



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

**THURSDAY, JULY 10, 2025**

**4:00 PM**

**ADDISON TOWN HALL**

**TOWN HALL PARLOR**

**5300 BELT LINE ROAD, DALLAS, TX 75254**

**AMENDED 7/8/2025 at 2:31 P.M. - Addition of Presentation to Item 2.a.**

1. Call Meeting to Order
2. Regular Agenda:
  - a. Receive and discuss presentations from scheduled non-profit organizations that applied for funding.
    1. Metrocrest Services
    2. World Affairs Council
    3. Jewish Family Services
    4. Accolade
    5. Dance Council of North Texas
    6. Outcry Theatre
    7. Plano Symphony Orchestra
    8. The Classics Theatre Project
    9. WaterTower Theatre
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.**

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POSTED BY: \_\_\_\_\_  
Sarah Kuechler, Chief of Staff

DATE POSTED: \_\_\_\_\_

TIME POSTED: \_\_\_\_\_

DATE REMOVED FROM BULLETIN BOARD: \_\_\_\_\_

REMOVED BY: \_\_\_\_\_

**City Council Community Partnership  
Committee**

. a.

**Meeting Date:** 07/10/2025

**Department:** City Manager

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**AGENDA CAPTION:**

Receive and discuss presentations from scheduled non-profit organizations that applied for funding.

1. Metrocrest Services
2. World Affairs Council
3. Jewish Family Services
4. Accolade
5. Dance Council of North Texas
6. Outcry Theatre
7. Plano Symphony Orchestra
8. The Classics Theatre Project
9. WaterTower Theatre

**BACKGROUND:**

Per the Town's [Non-Profit Funding Program Guidelines](#), applicants have the opportunity to provide an in-person presentation to the Committee on the scheduled presentation date(s). Each applicant has been scheduled for a 5-minute presentation with a question-and-answer session immediately following the presentation. Presentations to the Committee are video recorded and available on the Town's website.

Five (5) Local Service Organizations presented to the Committee at the last meeting on June 26, 2025. The following organizations are scheduled to present at the July 10 Committee meeting. Copies of their presentations are attached to this agenda item. Please note that we are waiting on one additional presentation from Jewish Family Services.

**Remaining Local Service Organizations:**

1. Metrocrest Services
2. World Affairs Council
3. Jewish Family Services

**Performing Arts Organizations:**

4. Accolade
5. Dance Council of North Texas
6. Outcry Theatre

7. Plano Symphony Orchestra
8. The Classics Theatre Project
9. WaterTower Theatre

Organizations were asked to keep their presentation to an Executive Summary level and focus in line with the application structure for their program category.

### **Applications**

Staff distributed electronic copies of the full applications received to the Committee, as well as the financial assessment of the organizations performed by staff. Staff have also created a summary application matrix for each category (**attached**) if helpful to the Committee during review.

### **FISCAL IMPACT**

Each applicant will present their funding request to the Committee for review and consideration.

### **RECOMMENDATION**

For Committee information.

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### **Attachments**

- Application Summary - Performing Arts Organizations
  - Presentation - Metrocrest Services
  - Presentation - World Affairs Council
  - Presentation - Jewish Family Service
  - Presentation - Accolade
  - Presentation - Dance Council of North Texas
  - Presentation - Plano Symphony Orchestra
  - Presentation - Outcry Theatre
  - Presentation - The Classics Theatre Project
  - Presentation - WaterTower Theatre
-

**FY2026 Non-Profit Funding Program Applications Summary**  
**Performing Arts Organizations Category**

Note: This is a summary only; full applications have been distributed for review.

Organization	Accolade	Dance Council of North Texas	Outcry	Plano Symphony Orchestra	The Classics	WaterTower Theatre
<b>Program/Project:</b>	Accolade Season 5	North Texas Dance Film Festival (Feb. 2026)	Outcry Theatre	PSO Family Concert Series	The Classics 2026 Season	Water Tower Theatre Season 30
<b>Request Type</b>	Studio Resident Company	General Assistance	Studio Resident Company	General Assistance	General Assistance	Main Stage Resident Company
<b>Website</b>	<a href="http://www.accoladetheatre.org">www.accoladetheatre.org</a>	<a href="http://www.dancecouncil.org">www.dancecouncil.org</a>	<a href="http://www.outcrytheatre.com">www.outcrytheatre.com</a>	<a href="http://www.planosymphony.org">www.planosymphony.org</a>	<a href="http://www.theclassicstheatreproject.com">www.theclassicstheatreproject.com</a>	<a href="http://www.WaterTowerTheatre.org">www.WaterTowerTheatre.org</a>
<b>FY 25 Funding Approved</b>	n/a	n/a	\$5,000	n/a	n/a	\$360,000
<b>FY 26 Funding Request</b>	<b>\$15,000</b>	<b>\$4,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$50,000</b>	<b>\$440,000</b>
<b>An increase in funding from prior years?</b>	n/a	n/a	Yes. Requested the same funding for several years in the amount of \$10,000 (only approved for \$5,000), but revenues and expenses have increased, so making a modest raise to our request.	n/a	n/a	Yes. Plan for 10 additional performances next year. Following the Odyssey Associates report, WTT has had to outsource several key production departments due to significant operational changes.
<b>In-Kind Support from the Town:</b>	n/a	n/a	Yes. Receive marketing support, including being featured on the electronic sign outside of The Addison and on the electronic billboard on Belt Line.	Yes. Previously entered a co-production agreement with Town for a special holiday performance at The Addison (Dec. 2023) and led to additional mutually beneficial events. Town has also provided digital billboard services on Belt Line and support for PSO events in Addison.	n/a	Yes. In 2024, Addison provided \$20,000 in in-kind support for space rentals, including performance, audition, rehearsal, and office spaces. During that time, WaterTower Theatre vacated its six office spaces. In 2025, WaterTower Theatre returned to its two designated offices as the resident arts company.
<b>Request as Percentage of Annual Revenue:</b>	11%	4%	5%	0.36%	50%	35-40%
<b>Program Description:</b>	<p>Requesting funds towards a <b>fall production, a spring production, and a week-long camp.</b></p> <ul style="list-style-type: none"> <li>- The Lion, The Witch, and Wardrobe (Oct 9-12) - casting grades 3rd-8th. Using Main Stage, offering 6 performances, casting 70-80 kids, and expecting audience size of 900-1000.</li> <li>- Frog and Toad KIDS (March 6-14) - casting grades 1st-6th. Offering 10 shows in Studio, casting 60 kids, and expecting audience size of 600-700.</li> <li>- Theater Camp (July 20-26) - 2 track camp. Expect 30 elementary campers with 10-20 high school students participating. Offer 6-7 shows with an expected audience size of 600+.</li> </ul>	<p>Recognizing the need for more digital dance exposure, <b>the North Texas Dance Film Festival</b> promotes emerging and professional dance filmmakers from around the world and provides an affordable platform for them to share their work.</p> <p>Funds will be used to market the Festival to dance filmmakers regionally, nationally, and internationally, and to host the film submission portal.</p>	<p>We are requesting funds to support Outcry's theatrical productions that take place at The Addison. We will be producing <b>five productions</b> this coming year (Sept. 1, 2025 – Aug. 31, 2026) at The Addison. Grant money will be used towards production costs to realize these complicated and expensive productions: including sets, props, costumes, and other production specific expenses.</p>	<p>PSO requests \$10,000 to support production and outreach needs for the <b>PSO Family Concert Series performances at The Addison Performing Arts Centre (October 26, 2025 &amp; February 28, 2026).</b> Funding from the Town of Addison would directly support the creation of two unique concert experiences, each featuring a professional chamber ensemble of six PSO musicians, an event host, and collaborations with area organizations that support the vision and themes of the program, intersecting the arts, education, and family-friendly interactive live concert experiences.</p>	<p>The Classics Theatre Project is seeking \$50,000 in underwriting for the <b>2026 Season budget.</b> The funds will go directly to the 2026 Addison Season estimated budget of \$99,500.00. All productions listed will be Addison exclusive events rehearsing and performing at The Addison. Funds will be used for production and operating necessities including performance rights, production materials, advertising/marketing, and artist compensation.</p>	<p>This year's lineup includes a classic play, a family-friendly musical, a TONY Award-winning regional premiere, and a musical festival celebrating the deep connection between Addison and Broadway.</p> <ul style="list-style-type: none"> <li>- 4 fully staged professional theatrical productions</li> <li>- 1 workshop culminating in a presentation under the 26 hour Actors' Equity Agreement</li> <li>- New 3 evenings of Summer Cabaret Series Shows</li> <li>- New Young Professionals Education Program</li> <li>- Continued Meisner Master Classes</li> <li>- 4 Pipeline Professionals Happy Hour</li> </ul>

