

City Council Work Session Handouts

May 5, 2014

- I. Review and Discuss the Richardson Arts Commission's 2014 State of the Arts Assessment
- II. Review and Discuss the Status of the Proposed 2014-2015 Eisemann Center Presents Season
- III. Review and Discuss the Bank Depository and Merchant Services Agreements
- IV. Review and Discuss a Nomination to the Texas Enterprise Zone Program



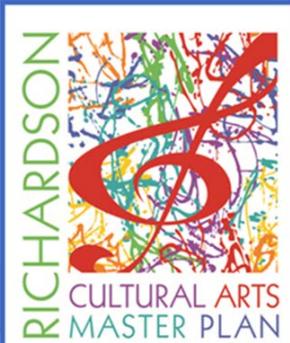
State of the Arts 2014

Presented by Richardson Arts Commission

Monday, May 5, 2014



Mr. Penumbra's
24-Hour
Bookstore
A Novel
Robin Sloan



Richardson Arts Commission



Richard Luttrell
(Chairman)

Beth Kolman
(Vice Chairman)

Catherine Burdette

Curtis Dorian

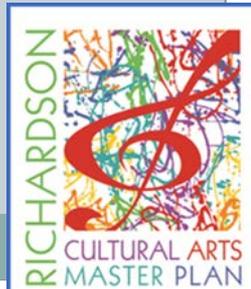
David McNair

Barbara McNutt

Betty Peck

Steve Mitchell
(City Council Liaison)

Shanna Sims-Bradish
(Staff Liaison)



Richardson Arts Today



- Review of Local Arts Groups and Grants
- Summary of Arts Funding and Economic Impact
- Cultural Arts Master Plan
 - Short Term Actions
 - Mid-Term and Long-Term Plans

ACB

SPECTACULAR SENIOR FOLLIES

DBC

The Contemporary Chorale

Chamber Music INTERNATIONAL

Islamic Art Revival Series

Dallas Chinese Community Center



TUZERBALLET

Texas winds musical outreach

RICHARDSON COMMUNITY BAND RICHARDSON, TX

Richardson reads One Book

RC ArtS

RSO

Richardson THEATRE CENTRE

Rich-Tones

LONE STAR WIND ORCHESTRA

AIR arts incubator of richardson

rcrt repertory company theatre

FRIENDS OF THE LIBRARY fol RICHARDSON

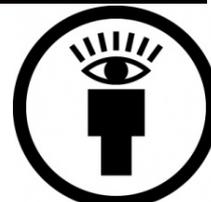
Plano Symphony Orchestra Hector Guzman, Music Director

dallas film society

NACUSA Texas National Association of Composers / USA (NACUSA) - Texas Chapter

PEGASUS THEATRE DEFYING GRAVITY SINCE 1985

Jaayo Dallas Asian American Youth Orchestra



TPCAA Texas Performing Chinese Arts Association

Plano Community Band

CPA

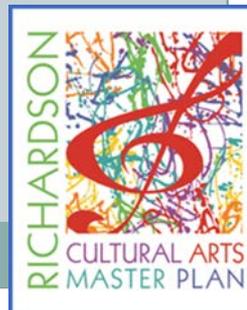
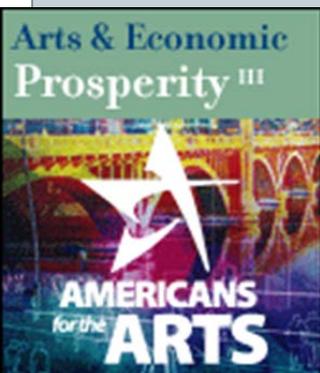


Estimated Economic Impact of the Arts in Richardson

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations	\$4,744,746	175.6	\$3,991,850	\$165,544	\$194,962
Nonprofit Arts and Culture Audiences	\$1,816,730	50.3	\$1,096,778	\$95,215	\$103,136
Total Industry Impact (Richardson)	\$6,028,132	225.9	\$5,088,628	\$260,759	\$298,098

