







PROPOSAL SUBMITTAL

Presented to: City of Rochester Common Council c/o Jaymi Wilson

INTRODUCTION

The City of Rochester's Community Enrichment Team (CET) combines
the expertise and reputations of Civic Music, Parks & Recreation, and the
Public Library in a sustainable plan to activate Chateau Theatre as a gathering
space to celebrate, engage, and connect the community. Chateau Theatre stands
as a significant treasure in the architectural landscape of Rochester. The St. Paul firm
of Ellerbe Architects designed the Theatre, which was constructed in 1927. The firm also
collaborated with Henry Stanley Plummer in designing the National Historic Landmark Mayo Clinic
Plummer Building, which opened in 1928. In 1980, the National Parks Service added the Chateau Theatre
to its National Register of Historic Places. As noted in the Chateau Dodge Theatre Nomination Form, the front
façade features a "hybrid design of French and Byzantine styles" and the interior incorporates an "elaborate
plaster fantasy design reminiscent of medieval European architecture, with balconies, turrets, battlements,
gates, and arches". The extraordinary design, coupled with a rich legacy of serving as a community space for
entertainment, places the Chateau Theatre as a keystone in Rochester's historic fabric.

With more than 118,000 residents and over 3 million annual visitors to Rochester, CET designed a Chateau Theatre Activation Plan to drive COR Strategic Priorities and complement the Destination Medical Center (DMC) initiative. The Plan includes opportunities for city-led activities, community-led gatherings, and customer-led participation in the local economy. By offering a full calendar of quality, varied, and unique programming in this historic building, CET will celebrate diversity, connect people, and promote unity. The proposed Activation Plan will also generate more foot traffic to surrounding businesses. This increased activity through the Peace Plaza corridor supports a dynamic and safe gathering space next to the Mayo Clinic Complex, University of Minnesota Rochester, and Galleria at University Square.











SCOPE OF WORK

It is essential for all Rochester-area community members to recognize themselves in the services, programs, and spaces supported by municipal resources. The millions of visitors who pass through the downtown corridor should also feel welcomed and represented. The CET group proposes a unique and innovative project that will ensure all residents, downtown-area employees, local non-profits, civic institutions, and visitors are represented in this one-of-a-kind operating structure.

The CET Activation Plan incorporates income from rentals, theater user fees, concessions, and ticketing fees to offset operational expenses. CET plans to provide programming, marketing, and facility/rental management support to supplement 2.5 FTE hired for the Chateau Theatre. By building upon the City's "Forward Together" promise, teammates from Civic Music, Parks & Recreation, and the Public Library will leverage existing resources to ensure the Chateau Theatre is a space that is welcoming, accessible, and inclusive while fostering community collaborations.

Activation Overview

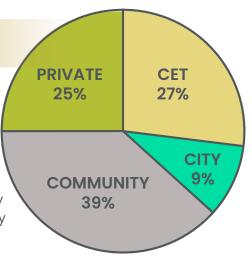
At the center of the Chateau Theatre Activation Plan is a commitment to the City's emerging diversity, equity, and inclusion (DEI) goals. Under this proposal, the space would be activated by Civic Music, Parks & Recreation, and the Public Library approximately 27% throughout the year. The programs would focus on offering inclusive cultural and educational experiences including: Global Music events, Speed Friending nights, Pride Prom dances, Adaptive Recreation activities, and more. Meanwhile, an estimated 39% of the Chateau's usage would be from community groups, non-profits, and other organizations hosting a wide range of activities: day-long conferences, community celebrations, classes, galas and annual meetings. These activities all have the potential to draw new community members to downtown Rochester, allowing some residents their first opportunity to step inside this historic building. An estimated 25% of assembly usage is earmarked for private gatherings, similar to rentals offered at the Plummer House. By combining all usage types, CET envisions a highly activated building with a full calendar of events. The ongoing usage will boost activity in the downtown corridor, drawing individuals with varying backgrounds and perspectives into an inclusive, unique, and welcoming space.

Approximately 9% of total usage would be designated for City departments. In addition to meetings and educational opportunities, the City could use the space to foster greater interaction between citizens and municipal services. Viewed as a welcoming space, the Chateau Theatre has the ability to bring together new audiences to interact with City representatives. The Chateau Activation Plan has the potential to be one of the most robust civic engagement projects within the City.



