



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

CANCELLED - TO BE RESCHEDULED

TUESDAY, FEBRUARY 18, 2025

AT 4:00 PM

ACACIA ROOM

ADDISON CONFERENCE CENTER

15650 ADDISON ROAD, ADDISON, TX 75001

(AMENDED ON 2/17/2025 AT 2:30 PM - Added Presentation to Item #2.b.)

1. Call Meeting to Order
2. Regular Agenda
 - a. Consider action on the Minutes from the February 4, 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 Mtg -CANCELLED**

. a.

Meeting Date: 02/18/2025

Department: City Manager

AGENDA CAPTION:

Consider action on the Minutes from the February 4, 2025 City Council Community Partnership Committee Meeting.

BACKGROUND:

The minutes for the February 4, 2025 City Council Community Partnership Committee have been prepared for consideration.

RECOMMENDATION:

Staff recommends approval.

Attachments

Draft CPC Minutes - February 4, 2025

DRAFT

OFFICIAL ACTIONS OF THE ADDISON CITY COUNCIL COMMUNITY PARTNERSHIP COMMITTEE

February 4, 2025

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

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

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

Chair Chris DeFrancisco called the meeting to order in the Acacia Room at 4:00 PM.

Regular Agenda

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

MOTION: Deputy Mayor Pro-Tempore Craig moved to approve the draft Minutes as presented. Council Member Willesen seconded the motion. Motion carried unanimously.

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

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

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. The subsequent interactive review and discussion focused upon a proposed Performing Arts Organizations Category, including reviewing and discussing strategic goals for The Addison Performing Arts Centre, reviewing funding history and anticipated budget for FY2026, reviewing what other cities are doing to provide funding to performing arts organizations, and beginning an initial discussion on a potential funding structure and process.

Throughout the discussion, the Committee provided general feedback and direction including

the following guiding objectives:

- Keep WaterTower Theatre as the sole Resident Company of Main Stage with no decrease in funding for FY2026;
- Explore Resident Company options for Studio space in the facility;
- Advance long-range goal of 150 Lit Nights (understand that it may be achieved over time);
- Incorporate additional arts genres to diversify programming offerings at The Addison;
- Review/discuss potential for an Incentive-Based Funding model for Resident Companies.

For the next Committee meeting on February 18, staff will prepare additional information and options for discussion, including a potential funding structure and categories based on the facility spaces in The Addison Performing Arts Centre, a potential incentive-based funding structure, and potential evaluation criteria.

Adjourn Meeting

Chairperson DeFrancisco adjourned the meeting at 5:38 PM.

TOWN OF ADDISON, TEXAS

Council Member Chris DeFrancisco, Chairperson

ATTEST:

Sarah Kuechler, Chief of Staff

**City Council Community Partnership
Committee Mtg -CANCELLED**

. b.

Meeting Date: 02/18/2025

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.

At the February 4, 2025 Committee meeting, the Committee reviewed and discussed a proposed Performing Arts Organizations Category, including reviewing and discussing strategic goals for The Addison Performing Arts Centre, reviewing what other cities are doing to provide funding to performing arts organizations, and beginning an initial discussion on a potential funding structure and process.

For the next Committee meeting on February 18, staff is preparing additional information and options for discussion, including a potential funding structure and categories based on the facility spaces in The Addison Performing Arts Centre, a

potential incentive-based funding structure, and potential evaluation criteria. A presentation will be distributed to the Committee in advance of the meeting.

RECOMMENDATION:

For Committee discussion.

Attachments

Presentation

Community Partnership Committee Meeting

February 18, 2025

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font. The text is centered within a white circle, which is set against a blue background. The blue background is part of a larger graphic on the right side of the slide, consisting of a blue triangle pointing downwards, with a white circle in the center. The top and bottom corners of the blue triangle are cut off by a diagonal line, revealing a dark grey background.

