

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

**Common Council Chambers**

**11:00 a.m., Wednesday, November 8, 2023**

<https://coei.webex.com/coei/j.php?MTID=me0585dea123222cb8dfd75765b65d63>

**Meeting Number: 2305 436 7597, Meeting Password: Lerner23**

**Join by Phone: 1-415-655-0001**

- 1. ROLL CALL**
- 2. APPROVE AGENDA**
- 3. MINUTES Regular Meeting- October 11, 2023**
- 4. TREASURER'S REPORT**
  - **Financial Report September 30, 2023- 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**
- 9. NEW BUSINESS**
  - **Ticketmaster Contract**
- 11. PUBLIC PARTICIPATION**
- 12. ADJOURNMENT**

LERNER THEATRE BOARD  
Wednesday, October 11, 2023

President Gary Boyn called the Regular Meeting of the Lerner Theatre Board to order at 10:00 a.m. on Wednesday, October 11, 2023. The Clerk of the Board, Nancy Wilson called the roll. Gary Boyn, Diana Lawson, Carrie Berghoff and Jamie Arce attended in-person. Dallas Bergl, Dina Harris and Ashley Martin were absent.

1. AGENDA

On motion by Jamie Arce, seconded by Diana Lawson and carried 4-0, the agenda was approved as presented.

2. MINUTES: Regular Meeting September 13, 2023

On motion by Diana Lawson, seconded by Jamie Arce and carried 4-0, the Board approved the minutes from September 13, 2023.

3. TREASURER'S REPORT

Financials July 31, 2023

Michelle Adams of Kruggel, Lawton and Co. attended the meeting on WebEx. The August 31, 2023 financial report was submitted to the Board for review. Total operational expenses of \$1,127,117 were covered by a City contribution of \$720,562 (64%) and a Lerner contribution of \$376,079 (36%). This compared with 2022 City's contribution of 43% and the Lerner's contribution of 57%. The net income from Theatre operations only (shown as Gross Profit) at the end of the period was \$347,793 which was a decrease of (\$158,350) from 2022. The YTD net loss for all Lerner operations (including City expenses) at the end of the period was (\$87,229) which was a decrease of \$825,578 from the net income on last year's statement of \$738,350. On budgeted City Operational Expenses alone we were over-budget by \$15,434 year to date.

Claims

On motion by Jamie Arce, seconded by Diana Lawson and carried 4-0, the Board approved the claims and allowance docket totaling \$65,307.50 as listed on the register consisting of 4 pages, prepared on October 6, 2023 at 2:01 p.m.

4. CRYSTAL BALLROOM CATERING

Kurt Janowsky attended the meeting in person. September concession in the Ballroom were \$76,079, up a peanut from \$74,124 in 2022. We are running \$35,000 YTD behind last year. He said the last quarter of 2022 was three straight months of phenomenal volume. We will have good volume in the 4<sup>th</sup> quarter, more typical of years past. On a historical basis we are above average. We are a little bit off of our record year last year, but things are going well and revenue is still coming in.

5. PREMIER ARTS

Craig Gibson attended and said they are in the middle of tech-week for the Wizard of Oz. They opened a show at their new facility at 210 South Main Street just in time to close it down. He said they had Beauty and the Beast in the summer and it has been a great year. As always it's just busy, busy, busy with classes and workshops and kids. He said he is working with Michelle on the 2024 season which we are planning on offering even more opportunity for people in this community to participate in and come be at the Lerner.

6. GENERAL MANAGER'S REPORT

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

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**GENERAL MANAGER REPORT**  
 PREPARED BY: MICHELLE FRANK

Activity (October-December)	As % of 90 days	
<b>62 Events</b>	69%	<b>Activity in theatre</b>
<b>26 Ticketed Events</b>	29%	<b>Ticketed events</b>
20 Non-Ticketed Events	22%	Non-Ticketed events
<b>16 Rehearsal Dates</b>	18%	<b>Rehearsal Space</b>

Compare to 2022 Board Report Ticketed Events: 25

Compare to 2022 Board Report Non-Ticketed Events +Rehearsals: 40

- At the end of September, we said goodbye to Andrew Kreider, Operations Manager for The Lerner. Andrew's impact on The Lerner's organization is deeply rooted and he will be missed. I am extremely grateful for Andrew's impact in the tech department since his transition to full-time Tech Director in 2018. Andrew helped the reputation of the tech department at The Lerner and helped to pass it onto Deen Tuggle. Knowing over the last few months of the transitional plan for Andrew, I appreciate his efforts in leaving the tech department in a better place than how he found it, which is always a goal when we transition in our professional careers.
- With the Operations Manager departure, this allowed for a restructuring and distribution of responsibilities for the maintenance, facilities, and tech department. The Operations Manager will focus on maintenance and facility upkeep of The Lerner facility, while the newly titled and restructures Tech and Facilities Director, Deen Tuggle, implements back-of-house policies and procedures needed to operate The Lerner. Tech and Facilities Director will oversee the Operations Manager, who will oversee the maintenance and janitorial departments. An offer has been submitted and accepted for the Operations Manager. Following City hiring processes, we anticipate this individual coming on board in the next week.
- The vetting process for a ticketing platform for 2024 continues. We have narrowed our selections to two providers and are in active negotiations at this time. Activation of the new system will begin on January 1<sup>st</sup>, 2024.

**DIRECTOR OF EVENTS**  
 PREPARED BY: SARAH MACER

**Accomplished in September:**

- Google Calendar, Show Manager, and the Lerner Show Folders are all updated. And Deen and I are all working on updating Prism with the information we receive as we get it for shows. I'm training Makayla on

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some of the tasks, including Facility Occupancy numbers and updating the Google Calendar.

- Transitional tasks from Operations Manager departure.
- Assisted Daniel with the application process of his 50+ applicants.

### **Goals for October**

#### **KultureCity:**

I am happy to announce that this has been approved and we're one step closer to having this in the building. I know we're waiting on some of the legal aspects and then will be waiting on training, but I am so grateful for the board's approval and our staff's eagerness to bring this to The Lerner.

#### **Ticketing:**

We're currently working through contract negotiations for our ticketing service. Tristin, Michelle and I have been speaking with different ticketing platforms to see which will be the best for the City and our needs moving into the future. We hope to have everything in place by the end of October so we can have staff trained and the new system ready for the new year.

#### **Emergency Preparedness:**

Deen has taken over the Emergency Preparedness Plan and I worked on the preparations with him. Many of the part time and Volunteers have completed the training and everyone who didn't attend was reached out to reschedule. We have the full-time staff training to complete asap as this is a mandatory training. I reached out to the Fire Department to see about CPR and first aid training for the ushers and am waiting to hear back about when we can have them complete this vital training.

### **OPERATIONS MANAGER PREPARED BY: ANDREW KREIDER**

I have so enjoyed my years at The Lerner. I started for the City in 2012, but even before I was an employee, I was involved through Premier Arts. I was here for The King and I in 2008, and then I was here for The Music Man in 2011 - so I was one of the lucky ones who got to see the last days of the ELCO and the first of The Lerner. What a privilege.