**FY2026 Non-Profit Funding Program Applications Summary**  
**Performing Arts Organizations Category**

*Note: This is a summary only; full applications have been distributed for review.*

Organization	Accolade	Dance Council of North Texas	Outcry	Plano Symphony Orchestra	The Classics	WaterTower Theatre
<b>Target Audience</b>	Our target audience includes families, children, and anyone who enjoys vibrant storytelling. While our primary audience is families and their loved ones, we strive to offer quality productions at an affordable price to the general public, as well.	Target audience for the festival includes people interested in dance but particularly those interested in seeing how dance is interpreted internationally. Dance Film appeals to a younger audience, and the dance festival will be a perfect match to younger audiences.	One of those productions features students ages 5-12, so that will be for all ages, particularly children and families. Two will be with teenage actors, which will likely be for all ages, but may contain some adult content, and would be appealing even to adult audiences. Finally our professional production will likely contain adult content, and will be geared towards an adult audience.	The target audience includes families with young children (ages 3–12), caregivers, and multigenerational households seeking affordable, enriching entertainment. Programming is intentionally inclusive and accessible, with sensory friendly components.	Our target audience is the working class and community of North Texas.	WaterTower Theatre has experienced significant audience growth—not only in size, but also in diversity and younger demographics. Although audience data shows a strong base within and just north of Addison, we have actively expanded our outreach to other regions. This includes targeted marketing efforts to the east through our Arts Magnate Program and partnerships with Acting Studio companies based in surrounding cities.
<b>Marketing</b>	We market through our Facebook page, website, and newsletter. Our shows almost always sell out.	Marketing will be done through the Dance Council's various social media platforms and Centerstage email. Also work with Festival participants to promote through their social media and marketing venues.	Outcry's marketing to attract audiences to Addison comes in two main forms: Facebook/Instagram (FB/IG) ads and participants spreading the word to friends and family. When we run a FB/IG ad, we tailor it to the show's location. For an Addison production, we put Addison as the location and add a 25-mile radius.	Digital advertising, social media, community partnerships, direct email campaigns, and event listings on high-traffic platforms like KERA Art & Seek, DFW Child, and GuideLive.  Effectiveness is tracked through analytics (email open rates, ad click-throughs, social engagement), patron surveys, and CRM data such as ZIP code analysis. In previous seasons, digital marketing has proven the most cost-effective strategy, resulting in sold-out Family Concerts across partner cities.	Through dynamic programming and promoting via cross marketing, social media, newsletter emails, targeted ad buys, collaboration, and community outreach on the local state & national levels. TCTP has effectively reached, sustained, and grown our audience since our formaton 8 years ago.	WTT dedicates a significant portion of its budget to marketing efforts. Received consistent media coverage, including multiple appearances on WFAA Channel 8's Good Morning Texas, features in The Dallas Morning News, and numerous arts reviews throughout the year. These efforts have resulted in dozens of positive mentions across both local and national media outlets, benefiting not only WTT but also the Town. WTT also gathers audience feedback through post-show surveys to assess impact and satisfaction.
<b>Program Measures / Proposed Events</b>	<b>Total Number of Productions: 3</b> <b>Total Number of Performances: 21</b> <b>Total Number of Dates: 13</b>	<b>Total Number of Productions: 3</b> <b>Total Number of Performances: 3</b> <b>Total Number of Dates: 3</b>	<b>Total Number of Productions: 5</b> <b>Total Number of Performances: 38</b> <b>Total Number of Dates: 27</b>	<b>Total Number of Productions: 2</b> <b>Total Number of Performances: 3</b> <b>Total Number of Dates: 2</b>	<b>Total Number of Productions: 7</b> <b>Total Number of Performances: 80</b>	<b>Total Number of Productions: 5</b> <b>Total Number of Performances: 58</b> <b>Total Number of Dates: 58</b>
<b>Projected Average Attendance Per Event:</b>	We consistently see around 10-12 patrons per performer attend our productions. However, our shows at The Addison almost always sell out, so our real numbers may be closer to 15 patrons per performer. Our projected audience size is based on the cast size. Because our younger shows tend to be large cast productions (and often double cast), the audience size tends to be in the 600-800 range.	- North Texas Dance Film Festival: 250 - Workshop - Dancing for the Camera: 30 - Workshop - Filming Dance: 30	- Fall Youth play - 640 - Winter Youth Musical - 609 - Winter Professional Production - 338 - Summer Camp Musical - 498 - Summer Youth play - 471  Based on previous performances at the same time/location	- 200-250 attendees per production event  Prrevious 2025 Family Concert Series attendance: 195 attendees / 2 performances	Our current performance attendance average of 54.19% sold seats over all. Our current perofmrance attendance average per performance in The Stone Cottage is 58.37%.  Our current perofmrance attendance average per performance in the Studio Theatre is 54.58%.	On average, our paid attendance reaches 71% of total capacity across all performances. Looking ahead, based on current sales trends and projections, we expect to maintain attendance levels around 70%. This comes as we expand some productions from two-week runs to three-week runs in the upcoming season.

