

RESOLUTION OF THE COMMON COUNCIL

Authorizing and directing the proper city official(s) to approve the compensation and updated descriptions of the Opera House positions of House Manager and Box Office Manager/Volunteer Coordinator.

Committee Action: Personnel Committee recommends approval.

File Number: R-101-2016

Date Introduced: 08-23-2016

WHEREAS, the Personnel Committee received a request to approve the compensation and updated descriptions of the Opera House positions of House Manager and Box Office Manager/Volunteer Coordinator and,

WHEREAS, the Personnel Committee met on Monday, August 22, 2016 to review the compensation and updated descriptions of the Opera House positions of House Manager and Box Office Manager/Volunteer Coordinator and,

WHEREAS, the Personnel Committee recommends approval of the compensation and updated descriptions of the Opera House positions of House Manager and Box Office Manager/Volunteer Coordinator, now therefore

BE IT RESOLVED by the Common Council of the City of Stoughton that the proper city official(s) be hereby authorized and directed to approve the compensation and updated descriptions of the Opera House positions of House Manager and Box Office Manager/Volunteer Coordinator.

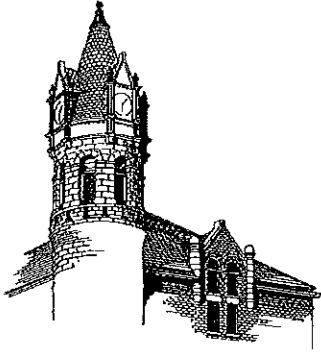
Council Action: ☐ **Adopted** ☐ **Failed** **Vote** _____

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

Donna Olson, Mayor

Date

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



City of Stoughton
Department of
Human Resources & Risk Management
381 East Main Street Stoughton, WI 53589

Amy Jo Gillingham
Director

(608) 646-0272 www.ci.stoughton.wi.us

August 11, 2016

To: Personnel Committee
Re: Opera House Request/Restructure

OPERA HOUSE UPDATED/RESTRUCTURED JOB DESCRIPTIONS & GRADE LEVELS

Opera House Director

The major change in this position was the removal of the Media Services management responsibilities. The title has been updated from Media Services & Opera House Director to Opera House Director. With the change in responsibilities the Springsted study came back with a grade range one level lower for the new position.

Opera House Director	Grade Level 13	Range \$55344.16-\$63384.19-\$72891.82
Media Svcs. & Opera House Dir.	Grade Level 14	Range \$58,664.81-\$67187.24-\$77265.33

Opera House Director current wage= \$34.86 = \$72529.60 salary

Medical Benefits \$523.17 X 12= \$6278.04

Dental \$27.50 X 12= \$330.00

WRS 6.6%=\$4786.95

FICA 7.65%=5548.51

Life=\$7.20 X 12= \$84.00

Total Estimated Cost= \$89557.10

House Manager

This is a newly created position that has duties from the Event Coordinator position as well as some new responsibilities. The title has been updated from Event Coordinator to House Manager. With the change in responsibilities the Springsted study came back with a grade range 10 for the new position.

House Manager	Grade Level 10	Range \$46468.02-\$53218.59-\$61201.38
Event Coordinator	Grade Level 11	Range \$49256.10-\$56411.70-\$64873.46

House Manager current wage= $\$23.68 \times 2080 = \49254.40
 Medical Benefits $\$1360.24 \times 12 = \16322.88
 Dental $\$75.83 \times 12 = \909.96
 WRS 6.6%=3250.79
 FICA 7.65%=\$3767.96
 Life $\$3.86 \times 12 = \46.32
 Total Estimated Cost= \$73552.31

Box Office Manager and Volunteer Coordinator

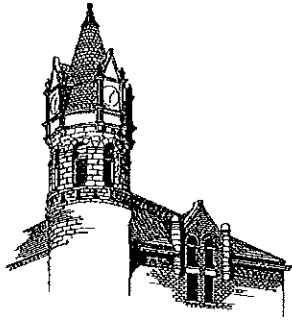
This is a newly created position that has duties from the Assistant Event Coordinator position as well as new responsibilities such as the management of the Box Office, Business Development and Marketing/Branding. The title has been updated from Assistant Event Coordinator to Box Office Manager and Volunteer Coordinator. With the change in responsibilities the Springsted study came back with a grade range 8 for the new position. Note: the current position is 1560 hours annually

Box Office Mgr. /Coord.	Grade Level 8	Range	\$31017.28-\$35523.26-\$40851.75 (2080 hrs.)
Asst. Event Coordinator	Grade Level 4	Range	\$24568.59-\$28137.75-\$32358.42

