

# **CITY OF ELKHART LERNER BOARD MEETING AGENDA**

**Common Council Chambers**

**10:00 a.m., Wednesday, October 13, 2021**

<https://coei.webex.com/coei/j.php?MTID=m117a800c9d5f7e105cab26daa077d2da>

**Meeting Number: 2313 181 0523, Meeting Password: Lerner21  
1-415-655-0001**

- 1. ROLL CALL**
- 2. APPROVE AGENDA**
- 3. MINUTES Regular Meeting September 8, 2021**
- 4. TREASURER'S REPORT**
  - **Financial Report August 31, 2021- Michelle Adams (Kruggel, Lawton, and Co.)**
  - **Claims and Allowance Docket**
- 5. PRESIDENT'S REPORT**
- 6. FRIENDS OF THE LERNER**
- 7. CRYSTAL BALLROOM CATERING REPORT**
- 8. PREMIER ARTS REPORT**
- 9. GENERAL MANAGER'S REPORT**
- 10. PUBLIC PARTICIPATION**
- 11. ADJOURNMENT**

LERNER THEATRE BOARD  
Wednesday, September 8, 2021

President Gary Boyn called the Regular Meeting of the Lerner Theatre Board to order at 10:00 a.m. on Wednesday, September 8, 2021. The Clerk of the Board, Nancy Wilson called the roll. Gary Boyn, Dina Harris, Dallas Bergl, Jamie Arce, Ashley Martin, and Diana Lawson attended in-person.

1. AGENDA

On motion by Dina Harris, seconded by Dallas Bergl and carried 6-0, the agenda was approved.

2. MINUTES: Regular Meeting August 11, 2021

On motion by Jamie Arce, seconded by Dallas Bergl and carried 6-0, the Board approved the minutes from August 11, 2021.

3. TREASURER'S REPORT

Financials-July 31, 2021

Michelle Adams attend the meeting on WebEx. The July 31, 2021 financial report was submitted to the Board for review. Total operational expenses of \$557,809 were covered by a City contribution of \$434,142 (78%) and a Lerner contribution of \$107,500 (22%). This compared with 2020 City's contribution of 85% and the Lerner's contribution of 15%. The YTD net income from Theatre operations only (shown as gross profit) at the end of the period was \$107,406 which was a decrease of \$727 from 2020. The YTD net income for all Lerner operations (including City expenses) at the end of the period was \$120,525 which was an increase of \$218,629 from the net loss on last year's statement of \$98,104. On budgeted City Operational Expenses alone we were under-budget by \$334,815 year to date.

Claims

On motion by Dallas Bergl, seconded by Jamie Arce and carried 6-0, the Board approved the claims and allowance docket totaling \$30,175.10 as listed on the register consisting of 16 pages as prepared on September 3, 2021 at 12:14 p.m.

4. PRESIDENT'S REPORT

Gary commented on a meeting with the Mayor, Dallas, Rex, Jamie, Michelle and City Engineer Tory Irwin held to discuss the HVAC at the Lerner which is at the end of the normal lifespan, especially the air conditioning system. The units on the roof, and there are many of them, take many months to get parts and new units take many months to get in not weeks. They also discussed repairs to get them by. Everyone understands the need and they are moving forward at the administrative level.

5. FRIENDS OF THE LERNER REPORT

Dallas reported Rex Martin is doing a wonderful job leading the Friends of the Lerner. He is working to meet their five-million-dollar objective and they are getting close to that. He asked the Board to reach out to civic minded individuals to help with the last \$800,000. They are going to ask the Community Foundation to consider assisting again as they have been generous in the past. There will be ongoing plans to continue to raise funds to keep the Theater in great shape moving forward.

6. CRYSTAL BALLROOM CATERING

Kurt Janowsky reported his first good new in 18 months. They had a good August! They did \$77,000 in the Ballroom and he hopes this means they are back!

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They are hoping they do not have any gathering restrictions moving forward.

7. GENERAL MANAGER'S REPORT

The General Managers report has been inserted in the minutes as presented.

GENERAL MANAGER REPORT PREPARED BY: MICHELLE FRANK

| Activity (September-November) | As % of 90 days |                     |  |
|-------------------------------|-----------------|---------------------|--|
| 47 Events                     | 52%             | Activity in theatre |  |
| 21 Ticketed Events            | 23%             | Ticketed events     |  |
| 8 Non-Ticketed Events         | 9%              | Non-Ticketed events |  |
| 18 Rehearsal Dates            | 20%             | Rehearsal Space     |  |

Compare to 2020 Board Report Ticketed Events: 8

Compare to 2020 Board Report Non-Ticketed Events +Rehearsals:  
8

- Bookings for the remainder of the year and into 2022 are well underway and look strong. A few large show announcements in the coming weeks for the Friends of The Lerner.
  - Compared to 2019 for the same date range of September through November, we are ahead of 2019's bookings by four total events, three of which are ticketed events.
- Preparations for the 2022 City Budget Hearings are underway and will be presented to the Elkhart City Council on October 2, 2021 in the Crystal Ballroom. We are honored to be hosting the budget hearings again in our facility!
- Conversations, advancement, and strategic planning are underway regarding the current HVAC system at The Lerner. We are thankful for the support from the administration as we navigate through a difficult situation with actively failing equipment for the building.

