

AGENDA CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

FRIDAY, JANUARY 18, 2019
1:30 PM
EMMA HARVAT HALL
CITY HALL

1. Call to Order
2. Consider approval of minutes from the October 29, 2018 Economic Development Committee meeting
3. Update from Englert Theater and Mission Creek Executive Director, Andre Perry and recommendation for support of continued funding
4. Update from Riverside Theatre staff, Adam Knight, Artist Director and Amanda Lensing, Development Director and recommendation for support of continued funding
5. Staff report
 - a. CDBG business assistance report, memo enclosed
 - b. Other
6. Committee time
7. Other business
8. Adjournment

If you need disability-related accommodations in order to participate in this program/event, please contact Wendy Ford, Economic Development Coordinator at 319-356-5248 or wendy-ford@iowa-city.org. We ask that contact us early to allow sufficient time to meet your access needs.

**MINUTES
CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE
OCTOBER 29, 2018
EMMA HARVAT HALL, CITY HALL, 11:00 A.M.**

Members Present: Rockne Cole, Susan Mims, Jim Throgmorton
Staff Present: Wendy Ford, Simon Andrew, Geoff Fruin, Eleanor Dilkes, Ashley Monroe
Others Present: Amy Hospodarsky (Englert Theater), Laura Burgess (FilmScene), Andre Perry (Englert Theater), Joe Thiefenthaler (FilmScene), Curt Nelson, (Entrepreneurial Development Center, Inc.)

RECOMMENDATIONS TO COUNCIL:

Throgmorton moved to consider recommending an Agreement with the Englert Theater and FilmScene for \$1 million capital campaign request.
Cole seconded the motion.
The motion carried 3-0.

CALL MEETING TO ORDER:

The meeting was called to order at 11:02 A.M. Chair Mims then asked those present to introduce themselves for the minutes.

Mims noted that they would begin with Item 2 because Curt Nelson from the Entrepreneurial Development Center had called to say he would be a few minutes late.

CONSIDER APPROVAL OF MINUTES FROM THE NOVEMBER 27, 2017 ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Cole moved to approve the minutes from the November 27, 2017 meeting.
Throgmorton seconded the motion.
The motion carried 3-0.

Cole moved to approve the request for FY20 of \$25,000 for the Entrepreneurial Development Center.
Throgmorton seconded the motion.
The motion carried 3-0.

Cole moved to recommend a change to the sidewalk retailing ordinance.
Throgmorton seconded the motion.
The motion carried 3-0.

Throgmorton moved to recommend solicitation of proposals for a retail recruitment firm.
Cole seconded the motion.
The motion carried 3-0.

Consider recommending Agreement with Englert Theater and FilmScene for \$1 million capital campaign request:

Ford noted that the City staff has been working with the Englert and FilmScene boards on how the City could be a part of a capital campaign that has been named "Strengthen * Grow * Evolve." The vision of these two organizations is to help Iowa City be 'the greatest small city for the arts in America' with a plan that includes strengthening, growing, and evolving both organizations to realize the vision. She briefly explained each of the pieces of the plan, noting that for the Englert it would be historic renovation of their facade, windows, marquee, roof, HVAC, sound, and audio – all critical elements to the full function of their facility going forward. For FilmScene, she noted that they also need upgrades to their Scene One operations, at a lower price tag. Of the \$10 million campaign approximately \$5.1 million will go towards the 'strengthen' component of the campaign, which involves investments in the physical plants of each. Today's funding request of \$1 million would go towards the 'strengthen' component of the campaign.

To fund the \$5.1 million, the Englert has been working with federal and state entities to qualify for Historic Tax Credits for their project which would cover a sizeable portion of the needed funds--approximately \$1.7 million. The Historic Tax Credits would be coupled with approximately \$2.4 million in private donations and the City's \$1 million, to bring the total for the 'strengthen' component to \$5.1 million.

The City's portion would come from the tax increment generated by the entire downtown urban renewal area. Ford outlined an agreement between the 'Strengthen * Grow * Evolve' campaign and the City detailing four distributions of \$250,000 over FY19 and FY20, and the milestones required for those distributions.

Council then discussed the request. Throgmorton asked for clarity on a few points. First, he asked about the TIF funds, specifically, how much is in this fund in order to be able to provide the requested amount. Ford stated that she did not have that figure available.

Andrew also spoke to this type of request and how the tax increment funds would be tapped. Fruin then added that there are no competing projects for these dollars. Throgmorton asked additional questions of Ford regarding the funding, and she responded. Mims declared support for the funding, adding that she believes these projects add to the vitality of the downtown and that it is critical. Perry briefly responded to Throgmorton's question around the 'evolve' portion of this campaign. Cole also voiced support, noting the historic preservation piece of it. He also praised both entities for what they contribute to the community.

Throgmorton moved to consider recommending an Agreement with the Englert Theater and FilmScene for \$1 million capital campaign request.

Cole seconded the motion.

The motion carried 3-0.

Update and request for FY20 funding for \$25,000 in assistance for Entrepreneurial Development Center, Inc. in Cedar Rapids:

Nelson thanked the Committee for prior support, noting that the Center has been in operation for 15 years. He stated they have raised approximately \$12 million over those 15 years, of mostly private funding to run the operation. He also spoke about some of the organizations they have worked with in the past and continue to do so now. Mims noted that the Committee appreciates receiving the report and getting an update on EDC's work. Throgmorton asked if the EDC has worked specifically with the various immigrant communities in the area. Nelson stated that they gladly engage with anyone requesting their assistance, and pointed out the women and minority-owned businesses highlighted in the letter of request for continued financial support.

Cole moved to approve the request for FY20 of \$25,000 for the Entrepreneurial Development Center.

Throgmorton seconded the motion.

The motion carried 3-0.

Consider recommendation to change sidewalk retailing ordinance:

Ford introduced the discussion of a change to the sidewalk retailing ordinance stating that for decades the ordinance has allowed merchants to put racks out on the sidewalk from Thursday through Sunday during the hours of 9 a.m. to 9 p.m. The Iowa City Downtown District (ICDD) has requested the change to allow this every day of the week. The four-day timeframe was likely a holdover from Sidewalk Sale Days which historically ran from Thursday through Sundays. Mims asked about sidewalk space and how this would be handled, especially in areas where the space is limited. Andrew responded, noting that retailers must ensure there is a minimum of 8-feet of pedestrian walkway on the sidewalk.