\$325,000 of Local Arts Grant Funding has an industry impact of:

\$6 million in expenditures
226 full-time jobs



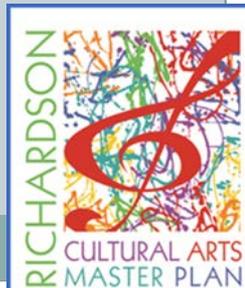
"10 Richardson Stereotypes that are Completely Accurate"



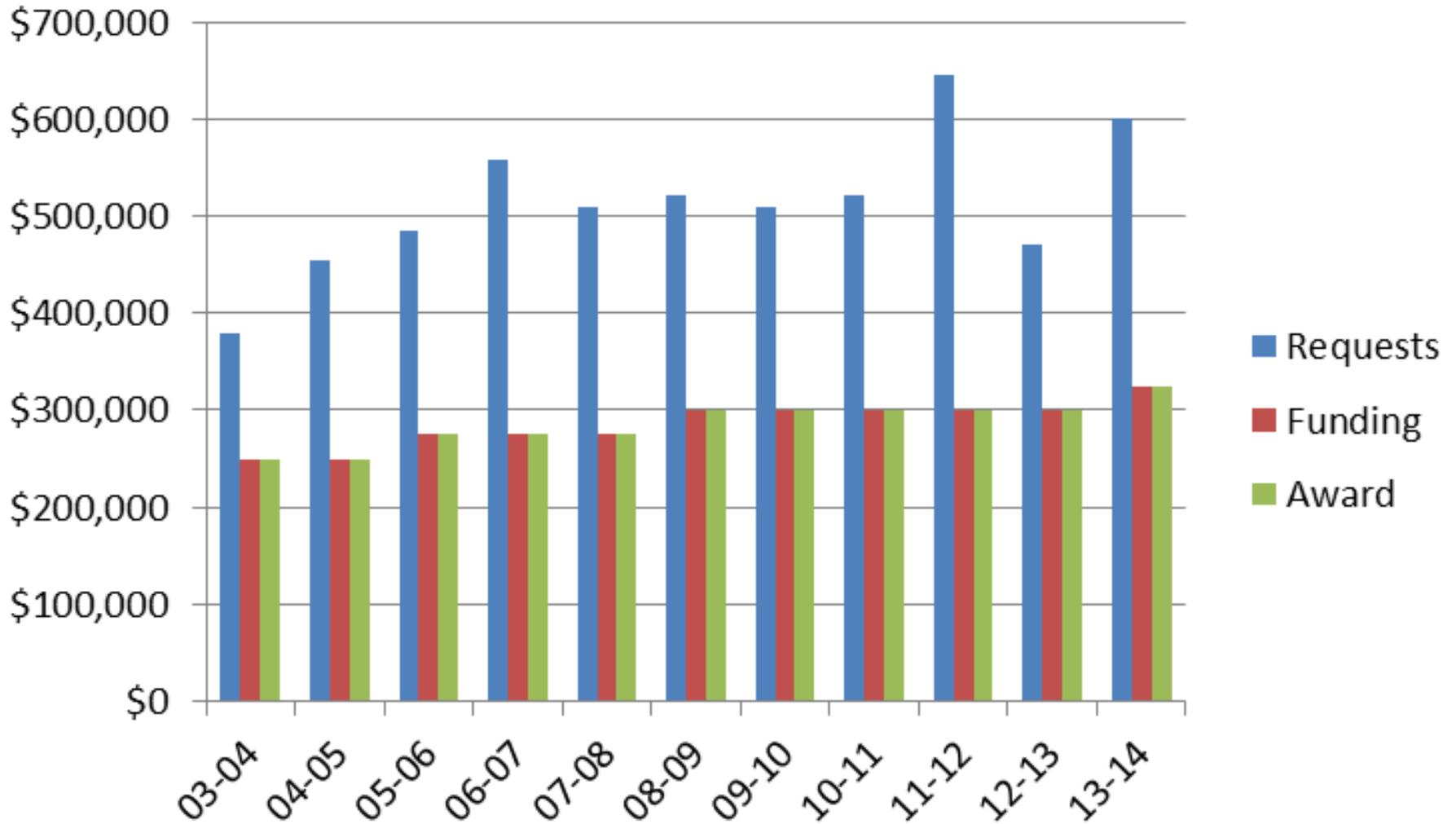
#4 – *Art is On the Brain*

"Richardson is not a huge place, but the art scene here is certainly larger than life. The City is a home to the Richardson Symphony Orchestra, the Richardson Community Band, Richardson Theatre Centre, Repertory Company Theatre, Chamber Music International, Richardson Civic Art Society, several dance groups, ballet and more. Plus it offers the Galatyn Park Urban Center and Eisemann Center. ***Big city culture in a tight-knit community."***

MOVOTO REAL ESTATE



City of Richardson Arts Grants



Funding, Requests and Awards

2013-2014 Arts Grants

Arts Group	FY14 Funding
Richardson Symphony, Inc.	70,000
Repertory Company Theatre, Inc. (RCT)	50,000
Richardson Theatre Centre, Inc.	34,000
Chamber Music International	22,000
Richardson Community Band	16,500
Rich-Tone Chorus	13,000
Tuzer Ballet	11,500
Richardson Civic Art Society (RCAS)	11,400
Lone Star Wind Orchestra	10,500
Plano Symphony Orchestra	10,000
