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Cultural and Civic Development

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MABLETON ARTS STUDY

December 18, 2010

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In April 2010, Tomlinson-Graham Group, Inc. (TG2) was engaged by Cobb County to undertake a study of the arts in Mableton. The objective was to identify and assess opportunities for arts and culture programs to contribute to the revitalization of downtown Mableton and achieve its goal to be a lifelong community. This study was undertaken to complement and inform two important initiatives by the county: 1) the Lifelong Mableton Initiative; and 2) the development of the Mableton form-based Code.

TG2's work on the Mableton Arts Study involved extensive interviews with individual stakeholders, attendance at meetings of the South Cobb Arts Alliance, the Mableton Improvement Coalition, the Cobb Arts Board, and the Create Mableton Design Workshop. The firm's principals, Tom Tomlinson and John Graham, toured relevant Cobb County arts facilities and attended a performance at the Barnes Amphitheatre as well as evaluated its capabilities for capital improvements. A great deal of work was done prior to the initiation of a formal agreement for services with Cobb County; during this period and in anticipation of the form-based code's development and community initiatives by ARC/AAA, the local schools and other community based organizations, TG2 participated in numerous Mableton-focused meetings seeking to identify potential partners and synergies for the arts in revitalizing the community. That work proved extremely valuable when this formal study began in April 2010.

FINDINGS AND ASSUMPTIONS

In the protocol for this study, TG2 assumed that arts and culture programs and facilities worthy of study and inclusion in this report must:

- Provide educational and creative growth opportunities for youth
- Provide education, entertainment and creative outlets for adults and seniors
- Provide entertainment of younger adults
- Provide support and outlets for artists and arts organizations
- Contribute to the revitalization of the community and serve as key resources in developing Mableton as a lifelong community

MABLE HOUSE COMPLEX

The Mable House Complex includes the Arts Center, Barnes Amphitheatre and the historic Mable House property. A facility of Cobb County Parks, Recreation and Cultural Affairs Department, the Complex offers gallery exhibitions, theatre productions, concerts, field trips, summer camps, tours and meeting space (for non-profit, arts-related organizations). The Mable House Complex will be a key part of a new Mableton town center as envisioned in the June 14-21, 2010 "Design Mableton" charrette developing the form-based code. The Complex occupies a significant corner on the proposed town square, and will help to define it physically, visibly and aesthetically. While the recommendations resulting from the above referenced charrette are not a part of this report, certain sketches and diagrams are included for reference, as Attachment D.

The Complex should continue to grow as a center for community arts activity, around which a vital cultural life will develop as a major force in economic and social revitalization for Mableton and South Cobb. Currently, however, the Complex suffers an "identity" crisis with the general public. Floyd Road's size and traffic speed make it difficult to appreciate the true nature of the Complex, a situation compounded by inappropriate signage, ill-defined boarders, and expanses of hard surface parking. Connectivity and pedestrian linkages to neighboring sites such as the library, other parks, YMCA, neighborhood schools, transit, and the commercial district are all lacking, but are important parts of the form-based code master plan, and will contribute significantly to the pivotal place the Mable House Complex should play in the community. "Design Mableton" sought to address these issues by putting forward a design concept that more clearly defines the art center physically, enhances its "sense of place," and gives greater primacy to pedestrian rather than vehicular circulation.

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Recommendation: The Mable House Complex image and presence be enhanced by strengthening its sense of place and arrival, more clearly defining the historic Mable House property, and softening the visual impact of vast expanses of hard surface parking.

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MABLETON ARTS STUDY

Recommendation: The Mableton form-based code be adopted, providing effective means for live/work units, galleries and clubs, and pedestrian access between the downtown core and the Mable House Complex.

ARTS CENTER COMPLEX

Multi-Purpose Addition

In order to better meet current and future community needs and play a significant role in the revitalization of Mableton, the Arts Center requires upgraded and expanded facilities, including at least 4,000 ft² of new space to supplement the +/- 8,000 ft² of existing space housing offices, gallery, multi-function and classroom spaces. The existing building is critically short of classroom, storage, restroom and office spaces. Gallery lighting systems need upgrading; there is no library space; and the danger of accidental damage to art work must be addressed. A gift shop for the sale of art work would be a considerable asset in attracting members to the South Cobb Arts Alliance. Some of these functions can be accommodated in existing space as it is freed up when a new addition is built. The addition should address the most important functional needs for classroom, pottery, office, and other support spaces.

An expansion of the Arts Center, as detailed in the attached building program, (Attachment B) would provide group teaching spaces, particularly critical for the Center's summer youth programs, and double the amount of space available for pottery and ceramic programs. A small food preparation area will support the holiday tea room and other events; badly needed storage and administrative space will also be accommodated. The attached financial operating proforma (Attachment C) assumes that the facility will be operated similarly to Arts Place and the existing Mableton Arts Center, although programs are significantly increased in number and impact as a result of the additional space.

Black Box Theatre

An assessment of community need calls for the creation of a highly flexible "black box" type theatre adjacent to the existing Arts Center building. "Black box" refers to a highly flexible, usually flat-floor space with theatrical lighting and sound systems, but with no permanent fixed seating, stage, or scenery fly system. Because of its flexibility, a black box can be used for performances of theatre, music, dance and film, lectures and conferences, social events, and a range of activities that are not theatrical in nature. This proposed facility, similar in purpose to the black box at Art Place at Mountain View, would likely house events presented by the Arts Center, South Cobb Arts Alliance, and other community and regional organizations. It can be of significant value as a venue for:

- SCAA Theatre Project
- Summer children's camp rehearsals and performances
- Dance and movement classes
- Children's theatre
- Music, including small groups, open-mic. nights, Christmas concerts, etc.
- Meetings and gatherings

Unlike the Mountain View community, there is no theatre group in Mableton; TG2 was told that the previous group folded due to a lack of funds to pay a professional director and a lack of permanent/dedicated theatre space. While the existence of local performing arts organizations is not a prerequisite for the creation and long term success of such a facility, a Mableton black box would likely encourage a new theatre organization to develop, either as a stand alone organization or in collaboration with others in the region, and contribute to the development of dance and music programs for community residents.

The Cobb County operated black box theatre at The Art Place is particularly successful in terms of public participation. TG2 believes that with a similar operating business model, a comparable facility, as detailed in the attached building program (Attachment B) would be equally successful in Mableton.

An enhanced and expanded Arts Center will make possible additional arts programs offered by Cobb County PR&CA and the South Cobb Arts Alliance. It will be a significantly more

attractive site for events and programs by community arts-related organizations, and allow for expanded seniors' programming complementing the arts services provided by Cobb Senior Services at the nearby Freeman Poole Multipurpose Center. It is important to remember, however, that a significant expansion of the Arts Center will necessitate increased staff and financial commitments by the County and volunteer hours by the South Cobb Arts Alliance, all subject to funding availability and ongoing fiscal sustainability. Also, attention needs to be paid to the phasing of upgrading and construction, so that on-going programming is not suspended and the Center's constituents negatively impacted.

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Recommendation: The Arts Center can meet growing community needs by the addition of a black box theatre and a new multi-purpose space.

Financial Operating Impact of New Facilities

Cobb County has approached the operation of its arts facilities in an extremely enlightened manner. Most publicly owned arts facilities in other communities are expected to "break even," covering all costs with earned and contributed revenue. However, Cobb County treats administration and much of the daily operating costs of its arts facilities as general operating expenses in the County's budget – as important as maintaining parks, libraries and similar civic facilities. While corporate sponsorships are actively sought, they do not negate the need for a significant amount of general fund operating support. Cobb County should be lauded for this policy, and encouraged to continue it even in light of currently severe financial constraints imposed by the national economy.

However, this financial arrangement in funding Cobb County arts facilities makes it very difficult for Tomlinson-Graham Group to create its typical all-inclusive financial operating proforma. Generally, this analysis is done to assist clients in understanding the financial impact of building new facilities. These proformas are very detailed, including event schedules, rental rates, concession income, and all expenses, including personnel, utilities, marketing and fund raising, and the cost of talent.

Since much of the operating costs of Cobb County arts facilities are treated as general government expenses, it is neither possible nor advisable for TG2 to develop stand-alone financial projections for new or modified facilities in Mableton. As it exists now, the system seems to be working well; the development of new facilities is not totally dependent on such financial projections, but rather on community need, public service, and a certain financial sustainability.

However, the recommendations in this report regarding new or modified facilities can be made based on information about how they are operated currently, how similar facilities operate throughout the county and across the country, and in response to suggestions heard about facility needs in Mableton. The recommendations contained herein include a range of additional earned income possibilities for these facilities, a range very much dependent on policy decisions the County may make regarding how they are operated and utilized by the citizenry.

Since there are far fewer arts organizations in Mableton than in the northern parts of the County, it may take a few years before these new facilities see the same participation numbers. Nevertheless, given the number of events presented in the Amphitheatre to relatively small audiences or "shoehorned" into the Arts Center conference room, many of them could take place in a new black box operating year around, as well as in expanded Arts Center facilities.

The attached operating proforma (Attachment C) assumes use of the expanded facilities (Arts Center and Black Box, not including the Amphitheatre or Historic Mable House) as predicted by Cobb County Parks and Recreation Department staff. The assumptions used in the development of this proforma were chosen so that this new facility operates with approximately the same ratio of expenses, earned income and level of Cobb County support as has been the case in the past for Mableton arts facilities, as well as at Arts Place in the northern part of the County.

Based on the existing model, it is likely that a black box and the expansion of the Arts Center will have an annual net income of $-326,930 by its third year of operation, general

fund overhead supported by the County not included as income (figured in current year dollars, not taking into account any possible adjustments for inflation). The third year of operations is used as it often takes these types of arts facilities a couple of years to settle into stable operations.

TG2 suggests, however, that the policies which allow the County to provide these facilities and service to its citizens well below actual costs are due for review, especially in light of current financial realities impacting County funding. However, it is not possible for such facilities to operate exclusively with earned income; some level of County support is essential and desirable, since providing these services help makes Cobb County an attractive place for its citizens to live and work. However, these facilities, especially with the addition of new buildings, could earn a higher percentage of their operating costs, and through partnerships with the local non-profit users, might also attract contributed revenue. A careful review of County policies that govern the ability for these facilities to generate earned and contributed revenue would likely result in policy changes that will mitigate the anticipated net loss.

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Recommendation: County policies that govern the potential for additional earned and contributed revenue in new and expanded arts facilities should be carefully evaluated.

PROGRAM VISION/DESIGN PROCESS

It is important there be a clear program vision for these new spaces, so when facility decisions are made and scheduling and programming policies developed, the black-box and arts center addition fulfills that vision. The discussion below about programming for the amphitheatre as a venue for emerging music is an example of a facility vision. The point is that the new facility should have a purpose beyond simply meeting the need for "more" space. It should fulfill a community-wide, agreed-upon need, and its operating policies and procedures developed to make certain those needs are met.

As cautioned in the amphitheatre recommendations below, the black box's design must be very carefully considered; professional theatre designers and consultants should be employed in the design process. Doing so will create a facility that best meets the community's needs.

While one should never use as a justification to build a new theatre the cliché "if you build it, they will come," it is true that there are no similar spaces in the Mableton area that are not part of a school. The flexibility of the proposed space and diversity of its potential uses are certain to ensure that the space is heavily utilized, justifying its expense.

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Recommendation: A clear programming vision for the new and expanded facilities should be developed and used to guide their design and operation.

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Recommendation: Professional theatre and arts facility consultants should be retained to advise the County and their architects in the development of new arts facilities.

BARNES AMPHITHEATRE

The Barnes Amphitheatre occupies a significant position in and attracts the largest audiences to the Mable House Complex. It seats approximately 2,400 including fixed under-cover seating, lawn seating and seating at reserved tables near the stage. The stage is a fully rigged production house. Plans developed during the June 2010 "Design Mableton" charrette suggest that the entrance to the amphitheater be redesigned to create a significant focal point and sense of arrival when entering the Complex from Floyd Road. This modification could take place in the absence of any changes to the amphitheatre's seating capacity or earned income capability. However, the plan suggested during the charrette involves a change of the entire Complex's physical character to one that is pedestrian-oriented, dense, and multi-use. These changes may take years to implement. In any case, careful consideration needs to be given to pedestrian and vehicular access

and parking. The question of whether an investment in additional seating capacity is warranted is addressed herein. Suggested steps to improve the amphitheatre's earned income capability are discussed as well.

In response to the suggestion that the seating capacity of the Amphitheatre be increased, an analysis was conducted of actual attendance patterns for 2009 and current information about 2010. TG2 principals visited the amphitheatre on a number of occasions and attended a performance. Data reviewed apply to the 10 to 14 events that are advertized as a part of the County's presented season, although those events presented by others have similar, or reduced, attendance patterns.

The data tables supplied by the County, as well as other supportive data supplied by the County, are attached. (Attachment D) Regarding attendance, these suggest the following:

- The average attendance in the table seats is 85%, with many attractions selling out all 176 seats
- The average attendance in the fixed seating area is 70%, with only a couple of attractions approaching a sellout
- The average attendance on the lawn seating is 50%, with only two attractions being sold out, and only when the fixed seats are fully sold.

Such findings are not uncommon. In most venues the higher-priced seats sell first, with the lower priced seats selling last – generally to the most price sensitive audience.

The argument has been made that with more seats, the facility could attract more expensive artists – often as "loss leaders" to augment the appeal of the season, thus selling more series tickets. However, this justification for increasing the size of the Amphitheatre is open to some question:

1) The facility currently is not running at 90% or above attendance. More seats would make more shows appear emptier, i. e., apparently less popular with the ticket buying public. Neither artist nor audience wants to participate in less than half-full houses. If a loss leader or two were incorporated into a larger facility, it might very well result in fewer shows attracting audiences of sufficient size to appear popular.