- Review Committee Objectives from February 4 meeting
- Review and discuss:
 - Potential incentive-based funding structure
 - Potential funding structure and categories based on the facility
 - Potential evaluation criteria
 - Additional potential tools to increase lit nights or revenue at The Addison

Confirmation of objectives from February 4, 2025 Committee Meeting:

- Keep WaterTower Theatre as sole Resident Company of Main Stage with no decrease in funding for FY2026
- Explore Resident Company options for Studio
- Advance long-range goal of 150 Lit Nights
- Incorporate additional arts genres to diversify programming offerings at The Addison
- Review/discuss potential for an Incentive-Based Funding model for Resident Companies

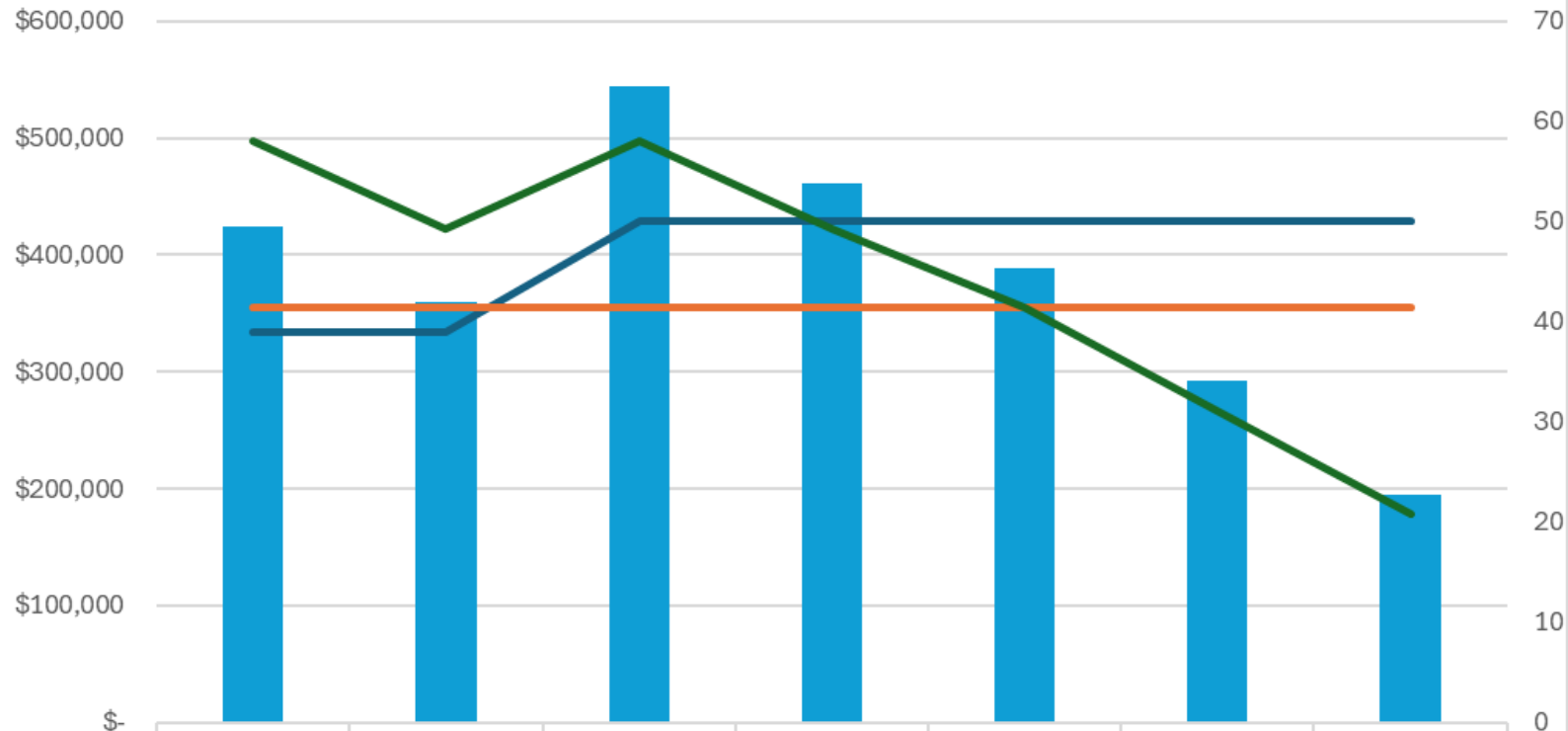
Review from February 4 Committee meeting:

