

CULTURAL ARTS COMMISSION

WEST ANNEX COMMISSION MEETING ROOM
CITY HALL, 3031 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503

MONDAY, SEPTEMBER 16, 2019
7:00 P.M.

A G E N D A

1. CALL TO ORDER
2. FLAG SALUTE
3. ROLL CALL/MOTIONS FOR EXCUSED ABSENCE
4. MOTION TO ACCEPT AND FILE REPORT ON POSTING OF AGENDA
5. APPROVAL OF MINUTES - August 19, 2019
6. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)
Comments on this portion of the agenda are limited to items not on the agenda and to no longer than 3 minutes per speaker. Under the provisions of the Brown Act, the Commission is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.
7. NEW BUSINESS
 - A. Review and Approve Cultural Arts Commission Annual Report
 - B. Torrance Cultural Arts Foundation Annual Report
8. OLD BUSINESS
 - A. 2019 Excellence in Arts Awards
9. STANDING COMMITTEE REPORTS
 - A. Excellence in Arts
 - B. Facilities Committee
 - C. Grant Review Committee
10. CORRESPONDENCE FOR COMMISSION REVIEW TO ACCEPT AND FILE OR FOR CONSIDERATION AT A FUTURE MEETING.
11. MONTHLY DEPARTMENT REPORTS
12. ORAL COMMUNICATIONS #2 Staff & Public Comments
Comments on this portion of the agenda are limited to items not on the agenda and to no longer than 3 minutes per speaker. Under the provisions of the Brown Act, the Commission is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.
13. ADJOURN TO OCTOBER 21, 2019 at 7:00pm

The Cultural Arts Commission is an advisory body to the City Council that meets on the third Monday of each month at 7 p.m. in the West Annex Commission Meeting Room. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review at the West Annex Information Desk, Civic Center Main Library and the City Clerk's Office. Direct any other questions or concerns to the Cultural Services Manager Eve Rappoport at 310-618-2380. Agendas and Minutes are posted on the City of Torrance Home Page www.TorranceCa.Gov

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310.618.2939. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II]

HOURS OF OPERATION

Monday through Friday from 7:30 a.m. to 5:30 p.m.
Offices are closed alternate Fridays and certain holidays.
ER:dhc:cacommis\A&M 2019-09a

Creating and Enriching Community through People, Programs and Partnerships

ROLL CALL: _____ HSIAO _____ KLINENBERG _____ KRAEMER _____ MUHAMMED _____ SARGENT
_____ PINO _____ POLCARI

Cultural Arts Commission Committee Meetings:

<u>Committee Agenda</u>	<u>Committee Chair</u>	<u>Committee Members</u>
Excellence in Arts Committee	Sargent	Klinenberg, Pino
Facilities Committee	Muhammed	Hsiao, Kraemer
Grant Review Committee	Hsiao	Klinenberg, Polcari

ROLL CALL: _____ HSHAO _____ KLINENBERG _____ KRAEMER _____ MUHAMMED _____ SARGENT
_____ PINO _____ POLCARI

**MINUTES OF A REGULAR MEETING OF THE
TORRANCE CULTURAL ARTS COMMISSION**

1. CALL TO ORDER

The Torrance Cultural Arts Commission convened in a regular session at 7:00 p.m. on Monday, August 19, 2019 in the West Annex meeting room, Torrance City Hall.

2. FLAG SALUTE

Commissioner Sargent led the Pledge of Allegiance.

3. ROLL CALL

Present: Commissioners Klinenberg, Kraemer, Muhammed, Pino, Polcari, Sargent, and Chairperson Hsiao.

Absent: None.

Also Present: Cultural Services Manager Rappoport, Facility Operations Manager Pinela, Cultural Services Senior Supervisor Field, and Senior Business Manager Rumery.

4. AFFIDAVIT OF POSTING

MOTION: Commissioner Sargent moved to accept and file the report of the City Clerk on the posting of the agenda. Commissioner Kraemer seconded the motion; a roll call vote reflected unanimous approval.

5. APPROVAL OF MINUTES - JULY 15, 2019

MOTION: Commissioner Kraemer moved, and Commissioner Polcari seconded, to approve the Cultural Arts Commission meeting minutes of July 15, 2019 as submitted; a roll call vote reflected unanimous approval.

6. ORAL COMMUNICATIONS #1

Katherine Ende-Roberts and Steve Norris, Arts Council of Torrance, thanked the Commission for its support of the August 17 "Jai Ho" Indian Festival.

7. NEW BUSINESS

7A. PROPOSAL FOR NEW EXTERIOR MURAL AT TORRANCE ART MUSEUM

Cultural Services Manager Rappoport presented a proposal by Dutch artist Jan van der Ploeg to paint a mural on the exterior of the Torrance Art Museum (TAM) free of charge. She stated it is difficult to locate TAM on the Cultural Arts Center campus and a mural would increase visual identity, add public art to the City landscape, and reflect the verve of the facility itself. She called attention to the mural site at the west wall of TAM in Attachment A and a mockup of the proposed mural, with several color options, in Attachment B. She stated the artist would begin the mural in early June 2020 in conjunction with the 2020 Studio System exhibition, estimating it would take three weeks to complete. She added Mr. van der Ploeg has agreed to

allow the City to re-freshen the mural paint when needed, with a lifespan of five to 10 years before any work is needed.

Responding to an inquiry from Commissioner Muhammed, she explained the mural cannot be painted in the center of the wall due to air conditioning vents; however, they may be able to hang two banners over the area.

MOTION: Commissioner Sargent moved to accept the proposal for a new exterior mural at Torrance Art Museum and forward approval to City Council. Commissioner Klinenberg seconded the motion; a roll call vote reflected unanimous approval.

7B. COMMITTEE RECOMMENDATIONS FOR EXCELLENCE IN ARTS AWARDS

Commissioner Sargent presented the Excellence in Arts Committee's recommendations for Excellence in Arts awards:

Literary Arts:	Jonathan Sperling
Music:	Dr. William Doyle
Visual Arts & Design:	Max Presneill
Dance:	Nancy Hebson
Drama & Theater Arts:	Stephen Amundson
Arts Education:	Dorene Coles
Katy Geissert:	Ritas Smith

MOTION: Commissioner Sargent moved to approve the Excellence in Arts Committee's recommendations for Excellence in Arts awards as presented. Commissioner Klinenberg seconded the motion; a roll call vote reflected unanimous approval.

