

SIX MONTH FINANCIAL UPDATE: THE CHEECH

Community & Economic Development Department

City Council
April 25, 2023

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BACKGROUND

June 18, 2022, The Cheech Marin Center for Chicano Art and Culture (The Cheech) opened to the public.



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DISCUSSION

January 2021: Management Agreement Approved

February 2022: City Program staff begin to meet regularly for the programming and reporting

June 18, 2022: Open to the Public

January 2023: Discussion of reporting structure

February 2023: First six-month mid-year report received



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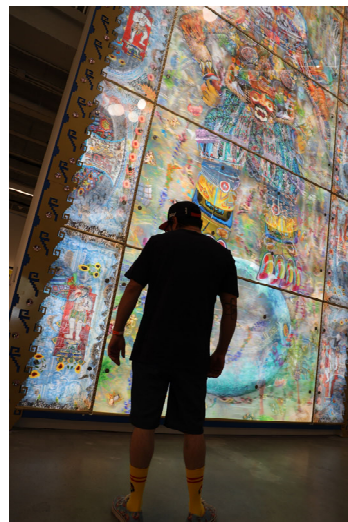
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DISCUSSION (CONT.)

Facility Fee (included in Admission Fee):

Adults	\$3.00
Children (0-13)	\$1.00
Seniors (65+)	\$1.00
Facility Rental Participant	\$1.00



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DISCUSSION (CONT.)

Attendance June – January 31, 2023 (~ 6 months)	Individual Attendance	Attendance including Facility Maintenance Fee (FMF)	Percentage of Attendance including FMF
Total Admissions	80,142	57,314	72%
Total Facility Rentals	1,899	1,899	100%
Total Tours (teen + adult no education workshop)	1,872	1,872	100%
Total Education Program (including Walk and Wonder)	4,873	0	0%
Grand Total	88,786	61,085	69%



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DISCUSSION (CONT.)

Admissions and Revenue	Projected Attendance Six Months	Projected Attendance Year One	Delta	Actual June 14, 2022 – January 31, 2023
Admissions	50,000	100,000	11,214	88,786
Revenue	\$125,000	\$250,000	\$98,401	\$151,599



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DISCUSSION (CONT.)



- Facility Maintenance Fee Revenue Received –\$151,599
- Estimates of \$250,000 and 100,000 attendance are on track to being met



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FUTURE PLANS

Economic Impact Analysis to be completed in Summer/Fall of 2023:

1. Economic Impact locally
2. Benefits to the community
3. Data driven



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STRATEGIC PLAN ALIGNMENT

Strategic Priority 1 – Arts, Culture, and Recreation

Goal 1.1

Strategic Priority 5 – Environmental Stewardship

Goal 5.4

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability &
Resiliency



Equity



Innovation



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RECOMMENDATION

That the City Council receive and file a financial update on the first six (6) months of operation of The Cheech Marin Center for Chicano Art and Culture of the Riverside Art Museum.



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