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<p><b>Program Impact / Performances at The Addison</b></p>	<p>- Ticket Sales - almost every show has been completely sold out.                      - Audience Satisfaction - growing, thriving community of kids and families.                      - Student Development - students learning and growing in their theatrical skills (performance and technical) and as individuals.</p>	<p>n/a</p>	<p>Our performances at the Addison Performing Arts Centre were successful. We received positive reviews for our professional immersive play A Memorial Service for Lily Evergreen. The Dallas Observer said, "This hyper-creative immersive play brought us to tears and laughter." Our youth productions had high ticket sales, included a number of sold out performances. We do select surveys to gauge audience response. Both Lily Evergreen and our youth musical The Addams Family received 4.7/5 on artistic quality.</p>	<p>The PSO's Family Series performances at The Addison have consistently delivered joyful, accessible cultural experiences that connect families through music, story, and interaction. The performances are designed to cultivate a lifelong relationship with the arts by making classical music fun, relatable, and participatory.</p>	<p>Yes performances hosted at The Addison were successful. Efforts can be evaluated on attendance, patron retention, engagement.</p>	<p>For more than three decades, professional-quality theatre has been synonymous with WaterTower Theatre and the Addison Theatre Centre. This 30 year partnership is a shining example of what's possible when a visionary city and a thriving arts organization come together. Over the years, it has resulted in millions of dollars in economic impact, support, and ticket sales—along with a strong, positive association between the two entities.</p>
<p><b>Community Impact and/or Economic Benefit</b></p>	<p>* Accolade brings affordable, excellent theater experiences to kids and families in our community. Our low-tuition program allows families from all income levels to participate in the performing arts. We feel this has a significant impact on youth and families in our community.                      * Our thriving program brings individuals and families from all over the metroplex, not to mention the country. This brings tourism and commerce, as well as positive branding for the Town of Addison.                      * Our student camp would bring families to the area for the entirety of the week.</p>	<p>The North Texas Dance Film Festival will allow us to reach new audiences interested in film and dance, and promote emerging dance filmmakers world-wide.                       Dance Film also appeals to a younger audience, and we think this Festival will be a perfect match for the younger, diverse population of Addison. We also hope to encourage developing dance filmmakers in Addison to attend the Festival and meet and mingle with any of the filmmakers attending.</p>	<p>In terms of community impact, we are bringing high quality theatre for both adult audience, youth, and all ages.                       On an economic level, we are bringing large numbers of non-Addison residents into Addison. The vast majority of our audiences are from outside of Addison, so they are coming into Addison to see our performances. They are spending money at Addison restaurants and in some cases on Addison hotels. They are also more likely to spend money in Addison stores.</p>	<p>PSO Family Series concerts contribute to Addison's reputation as a destination for family-friendly cultural experiences. These programs activate The Addison, increase foot traffic in nearby restaurants and businesses, and encourage cultural tourism from surrounding cities. The PSO works with Addison-based vendors when possible and prominently credits the Town of Addison in all promotional efforts, ensuring recognition and alignment with the city's cultural goals.                       Additionally, students from Addison's Bush Elementary participate annually in the PSO's School Concert Education Program—our flagship education initiative that combines TEKS-aligned curriculum, in-class musician visits, and a full-orchestra concert field trip.</p>	<p>TCTP brings hundreds of individuals to the Town of Addison with every production. Our team members and our patrons dine and drink at the local restaurants and bars to such an extent that we have been able to form relationships with several local businesses. Our patrons coming from out of town often stay at Addison hotels. Our policy is that all our vendors and team members are local, which has and continues to build an artistic community that supports local business. Our educational programming and outreach has helped to build the next generation of local artists. As the only theater company in North Texas with a commitment to producing accessible and relevant classic theatrical works, we impact the culture of the Addison and greater North Texas community with a unique, unrivaled, undeniable artistic voice.</p>	<p>With its origins in The Stone Cottage and now thriving in the beautifully reimagined Addison Theatre Centre, WTT has grown alongside the Town of Addison. This long-standing partnership has been enriched by the support of hundreds of local businesses and consistent engagement with the community. WTT frequently invites Addison employees to final dress rehearsals and offers discounted tickets to Addison residents—efforts that reflect its deep commitment to serving its hometown. With an estimated return on investment of approximately 75% and thousands of visitors traveling to Addison to attend performances, WTT has become a cornerstone of the town's cultural and economic landscape. It is a vital contributor to the spirit behind Addison's motto: "Where it all comes together."</p>

metrocrest  services®

# Town of Addison

**July 10, 2025**





# Who We Are

## Metrocrest 2030 Strategic Plan

### Our Mission

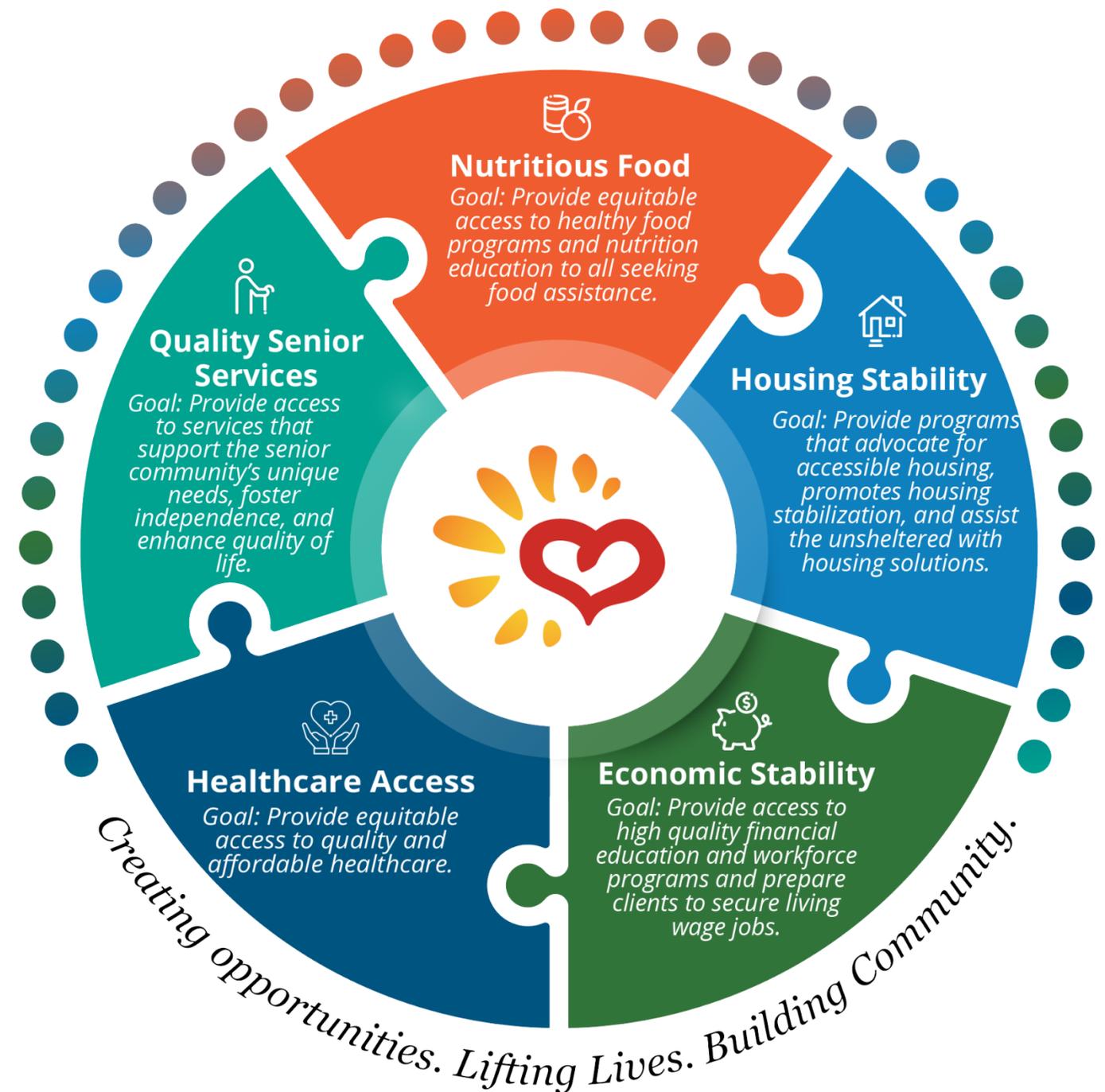
To empower individuals to achieve self-sufficiency and foster independence

