

AGENDA

CITY COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE

WEDNESDAY, OCTOBER 12, 2016
12:00 NOON
EMMA HARVAT HALL
CITY HALL

1. Call to Order
2. Consider approval of minutes from the July 12, 2016 Economic Development Committee meeting
3. Consider request for financial assistance from Film Scene
4. Consider request for financial assistance from Riverside Theater
5. Consider request for sponsorship of Entrefest 2017
6. Staff report
7. Committee time
8. Other business
9. Adjournment

**MINUTES
CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE
JULY 12, 2016
EMMA HARVAT HALL, CITY HALL, 12:00 P.M.**

Members Present: Rockne Cole, Susan Mims, Jim Throgmorton

Staff Present: Geoff Fruin, Wendy Ford, Eleanor Dilkes

Others Present: Rebecca Neades (Iowa City Area Chamber of Commerce); Karen Garritson (National Development Council); Tom Banta (Iowa City Area Development Group); Michelle Kenyon (Program Director, Field to Family);

RECOMMENDATIONS TO COUNCIL:

None.

CALL MEETING TO ORDER:

The meeting was called to order by Chairperson Mims at 12:02 P.M.

CONSIDER APPROVAL OF MINUTES:

Minutes of the June 14, 2016, Economic Development meeting were reviewed.

Throgmorton moved to approve the minutes as presented.

Cole seconded the motion.

The motion carried 3-0.

CONSIDER REQUEST FROM FIELD TO FAMILY FOR FUNDING:

Ford addressed the Members regarding the request from Field to Family for two pieces of funding. One is for \$5,000 for the upcoming Field to Family Festival in September, and the other is for \$20,000 for next fiscal year. Ford noted that Field to Family is an organization that focuses promoting local food production, connecting local food producers with local food consumers, helping educate the community about healthy foods, and also bringing that education to as many sections of the community as possible. Staff believes that the mission of Field to Family is a good one.

Ford noted that staff first looked at sources for this funding. One possibility would be the Local Foods Initiatives funding, which is the new \$25,000 fund that Council allocated for such programs. However, after review, Ford noted that Field to Family had already received \$5,000 for an upcoming community dinner downtown. They are working with the Downtown District, the County, and local restaurants to produce this dinner.

The Local Foods Initiatives funding requirements are that they are to be used in connection with the County's efforts in local foods initiatives. Because the Field to Family Festival was not working with the County and because Field to Family is the beneficiary of the funds raised at the downtown community dinner, staff did not believe that these funds to be an appropriate source funding for this specific request.

Ford noted the Local Foods Initiatives fund was the source of \$5,000 that was used in conjunction with the County on a program called 'double up bucks,' a program that helps people on the SNAP program double their buying power for food at the Farmers Market.

The second source of possible funding considered was the Economic Development Opportunity fund, replenished each year with \$100,000. This fund has been used more for specific, jobs-related incentives and she gave examples of past funding requests. Because the request did not fit the requirements of the local foods initiative fund or the purpose of the Economic Development Opportunity fund, staff could not recommend approving the request.

Ford noted that although staff is not recommending this funding request, Michelle Kenyon is here to speak with Members, to help explain the nature of Field to Family and their offerings to the community. She added that staff believes this to be the start of a conversation – between Field to Family, the City, and the County – and that going forward they would like to see what type of funding can be awarded. Members then asked some questions of Ford, asking if there was a particular program in the past where this type of funding would have come from. Fruin stated that historically they probably would have looked at the community event funding for something like this.

Michelle Kenyon then addressed Members. She noted that the request was meant to start a conversation and she thanked everyone for the opportunity to speak today. She gave Members some history of Field to Family, noting that they are very much a grassroots organization. Kenyon spoke about their collaboration with the County, noting the opportunities this has afforded them, such as grant writing and bringing other partners into the picture. Mims asked if any effort has been made to reach out to other municipalities within Johnson County. Kenyon stated that in 2017 they will be doing this, but that they have been working primarily in Iowa City so far. Mims stated that she encourages Field to Family to reach out to these other communities within the County to help with needed funding.

Throgmorton then spoke to the request for \$20,000 for the upcoming fiscal year. He stated that he is intrigued by what Field to Family is doing, and he spoke to having such festivals as this being held along the riverfront. He believes this could connect initiatives like water quality and the local food economy to better educate people in the community. Cole stated that he is a huge fan of this and he agrees that this needs to be the start of a conversation. He would like to see a fund set up with clear guidelines so that requests such as this could be considered in the future. Mims agreed with Cole, stating that they are getting more and more requests from non-profits and that they need to find a way to do seed funding, as suggested, to help these organizations get started so they can grow to be independent.

STAFF REPORT:

Ford stated that they have been working on getting the policy focus group meetings set up. The first focus group meeting was held two weeks ago, with Mims present, according to Ford. She noted that they did receive a lot of feedback from this meeting. The second focus group meets tomorrow, with Throgmorton scheduled to attend. Ford then shared the survey questions that are being sent out for each focus group to answer.

Ford then noted that the next EDC meeting will be August 5, 2016.

COMMITTEE TIME:

None.