2) While the cost of operations is not a key consideration, in 2008 the facility operated with a direct operating loss of over $500,000, as reported on the attached. (Attachment D) An increase in total seat count without a corresponding increase in ticket prices would not positively change this outcome, and, in fact, could increase the loss.

3) Often overlooked in the argument about more seats is the industry reality that as artists become more popular they demand (and receive) more control over the ticket prices and the percentage of the "gate" they take. It is highly likely that more popular and expensive artists will simply have a higher fee, further increasing the loss for the facility.

4) The current seating capacity gives the Barnes Amphitheatre a unique market niche, since it does not compete with larger area venues, such as Chastain or Verizon. Abandoning that place in the market could be unfortunate.

5) Finally, there is not sufficient real estate to increase significantly the total seat count. TG2 recommends that the total seat count of the amphitheatre not be increased. It seems to work well within its current operating model. Larger venues in the greater Atlanta area can accommodate the bigger attractions without being in direct competition with the Barnes Amphitheatre.

This does not mean, however, that there are not options for increasing the amphitheatre's earned revenue or increasing patron amenities and comfort. In reality, most venues such as the Barnes Amphitheatre do not make the bulk of their net revenue from ticket sales – most of that goes to the artists. Successful venues make most of their net revenue from two sources:

- Charge-backs to the artists or promoter, and
- Per-capita revenue from patrons through concessions, parking, ticketing charges, etc.

Charge-backs

Depending on the terms of the contract with the artists, and particularly if the artist is receiving a large percentage of the ticket income, a variety of house expenses can be charged back to the artists (i.e., deducted before fee payment). Such charges can include, among other items:

- marketing costs
- house sound and lights
- facility rental fee
- front of house charges (ushers etc.)
- direct load-in (stagehand) costs
- ticketing costs

Facility management should actively explore these avenues to increase revenue when negotiating contracts; the participation or advice of individuals skilled in these negotiations, if not currently available in-house, might be useful.

Per-capita revenue from the patrons in addition to their ticket prices

As stated earlier, most net income from these types of facilities is not from ticket sales, but rather from patron income through other sources. Through long standing tradition, Barnes Amphitheatre has established practices that negatively impact net income from many of these sources. As modifications to the facility are considered, it would be appropriate to consider changes to these policies that would increase net income.

The Mableton planning charrette identified a number of changes to the entire Mable House Complex that would complement the following recommendations:

- Patron arrival and support areas
    - The current spaces are not particularly inviting, up to date, nor accommodating in Atlanta's hot summer climate. Particular attention should be paid to ticket offices and customer- friendly concession areas. Existing concession stands are particularly uninviting and more

reminiscent of "bank teller windows" than an inviting place where customers can easily obtain the beverage or food item of their choice.

- These areas should be completely redesigned and rebuilt, and ideally offered on both sides of the seating area. The goal should be sufficient concession stands where lines are at a minimum, and the customer has considerable choices and a pleasant, experience. They must be shaded.

- Seating area
  - While not increasing the total seat count, a careful redesign of the seating area can increase the number of higher priced seats and maximize the potential for patron per-capita income. Changes could include:
    - An increase in the number of tables, since these are selling at the highest per seat cost and percentage of capacity
    - The front of the fixed seat area could be redesigned so that patrons can easily accommodate small tables, similar to arrangements at Chastain or the Hollywood Bowl. The facility could supply these tables for a fee, or incorporate them into the design
    - The above might require extension of the fixed seats in the rear or the addition of lawn seating to the sides in order to retain total seat count
    - With these changes the potential gross could increase because there would be three areas of fixed seating for which higher ticket prices could be charged.
    - It is also suggested that a "formal" air-conditioned patron lounge be built where sponsors, VIP's and others purchasing the highest priced tickets, can congregate at intermission and pre- and post-performances. In this space they can relax, be appropriately entertained, and purchase food and beverage products.

- With these changes an expansion of the roof structure might be desirable so any extended fixed seats remain under cover. The addition of slow, quiet fans or other air handlers to improve audience comfort under the roof is highly recommended.
- None of these changes should be made without the counsel and advice of professional theatrical consultants with considerable experience in the design of modern amphitheatres.

The capital cost of some of these changes to the amphitheatre is estimated on Attachment B.

Changing existing policies, as outlined below, will be difficult and are thus best tied to visible changes to the facility. In any case, the net income to the facility would be increased with these suggested changes. Not all the changes need to be adopted immediately; some may be possible now, others later.

While making the policy changes as herein suggested may be politically difficult, the range for potential improvement to net income is substantial. The amphitheatre's total net concession income in 2008 was $1,717 for 17,757 patrons, or about $0.10 per person. It is not uncommon for facilities that do not allow patrons to enter the facility with their own food and beverage, especially alcohol, to have net incomes above $6.00 per person, and sometimes considerably more, depending on the level of catering services provided; thus the potential for increased income could easily be at or above $100,000 annually. Important changes could be phased-in:

- Perhaps the facility could immediately require that all alcohol be purchased on-site – typical in many areas due to local liquor laws
- It could be required that the table areas be catered with table-side service, including wine and beer service throughout the performance
- Vendors could circulate through the crowds at appropriate times selling cool drinks and snacks
- The number of concession stands should increase and be much more open and inviting

- Over time, perhaps the facility could eliminate the ability of patrons to bring any food or beverage items to performances, requiring all such items be purchased on-site.

However these changes are implemented, the point should be to provide better service to the customer. As it now exists, a customer is often forced to wait in a hot line for a single vendor to carry out a time-consuming search for a product. Research shows that patrons return to a venue because of the positive personal experiences rather than the talent offered. The amphitheatre should create a much more positive patron experience.

These policies would be applicable to all events in the Barnes Amphitheatre, not just those presented by the County. This will increase net income for events beyond those presented by the County itself.

Demand Ticket Pricing

The ability of the Amphitheater's ticketing system to offer "demand ticket pricing" should be investigated, especially in light of current ticket buying patterns: relatively few events sell out and only somewhat more sell tickets far in advance. Utilization of demand pricing – familiar to everyone who flies commercially but new to the performing arts – allows the ticket prices to be adjusted up or down as the demand for them changes. This pricing practice has the advantage of leveraging those shows that are selling well, while helping to fill the house for those that are not. Most performing arts venues that have adopted this new model have found it to be to their financial advantage.

Programming

Since per-capita income has the best positive impact on the facility's bottom line, a main objective should be to maximize the number of events and attendance to the amphitheatre.

As changes to the facility are contemplated, simultaneous modifications to the backstage and loading dock areas should be considered as needed to facilitate quick and easy load-in and

load-out, creating greater operational efficiencies and the opportunity for multiple same-day performances.

More importantly, however, the facility should seek to develop new and diverse audiences. The Mableton planning charrette offered a variety of options about how the community will grow and develop over the years. These will undoubtedly involve several iterations, as businesses settle in and become established. In cooperative and collaborative endeavors that support mutual goals, programming at the amphitheatre should reflect the taste of the audiences these businesses hope to attract.

For example, the amphitheatre might establish for itself a niche market in the presentation of new and emerging musical talent in the Atlanta area. Atlanta is blessed with an abundance of such talent – new bands seem to be starting almost weekly. The "garage" band phenomenon is alive and well in metro-Atlanta; each band brings with it an audience of supporters and family members anxious to experience "their" band in a professional venue. A series of evenings with multiple bands performing each night at very reasonable ticket prices (often split with the bands with no upfront guarantee) could become regular Barnes Amphitheatre staples – both as a service to the metro-Atlanta music scene, as well as to increase total annual attendance and encourage cross marketing to other amphitheatre events. Initially, this initiative might require collaboration with Atlanta metro-area arts organizations already engaged in smaller versions of these presentations. It is certainly likely that they would be interested in having a venue such as the amphitheatre in which to present talent and expand their reach.

Conclusion

The Barnes Amphitheatre does what it does very well. It is exceptionally well managed; the management and operating staffs should be acknowledged for jobs well done. It could continue to operate in a similar and successful fashion for years to come, and the Mableton community would continue to enjoy its offerings and ambiance.

However, given current financial issues facing the Cobb County, there is considerable justification for a judicious facility remodel/revitalization to increase net income and reduce dependence on County subsidy by generating more net per-capita income. Changes to the

amphitheatre should enhance those attributes that will provide its patrons with the amenities they have come to expect in similar facilities elsewhere.

These should all be investigated, as should policy changes that would positively impact the financial operation of expanded and new Arts Center facilities, so that they are all less dependent on Cobb County general operating support.

tg² Recommendation: The total seat count of the Amphitheatre not be increased.

tg² Recommendation: The Barnes Amphitheatre's earnings capacity be strengthened by: upgrading existing seating, revising concession policies, changing use policies regarding the admittance of food and beverage into the facility, improving catering facilities, generating greater revenues from users (renters and artists) and from patrons through increased per-capita expenditures, increasing the number of events thereby increasing foot traffic and per-capita income

HISTORIC MABLE HOUSE

The house and grounds constitute the heart of the Complex, and, as such, should be positioned to play an even greater role in the creation of a Mableton town center. Currently, the grounds are the site of a number of field trips, outdoor classes, storytelling festivals, and other events. Unfortunately, there is a significant lack of support spaces: bathrooms, air conditioned and heated teaching spaces, and storage. It has been suggested that the potato house be provided with HVAC systems to create a teaching space, and that some barn-like structure be built on or near the site of the current outdoor stage to provide upgraded staging, more teaching space, and bathrooms. However, the challenge is one of balancing the site's historic character with the need to provide basic services to modern-day visitors. To the extent such services can be provided in the Arts Center's expansion pursuant to this report's recommendations, the need to preserve the historic character of the Mable House can be more easily met.

The Mable House itself needs attention that is beyond the scope of this study. The grounds should be upgraded and configured to enhance the house's sense of place and access. An idea to incorporate a community garden on the grounds met with considerable resistance from those who see this as taking up valuable open space. As was pointed out in the "Design Mableton" charrette, there is a need to visually define the historic house and grounds, and increase its unique sense of place in the midst of high-volume traffic and expanses of hard surface parking. Planning toward these goals will need to involve the volunteers in a positive, collegial manner.

PROGRAMS

Senior Service—Providing arts services and activities to seniors in Cobb County is a shared responsibility of Cultural Affairs and Senior Services. The Mable House Arts Center, working collaboratively with near-by senior service centers, can play a significant role in serving the needs of a growing senior population across Floyd Road. Additional program resources provided in the black box theatre and the multi-purpose additions to the Arts Center can be particularly valuable in serving a growing senior population. The effective delivery of services to seniors requires a high degree of planning and coordination by diverse agencies such as the county's senior services and parks and recreation departments, the Area Agency on Aging's lifelong initiative, other Cobb County seniors' programs, and community NGO's, such as the SCAA, YMCA and local churches. A substantial public investment in new facilities at the Mable House Complex can be justified in terms of their contribution to existing and new programs for the community's seniors, so long as these agencies work together effectively and efficiently in providing services and using these new facilities.

Community Center—The proposed community center to be located near the new elementary school campus may deliver arts education as part of its early childhood development programs, but cannot be expected to make large investments in either arts facilities or faculty. It can, however, be an important partner with the Arts Center in delivering arts education to a wider segment of the Mableton population.

Artists & Art Spaces—Artist live/work communities and commercial ventures such as clubs, galleries and "third places" will arrive organically in Mableton as it becomes known as a

welcoming and supportive place. This will happen through coding and zoning that creates areas with a lively character, a logical connection to the Mable House Complex, and which are attractive and affordable over time. Future codes and zoning must support the creation of an active arts community, making it possible for

- artists to live, create and sell in one place,
- public sites for artists' markets, demonstrations, and performances, etc.,
- the development of alternative spaces for artists and arts organizations.

The Design Mableton plan envisions a number of civic spaces, such as outdoor market spaces and festival sites that will be major focal points for the community, contributing to civic vitality in the arts. As the code is developed, adopted, and modified over time, it is essential that the contribution of the arts to the revitalization of Mableton be recognized and protected.

Programs and projects to encourage the arts and culture in Mableton should go beyond the mainstream and be a catalyst for ethnic, "cutting edge," and emerging art forms and artists, thus providing a niche for the arts not found elsewhere in the county or even nearby metro-Atlanta. Programs should be developed to make it financially feasible for small, community-oriented arts and cultural organizations to have offices and program spaces in the downtown core. Such groups generally exist on the financial "edge." They are very responsive to opportunities that help reduce overhead costs, such as rent, that do not contribute directly to their artistic mission and program. Financial incentives can attract artists, arts businesses and activities into the downtown, such as: down payment assistance programs, tax abatements and rebates, investment tax credits, façade grants, direct operating or facility subsidies, consolidated services, etc. A plan to establish a range of incentives should be a major initiative of the cultural district recommended below.

Educational Partners—Discussions with officials at Kennesaw State University suggest that its extensive arts program may become involved with the Arts Center and the Mableton community to the extent that there is a valid learning experience for students or a place for its continuing education programs. Arts education program centered on the Mable House arts Complex can provide internship opportunities for KSU students majoring in music or visual arts

education programs. However, it is unlikely that the University will be interested in the creation of a satellite or in making significant capital expenditures that support these suggested programs. The Savannah College of Art and Design is not interested in providing services in Mableton at this time. The arts magnet program at Pebblebrook High School is an enormously valuable artistic and educational resource for the community. A closer relationship between the school and the Arts Center will result in significant benefits, and should be actively encouraged and supported.

County cultural affairs staff should take the lead in initiating community-wide arts education planning for Mableton to provide expanded, coordinated, and sustainable arts education programming for residents of all ages. This initiative might appropriately be within the purview of the cultural district suggested below.

tg² Recommendation: The County should investigate the vast array of program opportunities for the Arts Center that exist in cooperation and collaboration with community partners, and where appropriate implement those that are consistent with the facility's vision.