### Our Vision

To build a thriving community for *ALL*

### Our Values

Start with a “Yes” attitude • Celebrate Differences • Be Kind • Embrace Change • Choose Joy



# Our Services



## Meet Basic Needs

- Food Assistance
- Housing Stability
- Homeless Resources



## Build Economic Stability

- Financial Education
- Workforce Development



## Enhance Quality of Life

- Healthcare Guidance
- Nutrition Education
- Referrals & Resources
- Senior Services



# Community Partnerships



## Complementary Partners

MetroCare  
The Concilio  
Hope Cottage  
Woven Health Clinic  
North Texas Food Bank



## Workshops & Fairs

Job Fairs  
Dallas College  
Financial Experts  
Health & Wellness Fairs  
LegalAid NorthWest Texas

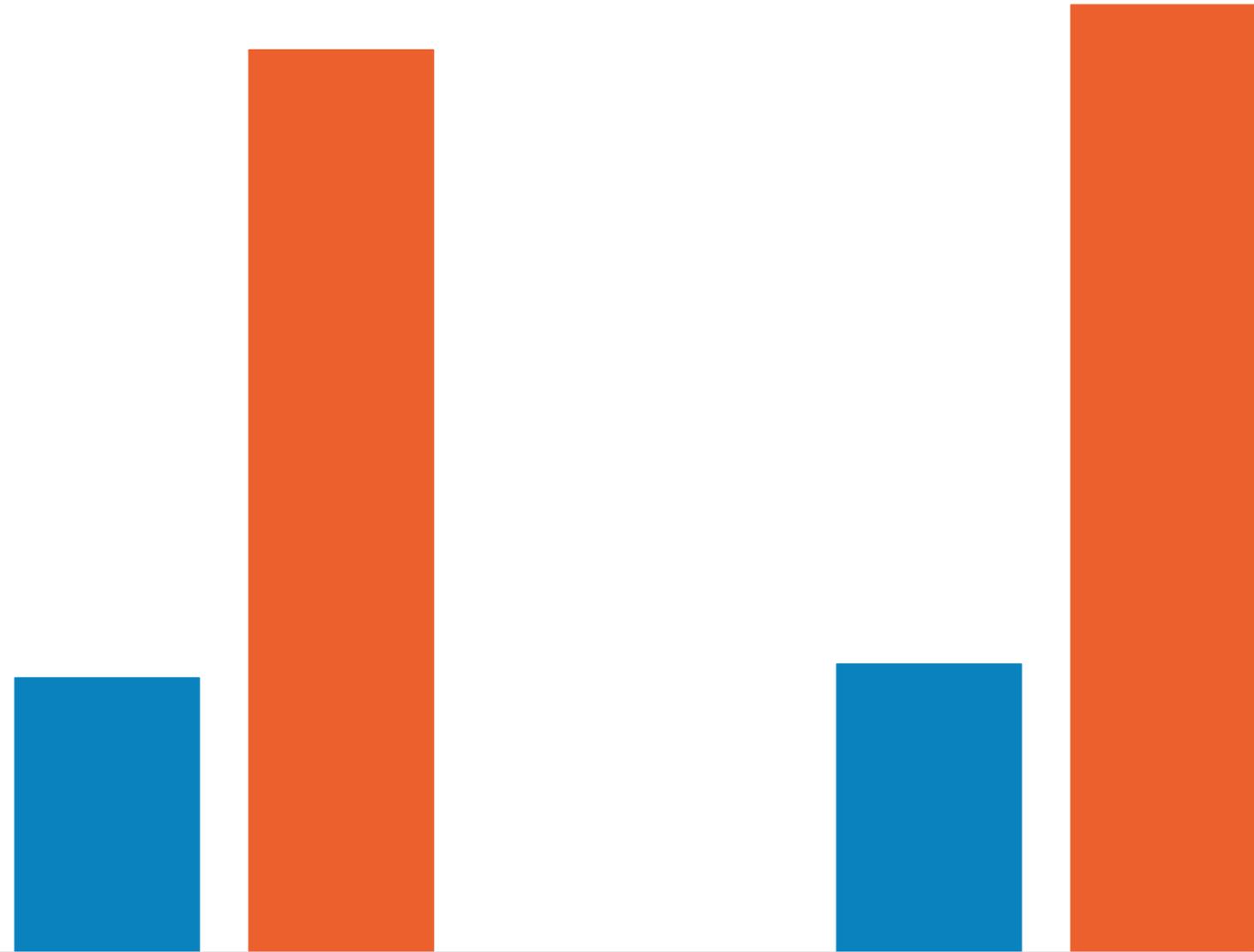


## Additional Resources

Nutritionists  
Texas AgriLife  
Master Gardeners  
Texas Health Resources  
Parkland Hospital Network



# Addison Residents Served



■ Residents Served  
■ Services Provided

FY 25 Current Projection

FY 26 Projection

1,655

1,738

5,440

5,712



# Challenges and Action

## Challenges

### Federal Funding Reductions

- **Impact on Non-Profit Sector**
  - Less than 3% of Metrocrest Services' budget is federal dollars
  - Potential loss of FEMA funds
  - Proposed cuts to Medicaid & SNAP
- **HUD potential \$32B funding loss** impacts Homeless Response Systems
- **North Texas Food Bank losing \$11M in USDA funding** = potential loss of 1M Pounds of Food (20% of total for FY 25/26) for Metrocrest Services

### Economic Uncertainty

- Donation **decline of 29%** since January
- Individual and corporate donor uncertainty
- Increased competition for funding
  - Private foundations receiving a 25% increase in grant requests
  - Reduction in recent awards from long-time funders

## Actions

- Developing new donor strategies
- Focus on supplementing food loss due to NTFB reduction in federal funds
  - In-kind Donations
  - Monetary Donations
  - "Stock the Shelves" Campaign
- Expense reduction
- Use of reserves to ensure no disruption of services
- Resale Growth
- Seeking additional funds from city partners

## Goal

**No disruption of services.**



# Funding Request

- FY 24/25 Funding = \$162,721
- FY 25/26 Request = \$210,885\*

*\*Review funding in Spring 2026 and revise as appropriate if economic conditions improve.*

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Thank You

*for helping to build a thriving community for all!*

# Town of Addison Grant Presentation

FY2025-2026 NONPROFIT FUNDING

WORLD  
AFFAIRS  
COUNCIL  
DALLAS/FORT WORTH

***Funding  
Request***

The World Affairs Council of Dallas/Fort Worth would like to reignite its partnership with the Town of Addison as a **\$25,000 Institutional Member**

## \$25k Institutional Membership Benefits:

- ☑ **2 Program Sponsorships** – Hosted at the Addison Conference Center, AMC Theater, or other Addison location
- ☑ **2 President’s Circle Memberships** - The Council’s highest level of individual membership includes complimentary access to most programs plus exclusive access to President’s Circle Dinners, VIP receptions, briefings, and head table opportunities
- ☑ **Consulting services** on diplomatic and protocol related matters
- ☑ Table of 10 at the **Mallon Award Dinner**
- ☑ Table of 10 at the **International Educator of the Year Award Luncheon**
- ☑ **25 Program Passes** for Town of Addison employees, clients, or contacts to gain complimentary access to Council programs

