

STAFF REPORT



Meeting Date: **February 10th, 2026**

To: **Board of Directors**

From: **Michael J. Aho – District Administrator**

Subject: **Authorization to Convert Arts & Entertainment Associate Position from Part-Time to Full-Time**

Prepared by: **Jen Schuler – Arts & Entertainment Manager**

I. Recommendation

Board Motion: "Approve the reclassification of the Arts & Entertainment Associate position from part-time to full-time, effective upon approval."

II. Background

Since the opening of the Fair Oaks Performing Arts Center, completion of the Village Park renovation, and expansion of the Arts & Entertainment Division, the District has experienced measurable growth in programming volume, ticket revenue, and class participation. What began as a limited, part-time support role has evolved into a core operational position supporting event coordination, classes, rentals, marketing support, and community engagement.

The Arts & Entertainment Associate has increasingly assumed responsibilities that extend beyond the scope of a part-time position, including program and class administration, artist and patron coordination, marketing and communications support, and event logistics. These expanded duties reflect both the success of the District's arts programming and the growing operational complexity of managing a year-round performing arts facility.

At the same time, the Arts & Entertainment program is maturing into a sustainable, revenue-generating operation. Continued upward trends in ticket sales and class revenue demonstrate strong community demand and

underscore the need for consistent staffing capacity to maintain service quality and program momentum. This operational reality aligns with the findings of the Arts Management Services (AMS) report prepared for the project, which anticipated that sustained operations at this scale would require full-time staff support beyond the managerial level.

III. Problem /Situation/ Request

The current part-time structure of the Arts & Entertainment Associate position no longer aligns with the operational demands of the Division. As ticketed events, rentals, classes, and community programs continue to expand, limited staff capacity has become a constraint on administrative efficiency, customer service, and revenue growth.

In addition to core operational responsibilities, this position is envisioned to take a lead role in fundraising coordination, including serving as staff lead for the Garden Gala for the Arts and the Fair Oaks Folk Festival, supporting sponsorship development and donor relations, and coordinating development-related logistics in partnership with the Fair Oaks Recreation Foundation.

Converting this position to full-time will allow the District to sustain current program growth, improve operational continuity and customer service, strengthen earned revenue streams, and support expanded fundraising efforts without adding additional positions.

IV. Financial Analysis

The reclassification of the Arts & Entertainment Associate position to full-time is supported through increased earned revenue generated by ticket sales, arts classes, and facility-related activity.

From October 4 through December 22, 2025, the Arts & Entertainment Division generated \$87,537.90 in ticket sales from 3,200 tickets sold, in addition, arts class revenue increased from \$9,659.20 in 2024 to \$29,336.00 in 2025, representing a more than 200 percent year-over-year increase. These documented revenue gains demonstrate both strong community demand and the operational capacity required to sustain program growth.

The annual salary increase associated with converting the position to full-time is approximately \$4,691 for the remainder of the fiscal year. When accounting for estimated additional benefits at approximately 30 percent, the total annual cost increase is approximately \$6,100 for FY25/26. This cost is more than offset by the documented increase in earned revenue from arts classes alone, in addition to continued growth in ticketed programming and ancillary sales.

Separately, staff anticipates bringing forward a future request to the Fair Oaks Recreation Foundation to support a portion of staff time associated specifically with fundraising and development responsibilities, such as

leadership of the Garden Gala for the Arts. Any such request would be considered independently by the Foundation and is not required for the approval or financial sustainability of this position. Depending on fundraising performance and Foundation revenue growth, a potential request could range between \$2,500 and \$7,500 to offset development-related duties.

Current increases in ticket sales, arts class revenue, and related earned income exceed the projected cost increase of the full-time position. Staff will continue to monitor earned revenue performance to ensure the long-term sustainability of the position and will return to the Board with updates should conditions change.

Respectfully Submitted,

Michael J. Aho
District Administrator