Box Office Mgr./Coord. current wage= $\$15.74 \times 1560 = 24554.40$
 Medical Benefits $\$523.17 \times 12 =$ PRORATED DUE TO 1560
 Dental $\$27.50 \times 12 =$ PRORATED DUE TO 1560
 WRS 6.6%=
 FICA 7.65%

Question for Bill:

- Both the House Manager and Box Office Manager Positions state in the summary that the person will routinely be required to schedule and or supervise volunteers and pt. hrly staff. Whose primary responsibility is this?
- Who's handling the contracting and finding the artists?
- Julia's position- moving to full time? 1560 or 2080



OPERA HOUSE HOUSE MANAGER

City of Stoughton

SALARY RANGE

SUMMARY OF POSITION:

The purpose of this position is to provide support to the Opera House Director in the operation of the Stoughton Opera House with a particular emphasis on preparation and implementation associated with performances and events in both an administrative as well as logistical capacity. The person in this position will routinely be required to schedule and/or supervise volunteers and part-time hourly staff at the discretion of the Opera House Director. This position is directly supervised by the Opera House Director.

DUTIES AND RESPONSIBILITIES:

Core Duties and Responsibilities - The following duties are the primary duties of this position, but do not compose an exclusive or all-encompassing list of duties. Other duties may be assigned or required to accomplish the main goals of this position.

Business Development

- Make recommendations to the Opera House Director on any changes they may need to make in the structure or activities of the Opera House in order to achieve set objectives in the planning and implementation of performances and events.
- Maintain a database of resources in the areas of hospitality, sound engineering, theatrical lighting, manual labor, and merchandise sales including volunteers, interns, and contracted individuals or businesses.

Fund Development and Outreach

- Participate in fundraising initiatives as requested by the Director.
- Act as a point of contact when needed between donors, business, and community leaders or organizations and the Opera House Director.
- Host and/or participate in events intended to persuade funding sources.
- Collaborate with local arts groups as directed to support their development and improve the quality of life of individuals within the local community.
- Act as a liaison when needed between member donors or other funding sources and the Opera House Director. Mediate as well as voice their concerns.
- Assist the Director in identifying funding provided by institutions such as government departments, corporations, foundations or trusts.
- Participate in regular annual fundraising efforts including but not limited to membership/donor drives and special fundraising events such as music festivals or special performance series.

Booking

- Maintain an excellent knowledge of the contemporary music scene and an understanding of what sells. This may require scouting new bands, artists, and music through the attendance of shows and/or music festivals.
- Make recommendations to the Director regarding booking of future performances.
- Advise the Opera House Director on matters associated with scheduled events with an emphasis on negotiating and reviewing contract riders with performers, agents and/or management.
- Assist the Director in the creation of written offers and contracts for services on behalf of the Opera House.
- Field calls from musicians, artists, agents, and/or management companies on behalf on the Director.

Marketing and Branding

- Maintain knowledge of the music business and of current trends along with knowledge of competitors.
- Work with the Director in defining the unique identity and marketing position of the Opera House within the overall landscape of arts and culture in the region.
- Participate in the design, creation, and distribution of marketing materials including but not limited to posters, print or web advertisements, promotions, and the annual Arts & Culture guide.
- Provide feedback to the Director throughout the creation of marketing materials.

Facility and Event Management

- In the absence of the Director oversee all operations of the venue including the management of staff and the oversight of all procedures.
- Assist staff and/or volunteers in the performance of daily functions when required including answering calls, meeting and greeting visitors, selling tickets, maintaining information and display materials, and dealing with mail, faxes, and deliveries.
- Assist the Director in maintaining a master calendar of events scheduled to take place in the venue.
- Work in concert with the Director in the scheduling of contracted and/or seasonal staff for all events.
- Coordinate other rentals of facility, develop and maintain rental contracts and agreements, and invoice per contract agreement.
- Supervise or perform specific duties related to contractual staging, technology, and hospitality requirements for each live performance depending on the musicians and the type of event. This includes day of show duties as well as advancing.
- Supervise or perform specific duties related to backline duties associated with events including but not limited to equipment rental, equipment load-in and/or set-up, and equipment load-out. This includes day of show duties as well as advancing.
- Maintain a basic knowledge of audio; lighting and other stage equipment in the event other designated staff is unavailable to perform those duties.
- Perform other related office administrative tasks, correspondence, and filing as required.

Box Office Management

- Process ticket orders, memberships, and reply to inquiries regarding events and tickets as required.
- Maintain a complete knowledge of box office systems and be prepared to perform any unstaffed duties including the sale of tickets or merchandise.