Mableton Cultural District—It is strongly recommended that consideration be given to creating a cultural district to include, as a minimum, the study area for the Design Mableton plan. A cultural district is a well-recognized, labeled, mixed-use area in which a high concentration of cultural facilities and programs serve as an anchor or attraction. Cultural districts have been valuable tools in civic revitalization in communities across the nation. They can…

- Beautify and animate cities
- Provide employment
- Attract residents and tourists
- Complement adjacent businesses
- Enhance property values
- Expand the tax base
- Attract well-educated employees
- Contribute to a creative, innovative environment

- Provide opportunities for funding unique to the district

While no two cultural districts are exactly alike; the most successful reflect the specific character and needs of their respective communities. Such a district in Mableton should have a clear downtown focus. Cultural districts are generally an amalgamation of artistic, cultural, business and civic priorities, the overarching goal of which is to create a critical mass of activities that will attract residents and visitors, thereby encouraging and justifying private and public investment in the area. A "Mableton Cultural District" should focus on both traditional arts activities at the Mable House Complex and on emerging arts and artists in the commercial areas positioned for growth with clubs, galleries, and "third places."

In considering creating a cultural district, a study by the Americans for the Arts[1] suggests there are structural and leadership factors that must be addressed.

Perceived Need–The perceived need for revitalization is a key factor affecting the creation of a cultural district. There is consensus that the downtown area of Mableton is in drastic need of revitalization. Most urban cultural districts in the U.S. were established to restore a once-vital part of the city that was characterized by declining values, blight, falling tax revenues, etc. Cobb County's commitment to Mableton's future, and the programs of civic groups such as the Mableton Improvement Coalition and the Atlanta Regional Commission, are clear indicators that the community's needs for revitalization are viewed as valid.

Existing Investment—The extent to which neighboring property owners are inclined to support programs that will improve conditions in close-by blighted or under-utilized properties to project their own investment. The large family holdings across Floyd Road from the Mable House Complex are poised to become a high-density, walkable, mixed-generation neighborhood, as envisioned at the Design Mableton charrette. Such an investment is a strong signal that the surrounding neighborhood can and should be restored and revitalized.

[1] *Cultural Districts: The Arts as a Strategy for Revitalizing Our Cities.* Americans for the Arts, Washington, DC, 1998.

Preexisting Cultural Facilities—The extent to which existing facilities are viewed as valuable assets that will benefit from the general enhancement of the surrounding neighborhoods. The Mable House Complex is the only cultural facility in the planning area; its perceived value is such that a general improvement in the cultural life of the community will almost certainly generate greater private and public support for its programs.

Preexisting Land Uses—How land in the area is currently used impacts the character of any cultural district. The small dimensions of the Mableton downtown and the existing mix of commercial, civic, and residential uses can contribute to the development of a cultural district fostering programs and projects for economic development, arts and arts education programs, and civic events to serve residents and attract visitors.

Property Values—Is the cost of redevelopment in the area competitive with the rest of the community? Given the downward trend of property values, it seems unlikely that acquisition cost would deter investment, if there is a sufficiently strong plan for the downtown supported by local government.

Zoning Restrictions and Incentives—Does existing zoning encourage or discourage property uses that would promote the kind of growth desired? The county's commitment to form-based coding for the Mableton downtown will remove barriers to live/work and other arts related uses. That, along with almost universal support for revitalization, will make it easier to identify and implement a range of financial incentives to attract arts and cultural activities to Mableton.

Leadership–A key ingredient in successful cultural districts is leadership that recognizes the arts as an economic development tool and is committed to a model of united action. Generally, leadership emanates from a combination of arts organizations, individual artists, business interests, educational institutions, and government agencies. There currently exists in Mableton a core group of people and organizations that can provide initial leadership and direction for a cultural district: County elected officials and cultural affairs staff; SCAA; Friends of Mable House; MIC; Cobb County schools. What seems

missing is a coalition of local businesses or a mechanism that represents the needs of local residents. Leadership choices must reflect, to the extent possible, the ethnic makeup of the Mableton community.

A Mableton Cultural District, empowered by County government, can be a mechanism for encouraging economic development through the arts, delivering arts services in efficient and sustainable ways, and creating support for and participation in the arts through marketing and advocacy. The district should be governed by a community-based umbrella organization charged with coordination, programming, marketing, events, and services to resident artists and arts organizations.

There is an exhaustive list of cultural programs presented nationally by cultural districts. They can generally be categorized as 1) arts and cultural education, 2) support for artists and arts organizations, 3) public events, such as performances, exhibitions, festivals, markets, gallery hops, etc. The appropriate mix for each community develops over time. It is recommended that the initial priorities for a Mableton Cultural District include:

1. Identification of initial founder group – appropriate County staff, and representatives of MIC, SCAA, Mableton Elementary School, and others, as appropriate
2. Coalition building and institutional development – corporate format, incorporation, articles and bylaws, leadership and membership, identifying partners (KSU, MAACC, GCA, ARC, etc.), vision and mission development, funding options
3. Programs to attract artists and arts organizations -- financial incentives research, real estate inventory, form-based code issues
4. Community arts education initiative – needs assessment, resource inventory, program development and implementation planning
5. Funding sources -- cultural districts are funded in many ways. Some are membership organizations, others are funded through TAD's or CID's put in place by district businesses and residents. Others receive some or all of their funding directly from local government. More often than not, a cultural district is supported financially from a combination of such sources. A primary task facing

the leadership of a Mableton cultural district will be the identification of potential sources and their appropriate combination.

tg²

Recommendation: A Mableton Cultural District be created to take the lead in designing and implementing community programs to use the arts in economic development, provide arts education to residents of all ages, attract artists and arts organizations to Mableton, and coordinate united efforts in revitalizing the downtown with a vital and vibrant cultural life.

Market Study

A word about a professional market study for both the Amphitheatre and Black Box: While such a project falls outside the scope of TG2's agreement, it is strongly recommended that such a study be undertaken. Information about flexibility in ticket pricing, willingness of amphitheatre patrons to pay for catered meals and at what cost, the types of performances desired, etc., is anecdotal and comes from years of valuable experience by Cobb County staff. TG2 does not believe that the results of such a study will significantly alter the facility recommendations contained herein. However, a statistically valid market study will provide the designers and future operators of these new facilities with a wealth of information to guide their work.

CONCLUSION

Mableton is now poised to benefit from an unusual combination of circumstances: Cobb County's commitment to revitalization using a form-based code as the primary zoning vehicle; the desire of local property owners to develop their holdings in ways which will create a vibrant community marked by density, walkability, and reduced dependence on the automobile; the implementation by the Area Agency on Aging of the Lifelong Mableton Initiative; the success of the Mable House Arts Center in meeting growing community need for arts and cultural programming and the popularity of the Barnes Amphitheatre's offerings; the commitment by Cobb County Schools to develop the new elementary school in a style that is consistent with the master plan developed at the Design Mableton charrette; and, a growing recognition on the part of residents and business owners that dramatic steps need to be taken to undo years of bad planning, neglect, and deterioration in the downtown core.

tg² RECOMMENDATIONS RECAP

1. The Mable House Complex image and presence be enhanced by strengthening its sense of place and arrival, more clearly defining the historic Mable House property, and softening the visual impact of vast expanses of hard surface parking

2. The Mableton form-based code be adopted, providing effective means for live/work units, galleries and clubs, and pedestrian access between the downtown core and the Mable House Complex

3. The Arts Center can meet growing community needs by the addition of a black box theatre and a new multi-purpose space

4. County policies that govern the potential for additional earned and contributed revenue in expanded and new arts facilities should be carefully evaluated

5. A clear programming vision for the new and expanded facilities should be developed and used to guide their design and operation

6. Professional theatre and arts facility consultants should be retained to advise the County and their architects in the development of new arts facilities

7. The total seat count of the amphitheatre not be increased

8. The Barnes Amphitheatre's earnings capacity be strengthened by

    - upgrading existing seating,
    - revising concession policies
    - changing use policies regarding the admittance of food and beverage into the facility
    - improving catering facilities,
    - generating greater revenues from users (renters and artists) and from patrons through increased per-capita expenditures

- increasing the number of events thereby increasing foot traffic and per-capita income.

9. The Barnes Amphitheatre's earnings capacity be strengthened by upgrading existing seating, revising concession policies and improving its catering facilities, and generating greater revenues from users

10. The County should investigate the vast array of program opportunities for the Arts Center that exist in cooperation and collaboration with community partners, and where appropriate implement those that are consistent with the facility's vision

11. A Mableton Cultural District be created to take the lead in designing and implementing community programs to use the arts in economic development, provide arts education to residents of all ages, attract artists and arts organizations to Mableton, and coordinate united efforts in revitalizing the downtown with a vital and vibrant cultural life.

ATTACHMENTS

Attachment A

List of Study Steering Committee & Study Participants

Attachment B

1. Building Program analysis – Black Box and Arts Center Addition
2. Preliminary Capital Cost Budget Summary – Black Box and Arts Center Addition
3. Suggested Amphitheatre Capital Enhancements

Attachment C

Operating Proforma (including schedules 1-4, see below for breakout)

1. Operating Summary—Schedule # 1
2. Assumptions—Schedule # 2
3. Concessions and Ticket Office Income—Schedule # 3
4. General Administration and Facility Expenses—Schedule # 4

Attachment D

Sketches (e.g., new Mableton town center) & diagrams as envisioned in the June 14-21, 2010 "Design Mableton" charrette developing the form-based code were not used directly for this report but included for reference. Also included were various data sheets supplied by the County. Those were used directly for the operating proforma projections

MABLETON ARTS STUDY

ATTACHMENT A

STUDY STEERING COMMITTEE

Dana Johnson, Eddie Canon, Michael Hughes, Vanita Dauphinais, Ann Cummings, Paula Moore, Ben Clopper, Elizabeth Weaver, Cheryl Mayerik, Terrilyn Hannah

STUDY PARTICIPANTS

COBB COUNTY	Hon. Woody Thompson Dana Johnson Eddie Canon Elizabeth Weaver Vanita Dauphinais Terrilyn Hannah Gretchen Mattei Pamela Breeden
COBB ARTS BOARD	Yvonne Wason-James Mary Staley Theresa Milligan Nan Mays Lorraine Martin Sue Everhart Lautoria (Toria) Morgan Earl Reece Ann Cummings John Delves
SOUTH COBB ARTS ALLIANCE/ FRIENDS OF HISTORIC MABLE HOUSE	Derek Nowatzki Ann Cummings Barbara Hollis Sheila Giddens Mary Hill Harry Leftridge Barbara Hollis Lorien Trapani Slade Gulledge Wink Giddens Sheila Giddens Marc Miller Vanita Dauphinais Carol Collins Carol Peterson

MABLETON IMPROVEMENT COALITION	Ben Clopper Robin Meyer Janis Stevenson Jolynn Stockwell Adrianne Wilson Dennis Hayes Joel Cope Dave McDaniel
ATLANTA REGIONAL COMMISSION	Kathryn Lawler Laura Keyes Cheryl Mayerik
COBB COUNTY SCHOOLS	Doug Sheppard Frank Timmerman Kym Eisgruber
OTHERS	Steven Macauley, Barnes Land Group M. Scott Bell, DPZ Daron 'Farmer D' Joffe, Farmer D Organics Ben Northrup, architect Michael Sizemore, Sizemore Group Robert S. Sussenbach, CGLS Architects Galina Tachieva, DPZ Lew Oliver, Whole Town Solutions Li Lil, Four Square Research Dan Pile, YMCA Jody Woods, resident Jaime Woods, resident Plus 15 attendees at the public workshop on 9/25/10 at the Mable House Arts Center
KENNESAW STATE UNIVERSITY	Daniel S. Papp, President Joseph D. Meeks, Dean, COTA
SAVANNAH COLLEGE OF ART AND DESIGN	Teresa Griffis

Attachment B

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Mableton Arts Complex - Black Box and Arts Center Addition
Preliminary Program Analysis

Occ	SPACE NAME	Unit	Net Square Feet	Grossing Factor	Gross Square Feet	Notes
	FRONT OF HOUSE					
	Exterior Space					Not included / Used for additional lobby
	Box Office Queuing Vestibule		0		0	In lobby
2	Box Office Counter	40	80	1.10	88	
1	House Manager / First Aid Station/office		80	1.15	92	
350	Main Lobbies	5	1,575	1.10	1,733	1/2 industry standard
	Public Circulation		0		0	open space / single level
	Coat Room		0		0	not included
	Front of House Storage		250	1.10	275	
	Food and Beverage Concessions		0		0	portable, not fixed
6	Rest Rooms - Men	41	246	1.25	308	.016 men per seat
12	Rest Rooms- Women	48	576	1.25	720	.033 women per seat
	Concessions Storage		80	1.10	88	
	TOTAL FRONT OF HOUSE		**2,887**		**3,303**	
	BLACK BOX					
	Control Room		100	1.25	125	
350	Seating and Stage	10	3,500	1.25	4,375	4,100 total net s.f.
	Backstage Circulation		300	1.15	345	50% of stage area
	Backstage Restrooms/Dressing Female		255	1.25	319	
	Backstage Restrooms/Dressing Male		255	1.25	319	
	General Backstage Storage		255	1.10	281	
	Backstage Office		80	1.10	88	
	Storage - Risers, seating etc.		0	1.10	0	moved to Multi-purpose building
	Dimmer Room		75	1.15	86	
	Sound Rack Room		75	1.20	90	
	Follow spot Booth		0	1.45	0	catwalk
	Piano Storage		150	1.10	165	
	TOTAL - PERFORMANCE HALL		**5,045**		**6,192**	