Texas Winds Musical Outreach, Inc.	8,000
Dallas Repertoire Ballet	8,000
Dallas Asian American Youth Orchestra	7,000
Chamberlain Performing Arts (Chamberlain Ballet)	6,500
Richardson Reads One Book	6,000
Pegasus Theatre Incorporated	6,000
Islamic Art Revival Series	5,000
Contemporary Chorale	4,300
Friends of the Richardson Public Library, Inc.	4,000
Texas Performing Chinese Arts Assn.	3,800
Dallas Chinese Community Center	3,000
Dallas Film Society	2,500
Video Association of Dallas	2,500
National Assoc. of Composers/USA-Tx Chapter	2,000
Arts Incubator of Richardson (AIR)	2,000
Plano Community Band	2,000
Avant Chamber Ballet	1,500
Dallas Ballet Company	1,000
Spectacular Senior Follies	1,000
TOTAL	\$325,000

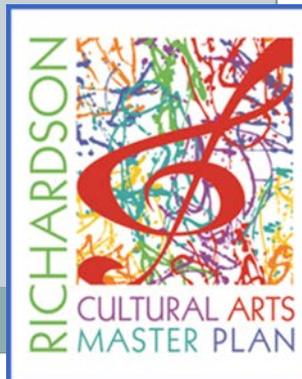
Fiscal Year 2014-2015 Initiatives

- Request continued funding of \$325,000 for arts organizations operational grants.
- Request \$25,000 to establish a new arts grant program for one-time arts initiatives that support the **Cultural Arts Master Plan**.
 - Special opportunities that are outside of the regular season or regular budget.
 - Requests will be evaluated on their ability to achieve specific priorities of the Cultural Arts Master Plan.