7C. JAPANESE HONOR WALL

Cultural Services Manager Rappoport presented a proposal for a potential capital project by Mr. Kanji Sahara to construct a permanent Honor Wall at the southeast corner of Columbia Park. She stated the project would consist of 1) black granite walls, with 110,000 engraved names of people of Japanese ancestry, as well as German and Italian aliens, incarcerated during WWII; and 2) display panels describing the camps where people were incarcerated. She explained, to reduce the number of names, there would be one wall per camp, with names on both sides of the walls, and identified by family name, not individual. She noted Assemblyman Muratsuchi is interested in securing State funding for the project.

8. STANDING COMMITTEE REPORTS

8A. EXCELLENCE IN ARTS – Previously discussed in item 7B.

8B. FACILITIES COMMITTEE

Cultural Services Manager Rappoport reported she is arranging a tour of Cultural Arts Center facilities during the October 2019 Commission meeting.

In response to an inquiry from Commissioner Kraemer, Senior Business Manager Rumery reported on August 20 City Council is considering approval of a contract to renovate the Green Room and backstage dressing rooms. She stated construction would be done in phases, begin in mid-September, and take nine to 10 months to complete.

8C. GRANT REVIEW COMMITTEE – No report.

9. CORRESPONDENCE FOR COMMISSION REVIEW TO ACCEPT AND FILE OR FOR CONSIDERATION AT A FUTURE MEETING – None.

10. MONTHLY DEPARTMENT REPORT

Cultural Services Manager Rappoport noted that the Cultural Services Division Report for July 2019 was included in agenda packets. She reported Torrance Theatre Company's "Beauty and the Beast" opened on August 16 and runs through August 24 at the Armstrong Theatre. She stated approximately 400 attended the free concert at Wilson Park with Lisa Haley & the Zydecats on August 17. She discussed preparations for the LA Opera's live simulcast of "La Boheme" on September 28 at Columbia Park.

11. ORAL COMMUNICATIONS #2

Steve Norris spoke.

Commissioners Klinenberg, Kraemer, Muhammed, Pino, Polcari, Sargent, and Chairperson Hsiao spoke.

13. ADJOURNMENT

MOTION: At 8:00 p.m., Commissioner Klinenberg moved to adjourn the meeting to Monday, September 16, 2019 at 7:00 p.m. in the West Annex meeting room at Torrance City Hall. Commissioner Muhammed seconded the motion, a roll call vote reflected approval.

Subject to Approval
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TO: CULTURAL ARTS COMMISSION
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER
SUBJECT: REVIEW AND APPROVE CULTURAL ARTS COMMISSION ANNUAL REPORT

RECOMMENDATION

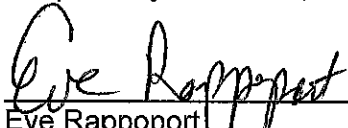
Recommendation that the Cultural Arts Commission review and approve their 2018-19 annual report.

BACKGROUND/ANALYSIS

The Cultural Arts Commission is required to submit an annual report to the Torrance City Council. A draft of the 2018-2019 annual report is attached for your consideration.

Commissioners are asked to review and amend as needed. Upon your motion for approval, the report will be forwarded to the City Council with your recommendation to accept and file.

Respectfully submitted,


Eve Rappoport
Cultural Services Manager

Attachment: 2018-19 Cultural Arts Commission Annual Report



City of Torrance
CULTURAL ARTS COMMISSION

ANNUAL REPORT
for July 2018 to June 2019

Commission Chair: Lynda Kraemer

Vice Chair: Steven Hsiao

Judy Gibson
Dale Korman

Anil Muhammed
Gregory Taylor

Megan Willis

July 1, 2019 new Commission appointees: Randy Klinenberg, Elizabeth Pino and Michelle Polcari
Judy Gibson resigned from the Commission October 15, 2018, Megan Willis resigned April 15, 2019, the term for Dale Korman ended January 30, 2018 and the term for Gregory Taylor ended June 30, 2019.

Purpose

The Cultural Arts Commission advises the City Council in providing for and promoting opportunities for the artistic and cultural development of Torrance residents. The goal of the Cultural Arts Commission is to develop and encourage an environment that promotes diverse and accessible programming activity in the arts. The Commission also encourages the expansion of the City's role in providing works of art in public places and fosters the participation of all residents in the development of their creative skills and appreciation of the arts.

Following its usual practice, the Cultural Arts Commission divided its work into three broad categories, i.e., Standing Committees, Public Hearings and Workshops, and Research and Advisory.

Standing Committees:

The Cultural Arts Commission has the following standing committees: Excellence in Arts, Facilities and Grant Review.

The *Excellence in Arts Committee* was comprised of Commissioners Taylor and Willis and was chaired by Commissioner Sargent. The goal of the committee is to review nominations for excellence in arts awards and make a recommendation to the full Commission. The excellence in arts awards are given to individuals, organizations, or businesses who make outstanding contributions to the arts in Torrance.

The *Facilities Committee* was comprised of Commissioner Hsiao, and was chaired by Commissioner Muhammed. For the last few years, the Committee's main focus has been on the newly opened Wilson Park Amphitheater. They have also been instrumental in identifying facility needs at the Cultural Arts Center and, more specifically, the Armstrong Theatre.

The *Grant Review Committee* was comprised of Commissioners Hsiao and Kraemer and was chaired by Commissioner Muhammed. The committee reviews annual submissions to the Community Arts Grant Program and makes funding recommendations to the entire Commission; the Commission recommendation is passed onto City Council for final approval. Generally \$5,000 is available to grant. Grants can be given to organizations or individuals to support programs that benefit the citizens of Torrance.

Highlights:

The Commission elected Lynda Kraemer as the 2018-2019 Chair of the Cultural Arts Commission and Judy Gibson was elected Vice Chair. At the November 19, 2018 Commission meeting Steve Hsiao was elected Vice Chair upon the resignation of Judy Gibson. At the April 15, 2019 Commission meeting Commissioner Megan Willis resigned her Commission seat due to health reasons.

The Commission recommended that October 2018 be declared **National Arts and Humanities** month in the City of Torrance, joining other municipalities and local arts agencies throughout the country. The City Council adopted a proclamation to this effect.

The Commission hosted the 41st annual Excellence in Art Awards on Saturday December 1, 2018. Recipients were recognized for their outstanding contributions to the arts in Torrance. Receiving awards were Dr. James L.P. Hurd in Music; Destination:Art in Visual Arts & Design; Loran Gould in Drama and Theatre Arts; Dr. Barbara Dyer in Arts Education and Heidi Ann and Dan Ashcraft received the Katy Geissert Award for Outstanding Dedication to the Arts.

