



**Arts and Culture Department
Operational Overview and Budget Discussion
April 27, 2017**



Arts and Culture is:

- Essential to a healthy and civically-engaged society;
- A tool to engender, promote and support innovation, human wellbeing;
- An investment in the creative economy.





Mission: Strengthen, for all, the creative, social and economic fabric of our community and region through inspiring, relevant, engaging and transformational cultural experiences and cross-sector collaborations.

Desired Outcomes

- Provide extraordinary experiences through learning, discovery & creativity
- Increase public participation, diversity and support
- Provide/create community gathering places
- Build strong partnerships to broaden access, reach and quality





Recent Accomplishments

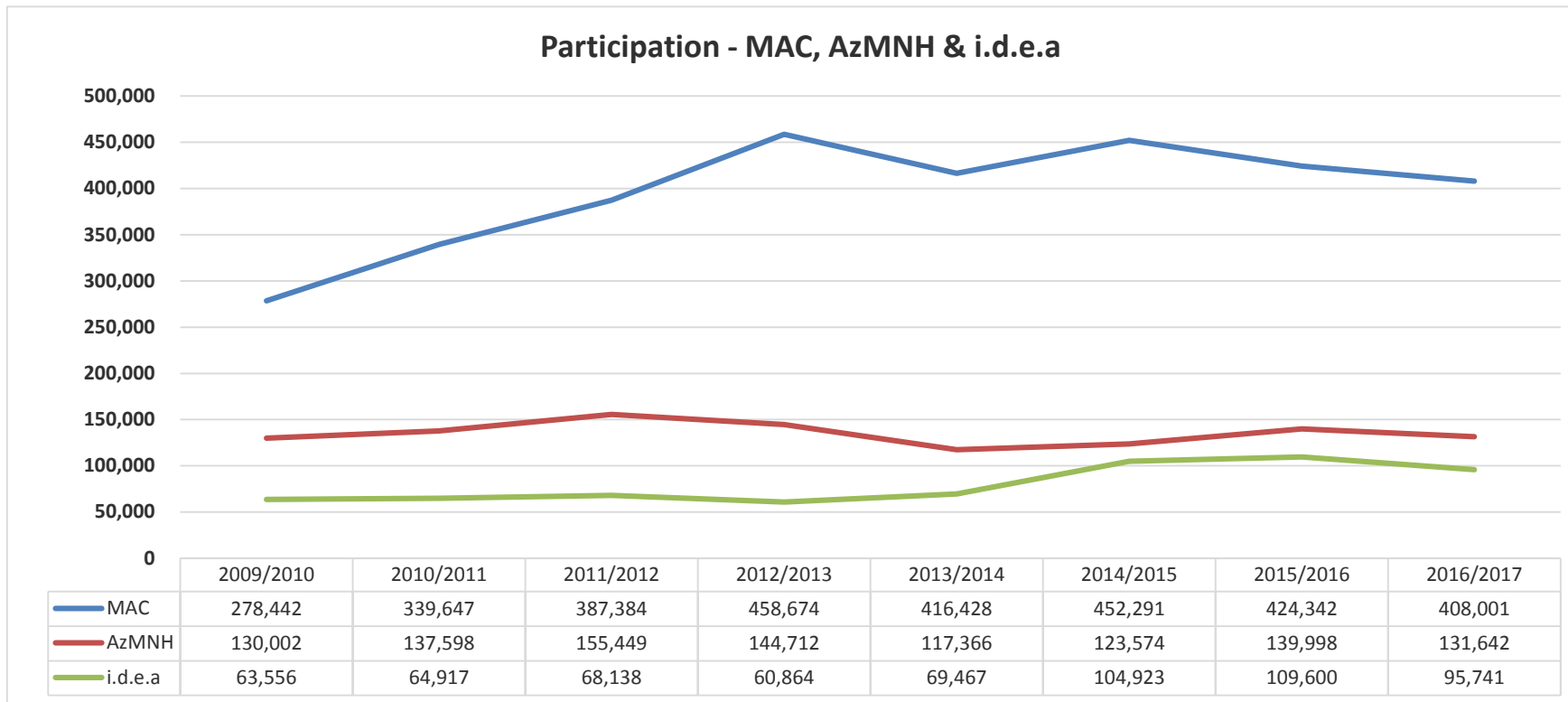
- MAC's Creative Aging -- \$72,450 grant for *Arts in Mind* for adults w/low-to-moderate dementia
- Project Lit—MAC's K-12 Education Programs (serves 45k)
- Pre-K “Playful Learning in the Park”, new skill builder’s class
- MAC's Creative Catalysts
- i.d.e.a. Museum—Piper Trust grant “Securing Our Destiny: Bolstering Our Development” and Agile Program
- i.d.e.a. Museum— successful fundraising event.
- AZMNH—Donation of Grubb Collection, over 500 objects
- AZMNH—Program Revenue increased 181%; Success of Beer & Bones Fundraiser