Cultural Arts Master Plan Priorities



- Cultivate New Generations of Cultural Arts Participants
- Apply Richardson's Focus on Innovation to Cultural Arts
- Promote Richardson through Citywide Cultural Arts Offerings
- Focus on Strengths in Numbers: Cultural Clusters and Districts
- Plan an Effective Cultural Tourism Strategy
- Maximize the Impact of the Richardson Arts Commission



Strategies for Implementing the Cultural Arts Master Plan



- **“Sell What We Have”**
 - Marketing and Communication Strategy
 - Cultural Arts Tourism Strategy

- **“Create What We Need”**
 - Complete and Implement Public Art Master Plan
 - Develop a Cultural Arts Infrastructure Master Plan
 - Develop a Plan for Arts Education/Access/Events
 - Develop a Plan for Leadership and Programming

Community Arts Calendar and Website

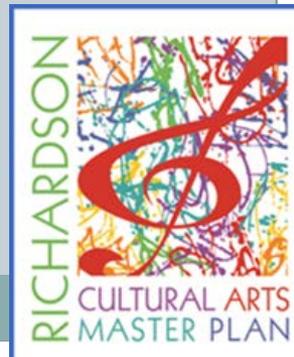


Priority: Promote Richardson through Citywide Cultural Arts Offerings

Recommendation: Establish a portal to access citywide cultural offerings.

Strategy:

Develop an easy-to-navigate and attractive website that includes a calendar of events categorized by date and type of event.

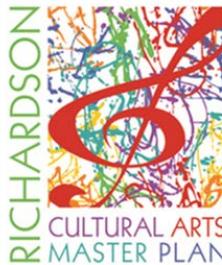


Community Arts Website and Calendar



RICHARDSON
CULTURAL ARTS
INSPIRE ■■ CREATE ■■ EDUCATE

www.artsinrichardson.com



Arts Website Metrics

(April 1 – May 5, 2014)

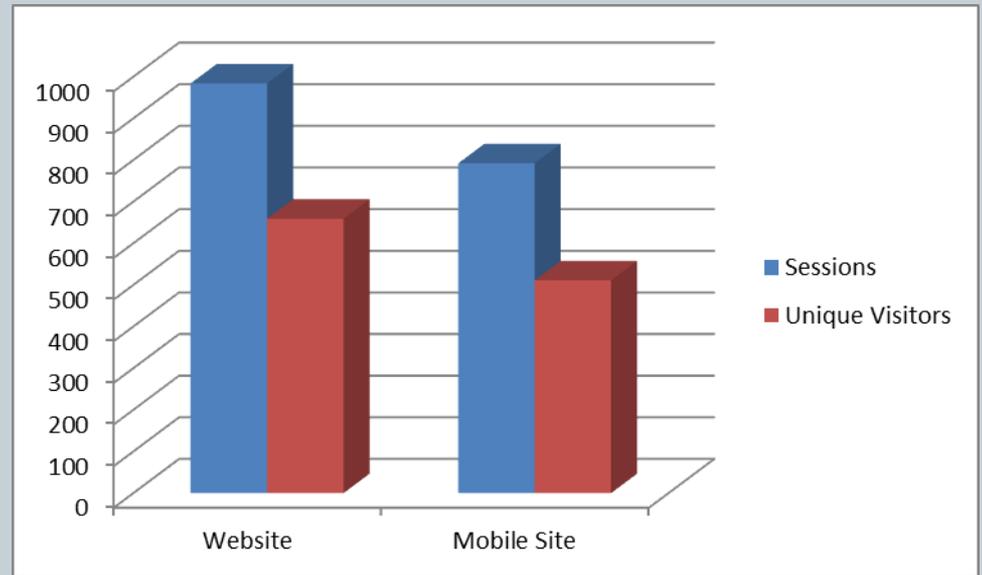


Website:

- Sessions: 984
- Unique Visitors: 659
- Average Visit Duration: 3:44 minutes
- 36% are new visitors and 64% are returning visitors

Mobile Version:

- Sessions: 792
- Unique Visitors: 511
- Average Visit Duration: 2:56 minutes
- 36% are new visitors are 64% are returning visitors



RICHARDSON CULTURAL ARTS

INSPIRE ■ CREATE ■ EDUCATE

[theatre](#) [music](#) [visual arts & film](#) [dance](#) [special events](#) [literary arts](#) [kids & families](#) [free events](#)



Of Time and Place: A Mother's Day Celebration

Presented by Lone Star Wind Orchestra at Eisemann Center - Hill Performance Hall
May 11, 2014

The LSWO Youth Winds ends the 2013-2014 concert season with a Mother's Day celebration titled "Of Time and Place." Matthew McInturf, Director of Bands at Sam Houston State University, leads the Youth Winds on Sunday, May 11, 2014 at 2:30pm in a concert featuring works connected with events (read more ...)