OPERATIONS MANAGER REPORT PREPARED BY: SARAH TAYLOR

Accomplished in August:

- Organized Job Fair for building for new hires in all departments
- Arranged docents for tours of the building
- Coordinated with Tristin to set up interviews for Box Office and Usher hires
- Connected with Late Night Live and Lunchtime Live artists – then worked on updating information when the buildings power went out
- Sent out contracts for the new shows we'll be having on stage
- Updating Lerner Show files so all full time staff will be able to use them for show builds
- Connected with staff and volunteers on attending an upcoming required Emergency Preparedness Meeting in the theatre

Goals for September:

- Hiring Box Office and Usher staff:

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- Since Covid, we've had to become more flexible with what artists are requiring. Because of this, we're needing to up our numbers of part-time staff and I'll be working with Tristin and HR to make sure our spots are filled.
- Shows:
  - Updating the Google, Show Manager and Lerner Show files. I'm also wanting to make sure all of our shows go off without a hitch, especially those close to a full theatre – ensuring a safe area where everyone feels comfortable joining.
- Emergency Preparedness Meeting:
  - I have worked on organizing our yearly Emergency Preparedness Meeting and have scheduled two days with multiple sessions for all full time, part time and volunteer staff. This is a mandatory meeting everyone must attend in case an issue arises in the building.
- Budget:
  - Michelle and I will continue to work on the budget in the upcoming months; prepping through the next steps, until she has to present in October.

## MEDIA SPECIALIST REPORT PREPARED BY: SONNY LISI

E-Blast Reporting – August 2021

|                             |        |
|-----------------------------|--------|
| Campaigns Sent              | 8      |
| Total Emails Sent           | 59,149 |
| Emails Opened               | 16,601 |
| Emails Clicked Through      | 1,166  |
| Starting Subscribers        | 17,160 |
| Ending Subscribers          | 17,111 |
| Average Emails Per Campaign | 7,394  |

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Tickets Purchased by City

| City        | Tickets |
|-------------|---------|
| Elkhart     | 626     |
| Goshen      | 209     |
| Bristol     | 135     |
| South Bend  | 131     |
| Granger     | 128     |
| Middlebury  | 63      |
| Mishawaka   | 49      |
| Osceola     | 45      |
| Nappanee    | 37      |
| Niles       | 23      |
| Edwardsburg | 22      |

August Accomplishments

- Prepared all events for the Elkhart County Symphony 2021-2022 Season, created the events and Season Ticket package in our ticket system, and organized and put the season up for sale. This season includes one performance at Wellfield Botanic Gardens and four performances at The Lerner.
- Coordinated, built, and began on-sale for the Kari Jobe Blessing USA Tour event, which includes four different VIP levels for a total of seven price points, more than any previous event in the theatre.
- Assisted with the Job Fair and open interviews, printing informational signs and helping guests find their way to fill out applications or speak with hiring managers.

September Goals

- Begin inventory of The Lerner's full collection of artwork, create new labels for each, and design a brochure for patrons that highlights some of our pieces.
- Continue virtual coursework to become a Certified Administrator in the PatronManager ticketing software.

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BOX OFFICE MANAGER  
PREPARED BY: Tristin Pauff

| Date       | Time    | Event Name  | On Sale Date | Sold | Net Revenue | Hist. Fee  | Total Revenue |
|------------|---------|---|--------------|------|-------------|------------|---------------|
| 8/7/2021   | 3:00 PM | Best of Broadway 13   | 7/6/2021     | 273  | \$2,655.00  | \$819.00   | \$3,474.00    |
| 9/12/2021  | 4:00 PM | Elkhart County Symphony Season Tickets 2021-2022                                      | 8/24/2021    | 35   | \$1,605.05  | \$525.00   | \$2,130.05    |
| 9/12/2021  | 4:00 PM | Elkhart County Symphony - Celebrations<br>tickets sales for this event are all comps* | 8/24/2021    | 130  | \$0.00      | \$0.00     | \$0.00        |
| 9/17/2021  | 7:30 PM | Premier Arts: The Aristocats (9/17/2021 - 9/18/2021 - 2 performances)                 | 5/25/2021    | 291  | \$6,281.50  | \$873.00   | \$7,154.50    |
| 9/23/2021  | 7:30 PM | Vital Passage: A Holocaust Rescue Story   | 8/10/2021    | 86   | \$0.00      | \$0.00     | \$0.00        |
| 9/24/2021  | 7:30 PM | The Price Is Right Live!  | 10/28/2019   | 83   | \$5,533.20  | \$207.50   | \$5,740.70    |
| 9/25/2021  | 8:00 PM | Gordon Lightfoot  | 12/12/2019   | 36   | \$579.80    | \$90.00    | \$669.80      |
| 10/8/2021  | 7:30 PM | Jarrod Niemann & Love and Theft   | 6/18/2021    | 46   | \$1,025.25  | \$184.00   | \$1,209.25    |
| 10/9/2021  | 7:30 PM | the MAGIC of BILL BLAGG LIVE!   | 8/26/2021    | 87   | \$3,881.00  | \$348.00   | \$4,229.00    |
| 10/23/2021 | 5:00 PM | Elkhart Public Library Presents A Night with the Blooze Brothers                      | 8/5/2021     | 80   | \$2,611.50  | \$320.00   | \$2,931.50    |
| 10/29/2021 | 7:30 PM | Premier Arts: The Addams Family Musical (10/29/2021 - 10/31/2021 - 3 performances)    | 5/25/2021    | 25   | \$579.50    | \$62.50    | \$642.00      |
| 11/4/2021  | 7:00 PM | Kari Jobe - The Blessing USA Tour 2021  | 8/17/2021    | 419  | \$23,894.00 | \$1,047.50 | \$24,941.50   |
| 11/12/2021 | 7:30 PM | Stars of the Sixties  | 3/5/2020     | 18   | \$1,433.25  | \$45.00    | \$1,478.25    |
| 12/3/2021  | 8:00 PM | Kansas  | 9/24/2019    | 22   | \$1,648.50  | \$55.00    | \$1,703.50    |
| 12/10/2021 | 7:30 PM | Premier Arts: A Christmas Carol (12/10/2021 - 12/12/2021 - 3 performances)            | 5/25/2021    | 24   | \$450.00    | \$60.00    | \$510.00      |
| 12/16/2021 | 7:30 PM | A Motown Christmas  | 7/16/2021    | 27   | \$1,327.25  | \$67.50    | \$1,394.75    |

|                      |             |
|----------------------|-------------|
| Total Ticket Revenue | \$58,208.80 |
|----------------------|-------------|