Measuring Success

Measures: Participation, Revenues, Volunteers, Members

Chart Below: Participation



Measuring Success

- **Patron Satisfaction with Customer Service:** 87% (excellent and very good)
- **Patron Satisfaction with Programming:** 91% (excellent and very good)
- **According to 2016 Performing Arts Center Stats Report:**
 - **Earned Revenue as % of Total Revenue**
 - MAC 48% Like Group of Perf. Arts Centers 40%
 - **Total Use Days Per Venue**
 - MAC 187 Like Group of Perf. Arts Centers 177



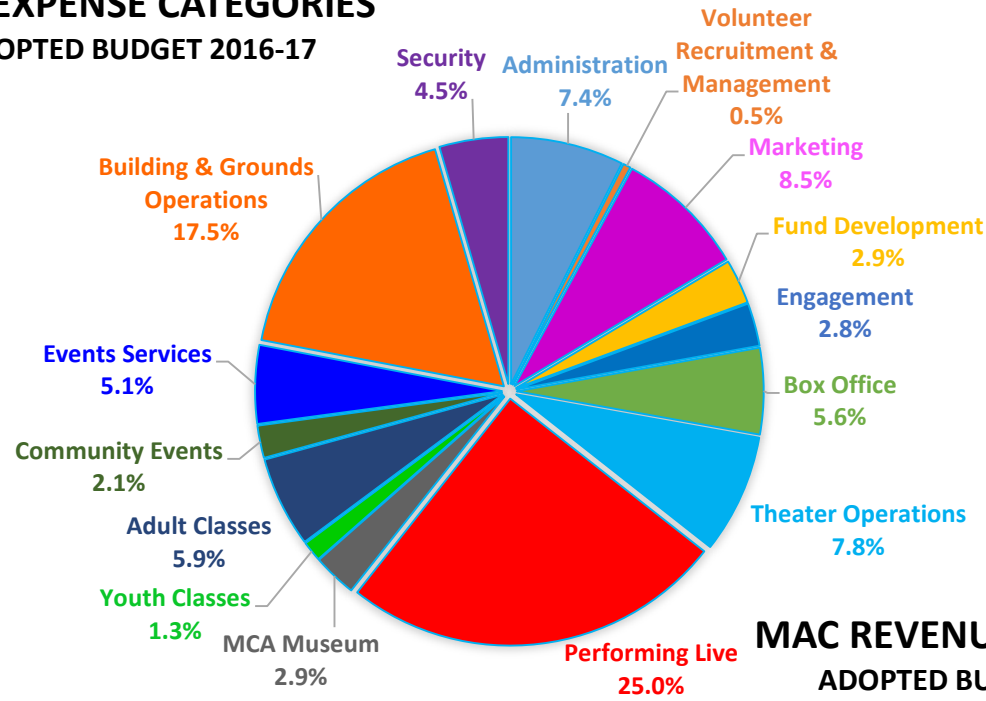


Overview of Funding Sources

- Mesa's General Fund contributes a base level of funds annually.
- Other MAC funding includes grants, such as AZ Commission on the Arts, MAC Foundation, BCBS of AZ, fundraisers and others.
- Other i.d.e.a. Museum funding includes Board contributions, memberships, admissions, fundraisers and grants.
- Other AZMNH funding includes grants, Board and Foundation contributions, admissions and fundraising.