- 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
 - **Additional \$70,911 to allocate with FY2026 projection**

POTENTIAL INCENTIVE BASED MODEL



WTT Incentive Scenarios



	FY24 Base	FY25 Budget	Scenario 1 - FY24 Funding Level	Scenario 2 - FY25 Funding Level	Scenario 3 - 100% match	Scenario 4 - 75% Match	Scenario 5 - 50% Match
Total Town Incentive	\$425,000	\$360,000	\$544,872	\$461,538	\$389,210	\$291,908	\$194,605
Lit Nights	39	39	50	50	50	50	50
WTT Rev Per Ticket	\$41.51	\$41.51	\$41.51	\$41.51	\$41.51	\$41.51	\$41.51
Town Investment Per Ticket	\$58.11	\$49.22	\$58.11	\$49.22	\$41.51	\$31.13	\$20.75

As requested, for Committee review and discussion. Staff will review and provide context.

How do we get to 150 lit nights?

Funding can help determine structure.

- **ONE RESIDENT COMPANY** --- receives all funding and space
- **MULTIPLE RESIDENT COMPANIES** --- receives portion of funding and space allocation
- **RESIDENT COMPANY BY SPACE** --- receives portion of funding and priority in one of two spaces:
 - Main Stage
 - Studio

NOTE: Resident status includes space, time, and financial support.

Based on Committee's feedback and objectives, focus on the **Resident Company by Space** option.

POTENTIAL STRUCTURE



- Resident Company program tied to facility spaces:
 1. **Mainstage** – WaterTower Theatre
 2. **Studio** - TBD
- Resident companies to receive:
 - Funding – HOT funds
 - Space – rehearsal + performance
- **Renters** to be included as a 3rd category --- *not eligible for funding*

POTENTIAL STRUCTURE

MAINSTAGE RESIDENT COMPANY -- WTT

- Priority scheduling for the Mainstage (second only to the Town for bookings)
- Access to scheduling of the Studio after Town and Studio Company bookings
- Up to 50% of scheduled dates to be provided as an in-kind contribution
- Marketing support from the Town of Addison, including advertising on the Belt Line Road digital billboard.

REQUIREMENTS: *

- 50 nights of public performances per season (July 1 – June 30) in the Mainstage.
- Carry the designation of “A Resident Company of The Addison Performing Arts Centre” on all marketing materials, along with logo

STUDIO RESIDENT COMPANY – could be multiple

- Priority scheduling for the Studio (second only to the Town for bookings)
- Access to scheduling of the Mainstage after Town and Cornerstone Company bookings
- Up to 50% of scheduled dates to be provided as an in-kind contribution
- Marketing support from the Town of Addison, including advertising on the Belt Line Road digital billboard.

REQUIREMENTS: *

- 10 nights of public performances per season (July 1 – June 30) in the Studio.
- Carry the designation of “A Studio Resident Company of The Addison Performing Arts Centre” on all marketing materials, along with logo

RENTERS

Renters are all other non-Town users of The Addison who are *not* members of the resident company program. This category of renters may include non-profit organizations, businesses or private individuals who wish to use the facility for performances, trainings or private functions (e.g. wedding receptions).

- Renters are not eligible for funding or in-kind use of the spaces
- They have no other obligations outside those that are in their rental agreements.
- If a renter’s event is open to the public, marketing support is available at the sole discretion of the Town’s communications department.

