



**REGULAR MEETING OF THE
CITY COUNCIL COMMUNITY PARTNERSHIP COMMITTEE**

**TUESDAY, FEBRUARY 4, 2025
AT 4:00 PM**

**ACACIA ROOM
ADDISON CONFERENCE CENTER
15650 ADDISON ROAD, ADDISON, TX 75001**

1. Call Meeting to Order
2. Regular Agenda:
 - a. Consider action on the Minutes from the January 23, 2025 City Council Community Partnership Committee Meeting.
 - b. Present and discuss the Non-Profit Organization Funding process, including discussion on a proposed Performing Arts Organizations category.
3. Adjourn Meeting

**THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH
DISABILITIES. PLEASE CALL (972) 450-7017 AT LEAST 48 HOURS IN
ADVANCE IF YOU NEED ASSISTANCE.**

POSTED BY: _____
Sarah Kuechler, Chief of Staff

DATE POSTED: _____

TIME POSTED: _____

DATE REMOVED FROM BULLETIN BOARD: _____

REMOVED BY: _____

**City Council Community Partnership
Committee Meeting**

2. a.

Meeting Date: 02/04/2025

Department: City Manager

AGENDA CAPTION:

Consider action on the Minutes from the January 23, 2025 City Council Community Partnership Committee Meeting.

BACKGROUND:

The minutes for the January 23, 2025 City Council Community Partnership Committee have been prepared for consideration.

RECOMMENDATION:

Staff recommends approval.

Attachments

Draft CPC Minutes - January 23, 2025

DRAFT

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL COMMUNITY PARTNERSHIP COMMITTEE

January 23, 2025

Addison Conference Centre
15650 Addison Road, Addison, TX 75001
4:00 PM Work Session - Acacia Room

Present: Deputy Mayor Pro-Tempore Nancy Craig; Council Member Chris DeFrancisco;
Council Member Marlin Willesen

WORK SESSION

The Addison City Council Community Partnership Committee will convene in the Work Session in the Acacia Room at 4:00 PM.

Call Meeting to Order and Announce that a Quorum is Present.

Chief of Staff Sarah Kuechler called the meeting to order in the Acacia Room at 4:00 PM.

Regular Agenda

1. **Appoint a presiding officer for the Community Partnership Committee.**

MOTION: Deputy Mayor Pro-Tempore Craig moved to appoint Council Member Chris DeFrancisco as Presiding Officer of the Community Partnership Committee. Council Member Willesen seconded the motion. Motion carried unanimously.

2. **Present and discuss the proposed Community Partnership Committee meeting schedule and topics.**

[Chief of Staff, Sarah Kuechler]

Chief of Staff Sarah Kuechler presented a proposed Committee meeting schedule and topics.

The Committee discussed and agreed upon the following future meeting dates:

- Tuesday, February 4 at 4:00 PM
- Tuesday, February 18 at 4:00 PM

- Tuesday, March 11 at 4:00 PM

3. Present and discuss the Non-Profit Organization Funding process and recommendations.

[Chief of Staff Sarah Kuechler; Chief Financial Officer Steven Glickman; Accounting Manager Ismael Villalta; Director of Parks & Recreation Janna Tidwell; Director of Special Events & Theatre Abby Morales.]

Chief of Staff Sarah Kuechler communicated that a presentation had been prepared to guide the Committee's discussion, but the discussion was intended to be interactive with the Committee as the general Non-Profit Funding Process was reviewed. The subsequent interactive review and discussion focused upon a proposed Local Service Organizations Category, reflecting the current non-profit funding process with some proposed changes to incorporate the Community Partnership Committee into the process and other minor changes after reviewing peer cities. A discussion of a proposed Performing Arts Category is planned for future Committee meetings.

The Committee provided feedback and direction on the Local Service Organizations Category including key elements of the funding process such as the timeline, application, presentations, review, and agreements & reporting.

Staff will develop written *Non-Profit Organization (NPO) Funding Program Guidelines* to document the proposed program and process and incorporate the Committee's feedback. The draft guidelines will be brought forward to the Committee in a future meeting for review and consideration.

