap**, Aug. 31 with \$7,500 from Prairie Band Casino, **Midwest Clean Comedy** on Oct. 14, **US Air Force Band**, Oct. 18 with \$1,500 from Capitol Federal Foundation, **China Circus** on Nov. 4 with \$4,000 from Capitol Federal Foundation, **Larry Gatlin and the Gatlin Brothers Christmas Show** on Nov. 29 with \$7,500 from Prairie Band Casino and **Sesame Street Live** on Dec. 1. **The 10 Main Stage shows represent 125% of our 8 Show annual goal.**
7. **Event attendance** for Q2 totals 24,794. The event attendance total for year-to-date is 39,599 which represents **53% of our annual goal of 75,000 and an increase of 1% over 2016.**
8. **Event Days** total 42 for Q2 and 85 for the year-to-date. **This represents 43% of our annual goal of 200 event days.**
9. **Friends of TPAC memberships** - total 50 for Q2. **This represents 25% of our 200 Friends annual goal** with annual Friends renewal period coming in July/August and memberships sold at GRAPE ESCAPE in August.
10. **Season Tickets** - direct mailers were sent out to 1,400 households in June. Anticipated season ticket options will begin in July. They will be augmented by season tickets sold to Friends of TPAC and at GRAPE ESCAPE in August.
11. Our **Business Manager**, Lena Runnebaum, began work on June 20. She is undergoing orientation and training from VenuWorks Corporate June 26-29. Continued precise financial budgeting, reporting and forecasting is the end result.
12. Recruiting efforts for filling the **Development Manager** position are moving forward with expected completion by August 1, 2017. This will significantly enhance fundraising efforts.
13. The **Committee Structure** within the Board of Trustees is in full swing. The Committee Structure is attached. The Focus Group has already conducted two different sessions.
14. **Website Improvement** - Our new website - [www.topekaperformingarts.org](http://www.topekaperformingarts.org) - was unveiled in June and has received numerous compliments from visitors for ease of navigation, information and ticket sales.
15. The **Quarterly Event Attendance comparisons** for 2016 and 2017, current **Financials** and **Cash Forecast** 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	Total	% to Goal
Main Stage Performances	8	4	6			10	125%
Event Days	200	43	42			85	43%
Attendance	75,000	14,805	24,794			39,599	53%
Friends of TPAC Memberships	200	0	50			50	25%
Season Tickets	200	0	0			0	0%

<b>Total Fundraising</b>	<b>\$227,000</b>	<b>\$1,000</b>	<b>\$121,979</b>			<b>\$122,979</b>	<b>54%</b>
General Fundraising	\$82,000	\$0	\$14,750			\$14,750	18%
Direct Sponsorships	\$75,000	\$0	\$37,750			\$37,750	50%
Revenue from Trusts & Endowments	\$45,000	\$0	\$47,434			\$47,434	105%
Grants	\$25,000	\$1,000	\$22,045			\$23,045	92%

**TPAC BOARD COMMITTEES - 2017**

TRUSTEE	FRIENDS OF TPAC		GRAPE ESCAPE	GBHH	SCHOOL TIME	SHEFFEL THEATER	YOUNG ARTIST	SUSTAINER	COMMUNITY ENGAGEMENT
BROWN	LISA								
CHALLA	SHEKHAR								
DUNCAN	SPENCER							X	
FLEURANGES-PARKER	MICHELE			X					
HAUG	BRIAN		X						
HUGHES	BRYAN								X
KILEY/DANIELS	MIKE/JESSICA	X							
KNOLL	GARY							X	
SMITH	EDIE		X	X					
SORIA	ROBERT				X				
SOPER	SHARI								X
WEMPE	JIM							X	
YAGER	WIDGE		X						
DEVIN	ANDY								

# EVENT ATTENDANCE REPORT (SEE PROCEDURE EVM004)

SUMMARY OF EVENTS FOR CALENDAR YEAR (2017)

## January

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
<b>Monthly Total</b>	<b>8</b>	<b>14</b>	<b>1</b>	<b>5,108</b>

## February

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
<b>Monthly Total</b>	<b>8</b>	<b>21</b>	<b>7</b>	<b>6,404</b>