**At a minimum, all organizations requesting funding should be required to provide:*

- Average paid capacity of 50% for all performances
- Ticket discounts to all Addison town employees, officials, and residents
- One community-oriented offering per year (examples include, but not limited to, free student matinees performances for George H.W. Bush Elementary, providing summer camps for kids, hosting a young professional event)

IDEAL SAMPLE SEASON: CATEGORIES

ADDISON

DANCE AROUND THE WORLD SERIES -- 14

- OCTOBER
- JANUARY
- MARCH
- MAY
- JULY
- AUGUST
- SEPTEMBER



HOLIDAY AT THE ADDISON - 16

- DECEMBER

THE ADDISON - JAZZ STYLE TRIBUTE SERIES - 12

- APRIL
- JULY



BIG 3 PRE-EVENTS -8

- APRIL
- JULY
- SEPTEMBER

50 LIT NIGHTS

150 LIT NIGHTS

TOWN-CURATED PROGRAMS

WATERTOWER THEATRE PERFORMANCES

STUDIO AND RENTALS

- 1/ "BWY X NTX"
 - OCTOBER
- 2/ "CIRQUE "
 - MAY/JUNE



WaterTower Theatre

- 3/ SAY GOODNIGHT (world premier)
 - JANUARY/FEBRUARY
- 4/ GOODNIGHT OSCAR (regional premier)
 - MARCH/APRIL

50 LIT NIGHTS

STUDIO RESIDENT COMPANIES -
- CURRENT USERS: OUTCRY,
ACCOLADE, TCTP, etc.

ONE-OFF RENTALS:
- RECITALS, RECPTIONS, ETC.

50 LIT NIGHTS

LIT NIGHTS VS PERFORMANCES



December 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 HOLIDAY IN THE PARK	2	3	4	5 **CAKE TOPPER LIGHTING — YP MIXER / CAROLERS** A BUR-LESS-Q NUTCRACKER	6 ROCK N' AROUND THE CIRCLE FROZEN JR. A BUR-LESS-Q NUTCRACKER	7 FELIZ NAVI-DOG FROZEN JR. A BUR-LESS-Q NUTCRACKER
8 FROZEN JR. A BUR-LESS-Q NUTCRACKER	9	10 **BREAKFAST WITH SANTA**	11	12 HOLIDAY SIP N' PAINT A BUR-LESS-Q NUTCRACKER	13 GRANDMA GOT RUN OVER BY WHAT A BUR-LESS-Q NUTCRACKER	14 GRANDMA GOT RUN OVER BY WHAT A BUR-LESS-Q NUTCRACKER
15 PLANO SYMPHONY ORCHESTRA CHRISTMAS CONCERT A BUR-LESS-Q NUTCRACKER	16	17 **STORYTIME WITH MRS. CLAUS**	18	19 HOLIDAY SIP N' PAINT A BUR-LESS-Q NUTCRACKER	20 GRANDMA GOT RUN OVER BY WHAT A BUR-LESS-Q NUTCRACKER	21 A GROOVY CHRISTMAS GRANDMA GOT RUN OVER BY WHAT A BUR-LESS-Q NUTCRACKER
22 A GROOVY CHRISTMAS A BUR-LESS-Q NUTCRACKER	23	24 TOWN HOLIDAY	25 TOWN HOLIDAY	26 A BUR-LESS-Q NUTCRACKER	27 A BUR-LESS-Q NUTCRACKER	28 A BUR-LESS-Q NUTCRACKER
29 A BUR-LESS-Q NUTCRACKER	30	31 THE PLAY THAT GOES WRONG			KEY: ADDISON CIRCLE PARK MAIN STAGE STUDIO STONE COTTAGE **TENATIVE**	

DECEMBER 2024 =
29 TOTAL DAYS FOR ACTIVITY

CALENDAR SHOWS:

- 20 LIT NIGHTS
- 41 PERFORMANCES

BREAKDOWN:

1. WTT =
 - 4 LIT NIGHTS / 6 PERFORMANCES
2. TOWN CURATED =
 - 12 LIT NIGHTS / 19 PERFORMANCES
3. RENTERS =
 - 16 LIT NIGHTS / 17 PERFORMANCES