The Commission took an active role in advising City Council on a variety of issues, most significantly oversight of TOCA (the Torrance Cultural Arts Foundation). The Commission reviewed funding requests for both annual operational costs and South Bay Festival of the Arts. The Commission also reviewed TOCA's annual contract and annual report.

The Commission also reviewed and made recommendations for Facility Rental Subsidy Requests from organizations such as the Arts Council of Torrance and the Torrance Cultural Arts Foundation. This program allows for 501(c)3 organizations to apply for rental subsidies through the General Services Department for City Council approval.

The Commission received direction from City Council to begin the process of developing a Cultural Arts Commission Work Plan, similar in scope to the plan the Social Services Commission recently developed upon their inauguration. Local arts groups were invited to present to the Commission their mission statement, projects, and needs, although very few did so.

The Commission received four non-profit Community Arts Organization grant applications by the May 6, 2019 deadline. This year the following organizations received grants: Kontrapunktus Neo-Baroque Orchestra \$750; Visions of Unity \$500; Saturday Night Bath Concert Fund \$1,945 and the South Bay Children's Choir \$500.

The Commission also reviewed and made a recommendation to City Council to approve a new, donated mural being proposed at the Benstead Plunge Pool.

Cultural Arts Commissioners have actively participated in and attended many events this year. At the Commission meetings there are regularly positive comments about attending exhibition openings at the Torrance Art Museum, theatre performances at the Torrance Theatre Company in downtown Torrance and at the Armstrong Theatre, summer concerts at Wilson Park Amphitheater and the annual Cherry Blossom Festival held at Columbia Park in March.

At the June 17, 2019 Commission meeting Commissioner Steven Hsiao was elected 2019-2020 Chair of the Commission and Commissioner Muhammed was elected Vice Chair.

Respectfully submitted,

Lynda Kraemer, Chair
Cultural Arts Commission

Cultural Arts Commission Meeting of
September 16, 2019

Honorable Chair and Members
of the Cultural Arts Commission
City Hall
Torrance, California

Members of the Commission:

SUBJECT: TOCA Annual and South Bay Festival of the Arts Report 2019

The Torrance Cultural Arts Foundation (TOCA), has an annual agreement with the City of Torrance in which they agree to provide general audience and children's programming, quality artistic productions, and well known performers. Also included as part of the agreement, TOCA is required each year to provide an annual report to the City of Torrance in regards to their performance of the above goals and indicating their programming projections for the following year.

In addition, the Torrance Cultural Arts Foundation (TOCA) hosted their third annual South Bay Festival of the Arts at the Torrance Cultural Arts Center on Saturday, June 22, 2019.

General Services Staff met with TOCA prior to the festival in order to coordinate set-up as well as operations for the day of the event. On June 22, The General Services Department provided theatrical staff for the Torino Plaza, James Armstrong Theatre, and George Nakano Theatre. Also provided was the Center's operations staff for the maintenance of the facilities.

In order for the Cultural Arts Commission to better understand the operations and the financial accomplishments of their 2018/2019 season and the 2019 Festival of the Arts, TOCA has included the attached report.

Respectfully Submitted,



Jordan C. Rumery
Senior Business Manager

Attachments:
A – TOCA 2018/2019 Season Annual Report

TOCA

TORRANCE CULTURAL ARTS FOUNDATION

FOUNDING PRESIDENT, Katy Geissert

BOARD OF DIRECTORS

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Pelican Products, Inc
 Athena Paquette Cormier, *Vice President*
Straits Financia
 Laura Savitz, *Secretary*
Self-Employed
 Camilla Seferian, *Treasurer*
 David Kartsonis, *Member At Large*
Bakers Man
 Nancy Mannon, *Past President*
 Jean Adelsman
 Jonathan Anderson
Visual Experience Fine Art
 Heidi Cunningham
AppleOne Employment Services
 Owen Griffith, PhD - Emeritus
 Cinda Herring
Living Word Christian Center
 Tammy Khan
Tor. Unified School District
 Dale Korman
 Shery Kramer
Continental Development Corporation
 Gesuina Lafayette
Torrance Refining Company LLC
 Lori Nolan
Providence Little Company of Mary
 Tony Sabala
Law Office of Tony Sabala
 Wendy Shu
SAGE Millimeter, Inc.
 Birgit Snodgrass
QuinStar Technology, Inc.

ADVISORY BOARD

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Ashcraft Design
 David Benoit
Pianist, Composer, Producer
 Jonathan Beutler
Sunrider International
 Shamon Dean
California Water Service Co.
 Scott Douglas
West Coast Capital
 Donna Duperron
Tor. Chamber of Commerce
 Steve Fechner
Surf Management Co.
 Patrick Furey
Mayor, Torrance
 Mikko Haggott-Henson
Japanese Traditional Performing Arts
 George Mannon, EdD
Tor. Unified School District
 Ken Miller
Former Mayor, Torrance
 George Nakano
Former Assemblyman
 Steve Napolitano
Manhattan Beach City Council
 Bill Oberholzer
Preferved Bank
 Ted Porter
So. Cal. Edison, Retired
 Frank Scotto
Former Mayor, Torrance
 Mark Smith
Malaga Bank
 Ritas Smith
Ritas Smith & Associates

STAFF

Christian Wolf, Executive Director
 Sharon Sapigao, Administrative Assistant

Date: September 9, 2019**To: Torrance Cultural Arts Commission
Torrance City Council Members****Re: TOCA 2018/2019 Season Annual Report**

The Mission of the Torrance Cultural Arts Foundation (TOCA) is to enrich the community through the performing arts by providing diverse cultural, educational and entertainment experiences of the highest quality.

Per the Agreement between TOCA and the City of Torrance, TOCA is to submit an Annual Report highlighting its achievement against annual goals as outlined in the Agreement.

The Agreement references several goals, which include providing a seasonal series of approximately ten programs for a general audience and six to eight children's interest programs, as well as providing quality artistic productions with well-known performers to the Center.

Goals also include supporting the City and the Torrance Cultural Arts Center in its efforts to:

- Provide visual, performing and literary arts programs
- Facilitate cultural programs provided by other groups in the community
- Develop and serve the widest possible audience for cultural programs
- Provide facilities for cultural programs and other community uses
- Promote and develop partnerships between cultural groups

2018 - 2019 SEASON OVERVIEW

Our 2018/19 season included 31 different shows/events with a total of 47 performances.

- 3 Special Events.
- 13 Guest Artists, 5 of which were family friendly.
- 4 Family Series events (for a total of 9 family friendly performances).
- 5 National Theatre Live presentations.
- 6 Studio Cabaret show.