#### Accomplishments for August 2021

- Successfully trained 1 new part-time Box Office Team Member
- Scheduled a Box Office Tour of The Lerner Theatre
- Successfully updated the Venue Complimentary Tickets spreadsheet so that The Lerner can track comps per our contracts with Promoters

#### Goals for September 2021

- Successfully train 1 to 2 new part-time Box Office Team Members
- Attend Box Office Tour of The Lerner Theatre so that each member of the team is more familiar with the building and emergency protocols
- Create and distribute a Box Office Quiz to all team members – use quiz to formulate strategy to better train new team members, enhance current team members understanding of certain Box Office operations, and create new ways to implement better customer service through the Box Office

#### TECHNICAL THEATRE MANAGER PREPARED BY: ANDREW KREIDER

##### Overview:

August was a quiet month on stage, allowing us to do a number of final upgrades to systems before shows start up this fall. Because of the ongoing HVAC problems in the basement area, we made the stage and backstage areas available to Premier Arts throughout their week of camp.

##### Accomplished in August

- Upgrade of theater camera feed to lobby.
- Installation of new lighting control panel in stage manager's rack.
- Site visit from JBL to tune theater PA.

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### Upcoming tasks:

- Rigging inspection and maintenance on smoke hatch vents on stage.
- Painting the stage floor.
- Repair of amplifiers for theater PA system.

## ASSISTANT TECHNICAL COORDINATOR PREPARED BY: DEEN TUGGLE

### Overview:

August provided a lot of time for some much-needed maintenance and technical work. I was able to remove some old rigging that was left over from previous installations in the attic. I was able to troubleshoot and fix many technical issues that had arisen, such as our clear com system, back-up power supply for front of house, and our stage camera. We also were able to address issues with our hearing assistance so that all of our guests can better enjoy all of our events at The Lerner. We had one show which was Lunch Time Live with Celia Weiss. We unfortunately didn't get to have Late Night Live due to the storms that rolled through that day causing a power outage. I was also able to address some security concerns by installing new keypad door handles on doors in the lobby and upstairs.

### Accomplished in August:

- Hearing assistance troubleshooting
- Installed keypad door handles
- Performed maintenance on the theater's spot lights

### Upcoming tasks:

- Clean and inspect organ chambers
- Help facilitate many upcoming events
- Work on main line array amplifiers

## FACILITIES MANAGER PREPARED BY: DAN GOULD

The dog days of August have left us and the end of summer is right around the corner. This summer was very educational for the Facilities Department. We spent a lot of time and labor learning the ins and outs of our HVAC system. I thought I had learned a lot about our HVAC system since I started doing the maintenance here. These past few months have shown me, I had just scratched the surface. After talking to some of the local service technicians we utilize here, it was painfully obvious we need to expand the preventative maintenance program for our HVAC. There is no maintenance manual for the HVAC system to guide us on the proper maintenance of the system. It is our plan to develop a manual for future maintenance personnel to use as a guide to avoid some of the mistakes we made because we didn't know any better and for our use to train the personnel we already have. While we were spending so much time on the roof. We noticed some areas on the roof that were starting to show some degradation. Our roof is coated with a rubber membrane to protect it from the elements. The rubber coating is designed to last 30 to 50 years with proper maintenance. I checked my records and could not find any evidence it had been inspected since it had been installed. So, I did some research, and found the company that manufactures that rubber coating. I contacted them and they had their local installer reach out to me. The owner of the company that installs

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the rubber roof came to perform an inspection. He stated that his company did not install our roof. He was quick to point out some areas that he would have done differently and said these would be the areas we should monitor closely. He explained how the rubber is installed, how to look for potential leaks, and how to treat leaks. It was like a two-hour class in rubber roof 101. The best part is it was all for free. I told him he is now on my Christmas list. So, we are also planning a preventive maintenance program for our rubber roof. It has been a busy summer, and it is going to be a busy fall.

In August we continued our commitment to upgrade our emergency lighting fixtures. We have successfully changed 75% of the fixtures in the building though we still have some hard-to-reach fixtures in the auditorium and the ballroom to switch. And we are waiting for a shipment of fixtures to arrive. Upon arrival, those fixtures will replace emergency fixtures in the restrooms, entrances, and the office. We completed the second cleaning of the exterior of the building to prepare for fall weather. We also completed our inspection of the caulking on the exterior of the building, with only minor repairs needed. Some of those repairs are temporary, as we plan to reach out to Majority Builders to enquire about the specific caulk they used so we get a perfect match for color and performance. We also continued to maintain the interior walls and trim to keep this building looking brand new. If there is one thing that fills me with pride, it is the look in someone's eyes the very first time they walk in the building...especially the first time they see the auditorium.

September will see us continuing maintenance to the outside of the building, as we push to get the building ready for winter weather. Exterior doors will be one focus and preventive maintenance to the rubber roof will be another focus on the exterior. On the Interior, getting the stage ready for The Price Is Right Live will be a priority. Another priority will be the carpet. With traffic in the building being minimal due to our present circumstances, cleaning the carpets has not been necessary. But with events picking up in the Crystal Ballroom and national tours on our schedule, carpet cleaning will once again be a necessity. September will also see us continue to upgrade our emergency light fixtures, do some needed maintenance to the existing fixtures after an extended power outage in the beginning of August, and we will continue to inspect and repair our interior walls. That seems like a never-ending battle. Thank you for the opportunity to take care of this historic building. I have always been a showoff. Taking care of the Lerner, makes it easy to be a show off.

