

# INNOVATION • CLASSICS

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Doug Brook, Executive Director

25 February 2019



# SVS Overview

## History

- Founded 1999 (Shady Shakespeare)
- Rebranded 2015 (Silicon Valley Shakespeare)

## Facilities

- Headquartered in San José
  - Currently @ Brokaw Rd.; formerly @ The Armory (2<sup>nd</sup> St.)
  - Future: Anchor Tenant @ Creative Center for the Arts (Japantown)



# Mission

## **Innovate • Illuminate • Inspire**

Invigorate the classics through innovative, relevant theatrical experiences that illuminate and inspire modern audiences.

## **Accomplishments**

- Perform for 6,000+ patrons annually
- Youth 17 and under FREE for all productions
  - In 20 years, provided \$250,000 in free tickets to local youth
- Youth participation
  - Camp/Workshops → Internship → Productions
- Numerous Theatre Bay Area Awards recommended productions
- Increase parks (Willow St. & History Parks) awareness in patrons
- New Works – 40+ world premiere plays, Shakespeare/classics-related
  - All by local artists
  - 10 new plays in 2018

# SVS Offerings

## Performances

- Free Shakespeare in San José – Willow St. Park
- ShakesBEERience – co-production @ Café Stritch
- Summer Repertory – Sanborn Park
- Special Events
  - SVS 20 Gala @ Hotel De Anza
  - 48-Hour Play Festival – w. local colleges
  - Spring special performance
  - Holiday Tea @ History Park

## Youth/Education

- Shakespeare Camp – History Park San José
- In-School Workshops & Assemblies – various elementary/high schools
- Internships
- Free admission to *all* productions (youth 17 and under)

# SVS Resources

Theme: Growing capacity

## **Personnel**

- 7 staff
  - New Exec. Director in 2015
  - 1 full-time added in 2017
  - Added development, technical staff in 2019
- 10 board members
  - +4 in three years
- Core volunteers

## **Resources**

- \$230k annual budget
  - +22% in four years
- Six-month operational cash reserve
- Consulted strategic & development plans

# Innovating Classics

*Merry Wives of Windsor* – Reality TV

*The Comedy of Errors* – Cirque

*Love's Labour's Lost* – '90s boy v. girl band

*As You Like It* – traditional



# Inspiring Youth

## Shakespeare Camp

- Two weeks
- Camper produced, performed abridged Shakespeare play



# WHAT'S NEXT

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2019 and Beyond





# 2019

January – 48-Hour Play Festival

March – **ShakesBEERience**  
(*Henry IV, Part I*)

April – 48-Hour Play Festival **Greatest Hits**

June – ***A Midsummer Night's Dream***

June – Shakespeare **Camp** (*A Midsummer Night's Dream*)

July – Shakespeare **Camp II**

July-Aug – ***Macbeth***, Mary Zimmerman's ***The White Snake***  
(based on the Chinese fable)

Two more ShakesBEERience TBA



# The Future

*Based on 2019-2021 strategic priorities*

## **Increase Reach**

- Continue to grow attendance
- Increase school workshops
- Reach new audiences
  - e.g. 2019 *The White Snake*

## **Increase Capacity**

- Continue to grow development, stewardship
  - Enables increased staffing, artist compensation, production quality

# What You Received

- Program – *As You Like It* (2018 Willow St. production)
- 2019 flier
- From the Executive Director
- SVS Accolades and Recognition
- SVS Mission • Vision • Core Programs
- Staff Bios
- Board Bios
- Doug's business card

To attend:

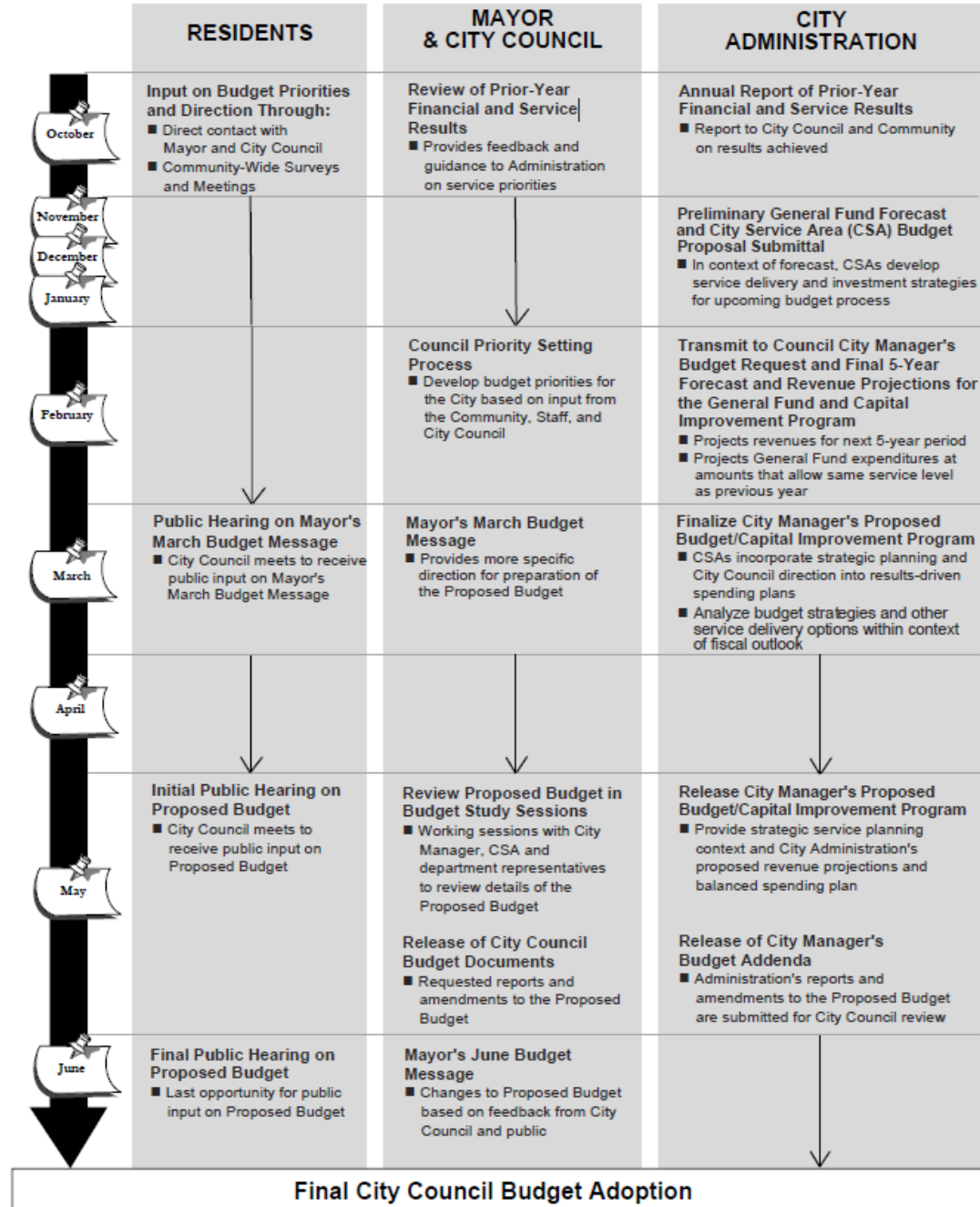
- Willow St. – free; no guest passes required
- Ticketed performances – for guest passes, contact [boxoffice@svshakespeare.org](mailto:boxoffice@svshakespeare.org) or [doug.brook@svshakespeare.org](mailto:doug.brook@svshakespeare.org)

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, layered effect.