	2018/19 Season	2017/18 Season	2016/17 Season
Tickets Sold:	8,803	8,463	7,620
Ticket Revenue:	166,665	161,316	159,312
Concessions:	13,135	14,555	13,051
Artist Merchandise:	1,684	1,423	1,889
DWSB Stars:	43,596	28,726	36,196
Total Revenue:	225,080	206,020	210,448

Torrance Cultural Arts Commission
TOCA 2018/2019 Season Annual Report
Page 2

The 2018/19 Season has outperformed the previous two seasons in both Ticket Revenues and Total Revenue.

2019 South Bay Festival of the Arts

Despite the success of the 2018/19 season programming, expenses continue to outpace revenue. In an effort to offset these expenses, TOCA promotes a number of fundraising activities through the year, with the major fundraiser being the South Bay Festival of the Arts. A summary of Festival fundraising efforts for the last three years is listed below:

	2019	2018	2017
	Festival	Festival	Festival
Approx. Attendees:	4,000	3,500	3,000
Total Fundraising:	123,823	123,501	100,320
Total Expenses:	60,226	51,954	54,072
Net Fundraising:	63,597	71,548	46,248
City Support:	6,124	17,566	11,812

This year's revenue is less than last year's event primarily due to higher overall cost of rentals and reduced city support. 2018 support was \$17,565.75 while 2019 support was only \$6,123.50

Attendance for the Festival is steadily increasing, due in part to increased marketing efforts. Marketing efforts for this event included banners in El Segundo, the Cultural Arts Center, various Torrance city locations, the Marquee at Malaga Bank and billboards at the Continental Development Corporation and the Torrance Refinery.

On the social medial front, over 5,300 people accessed the event on Eventbrite, compared to only 3,205 in 2018. Facebook also showed an increase in traffic for the event. In 2018, 389 people responded to the event (identified they were attending on Facebook) while this year, 1,500 people responded.

New this year were ads on KPCC public radio which was done in trade (no cash outlay).

2018-2019 Season Financial Performance

As previously noted, expenses continue to outpace revenue. The chart below represents Net Income for the last three seasons. Please note that 2018/2019 Season** numbers included a change in accounting practices. In previous years, TOCA did not account for in-kind services or funds received by the City of Torrance for non-festival items, nor did it consider off-setting expenses. Although 2018/2019 Season Income and Expenses may seem greatly increased over the previous year, the difference is primarily a result of recording in-kind services income and expenses. While TOCA has typically ended each of the last three years (and previous years) over budget, we have made a concerted effort to increase fundraising efforts and reduce the gap between actuals vs. budget. This last year, we were able to reduce the gap by 40% over previous years. We are confident that the 2019/2020 upcoming season will see TOCA at or under budget by end of August 2020. Full P&L statements for the last three seasons are included as an attachment to this report.

	2018/19 Season**	2017/18 Season	2016/17 Season
Total Income:	567,427	431,050	439,361
Total Expenses:	608,666	499,843	504,281
Net Income:	(41,240)	(68,793)	(64,920)

OTHER SEASON HIGHLIGHTS:

Promotion and Partnerships with other Cultural Groups

As previously mentioned, goals for TOCA include facilitating cultural programs provided by other groups in the community, promoting and developing partnerships between cultural groups, and developing and serving the widest possible audience for cultural programs.

In our annual season brochure, we promote events for the Torrance Theatre Company, Torrance Civic Chorale, Torrance Pops, Aerospace Players, Los Cancioneros Master Chorale and Torrance Art Museum.

As part of the 2019 South Bay Festival of the Arts, local performing artists from Peninsula Youth Symphony, Dance One Dance Studio, Encore South Bay, Asano Taiko, Aerospace Players, Harbor Jazz Ensemble, Soul Movers, Palos Verdes Symphonic Band (Flute, Wind and Trombone Ensembles), Okinawa Association of America as well as young artists LACEI, Elizabeth King and Angie Flores were given the opportunity to perform.

The Festival also featured South Bay restaurants, wineries, breweries, and artisans. Overall, the event supported the diversity of the arts while celebrating the great community of Torrance and the South Bay. Our attendance for the festival increased to approximately 4,000 attendees and drew busloads of people from as far away as Bakersfield.

Community Outreach

TOCA is committed to giving back to the South Bay community through education, charitable contributions and supporting the underserved.

Our Studio Cabaret program spot-lighting International touring artist, Joel Gaines, also featured two local performers from TOCA’s South Bay’s Got Talent. These young performers were mentored by Mr. Gaines and each performed songs with him and his band. This was a truly unique experience that fits with our mission of educating and supporting young talent.

We have also started a TOCA Backstage podcast which includes interviews with artists who are a part of our season or events. It is our hope to expand this endeavor to include other arts organizations and special interviews who could offer insights and education for our listeners.

With respect to supporting other charitable endeavors and supporting the under-served, TOCA donated a total of 631 tickets to families in need through our “Arts for All” program. These free tickets allow families and young people to experience live performances who might not otherwise be able to afford them.

Prior to all our family events, Art to Grow On, Inc, provides free art projects for children. Families can take part in these projects prior to or after each show.

Through our Dancing with the South Bay Stars event, we helped raise funds for New Challenge Ministries, El Camino College Foundation, Providence Little Company of Mary, Relay for Life Torrance, F.A.I.T.H.(Freedom & Intervention for the Trafficking of Humans), Switzer Learning Center, Peninsula Education Foundation, FirstServe Community Services of the South Bay and Walk with Sally.

TOCA Leadership

TOCA Executive Director, Christian Wolf, is heavily involved on the board of the Western Arts Alliance, a membership association of touring and performing arts professionals engaged in promoting and presenting performing arts throughout the western states and provinces. He currently serves as Chairperson for the Showcase Committee, co-chair of the Mentoring Committee and sits on the Governance Committee.


As a result of Christian Wolf's strong ties to people in the entertainment industry, TOCA was able to secure "An Evening with Henry Winkler in conversation with Carol Leifer". This was one of our most successful events this season, despite the fact that it wasn't included in our season brochure. After the nearly two-hour event, Mr. Winkler also stayed afterward to meet with each person who came through the line to get his autograph or photo.

Christian Wolf is supported by one full-time and one part-time staff and has a Board of Directors that is actively involved in fundraising efforts and other activities.

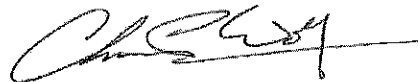
Summary

We are proud of TOCA's 2018-2019 Season as well as its success in meeting goals set by the City of Torrance. We look forward to a successful 2019-2020 Season and celebrating the 25th Anniversary of the Torrance Cultural Arts Foundation.

