



THE BOX UPDATE AND DIRECTION

Community & Economic
Development Department

Development Committee
November 29, 2018

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BACKGROUND

1. Opened May 2013
2. Research and community meetings regarding the facility fees
3. 3-tier rate
 - Commercial
 - Non-profit
 - Performance-based



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DISCUSSION

On April, 19, 2018, the Development Committee met and a motion was made by Chair Gardner and seconded by Vice Chair Perry directing staff to:

1. Prepare an analysis of what would be required to make The Box at the Fox Entertainment Plaza successful as a community theater; and
2. Reach out to members of the community theater groups and discuss feasible rates; and
3. Look for alternative locations for a comedy club and return to the City Council and Development Committee.



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DISCUSSION (CONT.)

What has worked well and what needs to be improved:

1. Lack of comprehensive marketing (knowledge of The Box, signage, etc.)
2. Cost of The Box is too high
3. Good resources, staff and technical assistance



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DISCUSSION (CONT.)

4. Good that we have a black box
5. Flexibility is good
6. Mixed direction on use to staff over last two and a half years led to missed opportunities



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MODELS

1. Co-op
2. Co-presenting
3. City sponsorship
4. Outside non-profit to lease/manage
5. Models from other city run theaters/black boxes
6. Current model with modifications

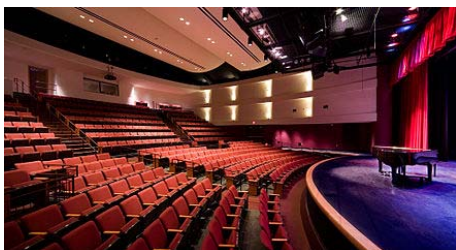
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SITE VISITS

1. Old Town Temecula Community Theater/Merc
2. Lewis Family Playhouse at Victoria Gardens Cultural Center in Rancho Cucamonga
3. Pasadena Playhouse



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PROPOSED REDUCED FEES

Non-profit Facility Fee	Type of Days	Cost
Current	4 Tech & 3 Performance	\$3,200
Current	1 Performance/Event	\$940
Proposed	4 Tech & 3 Performance	\$2,000
Proposed	1 Performance/Event	\$600



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RECOMMENDATIONS

That the Development Committee:

1. Recommend the City Council approve an 18-month trial period of reduced facility fees for The Box;
2. Maintain the facility maintenance fees of \$1 for up 1-299 attendees and increase to \$2 for 300-599 attendees and \$2.50 for 600-899 attendees per production;
3. Approve The Box Committee's recommendation to increase overall funding for The Box and recommend City Council approve a supplemental appropriation to increase The Box Account No. 2850000-343660 by \$25,000 for development of a marketing plan and implementation; and



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RECOMMENDATIONS (CONT.)

4. Direct staff to research, provide cost estimates and direction for implementing a unified ticketing system for use by participating performing organizations and return to the Development Committee with costs and options;
5. Request the Box Committee to continue to meet to address and evaluate the overall performance of The Box; and
6. Request the Community & Economic Development Department to return to the Development Committee and City Council at 9 months and 18 months of the trial period to provide updates.



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