Occ	SPACE NAME	Unit	Net Square Feet	Grossing Factor	Gross Square Feet	Notes
	TECHNICAL SUPPORT					
	SHOPS/TECHNICAL SPACE					
	Lighting and Sound Storage		250	1.10	275	
	Black box Surround Catwalk		780	1.10	858	
	TOTAL - TECHNICAL SUPPORT		**250**		**1,133**	
	MULTI-PURPOSE ARTS CENTER ADDITION					
	Classroom divisible by 2		828	1.10	911	
	Pottery Studio		1,200	1.15	1,380	
	Kiln Room		160	1.20	192	
	Office		360	1.10	396	
	Storage		1,150	1.10	1,265	
	Kitchen		200	1.25	250	
	TOTAL - ARTS CENTER ADDITION		**3,898**		**4,394**	
	INTERIOR SERVICES LOADING AND RECEIVING					
	Stage Loading Dock		150	1.10	165	
	TOTAL - INTERIOR SERVICES, LOADING		**150**		**165**	Dumpster space not included
	TOTAL ASSIGNABLE SPACE				**15,187**	
	NON-ASSIGNABLE SPACE		0			
	Janitor's closets				50	
	Custodial Storage				50	
	Circulation					
350	Public	7			2,450	exits, fire stairs, etc.
	- BOH areas		0			included above - none additional
	Mechanical and electrical			0.15	2,278	
	Inaccessible			0.08	1,215	
	Plenum			0.00	0	Duct work overhead and in walls
	TOTAL - NON ASSIGNABLE SPACE		**0**		**6,043**	
	TOTALS				**21,230**	

Mableton Arts Complex - Black Box and Arts Center Addition
Preliminary Capital Cost Budget Summary

Audience Seating Capacity		350			
Gross Floor Area - Black Box		10,628			
Gross Floor Area - Multi-purpose and non-assigned		10,602			
Cost Per Square Foot - Black Box		350			
Cost Per Square Foot - All other		150			
1	Black Box			3,719,888	
	All other			1,590,273	
2	Performance equipment			700,000	*1
3	Fixed and loose audience seating		$200	70,000	*2
4	Site development and building utilities allowance			500,000	
5	GC general conditions overhead and profit		11%	723,818	
6	Escalation contingency			0	*4
TOTAL BID COSTS CURRENT DOLLARS				7,303,978	
7	Construction change order contingency		10%	730,398	*3
8	Owner purchase FF&E allowance			250,000	
TOTAL CONSTRUCTION COSTS CURRENT DOLLARS				8,284,376	
9	Professional Fees and Expenses		15%	1,242,656	
10	Owner costs (insurance etc.)		10%	828,438	
TOTAL				**$10,355,470**	

*1	AV - $250,000
	Lighting and rigging - $300,000
	Variable acoustic drapes - $150,000
*2	Portable stacking chairs, storage equipment
*3	Change order contingency typically 10% at this stage in costing
*4	Assumes construction in current construction costing cycle

Mableton Arts Complex - Suggested Ampitheatre Enhancements

The following suggested budget for capital enhancements to the Amphitheatre are provided as an example of costs for the types of improvements suggested in the report narrative. It is important to note that that no architectural design of these improvements has been completed, thus these are only conceptual estimates on a per square foot basis. Once a design is undertaken, it is likely that other improvements will be identified for which more accurate costs can be developed. For instance, it is suggested that the lawn seating area be expanded to the sidesof the fixed seating section. An additional roof structure could be added, which is not included in these estimates, which would increase the value of this additional seating area, in which case additional fixed seats or table seating area should also be considered. These suggested improvements represent only those suggested by TG2 in its report, and do not include major site enhancements, especially to the entry of the Ampitheatre, as contemplated in the DPZ report.

		Approximate square feet	Estimated cost per square foot		
1	Increase table seating area	3,600	$ 150	$	540,000
	Demolish existing table area and two rows of fixed seats, increase size to maximum sight line limitations, add lift for handicapped				
2	Build enclosure for VIP/Donor lounge and catering	900	$ 100	$	90,000
3	Add lawn seating to sides of fixed seating area	9,000	$ 50	$	450,000
4	Reconstruct Concession building to maximize patron friendliness and access - increase points of sale - utilize both sides of building	2,400	$ 75	$	180,000
5	Install awnings or shade in concession area, both sides	5,700	$ 50	$	285,000
	Total			$	1,545,000
	GC general conditions overhead and profit		11%	$	169,950
	Design and pricing contingency		25%	$	428,738
TOTAL BID COSTS CURRENT DOLLARS				$	2,143,688 *1
7	Construction change order contingency		10%	$	214,369
8	Owner purchase FF&E allowance			$	250,000
TOTAL CONSTRUCTION COSTS CURRENT DOLLARS				$	2,608,056
9	Professional Fees and Expenses		15%	$	391,208
10	Owner costs (insurance etc.)		10%	$	260,806
TOTAL				**$**	**3,260,070**

*1 Assumes construction in current construction costing cycle

Attachment C

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MABLETON ARTS CENTER EXPANSION AND BLACK BOX

OPERATING PROFORMA

CONTENTS	SCHEDULE #
Assumptions	Schedule # 2
Concessions and Ticket Office Income	Schedule # 3
General Administration and Facility Expenses	Schedule # 4
Operating Summary	Schedule # 1

MABLETON ARTS CENTER EXPANSION AND BLACK BOX

SCHEDULE #1: Operating Summary

	Third Operating Year
OPERATING REVENUE	
Rental Income	$20,000
Sales Commissions	$1,500
Camp Fees	$60,000
Instructional Fees	$155,000
Supply Fees	$7,500
Concessions, net	$14,400
Ticket Office Income net	$6,000
TOTAL OPERATING REVENUE	**$264,400**
OPERATING EXPENSE	
Personnel	$297,700
Overhead	$37,075
Programming	$150,000
Occupancy	$100,555
Repair and Replacement Reserve	$6,000
TOTAL OPERATING EXPENSE	**$591,330**
OPERATING DEFICIT	**-$326,930**

Rental Income projection from Cobb County based on Arts Place
Camp Fees approximate current Mable Arts Center + Arts Place
Instructional Fees approximate current Mable Arts Center + Arts Place

MABLETON ARTS CENTER EXPANSION AND BLACK BOX

SCHEDULE #2: Assumptions

	Third Operating Year
BLACK BOX	
Maximum Number of Seats	300
ECONOMIC	
Average Concession Transaction	$6.00
Concessions Capture Rate	50%
Concessions Contribution Margin	40%
Surcharge - Repair and Replacement reserve per ticket	$0.50
Net Income per ticket transaction	$0.50
Compensation Benefit Rates	138%
BUILDING	
Gross Square Feet (new buildings + existing Arts Center)	28,730
Occupancy costs / Square feet	$3.50

MABLETON ARTS CENTER EXPANSION AND BLACK BOX

SCHEDULE #3: Concessions and Ticket Office Income

Tickets	**12,000**
CONCESSIONS	
CONCESSION INCOME	**$14,400**
TICKET OFFICE	
Per Transaction Income	$6,000
TOTAL TICKET OFFICE INCOME	**$6,000**

Assumes Arts Center operates an aggressive concesion service and in-house or ticketing service that provides a net income to the Arts Center

MABLETON ARTS CENTER EXPANSION AND BLACK BOX

SCHEDULE #4: General Administration and Facility Expenses

	Third Operating Year
PERSONNEL (INCLUDES BENEFITS)	
Arts Center Coordinator	$75,900
Arts Specialist I	$48,300
Arts Specialist II	$62,100
House/Box Office Manager	$71,400
Part Time Staff Allowance	$40,000
Crew Chief	$55,469
Maintenance Worker	$40,974
Maintenance Worker	$40,974
TOTAL PERSONNEL	**$297,700**
OVERHEAD	
Telephone	$6,000
Postage and Mailing - non-event	$3,500
Printing and Copying - non-event	$4,000
Travel, Meeting, Mileage	$3,500
Publications and Subscriptions	$1,000
Public Relations	$6,500
Memberships and Dues	$2,000
Licenses, Fees and Permits	$1,575
Office Supplies	$6,000
Equipment Repair and Maintenance	$3,000
TOTAL OVERHEAD	**$37,075**
PROGRAMMING	
Professional Services - Class leaders, etc.	$150,000
TOTAL PROGRAMMING	**$150,000**
OCCUPANCY	
Includes Janitorial, Utilities, Maintenance Contracts, Insurance, etc.	**$100,555**
TOTAL OPERATING EXPENSES	**$585,330**

Staffing as recommended by Cobb County

Overhead not consistant with Cobb County budget lines, however total approximates Arts Place exenses

Professional Services @ 70% of Class and Camp income

Attachment D

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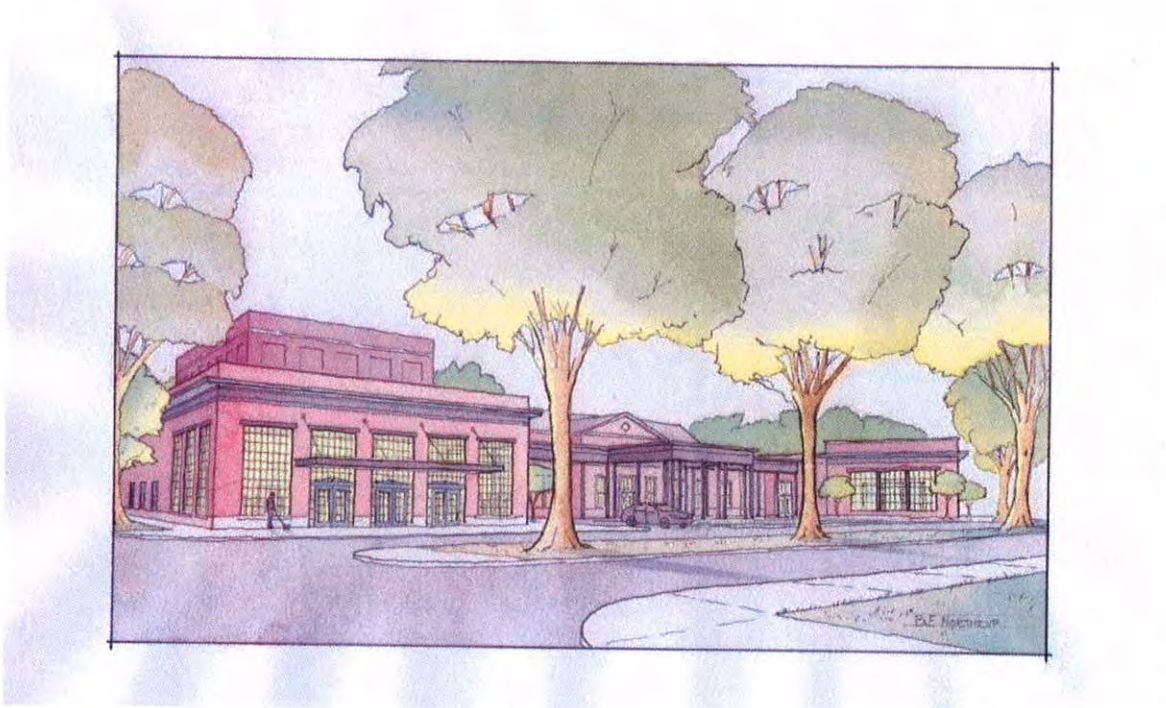
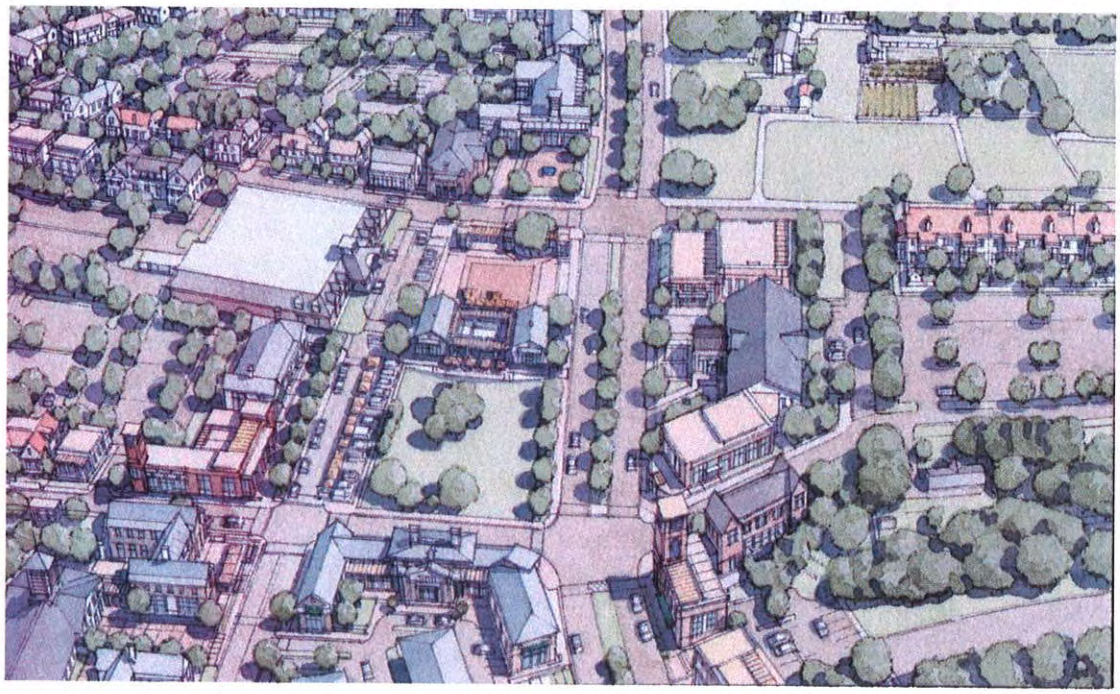
Sketches of Mableton town center as envisioned in the June 14-21, 2010 "Design Mableton" charrette developing the form-based code.