The Lerner has become my home and has been my favorite place I have ever worked. I know the building like the back of my hand and have stories to tell in every space on every floor. I am tremendously grateful to Jay Miller who initially hired me as a stage tech, and to Michelle and the Lerner Governing Board for later trusting me with the Tech Director role. My intention from the start was to get the department into tip-top shape, and then to hand it on to a new person to carry the work forward. I'm glad that I have been able to achieve that goal - Deen will be a fine TD for the coming years, and his tech staff are a great crew. The future is bright.

My internal fatigue has finally caught up with me, and I'm going to be taking a couple of months to rest before starting a new job. I'm not leaving Elkhart, so I'm sure our paths will cross again.

With gratitude,  
Andrew Kreider

LERNER THEATRE BOARD

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**TECHNICAL & FACILITIES DIRECTOR**

PREPARED BY: DEEN TUGGLE

**Overview:**

Do you remember the 21<sup>st</sup> night of September? Oh September, what a month! We started September with the volunteer appreciation dinner, celebrating the wonderful achievements of our tireless volunteers. After presenting it to you all, I've begun moving forward with the audio portion of the flex space project. I've also taken over project management of the project in its entirety. I am working on reviewing everything and getting everything moving in the correct direction. We had a wonderful silent movie with the talented Clark Wilson. We then hosted the 1964 Beatles tribute which was a great success with some wonderful people. I worked on installing more of the security cameras with the help of my assistants. I was then allowed to present the yearly emergency preparedness to all our part-time staff and most of our volunteers. We are working to schedule more training for the remainder of the volunteers as well as the full-time staff and building partners. My staff then provided technical support for the annual Cancer Resource's United For Fashion event in the ballroom. To round out the month, we had Kenny Wayne Shepherd which was a great day. Throughout the month, my staff have been working on training and learning all the systems in The Lerner as well as working on many projects. They have been a great addition to the team.

**Accomplished in September:**

- Began working on flex space project.
- Provided technical support for numerous shows.
- Provided emergency preparedness training.

**Upcoming tasks:**

- Relocating audio within the offices.
- Working on procedures and checklists for the building.
- Routine tech maintenance.

**COMMUNICATIONS & MARKETING COORDINATOR**

PREPARED BY: JENNA BROUILLETTE

September went by very quickly – as do many of the months I'm gathering here!

It feels like just last week that we were celebrating our volunteers at their annual banquet. That was one of my favorite parts of this month as a whole. I love coming to shows and seeing the smiling faces that provide us with so much support, and getting to see them honored for their commitment to serving the Lerner and the community of Elkhart was fantastic.

During the month of September, I focused heavily on the future. As we look towards the next year and a half, there is a lot of growth to be had coming from my role that will require a steep learning curve. There are a lot of facets to my role, and I am working to further my knowledge in each of them to better prepare for the changes

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we'll be experiencing.

In August, I created the Patron Experience Survey, in order to grasp a better understanding of the experience of our guests at shows. Throughout September, I have been able to fully implement this into our event process and created a system for summarizing the information and sending it on to fellow staff members.

September held my first Kimball Organ Silent Movie Experience, and I am thrilled to say that I enjoyed it. Clark Wilson is incredibly talented, and I got to meet a group of students from Notre Dame who were enthralled by the details of the organ and by Clark's skills. It was great to be able to watch students who have so much admiration for the historic piece.

Towards the end of the month, we had a beautiful Lerner on the Lawn event with Fool House! This band brought a lot of energy to Central Green and had the audience on their feet to their favorite 90's tunes. I've really enjoyed getting to be a part of this summer series, and the atmosphere this band created, especially after the cancelation of the August LOTL, was incredible.

Snapshot of key social media metrics across all current platforms:

	July 2023	August 2023	September 2023	1-Month Change
Total Audience	34,726	34,849	35,443	1.6% Increase
Total Impressions	569,722	510,796	765,270	43.4% Increase
Total Engagement	31,345	26,011	26,718	2.7% Increase

### Done in September

- Implemented the Patron Experience Survey to email to gather information on ways that we can improve and created a summary process to communicate back to the team
- Became the new point of contact for historic tours after Andrew's departure and put out a post gauging interest in new docents and training.
- Developed verbiage and graphics for the new Hocus Pocus and The Haunted History Tours event.

### Goals for October

- Streamline the process for the historic tours so that scheduling is simple and efficient.

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- Develop a more comprehensive plan for marketing the amp in the time period before construction
- Explore Instagram stories and Facebook reels as means of producing engaging content for our online audience

### **MEDIA SPECIALIST**

PREPARED BY: MAKAYLA SMITH

September has brought a good amount of exciting news with plenty of show bookings and announcements keeping us busy. We also had the chance to celebrate our wonderful volunteers at the annual Volunteer Appreciation Banquet. It was great to see and celebrate the volunteers that help us out so much and present some awards to them. We also got to take part in the opening shows of Premier Arts "Always... Patsy Cline" at their new space downtown. It was cool to see how we are able to supply box office support for a different venue, and will be helpful in the future as those events come up. We have also started conversations on perfecting our processes of how we operate day to day, so that when we have even more on our plates with the Amphitheater we have a solid footing under us. As we move forward and start to iron out things and pass tasks around, I find myself being more and more adaptable every corner I turn. We're starting to ramp up events in October and preparing for a very busy November, so I'm looking forward to finding the best workflow for our team and starting to move like a well-oiled machine.

### **Done in September**

- Successfully announced three exciting shows for the coming months
- Wrapped up some marketing assistance tasks
- Continued taking on items related to the Amphitheater project

### **Goals for October**

- Solidify our workflow process from show confirmation to show day
- Prepare for more show confirmations before November
- Take some well-needed vacation!

### **BOX OFFICE MANAGER**

PREPARED BY: TRISTIN TUBBS

Box Office Manager Accomplishments for September 2023

- Hired 2 new Part-Time Box Office Team Members
- Created a pro/con list and sliding scale to help choose our next ticketing provider – to use in collaboration with Michelle Frank, Jenna Brouillette, and Sarah Macer
- Started to plan our annual Part-Time Christmas Dinner

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Box Office Assistant Accomplishment for September 2023

- Completed my first solo orientation, I feel it went pretty well
- Helped with interviews for box office and Lerner Services

Box Office Manager Goals for October 2023

- Completely train 2 new Part-Time Box Office Team Member in time for October shows/events
- Continue to update all Box Office SOP's
- Start planning a new Box Office Meeting for either October or November
- Start training Brittany on Show Builds in preparation of Maternity Leave in February/March of 2024

