



MEMORANDUM

To: Mayor and City Council

From: Brad Reid, Director of Parks & Recreation

Date: March 26, 2019

Reference: Presentation and discussion relating to the proposed Coppel Arts Center Business Strategy

2030: Sense of Community:
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
Excellent and Well-maintained City Infrastructure and Facilities

General Information:

In preparation of opening the Coppel Arts Center in 2020, the City hired an Arts Center Managing Director in January 2019 to begin to develop the vision, mission and direction for the operation of this highly anticipated facility. Over the last few months, staff met with various local arts groups and other community stakeholders to discuss and receive input regarding future intended use of the facility including scheduling, space needs and programming opportunities.

The presentation of the proposed Business Strategy includes goals and objectives, anticipated programming/product offerings as well as strategies for marketing, advertising and development. The proposed Business Strategy will be the guide to ensure that the Coppel Arts Center becomes a patron-first venue that connects incredible citizens with incredible experiences.

Legal Review:

Agenda item does not require legal review.

Fiscal Impact:

No fiscal impact will result from this item.

Recommendation:

No council action is required on this item at this time.