## The benefits provide the Town of Addison with:

- ☑ **Strategic networking opportunities** - Town of Addison employees, clients, or contacts can connect with U.S. and foreign diplomats, top-tier executives, and thought leaders, forging beneficial relationships
- ☑ **Enhanced professional development offerings** – Town of Addison staff and civic leaders will have access to leadership and education opportunities to strengthen their knowledge of local and global affairs
- ☑ **Brand visibility** - The Town of Addison can grow its reputation as a dynamic business and innovation hub that is a leader in international engagement
- ☑ **Civic engagement and influence** – Hosting speaker events at Addison venues reinforces the town's position as a center for dialogue and diplomacy

COUNCIL INSTITUTIONAL MEMBERS

# In Good Company



WACDFW FY2024

# Impact Numbers

## *Public Programs*

**65** Public Programs

**5,590** Event Attendees

**7** Young Professional Events

## *Global Young Leaders*

**69** GYL Events

**88** Participant Schools

**6,325** Students Impacted

## *International Visitor Programs*

**197** International Visitors

**74** Participating Countries

**118** Professional Meetings



Thanks for your  
consideration.

WORLD AFFAIRS COUNCIL  
DALLAS/FORT WORTH

# JEWISH FAMILY SERVICE

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**Cathy Barker, President & CEO**

**The Town of Addison**  
**City Council Community Partnership Committee**



**Jewish Family Service  
of Greater Dallas**  
*An open door to all in need*

# FUNDING REQUEST

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JFS is requesting \$50,000 in funding from The Town of Addison to support the hunger relief services provided by the agency's Food Pantry program.

# PROGRAM DESCRIPTION

- **Year-Round Access:** Open year-round to all eligible clients. By appointment only.
- **Client-Choice Model:** Clients "shop" for a week's worth of groceries, choosing items that best meet their household needs.
- **Nutritious Options:** Offers healthier, more culturally diverse food options not typically accessible to clients.
- **Beyond Food:**
  - Access to toiletries and household essentials
  - Encourages connection with JFS case managers
- **Wrap Around Support:**
  - Help applying for government assistance programs
  - Referrals to JFS services: Employment & financial coaching, Emergency financial aid, Mental health counseling (adult & child), Low-cost primary healthcare
- **Senior & Disability Support:**
  - Kosher home-delivered meals
  - Transportation to medical appointments

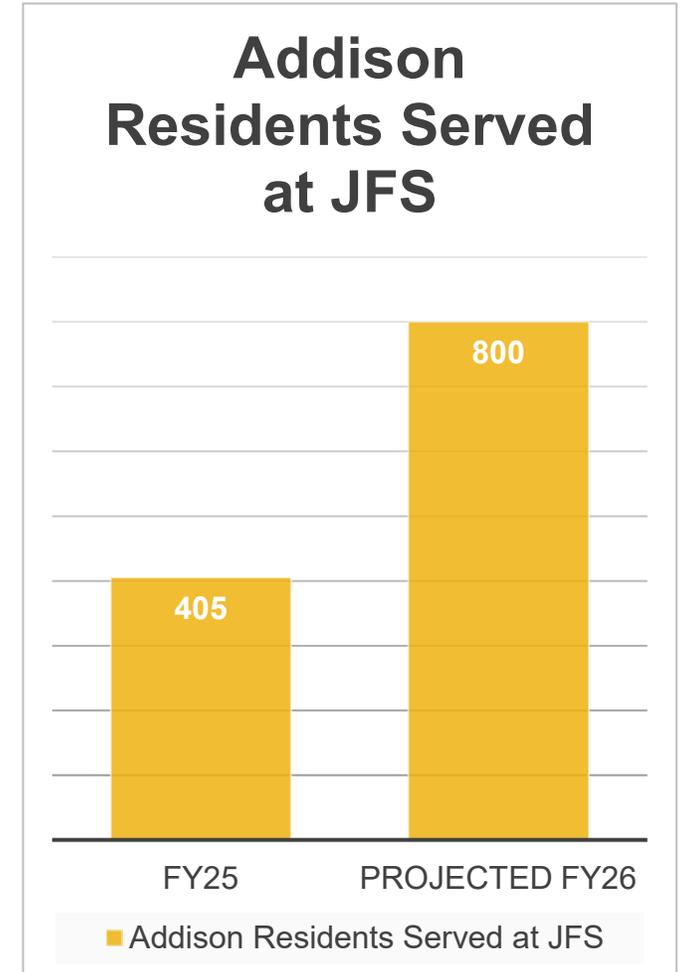


# PROGRAM MEASURES

In fiscal year 2024 (1 August 2023 – 31 July 2024), the Food Pantry program achieved the following:

- **2,855** households received food pantry services.
- **9,991** clients received food pantry services.
- **938,604** pounds of food distributed, including 844,743 pounds of healthy food distributed as defined by NTFB guidelines.
- **9,782** Home Delivered Meals were distributed to homebound older adults.

70% of clients served report eating at least two meals a day after receiving food from the program and that this assistance helps prevent hunger.



# COMMUNITY IMPACT

Requested \$50,000 would directly support Addison residents, covering rising costs for essential items and services and reduce food insecurity in Addison through holistic, client-centered support.

Awarded funds will be used to restock the pantry's supply of grocery items and essential household items that are ineligible for purchase using SNAP benefits.



# PROPERTY & BUILDING FEATURES



**QUESTIONS?**

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# Accolade Community Theatre

Town of Addison Arts Grant Presentation

# Accolade's Mission and Vision

Accolade Community Theatre exists to provide excellent and affordable theater experiences to families in North Dallas and the surrounding community.

- Founded by families looking for high-quality, affordable youth theater. Because of our amazing volunteers, we are able to offer excellent opportunities to youth and families in our community.
- Strong values of affordability, excellence, accessibility
- An encouraging community where kids can learn and grow



# Accolade's Mission and Vision cont...



# Funding Request

We respectfully request \$15,000 in funding to support the production of four high-quality theatrical performances at the Addison Performing Arts Centre . Specifically, grant funds will be used to partially offset production costs for the following shows:

- The Lion, the Witch, and the Wardrobe (Main Stage): \$13,000
- A Year with Frog and Toad KIDS (Studio Theatre): \$11,500
- Finding Nemo Jr. (Studio Theatre) + Tech Theater camp (Main Stage): \$10,000
- Newsies (Main Stage)

The combined production budget for these shows and events is \$34,500, which represents approximately 32% of Accolade's total annual season budget.

These funds will help cover essential expenses such as performance rights, set and costume materials, theatre rental, and technical support.

