



## MEMORANDUM

**To:** Mayor and City Council

**From:** Alex Hargis, Arts Center Managing Director  
**Via:** Brad Reid, Director of Parks and Recreation

**Date:** August 27, 2019

**Reference:** Presentation and discussion relating to the Coppell Arts Center Development Strategy and Elements Summary

**2030:** Effective Community Partnerships  
Community Wellness and Enrichment:  
Community Gathering Places  
Expanding Cultural Arts Amenities and Opportunities  
Sustainable City Government  
Excellent City Services with High Level of Customer Satisfaction

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### Introduction:

The long-term financial goals of the Coppell Arts Center are to operate the facility at maximum cost recovery and minimize its impact on the CRDC fund. The business plan for the Center supports these goals through competitive market pricing on ticket and private rental sales and leveraging ancillary revenue streams such as concessions, alcohol sales and parking services. An additional revenue stream that is crucial to the business plan and achieving the financial goals is that of contributed income which includes donations, sponsorships and grants. The Center's Managing Director has put forth a comprehensive development plan to solicit and procure contributions from corporate partners, foundations and individual donors.

### Analysis:

- A development task force made up of Coppell residents and business leaders has been formed to aid in identifying potential donors and fundraising sources.
- A development research consultant has been contracted to assist with solicitation.
- A 501c3 entity, the Coppell Arts & Heritage Foundation, has been created to receive the contributed income. The non-profit's board will eventually consist of Coppell citizens,

business leaders, North Texas philanthropists, and representatives from the Coppell Arts Council and Staff.

- There are two primary donor categories, individual gifts and corporate sponsors.
- For individual gifts, the Foundation will be offering the following opportunities and investments:
  - Founding donor capital campaign gifts
  - Membership program to Center Presents programming
  - Memorial gifts and planned giving
  - Naming rights to tier one assets (performance halls, donor lounge, etc.)
  - Naming rights to tier two assets (seat backs, benches, etc.)
  - Presenting sponsorships for individual programs and performances
- For corporate sponsors, the Foundation will be offering the following opportunities and investments:
  - Founding corporate partner capital campaign gifts
  - Corporate membership program
  - Naming rights to tier one assets (the entire facility, venues, donor lounge, etc.)
  - Naming rights to tier two assets (seat backs, benches, etc.)
  - Presenting sponsorships for programs (valet, concessions, education outreach, etc.)
  - Presenting sponsorships for productions (speaker series, world music & dance, etc.)
- The Foundation will be engaging in fundraising events to raise awareness and interest:
  - North Texas Giving Day
  - Corporate sponsor recruitment event in October 2019
  - Hosted receptions

**Legal Review:**

Agenda item does not require legal review.

**Fiscal Impact:**

Contributed income will ensure that the Center is operating with maximum cost recovery and minimizing its dependency on CRDC funds.

**Recommendation:**

This item is presented for information only. No council action is required at this time.