## March

Event Type	Events	Event Days	Use Days	Attendance
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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				
<b>Monthly Total</b>	<b>8</b>	<b>8</b>	<b>2</b>	<b>3,293</b>

<i>April</i>				
Event Type	Events	Event Days	Use Days	Attendance
Banquets	3	3	2	640
Concert				
Broadway/Theatrical-Commercial				
Community/Educational Theatrical	4	7	5	3,353
Family Shows	1	1	0	1,376
Convention				
Meeting/Conf				
Consumer Show				
Trade Show				
Wedding Reception				
Community/Civic				
Sporting				
Recreational Sports	1	2	0	80
Film/Movie				
Internal Use	1	2		21
<b>Monthly Total</b>	<b>10</b>	<b>15</b>	<b>7</b>	<b>5,470</b>

<i>May</i>				
Event Type	Events	Event Days	Use Days	Attendance
Banquets	2	2	0	350
Concert				
Broadway/Theatrical-Commercial	2	2	0	1,311
Community/Educational Theatrical	3	4	5	4,150
Family Shows				

Convention				
Meeting/Conf	1	1	0	150
Consumer Show				
Trade Show				
Wedding Reception				
Community/Civic	3	3	3	3,300
Sporting				
Recreational Sports				
Film/Movie				
Internal Use	2	3		91
<b>Monthly Total</b>	<b>13</b>	<b>15</b>	<b>8</b>	<b>9,352</b>

<i>June</i>				
<b>Event Type</b>	<b>Events</b>	<b>Event Days</b>	<b>Use Days</b>	<b>Attendance</b>
Banquets				
Concert	1	1	0	899
Broadway/Theatrical-Commercial				
Community/Educational Theatrical	7	6	8	8,594
Family Shows				
Convention				
Meeting/Conf				
Consumer Show				
Trade Show				
Wedding Reception	1	1	1	275
Community/Civic	1	2	0	150
Sporting				
Recreational Sports	1	2	0	50
Film/Movie	1	0	1	4
Internal Use				
<b>Monthly Total</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>9,972</b>
		<b>85</b>		<b>39,599</b>

# EVENT ATTENDANCE REPORT

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
<b>Monthly Total</b>	<b>6</b>	<b>8</b>	<b>4</b>	<b>5,559</b>

## 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
<b>Monthly Total</b>	<b>8</b>	<b>17</b>	<b>0</b>	<b>3,672</b>

## March

Event Type	Events	Event Days	Use Days	Attendance
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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
<b>Monthly Total</b>	<b>9</b>	<b>17</b>	<b>3</b>	<b>4,433</b>

***April***

<b>Event Type</b>	<b>Events</b>	<b>Event Days</b>	<b>Use Days</b>	<b>Attendance</b>
Banquets	3	3	1	350
Concert	2	2	0	1,057
Broadway/Theatrical-Commercial	1	1	2	1,797
Community/Educational Theatrical	2	3	5	2,519
Family Shows	1	1	0	1,375
Convention				
Meeting/Conf				
Consumer Show				
Trade Show				
Wedding Reception	1	1	1	250
Community/Civic	1	1	0	400
Sporting				
Recreational Sports				
Film/Movie				
Internal Use	3	3	0	62
<b>Monthly Total</b>	<b>14</b>	<b>15</b>	<b>9</b>	<b>7,810</b>

***May***

<b>Event Type</b>	<b>Events</b>	<b>Event Days</b>	<b>Use Days</b>	<b>Attendance</b>
Banquets				
Concert	1	1	0	763
Broadway/Theatrical-Commercial	0			
Community/Educational Theatrical	3	3	6	2,983
Family Shows				

Convention				
Meeting/Conf				
Consumer Show				
Trade Show				
Wedding Reception	1	1	1	250
Community/Civic	2	2	1	2,030
Sporting				
Recreational Sports				
Film/Movie				
Internal Use	3	3	0	207
<b>Monthly Total</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>6,233</b>