### Ratify Johnson Controls Agreement

Michelle Frank asked the Board to ratify a contract with Johnson Controls. On motion by Dina Harris seconded by Ashley Martin and carried 6-0, the Board ratified the Johnson Controls Contract for \$1,195.00.

### 8. PREMIER ARTS

Craig Gibson said they had a good summer with the Grease production. Disney's Aristocrats opens next weekend, and they are auditioning for Adam's Family, so business as usual for them. They are functioning well and very busy. Dallas asked him how they were getting along with the heat. Craig said it is manageable. The partners in the building help each other. Dina thanked him and said we are so lucky to have Premier Arts for our theater company!!



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9. ADJOURNMENT

On motion by Dina Harris, seconded by Jamie Arce and carried 6-0, the Lerner Theatre Governing Board was adjourned at 10:38 a.m.

\_\_\_\_\_ Gary Boyn, President

Attest: \_\_\_\_\_ Nancy Wilson, Clerk of the Board

# The Lerner Theatre

To: The Lerner Governing Board

From: Michelle Adams (Kruggel, Lawton and Co)

Subject: Notes regarding the August 31, 2021 Financial Statements

Attached are the year-to-date financial statements for The Lerner for the period ending August 31, 2021.

The year-to-date net income from theatre operations only (shown as Gross Profit) at the end of the period is \$123,001, which is an increase of \$5,377 from the Gross Profit on last year's statement of \$117,624.

The year-to-date net income for all Lerner operations (including city expenses) at the end of the period is \$143,183 which is an increase of \$247,027 from the net loss on last year's statement of \$103,844.

On budgeted city Operational Expenses alone were under-budget by \$389,944 year to date.

Total Operational Expenses of \$630,233 were covered by a City contribution of \$490,651 (78%) and a Lerner contribution of \$139,582 (22%). This compares with last year's City contribution of 86% and the Lerner's contribution of 14%.

There was one show or event in August that generated the following profit:

1. Premier Arts – Best of Broadway \$2,193

# The Lerner Theatre

## Financial Analysis Through August 31, 2021

|  | <u>2021</u>    | <u>2020</u>    | <u>Diff</u>      |
|--|----------------|----------------|------------------|
| <b><i>City Operational Expenses</i></b>    |                |                |                  |
| Staff & Related                            | 406,084        | 518,275        | (112,191)        |
| Other                                      | <u>224,149</u> | <u>343,342</u> | <u>(119,193)</u> |
| Total Expenses to be Covered               | 630,233        | 861,617        | (231,385)        |
| Less: City Subsidy (Budgeted)              | <u>633,333</u> | <u>633,333</u> | <u>-</u>         |
| Net City Operational Expenses              | (3,101)        | 228,284        | (231,385)        |
| <b><i>Lerner Box Office Operations</i></b> |                |                |                  |
| Income                                     | 169,876        | 155,755        | 14,121           |
| COGS                                       | <u>46,875</u>  | <u>38,131</u>  | <u>8,744</u>     |
| Gross Profit (Loss)                        | 123,001        | 117,624        | 5,377            |
| Lerner Labor Expense                       | <u>16,581</u>  | <u>5,901</u>   | <u>10,680</u>    |
| Lerner Contribution from Operations        | 139,582        | 123,525        | 16,056           |
| <b><i>Additional Subsidy Sources</i></b>   |                |                |                  |
| City Subsidy (Un-Budgeted)                 | -              | 104,759        |                  |
| Lerner Excess Contribution                 | 142,682        | -              |                  |

### How the Operational Expenses Are Covered:

|                              |                |        |                |      |
|------------------------------|----------------|--------|----------------|------|
| City Contribution            | 490,651        | 78%    | 738,092        | 86%  |
| Lerner Contribution          | <u>139,582</u> | 22%    | <u>123,525</u> | 14%  |
| Total Expenses to be Covered | 630,233        | 100.0% | 861,617        | 100% |

# LERNER THEATRE GOVERNING BOARD

## CLAIM AND ALLOWANCE DOCKET

I HEREBY CERTIFY THAT EACH OF THE ABOVE LISTED VOUCHERS AND INVOICES OR BILLS ATTACHED THERETO ARE TRUE AND CORRECT AND I HAVE AUDITED SAME IN ACCORDANCE WITH IC 5-11-10-1.6. I ALSO HEREBY CERTIFY THAT THESE VOUCHERS AND INVOICES REPRESENT GOODS AND/OR SERVICES THAT ARE FOR THE BENEFIT OF THE CITY OF ELKHART AND THAT APPROPRIATIONS FOR THESE EXPENDITURES HAVE BEEN DULY MADE OR OTHERWISE AUTHORIZED BY THE CITY COUNCIL AND OTHER APPROPRIATE AUTHORITY.

October 11<sup>th</sup>

,2021



JAMIE ARCE - CITY CONTROLLER

IN RELIANCE ON THE ABOVE CERTIFICATION, CLAIMS IN THE TOTAL AMOUNT OF \$124,429.33 AS LISTED ON THE REGISTER ATTACHED HERETO CONSISTING OF 27 PAGES, ARE HEREBY APPROVED EXCLUDING ANY CLAIMS WITHHELD AS SHOWN ON THE SEPARATE SUMMARY OF PENDING CLAIMS.