OTHER BUSINESS:

None.

ADJOURNMENT:

**Cole moved to adjourn the meeting at 12:35 P.M.
Throgmorton seconded the motion.
Motion carried 3-0.**

**Council Economic Development Committee
ATTENDANCE RECORD
2016**

NAME	TERM EXP.	02/04/16	04/12/16	05/10/16	06/14/16	07/12/16	08/05/16						
Rockne Cole	01/02/18	X	X	X	X	X							
Susan Mims	01/02/18	X	X	X	X	X							
Jim Throgmorton	01/02/18	X	X	X	X	X							

Key:

X = Present

O = Absent

O/E = Absent/Excused

To: Economic Development Committee
From: Wendy Ford, Economic Development Coordinator
Date: October 4, 2016
Re: 10/12/16 Agenda item #3 – Consider request for financial assistance for Film Scene

Introduction

Film Scene, Iowa City's own independent movie theater in downtown Iowa City, has submitted a request for three years of financial assistance. They are requesting \$25,000 in FY18, and a request that we intend to budget the same amount in FY19 and FY20, respectively. More than a movie theater, Film Scene is a place-maker in Iowa City and plays host to many signature events that make Iowa City special, such as Mission Creek, One Million Cups, Flyover Fashion Fest and more.

History

When the corporate theaters closed more than a decade ago, an entertainment void remained at a time when alcohol consumption downtown was becoming even more problematic due to the lack of a 21-only law and a proliferation of large drinking venues. Film Scene has filled a part of that void and supporting it is aligned with at least three of Council's Strategic Planning priorities – encouraging a vibrant and walkable urban core and fostering healthy neighborhoods throughout the City, and promoting a strong and resilient local economy.

Film Scene opened on Thanksgiving weekend in 2013 after a year-long grass roots fundraising campaign that garnered upwards of \$200,000 indicating very strong community support. They operate in a building that had once been home to one of Iowa City's largest and most 'notable' bars. Film Scene has since expanded with a second small theater in the same building and they maintain their long term goal of opening two larger theaters in the future Chauncey building at the corner of Gilbert and College Streets. A nonprofit 501(c)(3), Film Scene operates with a professional staff guided by a committed Board of Directors.

Past funding of Film Scene:

FY15	FY16	FY17	Proposed FY18-20
\$35,000	\$25,000	\$15,000	\$25,000

Solution

Film Scene is still growing and is coming closer profitability, but is not there yet. A commitment of \$25,000 for FY18 and a commitment to intend to budget \$25,000 in the coming two fiscal years will help ensure that Film Scene can continue to deliver the quality programming and contribution to the entertainment scene on which the community has come to rely.

Recommendation

Staff recommends the EDC approve budgeting \$25,000 for Film Scene in FY18 and intent to budget the same amount in FY19 and 20, pending an annual report prior to budget season each year.

Please feel free to contact me with any questions. Film Scene representatives will also be attending your meeting.



Iowa City's Nonprofit Cinema

September 29, 2016

Dear Economic Development Committee:

Thank you for considering our request for City of Iowa City contributions to provide \$25,000 funding support to FilmScene.

In early 2014, FilmScene first requested three-year support from the City of Iowa City to help our 501(c)3 nonprofit organization re-establish a cinema in the heart of our downtown business district, an entertainment venue then-identified as the most needed addition to our arts community by two separate market studies. At the time of that request our goals and projections were modest, anticipating 20,000 moviegoers during the first year. That number represented an estimated \$400,000 annual economic impact on the Iowa City area.

By the time we closed the books on Year One we welcomed more than 32,000 moviegoers. Responding to such community demand, FilmScene built out the organizational mission and staff, member development programs, and in early-2016 we opened a second screen for the next phase of organizational growth. Nearing the final quarter of our third year of operations, we have over 1,000 Members and are on track for over 40,000 ticket-buying patrons in 2016, rivaling the historic Englert Theatre, and representing an economic impact on our area of over \$1,000,000.

That first commitment of City support to FilmScene, over a three-year agreement (\$35k, \$25k, \$15k), was crucial to the operational solvency of our nonprofit as we established further support bases and audience. In those three years, FilmScene never closed our doors, creating what is now a two-screen, 365-days-a-year arts and educational destination in the heart of our city. Having two screens gives us flexibility and added programs, while also adding to our costs across the board. Further support from the City is still crucial for operations at our Scene 1 Ped Mall location as we have grown, and shifted into a new revenue-neutral projection model that helps us stay community-oriented across the programming calendar.

We now screen more than 250 films annually, and partner with dozens of local businesses, organizations, and other area nonprofits on events and benefits. As a space uniquely suited to host and program enhanced and accessible cultural events, FilmScene coordinated community conversations on domestic and international issues, topics, and art. These events gather experts and special guests from across the U.S. and the world to lead discussions on race, gender, women's rights, sexual assault, food, poverty, sustainability and more, bringing vitally important stories and experiences to our community. One of our series of international films will send one student overseas per semester thanks to an exciting nonprofit, public, and private partnership. Our Picture Show series provides free-for-kids programming for families year-round. With the addition of our second screen, we implemented our first (and growing) Summer Animation Camp that taught area youth how to make stop motion films. We have also hosted a major film release benefit for ALS, live scores, local filmmaker showcases, screenwriter talks, readings, local music showcases, are a home for Mission Creek Festival, Witching Hour, 1 Million Cups, and FlyOver Fashion Fest, and even Santa. On top of all of that, we have also stuck to our core mission, screening new, independent, and foreign films otherwise unavailable to our community. And we screen them 365 days a year.