Community Usage

CET's Plan involves 180 days of activity including public and private events with time allotted for set-up and maintenance. There is opportunity for usage above and beyond 180 days because CET plans to concurrently open the lobby and mezzanine spaces with regular pop-up shops, exhibits, and social opportunities. In addition to compiling a list of CET events/activities for the Chateau Theatre, the team prepared a survey for community partners and participated in discussions with community groups and area businesses.



Early conversations between CET and Mayo Clinic have focused on exploring opportunities for multifaceted collaboration. Mayo Clinic has a legacy relationship with the Chateau dating back to when Dr. Charles H. Mayo turned the first shovel of earth to begin construction of the Chateau in 1927 and continuing across the decades. Mayo provided funding to help the City of Rochester purchase the Chateau and recognizes its unique role as "the heart of the Heart of the City" in terms of the DMC vision. The Chateau provides opportunities for Mayo Clinic to extend its educational mission to the community through performances, displays and other forms of creative outreach. Mayo Clinic also has experience in conservation/preservation, helping historic facilities such as Mayowood and the Mitchell Student Center (former Rochester Public Library) retain their distinctive character while also meeting the facility's contemporary physical/structural needs. While Mayo Clinic at this point cannot commit to a specific course of action, these topics suggest exciting avenues for future exploration.

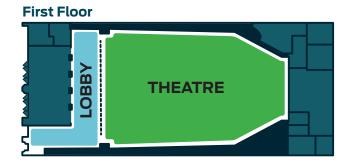
In September 2021, CET surveyed community partners regarding Chateau Theatre's potential activation. Of the 32 respondents, 50% were interested in renting the space for events and over 81% would partner with CET to offer free/low-cost community events. Community organizations also suggested a variety of events for the Chateau Theatre including local chorus and band concerts, music education programs, public theater performances, interpretive exhibits, forums, Life Enrichment and adaptive activities, farmer's markets, dinner receptions with keynote speakers, current affairs and historical lecture series, community input sessions, networking events, etc. CET envisions incorporating a scholarship fund to off-set rental fees for local non-profits with limited budgets.

Based upon this feedback and CET's current calendar of events, the team prepared a sample month to show a proposed activation schedule.



Sample Activation Calendar: February 2022





Second Floor

LOCATED IN THEATRE LOCATED IN LOBBY LOCATED IN MEZZANINE
COMMUNITY EVENT PRIVATE EVENT
CET EVENT

CITY EVENT

Σ

"Please include people with special needs in the future of this amazing opportunity."

-Survey Respondent

"Love the collaborative nature of the proposal and its use as a community gathering space."

Survey Respondent

Departmental Contributions

CET's teamwork to implement the Chateau Theatre Activation Plan includes:



- Manage Chateau Theatre calendar
- · Oversee Chateau Theatre budget
- Provide technical support for events/programs/activities
- Supervise a half-time Custodian (.5 FTE), a full-time Venue Manager (1 FTE), and a full-time Events & Community Outreach Coordinator (1 FTE) hired for Chateau Theatre starting year one
- · Design inclusive programming that celebrates diversity
- Coordinate Friends of Civic Music/Riverside Concerts volunteers to support events/operations
- · Facilitate community partnerships with a focus on equity and inclusion
- Market Chateau Theatre opportunities with a focus on underrepresented groups
- · Write grants and seek contributions exclusively for Chateau Theatre programs
- Provide City Council and Administration with Chateau Theatre updates quarterly



- Manage RecTrac, the Vermont Systems booking software for rentals and potentially for event ticketing
- Oversee rental payments and processing based upon City Finance standards
- Support Chateau Theatre contracted maintenance/preservation projects
- Design inclusive programming that celebrates diversity
- Facilitate community partnerships with a focus on equity and inclusion
- Market Chateau Theatre opportunities with a focus on underrepresented groups



- Design inclusive programming that celebrates diversity
- · Facilitate community partnerships with a focus on equity and inclusion
- Write grants and seek contributions exclusively for Chateau Theatre programs
- · Market Chateau Theatre opportunities with a focus on underrepresented groups
- Coordinate the rotating exhibit space