**City of San Jose**

**Art Budget 101**

# CITY OF SAN JOSE ANNUAL BUDGET PROCESS

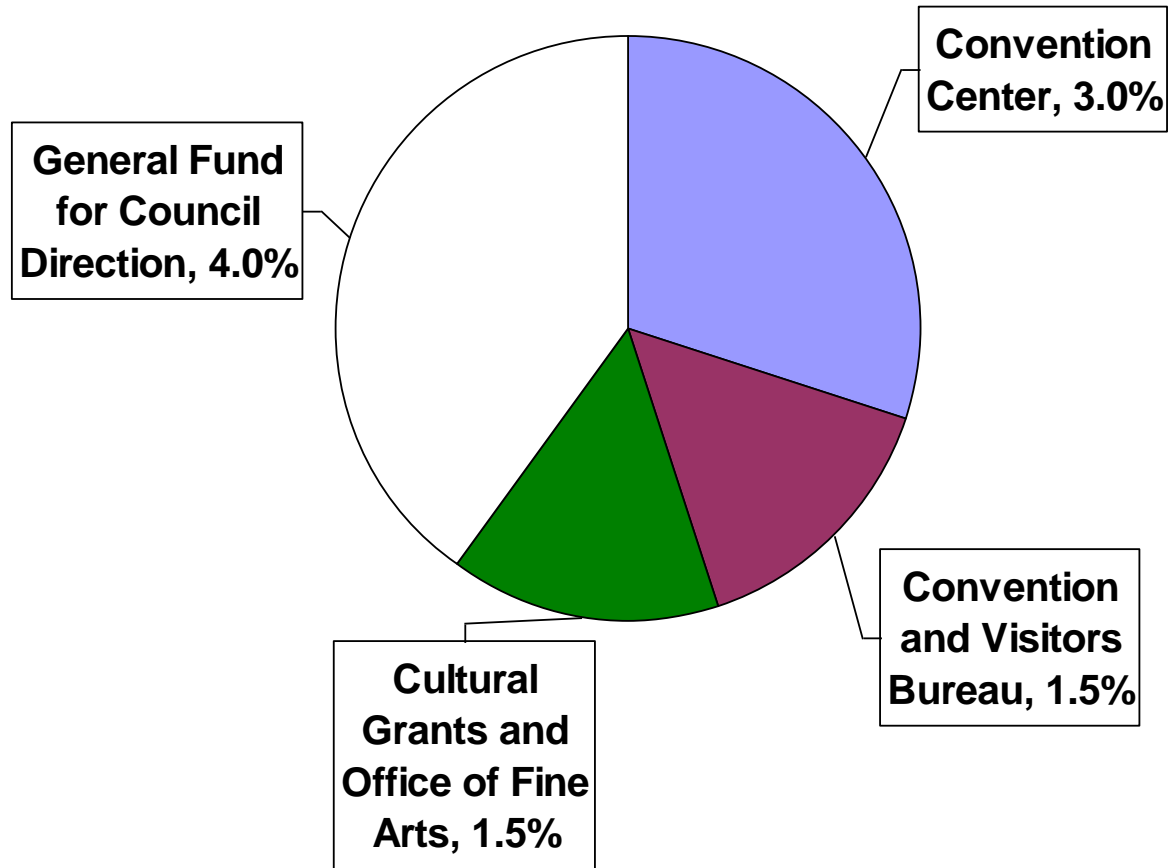


# Primary Municipal Funding Sources for Arts, Culture, & Cultural Facilities

- 1. 10% Transient Occupancy Tax (TOT) – of which OCA receives 15%**
  - Funds cultural programs, projects, public art maintenance & OCA admin
- 2. 1% for Public Art, sets aside 1% of eligible City CIP Projects (RWF exemption)**
  - Funds public art for designated capital projects
- 3. 10% TOT – of which 40% goes to General Fund**
  - Funds City-owned cultural facility capital repair/maintenance - \$400k annually
- 4. 10% TOT – of which 45% goes to Team San Jose**
  - Funds Team San Jose managed City-owned convention and cultural facilities (four theaters)
- 5. General Fund – City-Wide**
  - Funds 6 City-owned cultural facility O&M agreements with nonprofit partners