Respectfully submitted,



Ellenmary Michel
Board President



Christian Wolf
Executive Director

TOCA PROFIT & LOSS STATEMENT

Ordinary Income/Expense

Income

4000 · PROGRAM PERFORMANCE TICKET REVS

Total 4001 · Dancing With South Bay Stars

4002 · South Bay's Got Talent

4006 · Children's Theater Events

4008 · Guest Artlst Series

4010 · Nakano Cabaret Series

4014 · Opera/NTL Series

4016 · Special Events

Total 4000 · PROGRAM PERFORMANCE TICKET REVS

4100 · DEVELOPMENT - FUNDING & GRANTS

4104 · Corp. Temp. Restrict/Sponsor

4112 · Grants/Cash-City Prog. Consult.

4113 · Grants/Cash-City- Nakano Rent

4114 · Grants/Cash - City & Other

4116 · In-Kind Income - City

4118 · Membership-Friends of TOCA

4119 · Board of Directors Donation

4122 · Misc. Donations

Total 4100 · DEVELOPMENT - FUNDING & GRANTS

4200 · FUNDRAISERS

4300 · Festival of Arts

4301 · Sponsorships

4302 · VIP Tickets

4303 · Food & Beverage Tasting

4304 · Merchandise

4305 · Exhibitor Fees

4306 · Juried Art Submission Fees

4307 · Donations-VIP

4308 · Face Painting & Other Income

Total 4300 · Festival of Arts

Total 4200 · FUNDRAISERS

4400 · OTHER SEASON INCOME

4402 · Concession Sales

4404 · Merchandise Sales

Total 4400 · OTHER SEASON INCOME

4500 · INVESTMENT INCOME

4502 · Dividends

4504 · Interest Income

Total 4500 · INVESTMENT INCOME

Total Income

Gross Profit

	2018 - 2019		2017 - 2018	2016 - 2017
	Aug '18 - Jul 19	Budget	Aug '17 - Jul 18	Aug '16 - Jul 17
4000 · PROGRAM PERFORMANCE TICKET REVS				
Total 4001 · Dancing With South Bay Stars	43,596.97	43,000.00	28,726.17	36,196.54
4002 · South Bay's Got Talent	4,819.50	6,500.00	5,815.00	4,085.50
4006 · Children's Theater Events	18,136.00	18,000.00	6,522.00	14,681.00
4008 · Guest Artlst Series	99,087.55	110,000.00	102,135.25	94,256.00
4010 · Nakano Cabaret Series	33,164.60	35,200.00	35,582.50	33,435.20
4014 · Opera/NTL Series	11,476.25	10,000.00	8,816.27	10,814.55
4016 · Special Events			2,444.49	2,039.08
Total 4000 · PROGRAM PERFORMANCE TICKET REVS	210,260.87	222,700.00	190,041.68	195,507.87
4100 · DEVELOPMENT - FUNDING & GRANTS				
4104 · Corp. Temp. Restrict/Sponsor	25,000.00		15,000.00	43,920.00
4112 · Grants/Cash-City Prog. Consult.	50,000.00	53,400.00	50,000.00	50,000.00
4113 · Grants/Cash-City- Nakano Rent	15,680.00	21,000.00	15,680.00	15,680.00
4114 · Grants/Cash - City & Other	8,720.00	8,000.00	8,720.00	11,220.00
4116 · In-Kind Income - City	94,668.58	95,000.00		
4118 · Membership-Friends of TOCA	21,604.00	13,300.00	18,119.52	12,902.95
4119 · Board of Directors Donation	2,205.97	5,000.00	2,962.85	4,882.00
4122 · Misc. Donations	6,156.53	8,000.00	8,192.10	1,611.25
Total 4100 · DEVELOPMENT - FUNDING & GRANTS	224,035.08	203,700.00	118,674.47	140,216.20
4200 · FUNDRAISERS				
4300 · Festival of Arts				
4301 · Sponsorships	93,170.70	100,000.00	87,000.00	5,777.41
4302 · VIP Tickets	5,805.00	5,000.00	4,686.75	68,000.00
4303 · Food & Beverage Tasting	8,785.76	9,000.00	8,619.46	
4304 · Merchandise	200.00	500.00	483.00	3,000.26
4305 · Exhibitor Fees	5,970.00	4,500.00	4,155.00	3,000.26
4306 · Juried Art Submission Fees	2,847.72	600.00	592.49	
4307 · Donations-VIP	150.00	1,500.00	150.00	53.50
4308 · Face Painting & Other Income	770.11	250.00	249.01	11,677.31
Total 4300 · Festival of Arts	117,699.29	121,350.00	105,935.71	88,508.48
Total 4200 · FUNDRAISERS	117,699.29	121,350.00	105,935.71	88,508.48
4400 · OTHER SEASON INCOME				
4402 · Concession Sales	13,134.67	14,000.00	14,555.17	13,050.92
4404 · Merchandise Sales	1,684.00	2,000.00	1,423.00	1,889.25
Total 4400 · OTHER SEASON INCOME	14,818.67	16,000.00	15,978.17	14,940.17
4500 · INVESTMENT INCOME				
4502 · Dividends	539.33	225.00	328.41	0.00
4504 · Interest Income	73.30	90.00	91.75	188.33
Total 4500 · INVESTMENT INCOME	612.63	315.00	420.16	188.33
Total Income	567,426.54	564,065.00	431,050.19	439,361.05
Gross Profit	567,426.54	564,065.00	431,050.19	439,361.05