Contribution Highlights

- 2.5 FTE added to Civic Music team (NEW), funded by Chateau revenue
- Existing (already budgeted) programming and marketing funding utilized for events & activities
- Existing (already budgeted) music production funding utilitized
- CET departments will seek applicable grants, sponsors, and donations to support Chateau programming

Sustainability Goal

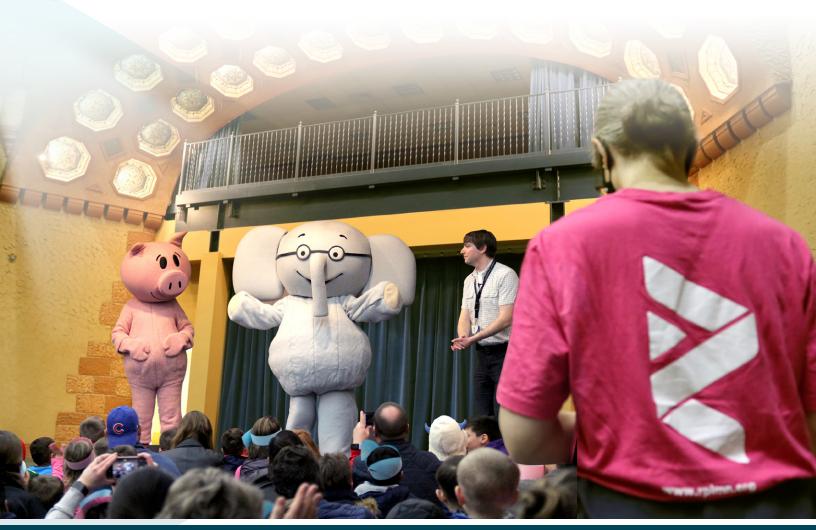
The Activation Plan does not take into account the establishment of a non-profit to seek grants, donations, etc. Since CET departments have long-standing experiences with fundraising organizations, a future 501(c)3 organization, with a development director, could generate income to offset costs.

Marketing & Public Relations Plan

While the Chateau Theatre itself has options for marketing and promotion (including a working marquee), CET's shared and proven marketing tools provide a significant advantage for activating the space. Civic Music, Parks & Recreation, and the Public Library have shared social media opportunities, a joint email marketing system, and the ability to pool resources to create and distribute marketing messages. Each department has communications staff to write, edit, create, and share promotional material. CET allows for valuable cross-promotion of enrichment activities, civic engagement opportunities, and information-sharing.

Civic Music currently owns one of the most valuable tools for marketing and promotion: registered domain rights to **chateautheatre.org** and **chateautheatre.net**. By utilizing a trusted dot-org domain, CET has the ability to redirect traffic to City webpages. The opportunities for cross-promotion of other City events, activities, and services are endless with ownership of Chateau web traffic.

For partnerships within Rochester, CET has a robust shared contact list and decades of successful partnerships with a wide-range of non-profit organizations to easily facilitate Chateau Theatre use. More importantly, CET will frequently seek input from partners serving underrepresented groups including: Diversity Council, Rochester Nonprofit Consortium, Cradle 2 Career, Intercultural Mutual Assistance Association, Families First, Rochester International Association, United Way, and more. The Activation Plan includes ongoing engagement with these organizations to actively seek additional opportunities to reach new audiences.



Sales Plan

With approximately 25% of the Chateau calendar blocked for private rentals, CET anticipates over \$131,000 in total rental income (year one). When combining rent with user fees, ticket fees, and concession sales, CET estimates \$224,000 in total earned income (year one). To reach those sales goals, the CET marketing team will be responsible for driving both online and physical traffic. Space rental pricing will vary, based on the type of organization using the space. Event tickets will average \$20, similar to pre-pandemic pricing for Civic Music events.

While not a foundational element to the CET Plan, a moderate rental revenue stream can be fostered through strong marketing, partnerships, referrals, and a dynamic building identity. The Chateau Theatre is well-known by Rochester residents, with business owners and individuals fondly remembering the location from previous uses. This fondness, along with a growing population and increasing demand for unique rental space, is expected to drive independent reservations.

Rentals from pop-up shops in the side lobby can also generate income. CET anticipates highlighting BIPOC entrepreneurs, which supports City goals of diversity, equity, and inclusion.

As traffic in the building increases and more people return to the bustling Peace Plaza, so will the awareness of private rentals. The Rochester Downtown Alliance reports that groups booking Peace Plaza are often searching for a complementary indoor location or space to serve as a backup.