# San Jose's 10% Transient Occupancy Tax

Does not include HBID 4% assessment



# Special Funds

- ▶ Airport Funds
- ▶ Community Development Block Grant Fund
- ▶ Housing Funds
- ▶ Integrated Waste Mgmt Fund (Garbage Collection/Recycling)
- ▶ Municipal Golf Course Fund
- ▶ Municipal Water Fund
- ▶ Parking Fund
- ▶ Sanitary Sewer Funds
- ▶ Storm Sewer Funds
- ▶ **Transient Occupancy Tax (incl Convention and Cultural Affairs)**
- ▶ Waste Water Treatment Plant Funds
- ▶ Workforce Investment Act Fund



# Capital Programs

## Community and Economic Development

- ▶ Developer Assisted Projects

## Environmental & Utility Services

- ▶ Sanitary Sewer System
- ▶ Storm Sewer System
- ▶ Water Pollution Control Plant
- ▶ Water Utility System

## Neighborhood Services

- ▶ Library
- ▶ Parks & Community Facilities

## Public Art

## Public Safety

- Public Safety

## Transportation and Aviation Services

- Airport
- Parking
- Traffic

## Strategic Support

- Communications
- Municipal Improvements
- Service Yards

# Per Ordinance: How Arts TOT Can Be Spent

Section 4.72.060.2 Use of TOT Tax Revenue:

“Funding of the **cultural grant program and fine arts division programs**, including:

- a) **Funding of cultural grants**, including the San Jose Symphony and the San Jose Museum of Art, and a rental subsidy for cultural use of city facilities, and
- b) **Funding the expenses of the fine arts division** of the convention and cultural department, including but not limited to personal, nonpersonal, and equipment expenses, fringe benefits, and overhead.”

# Upcoming Key Budget Council Activities

## March

- Mayor's March Budget Message Released
- City Council Final Review and Approval of Mayor's March Budget Message

## April/May

- Proposed Capital/Operating Budgets and Fees & Charges Released
- City Council Budget Study Sessions and Initial Budget Public Hearing
- Council Budget Document Proposals due to Mayor's Office (includes Arts/Culture Grants)
- City Manager's Budget Addenda released

## June

- Mayor's June Budget Message Released
- Final Public Hearing
- Council Reviews Mayor's June Budget Message and Final Review of Budgets
- Council Approves Capital/Operating Budgets and Fees & Charges

# Arts Commission - Budget Calendar

## February

- ▶ City Budget Process Overview
- ▶ Review funding levels for Cultural Funding Portfolio (grants)

## March

- ▶ City Budget Update

## April

- ▶ City Budget Update

## May

- ▶ Review TOT appropriations for Cultural Development Programs & Projects, including grant awards
- ▶ May/June: Review Public Art CIP Plan

## June

- ▶ City Budget Update

# Additional Resources

- ▶ City of San Jose Budget Office
  - ▶ <http://www.sanjoseca.gov/index.aspx?NID=183> – Budget calendar, links to adopted budget, all budget documents since FY 11-12, archives, reports, guides to funds, etc
- ▶ Mayor Liccardo's Budget Office <http://www.sanjoseca.gov/index.aspx?NID=4682>
- ▶ Office of Cultural Affairs [www.sanjoseculture.org](http://www.sanjoseculture.org)
  - ▶ Arts Commission Orientation Online Binder – Arts Funding Page <http://www.sanjoseculture.org/index.aspx?nid=5841>
  - ▶ Arts Commission Meeting Agendas and Minutes – several years of budget-related documents
    - ▶ 18-19 Budget <http://www.sanjoseca.gov/DocumentCenter/View/77470>
    - ▶ 17-18 Budget <http://www.sanjoseca.gov/DocumentCenter/View/68554>
    - ▶ 16-17 Budget <http://www.sanjoseca.gov/DocumentCenter/View/59557>

# Discussion