**June**

<b>Event Type</b>	<b>Events</b>	<b>Event Days</b>	<b>Use Days</b>	<b>Attendance</b>
Banquets	1	1	0	200
Concert				
Broadway/Theatrical-Commercial	0	0		
Community/Educational Theatrical	5	6	8	8,400
Family Shows	1	2	0	600
Convention				
Meeting/Conf	2	4	0	450
Consumer Show				
Trade Show				
Wedding Reception	2	2	2	650
Community/Civic				
Sporting				
Recreational Sports				
Film/Movie				
Internal Use	2	2	0	21
<b>Monthly Total</b>	<b>13</b>	<b>17</b>	<b>10</b>	<b>10,321</b>
		<b>84</b>		<b>38,028</b>

TPAC  
Profit Loss Statement  
April 2017  
Actual v Budget

	Current Month			Year-to-Date			2017
	Actual	Budget	Variance Favor/(Unfav)	Actual	Budget	Variance Favor/(Unfav)	Budget
<b>Programming</b>							
Programming Revenue	29,116.70	21,287.70	7,829.00	134,807.54	96,858.85	37,948.69	311,032.03
Programming Expenses	22,371.62	16,697.11	(5,674.51)	122,015.85	88,862.64	(33,153.21)	140,596.67
<b>Programming - Net</b>	6,745.08	4,590.59	2,154.49	12,791.69	7,996.21	4,795.48	170,435.35
<b>Fundraising</b>							
Fundraising Revenue	239.16	-	239.16	1,261.66	-	1,261.66	143,750.00
Fundraising Expense	-	-	-	-	-	-	61,500.00
<b>Fundraising - Net</b>	239.16	-	239.16	1,261.66	-	1,261.66	82,250.00
Sponsorship Revenue	4,100.00	3,200.00	900.00	17,430.00	12,300.00	5,130.00	76,630.00
Trusts & Endowments	7,097.00	7,096.00	1.00	7,097.00	7,096.00	1.00	48,305.00
Grants	12,253.84	-	12,253.84	12,253.84	10,000.00	2,253.84	10,000.00
City Contribution - Transient Guest Tax	-	-	-	-	-	-	10,000.00
<b>Contributions and Grants Revenue</b>	23,450.84	10,296.00	13,154.84	36,780.84	29,396.00	7,384.84	144,935.00
Other Revenue	16.06	58.33	(42.27)	17.33	233.33	(216.00)	700.00
<b>Total Revenue - Net</b>	30,451.14	14,944.92	15,506.22	50,851.52	37,625.55	13,225.97	398,320.35
Occupancy Expense	6,063.01	3,596.28	(2,466.73)	24,520.55	14,445.70	(10,074.85)	42,690.10
General and Administrative Expenses	41,842.42	43,996.56	2,154.14	156,200.90	177,936.81	21,735.91	544,022.93
Other Expenses	5.41	677.00	671.59	1,691.36	2,708.00	1,016.64	9,124.00
<b>Total Expenses</b>	47,910.84	48,269.84	359.00	182,412.81	195,090.51	12,677.70	595,837.03
<b>Net Increase/(Decrease) in budgeted assets (Excluding City of Topeka)</b>	(17,459.70)	(33,324.92)	15,865.22	(131,561.29)	(157,464.96)	25,903.67	(197,516.68)
Capital Expenditures							100,000.00
Beneficial Interests in Trusts Incr/(Decr)	-	-	-	-	-	-	
<b>Net Increase/(Decrease) in assets (Excluding City of Topeka)</b>	(17,459.70)	(33,324.92)	15,865.22	(131,561.29)	(157,464.96)	25,903.67	(297,516.68)
City Contribution - General Fund	67,500.00	-	67,500.00	135,000.00	67,500.00	67,500.00	300,000.00
<b>Net margin</b>	50,040.30	(33,324.92)	83,365.22	3,438.71	(89,964.96)	93,403.67	2,483.32