Physical Description

With its current configuration and amenities, the Chateau Theatre offers an assembly area of 6,006 square feet with capacity for 390 people.





Above the assembly area sits an extensive lighting system suspended on a metal grid/ framework to accommodate performances. This area and the lobby exhibit many original reliefs and light fixtures that enhance the experience of visitors.

With a new roof and plans to update the first floor restrooms, Wi-Fi access, and the HVAC system, immediate activation is feasible. Plans also include adding a gender neutral/family restroom. For any capital improvements, CET will gain city approval and include receipt of required permits.

Current acoustical issues will need to be mitigated in order to offer certain programming. To accommodate contracted caterers, a small prep kitchen in the northwest corner of the first floor can be outfitted with a repurposed large refrigerator and narrow folding tables.







Physical Description Continued

The southeast corner of the lobby has potential to accommodate vendor carts/tables for pop-up shops that celebrate local artists and cultures. The main lobby can be set up with portable high-top tables for socializing before or after events and performances.

Several temporary walls located at the south end of the assembly area can be removed to maximize event seating. The temporary walls, as well as pipe and drape, can be reused on the north balcony for storage and green room space. This balcony is easily accessible via stairs or elevator. A nearby storage room with plumbing could be updated with a small sink and toilet. The balcony on the south end could be open for temporary exhibits with entry from the skyway. It could also feature large props or mood lighting.



In order to activate the assembly area of the Chateau, the City will need to invest in Furniture, Fixtures, and Equipment (FFE). These items will allow for the space to be transformed into a variety of configurations with audience, banquet, or open floor setup plans. To accommodate musicians, speakers, film screenings, readers, presenters, and audiences, the City will purchase audio/visual equipment, a projection system, portable stage, podium, banquet tables, and folding chairs. CET aims to create a unique space and setup to allow for pop-up shops of varying types with the purchase of banner stands and tables.

Regarding the historic preservation of Chateau Theatre, CET will mirror the process of consulting with experts used by Parks & Recreation to maintain the architectural integrity of the Plummer House. CET plans to work with the Minnesota Historical Society, historic preservationists, and historic architects to guide projects. To protect the interior stucco and decorative elements, stanchions will be used to guide traffic and reduce contact with historic features.

EXPERIENCE

Structure of Organization

CET brings together Civic Music, Parks & Recreation, and the Public Library in a Forward Together initiative to share resources and expertise. As Departments for the City of Rochester, CET is guided by the organization's Foundational Principles: "Compassion, Environmental Stewardship, Fiscal Responsibility & Sustainability, Public Safety, and Social Equity." By working across departments, CET teammates will preserve and activate the Chateau Theatre as a cultural, entertainment, and educational hub. This collaboration utilizes the organizational vision of a "vibrant, compassionate, [and] innovative team" to implement a Chateau Theatre Activation Plan that aligns with the City's Strategic Priorities: "Affordable Living; Economic Vibrancy & Growth Management; and Quality Services for Quality Living."



Civic Music, Parks & Recreation, and the Public Library provide enrichment experiences for everyone in the community. These Departments offer inclusive, relevant, recreational, educational, and entertaining spaces, facilities, programs, activities, and events for our diverse community members and visitors. COR's Community Enrichment Departments hire and retain well-trained, knowledgeable, friendly, and compassionate teammates to quarantee impactful services and welcoming environments. Since these teams have spent decades collaborating on initiatives, the Chateau Theatre Activation Plan capitalizes on strong inter-departmental relationships, merges knowledge, and maximizes skill sets.

Integral to the CET proposal is a commitment from three community-led boards: Civic Music Advisory Board, Park Board, and Public Library Board of Trustees. Each board, made up of individuals representing the Rochester community, supports the Chateau Theatre Activation Plan.



Civic Music

For the past 85 years, Rochester Civic Music has coordinated high quality, diverse, and accessible music and educational programs and events for area residents and visitors. In 2019, Civic Music reported program attendance of 48,972. As highlighted in its Artistic Vision Statement, Civic Music focuses on service and is able to "help make Rochester a more liveable community and contribute to the quality of life of its citizens." Civic Music aligns strategically to the City of Rochester's dedication to meeting DEI goals through a "commitment to serve all market segments by promoting diversity and access to the arts." In addition, the department "values the diversity of cultural expression and traditions, fosters the preservation and advancement of diverse musical genres, creates a sense of welcoming and belonging, enhances the enjoyment of life, and celebrates community when programming events."