1 2 3 4 5 ||

find an event

Search by keyword, organization or venue:

[advanced search »](#)

Search by date:

05/05/2014 05/05/2014

Search by date range:

Next: days

do you have an event you'd like to have listed?

THEATRE

MUSIC

ART & FILM

DANCE

LITERARY

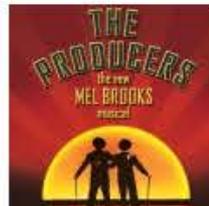
FAMILY

featured events



The Trip to Bountiful

Presented by Richardson Theatre Centre at Richardson Theatre Centre
06/06/14 - 06/22/14



The Producers

Presented by Repertory Company Theatre (RCT) at Repertory Company Theatre
06/20/14 - 06/29/14



welcome to artsinrichardson.com

Welcome to ArtsinRichardson.com! This new website allows visitors to learn about the many arts events going on in Richardson in a single place. We expect Richardson residents will find

free events

Home > FREE EVENTS



 Like  Tweet  +1  EMAIL [FEEDBACK](#)

Mixed Media Arts and Crafts Workshop

Presented by [Richardson Reads One Book](#) and [City of Richardson Public Library](#) at [Richardson Public Library](#)
May 24, 2014

Mixed Media Arts and Crafts Workshop
For Adults and Teens 13+

Held in Partnership with the Richardson Reads One Book Program Create a beautiful work of book art using materials salvaged from old technology
All materials provided.

The workshop is conducted by Richardson artist and librarian, Julie Flandorfer

[...MORE >>](#)



 Like



Cinco de Mayo Celebration

Presented by [City of Richardson Public Library](#) at [Richardson Public Library](#)
May 5, 2014

Enjoy a puppet show!

 Like

find an event

Search by keyword, organization or venue:

GO

[advanced search »](#)

Search by date:

05/05/2014



05/05/2014



GO

Search by date range:

[today](#) [tomorrow](#) [weekend](#)

Next: [7](#) [14](#) [30](#) days

do you have an event
you'd like to have listed?

[+ SUBMIT A LISTING](#)



Public Art in Richardson

[artsinrichardson.com](#)

We hope to inspire participation in Richardson's wide variety of events and activities by providing you with comprehensive information about what to do and where to go for unique cultural experiences. Our goal is to make art an important part of every day, and we hope this site will help you as you seek to explore art.

theatre

Home > THEATRE > The Unexpected Guest

[f Like](#)
[Tweet](#)
[Pin it](#)
[g+1](#)
[OUTLOOK](#)
[ICAL](#)
[PRINT](#)
[EMAIL](#)
[FEEDBACK](#)

The Unexpected Guest

Presented by [Richardson Theatre Centre](#) at [Richardson Theatre Centre](#)

April 11-April 27, 2014

Bookmark



[f Like](#)
[Buy Tickets](#)

Lost in the fog, a stranger seeks refuge in a nearby house, only to find himself stumbling on to the scene of a murder. When the dead man's wife confesses to the crime, the stranger agrees to provide her with an alibi. But who is he really protecting?