Box Office Assistant Goals for October 2023

- Learn Show builds

Date	Time	Event Name	On Sale Date	Sold	Net Revenue	Hist. Fee	Total Reve
9/8/2023	7:30 PM	Always... Patsy Cline (9/8/23 - 9/17/23 - 6 performances (2 weekends at a surprise location))	1/1/2023	227	\$4,555.25	\$681.00	\$5,23
9/10/2023	4:00 PM	Elkhart County Symphony Season Tickets 2023 - 2024 (5 performances)	7/21/2023	6	\$626.00	\$18.00	\$64
9/10/2023	4:00 PM	Elkhart County Symphony - Cinema in the Gardens	7/21/2023	271	\$2,976.00	\$813.00	\$3,78
9/14/2023	7:00 PM	Kimball Organ: Zorro	3/15/2023	106	\$1,190.50	\$318.00	\$1,50
9/16/2023	8:00 PM	1964 - The Tribute	6/1/2023	116	\$5,691.75	\$348.00	\$6,03
9/29/2023	7:30 PM	KENNY WAYNE SHEPHERD BAND	4/21/2023	367	\$19,323.75	\$1,101.00	\$20,42
10/10/2023	7:00 PM	ROB SCHNEIDER - THE NARCISSIST CONFESSIONS	6/7/2023	225	\$11,580.00	\$675.00	\$12,25
10/13/2023	7:30 PM	The Wizard of Oz (10/13/23 - 10/15/23 - 5 performances (3 Adult, 1 Youth, 1 PA Academy))	1/1/2023	993	\$17,874.75	\$2,979.00	\$20,85
10/26/2023	6:00 PM	Disney Junior Live: Costume Palooza	6/14/2023	85	\$4,980.25	\$255.00	\$5,23
10/28/2023	8:00 PM	EagleMania - The World's Greatest Eagles Tribute Band	1/27/2023	120	\$6,329.00	\$360.00	\$6,68
11/3/2023	8:00 PM	The Guess Who	6/15/2023	28	\$1,516.50	\$84.00	\$1,60
11/4/2023	7:30 PM	Ancient Aliens Live	5/4/2023	58	\$4,078.25	\$174.00	\$4,25
11/5/2023	4:00 PM	Elkhart County Symphony 4-Show Package 2023-2024	9/11/2023	15	\$816.00	\$45.00	\$86
11/5/2023	4:00 PM	Elkhart County Symphony - Pictures of Elkhart County	7/21/2023	57	-\$4.00	\$171.00	\$16
11/11/2023	8:00 PM	One Night in Memphis	8/3/2023	47	\$3,005.00	\$141.00	\$3,14
11/17/2023	7:30 PM	#IMOMSOHARD	7/27/2023	36	\$2,994.75	\$108.00	\$3,10
11/19/2023	3:00 PM	Kimball Organ: Kid Brother	3/15/2023	0	\$0.00	\$0.00	\$
11/22/2023	7:30 PM	CHRIS ISAAK	9/14/2023	164	\$16,269.50	\$492.00	\$16,76
11/25/2023	3:00 PM	Aurinko Ballet Nutcracker	9/15/2023	13	\$298.50	\$39.00	\$33
11/29/2023	7:00 PM	Sal Vulcano	7/12/2023	64	\$3,972.00	\$192.00	\$4,16
12/7/2023	7:30 PM	Top of the World presents a Carpenters Christmas	8/24/2023	83	\$4,524.00	\$249.00	\$4,77
12/9/2023	7:30 PM	One Night of Tina: A Tina Turner Tribute	6/14/2023	28	\$2,082.00	\$84.00	\$2,16
12/15/2023	9:30 PM	A Lerner Christmas (12/15/23 - 12/17/23 - 3 performances)	1/1/2023	24	\$251.00	\$72.00	\$32
2/4/2024	4:00 PM	Elkhart County Symphony - Operatic Reveries	7/21/2023	3	\$20.00	\$9.00	\$2
2/10/2024	7:30 PM	Colin Mochrie & Brad Sherwood: Asking for Trouble	9/21/2023	107	\$7,399.00	\$321.00	\$7,72
3/2/2024	8:00 PM	SCOTT BRADLEE'S POSTMODERN JUKEBOX - THE '10'	9/28/2023	61	\$4,469.25	\$183.00	\$4,65
3/24/2024	4:00 PM	Elkhart County Symphony - Symphonic Horizons	7/21/2023	2	-\$6.00	\$6.00	\$
4/6/2024	7:30 PM	KANSAS: 50th Anniversary Tour - Another Fork in the Road	9/12/2023	243	\$26,493.00	\$729.00	\$27,22
5/19/2024	4:00 PM	Elkhart County Symphony - ¡Fiesta Sinfónica!	7/21/2023	2	-\$6.00	\$6.00	\$

<b>Total Ticket Revenue</b>	<b>\$163,953.00</b>
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LERNER THEATRE BOARD  
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**LERNER SERVICES COORDINATOR**  
PREPARED BY: DANIEL REECER

In the month of September we polished the grand staircase brass hand rail, we patched/painted some walls, and we addressed some plumbing concerns. I have been working with our Facilities department in trying to get ahead of pipe repairs and resealing plumbing fixtures. As the days go by we have to be ready for almost anything, making it almost second nature to check points of interest as you're in the area. Thankfully we have managed to proactively identify several problem spots and solutions are underway. We will be applying a heavier outer seal and planning for internal sealing of our waste water tank in the basement. We are inspecting the siding of our building for any inconsistencies or signs of underlying damage. We also continuously monitor software for our HVAC system to ensure adequate and timely response to anything that should arise. In reality, careful observation and accurate record keeping will be our frontline defense in handling the seasons to come. As we prepare ourselves for winter we will be finalizing outdoor projects while the weather holds, washing the windows fully once more, and attempting to polish the brass on the outside of the building.

**Accomplished:**

Minor Wall Repairs/Repaint  
Plumbing Maintenance  
Brass Polish

**Upcoming:**

Plumbing Maintenance  
Winterizing

**6. NEW BUSINESS**

**2024 LGB Meeting Dates**

On motion by Jamie Arce, seconded by Carrie Berghoff and carried 4-0, the Board adopted the 2024 meeting dates as presented.

**7. ADJOURNMENT**

On motion by Jamie Arce, seconded by Diana Lawson and carried 4-0, the Lerner Theatre Governing Board was adjourned at 10:19 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 September 30, 2023 Financial Statements

Attached are the year-to-date financial statements for The Lerner for the period ending September 30, 2023.

The net income from theatre operations only (shown as Gross Profit) at the end of the period is \$389,813, which is a decrease of (\$146,678) from the Gross Profit on last year's statement of \$536,491.

The year-to-date net loss for all Lerner operations (including city expenses) at the end of the period is (\$139,249) which is a decrease of \$848,349 from the net income on last year's statement of \$709,100.

On budgeted city Operational Expenses alone are over-budget by \$63,837 year-to-date.

Total Operational Expenses of \$1,303,039 were covered by a City contribution of \$851,749 (65%) and a Lerner contribution of \$451,290 (35%). This compares with last year's City contribution of 47% and the Lerner's contribution of 53%.