The highest quality civic music and arts activities involve and represent the communities in which they serve. In 2020, Civic Music updated their vision to be more intentional about diversifying their work. Through new partnershipbuilding efforts and innovative programming, Civic Music is fostering a sense of welcoming and belonging.

EXPERIENCE CONTINUED

Civic Music Continued

Civic Music meets strategic goals through the following programs and services:

- Down by the Riverside Concert Series presenting free concerts that bring together approximately 40,000+ community members and visitors to concerts during the summer months, held at Mayo Park.
- forWARD Neighborhood Park Concert Series featuring free music throughout Rochester's six neighborhood Wards. Piloted in 2019, the program reached three wards during the pilot but expanded to all six wards in 2021.
- Extensive Community Outreach offering programming, mini-concerts, lectures, and demonstrations at schools, libraries, and other spaces.
- Downtown Activation through the Riverside Concerts Presents/ Riverside Live! Concert Series using events to activate Mayo Civic Center Presentation Hall and Auditorium, Civic Theatre Black Box, and Rochester Art Center.

By utilizing strong partnerships, business sponsors, grants, and community support, Civic Music enriches the Rochester experience. Chateau Theatre will provide a designated space for Civic Music events, unleashing new collaborations and opportunities. In September 2021, Civic Music, in partnership with the Diversity Council, submitted a National Endowment for the Arts "Our Town" grant proposal to expand global music programming at community venues. A prime location for these events would be the Chateau Theatre, providing greater access to global music experiences that celebrate a variety of cultures.



Parks & Recreation

For more than 100 years, the Park Board has served to improve the quality of life in Rochester with recreational spaces. Parks & Recreation manages accessible playgrounds, trails, restrooms, pools, Pipsqueaks indoor play zone, the Recreation Center, specialized bikes, Miracle Field with a barrier-free surface, and more. With over 100 City park areas operated by Parks & Recreation, these easily accessible and inclusive locations provide prime opportunities for people to play, connect, and relax. Recreational opportunities in the City include soccer, baseball, softball, frisbee golf, volleyball, golf, swimming, hockey, skating, cross country skiing, etc. Rochester parks are open from dawn to dusk for visitors unless otherwise designated by the Park Board.

Parks & Recreation manages trails stretching over 100 miles that connect with City bike lanes for cohesion. In addition to pathways to parks, the goal of these trails is to provide safe routes for primary transportation to work, retail, and other essential daily activities. This system ensures community members have easy access to playgrounds, fields,

open space, and nature, as well as paved paths for people who are pushing strollers, using mobility devices, running, biking, skating, walking, etc. As part of a master plan, a Parks & Recreation goal is to have every household in the community within a 10-minute walk from a park.

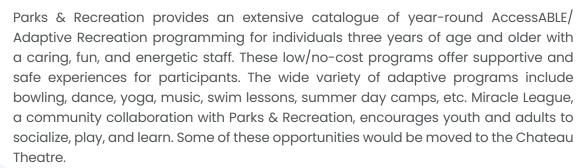
Since 1971, Parks & Recreation staff have maintained one of Rochester's most well-known historic sites: the Plummer House. Completed in 1924 and listed on the National Register of Historic Places in 1975, this English Tudor style home includes formal gardens, bird trails, and a water tower. At almost 100 years old, City teammates coordinate large restoration projects with contractors and support the caretaker with small repairs.



EXPERIENCE CONTINUED

Parks & Recreation Continued

Parks & Recreation utilizes RecTrac (Vermont Systems) as a rental management system for City properties including: park pavilions, Building Blocks Trailer, garden space, and more. The Plummer House is available for weddings, receptions, meetings, parties, etc. and holds 100 people. By utilizing RecTrac for Plummer rentals, Parks & Recreation staff are able to seamlessly provide online inquiries, booking, and payment services. The RecTrac system can also be used to manage Chateau Theatre reservations, with shared access for City teammates. CET is exploring RecTrac features to support event ticketing.