Adjourn Meeting

Chairperson DeFrancisco adjourned the meeting at 5:24 PM.

TOWN OF ADDISON, TEXAS

Council Member Chris DeFrancisco, Chairperson

ATTEST:

Sarah Kuechler, Chief of Staff

**City Council Community Partnership
Committee Meeting**

2. b.

Meeting Date: 02/04/2025

Department: City Manager

AGENDA CAPTION:

Present and discuss the Non-Profit Organization Funding process, including discussion on a proposed Performing Arts Organizations category.

BACKGROUND:

Background

Historically, the Town has provided grant funding to non-profit organizations through an application process aligned with the annual budget cycle. The same process and application was used for all non-profit organizations and applications were limited to organizations that had received prior funding from the Town. In FY2025, the Town followed the historical process for non-profit service organizations, except applications were opened to all non-profit organization serving Addison and the process began to transition to align funding for performing arts organizations with the recommendations of the Theatre study.

Community Partnership Committee

At the January 23, 2025 Committee meeting, the Committee reviewed and discussed the general funding process and a proposed Local Service Organizations Category. The Committee provided feedback and direction on the Local Service Organizations Category including key elements such as the timeline, applications, presentations, review, and agreements & reporting. Staff will develop written Non-Profit Organization (NPO) Funding Program Guidelines to document the proposed program and process and incorporate the Committee's feedback.

The February 4, 2025 Committee meeting is intended to focus discussion on a proposed Performing Arts Organizations Category. This item is intended to be a discussion with the Committee, including review of strategic objectives and funding for performing arts, review of a few comparison cities' processes for performing arts funding applications, and begin discussion on a potential structure for a Performing Arts Category. Staff developed the attached presentation to provide information and guide the discussion.

RECOMMENDATION:

For Committee discussion.

Attachments

Presentation - Discussion Guide

Community Partnership Committee Meeting

February 4, 2025

The logo for ADDISON, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. This circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes diagonal white lines separating blue and grey areas.

- Review **strategic goals for The Addison Performing Arts Centre and funding**
- **Review what other cities are doing** for providing funding to performing arts organizations
- **Discuss potential funding structure and process**
 - Initial discussion on structure / categories
 - Seeking initial Committee feedback for staff to continue developing option(s) for Committee consideration

REVIEW: Impact of the Performing Arts

The performing arts are pivotal in celebrating diversity, fostering creativity and building an inclusive community.

Holistic impact of the performing arts:

CULTURAL	EDUCATIONAL	ECONOMIC
Through dance, theater, music and storytelling – cultural narratives are shared in ways that transcend language enabling people from different backgrounds to connect.	Performing arts support child development – critical thinking, memory, verbal abilities and communication. In addition, programs builds self-esteem, confidence and promote teamwork.	The local economy is supported by increased spending in restaurants, hotels and other businesses during live performances and activities. The performing arts transform a location into a destination.

Town Strategic Plan Key Focus Area (KFA): Vibrant Active Community

- **Strategic Objective:** *Extend the resident and visitor experience by activating our community parks and Town assets.*

REVIEW: Performing Arts in Addison

ADDISON



(Clockwise starting from left) *Ann*, WaterTower Theatre; *The Hobbit*, Outcry Theatre; *The Burlesque Nutcracker*, MBS Productions; *The Seagull*, Classics Theatre Project

- Opened in 1992, the **Addison Theatre Centre** is an *award-winning* distinct performing arts complex with a unique architectural character.
- WaterTower Theatre has been in residence at the Theatre Centre, producing a variety of plays and musicals. WaterTower remains integral to the success of the Addison Theatre Center.
- Other companies also produce at the Theatre Centre as well, including Classics Theatre Project, MBS Productions, and Outcry Theatre.