RESIDENT COMPANY BY SPACE STRUCTURE

Category	Description	Potential FY2026 Funding Allocation	Lit Nights <i>(Estimate Only)</i>
Mainstage – One Resident Company	<ul style="list-style-type: none"> One resident company (WaterTower Theatre) Receives priority in Mainstage 	\$340,000 * <i>(flat budget from FY2025)</i>	39
Studio – Multiple Resident Companies	<ul style="list-style-type: none"> Potential for multiple companies Receive portion of funding and space allocation Set minimum number of lit nights requirement 	\$40,000 <i>(In FY2025, \$5k to Outcry)</i> <i>Could partially fund multiple companies from different genres /demographics</i>	25 - 30
Renters	<ul style="list-style-type: none"> Renters are all other non-Town users of The Addison who are not members of the resident company program. 	--	15 - 20
Town-curated Events		\$70,000 <i>(In FY2025, \$34K for Town-curated)</i>	25 - 30
	TOTAL	\$450,000	104 - 119

* This reflects cash funding only; does not include in-kind.

POTENTIAL SAMPLE SEASON: CATEGORIES

ADDISON

100-120 LIT NIGHTS

TOWN-CURATED PROGRAMS

WATERTOWER THEATRE PERFORMANCES

STUDIO AND RENTALS

HOLIDAY AT THE ADDISON
• DECEMBER



THE ADDISON - JAZZ STYLE TRIBUTE SERIES
• LATE SUMMER / FALL

25-30 LIT NIGHTS
(\$70,000)



1/ "BWY X NTX"
• OCTOBER
2/ "CIRQUE "
• MAY/JUNE



WaterTower Theatre

3/ SAY GOODNIGHT (world premier)
• JANUARY/FEBRUARY
4/ GOODNIGHT OSCAR (regional premier)
• MARCH/APRIL

39 LIT NIGHTS
(\$340,000)

STUDIO RESIDENT COMPANIES -- CURRENT USERS:
OUTCRY, ACCOLADE, TCTP, etc.

25-30 LIT NIGHTS
(\$40,000)

ONE-OFF RENTALS:
- RECITALS, RECPTIONS, ETC.

15-20 LIT NIGHTS
(no funding)

POTENTIAL EVALUATION CRITERIA

- Committee could consider these **3 main evaluation criteria** while reviewing applications and determining recommended funding.
- In future years, criteria could be developed into a scorecard with a rating for each factor.
- Staff would develop an application that addresses evaluation criteria.

1. USAGE OF THE ADDISON

- Number of dates proposed for a public performance or event at The Addison Performing Arts Centre.
- Number of productions proposed *OR* the number of public performances or events for each production.

2. AUDIENCE & COMMUNITY IMPACT

- Extent to which the organization is able to market offerings and attract audiences.
- Evidence of community engagement and support.
- Potential to reach populations who have not historically attended The Addison Performing Arts Centre.
- Programs that serve Town of Addison residents (e.g., free student matinee performances for George H.W. Bush Elementary, hosting a young professionals' event).

3. ARTISTIC & MISSION CAPABILITY

- Programming offers content that is distinct in the Metroplex and for The Addison.
- Demonstrated need for the organization's mission and programs.
- Demonstrates consistent financial results and sustainability.
- Board of Directors is actively engaged with the organization.

OPPORTUNITIES TO INCREASE LIT NIGHTS AT THE ADDISON:

1. **In-Kind Partnerships** -- providing space at no cost (rather than renting). If interested, would need to:
 - Define goals, parameters, and limits
 - Develop a total in-kind budget
 - Develop approval process

OPPORTUNITIES TO INCREASE REVENUE AT THE ADDISON:

1. **Sell Facility Naming Rights**
 - Use generated revenue for additional Town-curated events increasing total lit nights
 - Could offer opportunities for spaces, seats or building
2. **Concessions & Ticketing Platform**
 - Consider bringing operations in-house or taking a percentage of 3rd party vendor sales
 - Identified as a future phase as part of the Theatre study

- Review topics for next meeting
- Planned Committee Schedule:
 - **Tuesday, March 11** at 4:00 p.m. at Addison Town Hall (*Conference Center renovations are planned to begin in March*)
 - Review and Consider Draft *Non-Profit Funding Program Guidelines* and Presentation Report
 - **Tuesday, March 25** City Council Work Session