Memo: December 15, 2020
To: Finance Committee
From: William Brehm, Opera House Director
RE: Opera House Streaming System Purchase

At the Opera House Board meeting on December 15th the board unanimously approved my request to invest up to $52,000 from our 2020 Entertainment Venue Relief Program funds to install a permanent streaming system.

The decision was based on the added value streaming equipment creates for the patrons, venue, and performers during the pandemic, during the period of recovery, and also post-recovery. Professional quality streaming will secure revenue retention as the 2021 concert landscape unfolds and also position the Opera House to compete for those revenues moving into the future.

A thumbnail breakdown of the budgeted expenses for this project are as follows:

$21,000 Cameras

$4,500 Camera Controller

$9,000 Video Switcher

$1,500 Video/Audio Data Server

$9,000 Audio Board

$1,000 Sound Proofing

$4,000 Control Room Audio Monitor Speakers

$1,000 Video Monitors

I believe the purchase of a permanent and professional streaming media system is vital for both the short and long-term success of the Opera House and I am grateful for the opportunity created by the grant award. The Opera House is requesting the Finance Committee approve this request and recommend to Council for final approval.

City of Stoughton, 207 S Forrest Street, Stoughton WI 53589

RESOLUTION OF THE COMMON COUNCIL

Resolution authorizing Opera House staff to invest an amount not-to-exceed $52,000 from the Opera House Fund to purchase a streaming system.

Committee Action:	Finance Committee meets December 22, 2020
Fiscal Impact:	$52,000

File Number:	R-XX-2020	**Date Introduced:**	December 22, 2020

WHEREAS, the Opera House was recently awarded $136,354 in grant funding from the State of Wisconsin Entertainment Venues COVID Relief Program to offset lost ticketing revenue in 2020; and

WHEREAS, the Opera House believes the installation of a streaming system is vital to its long-term financial success; and

WHEREAS, current plans call for the beginning of streaming programming from the Opera House stage during January of 2021; and

WHEREAS, virtual tickets will make it possible for the Opera House to not only increase capacity for sales beyond what the building can physically hold, but also expand its patron base beyond the immediate geographic region; and

WHEREAS, the Opera House Board approved the request to invest up to $52,000 from the Opera House Fund on purchasing a streaming system; and

WHEREAS, the Finance Committee met on December 22, 2020 and recommends authorizing Opera House staff to invest an amount not-to-exceed $52,000 from the Opera House Fund to purchase a streaming system; and

NOW THEREFORE BE IT RESOLVED, the City of Stoughton Common Council authorizes Opera House staff to invest an amount not-to-exceed $52,000 from the Opera House Fund to purchase a streaming system.