Tom Tomlinson

From: Weaver, Elizabeth [Elizabeth.Weaver@cobbcounty.org]
Sent: Wednesday, July 07, 2010 9:57 AM
To: Tom Tomlinson
Cc: John Graham
Subject: TAP and Potential Black Box at MHAC
Attachments: image001.jpg; image002.jpg; image003.jpg; image004.jpg; tap theatre fy 09-10.pdf; Potential Black Box Programs.doc

Good morning,
Attached is the booking report from our registration program for The Art Place. You will see a monetary amount on this report. That only represents the deposits. The total revenue is $11,972.00. We still have rentals in August and September to go on this list as well. You will notice a big difference in revenue between my projection for the MHAC and TAP. Several of the larger money making programs at TAP (like dinner theatre) are run solely through the non profit they work with. In turn the non-profit buys equipment for the facility.

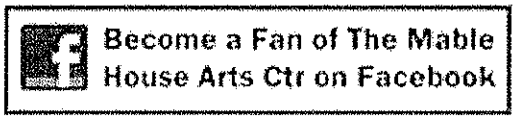
Based on a complete fiscal year, 2008-2009 we served 12488 patrons in the black box at The Art Place.

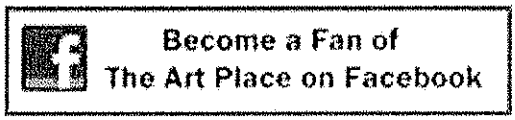
We created a potential set of programs for the MHAC. It is attached. If we use the same booking guidelines for the MHAC as TAP, the potential revenue and participation numbers.

Robby is finalizing the ticket sales by type for the MHBA. I will forward that as soon as It is available. Should be later this morning.

Elizabeth H. Weaver
Cultural Affairs Division Director
Cobb County Parks, Recreation and Cultural Affairs Department
770-528-8845

"After the Dream Only Passion Remains" - Dante





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Booking Report

Printed: 29-Jun-10, 11:31 AM
User: 007800

Date from: Thursday, October 01, 2009
Complex: The Art Place-Mtn View
Facility: Yes

Date to: Thursday, September 30, 2010
Facility Option: Complex

Start Date	Start Time	Len.	Fee	Rental #	Event Name	Contact Name	Fee Amount
Complex: The Art Place-Mtn View							
Facility: **Black Box Theater**							
02-Oct-09	05:30 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	42802	Piano Vocal Recital	Galon, Anna	$30.00
04-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee	43656	Fall Show	Loudermilk, Jennifer	$0.00
05-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee	43656	Fall Show	Loudermilk, Jennifer	$0.00
06-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee	43656	Fall Show	Loudermilk, Jennifer	$0.00
07-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee	43656	Fall Show	Loudermilk, Jennifer	$0.00
08-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee	43656	Fall Show	Loudermilk, Jennifer	$0.00
09-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee	43656	Fall Show	Loudermilk, Jennifer	$0.00
10-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee	43656	Fall Show	Loudermilk, Jennifer	$0.00
11-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee	43656	Fall Show	Loudermilk, Jennifer	$0.00
12-Oct-09	08:00 AM	303:00	AC-NP/COM/FAM/IU-Theater Fee	43657	Wife Begins at Forty	Mitchell, Sarah	$0.00
26-Oct-09	05:00 PM	27:00	AC-NP/COM/FAM/IU-Theater Fee	43661	Choreographers Showcase	Newton, Marsha	$0.00
29-Oct-09	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee	43663	Student Recital	Mildenhall, Carolyn	$0.00
31-Oct-09	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	43666	Bye Bye Birdie Musical	Talley, Mary	$60.00
01-Nov-09	10:00 AM	8:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	43666	Bye Bye Birdie Musical	Talley, Mary	$80.00
02-Nov-09	08:00 AM	327:00	AC-NP/COM/FAM/IU-Theater Fee	43666	Bye Bye Birdie Musical	Talley, Mary	$0.00
18-Nov-09	12:00 PM	9:00	AC-NP/COM/FAM/IU-Theater Fee	43667	Showcase	Newton, Marsha	$0.00
19-Nov-09	12:00 PM	9:00	AC-NP/COM/FAM/IU-Theater Fee	43667	Showcase	Newton, Marsha	$0.00
20-Nov-09	12:00 PM	9:00	AC-NP/COM/FAM/IU-Theater Fee	43667	Showcase	Newton, Marsha	$0.00
21-Nov-09	12:00 PM	9:00	AC-NP/COM/FAM/IU-Theater Fee	43667	Showcase	Newton, Marsha	$0.00
22-Nov-09	03:00 PM	6:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	43873	Student Recital	Roberts, Paula	$60.00
23-Nov-09	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	43874	Student Recital	Roebuck, Luanne	$30.00
07-Dec-09	08:00 AM	303:00	AC-NP/COM/FAM/IU-Theater Fee	43911	Best Christmas Pageant Ever	Mitchell, Sarah	$0.00
10-Jan-10	02:00 PM	4:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	48281	"Rejoice"	Murray, Shamica	$40.00
11-Jan-10	09:00 AM	12:00	AC-NP/COM/FAM/IU-Theater Fee	43923	MAFA Winter Show	Wasby, Murielle	$0.00

Booking Report

Start Date	Start Time	Len.	Fee	Rental #	Event Name	Contact Name	Fee Amount
12-Jan-10	09:00 AM	9:00	AC-NP/COM/FAM/IU-Theater Fee	43923	MAFA Winter Show	Wasby, Murielle	$0.00
12-Jan-10	07:00 PM	2:00	AC-NP/COM/FAM/IU-Theater Fee	43926	Parent Meeting	Talley, Mary	$0.00
13-Jan-10	09:00 AM	14:00	AC-NP/COM/FAM/IU-Theater Fee	43923	MAFA Winter Show	Wasby, Murielle	$0.00
14-Jan-10	09:00 AM	14:00	AC-NP/COM/FAM/IU-Theater Fee	43923	MAFA Winter Show	Wasby, Murielle	$0.00
15-Jan-10	09:00 AM	14:00	AC-NP/COM/FAM/IU-Theater Fee	43923	MAFA Winter Show	Wasby, Murielle	$0.00
16-Jan-10	09:00 AM	14:00	AC-NP/COM/FAM/IU-Theater Fee	43923	MAFA Winter Show	Wasby, Murielle	$0.00
20-Jan-10	08:00 AM	255:00	AC-NP/COM/FAM/IU-Theater Fee	43931	CFT Winter Show	Anderson, Krista	$0.00
01-Feb-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee	47889	Student Recital	Champion, Benton	$0.00
04-Feb-10	08:00 AM	63:00	AC-NP/COM/FAM/IU-Theater Fee	43947	Winter Show	Bussey, Princess	$0.00
15-Feb-10	08:00 AM	303:00	AC-NP/COM/FAM/IU-Theater Fee	43951	"Baby"	Mitchell, Sarah	$0.00
28-Feb-10	02:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	47783	Student Recital	Kocevar, Heather	$30.00
28-Feb-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	43962	Student Recital	Norton, Diane	$30.00
01-Mar-10	05:30 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee	44183	Student Recital	Burkett, Tom	$0.00
02-Mar-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee	44184	Student Recital	Jackson, Margaret	$0.00
03-Mar-10	08:00 AM	279:00	AC-NP/COM/FAM/IU-Theater Fee	44187	March Show	Talley, Mary	$0.00
29-Mar-10	08:00 AM	135:00	AC-NP/COM/FAM/IU-Theater Fee	44220	Spring Show	Wasby, Murielle	$0.00
05-Apr-10	08:00 AM	159:00	AC-NP/COM/FAM/IU-Theater Fee	44222	Spring Show	Loudermilk, Jennifer	$0.00
12-Apr-10	08:00 AM	135:00	AC-NP/COM/FAM/IU-Theater Fee	44224	Troupe show	Talley, Mary	$0.00
18-Apr-10	02:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44225	Student Recital	Piper, Betty	$30.00
18-Apr-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44226	Student Recital	Norton, Diane	$30.00
19-Apr-10	04:00 PM	5:00	AC-NP/COM/FAM/IU-Theater Fee	44242	Student Recital	Hutchings, Laurie	$0.00
20-Apr-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee	44253	Student Recital	Mildenhall, Carolyn	$0.00
21-Apr-10	08:00 AM	255:00	AC-NP/COM/FAM/IU-Theater Fee	44274	Spring Show	Anderson, Krista	$0.00
02-May-10	01:00 PM	4:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	46204	Student Recital	Macey, Margery	$30.00
02-May-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44277	Student Recital	Barber, Becky	$30.00
03-May-10	08:00 AM	303:00	AC-NP/COM/FAM/IU-Theater Fee	44278	May Show	Mitchell, Sarah	$0.00
18-May-10	08:00 AM	111:00	AC-NP/COM/FAM/IU-Theater Fee	44279	May Show	Wasby, Murielle	$0.00
23-May-10	01:00 PM	6:00	AC-NP/COM/FAM/IU-Theater Fee	44281	Fashion Student Show	English, Karron	$0.00
24-May-10	06:00 PM	4:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44282	Student Recital	Stroud, Donna	$40.00

Start Date	Start Time	Len.	Fee	Rental #	Event Name	Contact Name	Fee Amount
25-May-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44283	Student Recital	Roebuck, Luanne	$30.00
26-May-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44284	Student Recital	Burkett, Tom	$30.00
27-May-10	02:00 PM	7:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44285	Student Recital	Majerus, Mary	$30.00
28-May-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee	53190	Student Recital	Cox, Elena	$30.00
03-Jun-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	48239	Student Recital	Morrett, Diana	$30.00
04-Jun-10	07:00 PM	3:30	AC-NP/COM/FAM/IU-Theater Fee	48244	Concert	Morales, Merari	$0.00
26-Jun-10	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44340	Bellydancing Recital	Maxwell, Janice	$95.00
28-Jun-10	09:00 AM	102:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44342	Playhouse Jr. Camp	Talley, Mary	$300.00
06-Jul-10	02:30 PM	7:30	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44344	Vocal Reh & Recitals	Kennedy, Valerie	$75.00
07-Jul-10	02:30 PM	8:30	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44344	Vocal Reh & Recitals	Kennedy, Valerie	$85.00
08-Jul-10	02:30 PM	8:30	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44344	Vocal Reh & Recitals	Kennedy, Valerie	$85.00
09-Jul-10	02:30 PM	8:30	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44344	Vocal Reh & Recitals	Kennedy, Valerie	$85.00
10-Jul-10	09:00 AM	14:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44344	Vocal Reh & Recitals	Kennedy, Valerie	$140.00
17-Jul-10	05:30 PM	5:30	AC-NP/COM/FAM/IU-Theater Fee	49753	young voices united show	Bussey, Princess	$0.00
19-Jul-10	09:00 AM	102:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44346	Playhouse Jr. Camp #2	Talley, Mary	$300.00
26-Jul-10	09:00 AM	78:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44347	Playhouse Sr. Camp	Talley, Mary	$240.00
30-Jul-10	09:00 AM	12:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44347	Playhouse Sr. Camp	Talley, Mary	$60.00
31-Jul-10	07:00 PM	3:30	AC-NP/COM/FAM/IU-Theater Fee	48245	Concert	Morales, Merari	$0.00
02-Aug-10	08:00 AM	303:00	AC-NP/COM/FAM/IU-Theater Fee	44348	August 2010 Show	Mitchell, Sarah	$0.00
17-Aug-10	08:00 AM	15:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	44349	Parent Meeting for Fall Show	Talley, Mary	$30.00
26-Aug-10	06:00 PM	53:00	AC-NP/COM/FAM/IU-Theater Fee	52840	Diva Cabaret Show	Loudermilk, Jennifer	$0.00
13-Sep-10	08:00 AM	303:00	AC-NP/COM/FAM/IU-Theater Fee	46208	September Show	Loudermilk, Jennifer	$0.00
26-Sep-10	01:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee-Non-Op	51825	Student Recital	Camillo, Joe	$30.00
29-Sep-10	06:00 PM	3:00	AC-NP/COM/FAM/IU-Theater Fee	51827	Student Recital	Burkett, Tom	$0.00
							$2,195.00
Facility: **Classroom 2**							
02-Aug-10	10:00 AM	103:00	AC-NP/COM/FAM/IU - Operational Fee	49116	Master Ptg Wkshp	Nash, Thomas	$350.00
09-Aug-10	10:00 AM	103:00	AC-NP/COM/FAM/IU - Operational Fee	49116	Master Ptg Wkshp	Nash, Thomas	$350.00
							$700.00
Facility: **Lobby/Gallery**							

Start Date	Start Time	Len.	Fee	Rental #	Event Name	Contact Name	Fee Amount
18-Jun-10	07:00 PM	3:00	AC-NP/COM/FAM/IU - Non-Operational Fee	55074	Etsy Craft Party	Cobernus, Sheree	$30.00
							$30.00
					Total for Complex The Art Place-Mtn View		$2,925.00

Potential Black Box Programs
Mable House Arts Center

Existing Program Usage

- Friday Historic House field trips = 10 – 15 per year, cosponsored programs with friends of the Historic Mable House
- Rehearsal for The Theatre Project = Tuesday and Sundays, Feb – March and September – October
- Spring Tea Party = March
- Spring Break Theatre Camp = April
- Mother's Day Tea Party = May
- Summer Theatre Camps = 6 weeks
- Fall Break Camp = September
- Storytelling Festival = October, joint program with Friends of the Historic Mable house
- Christmas House = evening concerts, 14 days in December