Cole moved to recommend a change to the sidewalk retailing ordinance.

Throgmorton seconded the motion.

The motion carried 3-0.

Consider recommendation to solicit proposals for retail recruitment firm:

Ford stated that this idea started months ago when then Councilman Botchway suggested hiring a retail recruitment specialist to help fill in some of the empty storefronts in town. Staff did some research to see how they might be able to help the City and Ford said companies could do essentially two things – perform a market analysis to see where there is retail leakage or saturation – in other words, where people go elsewhere to find goods (referred to as leakage) or if there are enough options (referred to as saturation) for their shopping needs. Staff then put together a request for proposals noting different retail areas and the hoped-for improvement in retail mix. Ford then asked the Members if this is something they would like staff to move forward with. Mims stated that she would, because she believes they have some huge gaps in Iowa City retail. Throgmorton added that they need to be careful in this and not invite competitors to existing businesses that are doing moderately well, but that he agrees there are gaps in their retail offerings. Members continued to discuss this issue, with Ford responding to questions and concerns.

Throgmorton moved to recommend solicitation of proposals for a retail recruitment firm.

Cole seconded the motion.

The motion carried 3-0.

STAFF REPORT:

Ford stated that the Building Change program will be made available again this year. The City will make \$150,000 in grant funds available in a competition for downtown business facade improvements.

A second part of the program will include a partnership with Hills Bank, Midwest One, and the U of I Credit Union, where each institution will contribute equally, up to \$50,000 each, funds to make low-interest loans to downtown businesses with smaller projects. This could then be coupled with a new grant program being presented by the Downtown District.

COMMITTEE TIME:

None.

OTHER BUSINESS:

None.

ADJOURNMENT:

**Mims moved to adjourn the meeting at 12:03 P.M.
Cole seconded the motion.
Motion carried 3-0.**

**Council Economic Development Committee
ATTENDANCE RECORD
2017 - 2018**

NAME	TERM EXP.	03/23/17	04/05/17	04/14/17	05/25/17	07/21/17	09/15/17	10/10/17	11/27/17	10/20/18	
Rockne Cole	01/02/18	X	X	X	X	X	X	X	X	X	
Susan Mims	01/02/18	X	X	X	X	X	X	X	X	X	
Jim Throgmorton	01/02/18	X	X	X	X	X	X	X	X	X	

Key:

X = Present

O = Absent

O/E = Absent/Excused



CITY OF IOWA CITY MEMORANDUM

To: City Council Economic Development Committee
From: Wendy Ford, Economic Development Coordinator
Date: January 11, 2019
Re: Englert Theater and Mission Creek annual report and request for funding

Englert Theater

The Englert is presenting their latest annual report and requesting continued operational funding in the amount of \$50,000 in FY20 and your intent to budget the same in FY21 and 22. The proposed FY20 budget includes the continued funding for the Englert at this level.

In October 2017, the EDC approved \$50,000 for FY19 and intent to budget FY21 and 22.

Since FY09, when the City began providing financial support -

- The annual budget has gone from \$843,000 (2008) to \$1.6 million (2018).
- Event attendance has grown from 30,297 in 2009 to 63,760 in 2017.
- Added a lounge space on second floor and new concessions service station on first floor
- Celebrated the 100 year anniversary of the theater.
- Increased Englert "Friends" donors from 200 in 2011 to 2,100 in 2016 which has increased Friend's donations from \$28,000 in 2011 to \$156,000 in 2016.

Mission Creek

Iowa City's Mission Creek Festival is also requesting continued funding of \$20,000 for FY20 and your intent to budget the same in FY21 and 22. The proposed FY20 budget includes the continued funding for the Mission Creek at this level.

The festival budget is \$226,000 including almost \$140,000 for increased investment in literary and outreach programs and nearly \$16,000 in marketing. Ticket sales bring in a little less than half of the required revenues to meet budget, while sponsorship, earned revenue, grants, and donations make up the balance.

In 2018, the festival hosted 8,903 people in 19 locations in and around downtown, and featured 376 performers, of whom 181 were Iowa-based. The event provides a venue for Iowa artists to be exposed to national attention and for nationally recognized artists to gain an Iowa audience. The resulting coverage increases Iowa's presence in the national scene and Iowa City as the cultural center of the upper Midwest.

There is broad support from businesses and our non-profit community, local radio stations, media and several facets of the University of Iowa. Notably, local restaurants are very strong contributors, an indicator that Mission Creek is good for their bottom lines. With such broad community support, a growing program and increasing notoriety the festival's influence reaches well beyond our region.

Recommendation

Staff recommends continued support for the Englert and Mission Creek's requests for funding in the FY20 budget and your intent to budget at the same level in the FY21 and FY22 budgets.

Justification

- The theater has nearly doubled the size of its annual operations budget since the City started financial assistance in 2009. It strives to offer more diverse programming every year.
- The Mission Creek Festival has gained national attention, enhancing Iowa City's position as a well-known creative hub of music, literary, and culinary arts.
- The Englert continues to provide entertainment alternatives for the entire community, including those under 21.
- A strong theater and the hallmark event, Mission Creek Festival generates downtown visitors who frequent restaurants, shops and other entertainment venues.
- The Englert attracts visitors and residents to downtown. 54% of ticket buyers are from Iowa City and Coralville, while the rest are from outside the area, including 9% from out of state.

City Funding History

	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19
Englert	50,000	50,000	50,000	50,000	50,000	50,000	50,000	70,000	70,000	50,000	50,000
MCF		5,000	3,362		9,000	9,000	12,500	12,500	20,000	20,000	20,000



**ENGLERT THEATRE +
MISSION CREEK FESTIVAL
CITY FUNDING REQUEST
NOVEMBER 13, 2018**

November 13, 2018

Economic Development Committee:

Thank you for your continued support of The Englert Theatre. Your commitment to our organization enables us to contribute to the ongoing cultural, economic, and socially equitable development of Iowa City. This report includes a request for ongoing support, review of our success and challenges in the past and current year, a projection of our organization moving forward, and our future strategic plans.