EXECUTED THIS 13TH DAY OF OCTOBER 2021 BY:

PRESIDENT

\_\_\_\_\_  
GARY BOYN

VICE PRESIDENT

\_\_\_\_\_  
DINA HARRIS

TREASURER

\_\_\_\_\_  
DALLAS BERGL

MEMBER

\_\_\_\_\_  
ASHLEY MARTIN

MEMBER

\_\_\_\_\_  
DIANA LAWSON

MEMBER

\_\_\_\_\_  
JAMIE ARCE

MEMBER

\_\_\_\_\_

ORIGINAL COPY MUST BE RETAINED IN THE CONTROLLER'S OFFICE

Crystal Ballroom Catering, LLC  
Commission Report for September and YTD 2021

|                               | 2020                |                      |                     |                      | 2019                |                      |                     |                      | 2018                |                      |                     |                      | 2017                |                      |                     |                      |
|-------------------------------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|
|                               | September 2020      | YTD 2020             | September 2019      | YTD 2019             | September 2018      | YTD 2018             | September 2017      | YTD 2017             | September 2018      | YTD 2018             | September 2017      | YTD 2017             | September 2017      | YTD 2017             | September 2017      | YTD 2017             |
| <b>Ballroom Sales</b>         |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |
| Food Sales-Ballroom           | \$ 6,021.50         | \$ 59,892.01         | \$ 30,237.83        | \$ 263,801.17        | \$ 56,301.50        | \$ 354,044.65        | \$ 32,291.19        | \$ 342,606.51        | \$ 56,301.50        | \$ 354,044.65        | \$ 32,291.19        | \$ 342,606.51        | \$ 32,291.19        | \$ 342,606.51        | \$ 32,291.19        | \$ 342,606.51        |
| Bar Sales-Ballroom            | \$ 1,815.73         | \$ 17,111.75         | \$ 18,280.47        | \$ 62,444.74         | \$ 19,415.45        | \$ 73,129.96         | \$ 15,570.28        | \$ 105,589.28        | \$ 19,415.45        | \$ 73,129.96         | \$ 15,570.28        | \$ 105,589.28        | \$ 15,570.28        | \$ 105,589.28        | \$ 15,570.28        | \$ 105,589.28        |
| <b>Total Ballroom</b>         | <b>\$ 7,837.23</b>  | <b>\$ 77,003.76</b>  | <b>\$ 48,518.30</b> | <b>\$ 326,245.91</b> | <b>\$ 75,716.95</b> | <b>\$ 427,174.61</b> | <b>\$ 47,861.47</b> | <b>\$ 448,195.79</b> | <b>\$ 75,716.95</b> | <b>\$ 427,174.61</b> | <b>\$ 47,861.47</b> | <b>\$ 448,195.79</b> | <b>\$ 47,861.47</b> | <b>\$ 448,195.79</b> | <b>\$ 47,861.47</b> | <b>\$ 448,195.79</b> |
| <b>Concession Sales</b>       |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |
| Food Sales-Concessions        | \$ -                | \$ 13,539.20         | \$ 693.47           | \$ 51,596.37         | \$ 3,220.00         | \$ 60,936.70         | \$ 4,286.58         | \$ 52,081.09         | \$ 3,220.00         | \$ 60,936.70         | \$ 4,286.58         | \$ 52,081.09         | \$ 4,286.58         | \$ 52,081.09         | \$ 4,286.58         | \$ 52,081.09         |
| Bar Sales-Concessions         | \$ -                | \$ 23,405.55         | \$ 1,122.41         | \$ 59,149.98         | \$ 2,810.85         | \$ 59,040.05         | \$ 10,848.35        | \$ 60,679.08         | \$ 2,810.85         | \$ 59,040.05         | \$ 10,848.35        | \$ 60,679.08         | \$ 10,848.35        | \$ 60,679.08         | \$ 10,848.35        | \$ 60,679.08         |
| <b>Total Concessions</b>      | <b>\$ -</b>         | <b>\$ 36,944.75</b>  | <b>\$ 1,815.88</b>  | <b>\$ 110,746.35</b> | <b>\$ 6,030.85</b>  | <b>\$ 129,976.75</b> | <b>\$ 15,134.93</b> | <b>\$ 112,760.17</b> | <b>\$ 6,030.85</b>  | <b>\$ 129,976.75</b> | <b>\$ 15,134.93</b> | <b>\$ 112,760.17</b> | <b>\$ 15,134.93</b> | <b>\$ 112,760.17</b> | <b>\$ 15,134.93</b> | <b>\$ 112,760.17</b> |
| <b>Room Rents</b>             | <b>\$ 2,925.00</b>  | <b>\$ 16,350.00</b>  | <b>\$ 9,187.50</b>  | <b>\$ 50,849.37</b>  | <b>\$ 15,069.37</b> | <b>\$ 70,169.37</b>  | <b>\$ 7,800.00</b>  | <b>\$ 73,825.00</b>  | <b>\$ 15,069.37</b> | <b>\$ 70,169.37</b>  | <b>\$ 7,800.00</b>  | <b>\$ 73,825.00</b>  | <b>\$ 7,800.00</b>  | <b>\$ 73,825.00</b>  | <b>\$ 7,800.00</b>  | <b>\$ 73,825.00</b>  |
| <b>Total Commission Sales</b> | <b>\$ 10,762.23</b> | <b>\$ 130,288.51</b> | <b>\$ 59,521.68</b> | <b>\$ 487,841.63</b> | <b>\$ 96,817.17</b> | <b>\$ 627,320.73</b> | <b>\$ 70,796.40</b> | <b>\$ 634,780.96</b> | <b>\$ 96,817.17</b> | <b>\$ 627,320.73</b> | <b>\$ 70,796.40</b> | <b>\$ 634,780.96</b> | <b>\$ 70,796.40</b> | <b>\$ 634,780.96</b> | <b>\$ 70,796.40</b> | <b>\$ 634,780.96</b> |
| <b>Commissions</b>            | <b>\$ 2,152.45</b>  | <b>\$ 26,059.70</b>  | <b>\$ 11,904.34</b> | <b>\$ 97,568.33</b>  | <b>\$ 19,363.43</b> | <b>\$ 125,464.15</b> | <b>\$ 14,159.28</b> | <b>\$ 126,956.19</b> | <b>\$ 19,363.43</b> | <b>\$ 125,464.15</b> | <b>\$ 14,159.28</b> | <b>\$ 126,956.19</b> | <b>\$ 14,159.28</b> | <b>\$ 126,956.19</b> | <b>\$ 14,159.28</b> | <b>\$ 126,956.19</b> |
| <b>Commissions Payable:</b>   |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |
| <b>\$</b>                     |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |                     |                      |