Public Library

In 1895, the City of Rochester officially opened the Rochester Public Library. Throughout the organization's history, access to information and resources have remained at the forefront of the library's mission. Today, the Public Library has a strong reputation and history of listening to and responding to community needs. The Public Library strives to address inequities by providing the

In 2018 the Institute of Museum and Library Services honored the Public Library with a National Medal for its dedication to equity and commitment to offering innovative services, maximizing partnerships, and providing welcoming spaces for all. Located in the heart of downtown, the Public Library opens its doors seven days a week with

over 470,000 visits annually to its main building and Bookmobile before COVID-19. Community members and visitors also look to the Public Library for inclusive meeting and activity spaces with technology support and flexible set-up options.

services people need to thrive and succeed.

RPL creates programs through partnership and relies on extensive community collaborations to offer a variety of programs to meet the interests and needs of community members. In 2019, the Public Library reported attendance totaling over 119,000 at nearly 3,500 programs. In many situations, the Public Library can stream and record presentations to reach more people. Often, programs have been so popular the library's 25-year-old auditorium that cannot accommodate the audience turnout.



EXPERIENCE CONTINUED

Public Library Continued

The Chateau Theatre could double the capacity for activities including:

- Naturalization Ceremonies previous ceremonies welcomed approximately 50 individuals and their families, as participants took the Oath of Citizenship. At each event, immigrants from dozens of countries were represented.
- Social Justice Events by combining creative expression with activism, groups of teens engage around social justice causes that are important to the community.
- **Speed Friending** a connection-building activity for newcomers and seasoned residents alike, matching people based on interests.
- PrideProm an after-hours event for LGBTQIA+ teens, providing a safe space for dancing and socializing, attracts attendance from throughout Southeast Minnesota.
- Stuffed Animal Storytime a wildly popular activity that invites children and their stuffed animals to listen to stories at an evening event, followed by a "sleepover" for the "stuffies."
- League of Women Voters events community engagement activities with candidate forums, as well as programs about the redistricting process, voter rights, and other related civic topics.

The Public Library uses exhibits on history, art, science, and social awareness to educate audiences of all ages. These exhibits frequently highlight scheduled library events, and have included: RMS Titanic (2009); the award-winning RACE: Are We So Different? (2010 & 2019); Faces of Homelessness (2011); Circular Document (2015); Felted Sculpture Display (2016); Green Card Voices (2017); Pollinator (2018); Square Foot Gallery (2018-2020); and Fallen Hero Portraits (2018).

The Library is well-positioned to partner with our non-profit community to collaborate on these and other groundbreaking activities within the Chateau Theatre.

The Community **Enrichment Team Theatre Activation Plan** provides substantial benefits to Rochester



Diversity, Equity, and Inclusion Welcomes all to provide a sense of belonging.



Civic Pride Showcases Rochester through a variety of quality events.



Activation Promotes regular activity during day, evening, and

weekend hours.



Economic Impact Supports visitor and resident foot traffic to Downtown businesses.



Stewardship Preserves interior and exterior of the Chateau.



Sustainability Produces long-term success through proven partnerships and COR departmental track record.



Accountability **Guarantees strong** communication with City Council and Administration.





PROVEN SUCCESS

CET 2019 Community Engagement

DEPARTMENTS	EVENTS	ATTENDANCE				
Civic Music	61	48,972				
Public Library	3,431	119,456				
Parks AccessABLE Recreation	185	2,062				
Parks Plummer House Usage	84	6,300				
TOTAL	3,761	176,790				

Inter-departmental relationships provide the core for the CET Chateau Theatre Activation Plan. All three Departments possess extensive programming and partnership experience. Parks & Recreation and the Public Library also bring experience with rental spaces. For expenditures and revenues, all three Departments use transparent procedures set by City Finance. The Team also combines proven marketing techniques for an expansive reach to community members and visitors. Civic Music, Parks & Recreation, and the Public Library often secure and manage grants for programs/projects including Legacy Funds associated

with Minnesota's Clean Water Land & Legacy Amendment. Parks & Recreation has experience operating, maintaining, and preserving the Plummer House. Civic Music adds its ability to secure international and national performers for featured events. By working together, CET plans to activate a vibrant calendar with offerings that represent our diverse community. The Plan's organizational infrastructure ensures consistency, accountability, and sustainability. Most importantly, the Chateau Theatre Activation Plan promotes a space that welcomes all to connect, learn, enjoy, and create--driving the COR's Strategic Priorities.