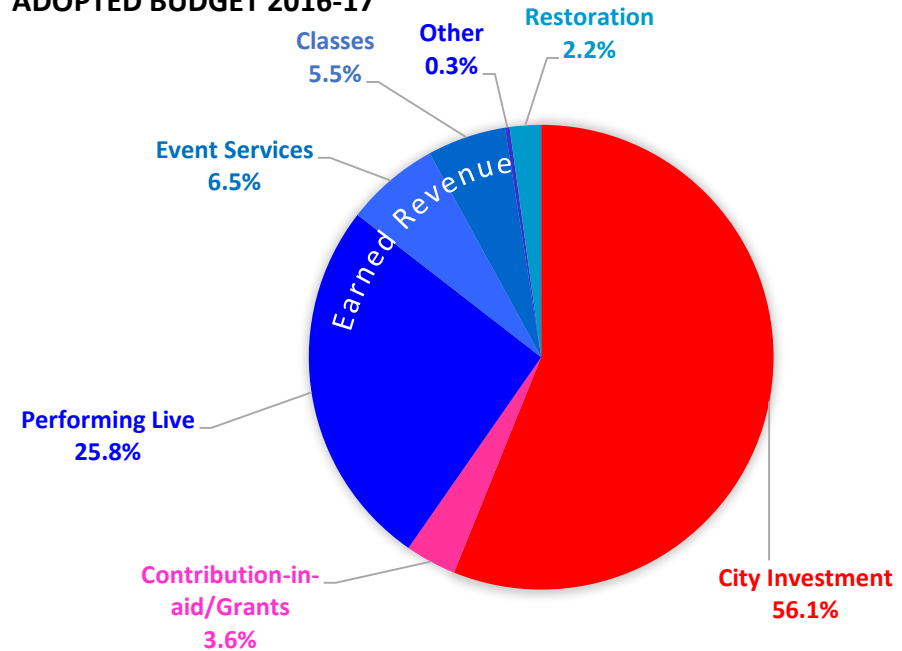
MAC EXPENSE CATEGORIES

ADOPTED BUDGET 2016-17



MAC REVENUE CATEGORIES

ADOPTED BUDGET 2016-17



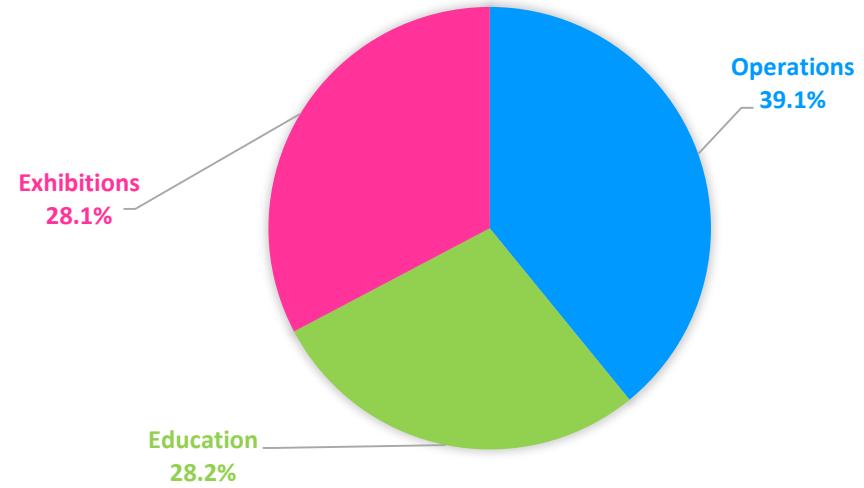
MESA
ARTS
CENTER



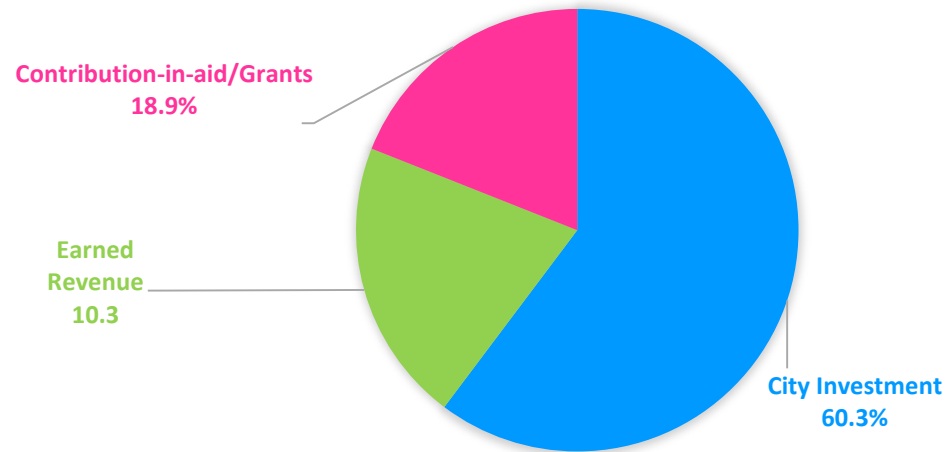
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I.D.E.A EXPENSES CATEGORIES ADOPTED BUDGET 2016-17

