



City of Hogansville
City Council
Work Session Meeting Agenda
Monday, May 20, 2024 – 5:00 pm

Meeting will be held at Hogansville City Hall

Mayor: <i>Jake Ayers</i>	2025	City Manager: <i>Lisa E. Kelly</i>
Council Post 1: <i>Michael Taylor, Jr *</i>	2025	Assistant City Manager: <i>Niles Ford</i>
Council Post 2: <i>Matthew Morgan</i>	2025	City Attorney: <i>Alex Dixon</i>
Council Post 3: <i>Mandy Neese</i>	2027	Chief of Police: <i>Jeffrey Sheppard</i>
Council Post 4: <i>Mark Ayers</i>	2027	City Clerk: <i>LeAnn Lehigh</i>
Council Post 5: <i>Kandis Strickland</i>	2027	* Mayor Pro-Tem

WORK SESSION – 5:00 pm

ORDER OF BUSINESS

1. Royal Theater

Royal Theater Expenses and Funds - as of May 14, 2024			
Principle Contract			
Contract Amount	\$2,240,000.00		
Paid to Principle through 10 May 2024	\$1,771,690.19		
Remaining on original Principle contract		\$468,309.81	
Change Order 1 Rev 2	\$44,642.00		
Change Order 2	\$8,161.00		
Change Order 3	\$13,643.00		
Change Order 4	\$128,463.00		
Change Order total (6 May 2024)		\$194,909.00	
Balance owed Principle (10 May 2024)			\$663,218.81
Royal Funds on Hand			
JHJ	\$100,000.00		
SPLOST 13	\$88,186.00		
Total		\$188,186.00	
Grants Awarded but not Drawn			
EDA (after Reimbursements 1 and 2)	\$837,694.21		
Fox Theatre - total = \$75,000	\$37,500.00		
Total Grants Awarded but not Drawn		\$875,194.21	
Funds on Hand + Grants not spent			<u>\$1,063,380.21</u>
Remaining funds after Principle Contract			\$400,161.40
Additional Costs - Construction			
New Ground (after \$25K paid) T = \$80K	\$55,000.00		
DB arch - 7% of construction - \$130,536 pd	\$45,000.00		
Infiltration Corrections	\$68,000.00		
Lift and loading area	\$100,000.00		
Additional Costs Total - Construction		\$268,000.00	
Additional Costs - Start-Up			
Curtain and rigging	\$48,221.00		
Accoustics	\$64,175.00		
Concession design & equipment	\$55,000.00		
Furniture for: offices, green room, ticket booth, and tables for auditorium and balcony	\$50,000.00		
Ticketing software, computers, printers, phones	\$10,000.00		
Markers, Sponsorship placques	\$10,000.00		
Additional Costs Total - Start-Up		\$237,396.00	
Total Additional Costs			\$505,396.00
Funds Available (Shortfall)			\$105,234.60
Futue Expenses to Consider			
Spire (November 2023 Estimate)	\$ 87,250.00		
Historic Exterior Front Doors (Estimate)	\$ 50,000.00		

EXPENSES	Soft Openings	Soft Openings	Soft Openings	Gala	Total
Production					
Performance Fees	\$ 50,000.00	Live (2) \$ 2,000.00	Film (2) \$ 1,500.00	\$ 30,000.00	\$ 82,000.00
Film Rental	\$ 2,200.00				\$ 3,700.00
Equipment Rental				\$ 5,000.00	\$ 5,000.00
Load In/Load Out Crew	\$ 6,000.00	\$ 1,000.00		\$ 1,000.00	\$ 8,000.00
Catering	\$ 2,500.00				\$ 2,500.00
Accomodations					\$ -
TOTAL PRODUCTION EXPENSE	\$ 60,700.00				\$ 60,700.00
Concession Supplies	\$ 3,500.00	\$ 900.00	\$ 400.00	\$ 600.00	\$ 5,400.00
Marketing				\$ 2,000.00	\$ 2,000.00
Printing	\$ 10,000.00	\$ 500.00			\$ 10,500.00
Publicity		\$ 500.00			\$ 500.00
Postage					\$ -
Administration					\$ -
Salaries					\$ -
Managing Director	\$ 54,200.00				\$ 54,200.00
Box Office Mgr	\$ 28,500.00				\$ 28,500.00
Tech Director	\$ 18,000.00	\$ 3,000.00		\$ 2,000.00	\$ 23,000.00
Utilities					\$ -
Electric					\$ -
Gas					\$ -
Water					\$ -
Insurance					\$ -
Credit Card/Service Fees	\$ 1,500.00	\$ 150.00		\$ 1,700.00	\$ 3,350.00
Permits					\$ -
Maintenance					\$ -
Capital Reserve					\$ -
Maintenance Reserve					\$ -

Preliminary Production Schedule

The Royal Theater

September 2024 - May 2025

July/August

Meet the Director/Volunteer Recruitment Event

September

Soft Opening Concert

Soft Opening Movie -JAWS

October

Soft Opening Concert

Soft Opening Film - Classic Horror

November

December

Film Screening - WHITE CHRISTMAS

Live Holiday Show

January

Shadows of the 60's 9-12? 7500

Rock Artist 1

February

Rock Artist 2

Country Artist 2

Movie

March

Pop Artist 1

Country Artist 3

Movie

April

Country Artist 4

Jazz Artist 1

Movie

May

STAR WARS - May the 4th be with you

Big Band Artist 1

Rock Artist 3

Jun-25

Comedy Festival

Country Films

ROYAL THEATER 5/13/2024
FACILITY NEEDS

LOADING DOCK with Lift

DOOR TO MECHANICAL ROOM IN BASEMENT

CURTAINS AT AUDITORIUM ENTRANCES to block Light and sound

CURTAIN FRONT OF STAGE

WHEEL CHAIR SPACE BACK OF AUDITORIUM stage left

DESIGN CONCESSIONS SPACE

LISTENING SYSTEM FOR THE HEARING IMPAIRED

FRONT/REMOVABLE SEATING

FOLLOW SPOT

VIP SERVICE ROOM

UPPER BALCONY VIP SEATING

SCISSOR LIFT FOR STAGE

OUTDOOR DISPLAY CASES

THE ROYAL THEATER CHARITABLE GIVING

THE ROYAL THEATER will never operate relying solely on earned revenue. Expenses will always exceed income. It's simply the nature of the industry. Typically, earned income i.e. ticket sales, concessions, program advertising, and rentals will cover about 50% of annual expenses. The balance of income will come for a range of charitable sources. These programs need to be developed and implemented. These campaigns will also serve to create a sense of ownership for the Theater in the community.

OPERATIONAL SUPPORT

Membership – a strong membership program establishes and develops a significant source of stable income year to year.

Event Sponsorship – Series and performance sponsors will, again, become a stable source of revenue year to year.

Annual Fundraisers – Golf Outings, Auction, Raffles, Beerfest, Winefest, Barbeque Feast and simply a sampling of what the Royal could produce to generate needed income.

Grants – State, Regional, and National foundations provide funding for a range of needs and need to be researched and applications submitted.

CAPITAL/OPERATIONS/PLANNED GIVING

Naming Opportunities is a great way to provide recognition for those supportive of the Theater and its programs along with providing significant cash.

PLANNED GIVING

The establishment of a permanent endowment fund as soon as practicable will help create the long-term financial stability the Theater will require.

TIMING

With the needs and excitement building for the Royal Gala this fall, I would recommend the NAMING CAMPAIGN begin just after Labor Day. This will help cover remaining construction costs and startup.

We'd then follow up after the first of the year with the Membership Program and the annual fundraiser set for late Spring