Council Action: ☐ **Adopted** ☐ **Failed** **Vote** _____

Mayoral Action: ☐ **Accept** ☐ **Veto**

_____

Tim Swadley, Mayor Date

Council Action: _____ ☐ **Override** **Vote** _____

STOUGHTON OPERA HOUSE FORECASTED 2020

ACCOUNT	DESCRIPTION	2020 AMENDED BUDGET	YTD BALANCE 11/30/20	PROJECTED
Fund 245 - OPERA HOUSE FUND				
Revenues				
43529	FEDERAL ASSISTANCE FUNDING - COVID	$ -	$ 201	**$ 136,555**
46742	TICKET SALES	$ 627,787	$ 94,425	**$ 94,425**
46745	REVENUE-FEES	$ 77,712	$ 9,806	**$ 9,806**
46910	OTHER TAXABLE SALES	$ -	$ 140	**$ 140**
46920	MEMBERSHIPS	$ 120,000	$ 86,721	**$ 86,721**
46930	ANNUAL PUBLICATION	$ 16,000	$ 8,393	**$ 9,150**
46990	TAX EXEMPT SALES	$ 1,000	$ -	**$ -**
48110	INTEREST	$ -	$ 15	**$ 15**
48500	DONATIONS	$ 5,000	$ 6,199	**$ 6,199**
49210	TRANSFER IN - GENERAL FUND	$ 182,000	$ 182,000	**$ 182,000**
TOTAL REVENUES		$ 1,029,499	$ 387,900	**$ 525,011**
Expenditures				
50110	SALARIES	$ 80,487	$ 72,197	**$ 81,400**
50120	WAGES	$ 98,209	$ 66,200	**$ 71,400**
50128	SEASONAL/TEMPORARY	$ 10,000	$ 4,639	**$ 6,639**
50151	EMPLOYEE BENEFITS	$ 26,762	$ 20,133	**$ 22,442**
50152	HEALTH INSURANCE	$ 51,327	$ 37,717	**$ 40,100**
50216	OUTSIDE SERVICES/CONTRACTS-2	$ 47,712	$ 16,978	**$ 25,000**
50240	EQUIPMENT MAINTENANCE	$ 5,000	$ 12,708	**$ 13,000**
50300	MISC EXPENSES	$ -	$ 8	**$ 10**
50315	ADS & PUBLICATIONS	$ 110,000	$ 60,149	**$ 60,150**
50320	SUBSCRIPTIONS/DUES	$ 2,900	$ 635	**$ 650**
50340	OPERATING EXPENSES	$ 25,000	$ 16,745	**$ 18,267**
50343	OPERATING EXPENSES-ADVERTISING	$ 17,000	$ 6,092	**$ 8,000**
50344	OPERATING EXPENSES-GUARANTEES	$ 456,500	$ 70,792	**$ 70,800**
50345	OPERATING EXPENSES-HOSPITALITY	$ 43,700	$ 10,055	**$ 10,100**
50346	OPERATING EXPENSES-MISC EVENT EXPENSES	$ 5,000	$ 693	**$ 1,000**
50347	OPERATING EXPENSES-CONTRACT LABOR/RENTAL	$ 30,000	$ 4,675	**$ 5,000**
TOTAL EXPENDITURES		$ 1,009,597	$ 400,417	**$ 433,958**
TOTAL REVENUES		$ 1,029,499	$ 387,900	**$ 525,011**
TOTAL EXPENDITURES		$ 1,009,597	$ 400,417	**$ 433,958**
NET OF REVENUES & EXPENDITURES		$ 19,902	$ (12,517)	**$ 91,053**

STOUGHTON OPERA HOUSE BALANCE SHEET

Description	Forecasted 2020 Balance	2019 Balance
PRIMARY CHECKING	$ 58,574	$ 1,023
PREPAID EXPENSES	$ 67,850	$ 82,875
	$ 126,424	$ 83,898
Total Assets	**$ 126,424**	**$ 83,898**
ACCOUNTS PAYABLE	$ -	$ 23,579
SALES TAX PAYABLE - O.H.	$ 5,384	$ 8,320
GIFT CERTIFICATES - OPERA HOUSE	$ 51,781	$ 49,753
PREPAID TICKET REVENUE	$ 256,629	$ 280,670
	$ 313,795	$ 362,322
Total Liabilities	**$ 313,795**	**$ 362,322**
Beginning Fund Balance	**$ (278,424)**	**$ (240,428)**
Forecasted/Actual Net Revenues	**$ 91,053**	**$ (37,996)**
Forecasted/Actual Fund Balance	**$ (187,371)**	**$ (278,424)**
Nonspendable	**$ 67,850**	**$ 82,875**
Unreserved	**$ (255,221)**	**$ (361,299)**
	$ (187,371)	**$ (278,424)**
Including Project Costs in 2020		
Nonspendable	**$ 67,850**	**$ 82,875**
Unreserved	**$ (313,638)**	**$ (361,299)**
	$ (245,788)	**$ (278,424)**