Admission Info:

\$22

Richardson Theatre Centre

518 W. Arapaho Road #113
Richardson, TX 75080



Individual Dates & Times: *

- Apr 11, 2014: 8 pm - 10:30 pm (Fri)
- Apr 12, 2014: 8 pm - 10:30 pm (Sat)
- Apr 13, 2014: 2 pm - 4:30 pm (Sun)
- Apr 17, 2014: 7:30 pm - 10 pm (Thu)
- Apr 18, 2014: 8 pm - 10:30 pm (Fri)
- Apr 19, 2014: 8 pm - 10:30 pm (Sat)
- Apr 20, 2014: 2 pm - 4:30 pm (Sun)
- Apr 24, 2014: 7:30 pm - 10 pm (Thu)

find an event

Search by keyword, organization or venue:

[advanced search >](#)

Search by date:

04/03/2014



04/03/2014



Search by date range:

today

tomorrow

weekend

Next: 7 14

do you have an event you'd like to have listed?

[+ SUBMIT A](#)



artsinrichardson.com

We hope to inspire participation in Richardson's wide variety of events and activities by providing you with comprehensive information about what to do and where to go for cultural experiences. Our goal is to make an important part of every day, and we hope this site will help you as you seek to explore, exhibit, enjoy a performance or create art of your own.

Public Art Master Plan

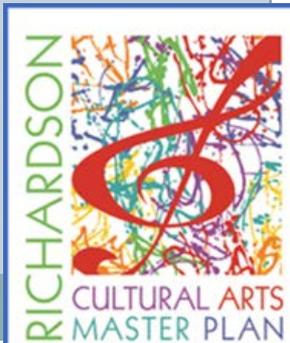


Priority: Focus on Strength in Numbers: Cultural Clusters

- Recommendation 8: Consider public art installations as critical identifiers of cultural clusters that will speak to multiple generations and represent the community.

Strategy:

Public Art Master Plan: Develop and implement a ten year plan for acquisition, site selection, marketing, broad civic use, fundraising and maintenance.



Public Art Tour – April 18, 2014



- Opportunity Park
- Fair Park
 - Texas Discovery Gardens
 - Cotton Bowl
 - Fair Park DART Station
- Deep Ellum DART Station
- Cityplace
 - *Tower II*
 - *Water Table*
 - *Synchronicity Lights*



"Traveling Man" with artist
Brandon Oldenberg

Public Art Master Plan



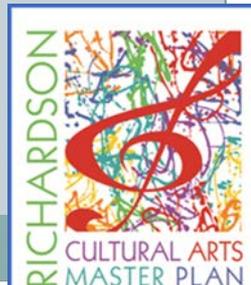
- **Phase I:** Develop an Understanding of the Context for Public Art – November 2013- April 2014
- **Phase II:** Conduct Community Workshop – June 11th Huffhines Recreation Center, 5:30 – 9:00 p.m.
- **Phase III:** Develop a Vision - Summer
- **Phase IV:** Develop a Visual Strategy – Summer
- **Phase V:** Develop Policies & Implementation Strategies - September

Cultivating New Generations



Priority: Cultivate New Generations of Cultural Arts Participants

- Partnering with the Richardson Young Professionals with the Richardson Chamber of Commerce to seek their ideas on how best to cultivate new generations of arts enthusiasts at a May 22nd lunch meeting.
- Arts Commission is seeking their input on how young professionals can be more involved in the arts in Richardson as a audience member, supporter or performer.



