

**CITY OF MANHATTAN BEACH  
MEMORANDUM**

**TO:** Honorable Mayor Aldinger and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Richard Gill, Director of Parks and Recreation  
Juanita Purner, Cultural Arts Manager

**DATE:** January 8, 2008

**SUBJECT:** Request for approval to conduct a children's theatre production in Joslyn Center

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The Cultural Arts Commission (CAC) has been an enthusiastic advocate for theater in the City of Manhattan Beach for some time. Council approved the CAC's recommendation for a space design study of the Joslyn Center's performance space in July 2006 using Art Trust funds. The professional consultants provided four configurations in the Joslyn Center with the drawings, seating set-up, and the piping and draping needed for a theater environment. The formats submitted included: a Proscenium Theatre,  $\frac{3}{4}$  Thrust Theatre, Cabaret Theatre and Theatre in the Round. These four renderings will be shown to Council during the January 8<sup>th</sup> meeting. The Commission is not requesting approval of the four formats at this time.

The Cultural Arts Commission is requesting approval for the children's theater presentation of "Aesop's Fables" by DancinDan Productions at the Joslyn Center in March. This will be a trial effort to gauge the community's interest in children's theater as well as test one of the theatre formats from the study. The schedule includes two performances on Saturday March 1 and on Sunday, March 2. The sale of 150 tickets for each show at \$8.00 would generate approximately \$4,800 in total revenue. The performance cost is \$8,000 with an additional \$6,000 needed for the rental of pipe and drape and stage modification totaling \$14,000. A portion of the net loss (\$9,200) may be off-set by refreshment sales and other concessions.

Dan Watt formed his production company to bring quality theatre to the South Bay with the family in mind and has experience presenting at the Armstrong Theater. The CAC embraces this approach and would like City Council to give them the opportunity to pursue establishing children's theater program for the families of this community.

The Cultural Arts Commission is requesting approval from City Council for the \$14,000 for the costs of this production from the Art Trust funds, the current balance for this account is \$288,050.70.