

**GALLO CENTER**  
FOR THE ARTS

May 20, 2014

Board of Supervisors  
County of Stanislaus

Re: Gallo Center for the Arts 2014-2015 Budget

Attached are the following as required by the Operating Agreement dated February 17<sup>th</sup>, 2004:

- Budget for Fiscal Year 2014-2015,
- Leases, prices, concessions, fees,
- Schedule for the 2014/2015 season

The attached budget is an update of the preliminary budget submitted on March 7, 2014 and is final.

We are pleased to report that things are going very well for the Gallo Center and it is financially healthy. This budget reflects \$96K being transferred from Central Valley Center for the Arts generated by concession sales held in Gallo Center for the Arts, LLC.

Please note the \$963K loss includes non-cash depreciation for the building; prior to depreciation we are operating at break-even.

Stanislaus County can feel proud of the impact being made in our County by the Gallo Center for the Arts and rest easily knowing this valuable asset is being well cared for.

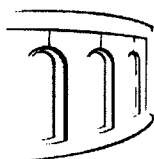
Please let me know if you have any questions or need any other information.

Sincerely,

Bryan Branco  
Director of Finance  
Gallo Center for the Arts

Projected Budget  
Gallo Center for the Arts  
2014 - 2015**EXHIBIT C, PROJECTED BUDGET**

	(In 000)
	FY Ending 6/30/2015
<b>INCOME</b>	
<b>EARNED INCOME</b>	
Ticket Revenue	\$ 3,793
Fees, Facility Use, Parking, Concessions	\$ 1,252
Endowment and Other Interest	\$ -
<b>EARNED INCOME TOTAL</b>	<b>\$ 5,045</b>
<b>CONTRIBUTED INCOME</b>	
Central Valley Center for the Arts and Subsidiaries	\$ 96
Others	\$ 2,187
<b>CONTRIBUTED INCOME TOTAL</b>	<b>\$ 2,283</b>
<b>INCOME TOTAL</b>	<b>\$ 7,328</b>
<b>EXPENSES</b>	
Center's Presentations	\$ 3,304
Facility Use	\$ 263
Ticket Office	\$ 425
Fundraising	\$ 350
Marketing	\$ 550
Bond Interest	\$ 423
Other General & Administrative Costs	\$ 2,013
Non-Cash: Depreciation and Amortization and Interest Rate Swap	\$ 963
<b>EXPENSES TOTAL</b>	<b>\$ 8,291</b>
<b>GALLO CENTER FOR THE ARTS P/L</b>	<b>\$ (963)</b>



**GALLO CENTER**  
FOR THE ARTS

**EXHIBIT "D" LEASES, PRICES, CONCESSIONS, FEES**

**Subleases and License Agreements**

There are no subleases and/or license agreements in excess of 60 days.

**Admission Prices**

It is estimated that ticket prices will be between \$5 and \$139 depending on the performance, the seating, the status of attendee and non-ticket support for the program. It is estimated that the average ticket price for the year will be approximately \$46.

**Concessions:**

Concessions will be operated in-house and managed by the Gallo Center for the Arts for the 2014–2015 season; for reference, below are the current description of concession services and the projected food and refreshment prices.

*Description of Services*

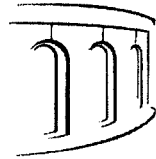
The Gallo Center for the Arts will sell food and beverages from the five concession locations located in the theater as well as utilizing rolling bars. They are (1) to sell food and beverages including alcoholic beverages to the general public attending performances at the Gallo Center and (2) to provide alcoholic beverage catering for all Gallo Center and third party events on the premises unless otherwise mutually agreed by the two parties.

*Food and Refreshment Prices*

Beverages	<u>Current</u>
Non alcoholic	\$2 - \$3
Wine	\$8 - \$14
Champagne	\$15
Beer	\$4 - \$5

Food	
Candy	\$2
Cookies	\$2
Chips	\$2
Cheese	\$3
Nuts	\$4



**GALLO CENTER**  
FOR THE ARTS

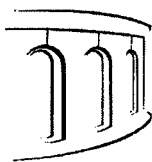
**Facility Use Charges:**

Facility use charges range from \$250 to \$5,000 depending on the tax status of the attendee, the part of the facility being utilized (e.g. theater, lobby, etc.), and the type of event. There are additional charges for production staffing (\$30/hour), equipment rental, and security costs to be reimbursed at actual costs.

In addition to the above facility use charges, the user will also incur a service fee of 6% of gross ticket sales and 3.5% credit card fee for all credit card purchases. The user may also incur facility restoration and consignment ticket charges.

**Service Charges:**

The Gallo Center charges \$4 per ticket for purchases made over the phone and on the website, with walkup ticket purchases having no service charge. In addition, there is a \$1 per ticket charge for facility restoration.



**GALLO CENTER**  
FOR THE ARTS

**EXHIBIT "E" PRESENTATION SCHEDULE**

Schedule for the 2014/2015 Season

It is presently anticipated that the season will be comprised of:

**Gallo Center For the Arts Presents:**

Series	# of Performers	# of Performances
Broadway	2	6
Mega Hits	4	4
Family Fun	4	4
Country	5	5
Dance and Classical	3	3
Let's Talk	6	6
Theater	4	7
Those Were the Days	3	3
Christian	4	4
Holiday	6	8
It is to Laugh	7	7
Music	9	9
Rock & Roll	6	6
Latino	10	13
Children	10	15
Other	15	17
<b>Total</b>	<b>98</b>	<b>117</b>

**Resident Company Presentations:**

Modesto Symphony Orchestra	17 performances
Townsend Opera Players	4 performances
Central West Ballet	12 performances
Modesto Community Concert Association	5 performances
Yes Company	7 performances
Modesto Performing Arts	11 performances

**Other Presenters:**

Estimated performances from renters	54 performances
-------------------------------------	-----------------