# Program Description

## **The Lion, The Witch, and Wardrobe (October 9-12, 2025) - Main Stage**

- Cast size of 70-80 kids (double-cast)
- 6 performances with an expected audience size of 900-1,000
- Offering a student matinee for local elementary schools, as well as homeschool groups

## **A Year with Frog and Toad (March 6-14, 2026) - Studio Theater**

- Cast size of 60 kids (double cast)
- 10 shows in the studio theater space with expected audience size of 600-700



# Program Description Continued..

## **Theater camp (July 20-26, 2026) - Main Stage and Studio Theater**

- 2-track camp - Technical Theater Camp + Finding Nemo KIDS
- Technical theater students will learn set building, lighting design, and sound design and will serve as the tech crew for the campers' production of Finding Nemo KIDS
- High school students will also serve as camp counselors and production team
- We expect 30 elementary campers with 10-20 high school students participating in the technical theater camp and production team
- We will offer 6-7 shows with an expected audience size of 600+

## **Newsies (August 28-30, 2026) - Main Stage**

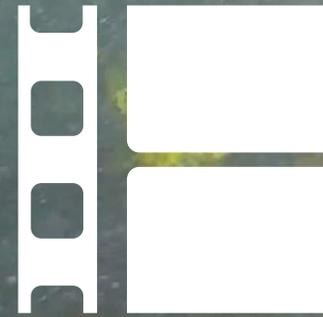
- Cast size of 50-60
- 6 performances with an expected audience size of 600+

# Program Measures

<b>Program Title</b>	<b>Total # of Performances</b>	<b>Total # of Dates</b>
The Lion, the Witch, and the Wardrobe	6	4
A Year with Frog and Toad	10	6
Finding Nemo KIDS (camp)	5	3
Newsies	6	4
<b>TOTAL</b>	<b>27</b>	<b>17</b>

# Community Impact

- Accolade brings affordable, excellent theater experiences to kids and families in our community.
- Low-tuition program allows families from all income levels to participate in the performing arts.
- Thriving program attracts individuals and families from all over the metroplex, bringing both tourism and commerce.
- Student camp would bring families to the Addison area for the entirety of the week.
- Outreach to area elementary schools and homeschool families helps attract youth, who are the next generation of theater goers



# DALLAS DANCE FILM FESTIVAL

*Elevating Dance Through*

presented ~~by~~ *Entero* by

Dance Council of  
North Texas

# What is the Dallas Dance Film Festival?

- *Established in 2018 to support emerging + professional dance filmmakers.*
- *Provides an affordable, accessible platform for local + global artists.*
- *Engages the public with dance in innovative + digital formats.*



# The Need for Digital Dance Exposure

- *Dance films expand access beyond traditional performance spaces.*
- *Digital platforms empower underrepresented and experimental artists.*
- *Audiences seek new, engaging ways to experience dance.*

# A Platform for Artists. A Portal for Audiences.

## For Artists:

- *Affordable submissions + cash awards*
- *Global visibility + exposure*
- *Networking + professional growth*

## *For Audiences:*

- *Free screenings*
- *Artist Q&As + panels*
- *Unique experiences of dance + film*



# Festival Growth + Impact

- *7th annual festival*
- *250+ films submitted from 15+ countries*
- *100+ filmmakers featured*
- *Audience growth from 100 to 300+*
- *Partnerships with schools, arts organizations, + communities*

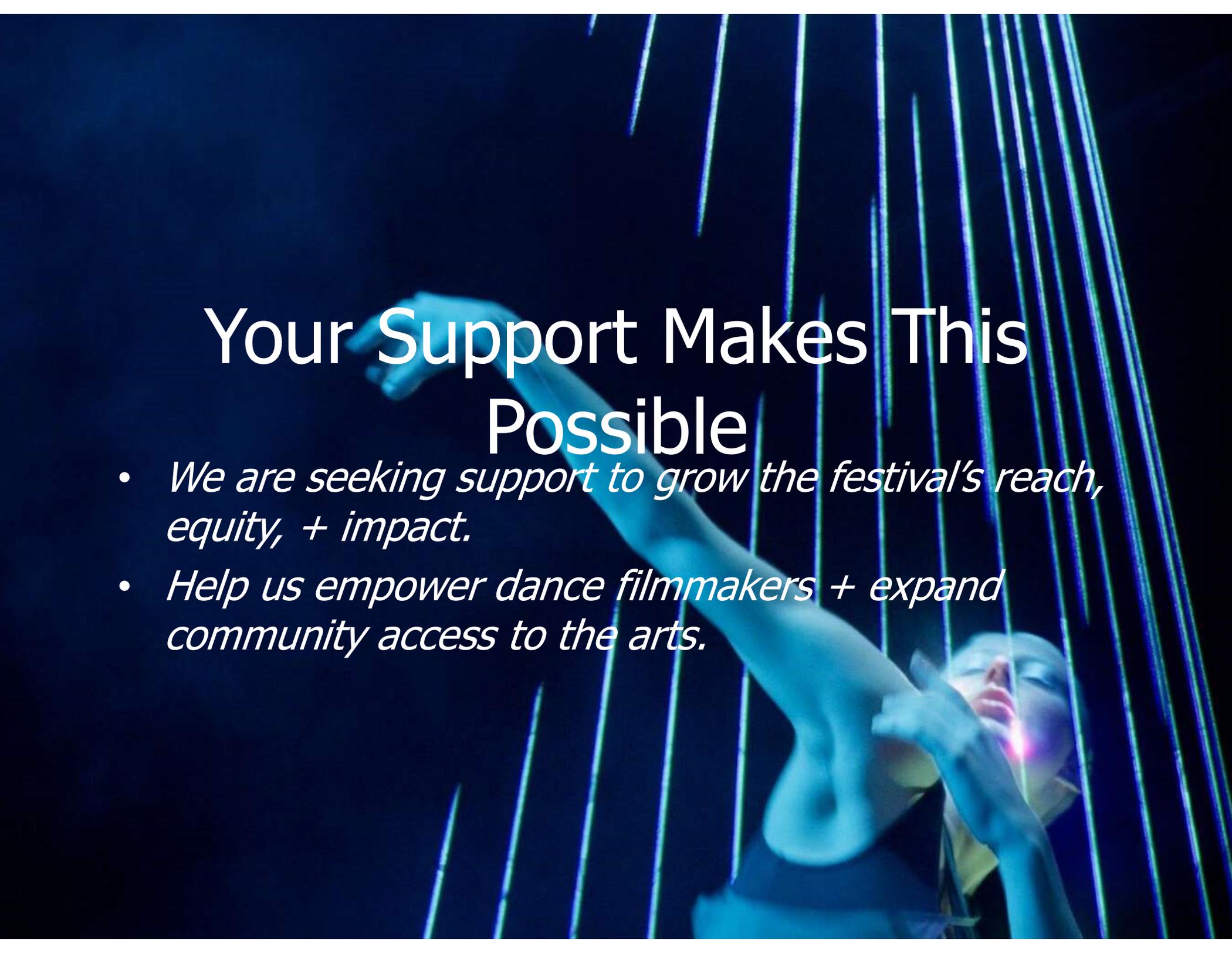
# What People Are Saying

- *"So delighted to be back at the Dallas Dance Film Festival in 2023 with 'Impossible Image' after winning an innovation award there in 2018 with 'Digital Afterlives'! Karen Pearlman and I and our collaborators thank you for sharing the work of The Physical TV Company with your community."* – Richard James Allen, Filmmaker - Australia
- *"Thank you for including my film 'Carrying Wood'. It was a great festival with excellent organization and communication! I wish I could have been there."* – Linda Schirmer, Filmmaker - Great Britain
- *"I had never seen dance this way before. It was magical."* — Marci Hall – Local Attendee
- *"This inspired my students to think beyond the stage."* — Christie Sullivan, Performing Arts Department Chair + Director of Dance at The Hockaday School