REVIEW: Performing Arts in Addison

ADDISON



Economic Impact

2024 Attendance	7,314
Total Audience Expenditure	\$ 303,584
Household Income Generated	\$ 166,452
Local Government Revenue	\$ 9,259
State Government Revenue	\$ 10,030

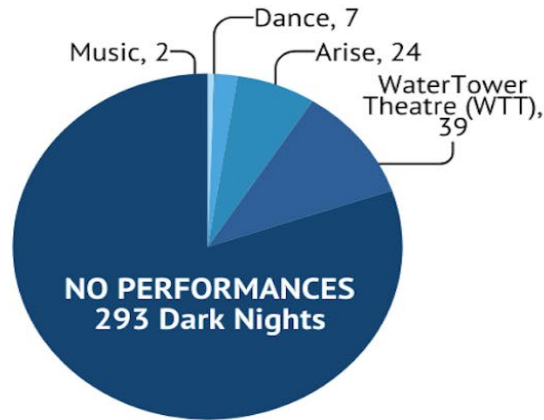
Source: Americans for the Arts

CENTRAL VISION:

To revitalize the Addison Theatre Centre as a dynamic cultural hub that attracts diverse audiences and serves as a destination in its own right.

Goal 1: 150 Lit Nights

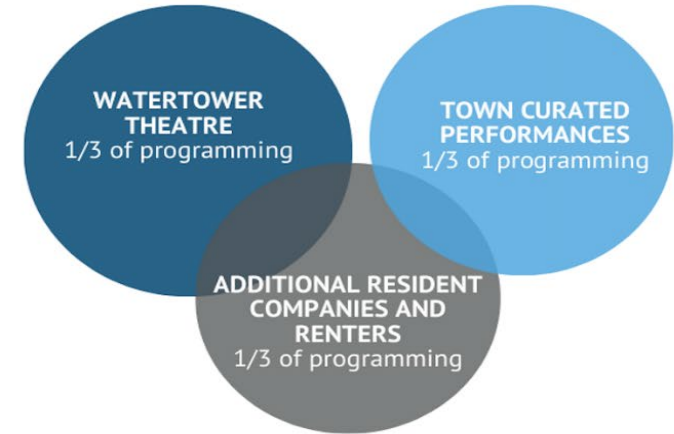
The availability of the Mainstage serves as a substantial opportunity for increased programming.



2023 Content Mix (72 Lit Nights)

Goal 2: Develop a clear brand identity for the ATC

- Develop a visual identity through a logo and other branding standards to rebrand the space.
- Require the use of that visual identity in contracting for all users.
- Replace public wayfinding to carry the new visual identity.



Goal Mainstage Usage

Goal 3: Redistribute resources for more inclusive usage by and support of a diverse array of content providers.

- Reimage scheduling of the Main Stage.
- Access to Support Spaces for all users.
- Expand the designation of resident companies.
- Relocate Town Staff to Theatre for better communication and supervision.

REVIEW: Funding History

LIMITATIONS

- State law limits use of hotel tax to a max of 15% for promotion of the arts
- The Town's proposed FY 2025 budget utilizes \$795,874 in hotel taxes for the arts (just below than the max allowed of \$803,250)

OPPORTUNITIES

- Revenue generated by the arts can be reinvested into those programs without limitation
- Rentals and naming rights revenue are examples of sources that could be reinvested

PERFORMING ARTS ORGANIZATIONS HISTORY

HOTEL FUND

Non-Profit Organization	Approved FY19-20	Approved FY20-21	Approved FY21-22	Approved FY22-23	Approved FY23-24	Approved FY24-25
WaterTower Theatre	\$ 300,000	\$ 226,589	\$ 226,589	\$ 226,589	\$ 226,589	\$ 340,000
WaterTower Theatre (matching funds)	\$ 200,000	\$ 100,000	\$ 100,000	\$ 150,000	\$ 150,000	
WaterTower Theatre In-Kind: Office Rent		\$ 16,400	\$ 16,400	\$ 16,400	\$ 16,400	\$ 20,000 *
WaterTower Theatre In-Kind: Production Rent		\$ 32,011	\$ 32,011	\$ 32,011	\$ 32,011	
Outcry Theatre	\$ 5,000	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 5,000
Town Curated Arts Programming						\$ 34,089
TOTAL						\$ 399,089

* For FY24-25, an estimated in-kind rent of \$20,000 is shown to compare to prior years.

