



MEMORANDUM

To: Mayor and City Council

From: Mike Land, City Manager

Date: February 28, 2023

Reference: Consider approval of an agreement between the City of Coppell and the Coppell Arts Center Foundation for a study to be completed by the DeVos Institute of Arts Management, in the amount of \$65,000.00 plus reasonable travel expenses not to exceed \$4,000.00, funded by the Coppell Arts Center Foundation and the general fund budget; and authorizing the City Manager to sign any documents.

2040: Sustainable Government

Introduction:

This agenda item is regarding a proposed agreement between the City of Coppell, the Coppell Arts Center Foundation and The Devos Institute of Arts Management at the University of Maryland. Based on the City Council's direction, this item is being presented for Council consideration.

The scope of this study is designed to support the City, the Foundation, the Center, and its Resident Companies and make recommendations on key questions regarding the long-term sustainability of the Center and its relationship with vested parties.

Background:

A key result of this proposal is a vision for increased ease of process and overall inflow of revenue for arts and culture in Coppell from the private sector.

- 1) A review of current scheduling and fee conditions at the Coppell Arts Center to include:
 - a. Recommendations for that structure for the period 2023-2025
 - b. A rationale for any changes to current structure
 - c. Expectations for both the Center and resident companies
- 2) Facilitation of a discussion on the above with the Center, Resident Companies, and the City Council, leading to of scheduling and rental fee recommendations.
- 3) A plan to strengthen the fundraising activities of the Foundation, including its relationship with other funding entities in the City, both public and private

- a. Consideration of whether the Foundation can partner more extensively with other entities and in that scenario a vision for roles each party might play in a heightened relationship
- b. A vision for the Foundation's relationship with the Center, Resident Companies, and other local stakeholders

4) Support for the Center's Resident Companies with a focus on the development of key strategies to assist in their own revenue development

Legal Review:

Fiscal Impact: Funding for this work will be provided by the Coppell Arts Center Foundation in the amount of \$10,000 and \$59,000 provided by the General Fund budget.

Recommendation: Staff recommends approval.