The budget attachment reflects three years of operations, with revenue improvement forecasted in subsequent years. Continued City commitment of \$25,000 each year would ensure that our annual goal reach that eventual self-sustaining financial position, all while aiming to ensure continued return beyond expectations for all of Iowa City.

Sincerely,


Joseph M. Tiefenthaler
Executive Director - FilmScene

I. Current Financial Report

Below, please find the FilmScene profit and loss statement ending August 31, 2016 reflecting eight months of financial performance.

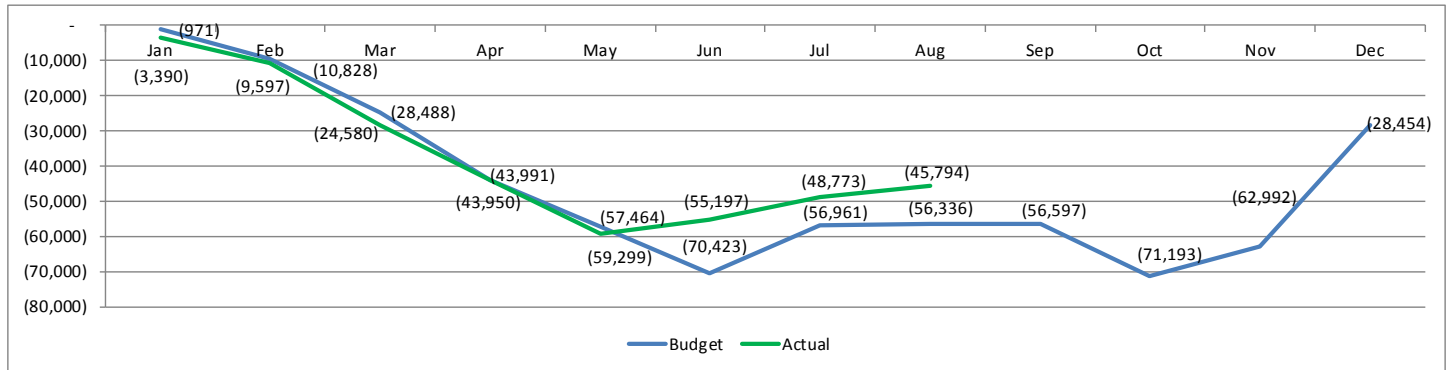
August YTD financial performance was favorable to budget by \$18,444 and favorable to prior year by \$22,772.

August YTD financial key improvement factors versus budget include Memberships (+\$17K), Contributed Income (+\$14K), partially offset by slower box office growth than anticipated. The new screening room was operational one month later than budgeted.

 FILMSCENE Board of Directors Financial Summary August 31, 2016						
PROFIT/LOSS STATEMENT	Aug Actual	Aug Budget	Last Aug	Aug YTD Act	Aug YTD Bud	Last Aug YTD
INCOME						
Contributed Income						
Annual Giving	\$ 1,021	\$ 1,500	\$ 1,428	\$ 22,744	\$ 15,750	\$ 15,988
Fundraising - 1.5 Buildout				7,750	-	-
Fiscal Sponsor	152	263	-	1,449	2,104	1,499
Special Events				1,389	2,000	(764)
Government				15,000	15,000	25,000
Contributed Income	\$ 1,173	\$ 1,763	\$ 1,428	\$ 48,333	\$ 34,854	\$ 41,723
Operational Income						
Membership	\$ 20,805	\$ 15,945	\$20,820	\$ 63,855	\$ 47,130	\$ 58,885
Box Office	26,042	30,199	22,665	164,892	200,480	140,170
Gift Cards	809	370	421	6,231	4,112	4,680
Camp	-	-	-	9,800	-	-
Concessions	13,569	16,916	12,786	102,404	112,509	89,140
Corporate Sponsors/Underwriting	-	-	-	18,150	18,000	10,000
Advertising	-	100	3,000	7,000	3,700	6,000
Rentals	1,500	1,500	100	10,160	12,900	3,290
Other Revenue	517	1,253	987	4,582	8,135	6,121
Interest	1	-	2	7	192	33
<i>Sales Tax - Contra Admissions</i>	<i>(3,079)</i>	<i>(3,613)</i>	<i>(3,685)</i>	<i>(18,486)</i>	<i>(20,865)</i>	<i>(17,260)</i>
Operational Income	\$ 60,164	\$ 62,670	\$57,095	\$ 368,595	\$ 386,293	\$ 301,057
Total Income	\$ 61,336	\$ 64,433	\$58,523	\$ 416,927	\$ 421,147	\$ 342,780
Expense						
Rent	\$ 6,205	\$ 6,955	\$ 4,425	\$ 49,640	\$ 55,640	\$ 35,400
Utilities	600	600	600	4,800	4,800	4,500
Payroll	21,158	22,269	20,975	169,657	177,971	159,862
Benefits	2,564	2,739	3,112	21,201	21,912	21,343
Film Rental	11,702	12,481	11,748	81,607	82,676	64,908
Film Shipping	428	451	619	1,339	3,185	2,567
Camp	-	-	-	9,597	-	-
Marketing	3,164	3,650	4,083	25,144	25,800	26,949
Concessions Supplies	6,133	6,165	5,547	34,843	41,062	33,868
Cleaning & Office Supplies	412	467	720	2,694	3,840	3,993
Telecommunications	297	317	282	2,322	2,536	2,546
Banking & Credit Card Fees	1,423	2,002	1,269	10,774	11,489	8,784
Interest Expense - operating line	151	200	-	634	1,400	-
Insurance (Non-Employee)	1,000	1,254	41	8,819	10,030	6,759
Ticketing/POS/Donor Mgmt. Software	2,393	2,765	1,289	12,973	18,422	11,857
Fundraising	273	1,000	-	933	1,000	2,859
Fundraising - Chauncey Building	-	-	-	4,843	-	-
Accounting Fees	-	-	870	-	900	870
Repairs, Maintenance, Supplies	-	133	26	274	1,064	396
Travel	-	-	449	2,567	3,000	4,191
Guest	400	-	-	1,672	2,250	3,000
Event Spending	-	-	-	1,118	250	-
Contingency - all other	-	350	1,414	1,663	2,550	3,085
Total Expense	\$ 58,302	\$ 63,798	\$57,469	\$ 449,113	\$ 471,777	\$ 397,738
Operating Profit/(Loss)	\$ 3,034	\$ 635	\$ 1,054	\$ (32,186)	\$ (50,630)	\$ (54,958)