New Programs

- African Drumming Festival = February
- Dinner Theatre Performances = February and October
- Teen Repertory Company = March and addition to Christmas House
- Atlanta Young Singers Concerts = Spring and Holiday
- Various Recitals = to include piano, dance, instrumental, voice
- Multi Cultural festival = May
- Summer Stock = August
- Folk Music festival = October
- Gospel Fest = October

Potential Revenue = $40,450
Total Participation = 12,000

The Art Place
Revenue Summary
FY2011

Acct#	Description	Amount
4642	Bldg & Equip Rental	$ 16,561
4643	rt Sales Commissior	$ 845
4644	Camp Fees	$ 36,720
4650	Instructional Fees	$ 115,019
4651	Non-Resident Fees	$ 50
4653	Supply Fees	$ 3,713
4955	Misc.Other	$ 55
	Total	$ 172,963

	The Art Place	printed 11/24/2010			
	Expenditures Summary				
	FY2011				
Obj.#	**Description**	**#3133**	**#3284**	**TOTAL**	
6012	Salaries-Regular	$ 181,772		$ 181,772	
6014	Salaries-Overtime	$ 208		$ 208	
6018	Salaries-Parttime-Hourly	$ 28,274		$ 28,274	
6022	Salaries-Sick Pay Bonus	$ 825		$ 825	
6032	Disability Insurance	$ 627		$ 627	
6034	FICA (SOCIAL SECURITY & MEDICARE)	$ 15,648		$ 15,648	
6036	Medical-Interfund Transfer	$ 30,356		$ 30,356	
6038	Life Insurance-Employee	$ 663		$ 663	
6044	Retire Cont-County Sys	$ 21,756		$ 21,756	
6052	Workers Comp Premium	$ 0		$ 0	
6054	DENTAL-INTERFUND TRANSFER	$ 1,646		$ 1,646	
6116	General Office Supplies	$ 211		$ 211	
6122	Computer Supplies	$ 345		$ 345	
6148	Bldg & Struct Materials	$ 2,019	265	$ 2,284	
6152	Chemicals	$ 6	11	$ 17	
6160	Drugs, Medicine & 1st Aid	$ 6		$ 6	
6162	Electrical Supplies	$ 1,722		$ 1,722	
6166	Food/Service Supplies	$ 35		$ 35	
6167	Fuels & Gases	$ 137	132	$ 269	
6174	Janitorial Supplies	$ 13	1767	$ 1,780	
6178	Landscaping Supplies		17	$ 17	
6194	Recreational Supplies	$ 16,914		$ 16,914	
6197	SIGNAGE SUPPLIES-GENERAL & TRAFFIC	$ 11		$ 11	
6206	Fire fighting Supplies		66	$ 66	
6207	Safety Supplies		1	$ 1	
6254	SMALL TOOLS, HARDWARE & TOOL BOXES	$ 131		$ 131	
6258	ACCOUNTABLE ITEMS	$ 691		$ 691	
6326	Professional Services	$ 94,170		$ 94,170	
6382	POSTAGE, COURIER & SPECIAL DELIVERY	$ 1		$ 1	
6385	WIRELESS & PORTABLE TELEPHONE SERVICE	$ 147		$ 147	
6416	Travel - Business	$ 811		$ 811	
6438	General Printing Charges	$ 685		$ 685	
6476	Util. Electrical		34091	$ 34,091	

	The Art Place	printed 11/24/2010			
	Expenditures Summary				
	FY2011				
Obj.#	**Description**	**#3133**	**#3284**	**TOTAL**	
6478	Util. Gas		6204	$ 6,204	
6480	Util. Water & Sewer		7840	$ 7,840	
6482	Util. Sanitation		1579	$ 1,579	
6491	ANNUAL MAINTENANCE & SUPPORT CONTRACT	$ 219		$ 219	
6494	Building & Grounds-R&M Sv	$ 195	1912	$ 2,107	
6500	Equip. Outside R&M		256	$ 256	
6522	Other Repair&Maint Servic	$ 655		$ 655	
6532	Rental-Equipment	$ 139		$ 139	
6577	Freight & Shipping	$ 25		$ 25	
6593	Over/Short	$ (810)		$ (810)	
	Grand Total	$ 400,253	$ 54,141	$ 454,394	

Tom Tomlinson

From: Weaver, Elizabeth [Elizabeth.Weaver@cobbcounty.org]
Sent: Monday, September 13, 2010 11:52 AM
To: Tom Tomlinson; Canon, L. Eddie
Cc: jegarts@aol.com
Subject: RE: Staffing at new facilities

Hi Tom.
The staffing at The Art Place is the ideal amount of staff to cover a 7 day a week full programming arts center. Even though these numbers were implemented 17 years ago, they still hold true as the best way to staff and arts center that has a theatre, class rooms, gallery and meeting spaces.

The Art Place has.....
Full Time Arts Center Coordinator – this would be similar to the job Vanita holds at the MHAC
$42,224.00 - $66,518.40
(2)Full Time Arts Center Specialists – Susan's positions at the MHAC plus one more person.
$33,051.20 - $51,188.80
Part Time Arts Leader – 29 hours per week, $8.50 an hour (currently have 3 part time workers)
Full Time Crew Chief/ Maintenance Tech – Over sees maintenance of the facility and has knowledge about basic theatre lights and sound.
$31,532.80 - $48,859.20
(2) Full Time maintenance Worker $23,566.40 - $35,817.60
+ Benefits @ 23/5 K each FT
Let me know if I can answer any questions.
EHW

From: Tom Tomlinson [mailto:Tom.Tomlinson@woodruffcenter.org]
Sent: Tuesday, September 07, 2010 2:48 PM
To: Canon, L. Eddie; Weaver, Elizabeth
Cc: jegarts@aol.com
Subject: Staffing at new facilities

As we complete our cost analysis of the facilities that may be proposed in our final report, we are certainly aware that much of the operating costs - certainly the county overhead, administration, accounting costs, etc., - will likely be absorbed into the overall Cobb County government activities. On the other hand, if we were to recommend a new Black Box and an additional 5,000 square foot multi-purpose space for classrooms etc., as additions to the current Mableton Arts facility, what do you imagine you will need to hire in the way of additional full time staff to operate these facilities? What might that staff be and at what cost? This would be in addition to staff already in place at the Arts Center. Arts Place might be a good example.

Thanks for your time and attention. Look forward to seeing you at the "town-hall" meeting toward the end of the month.

Best,

Tom
Tomlinson-Graham Group
tom.tomlinson@woodruffcenter.org
404-733-5195 o
404-249-9780 f
404-849-3370 m

2009 Mable House Barnes Amphitheatre - P & L Statement

REVENUE	Montgomery Gentry	KC and The Sunshine Band	Kenny Rogers w/ CSO	Sara Evans	B52s	Peter Frampton	Marshall Tucker Band	BB King	Smoke on The Mtn.	Unallocated	TOTAL
Ticket sales	$ 57,794	$ 58,596	$ 49,070	$ 65,373	$70,516	$ 59,553	$ 41,192	$ 74,608	$ 14,403	$ 37,291	$ 528,396
Parking Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ 13,087
Merch. Revenue	$ 1,330	$ 705	$ 254	$ 508	$ 1,492	$ 926	$ 351	$ 1,423	$ 100		$ 7,089
Concession Revenue	$ 181	$ 172	$ 159	$ 363	$ 203	$ 188	$ 142	$ 211	$ 98		$ 1,717
Rental											$ 27,374
Ticket sales-rental										$ (49,974)	$ (49,974)
Other Rev										$ 78,985	$ 78,985
Total Revenues	$ 59,305	$ 59,473	$ 49,483	$ 66,245	$72,211	$ 60,667	$ 41,685	$ 76,242	$ 14,601	$ 66,302	$ 606,674
EXPENSES											
Talent Fee	$ 95,000	$ 50,000	$ 75,000	$ 50,000	$64,000	$ 56,000	$ 30,000	$ 81,500	$ 12,000		$ 513,500
Opener Fee	$ 1,000	$ 500	$ 1,189	$ 500	$ 500	$ 500	$ 500	$ 500	$ -		$ 5,189
Prod. Labor	$ 8,370	$ 4,368	$ 6,885	$ 4,133	$ 4,335	$ 4,480	$ 2,700	$ 3,615	$ 4,490	$ 41,508	$ 84,883
Sound/Lights/Rental Equip	$ 1,439	$ 1,910	$ 3,796	$ 790	$ 4,683	$ 1,576	$ 735	$ 3,886	$ 1,260	$ 68,943	$ 89,018
Catering	$ 4,372	$ 1,985	$ 2,697	$ 2,595	$ 2,309	$ 2,147	$ 1,158	$ 1,661	$ 1,434	$ 334	$ 20,693
Security	$ 1,850	$ 2,217	$ 2,155	$ 3,470	$ 2,082	$ 2,043	$ 2,043	$ 2,159	$ 3,007		$ 21,025
Cleaning	$ 386	$ 386	$ 383	$ 733	$ 383	$ 383	$ 383	$ 383	$ 1,148		$ 4,567
Parking	$ 1,488	$ 1,480	$ 1,195	$ 2,351	$ 1,858	$ 1,437	$ 1,179	$ 1,860	$ 719		$ 13,567
Grnd. Transp.	$ -	$ 4,305	$ 300	$ -	$ -	$ -	$ -	$ -	$ -		$ 4,605
Advertising										$ 223,438	$ 223,438
Personal Svcs-County										$ 27,042	$ 27,042
Other Expenses **										$ 116,968	$ 116,968
Midtown Lanier ***										$ 8,558	$ 8,558
Total Expenditures	$ 113,905	$ 67,151	$ 93,600	$ 64,571	$80,150	$ 68,566	$ 38,697	$ 95,564	$ 24,058	$ 486,791	$1,133,055
Net Income/Loss	$ (54,600)	$ (7,678)	$ (44,117)	$ 1,673	$ (7,939)	$ (7,899)	$ 2,988	$ (19,322)	$ (9,458)	$ (420,489)	$ (526,381)

** Other Exp=BMI, ASCAP, Utilities,Credit Cards, Freight, Operator Svc.
*** FY09 Expense posted 10/30/09

MHBA 2010 Event Schedule

Date	Event	Venue Use	Show Times	Anticipated attendance	Reason	Janitorial	Parking
6/17/2010	Moovies at the Mable	3-11pm	7:30-10:30pm	500-600	Movie	NO	NO
6/19/2010	Wade Ford Jazz Series	10-Mid	6-10:30pm	1200-1800	Concert	YES	YES
6/24/2010	Travis Tritt	9-Mid	7-10:30pm	1200-1800	Concert	YES	YES
6/25/2010	Drive In Movie	3-11pm	7:30-10:30pm	500-600	Movie	NO	NO
6/26/2010	St. Thomas Church	12-Mid	6-10:30pm	1200-1300	Concert	YES	YES
7/1/2010	Moovies at the Mable	3-11pm	7:30-10:30	500-600	Movie	NO	NO
7/4/2010	Possible Rental	8-5pm	10:30-2:30pm	2400	Church Service	YES	YES
7/8/2010	Cirque D'or	3-Mid	8-10:30pm	500-800	Show	YES	YES
7/9/2010	Cirque D'or	3-Mid	8-10:30pm	500-800	Show	YES	YES
7/15/2010	Moovies at the Mable	3-11pm	7:30-10:30pm	500-600	Movie	NO	NO
7/17/2010	Drive In Movie/Car Show	3-11pm	5:30-10:30pm	500-800	Move/Car Show	NO	NO
7/22/2010	Smokey Robinson	9-Mid	8-10:30pm	1200-1800	Concert	YES	YES
7/24/2010	SCAA- Big Chicken Chorus	3-11pm	8-10pm	500-800	Concert	NO	NO
7/31/2010	Wade Ford Jazz Series	9-Mid	6-10:30pm	1200-1800	Concert	YES	YES
8/13/2010	Survivor/Starship	9-Mid	8-10:30pm	1200-1800	Concert	YES	YES
8/20/2010	Lockheed Martin	3-11pm	6-10:30pm	500-800	Company Event	YES	YES
8/21/2010	Possible Rental	12-Mid	6:30-10:30pm	800-1000	Concert	YES	YES
8/26/2010	Hippie Fest	9-Mid	7-9:30pm	1200-1800	Concert	YES	YES
8/27/2010	Drive In Movie	3-11pm	7:30-10:30pm	500-800	Movie	NO	NO
8/28/2010	SCAA - Montana Skies	3-11pm	8-10pm	500-800	Concert	NO	NO
9/3/2010	Possible Rental	9-Mid	8-10:30pm	1200-1800	Concert	YES	YES
9/4/2010	Wade Ford Jazz Series	9-Mid	6-10:30pm	1200-1800	Concert	YES	YES
9/10/2010	John Michael Montgomery	9-Mid	8-10:30pm	1200-1800	Concert	YES	YES
9/11/2010	SCAA- Kayla Taylor	3-11pm	8-10pm	500-800	Concert	NO	NO
9/17/2010	Atlanta Smooth Jazz Festival	12-Mid	8-10:30pm	1200-1500	Concert	YES	YES
9/18/2010	Atlanta Smooth Jazz Festival	9-Mid	2-10:30pm	1500-1800	Concert	YES	YES
9/24/2010	Possible Rental	9-Mid	8-10:30pm	1200-1500	Concert	YES	YES
9/25/2010	SCAA-Roxey Watson	3-11pm	8-10pm	500-800	Concert	NO	NO
10/9/2010	SCHS - Buffett tribute band	3-11pm	8-10pm	500-800	Concert	NO	NO
11/5-11/7	Theatre Project Show	5-11pm	7-9:30pm	500-800	Show	NO	NO

