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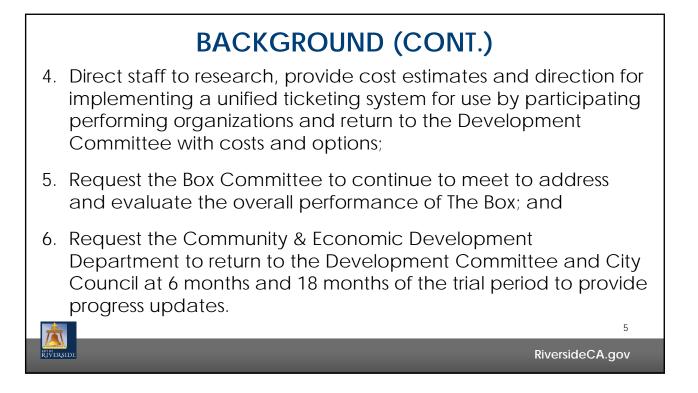
BACKGROUND

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;
- 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.



BACKGROUND (CONT.)
On November 29, 2018 the Development Committee met and voted unanimously to recommend that City Council:
Approve an 18-month trial period for reducing the facility rental rates and service pricing fees by 35% for The Box;
Recommend maintaining the existing facility maintenance fee of \$1 for 1-299 attendees and an increase to \$2 for 300-599 attendees and \$2.50 for 600-899 attendees per production;
Approve The Box Committee's recommendation to increase overall funding for The Box and authorize a supplemental appropriation in the amount of \$25,000 to The Box Professional Services Account for development and implementation of a marketing plan;





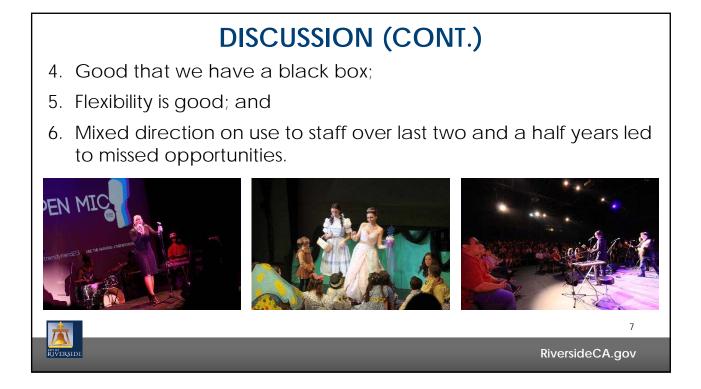
What has worked well and what needs to be improved:

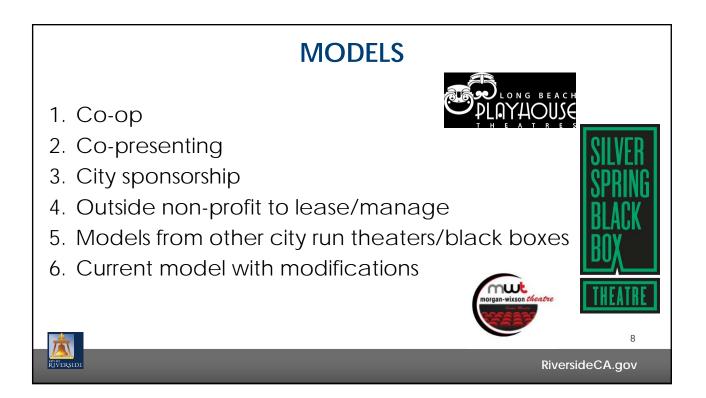
- 1. Lack of comprehensive marketing (knowledge of The Box, signage, etc.);
- 2. Cost of The Box is too high;
- 3. Good resources, staff and technical assistance;





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PROPOSED REDUCED FEES					
	Non-profit	Type of Days	Cost	General Fund	
	Facility Fee			Gain/(Loss)	
	Current	3 Techs & 3	\$3,200	\$200	
		Performances			
	Current	2 Techs & 1	\$940	\$260	
		Performance			
	Proposed @ 35%	3 Techs & 3	\$2,080	(\$920)	
	Reduced	Performances			
	Proposed @ 35%	2 Techs & 1	\$611	(\$69)	
▲	Reduced	Performance			10
KIVERSIDE					