City of Rochester Strategic Priorities Guide CET Chateau Theatre Activation Plan





Quality City Services for Quality Living



Economic Vibrancy & Growth Management



KEY CET TEAM LEADERS



Christopher Alcott

Christopher Alcott has served as the Assistant General Manager of the Rochester Music Dept./Rochester Civic Music since 1999, and was recently named Interim General Manager. His experience includes managing concert events (curation/marketing/audience development/grant writing/fundraising). He studied at University of Wisconsin-Eau Claire, Winona State University, and St. Mary's University of Minnesota. In collaboration with staff and community partners, and with the guidance of the CET team and the Rochester Civic Music Advisory Board, Chris will administer and manage an accessible and inclusive arts program that celebrates diversity and community at the Chateau Theatre.

Rochester Civic Music Interim Director Chris Alcott 201 4th Street SE Suite 170 Rochester, MN 55904 507-328-2208 chris@riversideconcerts.com



Paul Widman

Paul Widman has been Director of Parks & Recreation for the past seven years. He previously worked for the Metro Nashville Tennessee Parks & Recreation Department. Paul's team will coordinate maintenance support for the building, facilitate rentals in RecTrac, manage account receivables, cross-coordinate with other Parks & Recreation facilities, and leverage community partnerships.

Rochester Parks & Recreation Director Paul Widman 201 4th Street SE Suite 150 Rochester, MN 55904 507-328-2527 pwidman@rochestermn.gov



Audrey Betcher

Audrey Betcher, with an MLS from the University of Missouri at Columbia, has served as the Director of Rochester Public Library since 2000. In 2020, Audrey and her team created action steps for a new strategic plan--designed by the RPL Board of Trustees from conversations with over 120 community members--that focuses on Equity, Connections, and Infrastructure. Audrey will work with her team to build new community partnerships, create dynamic events, manage exhibits, and support the marketing of the Chateau Theatre.

Rochester Public Library Director Audrey Betcher 101 2nd Street SE Rochester, MN 55904 507-328-2344 abetcher@rplmn.org

CET REFERENCES

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CHATEAU THEATRE BUDGET AT-A-GLANCE

This budget assumes the following:

- The goal of this proposal is to activate the Chateau Theatre as a turn-key operation to support CET programs, ticketed performances, community collaborations, City community engagement initiatives, educational activities, exhibits, and private events. In order to accomplish this goal, the City would pay the initial cost of purchasing FFE.
- · Chateau Theater earned revenue would cover the cost of a .5 FTE custodial position, 1 FTE Venue Manager, and 1 FTE Event & Community Outreach Coordinator.
- · A portion of the rental income would accrue and cover the cost of FFE maintenance.
- · Parks would continue to maintain the building for all small to medium projects.
- · The City would continue to pay utilities, occupancy costs, and fund capital improvements.
- Net revenue would be reinvested into a Chateau Enterprise Fund.

BUDGET

Pro-forma Activity Summary		Year 1	Year 2		Year 3		Year 4		Year 5
Theater	Performances	\$ 38.00	\$ 40.00	\$	42.00		\$ 44.00	\$	46.00
	Attendance	\$ 9,438.00	\$ 10,101.00	\$	10,779.60		\$ 11,473.80	\$	12,183.60
	Total Use Days	\$ 186.00	\$ 194.00	\$	203.00		\$ 211.00	\$	220.00
Estimated Base Rent Collected	Resident Users	\$ 17,550.00	\$ 17,901.00	\$	18,259.02		\$ 18,624.20	\$	18,996.68
	Other nonprofits	\$ 20,475.00	\$ 22,376.25	\$	24,345.36		\$ 26,384.28	\$	28,495.03
	Commercial users	\$ 27,300.00	\$ 29,835.00	\$	32,460.48		\$ 35,179.05	\$	37,993.37
	Meetings and Events	\$ 35,100.00	\$ 37,791.00	\$	40,575.60		\$ 43,456.47	\$	46,436.34
	Weddings	\$ 51,187.50	\$ 55,692.00	\$	60,356.21	П	\$ 65,184.70	\$	70,182.20
	Total	\$ 151,612.50	\$ 163,595.25	\$	175,996.67		\$ 188,828.70	\$	202,103.61

