



ECLEG FEB09'12 PM 2:33

CE

February 6, 2012

Robert Graber
Clerk of the Erie County Legislature
92 Franklin St, 4th Floor
Buffalo, NY 14202

Re: 2012 Budget Accountability Act

Dear Mr. Graber:

Pursuant to the 2012 Budget Accountability Act, MusicalFare Theatre will be spending the \$33,332 in County funds allocated to the Theatre in the following ways:

1. We are creating a major event in the downtown theatre district, which will be held at the old Studio Arena Theatre (710 Main Street), the weekend of June 22-23, and we will be using \$15,000 of our County funding to support staff time required for this new initiative. The event consists of a new musical festival and will draw not only local theatergoers, but also theatre patrons and arts lovers from outside of Erie County. We also anticipate that the creative teams involved in the event will include not only local theatre talent, but artistic and technical stage personnel from outside Buffalo who will come to Buffalo to participate in the event. We are partnering with Citybration!, which is also that weekend, the CEPA Gallery and Visit Buffalo Niagara.
2. We are also currently formulating plans for an expansion at MusicalFare that will create a lounge/cabaret space. We anticipate that \$10,000 of our County funding will go toward staff time invested in the preliminary planning and financing processes. This new performance venue and its programming will draw more diversified audiences to MusicalFare and create an additional revenue stream for the Theatre.
3. Based on our tracking data, we expect to use the remaining \$8,332 of our County funding toward staff time devoted to increasing our electronic and web based advertising that will draw more patrons to these and other MusicalFare efforts and increase our annual earned income.

If you need anything further, please do not hesitate to contact me.

Thank you.

Sincerely,

Nell J. Mohn
Director of Strategic Development

3M-45