

DATE: June 14, 2007

TO: Parks and Recreation Commission Members

FROM: Neighborhood Services Department  
Parks & Recreation Division

SUBJECT: **ANNUAL REVIEW OF THE SUNSHINE BROOKS THEATER  
MANAGEMENT AND OPERATIONS AGREEMENT WITH THE NEW  
VISION THEATRE COMPANY AND APPOINTMENT TO AN ADHOC  
THEATER STEERING COMMITTEE**

### **SYNOPSIS**

Staff is coordinating the annual review of the goals and objectives for year two of the Sunshine Brooks Theater Management and Operations Agreement with the New Vision Theatre Company and requests Commission feedback, appointment of two members to serve on an adhoc theater steering committee.

### **BACKGROUND**

On January 5, 2005, City Council approved the management and operations agreement, inclusive of Goals and Objectives (attachment I), with New Vision Theatre Company (NVTC). The City provided some much needed improvements and deferred maintenance to the theater facility in Spring 2005 and commenced the agreement with New Vision Theatre in July 2005 for a term of five (5) years. New Vision Theatre Company is required to provide annual reports to the City regarding operations and revenues.

For the first year of operations (05-06) and with approximately \$36,000 in gross revenues, NVTC exceeded the goals and objectives for the year as well as established integral relationships in the Oceanside arts community inclusive of the Star Theatre, Coast Kids Productions, Oceanside Cultural Arts Foundation (OCAF) and the Days of Art Committee. During the second year of operations (06-07) with just over \$46,000 in gross revenues, NVTC has met or exceeded most of the goals and objectives and has furthered their community relations with Rising Stars Productions and MainStreet Oceanside.

## **ANALYSIS**

The Goals and Objectives call out specific accomplishments that are required for management and operation of the theater for each of the five (5) term years. While NVTC has exceeded most of the goals and objectives there are still two areas of accomplishment that are in the works.

NVTC produced seven in-house community productions as well as coordinated with two new youth production companies to utilize the theater; 4<sup>th</sup> Wall Youth Productions and Rising Stars Studio. NVTC also well exceeded the goal of coordinating 15 community uses of the theater with over 11 different agencies. Areas still needing to be worked on are classes and workshops for children and adults as well as the recruitment of one Oceanside resident to serve on the NVTC Board of Directors.

It has been discovered through the day to day operations of the theater that additional space is necessary to provide classes and workshops for youth and adults. Parks & Recreation Division staff continue to work with NVTC to find a solution to this dilemma and recommend that the Parks & Recreation Commission provide input as well. Despite the broad and well established relations that NVTC has created in the Oceanside community, recruitment to the board of directors has been trying. While there are a number of folks that are dedicated to the theater in regard to productions and support, most are over-committed to various other organizations already. Additionally, those interested in a board position also serve on other arts boards that may create a conflict of interest. Recruitment to this position is a priority for NVTC and the managers have expressed interest in recruiting a member with a financial background as a priority and a member with theatrical background secondary.

Staff has found that the NVTC is continuing to make great strides toward success in the Sunshine Brooks Theater and Oceanside. Although not every goal and objective for year-two has been met, there are still things to look forward to in the upcoming months that will complete the contract requirements. As well, NVTC is looking to solidify a strong community foundation in the next three years with a big-picture perspective of the future. NVTC would like to work with the Parks & Recreation and Arts Commission through an adhoc committee to steer the future of the Sunshine Brooks Theater.

## **FISCAL IMPACT**

While there is still some support services provided through the City's General Fund regarding deferred maintenance and Capital Improvements that are agreed upon on an individual basis, the agreement is allowing the theater to be operated at full capacity with a Personnel savings to the Parks & Recreation Division budget at approximately \$80,000 per fiscal year. As a contract obligation, it was approved in the FY07-08 Budget Appropriations to provide \$2,000 in maintenance funds in the Neighborhood Services budget. This amount is a percentage match to the first two years' gross revenues.

## **RECOMMENDATION**

Staff is coordinating the annual review of the goals and objectives for year two of the Sunshine Brooks Theater Management and Operations Agreement with the New Vision Theatre Company and requests Commission feedback, appointment of two members to serve on an adhoc theater steering committee.

PREPARED BY:

---

Megan Crooks  
Administrative Analyst

Attachment I: Management and Operation Agreement  
Attachment II: Year One Annual Revenue Report  
Attachment III: Year Two Annual Revenue Report