FUND 245 - OPERA HOUSE FUND - 2021 SCENARIOS

DESCRIPTION	2021 FALL SHOWS	2021 NO SHOWS	2021 SPRING & FALL SHOWS	2020 AMENDED BUDGET	2019 ACTIVITY	2018 ACTIVITY	2017 ACTIVITY
ESTIMATED REVENUES							
TICKET SALES	$ 567,685	$ -	$ 749,810	$ 627,787	$ 634,454	$ 568,347	$ 590,883
REVENUE-FEES	$ 63,466	$ -	$ 68,964	$ 77,712	$ 70,787	$ 46,072	$ 52,275
OTHER TAXABLE SALES	$ 200	$ -	$ -		$ 1,304		
MEMBERSHIPS	$ 40,000	$ 30,000	$ 85,000	$ 120,000	$ 126,494	$ 110,479	$ 108,577
ANNUAL PUBLICATION	$ 5,000	$ -	$ 12,500	$ 16,000	$ 13,482	$ 31,216	$ 5,746
TAX EXEMPT SALES (Room Rentals)	$ 8,000	$ -	$ 9,000	$ 1,000	$ 1,350	$ 675	$ 1,113
DONATIONS	$ 5,000	$ 5,000	$ 5,000	$ 5,000	$ 6,076	$ 5,836	$ 5,017
TRANSFER IN - GENERAL FUND	**$ 195,638**	**$ 195,638**	**$ 195,638**	$ 182,000	$ 165,000	$ 171,231	$ 170,491
SURPLUS					12,996		
TOTAL ESTIMATED REVENUES	$ 884,989	$ 230,638	$ 1,125,912	$ 1,029,499	$ 1,031,943	$ 933,856	$ 934,102
APPROPRIATIONS							
SALARIES	**$ 81,278**	**$ 81,278**	**$ 82,128**	$ 80,487	$ 79,462	$ 76,559	$ 74,844
WAGES	**$ 46,081**	**$ 46,081**	**$ 100,332**	$ 98,209	$ 97,323	$ 95,303	$ 92,219
WAGES - PART TIME SEASONAL/TEMPORARY	**$ 17,500**	**$ 11,800**	**$ 10,000**	$ 10,000		$ 3,008	$ 8,682
EMPLOYEE BENEFITS	**$ 20,935**	**$ 20,935**	**$ 27,157**	$ 26,762	$ 24,879	$ 24,948	$ 24,856
HEALTH INSURANCE	**$ 29,844**	**$ 29,844**	**$ 45,126**	$ 51,327	$ 41,005	$ 15,884	$ 32,242
TELEPHONE					$ 846	$ 207	$ 4,695
OUTSIDE SERVICES/CONTRACTS-2 - ticket fees we pay	$ 45,440	$ 10,000	$ 47,760	$ 47,712	$ 50,829	$ 43,281	$ 49,620
EQUIPMENT MAINTENANCE - includes first floor items	$ 15,000	$ 5,000	$ 5,000	$ 5,000	$ 3,824	$ 13,719	$ 4,709
ADS & PUBLICATIONS - 1 Print Sheet & All digital Brochure	$ 35,000	$ -	$ 80,000	$ 110,000	$ 109,838	$ 101,474	$ 94,858
SUBSCRIPTIONS/DUES	$ 2,500	$ 2,500	$ 2,500	$ 2,900	$ 3,235	$ 2,852	$ 2,105
OPERATING EXPENSES	$ 25,000	$ 12,500	$ 25,000	$ 25,000	$ 28,853	$ 20,008	$ 21,857
OPERATING EXPENSES-ADVERTISING (Digital)	$ 10,000	$ 5,000	$ 15,000	$ 17,000	$ 17,569	$ 11,698	$ 22,116
OPERATING EXPENSES-GUARANTEES	$ 430,000	$ -	$ 579,500	$ 456,500	$ 523,803	$ 448,548	$ 467,030
OPERATING EXPENSES-HOSPITALITY	$ 41,250	$ -	$ 52,600	$ 43,700	$ 52,305	$ 57,020	$ 62,828
OPERATING EXPENSES-MISC EVENT EXPENSES	$ 5,000	$ -	$ 5,000	$ 5,000	$ 4,816	$ 3,200	$ 3,751
OPERATING EXPENSES-CONTRACT LABOR/RENTAL	$ 45,450	$ 5,000	$ 35,000	$ 30,000	$ 28,139	$ 26,970	$ 19,392
APPROPRIATIONS	$ 850,278	$ 229,938	$ 1,112,103	$ 1,009,597	$ 1,066,726	$ 944,679	$ 985,804
NET OF REVENUES/APPROPRIATIONS - FUND 245	**$ 34,711**	**$ 700**	**$ 13,809**	**$ 19,902**	**$ (34,783)**	**$ (10,823)**	**$ (51,702)**