As reported last year, FY 2017 was a challenging year due to softer programming margins and a net loss on Mission Creek Festival. Staff and board worked to develop a FY 2018 plan to return the organization to sustainability and – through September 2018 – we remain ahead of budget with expectations to close the year at a net positive gain. Furthermore, Mission Creek returned to a net positive gain which provided a stabilizing effect across the board. We will always navigate the cyclical nature of the performing arts industry and competition for consumer dollars. Ongoing support from the city greatly assists us to make big strides in growth years and to weather the challenges in more difficult years.

Our programming profile continues to attract a wide range of citizens from all ages and backgrounds. In 2018, our schedule has featured popular events like Valerie June, Graham Nash, and David Sedaris that have entertained a variety of community members, but we also continue to value outreach and true community engagement: this past summer, the Sankofa Outreach Connection (an organization of local women of color) awarded the Englert its Transformative Organization Award for hosting programs that speak to the entire community and encourage social change; meanwhile university and high school students comprised 32% of our attendees for the fourth annual Witching Hour festival (October 12-13). Through our variety of programs we are fully committed to establishing the Englert as a downtown space that can be a second home to any member in our community regardless of their background: we believe a unified community will lead to the most vibrant Iowa City of the future.

Consistent with past commitments from the City of Iowa City, we request approval of a \$50,000 contribution for operational support for fiscal year 2020 and the following two years: 2021-2022. Additionally, we request a \$20,000 contribution to directly support Mission Creek Festival over the same time period: 2020-2022. We have consolidated the requests for Englert and Mission Creek Festival support as the Englert currently serves as the producing entity of the festival program.

The City of Iowa City's financial and advisory support of our work has been essential in the organization's evolution since its inception. We are deeply appreciative of your faith in our work, critical and constructive counsel for determining the best ways forward, and material contributions to our sustainability.

Sincerely,

Andre Perry
Executive Director

Contents

Financial Review - Englert

1. Multi-Year Financial History
2. 2018 Budget vs. 2018 YTD
3. 2019 Draft Budget

Attendance/Demographic Review + Development/Contributed Support

1. Attendance Report
2. Contributed Support Review

Mission Creek Festival Report

1. Festival Overview
2. 2017-2019 Budget Review

Future Strategic Plans

1. Capital Campaign Project

Year-to-Year Operational History: FY2011 – 2017

	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017
PROFIT/LOSS STATEMENT							
Income							
Fundraising/Grants	\$ 162,249	\$ 189,663	\$ 249,319	\$ 234,750	\$ 242,446	\$ 273,648	\$ 281,845
Englert Events	472,224	711,111	867,286	737,081	773,791	756,694	701,268
Artist & Audience Outreach				20,686	36,044	4,933	-
Playbill Advertisting*	44,852	53,600	53,199	56,576	39,498	36,590	25,415
Rental Events	196,567	197,595	174,033	163,583	150,318	133,346	124,519
Mission Creek				206,732	221,300	250,185	322,908
Witching Hour					38,735	48,956	61,429
Other/Venue Fee	33,033	42,436	42,332	45,459	70,314	110,013	108,300
Total Income	\$ 908,925	\$ 1,194,405	\$ 1,386,168	\$ 1,464,867	\$ 1,572,446	\$ 1,614,365	\$ 1,625,684
Expenses							
Administration	50,850	56,560	48,359	58,495	57,499	63,418	57,418
Marketing	63,602	50,553	36,351	54,208	43,614	55,680	48,094
Building	81,925	80,698	86,895	77,502	66,255	80,389	76,901
Fundraising Expenses	8,298	10,068	19,737	33,097	27,331	23,984	29,831
Personnel	310,324	369,189	413,277	508,999	552,781	485,994	541,179
Englert Events	324,628	545,753	662,812	585,205	572,155	494,331	508,022
Artist & Audience Outreach				52,187	49,734	18,451	-
Playbill Advertisting	7,096	15,830	24,601	19,012	21,589	29,336	30,188
Rental Events	6,794	6,426	7,643	5,872	3,354	4,291	5,116
Mission Creek				179,195	204,649	209,083	329,117
Witching Hour					42,510	57,823	63,841
Non-Operating (Interest)	21,532	25,059	22,114	16,810	16,444	15,838	17,824
Total Expenses	\$ 875,049	\$ 1,160,136	\$ 1,321,790	\$ 1,590,582	\$ 1,657,915	\$ 1,538,618	\$ 1,707,531
Operating Profit/(Loss)	\$ 33,876	\$ 34,269	\$ 64,378	\$ (125,715)	\$ (85,469)	\$ 75,747	\$ (81,847)
2011 Capital Campaign	69,153	48,200	32,100	26,200	16,450	-	-
Profit/(Loss)	\$ 103,029	\$ 82,469	\$ 96,478	\$ (99,515)	\$ (69,019)	\$ 75,747	\$ (81,847)
Programming Margin	147,596	165,358	204,474	151,876	201,636	262,363	193,246
Mission Creek Margin	-	-	-	27,537	16,651	41,102	(6,209)

2018 Sep YTD Actual vs Sep YTD Budget; 2018 Budget

	Sep YTD Act	Sep YTD Bud	Budget
	2018	2018	2018
PROFIT/LOSS STATEMENT			
Income			
Fundraising/Grants	\$ 186,924	\$ 170,424	\$ 294,233
Englert Events	704,424	602,147	788,693
Artist & Audience Outreach	-	-	-
Playbill Advertisting*	17,798	21,332	32,000
Rental Events	103,483	111,771	140,592
Mission Creek	215,081	234,840	240,840
Witching Hour	-	-	51,250
Other/Venue Fee	85,047	77,663	119,138
Total Income	\$ 1,312,757	\$ 1,218,177	\$ 1,666,746
Expenses			
Administration	43,423	45,587	63,310
Marketing	34,594	35,541	47,384
Building	69,326	64,382	88,072
Fundraising Expenses	18,675	17,374	29,869
Personnel	405,042	394,106	520,291
Englert Events	526,709	452,361	579,406
Artist & Audience Outreach	-	-	-
Playbill Advertisting	13,924	14,000	21,000
Rental Events	3,886	3,643	4,371
Mission Creek	203,573	214,260	214,760
Witching Hour	-	-	46,800
Non-Operating (Interest)	15,268	18,627	25,541
Total Expenses	\$ 1,334,420	\$ 1,259,881	\$ 1,640,804
Operating Profit/(Loss)	\$ (21,663)	\$ (41,704)	\$ 25,942
2011 Capital Campaign	-	-	-
Profit/(Loss)	\$ (21,663)	\$ (41,704)	\$ 25,942
Programming Margin	177,715	149,786	209,287
Mission Creek Margin	11,508	20,580	26,080