26,484.29

# Lerner Theatre Board Report

## October 2021

### GENERAL MANAGER REPORT

PREPARED BY: MICHELLE FRANK

| Activity (Oct - Dec)  | As % of 90 days |                     |
|-----------------------|-----------------|---------------------|
| 51 Events             | 57%             | Activity in theatre |
| 25 Ticketed Events    | 28%             | Ticketed events     |
| 9 Non-Ticketed Events | 10%             | Non-Ticketed events |
| 18 Rehearsal Dates    | 20%             | Rehearsal Space     |

Compare to 2020 Board Report Ticketed Events: 2

Compare to 2020 Board Report Non-Ticketed Events +Rehearsals: 11

- In September, we hosted our first national tour in 19 months with The Price is Right Live, which ended up being right under a sell-out for a new promoter in our building. The Price is Right Live is a logistically difficult show and very labor heavy. Sarah Taylor, Operations Manager, did a terrific job with managing the show details and preparations for this show. The tour and the promoter had high praise for how the venue operated the show and commented that it was the most detailed and thoroughly executed operation they've played at.
- On October 2<sup>nd</sup>, I presented The Lerner operating budget to the City Council. The budget was passed with an 8 to 1 with tentative approval. Councilman Henke was the "no" vote on the budget. During The Lerner's hearing, mention of yearly savings from The Lerner budget stayed in The Lerner's funds and did not return to the City's general fund, which seemed to be the basis for his "no" vote.
- Following the City budget hearings, Sarah Taylor, Sara Hicks and I traveled to Nashville, Tennessee to attend the International Entertainment Buyers Association national conference. This was an important conference for us to attend to promote The Lerner, meet the agents that book shows with our promoters in our building, attend artist showcases and network with other venue professionals from across the country.
- There was a lot of attention to come from the request to the City Council from the Mayor's Office over the new HVAC system for The Lerner. Tory Irwin, City Engineer, is working on the RFP for The Lerner with DLZ after The Lerner's ordinance was approved by the City Council for the first \$500,000.00 of the \$1,000,000.00 request at the October 4<sup>th</sup> council meeting.

### OPERATIONS MANAGER REPORT

PREPARED BY: SARAH TAYLOR

#### Accomplished in September:

- Prepared for a near sold out The Price is Right Live! show. Had compliments from both the tour manager and crew members about how well we hosted their group.

- Worked with Tristin to set up interviews for Box Office and Usher hires.
- Worked on closing the shows from this month with our accounting group and Michelle.
- Updated and sent off the Facility Occupancy numbers of the building.
- Connected with our ArtWalk artist and worked on showcasing their amazing artwork in our lobby.
- Updated schedules for Floor Managers and Usher staff.
- Sent out contracts for the new shows we'll be having on stage.
- Updated Lerner Show files and sent out show build information for our accounting group.
- Organized training days for new Volunteers so we can build our Volunteer Core.

#### **Goals for October:**

#### **Nashville Conference:**

Michelle, Sara Hicks, and I will be traveling to Nashville to work on connecting with various artists, promoters and groups from around the area. We're hoping to learn how other venues have been handling Covid and some of the artist concerns/restrictions that may be in place. I can't wait to go and learn as much as possible and bring it back to share with the team.

#### **Hiring Box Office and Usher staff:**

Box Office spots are not filling as fast as we would like and we're hoping to work on hiring more part time staff as soon as possible.

#### **Seattle Conference:**

I'm extremely excited about this conference in Seattle. At this conference Michelle and I will see how venues are putting sustainable practices into action. After we had to stop recycling in our building due to a lack of a recycling pick up location, I'm curious about other ways we can move toward a sustainable future – one that could save taxpayers money and provide for better living environments.

#### **Shows:**

I will continue to keep updating the Google, Show Manager and Lerner Show files.

#### **Budget:**

I hope to watch the first official budget meeting and then will be attending the later meetings this month as things progress.