Financial

- Perform the processing of invoices for expenditures of the Opera House including data entry into City budget tracking software as well as allocations and submission of receipts from expenditures paid through the City purchasing card software application for review by the Director.
- Process deposit payment checks and final payment checks for artists through the City Finance Office.

QUALIFICATIONS:

The ability to perform the Core Duties and Additional Duties listed above and:

Education/Training/Certifications

- Four year degree in a related field and at least two years of paid experience in a related field or any combination of education and experience that provides equivalent knowledge, skills, and abilities.
- Must have a valid Wisconsin Driver's License.
- Working knowledge of software applications used in graphic design, word processing, email, etc.

Language Skills

- Ability to perform data analysis including the ability to audit, deduce, assess, conclude, and appraise. Requires discretion in determining and referencing established criteria to define consequences and develop alternatives
- The ability to direct, supervise, manage, persuade, convince, influence, train, and monitor, in favor of a desired outcome. Requires the ability to act as a facilities manager.
- Ability to communicate effectively with the veterans and internal committees, all department staff, other City departments, consultants, performers, the Opera House Board and Mayor, as well as the public

Mathematical Skills

- Ability to perform addition, subtraction, multiplication, division, calculate percentages, fractions, and decimals.
- Ability to perform mathematical operations involving event expense reports and income projections, budgetary responsibilities, fundraising, and statistical data related to marketing analysis and economic forecasting.

Reasoning Ability

- Ability to apply principles of influence systems such as leading, teaching, directing, planning, coordinating, and controlling.
- Ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution.
- Ability to exercise the judgment, decisiveness, and creativity required in situations involving the evaluation of information against sensory, judgmental, and/or subjective criteria, as opposed to criteria that are clearly measurable or verifiable.

Physical Abilities

- Ability to operate office equipment and machinery requiring simple but continuous adjustments, such as computer terminal, calculator/adding machine, cash register, postage meter, typewriter, photocopier, paper cutter, hand punch, and telephone.
- Ability to coordinate eyes, hands, feet and limbs in performing semi-skilled movements such as typing.
- Ability to exert very moderate physical effort in sedentary to light work, typically involving some combination of stooping, kneeling, crouching and crawling, lifting, carrying, pushing and pulling.

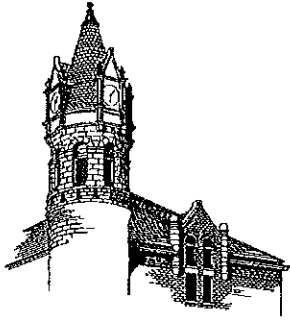
TYPICAL WORK ENVIRONMENT:

- Ability to work under safe and comfortable conditions where exposure to environmental factors is minimal and poses little to no risk of injury.

EQUAL OPPORTUNITY EMPLOYER:

The City of Stoughton is an Equal Opportunity Employer. In compliance with applicable state and federal law,

the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the City.



OPERA HOUSE

BOX OFFICE MANAGER AND VOLUNTEER COORDINATOR

City of Stoughton

SALARY RANGE

SUMMARY OF POSITION:

The purpose of this position is to provide support to the Opera House Director in the operation of the Stoughton Opera House with a particular emphasis on Box Office operations and volunteer coordination. The person in this position will routinely be required to schedule and/or supervise volunteers and part-time hourly staff at the discretion of the Opera House Director. This position is directly supervised by the Opera House Director.

DUTIES AND RESPONSIBILITIES:

Core Duties and Responsibilities - The following duties are the primary duties of this position, but do not compose an exclusive or all-encompassing list of duties. Other duties may be assigned or required to accomplish the main goals of this position.

Box Office Management

- Train box office staff and/or volunteers in the use of all box office systems and provide on site user support.
- Scheduling of seasonal staff and/or volunteers to ensure that all box office hours are adequately staffed.
- Ensure that all box office staff and/or volunteers adhere to established talking points and branding when interacting with the public.
- Problem solve independently with box office technology.
- Process ticket orders, memberships, and reply to inquiries regarding events and tickets.
- Maintain a complete knowledge of all box office systems and be prepared to perform any unstaffed duties including the sale of tickets or merchandise.
- Act as the first point of contact between the Opera House and our contracted ticketing company.
- Supervise or perform daily balancing of the cash box and perform deposits to the City Finance Department as directed.

Business Development

- Make recommendations to the Opera House Director on any changes they may need to make in the

organization of the Box Office, Ticketing System, Volunteers, and on-line presence in order to achieve set objectives based on observations of emerging trends.