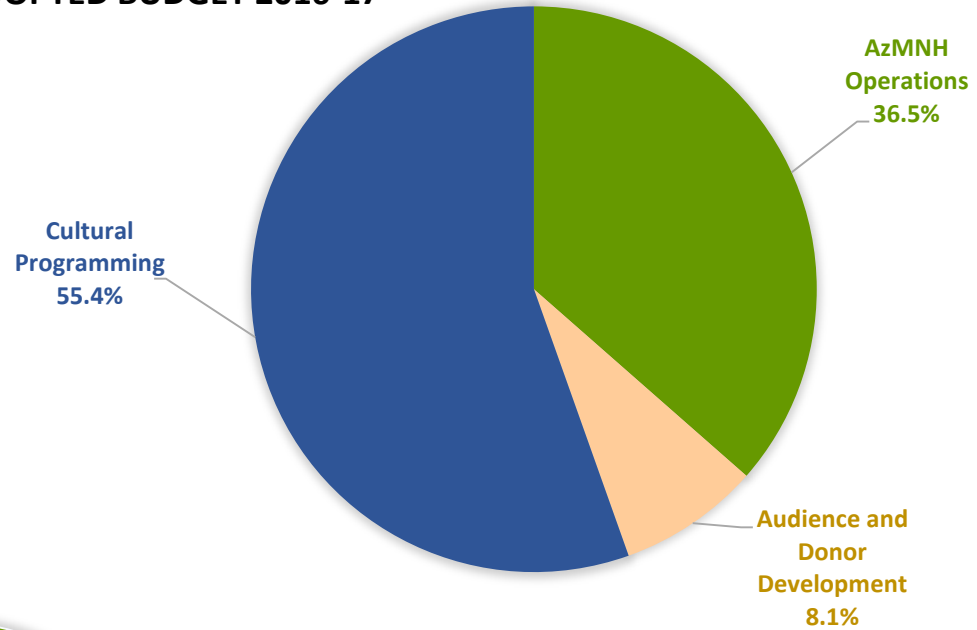


I.D.E.A REVENUE CATEGORIES ADOPTED BUDGET 2016-17

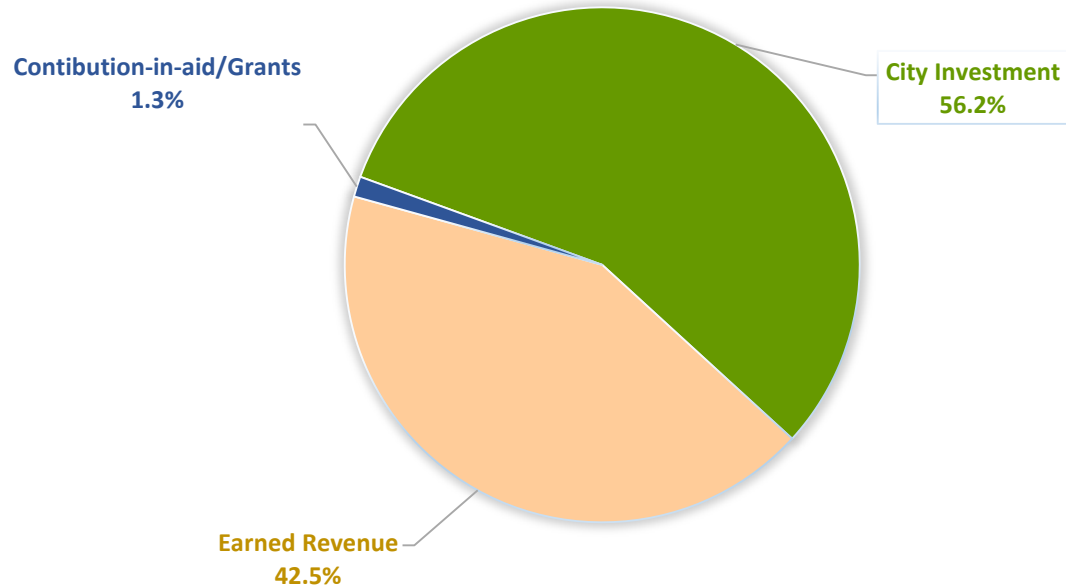




AZMNH EXPENSES CATEGORIES ADOPTED BUDGET 2016-17



AZMNH REVENUE CATEGORIES ADOPTED BUDGET 2016-17





Budget Adjustments for FY17/18

- **Mesa Arts Center**

- \$100k: Raising service fees by .50 (fees remain competitive)
- \$50k: Rental increases in line with last several years
- \$53k: Savings from new, lower cost campus radios and minor reductions in materials and supplies.
- \$70k: Reduce festivals and admin and replace with sponsorship dollars.
- Salary savings from position elimination following planned retirement this year.

- **i.d.e.a. Museum**

- \$38,000: Extra revenue resulting from expanded hours on Friday evenings and increased numbers of classes and workshops.

- **AzMNH**

- \$38,000: Increase in revenue projections, based on exceeded revenue goals during last two years.



Budget Summary by Fund

Fund	FY 15/16 Year End Actuals	FY 16/17 Adopted Budget	FY 16/17 Year End Estimate	FY 17/18 Estimated Budget
Expense				
Arts and Culture				
General Fund	-\$3,158	-	-	-
Grants - Gen. Gov.	\$114,510	\$96,852	\$312,617	\$147,924
Special Programs Fund	\$572,072	\$518,527	\$650,861	\$578,594
Mesa Arts Center Restoration Fee	-\$348	\$682,000	\$70,000	-
Arts and Culture Fund	\$14,284,790	\$13,141,823	\$13,242,181	\$13,740,654
Arts and Culture Total	\$14,967,866	\$14,439,202	\$14,275,659	\$14,467,172
Expense Total	\$14,967,866	\$14,439,202	\$14,275,659	\$14,467,172
Revenue				
Arts and Culture				
General Fund	\$264,330	-	-	-