Pro-forma Budget Summary	Year 1	Year 2	Year 3	Year 4	Year 5
Earned Income					
Rental Income	\$ 151,612.50	\$ 163,595.25	\$ 175,996.67	\$ 188,828.70	\$ 202,103.61
Theater User Fees	\$ 26,581.33	\$ 28,480.00	\$ 30,378.67	\$ 32,277.33	\$ 34,176.00
Concessions	\$ 23,595.00	\$ 25,757.55	\$ 28,037.74	\$ 30,440.22	\$ 32,969.80
Ticketing Fees and Subscriptions	\$ 42,471.00	\$ 46,363.59	\$ 50,448.53	\$ 54,730.03	\$ 59,334.13
	\$ 244,259.83	\$ 264,196.39	\$ 284,861.60	\$ 306,276.28	\$ 328,583.55
Contributed Income					
Civic Music Contribution	\$ 5,200.00	\$ 5,408.00	\$ 5,624.32	\$ 5,849.29	\$ 6,083.26
	\$ 5,200.00	\$ 5,408.00	\$ 5,624.32	\$ 5,849.29	\$ 6,083.26
Total Income	\$ 249,459.83	\$ 269,604.39	\$ 290,485.92	\$ 312,125.57	\$ 334,666.81
Operating Expenses					
New Personnel (FTE and Event Based Staff)	\$ 192,816.85	\$ 245,570.87	\$ 253,982.26	\$ 262,589.04	\$ 271,397.06
Chateau Marketing	\$ 13,500.00	\$ 20,048.00	\$ 27,166.00	\$ 34,565.00	\$ 42,315.00
Box Office/Ticketing	\$ 3,200.00	\$ 3,296.00	\$ 3,394.88	\$ 3,496.73	\$ 3,601.63
Liquor License and Insurance	\$ 5,200.00	\$ 5,356.00	\$ 5,516.68	\$ 5,682.18	\$ 5,852.65
Contribution to FFE Maintenance Fund	\$ 30,076.98	\$ -	\$ 426.10	\$ 5,792.63	\$ 11,500.48
Total Operating Expenses	\$ 244,793.83	\$ 274,270.87	\$ 290,485.92	\$ 312,125.57	\$ 334,666.81
Popular of Organisms		A (4 CCC 40)	¢ (0.00)	6 (0.00)	6 000
Result of Operations	\$ 4,666.00	\$ (4,666.48)	\$ (0.00)	\$ (0.00)	\$ 0.00

City investment for Furniture, Fittings, and Equipment

\$650,000.00

Audio, lighting, projection, staging equipment, and seating

CIVIC MUSIC BALANCE SHEET

Revenue

Grants	\$52,250.00		
Earned Revenue	\$10,300.00		
Contributed Revenue	\$100,000.00		
TOTAL RCM REVENUE	\$162,550.00		
TAX LEVY APPROPRIATION	\$839,768.00		
TOTAL REVENUES	\$1,002,318.00		

Expenses

Personnel Costs	\$585,920.00
Contractual Services	\$492,598.00
Materials & Supplies	\$4,950.00
Other Expenses	\$18,850.00

TOTAL EXPENDITURES	\$1,102,318.00
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CIVIC MUSIC FINANCIAL STATEMENT YTD

	FY 2021 Approved	Current RCM Cash Position	Projected Fiscal Year-End
REVENUES:	\$1,102,318.00	\$163,505.76	\$1,013,620.76
EXPENDITURES:	\$1,102,318.00	\$936,459.12	\$1,383,941.21
SURPLUS/(DEFICIT)	\$0.00	(\$772,953.36)	(\$370,320.45)
ADD: Tax Levy Support as of Run Date		\$839,768.00	
Operating Surplus/Deficit as of Run Date		\$66,814.64	
YEAR-END ADJUSTING ENTRIES: Encumbrances Brought Forward from FY 2020 FY 2021 Encumbrances Forward to FY 2022 Increase/(Decrease) in Endowment Corpus Other Year-End Adjusting Entries ADD: Year-End Adjusting Entries ADD: Current Accumulated Surplus/(Deficit)			\$378,062.00 \$0.00 \$0.00 \$0.00 \$378,062.00
NET SURPLUS/DEFICIT			\$7,741.55