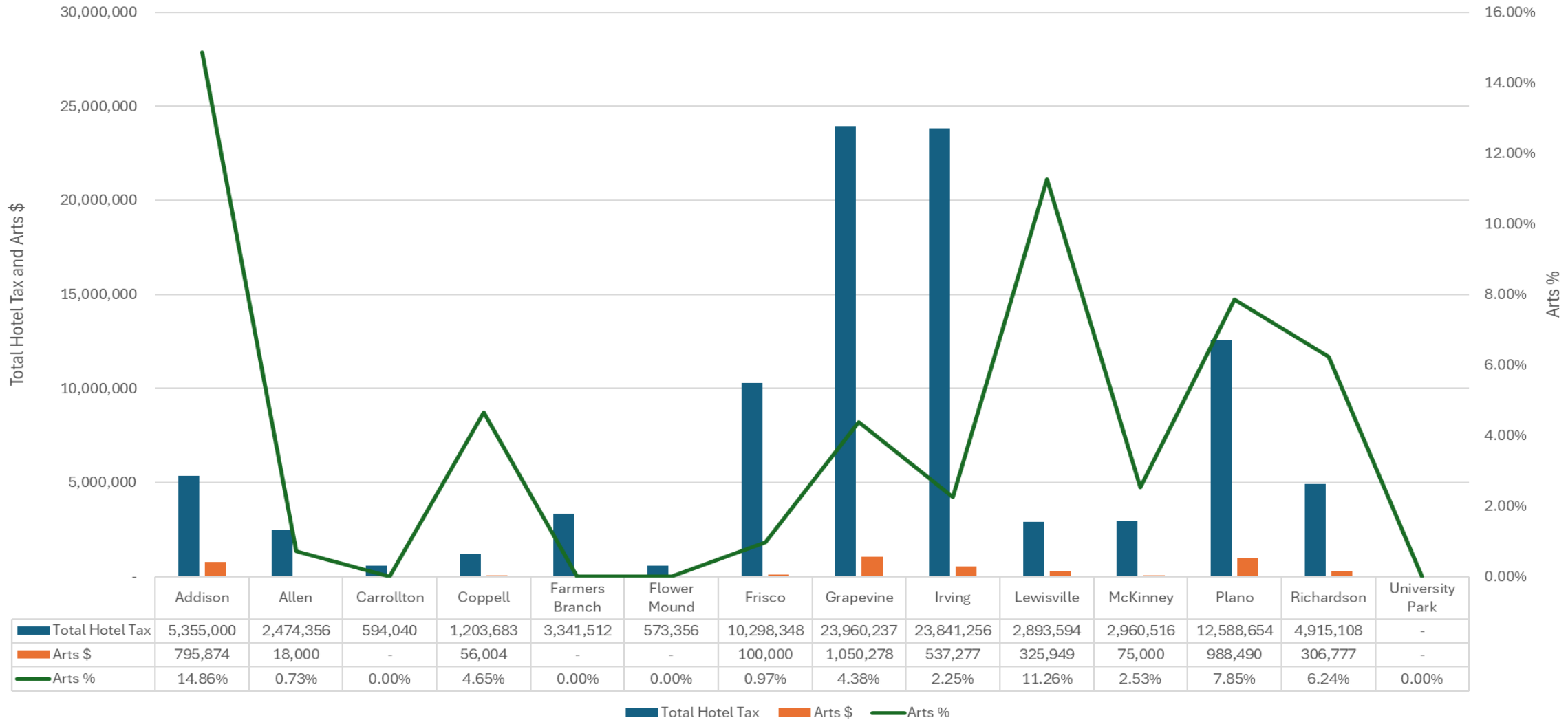
DISCUSSION:

Ability and desired speed to achieve goal of 150 Lit Nights?

- For FY2026, based on preliminary HOT projections, currently estimate \$450,000 in funding available
 - Dependent upon HOT funds, rental income revenues, and actual expenditures
- In FY2025, the total was \$379,089 with following distribution:
 - \$340,000 – WaterTower Theatre
 - \$5,000 – Outcry Theatre
 - \$34,089 – Town-curated Events

REVIEW: What Are Others Doing?