- Maintain consistent branding of the Opera House in the box office through the use of talking points and consistent messaging developed in cooperation with the Director.
- Maintain a database of the existing customer base or audience and current revenues from ticket sales, memberships, and donations for the purpose of assisting the Director in identifying opportunities to maximize potential outcomes.

Fund Development and Outreach

- Participate in fundraising initiatives as requested by the Director.
- When necessary act as a point of contact between donors, business, and community leaders or organizations and the Opera House Director.
- As requested by the Director host or attend events in order to persuade funding sources.
- As requested by the Director, collaborate with local arts groups as directed to support their development and improve the quality of life of individuals within the local community.
- When Necessary act as a liaison between member donors or other funding sources and the Opera House Director. Mediate as well as voice their concerns.
- Participate in regular annual fundraising efforts including but not limited to membership/donor drives and special fundraising events such as music festivals or special performance series.

Marketing and Branding

- Supervise or perform updates to the Opera House website, ticketing page, and social media pages.
- Maintain knowledge of the music business and of current trends along with knowledge of competitors.
- Work with the Director in defining the unique identity and marketing position of the Opera House within the overall landscape of arts and culture in the region.
- Maintain a record of feedback to assist the Director in decisions regarding where and how to prioritize marketing efforts.
- Participate in the design, creation, and distribution of marketing materials including but not limited to posters, print or web advertisements, promotions, and the annual Arts & Culture guide.
- Create and distribute informational press releases to various media outlets and/or events calendars.

Facility and Event Management

- In the absence of the Director or House Manager, oversee all operations of the venue including the management of staff and the oversight of all procedures.
- Supervise or perform daily functions including answering calls, meeting and greeting visitors, selling tickets, maintaining information and display materials, and dealing with mail, faxes, and deliveries.
- Supervise or perform specific duties related to ticket delivery including mail order, walk-up, and will call.
- Handle sudden unexpected situations involving the public or performers effectively.
- When needed, assist with specific duties associated with events including but not limited to hospitality, equipment load-in, and other stage work.
- Maintain a basic knowledge of audio; lighting and other stage equipment in the event other designated staff is unavailable to perform those duties.
- Perform other related office administrative tasks, correspondence, and filing as required.

Volunteer Coordination

- Train and supervise volunteer ushers.
- Train and supervise volunteer ticket sellers.

- Train, supervise, and schedule volunteer merchandise sellers.
- Schedule adequate volunteer ushers for all events using on-line signup tool.

Financial

- Perform the processing of invoices for expenditures of the Opera House including data entry into City budget tracking software as well as allocations and submission of receipts from expenditures paid through the City purchasing card software application for review by the Director.
- Supervise or perform the counting of money as needed.
- Supervise or perform deposits to the City Finance Department as directed.

QUALIFICATIONS:

The ability to perform the Core Duties and Additional Duties listed above and:

Education/Training/Certifications

- Four year degree in a related field and at least two years of paid experience in a related field or any combination of education and experience that provides equivalent knowledge, skills, and abilities.
- Must have a valid Wisconsin Driver's License.
- Working knowledge of software applications used in graphic design, word processing, email, etc.

Language Skills

- Ability to perform data analysis including the ability to audit, deduce, assess, conclude, and appraise. Requires discretion in determining and referencing established criteria to define consequences and develop alternatives
- The ability to direct, supervise, manage, persuade, convince, influence, train, and monitor, in favor of a desired outcome. Requires the ability to act as a facilities manager.
- Ability to communicate effectively with the veterans and internal committees, all department staff, other City departments, consultants, performers, the Opera House Board and Mayor, as well as the public

Mathematical Skills

- Ability to perform addition, subtraction, multiplication, division, calculate percentages, fractions, and decimals.
- Ability to perform mathematical operations involving event expense reports and income projections, budgetary responsibilities, fundraising, and statistical data related to marketing analysis and economic forecasting.

Reasoning Ability

- Ability to apply principles of influence systems such as leading, teaching, directing, planning, coordinating, and controlling.
- Ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution.
- Ability to exercise the judgment, decisiveness, and creativity required in situations involving the evaluation of information against sensory, judgmental, and/or subjective criteria, as opposed to criteria that are clearly measurable or verifiable.

Physical Abilities

- Ability to operate office equipment and machinery requiring simple but continuous adjustments, such as computer terminal, calculator/adding machine, cash register, postage meter, typewriter, photocopier, paper cutter, hand punch, and telephone.