Expense	2018 - 2019		2017 - 2018	2016 - 2017
	Aug '18 - Jul 19	Budget	Aug '17 - Jul 18	Aug '16 - Jul 17
5000 · PROGRAM SERVICES				
5002 · Artist Fees	120,131.55	95,000.00	129,909.50	137,431.89
5006 · Consultant - Outside	750.00	3,500.00	750.00	3,750.00
5010 · Green Room-Hospitality	5,407.17	6,100.00	6,518.40	5,613.48
5012 · Hotel Accomodation	13,139.58	7,000.00	11,604.24	12,107.41
5016 · Labor-City Operations - In Kind	57,837.79	50,000.00	7,856.85	5,213.16
5017 · Hospitality Coordinator	15,511.50	10,000.00	12,380.45	11,052.19
5020 · Program Support Expenses	19,099.99	16,000.00	16,485.07	20,400.62
5022 · Piano Tuning	1,050.00	600.00	1,200.00	1,500.00
5026 · Playbills-City Printing-In-Kind	12,925.18	30,000.00		
5028 · Postage	0.00	400.00		
5031 · Nakano/Facility Rent - In-Kind	15,000.00	21,000.00	1,313.00	3,289.00
5034 · Supplies & Equipment	4,310.43	4,000.00	2,273.48	5,581.23
5036 · Ticket Printing	1,060.00	1,200.00	1,060.00	1,100.00
Total 5000 · PROGRAM SERVICES	266,223.19	244,800.00	191,350.99	207,038.98
5100 · MARKETING				
5102 · Brochures				360.79
5102.1 · Brochure Design	3,000.00	3,000.00	3,000.00	37,061.26
5102.2 · Brochure Printing	18,591.72	12,000.00		
5102.3 · Mailing Services	2,639.59	2,400.00		
5102.4 · Postage Mailing	2,880.00	2,900.00		
5102.5 · L.A. Times Insert Mailing	2,236.00	3,000.00	31,216.87	
Total 5102 · Brochures	29,347.31	23,300.00	34,216.87	
5103 · Flyers	164.85	300.00	233.47	334.17
5104 · Newsletters-Constant Contact	840.00	1,000.00	840.00	
5105 · Social Media Marketing	37,571.20	30,300.00	35,759.77	23,916.54
5106 · Promotional Materials	861.05	500.00	374.91	402.84
5107 · Website	1,698.94	2,000.00	1,490.83	3,104.95
5108 · Design - Outside Consultant	12,280.00	12,600.00	11,700.00	10,586.66
Total 5100 · MARKETING	82,763.35	70,000.00	84,615.85	75,767.21
51000 · SUPPORT SERVICES				
5250 · Development Expenses				
5251 · Year End Solicitation Expenses	175.27	1,000.00	168.34	
5252 · Concession Expenses	5,113.91	4,500.00	4,471.14	4,335.71
5253 · Reception Expense - VIP Sponsor	0.00	1,500.00		
5254 · Development Expenses - Other	160.00			5,775.64
Total 5250 · Development Expenses	5,449.18	7,000.00	4,639.48	10,111.35

2018 - 2019		2017 - 2018	2016 - 2017
Aug '18 - Jul 19	Budget	Aug '17 - Jul 18	Aug '16 - Jul 17

5200 · Fundraising-Gala			
5210 · Gala/Festival			
5211.2 · Marketing			1,189.72
5210.2 · Advertising		178.72	2,664.64
5210.4 · Catering			6,885.65
5210.8 · Rentals			15,049.42
5210.9 · Supplies		1,493.80	2,982.37
Total 5210 · Gala/Festival		1,672.52	28,771.80
Total 5200 · Fundraising-Gala		1,672.52	28,771.80
5300 · Fundraising-Festival of Arts			
5301 · Artist Fees	9,700.00	6,000.00	4,000.00
5302 · Advertising	0.00	1,500.00	250.00
5303 · Banners	1,571.18	1,500.00	1,425.65
5304 · Decorations	0.00	250.00	21.65
5305 · Printing	827.53	3,000.00	2,592.59
5306 · Rentals	24,187.42	10,000.00	7,017.96
5307 · Catering	4,000.00	3,900.00	3,744.90
5308 · Supplies	1,202.75	1,000.00	451.26
5309 · Hospitality	1,532.11	1,000.00	
5310 · Concessions	878.87	600.00	50.00
5311 · Backline	941.38	600.00	500.00
5312 · Merchandise	2,721.62	3,500.00	3,666.94
5313 · Shuttles	2,184.00	2,500.00	2,580.00
5314 · Juried Art Show	3,563.50	3,000.00	2,898.50
5315 · Other Expenses	2,082.63	2,000.00	1,633.88
5316 · Marketing	369.28		868.69
Total 5300 · Fundraising-Festival of Arts	55,762.27	40,350.00	31,702.02
			0.00

	2018 - 2019		2017 - 2018	2016 - 2017
	Aug '18 - Jul 19	Budget	Aug '17 - Jul 18	Aug '16 - Jul 17
5500 · General & Admin				
5504 · Clerical Services	56,703.14	56,535.00	53,671.76	50,967.83
5505 · Credit Card Expense	-984.86	1,700.00	1,125.84	3,510.92
5506 · Employer Paid Health	1,000.00	2,000.00		
5508 · Employer Paid Taxes-Costs	12,864.70	10,000.00	12,064.57	11,525.56
5510 · Executive Director Payroll	91,284.71	91,162.00	87,237.98	82,855.27
5510.1 · Executive Director Bonus/Staff	550.00	450.00		250.00
5510.2 · Variable Bonus Contingency	5,907.88	7,110.56		
5511 · Liability Insurance	7,704.74	8,000.00	7,958.00	8,509.00
5512 · Meeting Expenses	2,171.72	2,100.00	1,548.95	2,722.64
5514 · Office Supplies	1,906.74	1,500.00	2,182.93	1,852.42
5516 · Office Equipment	2,642.36	2,500.00	2,642.86	822.56
5518 · Postage	2,038.19	1,500.00	1,558.73	1,698.17
5520 · Professional Services	359.79	1,000.00	332.00	850.00
5522 · Office Rent	3,600.00	3,600.00	3,600.00	4,000.00
5524 · State Regis. Fees-tax returns	85.00	105.00	105.00	105.00
5526 · Storage Facility Fees	1,200.00	1,200.00	1,200.00	800.00
5528 · Office telephone & cell phone	5,506.02	3,300.00	4,639.93	4,163.36
5530 · Conferences	1,834.22	6,000.00	3,915.76	5,846.23
5500 · General & Admin - Other				182.00
6560 · Payroll Expenses	634.51	600.00	747.50	726.65
Total 5500 · General & Admin	198,468.35	201,862.56	185,862.08	182,591.70
Total 51000 · SUPPORT SERVICES	259,679.80	249,212.56	223,876.10	221,474.85
Total Expense	608,666.34	564,012.56	499,842.94	504,281.04
Net Income	-41,239.80	52.44	-68,792.75	-64,919.99

FOR COMMISSION MEETING
September 16, 2019

TO: CULTURAL ARTS COMMISSION
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER
SUBJECT: 2019 EXCELLENCE IN ART AWARDS

The winners of the 2019 Excellence in Arts awards were all contacted via mail after the August Commission meeting to inform them of this honor. They have all accepted the awards and staff is in the process of making the arrangements. The Excellence in Arts Awards ceremony will be held on **Saturday, October 19 at 3:00 p.m.** in the Toyota Meeting Hall of the Cultural Arts Center.