## **MEDIA SPECIALIST REPORT**

PREPARED BY: SONNY LISI

E-Blast Reporting – September 2021

| <b>Email Statistics</b>     |        |
|-----------------------------|--------|
| Campaigns Sent              | 10     |
| Total Emails Sent           | 73,490 |
| Emails Opened               | 21,650 |
| Emails Clicked Through      | 2,282  |
| Starting Subscribers        | 17,111 |
| Ending Subscribers          | 17,197 |
| Average Emails Per Campaign | 7,349  |

### **Tickets Purchased by City**

| <b>City</b> | <b>Tickets</b> |
|-------------|----------------|
| Elkhart     | 1,164          |
| Goshen      | 396            |
| South Bend  | 321            |
| Mishawaka   | 188            |
| Bristol     | 182            |
| Granger     | 181            |
| middlebury  | 113            |
| Osceola     | 77             |
| Niles       | 75             |
| Edwardsburg | 47             |
| Valparaiso  | 24             |

### **September Accomplishments**

- Prepared, built, and coordinated on-sales for four national tours taking place before the end of the year: REO Speedwagon, Steven Curtis Chapman Acoustic Christmas, Martina McBride - The Joy of Christmas Tour, and MJ Live
- Assisted with setup and day-of operations for the nationally touring The Price Is Right Live! show. This included designing digital displays and printing signs directing patrons to the event and registration on the day of the show, as well as floor management during the entire registration process and show time.



## October Goals

- Begin inventory of The Lerner's full collection of artwork, create new labels for each, and design a brochure for patrons that highlights some of our pieces.
- Continue virtual coursework to become a Certified Administrator in the PatronManager ticketing software.
- Program a solution to automate the turning off of lights throughout the theatre at a specified time every night. This way, if any lights are missed when the building is closed, they will automatically turn off to save energy and utility cost.

## BOX OFFICE MANAGER

PREPARED BY: Tristin Pauff

| Date       | Time    | Event Name   | On Sale Date | Sold | Net Revenue | Hist. Fee  | Total Revenue |
|------------|---------|--|--------------|------|-------------|------------|---------------|
| 9/12/2021  | 4:00 PM | Elkhart County Symphony Season Tickets 2021-2022                                   | 8/24/2021    | 44   | \$589.50    | \$660.00   | \$1,249.50    |
| 9/12/2021  | 4:00 PM | Elkhart County Symphony 4-Show Package 2021-2022                                   | 9/20/2021    | 1    | \$69.00     | \$15.00    | \$84.00       |
| 9/12/2021  | 4:00 PM | Elkhart County Symphony - Celebrations   | 8/24/2021    | 245  | \$2,420.50  | \$612.50   | \$3,033.00    |
| 9/17/2021  | 7:30 PM | Premier Arts: The Aristocats (9/17/2021 - 9/18/2021 - 2 performances)              | 5/25/2021    | 396  | \$8,331.25  | \$1,188.00 | \$9,519.25    |
| 9/23/2021  | 7:30 PM | Vital Passage: A Holocaust Rescue Story  | 8/10/2021    | 491  | \$0.00      | \$0.00     | \$0.00        |
| 9/24/2021  | 7:30 PM | The Price Is Right Live!   | 10/28/2019   | 84   | \$4,624.00  | \$210.00   | \$4,834.00    |
| 10/8/2021  | 7:30 PM | Jarrod Niemann & Love and Theft  | 6/18/2021    | 56   | \$2,381.75  | \$224.00   | \$2,605.75    |
| 10/9/2021  | 7:30 PM | The MAGIC of BILL BLAGG LIVE!  | 8/25/2021    | 165  | \$6,922.25  | \$660.00   | \$7,582.25    |
| 10/23/2021 | 5:00 PM | Elkhart Public Library Presents A Night with the Blooze Brothers                   | 8/5/2021     | 19   | \$661.50    | \$76.00    | \$737.50      |
| 10/29/2021 | 7:30 PM | Premier Arts: The Addams Family Musical (10/29/2021 - 10/31/2021 - 3 performances) | 5/25/2021    | 332  | \$4,169.50  | \$830.00   | \$4,999.50    |
| 11/4/2021  | 7:00 PM | Kari Jobe - The Blessing USA Tour 2021   | 8/17/2021    | 373  | \$17,836.30 | \$932.50   | \$18,768.80   |
| 11/12/2021 | 7:30 PM | Stars of the Sixties   | 3/5/2020     | 30   | \$2,219.75  | \$75.00    | \$2,294.75    |
| 11/13/2021 | 4:00 PM | 95.3 MNC's Noise with Special Guest Brian Kilmeade                                 | 9/17/2021    | 186  | \$14,122.25 | \$465.00   | \$14,587.25   |
| 11/21/2021 | 4:00 PM | Elkhart County Symphony - New Journeys   | 8/24/2021    | 2    | \$70.25     | \$5.00     | \$75.25       |
| 12/3/2021  | 8:00 PM | Kansas   | 9/24/2019    | 33   | \$2,585.00  | \$82.50    | \$2,667.50    |
| 12/10/2021 | 7:30 PM | Premier Arts: A Christmas Carol (12/10/2021 - 12/12/2021 - 3 performances)         | 5/25/2021    | 15   | \$569.00    | \$37.50    | \$606.50      |
| 12/13/2021 | 7:30 PM | REO Speedwagon   | 9/9/2021     | 557  | \$69,145.25 | \$1,392.50 | \$70,537.75   |
| 12/14/2021 | 7:00 PM | Steven Curtis Chapman Acoustic Christmas   | 9/9/2021     | 178  | \$10,111.00 | \$445.00   | \$10,556.00   |
| 12/16/2021 | 7:30 PM | A Motown Christmas   | 7/16/2021    | 18   | \$1,070.25  | \$45.00    | \$1,115.25    |
| 12/17/2021 | 8:00 PM | Martina McBride - The Joy of Christmas 2021  | 9/14/2021    | 255  | \$27,897.75 | \$637.50   | \$28,535.25   |
| 12/31/2021 | 8:00 PM | MJ Live  | 9/23/2021    | 89   | \$3,474.25  | \$222.50   | \$3,696.75    |
| 5/21/2022  | 8:00 PM | Gordon Lightfoot   | 12/12/2019   | -45  | -\$3,140.65 | -\$112.50  | -\$3,253.15   |

|                      |              |
|----------------------|--------------|
| Total Ticket Revenue | \$155,853.80 |
|----------------------|--------------|

## Accomplishments for September 2021

- Successfully trained 1 new part-time Box Office Team Member.
- Created and distributed a Box Office Quiz to all team members – Will use quiz to formulate strategy to better train new team members, enhance current team members understanding of certain Box Office operations, and create new ways to implement better Customer Service through the Box Office.