- Ability to coordinate eyes, hands, feet and limbs in performing semi-skilled movements such as typing.
- Ability to exert very moderate physical effort in sedentary to light work, typically involving some combination of stooping, kneeling, crouching and crawling, lifting, carrying, pushing and pulling.

TYPICAL WORK ENVIRONMENT:

- Ability to work under safe and comfortable conditions where exposure to environmental factors is minimal and poses little to no risk of injury.

EQUAL OPPORTUNITY EMPLOYER:

The City of Stoughton is an Equal Opportunity Employer. In compliance with applicable state and federal law, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the City.

REVENUE AND EXPENDITURE REPORT FOR STOUGHTON CITY								
PERIOD ENDING 08/31/2016								
			2016		8/31/2016			
GL NUMBER	DESCRIPTION		APPROVED BUDGET		YTD BALANCE	2016 YEAR END PROJECTED		2017
Fund 245 - OPERA HOUSE FUND								
Revenues								
Dept 00000								
245-00000-46742	TICKET SALES		\$461,000.00		\$475,625	\$678,960		\$678,960
245-00000-46745	TICKET FEES & SALES TAX		\$55,355.00		\$21,534	\$71,704		\$71,704
245-00000-46910	OTHER TAXABLE SALES		\$200.00		\$0	\$200		\$200
245-00000-46920	MEMBERSHIPS		\$60,000.00		\$84,869	\$109,274		\$109,274
245-00000-46930	ANNUAL PUBLICATION		\$12,500.00		\$2,099	\$16,981		\$15,000
245-00000-46990	TAX EXEMPT SALES		\$1,000.00		\$1,625	\$2,000		\$2,000
245-00000-48500	DONATIONS		\$5,000.00		\$3,031	\$5,000		\$5,000
245-00000-49210	TRANSFER IN - GENERAL FUND		\$143,506.00		\$70,745	\$143,506		\$160,321
TOTAL Revenues			\$738,561.00		\$659,529	\$1,027,625		\$1,042,459
Expenditures								
Dept 55190-GENERAL OPERATING EXPENSES				AMENDED PERSONNEL				2017
245-55190-50110	DIRECTOR	(TOTAL COST)	\$89,557.00	\$89,557.00	\$43,233	\$89,557		\$89,557
245-55190-50120	HOUSE MANAGER	(TOTAL COST)	\$73,552.00	\$70,764.00	\$43,774	\$70,764		\$70,764
245-55190-50127	BOX OFFICE MANAGER	(TOTAL COST)	\$37,631.00	\$52,549.00	\$16,842	\$34,358		\$52,549
245-55190-50128	SEASONAL/TEMPORARY		\$8,700.00		\$2,621	\$12,461		\$12,000
245-55190-50210	TELEPHONE		\$2,500.00		\$1,183	\$2,500		\$2,500
245-55190-50216	BANK SERVICE FEES		\$15,000.00		\$8,480	\$46,169		\$46,169
245-55190-50240	EQUIPMENT MAINTENANCE		\$10,000.00		\$728	\$10,000		\$10,000
245-55190-50300	SALES TAX		\$25,355.00		\$0	\$37,343		\$37,343
245-55190-50315	BROCHURE		\$75,000.00		\$57,940	\$95,000		\$95,000
245-55190-50320	SUBSCRIPTIONS/DUES		\$6,000.00		\$1,167	\$4,000		\$6,000
245-55190-50340	OPERATING EXPENSES		\$15,000.00		\$11,004	\$15,000		\$15,000
245-55190-50343	ADVERTISING		\$15,000.00		\$6,907	\$15,000		\$15,000
245-55190-50344	OPERATING EXPENSES-GUARANTEES		\$322,550.00		\$304,918	\$486,568		\$486,568
245-55190-50345	OPERATING EXPENSES-HOSPITALITY		\$35,000.00		\$26,857	\$45,407		\$45,407
245-55190-50346	OPERATING EXPENSES-MISC EVENT EXPENSES		\$5,000.00		\$2,965	\$5,000		\$5,000
245-55190-50347	OPERATING EXPENSES-CONTRACT LABOR/RENTAL		\$20,000.00		\$8,200	\$31,800		\$49,300
TOTAL Expenditures			\$726,699.00		\$546,774	\$1,000,927		\$1,038,157
Fund 245 - OPERA HOUSE FUND:								
TOTAL REVENUES			\$738,561.00		\$659,529	\$1,027,625		\$1,042,459
TOTAL EXPENDITURES			\$726,699.00		\$546,774	\$1,000,927		\$1,038,157
NET OF REVENUES & EXPENDITURES			\$11,862.00		\$112,755	\$26,698		\$4,302