There were 5 shows and events during September that generated the following profit:

- Always Patsy Cline - \$4,487.15
- Cinema in the Gardens - \$2,186.15
- Mask of Zorro - \$861.55
- 1964: The Beatles Tribute - \$7,905.36
- Kenny Wayne Shepherd - \$12,666.99

# The Lerner Theatre

## Financial Analysis Through Septmeber 30, 2023

	<u>2023</u>		<u>2022</u>		<u>Diff</u>
<b><i>City Operational Expenses</i></b>					
Staff & Related	820,292		685,943		134,349
Other	<u>482,747</u>		<u>432,387</u>		<u>50,359</u>
Total Expenses to be Covered	1,303,039		1,118,330		184,709
Less: City Subsidy (Budgeted)	<u>712,500</u>		<u>712,500</u>		<u>-</u>
Net City Operational Expenses	590,539		405,830		184,709
<b><i>Lerner Box Office Operations</i></b>					
Income	536,041		701,418		(165,377)
COGS	<u>146,228</u>		<u>164,927</u>		<u>(18,699)</u>
Gross Profit (Loss)	389,813		536,491		(146,678)
Lerner Labor Expense	<u>61,477</u>		<u>52,597</u>		<u>8,880</u>
Lerner Contribution from Operations	451,290		589,088		(137,798)
<b><i>Additional Subsidy Sources</i></b>					
City Subsidy (Un-Budgeted)	139,248		-		
Lerner Excess Contribution	-		183,258		
<b>How the Operational Expenses Are Covered:</b>					
City Contribution	851,749	65%	529,242	47%	
Lerner Contribution	<u>451,290</u>	35%	<u>589,088</u>	53%	
Total Expenses to be Covered	1,303,039	100%	1,118,330	100%	

The Lerner Theatre  
P&L - Total Theatre - Summary Comparison  
January - September, 2023

	TOTAL			
	JAN - SEP, 2023	JAN - SEP, 2022 (PY)	CHANGE	% CHANGE
Income				
Theatre Income	536,040.75	701,417.60	-165,376.85	-23.58 %
<b>Total Income</b>	<b>\$536,040.75</b>	<b>\$701,417.60</b>	<b>\$ -165,376.85</b>	<b>-23.58 %</b>
Cost of Goods Sold				
Cost of Sales	146,227.95	164,926.81	-18,698.86	-11.34 %
<b>Total Cost of Goods Sold</b>	<b>\$146,227.95</b>	<b>\$164,926.81</b>	<b>\$ -18,698.86</b>	<b>-11.34 %</b>
<b>GROSS PROFIT</b>	<b>\$389,812.80</b>	<b>\$536,490.79</b>	<b>\$ -146,677.99</b>	<b>-27.34 %</b>
Expenses				
City Accts by Submission Date	1,303,038.58	1,118,329.89	184,708.69	16.52 %
<b>Total Expenses</b>	<b>\$1,303,038.58</b>	<b>\$1,118,329.89</b>	<b>\$184,708.69</b>	<b>16.52 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -913,225.78</b>	<b>\$ -581,839.10</b>	<b>\$ -331,386.68</b>	<b>-56.96 %</b>
Other Expenses				
5000000 City Contribution Toward Budget	-712,500.03	-712,500.03	0.00	0.00 %
99990 Shuttered Venue Grant		-525,841.89	525,841.89	100.00 %
99998 Show Labor Exp Incl in Budget	-61,477.21	-52,596.88	-8,880.33	-16.88 %
<b>Total Other Expenses</b>	<b>\$ -773,977.24</b>	<b>\$ -1,290,938.80</b>	<b>\$516,961.56</b>	<b>40.05 %</b>
<b>NET OTHER INCOME</b>	<b>\$773,977.24</b>	<b>\$1,290,938.80</b>	<b>\$ -516,961.56</b>	<b>-40.05 %</b>
<b>NET INCOME</b>	<b>\$ -139,248.54</b>	<b>\$709,099.70</b>	<b>\$ -848,348.24</b>	<b>-119.64 %</b>

The Lerner Theatre  
P&L - Total Theatre - Detailed Comparison  
January - September, 2023

	TOTAL			
	JAN - SEP, 2023	JAN - SEP, 2022 (PY)	CHANGE	% CHANGE
<b>Income</b>				
<b>Theatre Income</b>				
4000 Ticket Sales Collected	788,557.51	1,299,926.60	-511,369.09	-39.34 %
4001 Ticket Sales Due/Paid	-788,557.51	-1,299,926.60	511,369.09	39.34 %
4010 Facility Rental - Theatre	45,594.65	59,413.31	-13,818.66	-23.26 %
40200 Ticket Processing Fees	2,025.54	5,541.04	-3,515.50	-63.44 %
40201 Mailing Fee	968.75	1,436.25	-467.50	-32.55 %
40202 Phone Order Convenience Fee	1,155.00	1,306.00	-151.00	-11.56 %
40203 Historical Facility Fee	69,534.50	99,174.00	-29,639.50	-29.89 %
40204 Box Office Fee	36,602.54	55,972.25	-19,369.71	-34.61 %
40205 Blended Ticket Transaction Fee	37,295.78	55,954.68	-18,658.90	-33.35 %
40206 Web Ticket Fees	88,524.50	140,343.50	-51,819.00	-36.92 %
40208 Convenience Fees	65,268.50	92,450.00	-27,181.50	-29.40 %
<b>Total 40200 Ticket Processing Fees</b>	<b>301,375.11</b>	<b>452,177.72</b>	<b>-150,802.61</b>	<b>-33.35 %</b>
4050 Equipment Rental	22,870.00	17,990.00	4,880.00	27.13 %
4060 Outside Lighting & Advertising	250.00	2,701.50	-2,451.50	-90.75 %
4070 Catering	-414.00	479.00	-893.00	-186.43 %
4080 Concessions Commissions	468.13		468.13	
4090 Merchandise Commissions	1,769.50	7,623.50	-5,854.00	-76.79 %
4100 Merchandise Sales		8,370.57	-8,370.57	-100.00 %
4129 Contributions - FOL Volunteers	110.00		110.00	
4140 Miscellaneous Income	5,500.68	4,086.05	1,414.63	34.62 %
<b>Event Labor</b>				
4030 Stagehands, Etc.	33,127.36	23,926.14	9,201.22	38.46 %
4040 Front of House	20,461.99	23,050.04	-2,588.05	-11.23 %
<b>Total Event Labor</b>	<b>53,589.35</b>	<b>46,976.18</b>	<b>6,613.17</b>	<b>14.08 %</b>
<b>Non-Ticketed Event Revenue</b>				
41314 Crystal Ballroom Events	104,927.33	101,599.77	3,327.56	3.28 %
<b>Total Non-Ticketed Event Revenue</b>	<b>104,927.33</b>	<b>101,599.77</b>	<b>3,327.56</b>	<b>3.28 %</b>
<b>Total Theatre Income</b>	<b>536,040.75</b>	<b>701,417.60</b>	<b>-165,376.85</b>	<b>-23.58 %</b>
<b>Total Income</b>	<b>\$536,040.75</b>	<b>\$701,417.60</b>	<b>\$ -165,376.85</b>	<b>-23.58 %</b>
<b>Cost of Goods Sold</b>				
<b>Cost of Sales</b>				
5025 Patron Manager Ticket Fees	48,069.00	63,067.00	-14,998.00	-23.78 %
5030 Ticket CC Processing Expense	37,982.48	63,773.57	-25,791.09	-40.44 %

