



MEMORANDUM

To: Mayor and City Council

From: Brad Reid, Director of Parks and Recreation

Date: December 10, 2019

Reference: Consider a resolution of the City Council of the City of Coppell, Texas, authorizing the creation of the Coppell Arts, Cultural & Heritage Foundation; providing an effective date; and authorizing the Mayor to sign

2030: Excellent City Services with a High Level of Customer Satisfaction and Experience

Introduction:

A functional aspect of any successful Arts Center is an effective fundraising element, allowing for strategic marketing and soliciting of donations, with the anticipated result of promoting and sustaining specific presentations at the center. Support for the arts is an area that many philanthropists allocate a large portion of their donation/sponsorship dollars toward and the Coppell Arts Center plans to aggressively search for those funds in order to bring the quality programming to Coppell that the residents desire.

Donors want to know that their dollars will go specifically to fund the arts and desire to donate to an organization established solely to support the arts. The proposed Coppell Arts, Cultural & Heritage Foundation will do just that. It will become the solicitor and receiver of funds that will result in seed funding for programming that may not come to Coppell without this initiative.

The Arts Center has been working with several community members who have expressed the desire to become directors of the proposed Coppell Arts, Cultural & Heritage Foundation. In some cases, these individuals have already been assisting in the efforts to obtain these donations and get the business and arts communities involved in donation consideration. In fact, there have been some successes in getting donations already and, we believe, when the Foundation is formed and the donors have a place for their donations to be received, the interest will increase.

Legal Review:

Agenda item does not require legal review.

Fiscal Impact:

This item does not have a known fiscal impact.

Recommendation:

The Parks and Recreation Department recommends approval of this item.