Grants - Gen. Gov.	\$141,485	\$62,650	\$377,811	\$123,000
Special Programs Fund	\$472,454	\$628,650	\$640,108	\$726,814
Mesa Arts Center Restoration Fee	\$330,780	\$250,000	\$300,204	-
Arts and Culture Fund	\$7,139,465	\$5,336,806	\$5,915,041	\$6,085,806
Arts and Culture Total	\$8,348,514	\$6,278,106	\$7,233,164	\$6,935,620
Revenue Total	\$8,348,514	\$6,278,106	\$7,233,164	\$6,935,620



Expense Budget Summary by Area

	FY 15/16	FY 16/17	FY 16/17	FY 17/18
Core Business Processes	Year End Actuals	Adopted Budget	Year End Estimate	Estimated Budget
Expense				
Arts and Culture				
Arizona Museum of Natural History				
Audience and Donor Development - AZMNH	\$125,360	\$131,273	\$129,281	\$139,864
Cultural Programming - AZMNH	\$922,602	\$898,965	\$940,721	\$971,721
Operations-AZMNH	\$486,649	\$591,400	\$579,267	\$621,405
i.d.e.a. Museum				
Education-i.d.e.a.	\$337,549	\$376,147	\$400,381	\$402,335
Exhibitions-i.d.e.a.	\$390,691	\$437,134	\$449,827	\$443,130
Operations-i.d.e.a.	\$455,415	\$522,453	\$542,453	\$586,556
Mesa Arts Center				
Adult and Youth Studio Classes	\$782,091	\$831,749	\$831,749	\$780,350
Education and Engagement	\$243,121	\$323,437	\$425,887	\$336,272
Fund Development	\$1,446,046	\$1,315,847	\$1,309,847	\$1,269,012
Mesa Arts Center Operations	\$5,878,243	\$6,079,685	\$5,770,134	\$5,512,712
Performing Live	\$3,818,673	\$2,874,243	\$2,839,243	\$3,346,730
Volunteer Recruitment and Management	\$81,427	\$56,869	\$56,869	\$57,085
Arts and Culture Total	\$14,967,866	\$14,439,202	\$14,275,659	\$14,467,172
Expense Total	\$14,967,866	\$14,439,202	\$14,275,659	\$14,467,172