As in previous years, staff would like Commissioners to be at the Toyota Meeting Hall on Saturday by **2:30 p.m.** for a program run through. Awardees are being asked to arrive at 2:00 p.m. We hope to be able to take a photo with awardees, Commissioners and our Elected Officials immediately following the program.

Each Commissioner will present the award of their category as listed below. Awardees will be advised in advance that they may speak briefly and some will be invited to show their work or perform. Invitations will be mailed in advance and printed programs will be distributed at the event.

Your portion of the script for the ceremony will be emailed to you in the first week of October. Remember that you can address the public during the ceremony in the manner that is most comfortable and natural for you, or you can simply read what has been written for you. Either way is fine as long as it includes the relevant information and is stated within the time frame allotted. It is strongly suggested that you rehearse out loud.

The program line up will be as follows:

Eve Rappoport

- Welcome and introduce elected officials
- Recognize previous EIA award recipients in attendance

Mayor Patrick J. Furey

- Remarks about this long tradition of recognizing excellence in the community and announces the 2019 EIA winners

P & R Commissioner Ed Candioly

- Master of Ceremonies

Order of Presentations TBD

- | | |
|------------------------|-------------------------|
| • Music | Commissioner Klinenberg |
| • Drama & Theater Arts | Commissioner Muhammed |
| • Visual Arts & Design | Commissioner Hsiao |
| • Literary Arts | Commissioner Polcari |
| • Arts Education | Commissioner Sargent |
| • Katy Geissert Award | Commissioner Kraemer |
| • Dance | Commissioner Pino |

Let me know if you have any questions or concerns.

Respectfully submitted,



Eve Rappoport
Cultural Services Manager

TO: CULTURAL ARTS COMMISSION
FROM: EVE RAPPOPORT, CULTURAL SERVICES MANAGER
SUBJECT: CULTURAL SERVICES DIVISION REPORT – AUGUST 2019

Michael Field, Cultural Services Senior Supervisor

Administration – We are currently working to replace staff vacancies at Torrance Art Museum, and we are meeting with Department leadership to explore possible changes to how we hire exhibition preparators for the museum.

I continue to work with Division staff in promoting the new Torrance Seasons Facebook page. As part of the efforts to grow the followers, Torrance Cultural Services Division page will be merged into Torrance Seasons in the coming weeks.

Torrance Sister City Association – No monthly meeting as the time was spent on August activities with the visiting Kashiwa student delegation. The delegates visited us in Torrance from August 5 through August 21. Once again the host family experience remains the highlight of the visit, which also included a diverse array of activities and excursions. New this year, the delegates visited CitiCable and participated in a mock Newsbreak Live experience where they performed the role of program anchors. Kudos to CitiCable staff for giving them an unforgettable experience.

Torrance Rose Float Association – TRFA held their monthly board meeting on August 6. The 2020 float is entitled “Our Garden of Hope and Dreams,” as part of the parade theme of “The Power of Hope.” The float depicts the Pine Wind Garden at the heart of the Cultural Art center. A 2020 launch event is scheduled for Saturday, September 21 from 1-4pm at the Garden and adjacent Garden Room. The event’s developing itinerary will have entertainment, special guests, and additional insight into the Pine Wind Garden.

TRFA began inserting a flyer into all Torrance resident utility bills (staggered through October) inviting residents to honor their friends and family by dedicating a Rose Vial. For \$10, a rose will be put in a vial with a name of their honored loved one and then placed on the float for the parade.

Free Summer Events at Wilson Park – The final Free Summer Concert with **Lisa Haley & the Zydecats** was held on Saturday, August 17 from 6-8pm and brought a crowd of roughly 350. Haley brought her signature sound of zydeco music of Louisiana Creoles to the ‘Wilson Park Swamp’, and had many people up and dancing.

The second free children’s event at the Amphitheater, **Collaboration: The Musical**, was welcomed by 48 children and their parents on August 10 from 10:30-11:30am. The performance was considerably hurt by the heat, forcing audience members away from the stage and into the

shade, with nearly all attendees going to the Splash Pad afterward (including the cast!). Staff will revisit options before announcing next summer's line up.

Joyce Bell, Cultural Services Senior Supervisor

Administration – Staff are working on updating safety manuals and protocols. Recent earthquakes and active shooter incidents prompted staff to review current protocols to ensure that they address potential safety concerns.

Classes – Staff met with members of the Gladius Athletic Foundation to discuss the possibility of becoming a contract instructor. The Foundation offers fencing classes for individuals with special needs.

Charter Clubs – The Torrance Aikido Club, The Torrance Fencing Club, The Torrance Kendo Charter Club, and The Torrance Naginata Charter Club all held their regular practices in August at the Cultural Arts Center. The groups meet weekly at the center.

Michelle Pinedo-Visual Arts Supervisor-Visual Arts Classes

Visual Arts Classes – Summer Visual Arts classes ran through Friday, August 23. We ran a one-day Etching on Glass workshop on August 17.

Torrance Seasons Social Media pages- The Torrance Seasons **Facebook page** gained 163 followers in August for a total of 313. We used the Facebook page to promote Cultural Services events including the concerts at the park and the Torrance Theater Company presentation of Beauty and the Beast. In addition we ran posts about our Etching on Glass Workshop and upcoming fall classes. The torranceseasons **Instagram page** was launched in August. We gained 181 followers throughout the month. Visual Arts and Performing Arts classes were promoted on this page. A link to the City of Torrance registration page is included in the bio. Story highlights include Ceramics, Location (Torrance Cultural Arts Center), Jewelry, Exercise, and Torrance Dance & Drill Team. The highlight section will be a continued work in progress. Additional highlight sections will be added in the following months. We encourage all to follow our pages for updates on classes and events.

Torrance Dance & Drill Team – Summer workshops for Torrance Dance & Drill Team wrapped up on Friday, August 2. The Dance team held auditions for the competition teams on Wednesday, August 28. The new season will start on September 11.

Artist Charter Clubs –Torrance Artists' Guild held their general meeting on August 13. The Torrance Craftsmen's Guild had their general meeting on August 1.

Nico Clifton, Performing Arts Program Coordinator

Fall 2019 registration opened for non-residents. Currently, the enrollment numbers for the fall session have been encouraging. Only 20 out of the 136 offered classes are expected to be cancelled, which means 85% of the performing arts classes are projected to run this fall. The goal is to get that number higher each session.

Classes for the summer session ended the week of August 18, wrapping up a great summer session for both the students and staff. Staff are working on the spring 2020 Seasons Guide.