2019 Draft Budget (to be finalized in January 2019 pending board, staff, and lender review)

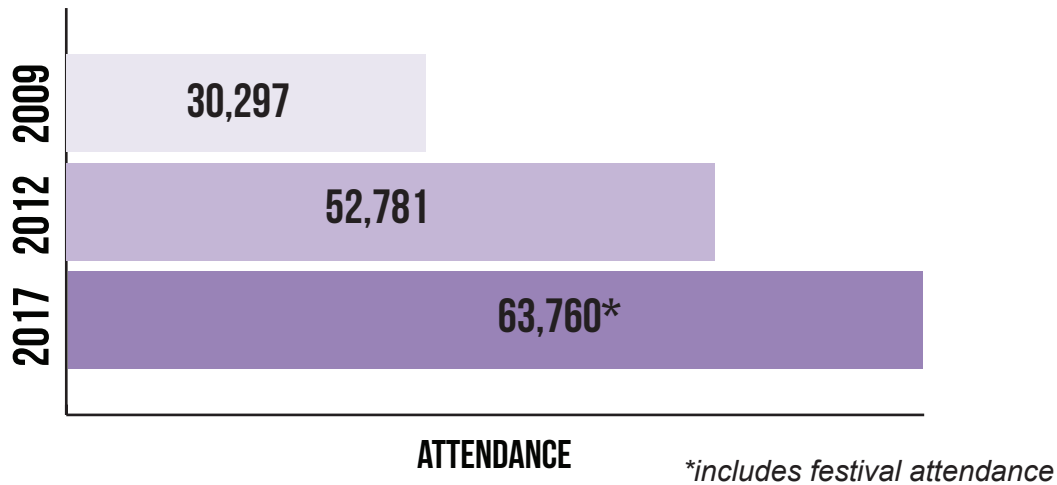
	Draft Budget
	2019
PROFIT/LOSS STATEMENT	
Income	
Fundraising/Grants	\$ 359,678
Englert Events	814,412
Artist & Audience Outreach	-
Playbill Advertisting*	35,200
Rental Events	134,621
Mission Creek	240,882
Witching Hour	58,938
Other/Venue Fee	110,569
Total Income	\$ 1,754,300
Expenses	
Administration	66,029
Marketing	48,806
Building	90,653
Fundraising Expenses	31,362
Personnel	575,900
Englert Events	596,788
Artist & Audience Outreach	-
Playbill Advertisting	22,050
Rental Events	4,589
Mission Creek	225,498
Witching Hour	53,820
Non-Operating (Interest)	25,758
Total Expenses	\$ 1,741,253
Operating Profit/(Loss)	\$ 13,047
2011 Capital Campaign	
Profit/(Loss)	\$ 13,047
Programming Margin	217,624
Mission Creek Margin	15,384

Notes:

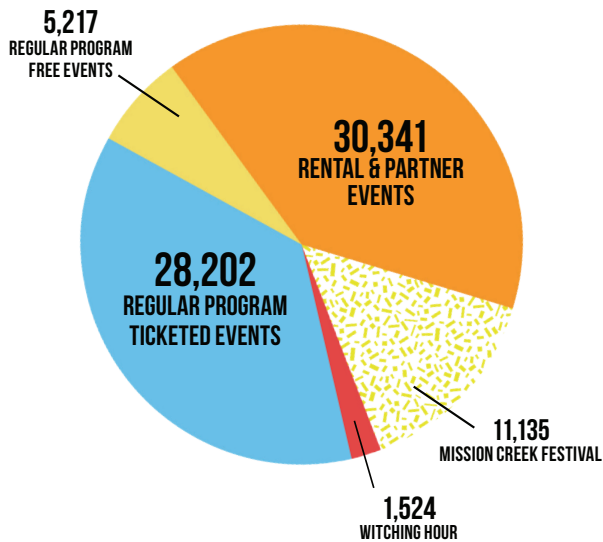
- Loss of third floor rental revenue due to expired contracts and staff expansion
- Planned increased in personnel expense: programming position
- Planned increase in fundraising revenue: ED will assist more with increase commitment to fundraising effort