Comparison Cities Arts Funding



DISCUSSION:

Are there any elements that are of interest or may benefit the Town and a proposed funding process?

- The following slides are intended to provide a high-level summary for how a few comparison cities review non-profit performing arts funding applications
- There are different circumstances for each (e.g. board structure, facility, etc), but the summaries are intended to be informational and show elements of other processes

REVIEW: What Are Others Doing?

City of Plano: [Cultural Arts Commission Grant](#)

Eligibility / Requirements	Application Process	Evaluation / Funding
<ul style="list-style-type: none">• Perform or operate at least 2/3 of events or programming with Plano• Meet the mission of the Cultural Arts Commission (<i>to support arts and culture within the City of Plano by encouraging innovation in diverse programming, education, and community outreach</i>)• City will not fund more than 25% of the organization's expenditures	<ul style="list-style-type: none">• Written application• In-Person Presentation (10-min presentation and 10-min Q&A) to Cultural Arts Commission• Application Review & Scoring<ul style="list-style-type: none">○ Narrative Questions – scored by Commissioners○ Performance Milestones – scored by staff administrator○ Total Score of 70% required for any funding consideration• Grant Manual	<ul style="list-style-type: none">• From HOT Funds• The recommended award amount is based on a formula<ul style="list-style-type: none">○ Reduced by score, and then proportionally reduced for each organization to fit the available funding for each year• Awards become part of the proposed annual City Budget

REVIEW: What Are Others Doing?

City of Frisco: Frisco Arts Foundation – [Arts Tourism Grants](#)

Eligibility / Requirements	Application Process	Evaluation / Funding
<ul style="list-style-type: none">• All programs / events must be presented in the City of Frisco• Grant cannot support more than 50% of the organization's budget	<ul style="list-style-type: none">• Frisco Arts Foundation (separate entity) runs the annual application process and distribute funds on behalf of the City Council• Copy of Application• Support arts organizations that create quality programming and increase tourism	<ul style="list-style-type: none">• From HOT Funds<ul style="list-style-type: none">○ Council approved \$1.25 per capita towards the Arts Tourism grant program• Offered just under \$300,000 to 29 grantees in 2023 (source)

REVIEW: What Are Others Doing?

City of Lewisville: [Art Support Grants](#)

Eligibility / Requirements	Application Process	Evaluation / Funding
<ul style="list-style-type: none">• Minimum 2-year history of providing arts programs to citizens of Lewisville• Within city limits, unless approved by City Council• Successfully fulfilled all prior contractual obligations of the City• Must have Lewisville resident on Board• Must show that City is not the sole source of funding for the organization	<ul style="list-style-type: none">• Applications submitted to and reviewed by the Arts Advisory Board each spring• Recommendation included in annual proposed budget for Council consideration• Grant awards made on an annual basis• HOT Request Policies and Procedures	<ul style="list-style-type: none">• From HOT Funds<ul style="list-style-type: none">○ For FY23-24, 8 grants were awarded for a total of \$125,000• Criteria:<ul style="list-style-type: none">○ Impact on Tourism○ Benefit to community○ Opportunity for Lewisville citizens to participate○ Capability of organization to manage and produce proposed program○ Validity of proposed budget as indicated by past financials○ Artistic merit and quality of proposed program

DISCUSSION:

Consider the following questions while developing a recommended process

- What are the objectives?
- What are the eligibility requirements?
- How should Town funds and the facility be used?
- How do we measure & evaluate investment?
- What criteria should be used for evaluation?

DISCUSSION:

Example to share for consideration

- Structure --- based on facility objectives
- Define Categories & Requirements
- Criteria for Evaluation

- Review topics for next meeting
- Planned Committee Schedule:
 - **Tuesday, Feb. 18** at 4:00 p.m. at the Conference Center, Executive Session Room
 - **Tuesday, March 11** at 4:00 p.m. at Addison Town Hall (*Conference Center renovations are planned to begin in March*)
 - **Tuesday, March 25** City Council Work Session