Gia Inferrera, Performing Arts Coordinator

Torrance Theatre Company In August the 20th annual summer musical, Disney's Beauty and the Beast, opened at the Armstrong theatre on the 16th. The production played for 8 performances, and was the best-selling, and best-received production in the Torrance Theatre Company's history. The production sold approximately 85% of the available seats, some shows were actually sold out. It was an amazing start to the 20th anniversary of theatre produced by the Torrance Cultural Services Division at the Cultural Arts Center and beyond.

Sales for downtown season continue, and by the end of August there were already 400 subscriptions purchased. The season consists of **PLAY ON!** by Rick Abbot, directed by Gary Kresca, **LIVING ON LOVE** by Joe DiPietro, directed by Perry Shields, **BLACK COMEDY** by Peter Shaffer, directed by Jim Hormel, **GOOD PEOPLE** by David Lindsay-Abaire, directed by Sasha Stewart Miller, and **WAIT UNTIL DARK** by Frederick Knott, adapted by Jeffrey Hatcher, directed by Cary Jordahl. The season subscriptions went on sale, \$125 for all 5 shows.

The first show of the season is **PLAY ON!** by Rick Abbot, a story of a mildly dysfunctional community theatre that is about to produce a show called Murder Most Foul, a new "murder mystery play" with the same title as an Agatha Christie novel, which has apparently escaped the author. The company forgives a lot since the inexperienced playwright has agreed to let them perform the show for no charge; but no one could have predicted the hilarious disasters that await them on the road to Opening Night. Reserved seating is \$30, on sale at the website TorranceTheatreCompany.com and by phone at 424-243-6882.

Max Presneill, TAM Curator

Torrance Art Museum - The Generation W(ar) exhibition continued its run through August, closing on August 24th, alongside Run Straight Through (a painting show). We accompanied the exhibition with a symposium – War, Art and Visual Culture – on Saturday August 17, with noted speakers Dr Laura Brandon, former Historian, Canadian War Museum, in conversation with Dr Sarah Minslow, CSULA, as well as Shaun Gladwell, Australian Official War Artist (2009-2011) in conversation with Associate Professor, Dr Kit Messham-Muir, Curtin University, Perth. Dr Uros Cvoro, UNSW Art & Design, Sydney also ran a panel with curators, Max Presneill, Ichiro Irie. TAM Curator Max Presneill moderated a panel with artists, Shaun Gladwell (Australia), Allison Stewart (USA) and Max Moore (USA)

The Cultural Arts Commission accepted the TAM proposal for a mural by internationally recognized Dutch artist, Jan van der Ploeg. The mural will be completed in June 2020.

The Forum mentorship group hosted noted critic Shana Nys Dambrot, LAXART Director Hamza Walker and artist Chris Trueman on Saturday 3 August. They provided insight into the professional art world for our mentees.

Joyce Chan, Farmers' Market Manager

Farmers' Market - Summer produce was finally in full swing this August at the market. Farmers had a late harvesting season due to the colder than usual summer in June and July. We are still seeing a bounty of stone fruit, peaches, nectarines, pluots, cantaloupes, watermelon, red flame grapes, green muskat grapes, corn, peppers, tomatoes, okra, and green beans. This is the best time of the year to shop at the Farmers' Market! Many of the Farmers' Market grape farmers returned to the market in August.

The Farmers' Market welcomed many of the summer camps, which were extremely popular and full this year! We also welcomed the high school Kashiwa students from Japan. The Farmers' Market Manager gave a welcome talk, and we sent them home with our delicious fruit.

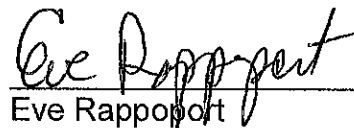
We welcomed Black Sheep Farms from Riverside County this month to our Tuesday and Saturday markets. Black Sheep sells a variety of peppers, eggplants, in-season vegetables, and has a good relationship with many restaurants. The market also celebrated Farmers' Market Awareness week with a food demonstration by a Nutritionist, Christina Cooke. She taught our customers how to cook with Farmers' Market produce that were really simple and easy!

Vendors who participated in the Market in August:

- DoTerra
- Nazilha
- Victor Valle
- Torrance Theatre
- Matthew Montoro
- Nick Meldrum
- Right at Home
- Vegan Outreach
- New York Life
- Jonathan Debase
- Southbay Women's Federated
- Foreyes
- Juice Plus
- Green Hills

Community Gardens: The gardeners are getting ready to plant for the fall and winter. Many gardeners have covered their plots for the summer. Usual water timer issues and weeding issues are being addressed on a weekly basis.

Respectfully submitted,



Eve Rappoport
Cultural Services Manager

**TORRANCE CERTIFIED FARMERS' MARKET
MONTHLY REPORT**

Joyce Chan, Market Manager

TUESDAY MARKET August	2018-2019` (4 Market Days)	2019-2020 (4 Market Days)
FARMERS' GROSS SALES	\$107,462.85	\$122,597.50
FARMERS' FEES TO CITY (7%)	\$7,522.40	\$8,417.92
NON-AGRICULTURAL GROSS SALES	\$77,757.11	\$81,245.95
NON-AGRICULTURAL FEES TO CITY (12%)	\$9,330.85	\$9,749.52
PROMOTIONAL REVENUE TO CITY	\$137.00	\$25.00
AVERAGE ATTENDANCE	4,299	4,904
AVERAGE NUMBER OF FARMERS	36	45
TUESDAY REVENUE TOTAL	\$16,990.25	\$18,192.44

SATURDAY MARKET August	2018-2019 (4 Market Days)	2019-2020 (5 Market Days)
FARMERS' GROSS SALES	\$ 264,998.75	\$ 377,727.85
FARMERS' FEES TO CITY (7%)	\$ 18,554.75	\$ 26,440.98
NON-AGRICULTURAL GROSS SALES	\$ 146,981.94	\$ 220,511.11
NON-AGRICULTURAL FEES TO CITY (12%)	\$ 17,637.83	\$ 25,615.21
PROMOTIONAL REVENUE TO CITY	\$ 155.00	\$ 311.00
AVERAGE ATTENDANCE	10,600	15,109
AVERAGE NUMBER OF FARMERS	54	57
SATURDAY REVENUE TOTAL	\$ 36,347.58	\$ 52,056.19
TOTAL MONTHLY PROGRAM REVENUE	\$53,337.83	\$70,248.63
FISCAL YEAR PROGRAM REVENUE TO DATE	\$89,685.41	\$122,304.82