



Cambridge Arts Council

57 Inman Street Cambridge, MA 02139 (617) 498-9033

To: Robert W. Healy, City Manager
From: Roy-Alan Hansen, Deputy Director, Arts Council 
Subject: Council Order #4, 02/4/91 Re: Preliminary report outlining costs for art related programs
Date: 02/17/91

With regards to the aforementioned order - I am providing you with the gross costs for several types of programming. If you would like any of the items broken to a line item budget, please advise.

I) Cambridge Chorus and Orchestra:

Performance of Handel's "Messiah" or similar piece on a scale consistent with the 12/16/90 performance would be \$8,000. This is \$16 per participant but does not include the cable TV audience or the Volunteer Chorus members who benefited from the project.

Performance of Hayden's "Creation" or a similar work inclusive of Dance, Lighting and other additional concert effects - as well as need for more rehearsal time would be approx \$15,000, or \$25 per attendee.

Performance of a "Patriotic" Bandstand/Park concert, approx 1.5 hrs in length - would be about \$4,000.

II) Summer in the City Concerts:

A single 3-3.5 hr concert, as per summer of 90, would be \$5,500

A series of 4 concerts would be \$20,000

A series of 6 concerts would be \$28,000

(this would include the "youth" oriented concerts of last year and initiate a couple of concerts for "older" audiences" utilizing Jazz, Big Band sounds)

These figures include all pre and post production costs, PR, and Youth employment possibilities. Based on 1990 attendance this costs out to \$7 per audience member served.

III) The Cambridge River Festival

In order to produce a full Festival (3 contiguous days), the Total Budget would be approx \$148,000. It would be necessary to have at least \$50,000 in hand at once. The remainder could be raised from outside sources and in kind donations if the initial \$50,000 were in place. There is a greater ability to raise funds for a large , longer lasting event then for a small (audiences under 5000) or short duration event. Sponsors - even foundations want credit and exposure. The Festival Costs out at \$1.50 per participant.

IV) MultiCultural Theatre Festival:

This is a hard item to budget for without specific plays in mind. One act pieces would be considerably less costly than fully staged productions. Unknown or Emerging Playwrights would probably work longer and harder with less royalty fees - but a Playwright with a reputation would deliver a work of better and more consistent quality and the potential of a better audience. An average cost per production would be \$15,000. A multicultural series would entail - at least - one work each by an AfroAmerican, Asian, Hispanic, and Anglo playwright. Thus putting a minimum of \$60,000 for the program. It would of course be nice to add works by Native American, Jewish and Portuguese Playwrights.

There would probably be little difference in cost between one and three performances. These would have to be scheduled with the School Dept as Fitzgerald at the CRLS is the Largest and least expensive hall available. The series would cost out at \$33 per participant.

V) Residencies:

In school residencies cost between \$2,500 and \$15,000 each, dependent on the media, length and involvement

VI) A City Wide event at Danehy Park:

(Similar to the Dedication - with Picnics, concerts , games etc)

This would need cooperation of Several Departments , but the "Arts" related costs would be \$14,900 or approx \$3 per participant.

Street Performers/ Strollers	20 at \$100	= 2,000.00
Main Stage Area	6 hrs at \$1,200	= 7,200.00
Story Telling	4 at \$300	= 1,200.00
Seniors Stage		1,000.00
Tech/Mechanics		2,000.00
PR/Poster		1,500.00

VII) PARADES

Parades in conjunction with any of the above or as a seperate event would be approx \$5,000 each.

VIII) Annual Holocaust Memorial Week

There could be an allowance for Talent/Speaker Costs and for Poster Production. \$4,000

IX) Community Schools Halloween Parties

Talent costs for these parties - \$1,000

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OFFICE OF THE CITY MANAGER



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EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

April 22, 1991

To The Honorable, The City Council:

In response to Awaiting Report Item No. 14, regarding a report outlining costs for art related programs, please find attached a report from Roy-Alan Hansen, Deputy Director of the Cambridge Arts Council.

Very truly yours,

Robert W. Healy
City Manager

RWH/mev
attachment

Consent Agenda # 3

S-519

Awaiting Report Item Number 14 regarding
a report outlining costs for art related
programs.

In City Council,

April 22, 1991

Placed on file