



CITY OF ALBUQUERQUE
Albuquerque, New Mexico
Office of the Mayor

EC-19-429

Mayor Timothy M. Keller

INTER-OFFICE MEMORANDUM

May 10, 2019

TO: Klarissa J. Peña, President, City Council

FROM: Timothy M. Keller, Mayor

SUBJECT: Cultural Services Department FY/19 Priority Objectives, Goal 7, Objective 4, Objective 5 & Objective 6


Executive Communication to respond to the Cultural Services Department FY/19 Priority Objectives 4, 5 and 6 as follows:

- **PRIORITY OBJECTIVE 4:** Complete a feasibility study for establishing a BioPark Enterprise Fund that includes and analysis of the admissions fee/rate needed for the BioPark to become self-sufficient.
- **PRIORITY OBJECTIVE 5:** Complete a fiscal analysis of the addition of three to four annual Summerfest events in Civic Plaza.
- **PRIORITY OBJECTIVE 6:** Develop a plan to increase the use of the KiMo Theatre for live performances and musical events. (EXECUTIVE SUMMARY OF BILL/CONTRACT/RFP)

Enclosed is the mid-year report. We wish to complete the FY/19 Goal 7, Objective 4, Objective 5, and Objective 6 reporting requirement with this communication.

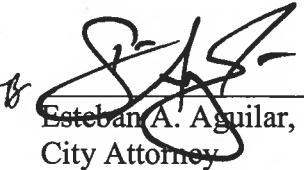
SUBJECT OF LITIGATION: Cultural Services Department FY/19 Priority Objectives, Goal 7,
Objective 4, Objective 5 & Objective 6

Approved:



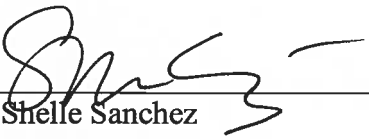
Sarita Nair 6/16/19
Chief Administrative Officer Date

Approved as to Legal Form:



Esteban A. Aguilar, Jr. 5-16-19
City Attorney Date

Recommended:



Dr. Shelle Sanchez 5.10.19
Director Date

Cover Analysis

1. What is it?

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2. What will this piece of legislation do?

This serves as the mid-year report for the FY/19, Goal 7: Community and Cultural Engagement Goal, Objective 4, Objective 5, and Objective 6.

3. Why is this project needed?

n/a

4. How much will it cost and what is the funding source?

n/a

5. Is there a revenue source associated with this Plan? If so, what level of income is projected?

n/a

FISCAL IMPACT ANALYSIS

TITLE: FY/19 Priority Objectives, Goal 7, Objective 4, Objective 5 & Objective 6

R: O:
FUND: n/a

DEPT: Cultural Services

- ☒ No measurable fiscal impact is anticipated, i.e., no impact on fund balance over and above existing appropriations.
- ☐ (If Applicable) The estimated fiscal impact (defined as impact over and above existing appropriations) of this legislation is as follows:

	2019	Fiscal Years 2020	2021	Total
Base Salary/Wages	-	-	-	-
Fringe Benefits at	-	-	-	-
Subtotal Personnel	-	-	-	-
Operating Expenses	-	-	-	-
Property	-	-	-	-
Indirect Costs	-	-	-	-
Total Expenses	\$ -	\$ -	\$ -	\$ -
[] Estimated revenues not affected				
[] Estimated revenue impact				
Revenue from program				0
Amount of Grant		-	-	
City Cash Match				
City Inkind Match				
City IDOH	-	-	-	-
Total Revenue	\$ -	\$ -	\$ -	\$ -

These estimates do not include any adjustment for inflation.

* Range if not easily quantifiable.

Number of Positions created

COMMENTS:

COMMENTS ON NON-MONETARY IMPACTS TO COMMUNITY/CITY GOVERNMENT:

FY/19 Priority Objectives update. No fiscal impact on any Fund.