ATTENDANCE

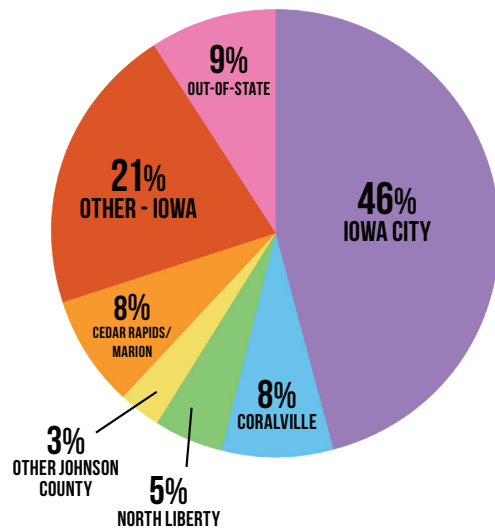
OVER TIME



2017 ATTENDANCE BREAKDOWN



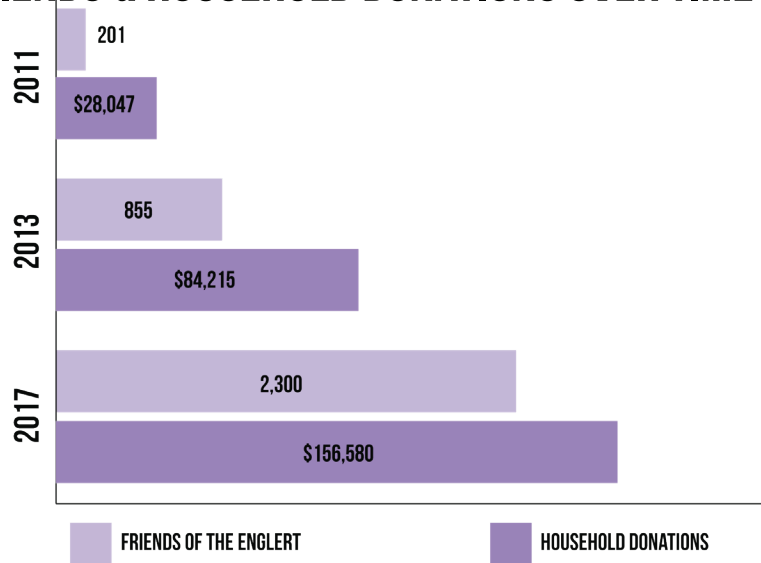
2017 AUDIENCE DEMOGRAPHICS



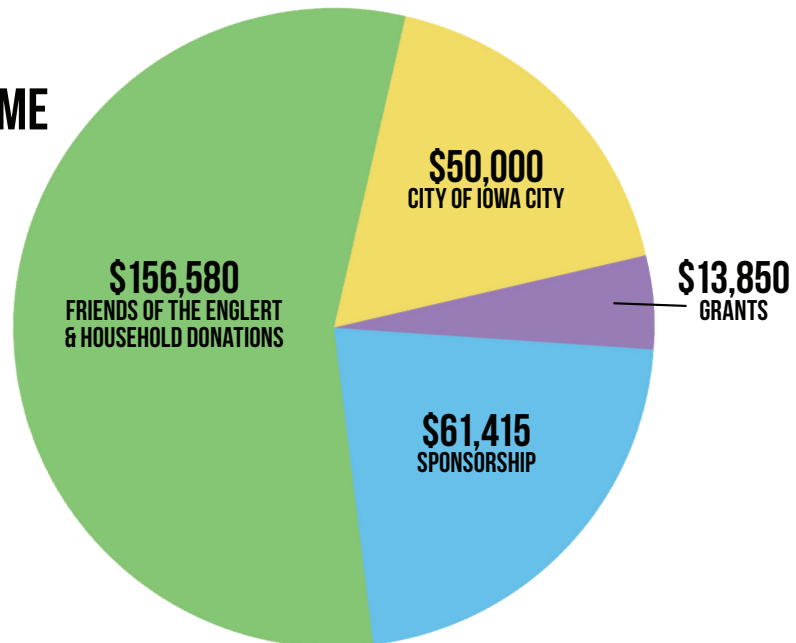
NOTE: OVERALL, MORE THAN 15,000 COMMUNITY MEMBERS WERE WELCOMED TO THE ENGLERT THROUGH FREE EVENTS AND COMPLIMENTARY TICKETS IN 2017.

DEVELOPMENT

FRIENDS & HOUSEHOLD DONATIONS OVER TIME



**2017 TOTAL
CONTRIBUTED INCOME
\$281,845**



RECENT PARTNERS & SPONSORS





Mission Creek Festival Update

Mission

To deliver a riveting 6-day artistic experience for our community that builds on the cultural geography and capital of downtown Iowa City

Vision

To be the best intimate festival for performances, the most important literary gathering for independent writers, publishers, presses, and readers in the world of books, and the coolest community gathering in Iowa City

Description

Mission Creek Festival takes place in Iowa City every spring for six days. The festival embraces live performance, the literary arts, and radical community happenings. Nestled in the heart of downtown Iowa City, with most venues a five-minute walk from each other, Mission Creek thrives on intimacy and cross-medium experiences, turning music lovers onto new literature, writers onto new music, and expanding everyone's appreciation of arts, community, and culture. We focus on quality, independent-minded sounds, words, and events. We are keen on emerging artists and embrace renegade spirits who have been around for years. Intimacy is integral to the Mission Creek experiences: most of our venues are in the 200-300 capacity range.

Navigating Iowa City is an important aspect of the festival – learning about the coffee shops and gathering spaces, exploring public places and meeting new, interesting people. To be clear, this festival does not happen despite where it lives but because of where it lives.

2018 Festival – Quick Facts

Attendance: 8,903

Number of featured performers: 376

Number of Iowa-based performers: 181

Venues in 2018

The Englert Theatre, Gabe's, Mill, Prairie Lights, RSVP, Revival, Yacht Club, Nodo, Beadology Dublin Underground, White Rabbit, Pullman, St. Burch, Merge, Big Grove Brewery, Public Space One, Iowa Writers' House, Haba Salon, Fair Grounds Coffeehouse

Partners & Sponsors in 2018

City of Iowa City, University of Iowa Community Credit Union, Scope Production (UI), Big Grove Brewery, Cedar Ridge Distillery, Iowa City Downtown District, Hancher, Little Village, Iowa Public Radio, New Pioneer Co-op, Little Village, Iowa Arts Council, ICAD/Merge, moengroup, The Tuesday Agency, Midwest Independent Booksellers, Think Iowa City/CVB, Iowa House Hotel

Selected Past Performers/Writers: 2006-2018

Jamila Woods, Roxane Gay, Amber Tamblyn, Bassem Youssef, Julien Baker, Wye Oak, Built to Spill, Hanif Abdurraqib, Dessa, Margaret Cho, Saeed Jones, Rufus Wainwright, Kelly Link, Ghostface Killah, DIIV, The Cool Kids, Floating Points, Andrew Bird, Michelle Wolf, Janelle James, Alison Bechdel, Saul Williams, Kurt Vile, Marc Maron, Kevin Smith, Jad Abumrad, Father John Misty, Cameron Esposito, Kiese Laymon, Real Estate, Philip Glass, Laurie Anderson, Rachel Kushner, Jason Isbell, The Head and the Heart, Hannibal Buress, Grizzly Bear, David Cross, Tig Notaro, Bon Iver, Beach House, The Magnetic Fields, Guided By Voices, Thurston Moore & Kim Gordon of Sonic Youth, John Waters, Patty Griffin, Greg Brown, Pieta Brown, Bowerbirds, GZA/Genius, Public Enemy, Divine Fits, Thao & The Get Dow Stay Down, the Mountain Goats, Dan Deacon, Fruit Bats, Zola Jesus, No Age, Camera Obscura, Tilly and the Wall, Sharon Van Etten, Colson Whitehead, Charles D'Ambrosio, Edmund White, Eula Biss, Tim Hecker, Rhys Chatham, The Meat Puppets, William Elliott Whitmore, D.A. Powell, Booker T., Kiki Petrosino, and hundreds more...