# The Lerner Theatre

## P&L - Total Theatre - Detailed Comparison

January - September, 2023

	TOTAL			
	JAN - SEP, 2023	JAN - SEP, 2022 (PY)	CHANGE	% CHANGE
5035 Merchant Account Fees	-1,450.81	-15,559.27	14,108.46	90.68 %
5080 Advertising Expense	150.00	765.00	-615.00	-80.39 %
5110 Merchandise Expense		261.08	-261.08	-100.00 %
5140 Misc Income Expenses		22.50	-22.50	-100.00 %
Direct Labor - Events				
5050 Stage Labor	46,196.93	32,744.38	13,452.55	41.08 %
5060 Front of House Labor	15,280.35	19,852.55	-4,572.20	-23.03 %
<b>Total Direct Labor - Events</b>	<b>61,477.28</b>	<b>52,596.93</b>	<b>8,880.35</b>	<b>16.88 %</b>
<b>Total Cost of Sales</b>	<b>146,227.95</b>	<b>164,926.81</b>	<b>-18,698.86</b>	<b>-11.34 %</b>
<b>Total Cost of Goods Sold</b>	<b>\$146,227.95</b>	<b>\$164,926.81</b>	<b>\$ -18,698.86</b>	<b>-11.34 %</b>
<b>GROSS PROFIT</b>	<b>\$389,812.80</b>	<b>\$536,490.79</b>	<b>\$ -146,677.99</b>	<b>-27.34 %</b>
<b>Expenses</b>				
City Accts by Submission Date				
Capital Outlay				
4420400 Building & Structure	16,454.38		16,454.38	
4440100 Furniture & Fixtures	75,435.00	29,408.19	46,026.81	156.51 %
4440500 Other Equipment-Capital Expense	16,106.22		16,106.22	
<b>Total Capital Outlay</b>	<b>107,995.60</b>	<b>29,408.19</b>	<b>78,587.41</b>	<b>267.23 %</b>
Other Services/Charges				
4310400 Professional Services	27,133.05	36,265.85	-9,132.80	-25.18 %
4320300 Travel	3,405.87	136.26	3,269.61	2,399.54 %
4320400 Telephone/Communications	14,531.35	13,317.19	1,214.16	9.12 %
4330300 Advertising/Marketing	50,252.10	46,338.78	3,913.32	8.45 %
4330301 Promotions	161.43	0.00	161.43	
4340200 Liability Insurance	56,300.00	25,574.00	30,726.00	120.15 %
4350100 Electricity	85,488.99	109,768.23	-24,279.24	-22.12 %
4350200 Natural Gas	10,388.58	18,122.51	-7,733.93	-42.68 %
4350400 Water & Sewer	1,961.65	1,800.92	160.73	8.92 %
4360100 Repairs & Maintenance-Building	79,308.69	109,078.57	-29,769.88	-27.29 %
4360200 Equipment Repair	3,878.50	1,204.19	2,674.31	222.08 %
4370200 Equipment Leases	513.44	996.25	-482.81	-48.46 %
4390200 Postage	1,147.22	1,584.90	-437.68	-27.62 %
4390300 Subscriptions	3,002.00	2,723.00	279.00	10.25 %
4390800 Memberships & Dues	1,680.88	779.00	901.88	115.77 %
4390910 Education	11,647.78	8,904.83	2,742.95	30.80 %
<b>Total Other Services/Charges</b>	<b>350,801.53</b>	<b>376,694.48</b>	<b>-25,792.95</b>	<b>-6.85 %</b>

The Lerner Theatre  
P&L - Total Theatre - Detailed Comparison  
January - September, 2023

	TOTAL			
	JAN - SEP, 2023	JAN - SEP, 2022 (PY)	CHANGE	% CHANGE
<b>Personnel Services</b>				
4110110 Department Head	0.00	62,691.00	-62,691.00	-100.00 %
4110130 Full Time	534,942.31	379,190.78	155,751.53	41.07 %
4110150 Part Time	87,214.30	74,088.05	13,126.25	17.72 %
4110160 Overtime Wages	431.40	3,267.84	-2,836.44	-86.80 %
4130100 Employer's Social Security	37,018.97	28,723.11	8,295.86	28.88 %
4130200 Employer's Medicare	8,857.59	8,484.35	173.24	2.04 %
4130300 Employer's PERF	75,376.03	54,190.43	21,185.60	39.09 %
4130500 Employer's Group & Life	76,651.46	75,307.13	1,344.33	1.79 %
<b>Total Personnel Services</b>	<b>820,292.06</b>	<b>605,942.69</b>	<b>134,349.37</b>	<b>19.59 %</b>
<b>Supplies</b>				
4210200 Stationary & Print	821.42	404.81	416.61	102.91 %
4210500 Office Supplies	1,410.46	1,162.39	248.07	21.34 %
4220150 Operating Supplies	5,759.25	7,068.31	-1,309.06	-18.52 %
4220310 Household, Laundry	6,002.52	3,990.29	2,012.23	50.43 %
4230200 Repair Parts	3,593.57	2,190.50	1,403.07	64.05 %
4230300 Small Tools/Minor Equipment	6,362.17	11,568.23	-5,206.06	-45.00 %
<b>Total Supplies</b>	<b>23,949.39</b>	<b>26,384.53</b>	<b>-2,435.14</b>	<b>-9.23 %</b>
<b>Total City Accts by Submission Date</b>	<b>1,303,038.58</b>	<b>1,118,329.89</b>	<b>184,708.69</b>	<b>16.52 %</b>
<b>Total Expenses</b>	<b>\$1,303,038.58</b>	<b>\$1,118,329.89</b>	<b>\$184,708.69</b>	<b>16.52 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -913,225.78</b>	<b>\$ -581,839.10</b>	<b>\$ -331,386.68</b>	<b>-56.96 %</b>
<b>Other Expenses</b>				
5000000 City Contribution Toward Budget	-712,500.03	-712,500.03	0.00	0.00 %
99990 Shuttered Venue Grant		-525,841.89	525,841.89	100.00 %
99998 Show Labor Exp Incl In Budget	-61,477.21	-52,596.88	-8,880.33	-16.88 %
<b>Total Other Expenses</b>	<b>\$ -773,977.24</b>	<b>\$ -1,290,938.80</b>	<b>\$516,961.56</b>	<b>40.05 %</b>
<b>NET OTHER INCOME</b>	<b>\$773,977.24</b>	<b>\$1,290,938.80</b>	<b>\$ -516,961.56</b>	<b>-40.05 %</b>
<b>NET INCOME</b>	<b>\$ -139,248.54</b>	<b>\$709,099.70</b>	<b>\$ -848,348.24</b>	<b>-119.64 %</b>