Revenue Budget Summary by Area

	FY 15/16	FY 16/17	FY 16/17	FY 17/18
Core Business Processes	Year End Actuals	Adopted Budget	Year End Estimate	Estimated Budget
Revenue				
Arts and Culture				
Arizona Museum of Natural History				
Audience and Donor Development - AZMNH	\$8,000	\$3,000	\$9,500	-
Cultural Programming - AZMNH	\$60,629	\$25,850	\$91,861	\$90,000
Operations-AZMNH	\$828,314	\$680,800	\$779,000	\$718,000
i.d.e.a. Museum				
Education-i.d.e.a.	\$108,288	\$149,688	\$149,688	\$130,000
Exhibitions-i.d.e.a.	\$49,192	\$54,858	\$54,858	\$52,962
Operations-i.d.e.a.	\$292,968	\$326,286	\$374,286	\$476,534
Mesa Arts Center				
Adult and Youth Studio Classes	\$710,152	\$726,000	\$773,000	\$737,000
Education and Engagement	\$95,207	\$156,110	\$304,560	\$180,275
Fund Development	\$229,441	\$40,000	\$40,000	\$5,000
Mesa Arts Center Operations	\$1,857,050	\$1,151,823	\$1,589,200	\$1,032,158
Performing Live	\$4,109,646	\$2,963,691	\$3,067,210	\$3,513,691
Volunteer Recruitment and Management	-	-	-	-
Arts and Culture Total	\$8,348,889	\$6,278,106	\$7,233,164	\$6,935,620
Revenue Total	\$8,348,889	\$6,278,106	\$7,233,164	\$6,935,620

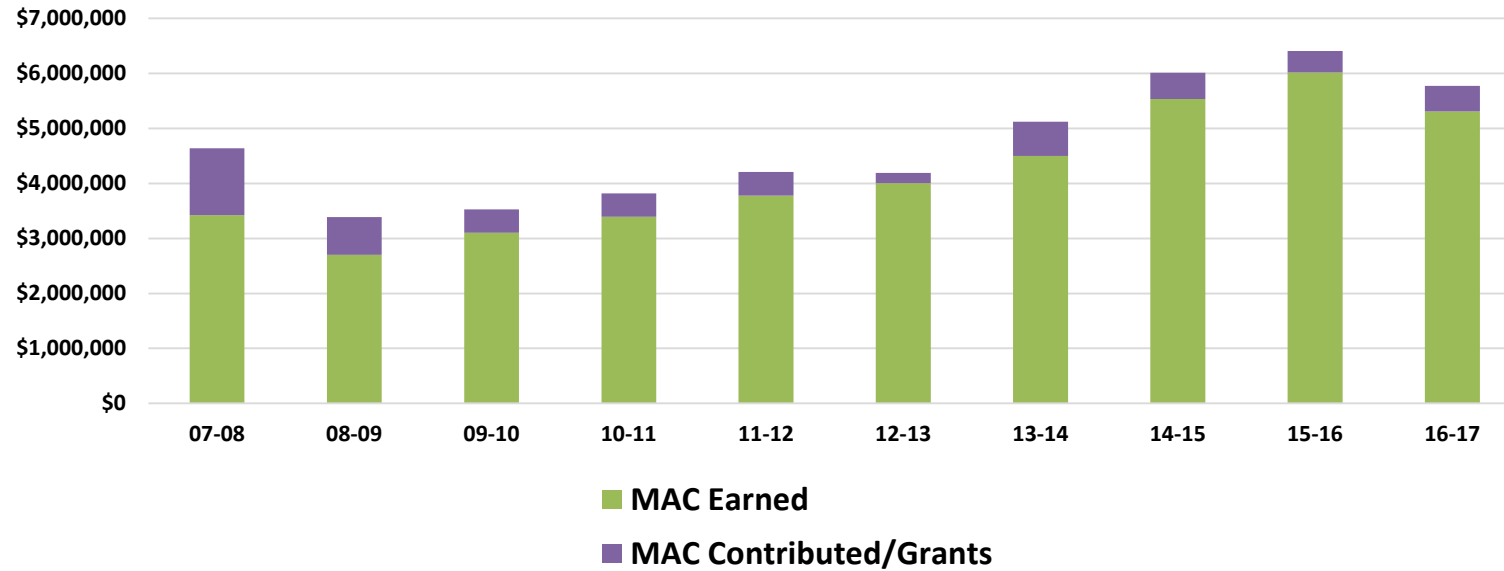


QUESTIONS?