II. 2016 Debt/Cash Flow Projection

FilmScene has an available operating debt line of \$65,000 with MidWestOne. Actual borrowing as of August 31, 2016 was \$26,000. Below is a graph depicting Current Assets less Current Liabilities. Due to actual timing variances actual borrowing requirements at a point in time may be \$15K - \$25K less than the below:



III. Three Year Financial Report including 2016 Budget

FS 1.0 represents the first screen. FS 1.5 represents the additional screening room added early 2016. Increased ticket handling pricing, added revenue through advertising and corporate sponsors, and improved contributed income represent the primary changes from a loss position to a break-even business.

	2014	2015	2016 Budget	2017 Fcst	2018 Fcst
Income					
FS 1.0	\$ 438,080	\$ 564,045	\$ 591,252	\$ 635,153	\$ 681,855
FS 1.5			\$ 95,787	\$ 100,576	\$ 103,593
Subtotal	\$ 438,080	\$ 564,045	\$ 687,038	\$ 735,728	\$ 785,448
Expense					
FS 1.0	\$ 436,136	\$ 611,549	\$ 622,520	\$ 654,351	\$ 679,206
FS 1.5			\$ 87,253	\$ 89,871	\$ 92,567
Subtotal	\$ 436,136	\$ 611,549	\$ 709,773	\$ 744,222	\$ 771,772
Total Profit/(Loss)	\$ 1,945	\$ (47,504)	\$ (22,735)	\$ (8,493)	\$ 13,675

To: Economic Development Committee
From: Wendy Ford, Economic Development Coordinator
Date: October 4, 2016
Re: 10/12/16 Agenda item #4 – Consider request for financial assistance for Riverside Theatre

Introduction

Riverside Theatre, Iowa City's only resident theater company, has submitted a request for \$15,000 in funding assistance for Fiscal Year 2018 and a request that we also intend to budget the same amount in FY19 and FY20, respectively. The funding will be directed to summer programming efforts as the summer holds not only the greatest opportunity for revenue generation and thus breaking even, but also the greatest risk due in large part to forces beyond the theater's control.

History

An institution in the Northside Marketplace, the theater has been in existence for 36 years and over the past two years has undergone a leadership transition from founding partners and directors, Ron Clark and Jody Hovland, to Artistic Director, Sean Lewis, and Executive Director, long time employee Jennifer Holan.

The theater now employs a year-round staff of six and each season hires dozens of artists. In 2015-16, 108 unique artists were hired, 92 of whom were Iowa residents. Riverside offered a total of 74 ticketed events from September through April and 18 ticketed events at the Festival Stage in June and July, and 13 free readings and talks. A non-profit, Riverside Theatre is largely supported by contributors. In 2015-16, 54% of annual income came from contributions and sponsorships with earned income making up the difference (typical for a regional theatre of this size).

Past funding of Riverside Theatre:

FY13	FY14	FY15	FY16	FY17	Proposed FY18-20
\$30,000	\$25,000	\$20,000	\$0	\$16,500	\$15,000

Solution

The Comprehensive Plan notes that Riverside Theatre is a key part of our "small city with big city arts and culture" and one of the organizations that adds to the vitality of the city. The comp plan states a goal of recognizing the economic development potential of Arts and Culture for Iowa City with specific strategies of increasing visibility and awareness of arts and culture programs (IC2030: Comprehensive Plan Update, May, 2013).