# The Lerner Theatre

## Budget vs. Actuals: FY\_2023 - FY23 P&L

January - September, 2023

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
<b>Income</b>			
Total Income			\$0.00
<b>GROSS PROFIT</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Expenses</b>			
City Accts by Submission Date			
Capital Outlay			
4420400 Building & Structure	16,454.38	23,249.97	-6,795.59
<b>Total Capital Outlay</b>	<b>16,454.38</b>	<b>23,249.97</b>	<b>-6,795.59</b>
Other Services/Charges			
4310400 Professional Services	27,133.05	26,624.97	508.08
4320300 Travel	3,405.87	1,275.03	2,130.84
4320400 Telephone/Communications	14,531.35	17,145.00	-2,613.65
4330300 Advertising/Marketing	50,252.10	43,125.03	7,127.07
4330301 Promotions	161.43	3,750.03	-3,588.60
4340200 Liability Insurance	56,300.00	38,360.97	17,939.03
4350100 Electricity	85,488.99	92,700.00	-7,211.01
4350200 Natural Gas	10,388.58	13,875.03	-3,486.45
4350400 Water & Sewer	1,961.65	2,400.03	-438.38
4360100 Repairs & Maintenance-Building	79,308.69	36,375.03	42,933.66
4360200 Equipment Repair	3,878.50	1,500.03	2,378.47
4370200 Equipment Leases	513.44	2,400.03	-1,886.59
4390200 Postage	1,147.22	2,549.97	-1,402.75
4390300 Subscriptions	3,002.00	1,902.78	1,099.22
4390800 Memberships & Dues	1,680.88	1,301.22	379.66
4390910 Education	11,647.78	17,062.47	-5,414.69
4390930 Processing Fees		38,250.00	-38,250.00
<b>Total Other Services/Charges</b>	<b>350,801.53</b>	<b>340,597.62</b>	<b>10,203.91</b>
Personnel Services			
4110110 Department Head	0.00	58,751.28	-58,751.28
4110130 Full Time	534,942.31	385,780.50	149,161.81
4110150 Part Time	87,214.30	97,352.28	-10,137.98
4110160 Overtime Wages	431.40	2,052.00	-1,620.60
4110170 Longevity		675.00	-675.00
4130100 Employer's Social Security	37,018.97	33,597.00	3,421.97
4130200 Employer's Medicare	8,657.59	7,857.00	800.59
4130300 Employer's PERF	75,376.03	64,457.28	10,918.75
4130500 Employer's Group & Life	76,651.46	102,082.50	-25,431.04
<b>Total Personnel Services</b>	<b>820,292.06</b>	<b>752,604.84</b>	<b>67,687.22</b>
Supplies			
4210200 Stationary & Print	821.42	712.53	108.89
4210500 Office Supplies	1,410.46	3,375.00	-1,964.54
4220150 Operating Supplies	5,759.25	15,869.97	-10,110.72



# The Lerner Theatre

Budget vs. Actuals: FY\_2023 - FY23 P&L

January - September, 2023

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
4220310 Household, Laundry	6,002.52	4,124.97	1,877.55
4230200 Repair Parts	3,593.57	3,150.00	443.57
4230300 Small Tools/Minor Equipment	6,362.17	3,975.03	2,387.14
<b>Total Supplies</b>	<b>23,949.39</b>	<b>31,207.50</b>	<b>-7,258.11</b>
<b>Total City Accts by Submission Date</b>	<b>1,211,497.36</b>	<b>1,147,659.93</b>	<b>63,837.43</b>
<b>Total Expenses</b>	<b>\$1,211,497.36</b>	<b>\$1,147,659.93</b>	<b>\$63,837.43</b>
<b>NET OPERATING INCOME</b>	<b>\$ -1,211,497.36</b>	<b>\$ -1,147,659.93</b>	<b>\$ -63,837.43</b>
Other Expenses			
5000000 City Contribution Toward Budget	-712,500.03	-712,500.03	0.00
<b>Total Other Expenses</b>	<b>\$ -712,500.03</b>	<b>\$ -712,500.03</b>	<b>\$0.00</b>
<b>NET OTHER INCOME</b>	<b>\$712,500.03</b>	<b>\$712,500.03</b>	<b>\$0.00</b>
<b>NET INCOME</b>	<b>\$ -498,997.33</b>	<b>\$ -435,159.90</b>	<b>\$ -63,837.43</b>

The Lerner Theatre  
Premier Arts: Always Patsy Cline  
All Dates

	TOTAL
<b>Income</b>	
Theatre Income	
4000 Ticket Sales Collected	17,551.00
4001 Ticket Sales Due/Paid	-17,551.00
40200 Ticket Processing Fees	311.85
40203 Historical Facility Fee	2,673.00
40204 Box Office Fee	1,227.55
40205 Blended Ticket Transaction Fee	770.21
40206 Web Ticket Fees	720.00
<b>Total 40200 Ticket Processing Fees</b>	<b>5,702.61</b>
4140 Miscellaneous Income	5.25
<b>Total Theatre Income</b>	<b>5,707.86</b>
<b>Total Income</b>	<b>\$5,707.86</b>
<b>Cost of Goods Sold</b>	
Cost of Sales	
5025 Patron Manager Ticket Fees	450.50
5030 Ticket CC Processing Expense	770.21
<b>Total Cost of Sales</b>	<b>1,220.71</b>
<b>Total Cost of Goods Sold</b>	<b>\$1,220.71</b>
<b>GROSS PROFIT</b>	<b>\$4,487.15</b>
<b>Expenses</b>	
Hourly Costs	0.00
<b>Total Expenses</b>	<b>\$0.00</b>
<b>NET OPERATING INCOME</b>	<b>\$4,487.15</b>
<b>NET INCOME</b>	<b>\$4,487.15</b>

# The Lerner Theatre

## Elkhart County Symphony's: Cinema In the Gardens 2023

All Dates

	TOTAL
Income	
Theatre Income	
4000 Ticket Sales Collected	4,983.00
4001 Ticket Sales Due/Paid	-4,983.00
40200 Ticket Processing Fees	91.70
40203 Historical Facility Fee	786.00
40204 Box Office Fee	599.15
40205 Blended Ticket Transaction Fee	228.34
40206 Web Ticket Fees	294.00
40208 Convenience Fees	558.00
Total 40200 Ticket Processing Fees	2,555.19
4140 Miscellaneous Income	34.80
Total Theatre Income	2,589.99
Total Income	\$2,589.99
Cost of Goods Sold	
Cost of Sales	
5025 Patron Manager Ticket Fees	175.50
5030 Ticket CC Processing Expense	228.34
Total Cost of Sales	403.84
Total Cost of Goods Sold	\$403.84
GROSS PROFIT	\$2,186.15
Expenses	
Hourly Costs	0.00
Total Expenses	\$0.00
NET OPERATING INCOME	\$2,186.15
NET INCOME	\$2,186.15

The Lerner Theatre  
 Friends of the Lerner: Zorro (Silent Movie)  
 All Dates

	TOTAL
<b>Income</b>	
Theatre Income	
4000 Ticket Sales Collected	968.50
4001 Ticket Sales Due/Paid	-968.50
4010 Facility Rental - Theatre	300.00
40200 Ticket Processing Fees	0.00
40203 Historical Facility Fee	369.00
40204 Box Office Fee	29.06
40205 Blended Ticket Transaction Fee	55.88
40206 Web Ticket Fees	115.00
40208 Convenience Fees	307.50
Total 40200 Ticket Processing Fees	876.44
Event Labor	
4030 Stagehands, Etc.	162.50
4040 Front of House	85.45
Total Event Labor	247.95
Total Theatre Income	1,424.39
Total Income	\$1,424.39
Cost of Goods Sold	
Cost of Sales	
5025 Patron Manager Ticket Fees	104.00
5030 Ticket CC Processing Expense	55.88
Direct Labor - Events	
5050 Stage Labor	310.96
5060 Front of House Labor	92.00
Total Direct Labor - Events	402.96
Total Cost of Sales	562.84
Total Cost of Goods Sold	\$562.84
GROSS PROFIT	\$861.55
Expenses	
Hourly Costs	0.00
Total Expenses	\$0.00
NET OPERATING INCOME	\$861.55
NET INCOME	\$861.55