PREPARED BY:

[Signature] 5-10-19
FISCAL MANAGER

APPROVED:

[Signature] 5-10-19
DIRECTOR (date)

REVIEWED BY:

[Signature] 5-10-19 *[Signature]*
EXECUTIVE BUDGET ANALYST BUDGET OFFICER (date) CITY ECONOMIST
5/13/19

**REPORT TO THE MAYOR
AND
CITY COUNCIL**

FY/19 PRIORITY OBJECTIVES

**COMMUNITY AND CULTURAL ENGAGEMENT
PRIORITY OBJECTIVES 4, 5, AND 6
May 8, 2019**



**FEASIBILITY STUDY FOR ESTABLISHING AN ABQ BIOPARK ENTERPRISE FUND
FISCAL ANALYSIS OF THREE TO FOUR MORE SUMMERFESTS ON CIVIC PLAZA
PLAN TO INCREASE USE OF THE KIMO THEATRE FOR LIVE PERFORMANCES**

Submitted by: Cultural Services Department

PRIORITY OBJECTIVE 4:

Complete a feasibility study for establishing a BioPark Enterprise Fund that includes and analysis of the admissions fee/rate needed for the BioPark to become self-sufficient.

Without sufficient resources to fund a \$30,000 feasibility study, Cultural Services Department completed an in-house analysis to determine what would be needed to establish the BioPark as an Enterprise Fund. The analysis shows that single admission ticket prices would need to be increased between 110% and 142% just to allow the BioPark to cover its approximate \$18.5 million operational expenditures.

Using the projected paid attendance number of 606,000 in FY/19, \$6.8 million would to be collected in admission fees (based on current non-resident pricing), leaving more than a \$9 million shortfall in operational expenditures. The BioPark receives approximately \$2.5 million annually from the NM BioPark Society through the Special Revenue Fund 235.

To be self-sufficient, the BioPark's a single admission tickets would need increase as follows: Adults from \$14.50 to \$35.00; Child from \$6 to \$12.50; and Senior from \$7.50 to \$15.75. This increase will be cost prohibitive for many New Mexico families and those with income insecurity. As a result, the BioPark will most likely experience a decrease in overall attendance which would require an additional increase in admissions fees.

Attendance:

	Total	Zoo	AQ-BG
Projected	1,221,000	678,000	543,000
Less Other Source Admittance*	(615,000)	(263,000)	(352,000)
Paid Admission Attendance	606,000	415,000	191,000

Annual Operating Expenditures:

Operating Expenditures (Rounded)	\$ 18,500,000
Less: BioPark Society Income Fund 235	\$ (2,500,000)
Net Annual Operating Expenditures	\$ 16,000,000

CURRENT			
	Adult	Child	Senior
@ Non-Res Rate	\$14.50	\$6.00	\$7.50
Zoo	\$ 3,670,675	\$ 846,600	\$ 155,625
AQ/BG	\$ 1,689,395	\$ 389,640	\$ 71,625
Total	\$ 5,360,070	\$ 1,236,240	\$ 227,250
Total income @ current rate			\$ 6,823,560
Shortfall			\$ (9,176,440)

PROPOSED			
	Adult	Child	Senior
To Break Even (no profit)**	\$35.00	\$12.50	\$15.75
Zoo	\$ 8,860,250	\$ 1,763,750	\$ 326,813
AQ/BG	\$ 4,077,850	\$ 811,750	\$ 150,413
Total	\$ 12,938,100	\$ 2,575,500	\$ 477,225
Total income @ proposed rate			\$ 15,990,825
Shortfall			\$ (9,175)

*Other Source Admittance included in total attendance figure includes in/out privileges with membership, River of Lights, Run for the Zoo, and other promotions that allow free admission to the facilities. **Assuming no attendance drop due to higher admission fees.

PRIORITY OBJECTIVE 5:

Complete a fiscal analysis of the addition of three to four annual Summerfest events in Civic Plaza.

Albuquerque Summerfests are free, family-friendly community events hosted by the City of Albuquerque's Cultural Services Department. There are currently four Albuquerque Summerfest events that take place in different parts of the city:

- Heights Summerfest- North Domingo Baca Park- 15,000 event attendees
- Route 66 Summerfest- Central Ave. in Nob Hill- 50,000 event attendees
- Downtown Summerfest- Civic Plaza- 10,000 event attendees
- Westside Summerfest- Cottonwood Mall- 10,000 event attendees

Each event costs between \$80,000 and \$100,000 and are financed by the general fund.