Ensuring that Riverside Theatre continue as a viable arts business in Iowa City is also consistent with the Central District Plan (updated in Oct. 2008), which calls for preserving and promoting the unique aspects of and supporting the economic vitality of the Northside Marketplace.

The City Council's 2015-16 Strategic Planning Priorities include three goals that relate directly to supporting Riverside Theatre: a) fostering healthy neighborhoods throughout the City, b) encouraging a vibrant and walkable urban core, and c) promoting a strong and resilient local economy.

Recommendation

Because this request for \$15,000 in financial assistance in FY18 and the request for an intent to budget for FY19 and 20 is aligned with the Comprehensive Plan, the Central District Plan and the City Council Strategic Planning Priorities, staff recommends the EDC approve budgeting \$15,000 for Riverside Theatre in FY18 and an intent to budget the same amount in FY19 and 20, pending an annual report prior to budget season each year.

Please feel free to contact me with any questions. Riverside Theatre representatives will attend your meeting, as well.

RIVERSIDE THEATRE

213 North Gilbert St.

Iowa City, IA 52245

Box Office: (319) 338-7672

Admin Office: (319) 887-1360

Fax: (319) 887-1362

info@riversidetheatre.org

www.riversidetheatre.org

September 30, 2016

Dear Wendy,

Thanks very much for making time to meet with us to discuss Riverside Theatre's request for funding.

We would like to request that that the City consider \$15,000 in funding for its FY2018 budget, and that it also consider budgeting funding at the same amount (\$15,000) for each of the following two years (FY19 and FY20).

This support will help us continue to provide the community with our full-year programming. It will be especially valuable as we continue to make programming summer plays in lower City Park a priority.

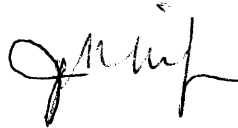
Our choice to return to the Festival Stage in 2016 was applauded by patrons—we received many notes and in-person expressions of encouragement and thanks. For summer 2017 we intend to produce work at the Festival Stage again.

The attached pages briefly describe our plan and vision. We'll firm up specifics in the next few months, and, as always, we'll have to factor in any weather or flooding issues as spring arrives.

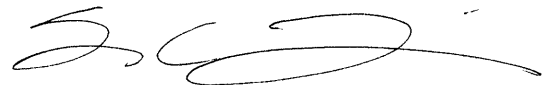
Thank you for facilitating this request. We're grateful for the City's longtime partnership with Riverside Theatre.

If you have any questions or would like to meet again to review specifics, please don't hesitate to let us know.

Sincerely,



Jennifer Holan
Executive Director



Sean Lewis
Artistic Director

RIVERSIDE THEATRE

Funding Request

September, 2016

Executive Summary

Riverside Theatre is requesting continued support from the City of Iowa City, in the amount of \$15,000 for the City's upcoming FY18. We also respectfully request that the City consider budgeting funding at the same amount for the following two seasons.

This funding will help sustain Riverside Theatre through its full-year season, but because our summer season outdoors is both the source of our greatest opportunity and the source of our greatest financial risk, funding will have the most direct impact on this programming.

Background

Last year, Arts Lab (funded by Arts Midwest and Iowa Arts Council) helped RT develop a new strategic plan that includes this vision for the future: To weave RT more deeply into the fabric of our community and make Iowa City a regional theatre destination. The choice to perform outdoors at lower City Park in summer 2016 was viewed as important work toward that vision.

Eighteen performances were held as planned, for the first time since summer 2012. From the initial press announcement through the end of run, the community applauded this choice. However, ticket sales were roughly \$22K lower than projected. RT views the contributing factors as a blend of elements within our control—the specific plays selected, patron experience at the show, marketing—and elements outside of our control, the biggest of which was not weather, but construction and resulting traffic challenges on Dubuque St. and Park Road.

RT wants to continue to hold summer performances at the Festival Stage because the venue's size enables our greatest financial opportunity of the season, and because we're confident the community appreciates having this arts entertainment option. However, it seems safe to assume that both uncertainty about flooding, and Gateway Project construction will continue to provide challenges in the upcoming summers.

We believe we made some progress in summer 2016, but we have more work to do. We have identified new strategies to improve awareness, grow audience and provide an even richer experience. City funding will help us implement these efforts.

Artistic Vision—Artistic Director Sean Lewis

RT's current artistic director, Sean Lewis, was hired in July 2016. Sean is a playwright, director and performer held in extremely high esteem in our community. In an email message to a set of key patrons and supporters last summer, Sean described what he hopes to accomplish as RT's artistic leader for the upcoming seasons:

Dear Riverside Friends and Family,

My name is Sean Lewis. I wanted to introduce myself as the new Artistic Director of Riverside Theatre. A lot of my career started at Riverside. I directed my first professional production there (*Mary's Wedding*). I have directed many more since (*Syringa Tree*; *Marion Bridge*; *Kimberly Akimbo*; *Venus in Furs*). When my first solo performance toured the United States and Europe (*Killadelphia*), it started at Riverside. I went to grad school at the University of Iowa (MFA in Playwriting 2007) and started my theater company, Working Group Theatre, here.