The Lerner Theatre  
 Shout! Productions: 1964 Beatles Tribute  
 All Dates

	TOTAL
Income	
Theatre Income	
4000 Ticket Sales Collected	21,239.00
4001 Ticket Sales Due/Paid	-21,239.00
4010 Facility Rental - Theatre	1,265.00
40200 Ticket Processing Fees	-302.90
40203 Historical Facility Fee	1,398.00
40204 Box Office Fee	1,061.95
40205 Blended Ticket Transaction Fee	1,021.13
40206 Web Ticket Fees	2,094.00
40208 Convenience Fees	2,330.00
Total 40200 Ticket Processing Fees	7,602.18
4050 Equipment Rental	650.00
4140 Miscellaneous Income	3.73
Event Labor	
4030 Stagehands, Etc.	744.50
4040 Front of House	446.25
Total Event Labor	1,190.75
Total Theatre Income	10,711.66
Total Income	\$10,711.66
Cost of Goods Sold	
Cost of Sales	
5025 Patron Manager Ticket Fees	1,017.00
5030 Ticket CC Processing Expense	1,021.13
Direct Labor - Events	
5050 Stage Labor	471.42
5060 Front of House Labor	296.75
Total Direct Labor - Events	768.17
Total Cost of Sales	2,806.30
Total Cost of Goods Sold	\$2,806.30
GROSS PROFIT	\$7,905.36
Expenses	
Hourly Costs	0.00
Total Expenses	\$0.00
NET OPERATING INCOME	\$7,905.36
NET INCOME	\$7,905.36

# The Lerner Theatre

The Honeywell Foundation; Kenny Wayne Shepherd

All Dates

	TOTAL
Income	
Theatre Income	
4000 Ticket Sales Collected	52,962.00
4001 Ticket Sales Due/Paid	-52,962.00
4010 Facility Rental - Theatre	300.00
40200 Ticket Processing Fees	-940.00
40203 Historical Facility Fee	3,198.00
40204 Box Office Fee	1,588.86
40205 Blended Ticket Transaction Fee	2,583.04
40206 Web Ticket Fees	6,415.00
40208 Convenience Fees	5,330.00
Total 40200 Ticket Processing Fees	18,174.90
4070 Catering	-414.00
4090 Merchandise Commissions	-423.50
Event Labor	
4030 Stagehands, Etc.	553.00
4040 Front of House	864.00
Total Event Labor	1,417.00
Total Theatre Income	19,054.40
Total Income	\$19,054.40
Cost of Goods Sold	
Cost of Sales	
5025 Patron Manager Ticket Fees	2,260.50
5030 Ticket CC Processing Expense	2,583.04
Direct Labor - Events	
5050 Stage Labor	1,090.16
5060 Front of House Labor	453.71
Total Direct Labor - Events	1,543.87
Total Cost of Sales	6,387.41
Total Cost of Goods Sold	\$6,387.41
GROSS PROFIT	\$12,666.99
Expenses	
Hourly Costs	0.00
Total Expenses	\$0.00
NET OPERATING INCOME	\$12,666.99
NET INCOME	\$12,666.99

# 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.

November 3

,2023



JAMIE ARCE - CONTROLLER

IN RELIANCE ON THE ABOVE CERTIFICATION, CLAIMS IN THE TOTAL AMOUNT OF **\$28,882.98** AS LISTED ON THE REGISTER ATTACHED HERETO **CONSISTING OF 4 PAGES**, ARE HEREBY APPROVED EXCLUDING ANY CLAIMS WITHHELD AS SHOWN ON THE SEPARATE SUMMARY OF PENDING CLAIMS.

EXECUTED THIS 8TH DAY OF NOVEMBER 2023 BY:

PRESIDENT

GARY BOYN

VICE PRESIDENT

DINA HARRIS

TREASURER

DALLAS BERGL

MEMBER

ASHLEY MARTIN

MEMBER

DIANA LAWSON

MEMBER

JAMIE ARCE

MEMBER

CARRIE BERGHOFF

ORIGINAL COPY MUST BE RETAINED IN THE CONTROLLER'S OFFICE





# Lerner Theatre Board Report

## November 2023

### GENERAL MANAGER REPORT

PREPARED BY: MICHELLE FRANK

Activity (November-January)	As % of 90 days	
40 Events	44%	Activity in theatre
19 Ticketed Events	21%	Ticketed events
10 Non-Ticketed Events	11%	Non-Ticketed events
11 Rehearsal Dates	12%	Rehearsal Space

Compare to 2022 Board Report Ticketed Events: 18

Compare to 2022 Board Report Non-Ticketed Events +Rehearsals: 23

### DIRECTOR OF EVENTS

PREPARED BY: SARAH MACER

#### Accomplished in October:

- Google Calendar, Show Manager, and the Lerner Show Folders are all updated.
- Deen and I have been advancing all of the upcoming shows and add the information to Prism as we receive for the shows.
- Facilitated shows and have worked with promoters on successful events for the building.
- Closed the majority of the shows from the month of October. We're still waiting on a few shows to complete per conversations with the promoters.

#### Goals for November:

##### KultureCity Training:

Rachel has been on top of payment and documents for KultureCity and I am hoping we will be able to bring staff in either November or December for training. I'm excited to have this partnership in place.

##### Ticketing Platforms:

We are hoping to have an answer asap as to which ticketing program we will be going with and once that decision has been made will need to work on training Box Office and full-time staff.

##### Training Rachel on Show Closings:

Rachel has started training with Michelle and I on closing shows and are hoping to have her credentials in place for November so she can assist with the backend closings for records keeping

and internal controls. I have no doubt she'll do amazing with this and welcome the additional help with the documentation.

## **TECHNICAL & FACILITIES DIRECTOR**

PREPARED BY: DEEN TUGGLE

### **Overview:**

Trick-r-Treat! October went by in the blink of an eye! This month has been a very busy month. I took on the role of Technical & Facilities Director, overseeing both the tech and facilities side of The Lerner. There has been a lot of learning and growing over the past few weeks. On the tech side, we have provided support for many events such as the Premier Arts Ladies Luncheon, Wizard of Oz, Rob Schneider, Disney Jr. Live, Eaglemania, and Oaklawn's Got Talent auditions. On the facilities side, I've worked on organizing tasks and prioritizing. We also welcomed aboard a new Operations Manager, Wayne Neff, with a vast background in HVAC, plumbing, electrical, and more. I've spent time working with him to get him acquainted with the building. I've also momentarily taken over oversight of the services department, making sure our janitors are scheduled to keep the building clean. We are working on filling our open positions, as our current staff are being stretched to their limits to keep up with the influx of Lerner and Ballroom events. It's definitely been a rollercoaster of a month.

### **Accomplished in October:**

- Started overseeing facilities and services.
- Provided technical support for numerous shows.
- Worked on scheduling numerous departments.

### **Upcoming tasks:**

- Having Wayne fully trained to directly oversee facilities and services.
- Working on the upcoming winter shows.
- Routine maintenance.

## **COMMUNICATIONS & MARKETING COORDINATOR**

PREPARED BY: JENNA BROUILLETTE

October has been a longer month here at The Lerner with staffing changes and new faces, but has had many great opportunities to delve into new things. We kicked off the month by announcing Hocus Pocus and The Haunted History Tours, the very first public exploration into the paranormal at The Lerner Theatre. We had a lot of excitement about this event and sold out the ticket sales for it! I had a lot of fun generating graphics and posting themed photos to stir the energy around this unique event.