# What Funding Will Help Us Do

- *Expand screenings to educational institutions + underserved areas*
- *Award cash prizes for professional + emerging filmmakers*
- *Host workshops for students, artist talks, + dance photography exhibits*
- *Create an online archive for education + access*



# Your Support Makes This Possible

- *We are seeking support to grow the festival's reach, equity, + impact.*
- *Help us empower dance filmmakers + expand community access to the arts.*



# Thank You for Your Consideration!

- *Contact:*  
*director@thedancecouncil.org*
- *Website: thedancecouncil.org*
- *Social Media:*  
*facebook.com/dancecouncilofnorthtexas*  
*+ instagram.com/dancecouncilntx*
- *Festival Site: filmfreeway.com/DDFF*

PLANO SYMPHONY ORCHESTRA

# Music THAT Matters

2025-2026 SEASON

**Town of Addison**

Non-Profit Funding Program

July 10, 2025



PLANO  
SYMPHONY  
ORCHESTRA

HÉCTOR GUZMÁN MUSIC DIRECTOR  
GREGORY PATTERSON PRESIDENT & CEO

ENGAGING YOUR NORTH TEXAS COMMUNITY

# Plano Symphony Orchestra Mission

The mission of the Plano Symphony Orchestra is to inspire, educate, entertain and involve the children, youth, and adults of our community in the enjoyment of great music.



PLANO  
SYMPHONY  
ORCHESTRA

HÉCTOR GUZMÁN MUSIC DIRECTOR  
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ENGAGING YOUR NORTH TEXAS COMMUNITY

# Music that Matters

Past Performances in Addison



## Family Christmas Concert: December 2023 & 2024



## Inaugural Women Composers Series: May & June 2024



## Family Concert - Space Adventures: March 2024



## Family Concert - Mythical Animals: March 2025



# Music that Matters

This Upcoming Season in Addison



# Plano Symphony Family Concerts

Introduces children and their families to the joy and wonder of live symphonic music

45-minute interactive concerts designed for ages 3–12

Performances feature a professional PSO chamber ensemble, the beloved Instrument Petting Zoo, and unique guest artists

Often attendees' first experience of live symphonic music



ENGAGING YOUR NORTH TEXAS COMMUNITY

# Plano Symphony Family Concerts



# Plano Symphony Family Concerts 2025-26 “Symphony Tails”

Upcoming Addison Productions:

October 26, 2025 (2 performances)  
& February 28, 2026

with Fun Time Entertainment, Lightware Labs, and the Creature Teacher



# Plano Symphony Family Concerts 2025-26 “Symphony Tails”

**Funding Request: \$10,000**

Directly supports the production of two unique concerts, Addison-based marketing, and associated administrative duties

## **Impact on Addison Community:**

- Successfully delivers joyful, accessible cultural experiences
  - Connects families through music, story, and interaction
- Affirms Addison as a forward-thinking city that invests in experiences that enrich the lives of its residents and visitors
  - Encourages cultural tourism



# Thank You!



PLANO  
SYMPHONY  
ORCHESTRA

HÉCTOR GUZMÁN MUSIC DIRECTOR  
GREGORY PATTERSON PRESIDENT & CEO

ENGAGING YOUR NORTH TEXAS COMMUNITY



OUTCRY THEATRE



# Mission Statement

**Outcry Theatre** strives to draw youth and young adults from Plano and the surrounding areas to the theatre as both audience and participants, integrating the arts into their lives, and encouraging them to become lifelong artists and arts appreciators.

# About Outcry Theatre

**Outcry Theatre** utilizes bold artistic vision, highly physical staging, and an energetic and visceral performance style. With rigorous rehearsals, tenacious attention to detail, and unwavering dedication to excellence, **Outcry Theatre** focuses on developing stellar performances and exceptional storytelling.

**Outcry Theatre** serves the DFW area through professional productions; **Outcry Reads**, presenting works in development by local playwrights; the **Outcry Community Theatre** program, involving people of all ages; and the **Outcry Youth Theatre** program, educating students ages 5-18.





## Funding Request

Funds will be used towards production costs for performances at the Addison Performing Arts Centre.

We plan to produce five shows this coming year at the Addison Performing Arts Centre.

# Funding Request

Grant money will go towards production costs, including:

- Sets
- Props
- Costumes
- Other production expenses





## What Outcry Theatre Does for Addison

- Brings participants and audience members from all over the Metroplex into Addison
  - Restaurants
  - Stores
  - Productions
  - Cast parties



# What Outcry Theatre Does for Addison

- Offers top notch youth and professional theatre
  - Rarely produced plays



# What Outcry Theatre Does for Addison

- Offers top notch youth and professional theatre
  - Rarely produced plays
  - Original adaptations



# What Outcry Theatre Does for Addison

- Offers top notch youth and professional theatre
  - Rarely produced plays
  - Original adaptations
  - Detailed, polished performances





# 2024 Productions

*Willy Wonka*

*The Pillowman*

*The Hobbit*

*A Midsummer Night's Dream*

*Oliver!*

*James and the Giant Peach JR.*

*Winnie the Pooh KIDS*

*Our Town*

*The Addams Family (Young@Part)*

*Jekyll + Hyde*



Thank you so much  
for your support!





# THE CLASSICS THEATRE PROJECT

The Classics Theatre Project is a professional theatre company dedicated to producing classic theatrical works in a way that is relevant to today's audiences.

TCTP



# VISION & GOALS



Expand Addison season

**FROM 5 TO 7 SHOWS**

→ including our first musical—across campus stages

**STAGE 80+ PERFORMANCES**

at the Addison Performing Arts Centre in 2026

**SECURE DEDICATED REHEARSAL SPACE**

for the 2026 season

**BOOST PROMOTIONAL REACH**

across the DFW market ←

Raise attendance from **54.19% TO 60%**

**OFFSET RISING**

material & operational

**COSTS**





**The Classics Theatre  
Project** is seeking

**\$50,000.00**

in underwriting for the  
**2026 Season** budget.





# STRATEGIC USE OF AWARDED FUNDS

Funds will directly support the 2026 Addison Season, with a projected budget of **\$99,500**. All productions are exclusive to Addison—rehearsed and performed at the Addison Performing Arts Centre. Funding covers essential production and operating costs, including:



PERFORMANCE RIGHTS	PRODUCTION MATERIALS
ADVERTISING & MARKETING	ARTIST COMPENSATION

CURRENT ATTENDANCE AVERAGE:

**54.19%** (Sold)



**HAMILET**

72%



**OLEANNA**

61%

EXPECTED GROWTH:

**54%** to **60%**



**A  
COUNTRY  
LIFE**

63%





# PROGRAM IMPACT

TCTP draws strong audiences to Addison, boosting local business and revenue. We hire local talent and vendors, fueling a vibrant arts scene. As North Texas' only theater devoted to accessible classics, we elevate Addison as a cultural destination.





