



November 26th, 2013

**Formal Request for Program/Startup Cost Assistance
To the City of Rapid City**

Please consider this formal request for program/startup cost assistance pending the negotiations of a new MOU agreement to replace the current MOU agreement as follows:

**Stop Gap Funding Request: July 1st – 2013 – December 31st, 2013
\$26,615.00***

This figure reflects the PACRC budget short fall for half of our 2013-2014 fiscal year. Attached please find the full projected three year budget.

***The Performing Arts Center fiscal year is July 1st – June 30th. Requests have been made in accordance to the city calendar year budget.**

Current Fundraising Efforts:

- The continuation of Phase II of the capital campaign. Goal \$1.8 million dollars.
 - The Capital Campaign Committee has raised \$1,753,000.00 to date.
- Phase III of the Capital Campaign is a public campaign that beginning September 23rd, 2013.
 - This phase began with a letter campaign and "Curtain Call" appeals have been made to patrons during Coalition Member Organization Performances. The campaign includes Capital Campaign and a need for operational donations with an "as needed" designation choice for donors.
- A seat naming campaign "Take Your Seat" was developed and will be an ongoing operational campaign. To date we have two donors who have named seats.
- A "Donor Society" is a projected future development and will be an ongoing operational campaign.
- Business/Corporate sponsorships opportunities will be developed when the PACRC has enough capital to produce our own events. We do not anticipate producing our own events for the first few years of operation.
- Our Coalition Member Organizations each run a series of annual fundraising campaigns that ultimately contribute to operational costs of the Center through their performance space, office space, storage and production space rental fees. These organizations are Black Hills Community Theatre, Black Hills Symphony Orchestra, Black Hills Showcase (formerly A Cappella Showcase) and The Rapid City Children's Chorus. We currently have two additional applications from organizations wishing to become CMO's of the PACRC.

PACRC Center 3 Year Budget

	Budget FY13-14	Budget FY14-15		Budget FY15-16	
Income					
Grants	\$32,465	\$30,000	-8%	\$30,000	0%
Business Annual Campaign	\$10,000	\$10,000	0%	\$15,000	50%
Individuals Annual Campaign	\$10,000	\$15,000	50%	\$22,500	50%
Contracted Services	\$7,000	\$8,400	20%	\$10,100	20%
Performance Rent	\$31,250	\$35,250	13%	\$39,000	11%
CMO Support Space Rent	\$10,800	\$10,800	0%	\$12,000	11%
Concessions	\$11,150	\$11,775	6%	\$12,725	8%
Box Office Income	\$22,780	\$25,780	13%	\$27,980	9%
Miscellaneous Events	\$250	\$250	0%	\$250	0%
Total Income	\$135,695	\$147,255	9%	\$169,555	15%
Expenses	2.5 FTEs	3 FTEs		3 FTEs	
Salaries	\$105,880	\$124,880	18%	\$134,880	8%
Concessions Supplies and City Permits	\$6,000	\$7,200	20%	\$8,650	20%
Total Marketing	\$5,000	\$20,000	300%	\$20,000	0%
Overhead					
Telephone/Internet + Setup	\$500	\$500	0%	\$500	0%
Web Hosting	\$250	\$250	0%	\$250	0%
Box Office (CC fees, vendor fees, etc.)	\$11,729	\$12,537	7%	\$14,382	15%
Office/B.O./ Equipment & Repairs	\$7,500	\$3,000	-60%	\$4,000	33%
Postage, Mailing Service	\$250	\$300	20%	\$350	17%
Supplies	\$750	\$1,000	33%	\$1,200	20%
Printing & Copying	\$500	\$600	20%	\$700	17%
Sales & Use Taxes	\$1,000	\$1,250	25%	\$1,500	20%
Sales Taxes on Purchases	\$400	\$600	50%	\$750	25%
Insurance	\$3,100	\$3,100	0%	\$3,100	0%
Utilities	\$0	\$15,000	#DIV/0!	\$15,000	0%
Janitorial	\$0	\$12,000	#DIV/0!	\$12,000	0%
Other	\$250	\$250	0%	\$350	40%
Total Overhead	\$26,229	\$50,387	92%	\$54,082	7%
Fundraising Expenses	\$3,000	\$3,750	25%	\$5,625	50%
Professional Services (legal, accountant)	\$15,000	\$7,000	-53%	\$7,000	0%
Strategic Planning	\$2,465	\$0	-100%	\$0	#DIV/0!
Training/Travel	\$350	\$350	0%	\$500	43%
Board Development	\$500	\$500	0%	\$500	0%
Start Up Costs	\$24,500	\$24,500	0%	\$0	-100%
Total Expenses	\$188,924	\$238,567	26%	\$231,237	-3%
Net Income	-\$53,229	-\$91,312		-\$61,682	