I'm proud to come back. And I want to make you proud of the theater in your town. We have great artists in Iowa City. We have lively and engaged audiences. My first Gilbert St. season takes on what I think are issues important to the world and our community:

- The relationship between black men and the police
- The delicate balance of women in power
- The love between mothers and sons, and the secret mental anguishes we all wrestle with
- The pride of great men and their failings
- and more...

It is a season of humor and sensitivity. It is a season of anger and discussion. It is a very human season. I have made it my goal to source a staff and talent roster solely with Iowa connections. They live here, they work here.

And I need you. I need you to show up and respond. I need you to watch and imagine. My vision is a theater of experience. It is a theater where the community gathers— all reaches of it—and has a truly singular experience, together.

We are not putting on plays. We are building communities.

Sincerely,
Sean Christopher Lewis

Feedback received from recipients was overwhelmingly positive—recipients have conveyed appreciation and support for this message.

2016-17 SEASON—Sept-April programming at Gilbert St.

Sean's play and casting selections and our marketing efforts for the Gilbert St. season are resonating with our community—all results to date are extremely encouraging:

- Riverdog season pass sales are strong at just under 400, already surpassing last season's total (356).
- Our season opener, BLACK AND BLUE, is our strongest since 2010, filling houses to 78% of capacity on average. (Our season-long average last season: 60%)
- Funding partners for this show included various University of Iowa departments: the Obermann Center, Art Share, The College of Public Health's Injury Prevention Research Center. All of these are first-time funders.
- We improved audience diversity both in terms of age (younger) and race (non-white).

The promotional and outreach tactics we successfully implemented with BLACK AND BLUE provide a model for all upcoming Gilbert St. shows. We feel confident that Gilbert St. is on the right track.

SUMMER 2017—June-July Programming

Planning for summer is well underway. Although the plays to be performed are still tentative, our goals are to

- Continue to focus on creating buzz-worthy experiences
- Program two different types of plays, in two venues, to minimize risk
- Focus on keeping expenses low, while maintaining high artistic quality

At the Festival Stage, we're envisioning 11-14 performances in June-July, featuring:

- **A familiar Shakespeare title, with a buzz-worthy twist.** Possibilities include a MACBETH that includes magic tricks, or hiring an all-woman cast for another play.
- **Immersive elements:** The theatrical experience could start before the patron is seated. The path to the stage may be lit or decorated; actors may guide arriving groups, or perform scenes along the way.
 - In addition to making the experience more unique, we believe this will turn any complications related to parking lot flooding or construction into positives.
- **Fresh design/aesthetic approaches.** For example, rather than a traditional set, projections are under consideration.
- **The return of the free Green Shows,** by patron demand.
- **Reduced ticket prices** to ensure accessibility
- **Establishing a genuine "festival" feel,** perhaps by adding exciting new food partners, picnics patrons can pre-order, etc.

At Gilbert St., 11-14 performances of a crowd-pleasing play will be offered.

This programming will offer another revenue stream and provide some protection against weather/flood complications, as well as provide an option for those in the community who aren't interested in Shakespeare or outdoor theatre experiences.

- Currently under consideration: **a two-man musical comedy/whodunnit** that's a great fit for two local actors.
- We're envisioning this play **running before the summer programming (likely, early June).**
- A broadly-appealing show **will provide great promotion for the shows at the Festival Stage.**

Sean's Vision for SUMMER 16-17 and upcoming seasons

Our obstacles are obvious: we have suffered from weather and upon our return in 2016 we led with less representational titles. This brought us back to the core question: what is the summer experience, not only at Riverside Theatre in the Park, but in Iowa City.

It is family oriented, fun, relaxed, inventive. We've wanted to re-imagine what many patrons still refer to as the Shakespeare Festival as more than a place for traditional re-tellings year in and year out and more as a place where an experience can happen. What does that mean? At its core Shakespearean plays are like fairy tales for adults, allegories that allow us to talk about love and desire, doubt, commerce, xenophobia, racism, empire and more through the conduits of witches (MACBETH), wizards (THE TEMPEST), ghosts (HAMLET) and more.



We want to make the performance start from the moment you leave your car- imagine seeing a ROMEO AND JULIET where the parking lot and path toward the stage are covered in love letters between the leads, a MACBETH that actually uses stage magic to embolden a world where logic and nature are collapsing, a HAMLET that uses projection and dry ice to present the ghost not as an actor in makeup but as a hologram floating above the stage. The Festival happens once a year and we are looking to pare down and focus on a single play so to truly make it an unforgettable event.

The Gilbert Street space is easily accessible and close to downtown nightlife. Again, keeping with the thought that the summer should be fun, family-friendly and inviting we have begun to explore the programming that best fits this space in the Summer. There are very few avenues for professionally cast and designed musicals in town. We love shows like the FANTASTICKS (a great musical about love and community) or pieces like THE PIRATES OF PENZANCE (another grown up fairy tale). We imagine programming this broader audience work in rep with the programming in lower City Park. The pieces will have a conversation with each other (i.e. a piece like the

FANTASTICKS borrows and incorporates ROMEO AND JULIET throughout, and so would be programmed as its companion piece).