THANK  
YOU



**WaterTower Theatre**

**GRANT**

**PROPOSAL**

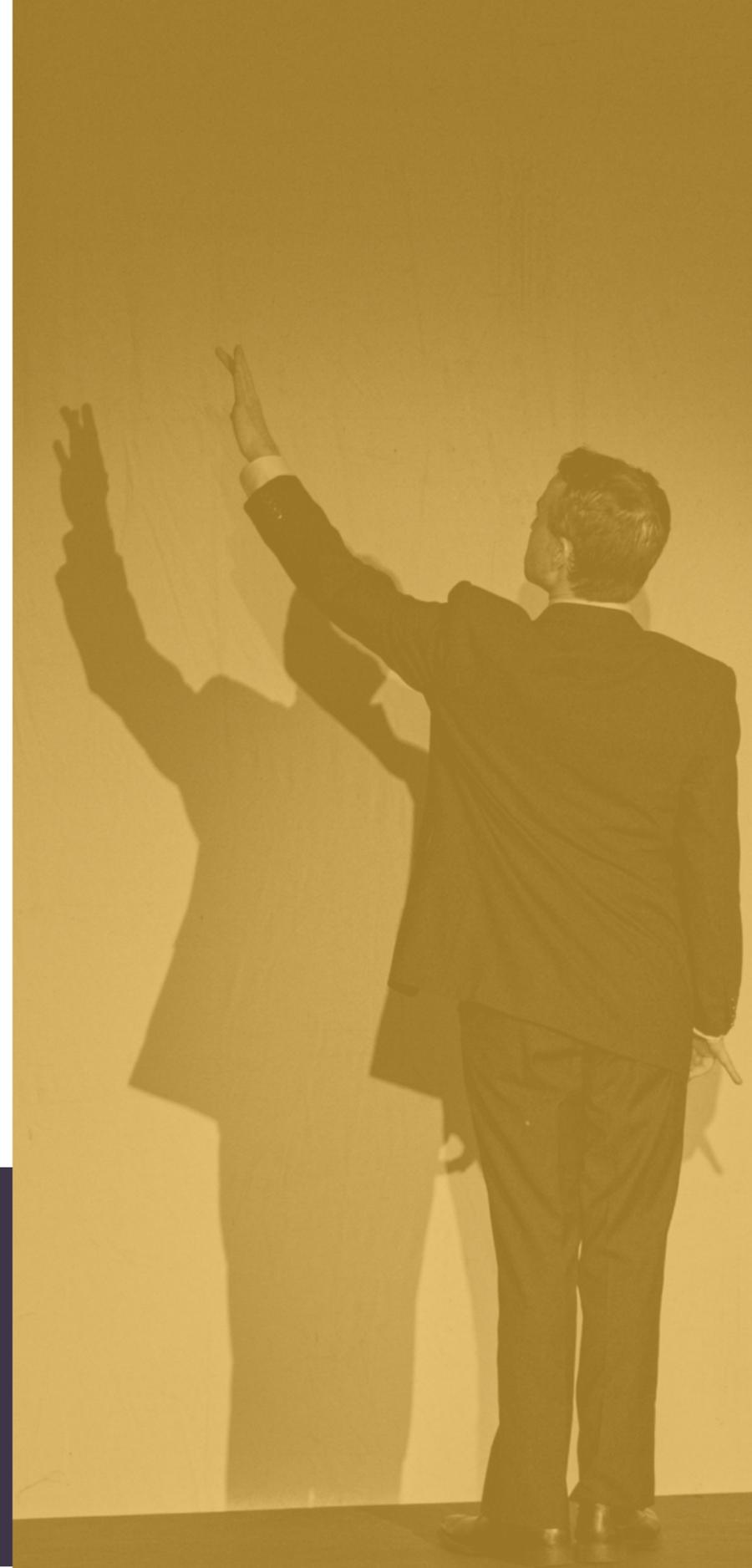
Celebrating 30 years of partnership between the  
Town of Addison and WaterTower Theatre



# Program Description & Funding Request

- 10 Additional performances as the resident arts organization at Addison Performing Arts
- 4 Fully Staged Professional Theatrical Productions under the SPT 6 Actors' Equity Agreement
- 1 Workshop culminating in a presentation under the 26 hour Actors' Equity Agreement
- **NEW** 3 Evenings of Summer Cabaret Series Shows
- **NEW** Young Artists Education Program
- Continued Meisner Master Classes for Working Professionals in the Industry
- 4 Pipeline Professionals Networking Happy Hour Events

OUR 2025-2026 FUNDING  
REQUEST IS \$440,000



# RETURN ON INVESTMENT

According to data from the Arts & Economic Prosperity report, WTT generates approximately \$250,000 annually in additional revenue for local businesses. In the most recent season, 6,624 patrons attended performances at the Addison Performing Arts Centre.

In 2024-2025

**\$340,000**

in cash support

If in 2025-2026

**\$440,000**

in cash support

**74.93%**

Possible return on investment  
to the Town of Addison

**96.97%**

Possible return on investment  
to the Town of Addison



# Program Measures

&

# Impact to the Community

WaterTower productions have an average attendance of 71% capacity of paid tickets

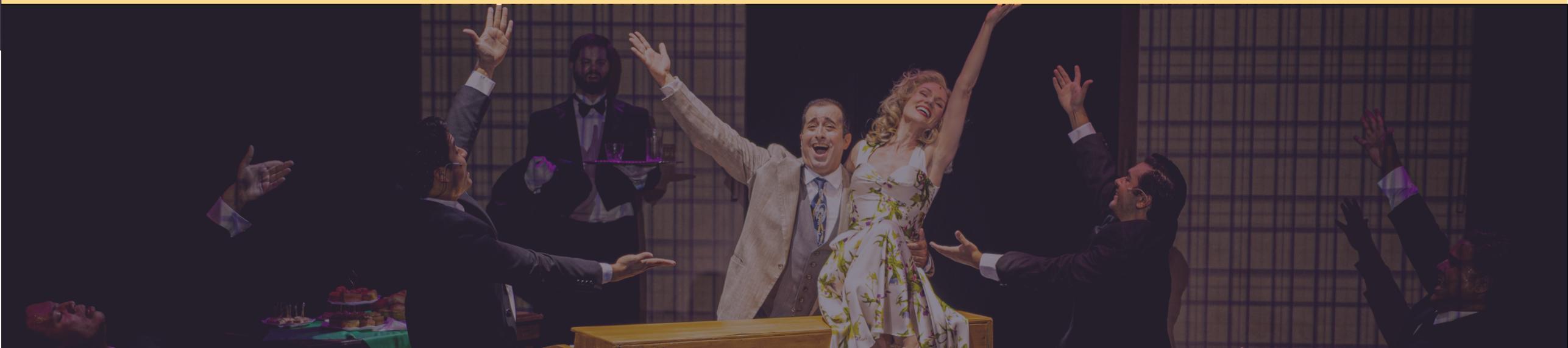
Season Subscriptions are holding steady at 20% ahead of our previous fiscal year

Close to ½ of the Board of Directors are Addison business representatives or residents.

WaterTower Theatre is proud to share that Goin' Hollywood will make its international premiere in London—a milestone we owe in large part to the incredible support of the Town of Addison.

This musical was born and raised in Addison, from early workshops to its world premiere.

Every production that follows will carry a piece of Addison with it, and we couldn't be more thankful to the town that helped make it all possible.





# THANK YOU!



972-450-6232

[info@watertowertheatre.org](mailto:info@watertowertheatre.org)

[watertowertheatre.org](http://watertowertheatre.org)