Mission Creek Festival 3-Year Financial Review				
<u>Revenue</u>	MCF 2017 Actual	MCF 2018 Estimate	MCF 2019 Budget	2019 Notes
Pass Sales	34,248.00	31,985.00	42,750.00	Expanded pass structure
Ticket Sales	144,501.00	72,041.00	53,050.00	No programming in Hancher (1800 seats)
Other Earned Revenue	14,947.00	13,541.00	10,500.00	Concessions, merch, etc...
Sponsorship	74,750.00	78,962.00	85,000.00	
Grants	25,000.00	5,000.00	15,000.00	Awarded NEA grant: \$10,000
Annual Giving	27,760.00	19,530.00	20,000.00	
TOTAL REVENUE	321,206.00	221,059.00	226,300.00	
<u>Expenses</u>				
Programming & Outreach	260,637.00	135,256.00	139,500.00	Increased investment in literary and outreach programs
Staffing	20,910.00	21,132.00	21,500.00	
Marketing	11,376.00	12,904.00	15,900.00	Increased investment in branding + marketing
Administration & Production	32,646.00	31,214.00	35,225.00	
Other Expenses	3,986.00	3,920.00	3,000.00	
TOTAL EXPENSES	329,555.00	204,426.00	215,125.00	
NET/(LOSS)	(8,349.00)	16,633.00	11,175.00	



Future Strategic Plans

The Englert Theatre is currently working with FilmScene on a capital and programmatic campaign effort called Strengthen Grow Evolve. It is part of a larger vision to establish Iowa City as the Greatest Small City for the Arts. The project reflects an innovative approach to fundraising: Our organization will partner with local, arts nonprofit FilmScene in an effort to strengthen, grow, and evolve the local nonprofit arts community. The campaign includes: key capital components such as the full preservation, renovation, and upgrade of the Englert's facility, buildout and purchase of an expanded facility for FilmScene, and an investment in educational programming for K-12, university students, and adult learners.

The goal for the campaign extends far beyond the work of sustaining and growing these two cultural assets; we also hope that our partnership serves as a case study for local nonprofits on how we can work together to promote and raise funds for our collective efforts as a team rather than as separate, individual organizations. This campaign is committed to advancing the conversation on how we can become a better allied arts alliance in Iowa City such that we sustain our key cultural assets and continue to reward future generations with inspiring, transformative, and educational experiences through the arts.

The current projected need for the effort is \$9,438,376. The quiet phase of the campaign will extend into Q1/Q2 2019 with a public phase launching later that year.

As city staff and council are aware, The Englert and FilmScene submitted a request of support for this campaign effort in 2016. We are extremely appreciative of staff and council's recommendation to support the historic preservation and renovation aspects of this project at The Englert Theatre and FilmScene's flagship location.



CITY OF IOWA CITY MEMORANDUM

Date: January 11, 2019
To: Economic Development Committee
From: Wendy Ford, Economic Development Coordinator
Re: Riverside Theater, Annual report and request for continued funding

Introduction

Riverside Theatre has been a staple of the Northside Marketplace and the Northside Neighborhood for more than 30 years – and of the Festival Stage in Lower City Park since 2000. Last year, they requested City financial assistance for FY19 through FY21 and the EDC approved that recommendation. The latest annual report follows along with a request to continue the funding recommended last year. The proposed FY20 budget includes the continued funding for Riverside Theatre at the same level: \$20,000.

History/Background

For more than 30 years, the theater has offered year-round programming at its Gilbert Street location and a run of Shakespeare in the Park on the Festival Stage in Lower City Park since 2000. For two years, in an effort to draw new and larger audiences to theater, Riverside has made the outdoor Shakespeare in the Park available to all for free. The City has a long history of helping to ensure this cultural asset remains strong. RT will continue to offer one Shakespeare play outdoors on the Festival Stage for free. The free outdoor event helps to build theater audience and build awareness of the theatre's now full year of indoor productions. The public benefit of offering free theater on a public stage in lower City Park is substantial and doubles as a strategy to benefit RT's financial stability.

History of City funding for Riverside Theatre:

Fiscal Year	2013	2014	2015	2016	2017	2018	2019
	\$30,000	\$25,000	\$20,000	\$0	\$16,500	\$15,000	\$20,000

Recommendation

The Comprehensive Plan notes that Riverside Theater is one of the organizations that adds to the vitality of the city and states that support for the arts and culture of the community enhances our position in the region and adds significantly to the quality of life of the community and should be continued and institutionalized as an economic development and community betterment tool for the city.

Ensuring that Riverside Theater continue as a viable arts business in Iowa City is also consistent with the Central District Plan (updated in 2008), which calls for preserving and promoting the unique aspects of and supporting the economic vitality of the Northside Marketplace. In keeping with the Strategic Plan Priorities, funding RT's request is aligned with advancing social justice and racial equality, enhancing community engagement and promoting a strong and resilient local economy.

Staff recommends the funding request of \$20,000 for FY20.

RIVERSIDE THEATRE

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January 10, 2019

Wendy Ford
Economic Development Coordinator
City of Iowa City
410 E. Washington Street
Iowa City, IA 52240

Dear Wendy,

Thank you for taking the time to meet with me and Riverside Theatre's Managing Director, Irena Saric, on October 17, 2018.

