



MEMORANDUM

To: Mayor and City Council

From: Ginene Delcioppo, Arts Center Managing Director

Via: Jessica Carpenter, Director of Parks and Recreation

Date: December 14, 2021

Reference: Presentation and discussion regarding Coppell Arts Center operations

2040: Create Business and Innovation Nodes
Foster an Inclusive Community Fabric

Introduction:

The Coppell Arts Center's business model is structured around three main goals, to support local art groups, raise the quality of life by presenting cultural and entertainment experiences, and stimulate business for the City of Coppell. Reinstating the Events Rental Supervisor directly impacts the third goal to stimulate business for a positive economic future for the Coppell business sector, which aligns with the 2040 Strategic Plan for the City of Coppell.

Since the Art Center's soft opening in October 2020, community members and businesses from outside of Coppell have been interested in renting the Arts Center to host an event. The Center began its rental program in May 2021 with a Coppell resident's wedding, and currently, 33 rental events are planned or have been held at the Center. These events include residents who would like to host a party, local DFW businesses hosting their annual corporate retreats, and nonprofit organizations hosting private performances. The 2022 fiscal year has already contracted \$143K and processes new rental inquiries daily. This is a direct revenue stream for the Arts Center and the City of Coppell. With the importance of creating business and supporting the Old Town concept, the Center has identified the need for an Events Supervisor to develop, execute and market the Rentals Program. The success of this Rentals program begins with service, our commitment to the clients, and execution of high-end quality events which only can be achieved if there is a designated team with a leader, the Events Supervisor.

Analysis:

- The Arts Center presents 152 Performances (Resident Company & Presented), Exhibitions, Classes, Foundation Events, & Internal City Events in the 2021-22 Season. This excludes the Rental Program.
- With a staff of 11 (5 FTE, 1 FTNE, 5 PTWB), a minimum of 5 staff members are required to execute a single ticketed performance at the Center. The Center also has open business hours Tuesday – Saturday 10 am to 5 pm for a total of 35 operating hours per week not including performances and rentals.
- From May 2021 to October 2021, the Center took in 38K in rental revenue. In the 2022 fiscal year, the Center has already executed contracts for \$143,946 and processed payments of \$55K in rental revenue. Currently, there are also 8 rental bookings in the proposal stage and 22 in the inquiry stage.
- The 2022 budget estimated \$145K in rental revenue. The Center is currently on track to exceed this amount. If there were an Events Supervisor in place, this number would increase and create strong relationships with clients for return event bookings.
- The Events Supervisor and their coordinator would work directly with each client to deliver the level of service expected from the City of Coppell throughout the entire process. The rental process consists of: logging the inquiry, meeting with the client to identify the type of event, creating proposals and contracts, processing payments, working with outside vendors for the day of event needs, and of course, being onsite for the whole event from load in to strike. Currently, all of these tasks are divided amongst the staff at the Arts Center, which is above and beyond their regular duties.
- An Events Supervisor will also have the bandwidth to develop and grow the program's sales and marketing, which is currently nonexistent. Once established, this will bring clients and their guests to the City of Coppell for their rental event and promote awareness and increase growth for other local businesses of Coppell.
- This position will allow the Arts Center to have two sources of revenue for the City. Ticket sales which mainly cover the expenses of the show and artist, and the second revenue stream would be the fully developed rental program.

Legal Review:

This agenda item does not require legal review at this time.

Fiscal Impact:

The Coppell Arts Center would need to allocate an estimated 80K in funds for the combined salary and benefits for the Events Supervisor position since it is not budgeted for the 2022 fiscal year. However, the direct ROI of this position has the potential to double or exceed this amount with the Rental Program at the Arts Center each year.

Recommendation:

The Parks and Recreation Department recommends approval of this item.