- Received 2 more intercoms and set them up in Box Office #1 and #3 – Every Box Office now has an intercom system to enhance and improve communication with every Patron!

#### **Goals for October 2021**

- Successfully train 1 to 2 new part-time Box Office Team Members.
- Use quiz to formulate strategy to better train new team members, enhance current team members understanding of certain Box Office operations, and create new ways to implement better customer service through the Box Office.
- Implement strategy for better training, better understanding, and better Customer Service.

## **TECHNICAL THEATRE MANAGER**

PREPARED BY: ANDREW KREIDER

#### **Overview:**

September marked our return to welcoming national tours to the Lerner. Preparations for The Price is Right Live! brought together many of the elements we have been working on upgrading over the past eighteen months. It was gratifying to see how smoothly things went for hosting the tour as a technical department.

#### **Accomplished in September**

- Rigging inspection and maintenance on smoke hatch vents on stage.
- Painting the stage floor.
- Five main stage performances, plus a week of Premier Arts rehearsals on stage.
- Network switch upgrades
- Loop system maintenance

#### **Upcoming tasks:**

- Repair of amplifiers for theater PA system.
- Network switch upgrades continue. Preparation for move to fiber optic connection.

## **ASSISTANT TECHNICAL COORDINATOR**

PREPARED BY: DEEN TUGGLE

#### **Overview:**

Most of September was spent as a final crunch to get the building prepared for the onslaught of shows that were about to hit the stage. Along with Andrew, we were able to change wiring on the main line array speakers for the theatre to make the connections better to prevent further sound issues. We were also able to complete some of our final technical maintenance tasks at the beginning of the month. We started the month off with Late Night Live with Julia James and earlier that day I assisted in the facilitation of a ballroom event for the RVIA. We then moved into Premier Arts' Aristocats in which I helped facilitate rehearsals and provide sound support. At the end of the month, we had Vital Passage and The Price is Right Live, in which I helped with set-up and lighting.

We closed out the month with the Cancer Resources Fashion Show in the ballroom in which we provided sound, lighting and video for. IT had a busy month but a great start back into a feeling of normalcy around The Lerner.

#### **Accomplished in September:**

- Adjusted wiring for line array speakers
- Aided in facilitating multiple ballroom events
- Facilitated multiple theatre events on stage

#### **Upcoming tasks:**

- Inspect exterior building lighting
- Help facilitate many upcoming events
- Perform technical maintenance on items as they arise.

## **FACILITIES MANAGER**

PREPARED BY: DAN GOULD

September has always been a busy month for me at the Lerner, wrapping up the summer tasks and starting to prepare for the cooler weather. We were in preparation mode in September, getting ready for our first national touring show in over a year. We don't count the Jazz Festival because that is in a class all its own. It was a great feeling to prepare for such a huge show. I think it is safe to say, the whole staff here at the Lerner shared my enthusiasm. And, I don't remember a show here at the Lerner, that I had so much fun while I was working. It seemed like everyone in the theater was having fun. That is what we work towards for every show. When we see so many people, having such a good time, we know we did something right. It seems to make it all worthwhile. And that will motivate us to make the upcoming shows in October fun nights for all who attend.

As I mentioned, September was a busy month for us, preparing the building for The Price Is Right Live! both inside and out. We worked hard to finish switching the emergency light fixtures in the auditorium, lobbies, and hallways to LED fixtures. We also spent time cleaning floors and repairing damaged walls and doors. After we got the inside ready, we once again washed the outside of the building, trying to keep up with the hard-working spiders that don't seem to stop making webs. Being so close to the river we seem to have a larger assortment of insects than I am used to dealing with - all part of the learning curve here at the Lerner. This September we spent a lot of time troubleshooting and prioritizing problems with our HVAC system. The system is starting to show its age, after ten years of running almost continually. With the help of local service companies that we utilize, we have learned more preventive maintenance measures that will help us keep our system running more efficiently. I think I have learned more about our HVAC system in the last three months than I have learned in the last three years since I started performing the maintenance to the system. Something tells me the learning is just getting started. The nonstop learning is one of the reasons I love my job. You can't get this in an RV factory. You also can't get coworkers like the family here at the Lerner. It seemed like we worked together for The Price Is Right Liv!" at a level that I have not seen in the past. It was evidence of the team we have built here at the Lerner and Michelle Frank deserves all the credit for that.

With no shortage of shows in October, we will be shifting more towards interior maintenance. We will try to utilize any remaining warm weather to make sure the building is ready for cold weather. We will power wash the exterior one more time to eliminate the spiderwebs and other things that seem to accumulate on our building. We will also begin inspecting the heating side of our HVAC system. All but one of our HVAC units are dual purpose. They both heat and cool the part of the building they are connected to. Now that the warm weather is on its way south, we will try to make sure we keep a constant temperature inside. With all the traffic we had in September, cleaning floors will remain a priority in October, and we will continue switching our emergency light fixtures to LED. We have been waiting for a shipment of light fixtures for the office, entrances and restrooms since January. Those fixtures finally arrived on September 30<sup>th</sup>, so we will begin switching those fixtures at the first possible opportunity. The safety and comfort of our patrons has always been our top priority. Thank you for allowing me to care for this beautiful building and help bring quality entertainment to downtown Elkhart.