USE DAYS OF THEATERS AT MESA ARTS CENTER BY THEATER AND DAY OF WEEK FOR 2016-17

For 2016-17 Fiscal Year	Farnsworth Studio	Nesbitt-Elliott Playhouse	Piper Theater	Ikeda Theater	Total Use Days by Day of Week	Total Unused Days by Day of Week
Sunday	28	42	32	28	130	78
Monday	20	34	24	18	96	112
Tuesday	30	38	32	30	130	78
Wednesday	30	40	30	30	130	78
Thursday	32	39	31	30	132	76
Friday	30	38	30	36	134	74
Saturday	32	45	38	39	154	54
Total Use Days by Theater	202	276	217	211		
Total Unused Days by Theater	163	89	148	154		
Average Use Days per Venue increased from 187 days in 2016 to 227 days in 2017 (with possibly a few more bookings by year-end).						

Mesa Arts Center Earned & Contributed Revenues Trendline

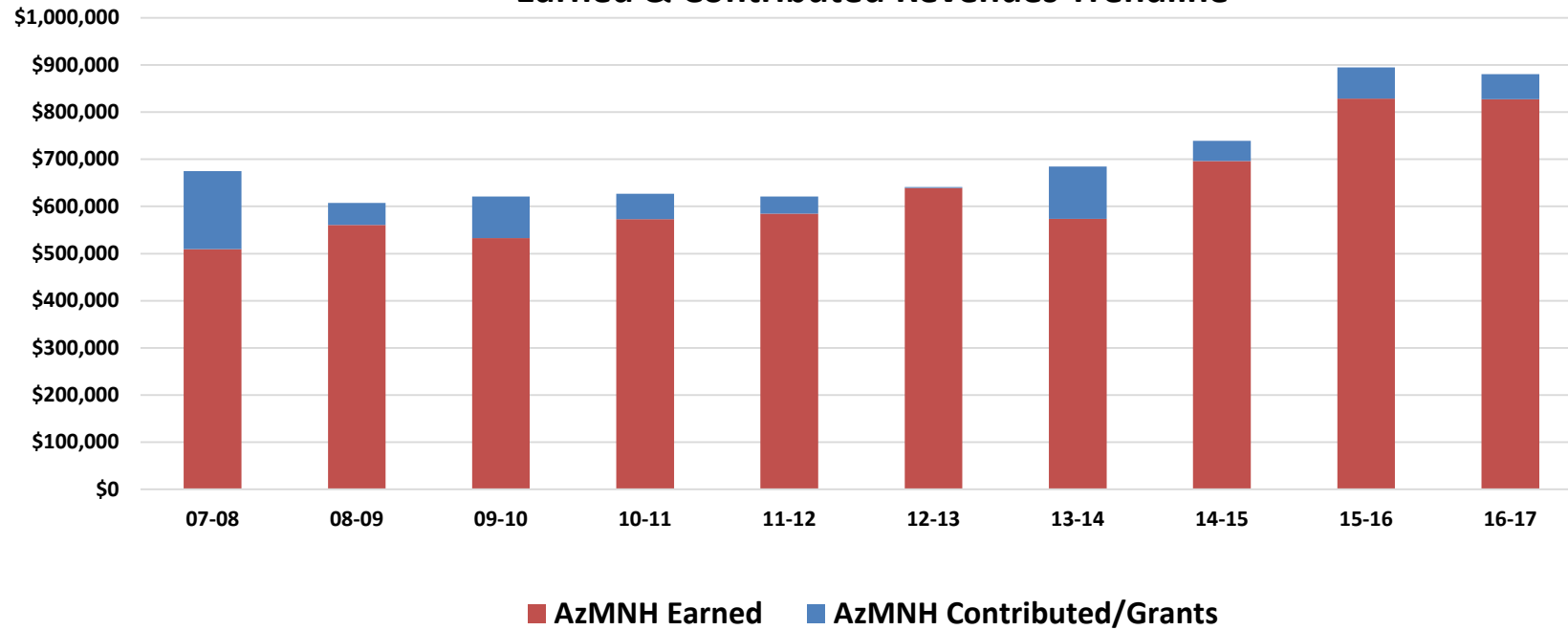


NOTES:

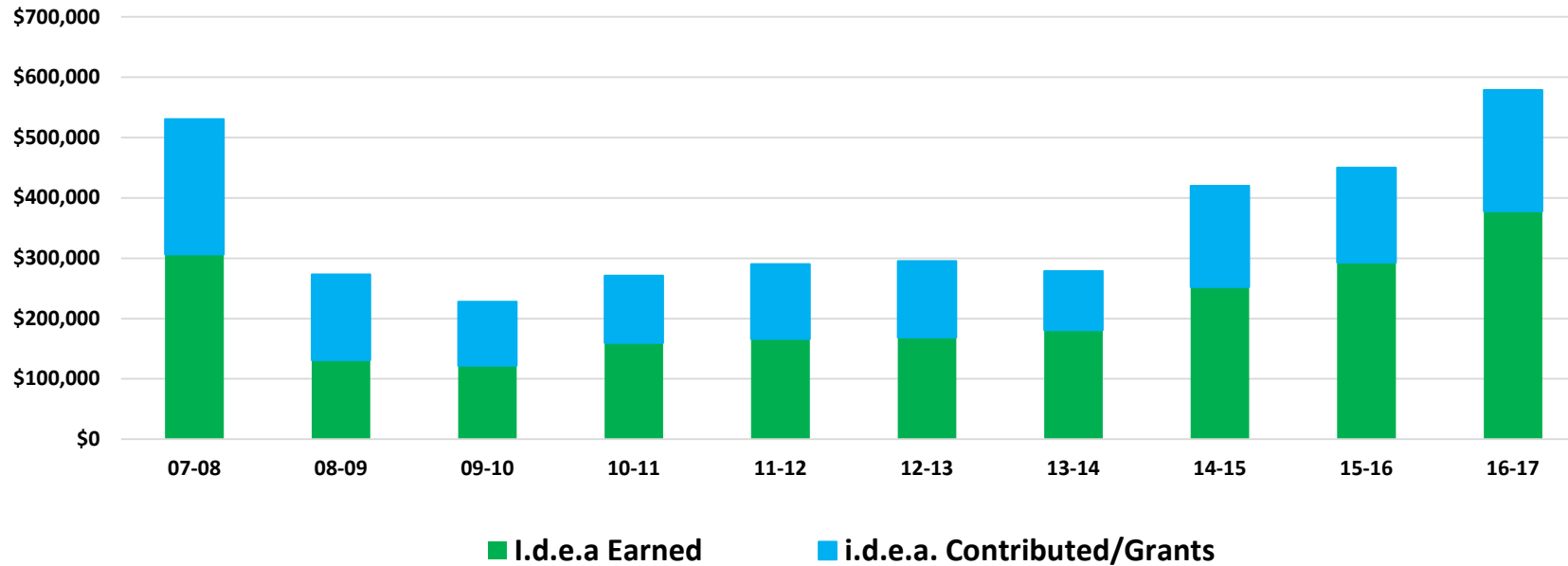
12-13—During the conversion to the new financial system, \$290K was inadvertently allocated to earned revenue instead of contributed revenue, where it belonged.

15-16—Earned revenues include a lump sum of about \$460K that was accumulated earned revenues from the four prior years that had not been moved into operating revenue during those fiscal years.

AzMNH Museum Earned & Contributed Revenues Trendline



i.d.e.a Museum



NOTES:

07-08—i.d.e.a. Museum (then AMY) presented the blockbuster Jim Henson Exhibition that year, which had increased expenses but corresponding increases in earned revenue, raising total admissions by 36%.

13-14—i.d.e.a. Museum rebranded, closing for one month for the transition, which impacted total spending and revenues. Opened Feb. '13; FY 14-15 was first full year as i.d.e.a. Museum. Since FY 14-15 each year they have received several contingencies, based on increased earned and contributed revenues, to help support increased staff and other expenses needed to serve the 70+% growth in visitation.