TPAC  
Balance Sheet  
As of April 30, 2017

	Unaudited Apr 30, 17	Unaudited Dec 31, 16
<b>Cash:</b>		
Operating	119,554.66	127,340.13
Board restricted	43,223.56	10,299.74
Event restricted	207,187.64	281,094.64
<b>Total Cash</b>	<u>369,965.86</u>	<u>418,734.51</u>
Accounts receivable	9,746.40	5,476.27
Prepaid	20,716.35	24,035.09
Equipment, net	10,478.07	10,478.07
Beneficial interest in trusts	949,225.00	949,225.00
Total assets	<u><u>1,360,131.68</u></u>	<u><u>1,407,948.94</u></u>
Accounts payable	55,188.64	82,242.48
Accrued expense	19,660.30	88,090.73
<b>Deferred revenue:</b>		
Sponsorships	19,080.00	21,630.00
Ticket sales	164,266.88	119,672.25
Other	64,973.01	62,789.34
<b>Total deferred revenue</b>	<u>248,319.89</u>	<u>204,091.59</u>
Total liabilities	323,168.83	374,424.80
<b>Net assets:</b>		
Unrestricted	87,737.85	84,299.14
Permanently restricted	949,225.00	949,225.00
Total net assets	<u>1,036,962.85</u>	<u>1,033,524.14</u>
Total liabilities and net assets	<u><u>1,360,131.68</u></u>	<u><u>1,407,948.94</u></u>

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

**TPAC Estimated Cash Forecast FY2017  
(as of 6/13/17)**

For MONTH Ending:	June 30, 2017	July 31, 2017	August 31, 2017	September 30, 2017	October 31, 2017	November 30, 2017	December 31, 2017	2017 Cash Flow	2017 Prelim Budget
<b>Actual Beginning Cash Balance - 6/1/17</b>	130,238	82,512	112,962	124,112	69,337	65,637	94,117	134,916	134,916
<b>Projected Cash Inflows:</b>									
Programming Revenue	33,550	3,000	24,500	9,825	87,675	16,230	72,300	622,125	508,870
Fundraising Revenue	7,500	25,000	73,000	2,500	2,000	16,500	1,500	133,000	105,000
Sponsorships Received	-	-	20,000	10,000	20,000	10,000	-	65,000	25,000
Contributions & Grants	-	-	-	-	-	-	-	12,150	10,000
Trust Distribution	-	-	-	-	-	-	-	42,281	35,000
Transient Guest Tax	-	-	-	-	10,000	-	-	10,000	10,000
City Allocation	-	67,500	-	-	-	67,500	-	270,000	300,000
Reduction in A/R	-	-	-	-	-	-	-	-	-
<b>Total Cash Inflows:</b>	41,050	95,500	117,500	22,325	119,675	110,230	73,800	1,154,556	993,870
<b>Projected Cash Outflows:</b>									
Reduction in A/P	10,400	-	-	-	-	-	-	90,245	90,245
Capital Expenditures	-	-	10,000	10,000	10,000	20,000	-	50,000	124,000
Programming Expense	20,500	1,700	15,000	8,750	65,025	8,400	33,050	456,735	378,740
Occupancy Expense	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000	37,284
General & Administrative Expense	10,000	10,000	10,000	15,000	10,000	10,000	10,000	130,000	129,550
Non-Event Payroll	40,875	34,850	34,850	34,850	34,850	34,850	40,875	378,500	392,611
Fundraising Expense	3,500	15,000	33,000	5,000	-	5,000	-	61,500	23,294
<b>Total Cash Outflows:</b>	88,775	65,050	106,350	77,100	123,375	81,750	87,425	1,208,980	1,175,724
<b>Net Increase/(Decrease) in Available Cash</b>	(47,725)	30,450	11,150	(54,775)	(3,700)	28,480	(13,625)	(54,424)	(181,854)
<b>Projected Ending Cash Balance</b>	<b>82,512</b>	<b>112,962</b>	<b>124,112</b>	<b>69,337</b>	<b>65,637</b>	<b>94,117</b>	<b>80,492</b>	<b>80,492</b>	<b>(46,938)</b>
Event net profit (loss) - See Note below.	13,050	1,300	9,500	1,075	22,650	7,830	39,250	165,390	130,130

**Note:** The cash flow reflects gross ticket sales whereas the financial statement budget nets those ticket sales against event costs for co-pro events which results in the difference between the cash flow and the budget in those categories. For City presentation purposes we "grossed-up" the budget amounts to more closely tie to CF.