Riverside Theatre would like to request that the City of Iowa City consider \$20,000 in funding for its FY 2020 budget. This is a similar proposal to FY2019 and we hope that the City also considers a similar amount for next year, FY2021.


This support will help us continue to provide the community with our full-year programming at Gilbert Street and include our second year of Free Shakespeare at the Riverside Festival Stage in Lower City Park in June. Free Shakespeare was a success for Riverside Theatre this past summer and we plan on making the event even larger and more diverse in audience and community involvement going forward. We hope the City will continue to support our goal of engagement as they did this past summer.

The following pages briefly describe our season plan. We'll be confirming specifics in the coming months.

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, please let us know.

Sincerely,



Amanda Lensing
Development Director
development@riversidetheatre.org
w (319) 887-1360 | c (917) 515.4062

RIVERSIDE THEATRE

FUNDING REQUEST January 2019

EXECUTIVE SUMMARY

Riverside Theatre is requesting continued support from the City of Iowa City, in the amount of \$20,000 for the City's upcoming FY2020. This is the same amount we requested in previous funding, which we hope the City will consider appropriate given our plan to offer Free Shakespeare at the Riverside Festival Stage in Lower City Park again in June 2019.

City funding will help sustain Riverside Theatre through its full-year season, but funding will have the most direct impact on the summer programming, which is one of Riverside Theatre's and Iowa City's most unique and valued offerings. Last summer showed that offering the programming for free was a success both in terms of audience building and attracting new and lapsed donors. As written last year, we also respectfully request that the City consider budgeting funding at the same amount for the following season.

BACKGROUND | Producing Theatre at the Riverside Festival Stage in Lower City Park

In 2017, Riverside Theatre planned to perform both plays, MACBETH and THE BOMB-ITTY OF ERRORS, outdoors at the Riverside Festival Stage. Late May through early June, most rehearsals for MACBETH went off without any weather issues. However, as the show opened, temperatures soared and several serious storms moved through the area. Two of the nine performances were affected by rain and/or lightning – the June 14th performance was interrupted and held for rain; the June 15th performance ended early and patrons did not see the conclusion of the play. On another performance day, an excessive heat advisory was issued. During the day many patrons called to see if we were going to cancel the performance and though 90 tickets were sold, only about 60 attended the performance. Ticket sales patterns showed that patrons were extremely wary of booking in advance. Calls to the Box Office indicated that Park Road/Dubuque Street construction was a further challenge to attendance. Attendance throughout the run of MACBETH averaged under 150 patrons per night.

With a third of the outdoor performances affected by weather, and because pre-sales did not suggest the Gilbert Street theatre couldn't accommodate audience for the second show,

Riverside Theatre chose to produce THE BOMB-ITTY OF ERRORS indoors. After the announcement was made, the sales that followed the change were strong – nearly all performances were sell out, or close. The smaller indoor capacity limited ticket revenue, but in the end Riverside Theatre felt that ensuring the best patron experience and artistic product was a more prudent choice.

Riverside Theatre is committed to producing live theatre at the Riverside Festival Stage. The community tells us they value and are proud that outdoor Shakespeare productions happen in their city. However, we need more of them to attend, so removing obstacles within our control seemed necessary. Mitigating financial risk is also a priority for us as an organization.

SUMMER 2018 | Summer Season

Free Shakespeare at the Riverside Festival Stage

Ticket prices can be an obstacle to participation, so we provided free admission to the Riverside Festival Stage performances to allow us to serve a greater percentage of our community. Riverside Theatre gained production efficiencies and managed to get our expenses to a level where they can be expected to be offset by contributions. Furthermore, the myriad of other free programming in Iowa City during the summer had set up the expectation that our programming was free as well.

The show chosen was MUCH ADO ABOUT NOTHING set against the 1940's MGM Studio's backlot. Patrons arrived at 5PM nightly and placed their items on seats, enjoyed the lawn games, concessions, and local food truck options. At 6:30PM our "Green Show" sponsored by Hills Bank & Trust Company began on the side stage and explained MUCH ADO ABOUT NOTHING in terms anyone not familiar with (or intimidated by the language of) Shakespeare could understand. It had the audience laughing and prepared to enjoy and understand the main event. At 7:30PM for two weekends in June (the June 21st performance was cancelled due to weather) we entertained the largest crowds the Riverside Festival Stage had seen in years.

- Total attendance for MACBETH in 2017 was 1135 and total attendance for MUCH ADO ABOUT NOTHING in 2018 was 1804.
- Free Shakespeare opened up new funding doors that were more stable than ticket revenue – concessions, donations, and sponsorships increased due to making the event free.

MUCH ADO ABOUT NOTHING is a play full of humor, wit, energy, and love. The audience felt that and were on their feet applauding at the end of each night. The increase in participation at the Riverside Festival Stage also increased participation in our second (ticketed) summer show.

THE 39 STEPS at the Gilbert Street theatre

The second summer play was THE 39 STEPS at Gilbert Street. This piece appealed to all ages due to its 4-actor retelling of classic Alfred Hitchcock film noir/mystery. It ran 15 performance from late June-July and was well-suited for the indoors. Each of the actors played multiple characters and the dialogue was witty and fun for a summer audience.

We added an additional week of programming to our typical summer plan so patrons could have more opportunities to attend. This helped us offset revenue not earned from Free Shakespeare.

2018-19 SEASON

Free Shakespeare is our biggest event of the year, but from September to April we continue to provide the community with 78 other intimate and thought-provoking professional theatre experiences at our Gilbert Street theatre. Riverside Theatre has a new leadership team in place as of October 1st, including Artistic Director Adam Knight. Knight has a six-show season that's diverse in programming and will attract not only our dedicated patrons with offerings like THE PRICE by Arthur Miller, but will also introduce Riverside Theatre to the next generation of audience with new works like the holiday comedy ROTTEN EGGNOG and THE CAKE, written by Bekah Brunstetter of NBC's THIS IS US.