Average Event Expenses

Item	Amount
Infrastructure: tents, generators, restrooms, lighting, cleaning, barricades, etc.	\$25,000
Public Safety: APD, AFR, security, permits	\$10,000
Entertainment and Production: local bands, concert production, kids' activities, headlining band, marketing	\$60,000
	\$95,000

The addition of four Summerfest events will cost an approximately \$400,000 plus an addition of at least one full-time employee for the Special Events Staff.

A variety of factors go into selecting the locations for Albuquerque Summerfest events. The ideal location needs to be a minimum of 450,000 square feet of flat area near adequate parking. Each location needs to be able to accommodate:

- Large stage with room for a secure backstage area
- Artisan Market with up to 50 booths
- 15 food trucks
- Kids' activities including inflatables, climbing walls, and face painting tents
- Microbrew Garden with up to 20 local vendor booths in a large fenced area
- Multiple banks of portable restrooms
- Adequate parking to accommodate event attendees and vendors
- Public safety vehicles including the APD and AFR command vehicles, fire trucks, and ambulances
- Sponsor display vehicles and static displays

PRIORITY OBJECTIVE 6:

Develop a plan to increase the use of the KiMo Theatre for live performances and musical events.

The Cultural Services Department's launched a Partnership Program in the fall of 2018. CSD has already seen an increase in partnership applications from community organizations inquiring about music events, book launch events, and live performances. Over the next few years, the KiMo Theatre will continue to connect and engage local groups, including nonprofits, to encourage organizations to apply for partnership opportunities. The KiMo will also explore ways to expand current partnerships with groups like the New Mexico Humanities Council.

The KiMo Theatre has developed a six point plan to make the venue, as highlighted in the Mayor's Economic Development Plan, "The Hub of the Film Community." The six basic programming ideas planned to be implemented by calendar year 2019 are:

1. Festivals and local productions
2. Minimum of 6 Major Cast/Crew Screenings
3. Classics & Conversations series
4. Screenwriting Conference/Festival
5. KiMo Special Events
6. KiMo rentals and film series

In the last year, six private cast and crew screenings have been held at the KiMo:

1. Ideal Home- June 23, 2018
2. Sicario- June 28, 2018
3. Ballad of Buster Scruggs- November 11, 2018
4. Creed II- November 19, 2018
5. Cliffs of Freedom- March 17, 2019
6. NM Film Makers Showcase- May 10, 2019

The following film festivals and events have occurred at the KiMo in the last year or are scheduled for this calendar year:

- AFME (Several years in the past) and currently set for September, 2019
- 48 Hour Film Project (Several years in the past) and currently set for- August 1, 2, & 8, 2019. (City has sponsored in the past).
- Cine Latino- September 2018
- NM PBS- Native Americans TV series premiere of Episode 1- October 19, 2018
- NM PBS/Chris Shuller's Osimi (narrated by Ali McGraw)- November 10, 2018
- NM PBS- An Awakening in Taos - Mable Dodge Lujan (narrated by Ali McGraw) - February 17, 2019.
- Indigenous Comic Con- November 8 & 9, 2019
- Basement Films – Experiments in Cinema (Brian Konefsky)- April 17, 2019
- UNM Interdisciplinary Film & Digital Media Department- May 9, 2019

City/KiMo sponsored concerts will require a significant increase in operational funding for artist fees and hospitality. (An average AMP concert will cost about \$20,000 for artistic fees, tech support, hospitality, and marketing.) City/KiMo sponsored classic film series can be funded for about \$15,000 for a total of 20 to 25 films.

Current 2019 year-to-date events include:

- Three contracted rentals with AMP Concerts (with a minimum of six additional AMP concerts in progress for 2019)
- Joe Anderson Werks - holds pending offer and routing
- Best of Burque Music Showcase (March 2019)
- Santa Fe Opera's annual student outreach tour (mid-April)
- The FUSION Theatre Company has two annual "pay what you wish" performances at the KiMo
- New Mexican Young Actors present Beauty and the Beast and this fall Peter Pan.
- St. Louis based Emery Entertainment Men Are from Mars - Women Are from Venus will return for one performance of Robert Dubac's newest Off-Broadway hit, The Book of Moron.
- Annual Albuquerque Magic Show Hocus Pocus