I focused a lot on capturing video content and posting more of our patrons on our pages. Between September's Lerner on the Lawn and hosting Rob Schneider, we were able to create two short videos to post on our platforms that our audience engaged with well. I'd love to continue this in the future as video content becomes more relevant in the minds of our audience.

Rob Schneider was my first sold-out show at The Lerner, and it was great to feel the energy of the room as it was filled with people. We've had a plethora of other great shows this month, and I look forward to the shows we have coming up in November!

Another highlight of the month was getting the opportunity to share about The Lerner on PBS Michiana's Tuesday Takeovers. Through this, I was able to share about our upcoming events, the history of the building, and architecture and design of The Lerner. With so many events in the last week of October, there was lots to share about!

Snapshot of key social media metrics across all current platforms:

	August 2023	September 2023	October 2023	1-Month Change
Total Audience	34,849	35,443	35,682	0.6% Increase
Total Impressions	510,796	765,270	868,577	8.0% Increase
Total Engagement	26,011	26,718	47,398	60.7% Increase

#### Done in October

- Created and posted photo/video content for social media.
- Put together marketing materials and media for the announces of Hocus Pocus and The Haunted History Tours, Rodney Carrington, and Zach Williams.
- Showcased The Lerner Theatre on PBS Michiana.

#### Goals for November

- Utilize Instagram stories and posts as means of producing engaging content about our events for our online audience. We already use Instagram, but not as a promotional piece for our shows. I would love to utilize stories and highlights to show more about what we have coming up. This would be a great place to showcase our recaps as well.
- Develop a more consistent schedule on promoting shows that are on sale but not close to happening yet.
- Expand our email subscriber list through social media outreach and other means
- Explore Lerner History and begin sharing unique stories and facts

#### BOX OFFICE MANAGER

PREPARED BY: BRITTANY WEINGART

#### 3 accomplishments:

- Successfully completed 2 New Hire Orientations
- Lead my first show with Premier Arts Wizard of Oz
- Learned how to do the Kruggle Lawton audits from start to finish alone

### 3 Goals

- Learn Show Builds
- Finish Merging all the walkup contacts/accounts to an actual Patron account
- Finish updating/merging the volunteer points spreadsheet

Date	Time	Event Name	On Sale Date	Sold	Net Revenue	Hlst. Fee	Total Revenue
10/13/2023	7:30 PM	The Wizard of Oz (10/13/23 - 10/15/23 - 5 performances (3 Adult, 1 Youth, 1 PA Academy)	1/1/2023	1492	\$23,360.50	\$4,476.00	\$27,836.50
10/20/2023	7:00 PM	ROB SCHNEIDER - THE NARCISSIST CONFESSIONS	6/7/2023	308	\$14,787.00	\$924.00	\$15,711.00
10/26/2023	6:00 PM	Disney Junior Live: Costume Palooza	6/14/2023	393	\$13,605.75	\$1,179.00	\$14,784.75
10/28/2023	8:00 PM	EagleMania - The World's Greatest Eagles Tribute Band	1/27/2023	132	\$5,996.00	\$396.00	\$6,392.00
11/3/2023	8:00 PM	The Guess Who	6/15/2023	225	\$16,063.25	\$675.00	\$16,738.25
11/4/2023	7:30 PM	Ancient Aliens Live	5/4/2023	95	\$6,742.51	\$285.00	\$7,027.51
11/5/2023	4:00 PM	Elkhart County Symphony 4-Show Package 2023-2024	9/11/2023	20	\$470.00	\$60.00	\$530.00
11/5/2023	4:00 PM	Elkhart County Symphony - Pictures of Elkhart County	7/21/2023	98	\$878.00	\$294.00	\$1,172.00
11/11/2023	8:00 PM	One Night in Memphis	8/3/2023	258	\$14,147.50	\$774.00	\$14,921.50
11/17/2023	7:30 PM	#IMOMSOHARD	7/27/2023	105	\$6,950.00	\$315.00	\$7,265.00
11/19/2023	3:00 PM	Kimball Organ: Kid Brother	3/15/2023	0	\$0.00	\$0.00	\$0.00
11/22/2023	7:30 PM	CHRIS ISAAK	9/14/2023	102	\$10,554.25	\$306.00	\$10,860.25
11/25/2023	3:00 PM	Aurinko Ballet Nutcracker	9/15/2023	109	\$2,868.76	\$327.00	\$3,195.76
11/29/2023	7:00 PM	Sal Vulcano	7/12/2023	48	\$2,712.50	\$144.00	\$2,856.50
12/7/2023	7:30 PM	Top of the World presents a Carpenters Christmas	8/24/2023	86	\$3,719.25	\$258.00	\$3,977.25
12/9/2023	7:30 PM	One Night of Tina: A Tina Turner Tribute	6/14/2023	-168	-\$9,916.50	-\$504.00	-\$10,420.50
12/15/2023	9:30 PM	A Lerner Christmas (12/15/23 - 12/17/23 - 3 performances)	1/1/2023	101	\$2,448.25	\$303.00	\$2,751.25
2/4/2024	4:00 PM	Elkhart County Symphony - Operatic Reveries	7/21/2023	2	-\$6.00	\$6.00	\$0.00
2/10/2024	7:30 PM	Colin Mochrie & Brad Sherwood: Asking for Trouble	9/21/2023	55	\$3,702.00	\$165.00	\$3,867.00
3/2/2024	8:00 PM	SCOTT BRADLEE'S POSTMODERN JUKEBOX - THE '10' TOUR	9/28/2023	84	\$6,593.25	\$252.00	\$6,845.25
4/6/2024	7:30 PM	KANSAS: 50th Anniversary Tour - Another Fork in the Road	9/12/2023	195	\$22,922.25	\$585.00	\$23,507.25
2/23/2024	7:00 PM	Rodney Carrington: The Greatest Tits Tour	10/20/2023	364	\$33,071.00	\$1,092.00	\$34,163.00
10/27/2023	9:30 PM	The Haunted History Tours	10/6/2023	99	\$3,150.50	\$297.00	\$3,447.50
6/9/2024	10:00 AM	Tutu School Winter Bravo Bash 2023	10/15/2023	4	\$52.00	\$12.00	\$64.00
4/14/2024	7:00 PM	ZACH WILLIAMS A HUNDRED HIGHWAYS TOUR	11/2/2023	2	-\$6.00	\$6.00	\$0.00

<b>Total Ticket Revenue</b>	<b>\$197,493.02</b>
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City of Elkhart, Indiana  
*the city with a heart*

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## MEMORANDUM

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**DATE:** November 3, 2023

**TO:** The Lerner Governing Board

**FROM:** Kevin Davis, Deputy City Attorney

**RE:** **Ticketmaster Professional Services Agreement and Contract**

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The Lerner Theater is currently in negotiations with Ticketmaster to provide ticketing services for Lerner Theater events. Once the Professional Services Agreement and the Contract has been reviewed and approved by the City Legal Department, the Lerner Governing Board will authorize its Board President, to sign both the Professional Services Agreement and Contract on behalf of the City.

**Please authorize The Lerner Governing Board President to sign the Ticketmaster Professional Services Agreement and Contract.**