

McLean Community Center

LOB #288:

PERFORMING ARTS PROGRAMS

Purpose

The Performing Arts Programs mission is to: “provide high-quality, diverse and balanced performance seasons for the residents of Small District One.”

Additionally, this LOB strives to:

- Provide educational and enrichment opportunities to all ages through workshops, classes, lectures, talk-backs with artists and educational performances
- Cultivate a culture of arts awareness and appreciation from an early age
- Enable amateur community arts groups to produce performances in which at least 50 percent of participants are residents of the MCC district

Description

The following events were held by the Performing Arts Department during FY 2015:

- Summer Gazebo Concerts
- Monthly Concerts at Alden
- Weekly Films
- Monthly McLean Kids programs
- Jammin’ Juniors
- The Unruly Theatre Improv Project

Benefits

This LOB provides an opportunity for numerous community patrons to be exposed to the variety of programs offered, including:

- MCC District Residents
- Fairfax County residents
- General public
- County partners, such as Music Friends of the Fairfax County Public Library (FCPL) and FCPL Foundation
- Community Arts Groups
- Rental organizations and individuals
- Artists engaged to perform

Mandates

This Line of Business is not mandated.

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Trends and Challenges

While dance performances typically present attendance challenges, MCC was successful in nearly selling out two shows (The Trocks, which was postponed until next season due to snow and Pilobolus). Both groups have already asked to return. The one-time comedy workshop for women was also a great success and will be followed up with a series of classes during summer 2016.

Based on one headliner not selling well in FY 2015, MCC staff learned that events should be marketed regardless of anticipated buzz. The experience also served as a reminder that artists with a strong web following tend to sell better. It serves more people to have two or three large acts for the same artist fee as one headliner. Although having multiple performances costs more in ancillary expenses such as marketing, supplies, staff time, etc., in the long run this might be a better option than a headlining act.

MCC attempted a one-day “camp” for adults during Fairfax County Public Schools’ spring break, but it was canceled due to low enrollment.

Due to challenges booking a speaker, this year’s MLK event was a touring play about Dr. King’s life. The response was mostly positive, and since the play was youth-focused, many kids came with their parents. MCC did get feedback that even the adults learned new things about Dr. King, but audience numbers were very low. This might have been due to the late booking of an event, which meant that it wasn’t included in the program guide. MCC will return to a speaker format next season.

Based on patron feedback, more plays and comedy performances will be booked for upcoming seasons.

Resources

Category	FY 2014 Actual	FY 2015 Actual	FY 2016 Adopted
LOB #288: Performing Arts Programs			
FUNDING			
<u>Expenditures:</u>			
Compensation	\$418,607	\$434,271	\$468,068
Benefits	135,460	139,157	150,839
Operating Expenses	423,252	427,581	511,673
Total Expenditures	\$977,319	\$1,001,009	\$1,130,580
Total Revenue	\$145,926	\$151,932	\$167,363
POSITIONS			
<i>Authorized Positions/Full-Time Equivalents (FTEs)</i>			
<u>Positions:</u>			
Regular	7 / 6.5	7 / 6.5	7 / 6.5
Total Positions	7 / 6.5	7 / 6.5	7 / 6.5

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Metrics

Metric Indicator	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	FY 2016 Estimate	FY 2017 Estimate
Cost Per Patron	\$14	\$19	\$19	\$18	\$20

Spending per patron has remained fairly stable over the years, but FY 2017 shows a slight increase due primarily to anticipated cost increases in advertising, printing and artist fees. In FY 2015, 85 percent of the program expenses were subsidized by the MCC Fund.