BUDGET SUMMARY

A breakeven budget is projected for the current season. At the time of this proposal, FY 17 is still pending approval by RT's board of directors.

RIVERSIDE THEATRE FY17 BUDGET (draft)				
INCOME	\$		SUMMER PLAYS (only)	
			% of FY17	\$
Earned Income	241,311		30%	72,900
Contributed Income	274,175		7%	20,000
TOTAL INCOME	515,486		18%	92,900
EXPENSES	\$			
Artistic	160,482		19%	30,249
Production	41,862		32%	13,200
Education	6,950		0%	0
Marketing	73,937		20%	15,000
Patron Services	51,478		7%	3,551
Administration	61,612		0%	0
Development	44,056		0%	0
Facility	75,106		3%	2,000
TOTAL EXPENSE	515,483		12%	64,000
NET INCOME	3			28,900

Assumptions:

- Ticket revenue projections are generally conservative, but growth vs. summer 2016 is assumed for the summer 2017 shows.
- It is assumed at this point that summer programming can happen at the Festival Stage.
- A \$50 summer pass will be available (2 shows for \$25 each)
- Lower ticket prices at the Festival Stage (\$18-30, with some \$12 specials)
- Summer breakout does not include overhead percentage that these shows must cover

A summary of expected funding usage follows. Please note that these plans will continue to evolve.

RIVERSIDE THEATRE			
Proposed Funding 2017			
City of Iowa City			
<i>Objective</i>	<i>Strategy</i>	<i>Proposed Investment Amount</i>	<i>Funding Use</i>
Enhance presence in Iowa City	Improve RT's physical visibility.	3,000	Create and display more signage in lower City Park. Continue to improve Gilbert St. façade. Participate/sell tickets at SOTA events (tent rental), farmers markets, etc.
	Drive sales from outreach and group sales	4,000	Will enable dedicated part time contract hire throughout season (roughly 272 hours at \$11/hr, or 27 weeks at 10 hrs/wks)
Improve patron experience	Improve Park's audio/visual equipment	3,000	Wiring improvements must be made this summer. Sound system needs update. Actor mics may be necessary (rent or purchase). If projections used for scenic design, will have expense.
	Add fresh elements to park experience	2,000	Possibilities we're exploring include: special artistic elements for production (e.g., magician, projections, displays on path), new picnic options (food offerings from partners)
Grow through partnerships/collaboration	Cast Apprentices from UI and other area schools	3,000	Will help make Green Show possible
	TOTAL	15,000	
Matches will be solicited for all funding received.			



CITY OF IOWA CITY MEMORANDUM

Date: October 5, 2016
To: Economic Development Committee
From: Wendy Ford, Economic Development Coordinator
Re: 10/12/16 Agenda item #5 – Consider request for sponsorship of Entrefest

Introduction

Organizers of Entrefest, Iowa's business and innovation conference, have requested the City support the next conference scheduled for downtown Iowa City in May, 2017 with a \$10,000 Major Sponsorship.

History

Entrefest was started in 2008 by a coalition of many organizations including the University of Northern Iowa, who initially hosted the conference in Cedar Falls. The conference is designed to offer entrepreneurs, innovators and businesses new ideas, new contacts and the energy that comes from gathering with like-minded individuals and organizations. In May of 2014 and 2015, the conference was held in Iowa City, and attendance doubled each year, hosting 1,000+ attendees in 2015.

Early in its history, the conference moved from one Iowa town to another, but after the 2014 event, sentiment was strong that the conference should remain in Iowa City for at least another year or two. There was not an Entrefest conference in May of 2016, due to funding factors at UNI and a change in who would produce the event. After the former Entrefest producers had stepped away, NewBoCo took on the commitment to run it, but there was not time enough to produce a conference with the quality people had come to expect. With the 2016 hiatus past, NewBoCo is full steam ahead planning the spring 2017 event.

With the new leadership Entrefest once again has the potential to become the largest conference for entrepreneurs in Iowa and is already drawing interest from neighboring states. This work is completely aligned with a goal of positioning Iowa City as a leader in fostering entrepreneurship, innovation and small business for economic development.

Past funding of Entrefest:

FY14	FY15	FY16	Proposed FY17
\$2,500	\$10,000	\$0	\$10,000

Discussion

A Major Sponsorship at the \$10,000 level would afford the City several tangible benefits, such as a prominent presence in conference materials, signage, and exhibit booth display areas at conference general sessions. Additionally, the sponsorship would include 3 full access passes to conference activities, which we would use to make connections between the entrepreneurial community and City government.

Support of this event is directly aligned with the City Council's Strategic Planning priority to promote a strong and resilient local economy via strategies that include building stronger relations with business owners throughout the community and developing programs aimed to enhance small business development and retention.

Recommendation

Staff recommends approving the request for a \$10,000 Major Sponsorship of the May, 2017 Entrefest conference in downtown Iowa City.



