

**TO:** Andrew P. Powers, City Manager

**FROM:** Jonathan Serret, Cultural Affairs Director

**DATE:** June 20, 2023

**SUBJECT:** City Sponsorship of New West Symphony's Summerfest Program

**RECOMMENDATION:**

1. Approve additional budget appropriation and expenditure in the amount of \$25,000 from A/C #001-0000-311-1000 (General Fund – Fund Balance) to A/C #001-1240-674-5799 (General Fund – Special Events) for City sponsorship of New West Symphony's Summerfest Program.
2. Find that this action is not a project as defined under the California Environmental Quality Act (CEQA).

**FINANCIAL IMPACT:**

**\$25,000 Increase to Adopted FY 2022-23 General Fund Budget.** Minimal staff time required to prepare the report is included in the Adopted FY 2022-23 General Fund Budget. \$25,000 increase to the Adopted FY 2022-23 General Fund Budget for City sponsorship of New West Symphony's (NWS) Summerfest Program is requested.

**BACKGROUND:**

During the 1990s, City Council designated three local performing arts companies as "Resident Companies" for the Thousand Oaks Civic Arts Plaza's Bank of America Performing Arts Center (BAPAC). These organizations included 5 Star Theatricals (formerly Cabrillo Music Theatre), NWS, and Pacific Festival Ballet (PFB). This distinction was intended to enhance the visibility of these performing arts organizations within the community and to strengthen their fundraising efforts by leveraging the Resident Company status.

In May 2022, City Council approved Resident Company status for the three organizations through June 30, 2025.

**City Sponsorship of New West Symphony's Summerfest Program**  
**June 20, 2023**  
**Page 2**

Resident Companies receive several benefits, including: priority booking for the Fred Kavli Theatre and Janet & Ray Scherr Forum, a 35 percent discount off standard theatre rent fees, the waiver of performance holding deposits, and discounted office space in the Civic Arts Plaza (if available).

On May 4, 2023, NWS requested a sponsorship from the City in the amount of \$25,000 (Attachment #1), highlighting the economic impact of cultural tourism and the value of sponsorship investment (Attachment #2).

**DISCUSSION/ANALYSIS:**

In June 2023, NWS is producing and presenting a new outdoor Summerfest program. This concept provides the symphony with an extended reach beyond traditional classical presentations. They have partnered with Moorpark College to present a weekend music festival on the college campus featuring prominent award-winning artists backed by NWS. Additionally, the festival will feature a screening of Indiana Jones: Raiders of the Lost Ark with NWS playing the score live. NWS has positioned this new outdoor music festival as a destination event for residents throughout the region.

In addition to providing high-quality outdoor entertainment for residents and visitors throughout the Conejo Valley region, Summerfest presents an opportunity for NWS to gain exposure to new, more diverse audiences and expose them to the magic of symphonic music. This weekend of programs will potentially serve as a vehicle for audience development, leading to new audiences coming to the BAPAC later in the year to enjoy more traditional NWS concerts. This audience development has the potential to bolster NWS subscribership and strengthen the organization's long-term health.

NWS has requested \$25,000 sponsorships from several key partner agencies to highlight the value of Summerfest as a regional entertainment event for residents and visitors throughout the Conejo Valley and surrounding communities. Financial commitments have been secured from the City of Simi Valley and the City of Camarillo. Moorpark College has agreed to host the event on the central lawn of the campus, where they are seeking to locate a future outdoor amphitheater.

**COUNCIL GOAL COMPLIANCE:**

Meets the following City Council goals:

G. Continue City's commitment to community and cultural programs and services (such as Performing Arts/Theatres, Libraries, TOTV, Visual Arts, Youth and Senior Programs).

**City Sponsorship of New West Symphony's Summerfest Program**  
**June 20, 2023**  
**Page 3**

H. Participate in public-private and multi-jurisdictional opportunities to ensure residents have access to high levels of parks, recreation, education and leisure programs and services.

**Attachments:**

- Attachment #1 – NWS Sponsorship Request
- Attachment #2 – NWS Sponsorship Packet