

Theatre Operations

DRAFT



Budget - 7 Showings

Film Presentation Revenue/Expense for 7 Shows	
150 seats X \$10 tix	
1st run films	Box Office Gross
SELL OUT all 7 showings	10,500.00
Revenue	
Day 1 - 75% house	1,120.00
Day 2 & 3 - 50% house	1,500.00
Day 4-7 - 25% house	1,500.00
Total	4,120.00
Expense	
Distributor Fees	2,472.00 60%
Booking Fees or Admin Fees	206.00 5% of gross
Socan Fees	82.40 2%
Box Office selling fee	206.00 5%
Credit Card./Debit card Fee	144.20 average 3.5% of gross
Facility rental/ops cost	1,750.00 250/day
Staff costs	1,500.00 paid projectionist, BO, ushers 7 showings
Total	6,360.60
Net loss	-2,240.60

Single Day Showing

Film Presentation Revenue/Expense for 1 Show		
150 seats X \$12 tix		
1st run films	Box Office Gross	
SELL OUT 1 showing	1,800.00	
Revenue		
Day 1 - 85% house	1,530.00	
Total	1,530.00	
Expense		
Distributor Fees	918.00	60%
Booking Fees or Admin Fees	76.50	5% of gross
Socan Fees	30.60	2%
Box Office selling fee	76.50	5%
Credit Card./Debit card Fee	53.55	average 3.5% of gross
Facility rental/ops cost	250.00	250/day
Staff costs	216.00	paid projectionist, BO, ushers 7 showings
Total	1,621.15	
Net loss	-91.15	

Summary – Cinema Operations

- The complexity and somewhat cut-throat nature of the 1st and 2nd run movie distribution system make it almost impossible for a community theatre to participate in this business
- the community groups are almost entirely shut out of the venue as only day time use would be available to them
- there may be a question about using tax based dollars and monies received from donations for a commercial operation which does nothing to support local arts activity
- the cost of out-fitting the venue with the equipment to meet the 1st run movie distributor requirement which is estimated at close to \$100,000

But What Can You Do

Film showings can be a good addition to the mix of activities in the venue.

- consistent programming with a once a week or once a month film showing
- programming that can include:
 - presentation of a unique series such as documentaries, Canadian independent films, foreign films, or films on particular subjects;
 - specialty films that tour from the major film festivals such as the Toronto International Film Festival, the Banff Mountain Film Festival or Vancouver Film Festival;
 - presentation of Met Opera and other digital presentations of live theatrical productions or major special events;
 - presentation of children's movies on a Saturday morning;
 - creation of a film society with knowledgeable members to take responsibility for managing a film series.

Operating Models

There are three areas which need to be addressed when looking at operating models

- Ownership
- Programming Model
 - Rental Model
 - Presenter Model
 - Producer Model
- Management

The Mix

Five basic operating models which apply to theatre operations

- rental model (theatre) - Town owned/operated
- rental model (theatre) - Town owned and society operated
- rental/presenter model (theatre) - Town owned/operated;
- rental/presenter model (theatre) - Town owned and society operated
- artist operated model – Town owned

Society Mandate

The mandate of the society could be to:

- develop a centre which embodies community engagement
- develop, assist and act as a resource for the groups and artists in the community and to develop local talent and skills
- to deliver cultural services and manage the facility on behalf of the Town in the most effective and professional manner while fulfilling the overall mandate
- take a pro-active role in programming and presenting events in the facility

Operating Budgets

Operating budget is comprised of three individual budgets:

- Administration Budget
- Building Maintenance Budget
- Programme Budget

Admin Budget (First Version)

Category	Budget Start up	Budget Year 1	Budget Year 3	Budget Year 5
Revenue				
Civic Allocation	144,300	199,700	204,900	208,400
Rental Income (Net)	0	25,000	31,100	36,900
Fundraising (Net)	0	30,000	28,000	30,100
Earned Income	0	39,500	51,100	58,900
Allocation from programming (in first years)	0	0	5,000	10,000
Total Revenue	144,300	294,200	320,100	344,300
Administration Expense				
Salaries and Benefits (FT & PT)	97,200	138,000	145,000	152,100
Other Admin exp	39,600	66,200	77,600	89,900
Total Administration Expense	136,800	204,200	222,600	242,000
Maintenance Expense				
Janitorial	0	15,000	16,500	17,300
Building Exp	7,500	75,000	81,000	85,000
Total Main Exp	7,500	90,000	97,500	102,300
Total Expenses	144,300	294,200	320,100	344,300
Profit/Loss	0	0	0	0