City Council Economic Development Committee
Iowa City, Iowa

October 5, 2017

Dear Members of the EDC,

I am writing today to ask for the City of Iowa City's support for EntreFEST scheduled for May 4 and 5th, 2017 in Iowa City. EntreFEST is one of the Midwest's leading entrepreneurship conferences and is the largest gathering of Iowa's entrepreneurial community. It brings together corporate innovators, high growth startup founders, business owners and innovation ecosystem builders. After a year hiatus, we are excited to bring it back to downtown Iowa City and the pedestrian mall. To ensure it's success, we are looking to the corridor community and business leaders to help us make this a stable and sustainable undertaking in 2017, and beyond.

This event is a great opportunity to showcase Iowa City and the unique downtown offerings to over 1,000 attendees coming from across the region. In addition, it is an opportunity to support the many local businesses, provide additional educational opportunities to area students and community members and provide a festive community event. As part of the unique experience of EntreFEST and to encourage attendees to patronize local businesses, the staff will be working with the Iowa City Downtown District staff to provide gift cards to use for meals. It is important to the EntreFEST staff that those who attend the event also experience the city.

EntreFEST provides great value to our local and regional entrepreneurs and provides a world-class experience for all involved. The staff looks forward to working with city staff and local business and community members to make this event an impactful event for both attendees, the Iowa City community and Creative Corridor as a whole. We ask that the City of Iowa City to support EntreFEST 2017 by considering a sponsorship at the \$10,000 level. Thank you for your consideration.

Sincerely,

Jill Wilkins
Director of Events & EntreFEST
NewBoCo



2017 SPONSORSHIP LEVELS & PERKS

\$50,000 PREMIER SPONSOR (1 AVAILABLE)

- Custom Surprise & Delight Moment
- Linked logo prominent on the EntreFEST.com website, printed program, and all communication materials
- Verbal acknowledgement and recognition at plenary sessions
- Social media acknowledgement on Twitter and Facebook
 - Prominent logo in external and internal signage
 - Exhibitor Booth in featured location
 - 25 Conference Registrations
 - Custom, creative marketing plan

\$25,000 MAJOR SPONSORS (3 AVAILABLE)

- Custom Surprise & Delight Moment
- Exhibitor Booth in featured location
- Linked logo prominent on the EntreFEST.com website and printed program
 - Sponsorship recognition in promotional emails
- Social media acknowledgement on Twitter and Facebook
- Logo included on wayfinding signage throughout the conference
 - 10 Conference Registrations
 - Custom, creative marketing plan

\$20,000 KEYNOTE PRESENTING SPONSOR (2 RESERVED, 1 AVAILABLE)

- Your name/logo listed and linked on EntreFEST.com
- Your printed collateral distributed at the keynote
- Your name included in the media release and marketing collateral for the headlining keynote
 - Access to a private event with the keynote speaker
- Featured logo placement in all promotional materials for the headline event
 - A 5 minute speaking spot on stage at the headline event
 - Your logo featured on stage during the headline event
 - An Exhibitor Booth
 - 10 Conference Registrations
 - Custom, creative marketing plan

\$15,000 PARTY SPONSOR (2 AVAILABLE)

- Be the headline sponsor of the Opening Party or Thursday Happy Hour
 - Exhibitor Booth in featured location
 - Linked logo prominent on the EntreFEST.com website
 - Naming rights to sponsored event
 - Promotional materials distributed during event
 - Prominent logo in external and internal lounge signage
 - 5 Conference Registrations
 - Custom, creative marketing plan

\$10,000 GOLD SPONSOR (1 RESERVED, 4 AVAILABLE)

- Recognition at plenary sessions
- Exhibitor Booth in featured location
- Linked logo on the EntreFEST.com website and printed program
 - Sponsorship recognition in promotional emails
- Social media acknowledgement on Twitter and Facebook
- Logo included on wayfinding signage throughout the conference
 - 3 Conference Registrations
 - Custom, creative marketing plan

\$5000 SILVER SPONSOR (10 AVAILABLE)

- Logo on the EntreFEST.com website and printed program
- Social media acknowledgement on Twitter and Facebook
 - Exhibitor Booth
- Logo included on wayfinding signage throughout the conference
 - 2 Conference Registrations

\$2500 BRONZE SPONSOR (10 AVAILABLE)

- Logo on the EntreFEST.com website and printed program
- Social media acknowledgement on Twitter and Facebook
- Marketing collateral included in registration/welcome packets
- Logo included on wayfinding signage throughout the conference
 - 2 Conference Registrations

\$2000 EXHIBITORS (AVAILABLE, SPACE IS LIMITED)

- Linked logo on the EntreFEST.com website
- Listed in exhibitor directory in printed program and mobile app
 - Exhibitor booth
 - 1 Conference Registration
- (Startups less than 3 years old can exhibit for half price)

\$1000 SUPPORTING SPONSOR (10 AVAILABLE)

- Linked logo on the EntreFEST.com website
- Listed in exhibitor directory in printed program and mobile app
 - 1 Conference Registration

\$500 DIGITAL SIGNAGE ADVERTISERS (10 AVAILABLE)

- Logo featured on digital signage throughout the event
 - Linked logo on the EntreFEST.com website
 - Listed in mobile app
 - 1 Conference Registration