Ticket revenue lost by providing Free Shakespeare will be offset with an increase of about \$20,000 in summer-related contributions vs. 2018. Riverside Theatre's Board feels this goal is attainable and is committed to assisting Riverside Theatre staff with solicitations. Riverside Theatre is confident that the Free Shakespeare plan will continue on what 2018 prompted:

- Existing sponsors to consider increasing support
- Existing sponsors of other programming (e.g., the WILL POWER educational outreach tour in Cedar Rapids and Iowa City) to add funding for Free Shakespeare
- New and lapsed sponsors to participate

The plan has already had sponsors from 2018 re-committing, and major partners will be solidified in the coming months; all have been supportive and excited about continuing to be a part of Free Shakespeare. Any increase from the City will also be put toward this goal. The continued/increased support from the City will further help us make the case for support from other businesses, organizations, and individuals in the community.

The budget also assumes a conservative increase in concessions revenue because of even higher attendance than 2018. Riverside Theatre will also develop additional donation request tactics for some attendees. We have also begun to communicate with local neighborhood associations about possibly transporting families and groups from underserved neighborhoods around Iowa City to encourage more families and new audience members to attend.

This show will be promoted loudly locally and elsewhere in Iowa. Riverside Theatre will make an announcement as early as December 2017 to build excitement among patrons and donors for 2019 Free Shakespeare and we will begin organizing food trucks, group partnerships, and nightly sponsorships at that time as well.

The current plan is to present HENRY IV, PART ONE, a rollicking history play featuring one of Shakespeare's greatest characters, Sir John Falstaff. Shakespeare belongs to everybody, and so our cast will be diverse and non-traditional, with a higher percentage of female roles than is traditional. Medieval lawn games and the "Green Show" will continue as well, to further illuminate the world of Shakespeare to our audience.

In the immediate area, outreach will be central to the marketing plan. Riverside Theatre will promote Free Shakespeare through the WILL POWER tour, which visits Iowa City and Cedar Rapids schools. We'll also reach out to groups who connect with those who might not have the means to come to a ticketed event. Social media will help us to cover areas within driving distance. And traditional marketing will still be part of the plan (mailed brochures; posters; rack cards at hotels; Iowa Public Radio underwriting; print and online ads; email promotions; etc.)

This season Riverside Theatre aims to continue to bring important issues to our stage, and feedback and ticket sales thus far indicate thus we're programming what the community wants to see and cultivating younger and more diverse patrons as well.

- Riverdog season pass sales are at 301, this is slightly lower than last year's sales at this time. But with increase in marketing and THE PRICE ticket sales going up, we aim to reach last year's record breaking 431.

- Our September play, THE CAKE, didn't hit its revenue projection but we were up against University of Iowa football, Hancher programming – including a free event – and many other local events. We're looking at scheduling our programming differently in future seasons due to the amount of event options during this time.

However, we did hit our attendance projections on nights we had talkbacks after the show with guests like Dr. Terry Wahls and professor Reverend Anna Blaedel from the Wesley Center at the University of Iowa. These events filled our seats with new audience members and broader age demographics to Riverside Theatre – which is always one of our season goals – while providing opportunities to delve deeper into the subject matter and how it relates to our community and the broader world. We already have talkbacks for our current and upcoming shows planned to continue these conversations.

- Up now (October-November):
Arthur Miller's THE PRICE, a story of a family's wealth lost in the Great Depression, and of estranged brothers brought together thirty years later to pick up the pieces. From the celebrated writer of THE CRUCIBLE and DEATH OF A SALESMAN.
- November-December:
ROTTEN EGGNOG, a rollicking holiday farce about three women and the unlikely friendships forged during the holidays.
- January-February:
THE GOSPEL ACCORDING TO THOMAS JEFFERSON, CHARLES DICKENS, AND COUNT LEO TOLSTOY: DISCORD by Scott Carter. Three of the greatest minds in history are trapped in a limbo where each believes their path to salvation depends on convincing the other two that they are wrong. A play for our discordant times.
- February-March:
HOW I LEARNED WHAT I LEARNED by August Wilson. From one of America's greatest playwrights comes this autobiographical tour de force. Follow Wilson's personal, provocative, funny, and heartfelt story as a struggling writer in Pittsburgh's Hill District and how the neighborhood inspired his cycle of plays about the African American experience.
- March-April:
A world-premiere of a new play to be announced, in partnership with the National New Play Network.

BUDGET SUMMARY

A breakeven budget is projected for RT's current season. Net revenue projected from the 2-show summer season offsets approximately 25% of RT's full-year general operating expense.

**RIVERSIDE THEATRE
FY19 BUDGET**

INCOME	\$
Earned Income	203,050
Contributed Income	258,000
TOTAL INCOME	461,050
EXPENSES	\$
Artistic	166,532
Production	29,400
Education	3,650
Marketing	55,500
Patron Services	42,000
Administration	50,119
Development	39,000
Facility	74,741
TOTAL EXPENSE	460,942
NET INCOME	108

CONCLUSION

This season, Riverside Theatre will continue to ensure that area residents can enjoy buzz-worthy, compelling professional theatre locally – right in their own downtown and City Park. We are upping our game by making one of the most prominent productions free for the second year in a row. Riverside Theatre appreciates the City's partnership and willingness to consider funding support for these efforts.



CITY OF IOWA CITY MEMORANDUM

Date: January 10, 2019
To: Council Economic Development Committee
From: Erika Kubly, Neighborhood Services Coordinator
Re: CDBG Economic Development Update

The City of Iowa City sets aside \$50,000 annually from its CDBG entitlement fund for economic development initiatives. Funds are used to provide loans and grants to business development projects that benefit low and moderate income (LMI) persons through the creation and retention of jobs. Neighborhood Services has awarded CDBG Economic Development funding to the following three projects in FY19:

Recipient	Service/Business	Funding
4Cs Community Coordinated Childcare Susan Gray, Director 1500 Sycamore Street	Technical assistance to in-home childcare programs serving low-income residents operated by low-income residents	\$25,000 grant
Cell Tech & Repair, LLC Elkheir Hamza, Owner 329 E. College Street	Maintenance and repair services for mobile devices; retail of cell phone and accessories	\$10,000 loan 0% interest 7-year term
Iconics, LLC Lametry Hall, Owner 1570 1st Avenue, Suites A,B,C,D	Full service salon & spa; retail of African American hair and skin products	\$5,000 loan 0% interest 5-year term