Mable House Barnes Amphitheatre 2009 - Summary by Price Level

Generated by Robert Edwards
Data as of Data as of 08-Jul-10 11:59 PM

		Tables		Section One		Center Section Two		Side Section Two		Lawn		Total	
Act Name	**Event Date**	**Sold**	**Gross**	**Sold**	**Gross**	**Sold**	**Gross**	**Sold**	**Gross**	**Sold**	**Gross**	**Sold**	**Gross**
Montgomery Gentry	29-May-2009	156	$8,942.50	722	$24,608.85	91	$4,122.68	141	$5,171.40	845	$14,949.00	1,955	$57,794.40
KC & the Sunshine Band	13-Jun-2009	160	$9,030.00	712	$20,451.20	149	$6,581.40	280	$10,216.25	663	$12,337.00	1,964	$58,595.85
Kenny Rogers	20-Jun-2009	176	$7,700.00	669	$19,879.60	142	$6,800.80	283	$8,959.00	414	$6,592.50	1,884	$48,931.90
Sara Evans	08-Aug-2009	162	$9,150.00	741	$26,639.10	146	$6,345.20	306	$10,754.00	731	$12,485.00	2,086	$65,373.30
The B-52s	14-Aug-2009	169	$8,067.50	751	$25,921.10	166	$6,684.30	335	$12,238.75	1,000	$17,634.00	2,421	$70,515.65
Peter Frampton	19-Aug-2009	156	$8,110.00	736	$24,752.20	149	$6,406.60	305	$9,409.50	598	$10,875.00	1,944	$59,553.30
Norman Brown	22-Aug-2009	181	$7,603.80	615	$35,845.00	73	$3,371.00	235	$13,292.40	660	$13,534.40	1,764	$73,646.60
Marshall Tucker Band	28-Aug-2009	163	$7,745.00	734	$16,947.60	152	$3,773.20	310	$4,960.00	469	$7,766.00	1,828	$41,191.80
B.B. King	02-Sep-2009	164	$8,667.50	749	$26,685.10	166	$7,354.75	335	$12,944.30	1,000	$18,956.00	2,414	$74,607.65
Smoke On the Mountain	18-Sep-2009	120	$1,710.00	292	$2,896.80	39	$162.00	10	$0.00	4	$40.00	465	$4,808.80
Smoke On the Mountain	19-Sep-2009	155	$3,080.00	443	$4,435.20	31	$518.40	6	$90.00	10	$100.00	645	$8,223.60
Smoke On the Mountain	20-Sep-2009	125	$200.00	225	$1,066.80	0	$0.00	9	$84.00	2	$20.00	361	$1,370.80
Francine Reed	26-Sep-2009	102	$300.00	242	$2,430.00	0	$0.00	113	$562.50	272	$440.00	729	$3,732.50
Atlanta Smooth Music Fes	03-Oct-2009	107	$7,462.00	528	$25,315.00	65	$793.00	28	$488.00	272	$6,815.00	1,000	$40,873.00
		2,096	$87,768.30	8,159	$257,873.55	1,369	$51,863.30	2,696	$89,170.10	6,940	$122,543.90	21,260	$609,219.15

2009 Mable House Barnes Amphitheatre - P & L Statement

Updated: ***10/30/2009***

	Montgomery Gentry	KC and The Sunshine Band	Kenny Rogers w/ CSO	Sara Evans	B52s	Peter Frampton	Marshall Tucker Band	BB King	Smoke on The Mtn.
REVENUE									
Ticket sales	$57,794.40	$58,595.85	$49,069.90	$65,373.30	$70,515.65	$59,553.30	$41,191.80	$74,607.65	$14,403.20
Parking Revenue	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Merch. Revenue	$1,330.00	$705.00	$253.78	$508.49	$1,492.45	$925.94	$350.94	$1,422.83	$100.00
Concession Revenue	$181.04	$171.86	$159.21	$362.92	$202.70	$187.76	$142.25	$211.27	$97.72
Total Revenues	**$59,305.44**	**$59,472.71**	**$49,482.89**	**$66,244.71**	**$72,210.80**	**$60,667.02**	**$41,684.99**	**$76,241.75**	**$14,600.92**
EXPENSES									
Talent Fee	$95,000.00	$50,000.00	$75,000.00	$50,000.00	$64,000.00	$56,000.00	$30,000.00	$61,500.00	$12,000.00
Opener Fee	$1,000.00	$600.00	$1,189.00	$500.00	$500.00	$500.00	$500.00	$500.00	$0.00
Prod. Labor	$8,370.00	$4,387.50	$6,885.00	$4,132.50	$4,335.00	$4,480.00	$2,700.00	$3,615.00	$4,490.00
Sound/Lights	$1,438.50	$1,910.00	$3,796.30	$790.45	$4,683.40	$1,575.60	$735.00	$3,666.25	$1,260.00
Catering	$4,372.40	$1,985.46	$2,697.25	$2,595.40	$2,309.25	$2,146.90	$1,157.50	$1,661.45	$1,434.00
Security	$1,850.40	$2,216.63	$2,154.60	$3,469.50	$2,081.70	$2,043.15	$2,043.15	$2,158.80	$3,006.90
Cleaning	$385.82	$385.82	$382.82	$732.82	$382.82	$382.82	$382.82	$382.82	$1,148.46
Parking	$1,488.35	$1,479.85	$1,195.10	$2,350.70	$1,858.10	$1,437.35	$1,178.95	$1,859.65	$719.10
Grnd. Transp.	$0.00	$4,305.45	$300.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Total Expenditures	**$113,905.47**	**$67,150.71**	**$93,600.07**	**$64,571.37**	**$80,150.27**	**$68,565.82**	**$38,697.42**	**$95,583.97**	**$24,058.46**
Net Income/Loss	**-$54,600.03**	**-$7,678.00**	**-$44,117.18**	**$1,673.34**	**-$7,939.47**	**-$7,898.80**	**$2,987.57**	**-$19,322.22**	**-$9,457.54**

2009 Mable House Barnes Amphitheatre - P & L Statement

Updated: ***10/30/2009***

MHBA	2009 Season Revenue	Ticket Sales Dollars	Parking** Revenue	Merch. Revenue	Concession *** Revenue	Total Show Revenue	Total Expenses	P & L Per Show
05/29/09	Montgomery Gentry	$57,794.40	$0.00	$1,330.00	$181.04	$59,305.44	$113,905.47	[illegible]
06/13/09	KC and Sunshine Band	$55,595.95	$0.00	$705.00	$171.86	$56,472.71	$67,150.71	[illegible]
06/20/09	Kenny Rogers w/ CSO	$48,059.80	$0.00	$253.78	$159.21	$49,482.89	$93,600.07	[illegible]
08/08/09	Sara Evans	$65,373.30	$0.00	$508.49	$362.92	$66,244.71	$64,571.37	**$1,673.34**
08/14/09	B52s	$70,515.65	$0.00	$1,492.45	$202.70	$72,210.80	$80,150.27	[illegible]
08/19/09	Peter Frampton	$59,553.30	$0.00	$925.94	$187.78	$60,667.02	$68,565.82	[illegible]
08/28/09	Marshall Tucker	$41,191.80	$0.00	$350.94	$142.25	$41,684.99	$38,697.42	**$2,987.57**
09/02/09	BB King	$74,607.85	$0.00	$1,422.83	$211.27	$76,241.75	$95,563.97	[illegible]
09/18/09	Smoke on the Mountain	$14,403.20	$0.00	$100.00	$97.72	$14,600.92	$24,058.46	[illegible]
	Monthly Sound System	$0.00	$0.00	$0.00	$0.00	$0.00	$48,000.00	[illegible]
		$491,105.05	$0.00	$7,089.43	$1,716.75	$499,911.23	$694,263.56	($194,352.33)

MHBA	2009 Season Expenses	Talent Fee	Opening Act Fee	Production Labor	Backline, Lights Sound	Catering	Security	Cleaning	Lanier/Chg	Transport	TOTAL EXP
05/29/09	Montgomery Gentry	$95,000.00	$1,000.00	$8,370.00	$1,439.50	$4,372.40	$1,650.40	$385.62	$1,499.35	$0.00	$113,905.47
06/13/09	KC and Sunshine Band	$50,000.00	$500.00	$4,367.50	$1,910.00	$1,985.46	$2,216.63	$385.62	$1,479.85	$4,305.45	$67,150.71
06/20/09	Kenny Rogers w/ CSO	$75,000.00	$1,189.00	$6,685.00	$3,796.30	$2,697.25	$2,154.60	$382.62	$1,195.10	$300.00	$93,600.07
08/08/09	Sara Evans	$50,000.00	$500.00	$4,132.50	$790.45	$2,595.40	$3,469.50	$702.62	$2,350.70	$0.00	$64,571.37
08/14/09	B52s	$64,000.00	$500.00	$4,335.00	$4,683.40	$2,309.25	$2,081.70	$382.62	$1,858.10	$0.00	$80,150.27
08/19/09	Peter Frampton	$55,000.00	$500.00	$4,480.00	$1,575.00	$2,146.90	$2,043.15	$382.62	$1,437.35	$0.00	$68,565.82
08/28/09	Marshall Tucker	$30,000.00	$500.00	$2,700.00	$735.00	$1,157.50	$2,043.15	$382.62	$1,176.95	$0.00	$38,697.42
09/02/09	BB King	$81,500.00	$500.00	$3,615.00	$3,866.25	$1,661.45	$2,158.80	$382.62	$1,859.65	$0.00	$95,563.97
09/18/09	Smoke on the Mountain	$12,000.00	$0.00	$4,490.00	$1,260.00	$1,434.00	$3,006.90	$1,146.46	$719.10	$0.00	$24,058.46
	Monthly Sound System	$0.00	$0.00	$0.00	$48,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$48,000.00
		$513,500.00	$5,189.00	$43,375.00	$68,075.50	$20,359.61	$21,024.83	$4,567.02	$13,867.15	$4,605.45	$694,263.56

**Parking included in ticket revenue.

***Concession Revenue not including alcohol

MHBA	2009 Season Rental Revenue	Rental Revenue	Parking Revenue	Merch. Revenue	Concession Revenue	Total Revenue
	Sprayberry High School Band Recital	$925.00	$0.00	$0.00	$26.73	$951.73
	Campbell High School Band Recital	$925.00	$0.00	$0.00	$21.86	$946.86
	Lassiter High School Band Recital	$925.00	$0.00	$0.00	$57.14	$982.14
	Planet Rock School of Music	$2,510.00	$0.00	$0.00	$93.24	$2,603.24
	Cobb Transportation Department	$925.00	$0.00	$0.00	$0.00	$925.00
	Floyd, Garrett and SCHS Recital	$925.00	$0.00	$0.00	$34.36	$959.36
	St. Thomas Catholic Church	$5,460.00	$0.00	$0.00	$0.00	$5,460.00
	Chatt. Tech. College Graduation	$2,530.00	$0.00	$0.00	$22.64	$2,552.64
	Jam Promotions Concert	$10,978.11	$0.00	$154.72	$129.35	$11,262.18
	Lockhead Martin	$5,630.00	$0.00	$0.00	$0.00	$5,630.00
	Thunderbird Alumni Concert	$4,236.45	$0.00	$0.00	$15.72	$4,252.17
	SCHS Benefit Concert	$1,875.00	$0.00	$0.00	$54.70	$2,029.70
	Jazz Grooves Music Festival	$8,323.11	$0.00	$100.00	$76.89	$8,500.00
		$45,267.67	$0.00	$254.72	$532.63	$47,055.02

MHBA 2009 Season Sponsor Revenue	Cash Sponsor	Trade Sponsor
Malon D. Mimms	$30,000.00	
C & W Mechanical	$15,000.00	
Barnes Law Group	$15,000.00	
Greystone Power	$15,000.00	
Renaissance Waverly		$30,000.00
Flanders Printing		$15,000.00
MDJ		$15,000.00
Cobb Life Magazine		$15,000.00
Mother's Finest		$10,000.00
EDG		$10,000.00
Lanier Parking		$5,000.00
	$75,000.00	$100,000.00

*** COBB COUNTY C NMENT ***

DETAIL LISTING OF REVENUES VS. BUDGET
FOR BUDGET FISCAL YEAR 2009
THROUGH 10/31/08

FUND: 010 General Fund

DEPT: 105
UNIT: MHBA MHB AMPHITHEATR

REVENUE SOURCE	CURRENT PERIOD		FISCAL YEAR-TO-DATE				
CODE-DESCRIPTION	REVENUE RECOGNIZED	CASH COLLECTED	REVENUE RECOGNIZED	CASH COLLECTED	BUDGETED AMOUNT	UNRECOGNIZED BUDGET BALANCE	PERCENT
4543 PARKING-PUBL	0.00	0.00	0.00	0.00	78,000	78,000.00	100.00
4641 Admission Fe	84.96-	0.00	84.96-	0.00	978,150	978,234.96	100.00
4642 Bldg&Equip R	920.00	0.00	920.00	0.00	100,000	99,080.00	99.00
4643 Arts Sales C	0.00	0.00	0.00	0.00	16,500	16,500.00	100.00
4647 Pro Shop Sal	0.00	0.00	0.00	0.00	0	0.00	0.00
4658 Other Recrea	0.00	0.00	0.00	0.00	0	0.00	0.00
4852 Concessions	0.00	0.00	0.00	0.00	7,500	7,500.00	100.00
4858 Other Income	0.00	0.00	0.00	0.00	135,000	135,000.00	100.00
UNIT TOTAL MHBA	835.04	0.00	835.04	0.00	1,315,150	1,314,314.96	99.90

DETAIL LISTING OF OBLIGATIONS VS. BUDGET
FOR BUDGET FISCAL YEAR 2009
THROUGH 10/31/08
DEPT: 105

FUND: 010

UNIT: MHBA MHB AMPHITHEATR

FUNCTION:

OBJECT CODE-DESCRIPTION	CURRENT PERIOD ENCUMBRANCES	CURRENT PERIOD EXPENDITURES	CURRENT PERIOD TOTAL OBLIGATIONS	FISCAL YEAR-TO-DATE OUTSTANDING ENCUMBRANCES	FISCAL YEAR-TO-DATE EXPENDITURES	FISCAL YEAR-TO-DATE TOTAL OBLIGATIONS	CURRENT BUDGETED AMOUNT	UNOBLIGATED BUDGET BALANCE
6112 Copy Machine	0.00	0.00	0.00	0.00	0.00	0.00	2,000	2,000.00
6116 General Offi	0.00	0.00	0.00	0.00	0.00	0.00	2,300	2,300.00
6122 Computer Sup	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6148 Bldg & Struc	0.00	0.00	0.00	0.00	0.00	0.00	1,000	1,000.00
6152 Chemicals	0.00	0.00	0.00	0.00	0.00	0.00	0	.00
6156 Concession P	0.00	0.00	0.00	0.00	0.00	0.00	8,000	8,000.00
6160 Drugs, Medic	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6162 Electrical S	96.94	0.00	96.94	96.94	0.00	96.94	2,000	1,903.06
6164 Batteries	0.00	0.00	0.00	0.00	0.00	0.00	1,000	1,000.00
6166 Food/Service	0.00	0.00	0.00	0.00	0.00	0.00	25,000	25,000.00
6167 Fuels & Gase	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6174 Janitorial S	0.00	0.00	0.00	0.00	0.00	0.00	2,400	2,400.00
6178 Landscaping	0.00	0.00	0.00	0.00	0.00	0.00	0	.00
6182 Mach & Eqpt	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6192 Radio, Tv, C	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6194 Recreational	645.75	597.52	1,243.27	645.75	597.52	1,243.27	5,645	4,402.48
6195 Sand & Fill	0.00	0.00	0.00	0.00	0.00	0.00	0	.00
6200 Uniforms & C	0.00	0.00	0.00	0.00	0.00	0.00	2,700	2,700.00
6204 Other Suppli	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6207 Safety Suppl	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6252 KITCHEN & CO	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00

6254 SMALL	LS	0.00	0.00	0.00	.00	0.00	0.00	1,500	1 .00
6258 ACCOUNTABLE		0.00	0.00	0.00	0.00	0.00	0.00	1,998	1,998.00

DETAIL LISTING OF OBLIGATIONS VS. BUDGET
FOR BUDGET FISCAL YEAR 2009
THROUGH 10/31/08
DEPT: 105

FUND: 010

UNIT: MHBA MHB AMPHITHEATR

FUNCTION:

OBJECT	CURRENT PERIOD			FISCAL YEAR-TO-DATE			CURRENT	UNOBLIGATED
CODE-DESCRIPTION	ENCUMBRANCES	EXPENDITURES	TOTAL OBLIGATIONS	OUTSTANDING ENCUMBRANCES	EXPENDITURES	TOTAL OBLIGATIONS	BUDGETED AMOUNT	BUDGET BALANCE
6313 Connvention	0.00	14,795.71	14,795.71	0.00	14,795.71	14,795.71	311,870	297,074.29
6326 Professional	8,501.75	1,939.00	10,440.75	8,501.75	1,939.00	10,440.75	560,040	549,600.00
6327 OPERATOR-TRA	0.00	4,000.00	4,000.00	0.00	4,000.00	4,000.00	48,000	44,000.00
6362 Other Fees	0.00	1,717.44	1,717.44	0.00	1,717.44	1,717.44	9,000	7,282.56
6382 POSTAGE & CO	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6384 TELEPHONE-LL	0.00	319.80	319.80	0.00	319.80	319.80	4,000	3,680.20
6385 CELL PHONE S	0.00	160.00	160.00	0.00	160.00	160.00	1,728	1,568.00
6394 Registration	0.00	0.00	0.00	0.00	0.00	0.00	450	450.00
6400 Travel - Tra	0.00	0.00	0.00	0.00	0.00	0.00	1,200	1,200.00
6416 Travel - Bus	0.00	60.60	60.60	0.00	60.60	60.60	1,800	1,739.40
6432 Advert. & Le	0.00	0.00	0.00	0.00	0.00	0.00	185,000	185,000.00
6438 General Prin	0.00	0.00	0.00	0.00	0.00	0.00	40,000	40,000.00
6454 Professional	0.00	0.00	0.00	0.00	0.00	0.00	4,000	4,000.00
6459 Workers Comp	0.00	0.00	0.00	0.00	0.00	0.00	5,000	5,000.00
6460 Other Insura	0.00	0.00	0.00	0.00	0.00	0.00	6,400	6,400.00
6476 Electricity-	0.00	3,648.75	3,648.75	0.00	3,648.75	3,648.75	42,000	38,351.25
6478 Gas-Public U	0.00	137.49	137.49	0.00	137.49	137.49	10,000	9,862.51
6480 Water & Sewe	0.00	376.12	376.12	0.00	376.12	376.12	7,500	7,123.88
6491 ANNUAL MAIN&	393.50	58.50	452.00	393.50	58.50	452.00	16,298	15,846.00
6500 Equip Outsid	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6506 Office MacHi	0.00	0.00	0.00	0.00	0.00	0.00	250	250.00

6508 Radio Com	0.00	0.00	0.00	00	0.00	0.00	250	.00
6522 Other Repair	0.00	0.00	0.00	0.00	0.00	0.00	1,500	1,500.00

DETAIL LISTING OF OBLIGATIONS VS. BUDGET
FOR BUDGET FISCAL YEAR 2009
THROUGH 10/31/08

FUND: 010 DEPT: 105

UNIT: MHBA MHB AMPHITHEATR FUNCTION:

OBJECT CODE-DESCRIPTION	CURRENT PERIOD ENCUMBRANCES	CURRENT PERIOD EXPENDITURES	CURRENT PERIOD TOTAL OBLIGATIONS	FISCAL YEAR-TO-DATE OUTSTANDING ENCUMBRANCES	FISCAL YEAR-TO-DATE EXPENDITURES	FISCAL YEAR-TO-DATE TOTAL OBLIGATIONS	CURRENT BUDGETED AMOUNT	UNOBLIGATED BUDGET BALANCE
6532 Rental-Equip	1,136.74	5,557.08	6,693.82	1,136.74	5,557.08	6,693.82	135,000	128,306.18
6536 Rental-Other	0.00	0.00	0.00	0.00	0.00	0.00	1,300	1,300.00
6570 Credit Card	0.00	0.00	0.00	0.00	0.00	0.00	0	.00
6577 Freight & Sh	12.50	0.00	12.50	12.50	0.00	12.50	500	487.50
6578 Janitorial S	2,632.00	0.00	2,632.00	2,632.00	0.00	2,632.00	14,632	12,000.00
6588 Subsc-Direct	0.00	0.00	0.00	0.00	0.00	0.00	500	500.00
6593 Over/Short	0.00	0.00	0.00	0.00	0.00	0.00	0	.00
*APPR 107	13,419.18	33,368.01	46,787.19	13,419.18	33,368.01	46,787.19	1,468,762	1,421,975.31
6572 Bank Service	0.00	0.00	0.00	0.00	0.00	0.00	1,037	1,037.00
*APPR 107A	0.00	0.00	0.00	0.00	0.00	0.00	1,037	1,037.00
*FUNC	13,419.18	33,368.01	46,787.19	13,419.18	33,368.01	46,787.19	1,469,799	1,423,012.31
*UNIT MHBA	13,419.18	33,368.01	46,787.19	13,419.18	33,368.01	46,787.19	1,469,799	1,423,012.31

Tom Tomlinson

From: Weaver, Elizabeth [Elizabeth.Weaver@cobbcounty.org]
Sent: Monday, June 07, 2010 1:46 PM
To: Tom Tomlinson
Subject: FW:
Attachments: SCAA organizational chart 2009.pdf

Here's some numbers info from the SCAA concerning their free concerts and their org chart.
Elizabeth

From: Ann Cummings [mailto:amc@mindspring.com]
Sent: Monday, June 07, 2010 1:37 PM
To: Canon, L. Eddie
Cc: Weaver, Elizabeth; Derek Nowatzki; Derek Nowatzki
Subject:

Hi Eddie - at the Lifelong Mableton meeting in May I told you I would send you the SCAA organization chart, and information on last year's concert stats. We had a few less attendees between 2008 and 2009, we think that is because of the low attendance at the Pebblebrook concert. We have already increased our attendance for 2010 with 782 attending the Army Ground Forces Band concert on May 15th. Hope all is going well for you. Looking forward to seeing you at another Lifelong Mableton meeting. Ann

Stats:	Attendees	Attendees	Surveys
5/16/2009	Pebblebrook	405	157
6/27/2009	Kerry Ayres & Rambunctious	808	306
7/25/2009	Cedar Hill	663	358
8/29/2009	Delta Moon	826	245
9/12/2009	Kayla Taylor Jazz	991	222
		3693	**1288**
	2008 season	3974	950

Ann Cummings
South Cobb Arts Alliance
5239 Floyd Road
Mableton GA 30126

678-907-4471 cell
770-819-3285 MHAC

amcummings1@gmail.com

Cobb County...Expect the Best

www.cobbcounty.org

Tom Tomlinson

From: Weaver, Elizabeth [Elizabeth.Weaver@cobbcounty.org]
Sent: Monday, May 24, 2010 12:24 PM
To: John Graham
Cc: tom@tomlinson-graham.com
Subject: RE: Mable House Arts Center

Revenues and Attendance

	FY2009 Revenues	Attendance	
Art Place	$107,276	12823	
Mable House Art Center	$ 67,406	27927	
Mable House Barnes Amphitheatre	$506,032	38587	
Jennie T. Anderson Theatre	$ 55,345	83302	includes performers of 14,094
Total	$736,059	162639	

I am sorry, I didn't know that you wanted contact information. Are you looking for contact information on users at the Mable House Complex?
EHW

From: John Graham [mailto:jegarts@aol.com]
Sent: Sunday, May 23, 2010 12:43 PM
To: Weaver, Elizabeth
Cc: tom@tomlinson-graham.com
Subject: Mable House Arts Center

Hi,

Can you give me an update on the status of the use information for the arts center and amphitheatre we asked for? Also, contact info for current and potential users we should talk to about future need.

Many thanks,

John

John E. Graham, Principal
TOMLINSON-GRAHAM GROUP
770.463.4870 / 850.294.1011

Cobb County...Expect the Best

www.cobbcounty.org

Mable House Barnes Amphitheatre

Upcoming Events

< May 2010			June 2010			July 2010 >
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11 Tracy Lawrence	12 FREE Candlelite Concert: Olde Dawg
13	14	15	16	17 MOOVIES at THE MABLE: Cloudy with a Chance of Meatballs	18	19 Wade Ford presents: Hot Fun in the Summertime Concert Series
20	21	22	23	24 Cobb Life Night with Travis Tritt	25 Wade Ford "Drive-In" Movie Series: The Fox Chill	26
27	28	29	30			

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Mable House Barnes Amphitheatre

Upcoming Events

< June 2010			July 2010			August 2010 >
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 MOOVIES at THE MABLE: Monsters vs. Aliens	2	3
4	5	6	7	8 Cirque D'OR performed by Golden Dragon Acrobats	9 Cirque D'OR performed by Golden Dragon Acrobats	10
11	12	13	14	15 MOOVIES at THE MABLE: Babe the Gallant Pig	16	17 Wade Ford "Drive-In" Movie Series: American Graffiti
18	19	20	21	22 Smokey Robinson	23	24 FREE Candlelite Concert: Big Chicken Chorus
25	26	27	28	29	30	31 Wade Ford presents: Hot Fun in the Summertime Concert Series

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Mable House Barnes Amphitheatre

Upcoming Events

< July 2010			August 2010			September 2010 >
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13 Survivor and Starship	14
15	16	17	18	19	20	21
22	23	24	25	26	27 Wade Ford "Drive-In" Movie Series: City Slickers	28 FREE Candlelite Concert: Montana Skies
29	30	31				

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Upcoming Events

< August 2010			September 2010			October 2010 >
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4 Wade Ford presents: Hot Fun in the Summertime Concert Series
5	6	7	8	9	10 John Michael Montgomery	11 FREE Candlelite Concert: Kayla Taylor Jazz
12	13	14	15	16	17 Jazz Grooves Atlanta Smooth Music Festival	18 Jazz Grooves Atlanta Smooth Music Festival
19	20	21	22	23	24	25 FREE Candlelite Concert: Roxie Watson
26	27	28	29	30		

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Mable House Barnes Amphitheatre

Upcoming Events

< April 2010			May 2010			June 2010 >
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8 JazzNic 2010 with Norman Brown
9	10	11	12	13	14	15 FREE Candlelite Concert: Army Ground Forces Band
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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Upcoming Events

< March 2010 | April 2010 | May 2010 >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23 Theatre Project presents Peter Pan	24 Theatre Project presents Peter Pan
25 Theatre Project presents Peter Pan	26	27	28	29	30	

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Tom Tomlinson

From: Weaver, Elizabeth [Elizabeth.Weaver@cobbcounty.org]
Sent: Monday, May 24, 2010 12:24 PM
To: John Graham
Cc: tom@tomlinson-graham.com
Subject: RE: Mable House Arts Center

Revenues and Attendance

	FY2009 Revenues	Attendance	
Art Place	$107,276	12823	
Mable House Art Center	$ 67,406	27927	
Mable House Barnes Amphitheatre	$506,032	38587	
Jennie T. Anderson Theatre	$ 55,345	83302	includes performers of 14,094
Total	$736,059	162639	

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Mable House Barnes Amphitheatre

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