Recent Communication Efforts



Priority: Promote Richardson through Citywide Cultural Arts Offerings

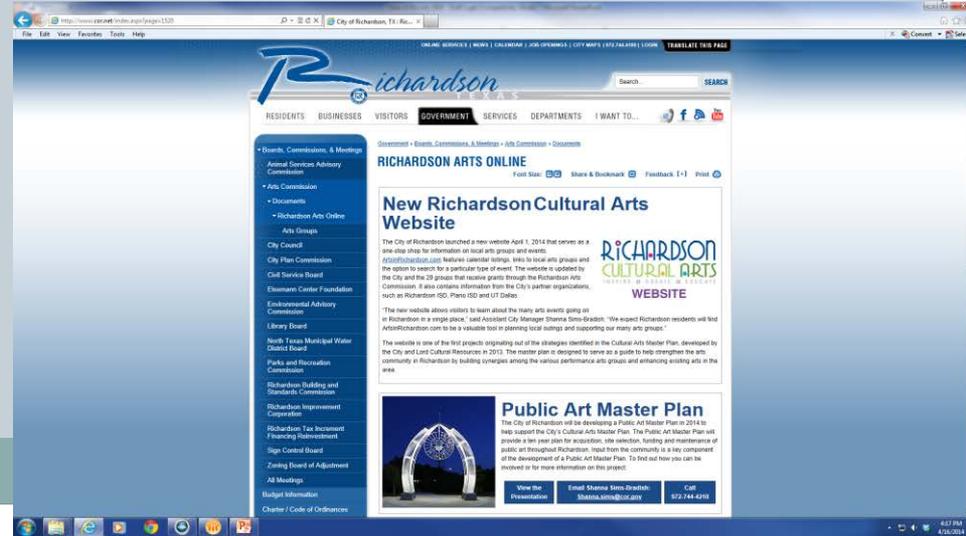


RICHARDSON TODAY

“Richardson Today”
April edition

Published by the City of Richardson www.cor.net—972-744-4104 April 2014, Vol. 26, No. 7

City of Richardson
Website



Recognition of the Service of Arts Commission Chairs

- Added a plaque to chairs in the Hill Performance Hall recognizing the service of prior Arts Commission Chairs to the community and to the arts.

- Richard Dulaney
- Forrest Green
- John Cook
- Betty Bettachi
- Jean Felsted
- Kitty Goddard
- Abby Kratz





Questions,
Comments or
Suggestions ?

Mr. Penumbra's
24-Hour
Bookstore
A Novel
Robin Sloan





2014 - 2015 Season

**City Council Briefing
Monday, May 5, 2014**





2014 - 2015 Season

Overview

- ***ECP 2013-14 Season Highlights!***
- ***ECP 2014-15 Subscription Series...***
 - ***Keyboard Conversations with Jeffrey Siegel***
 - ***Theatre Comedy Series***
 - ***Family Theatre Series***
- **MainStage Shows**
- ***Celebrate Texas - Save the Date!***
- **Summary of *ECP 2014-15 Season***
- ***ECP 2014-15 Season Budget***
- **Concluding Remarks**



ECP 2013-14 Season Highlights!

- **12 shows at or exceeded revenue projections...**
 - **Clint Black**
 - ***Blame It On Valentine Texas* – Jaston Williams**
 - ***Southern Fried Chicks – Cage-Free Comedy Tour***
 - **The Ten Tenors**
 - **The Church Basement Ladies**
 - **Colin Mochrie & Brad Sherwood – *The Two Man Group***
 - **Debby Boone and The Glenn Miller Orchestra**
 - **All 4 Keyboard Conversations concerts w/Jeffrey Siegel and**
 - **Willie Nelson & Asleep At The Wheel**
- **Keyboard Conversations – Attendance Up 15%, Revenues up 21%**
- **Community Outreach in support of...**
 - **85 Organizations = 997 tickets donated = \$25,688 value**



ECP 2013-14 Season Highlights! (continued)

- ***Beyond Glory* starring Stephen Lang**

- **43 tickets were donated to the Veterans Ticket Foundation. One of many thank you notes received...**
- *Many thanks to the ticket donors to the Foundation. This was a very special event that I had the opportunity to go to thanks to Veterans Ticket Foundation and your generous donations. This is the email message I sent to my family after the event.*

Kids,

We went to this last night. Got tickets from the Veteran Tickets Foundation. Even had an invite to the meet the Actor at a Reception after the photo session. The Mayor of Richardson, whose grandfather was awarded the Medal of Honor and the Silver Star, spoke at the reception, Very good. Mr. Lang gave 1st person portrayals of the recipients as if they (the recipients) were talking about the events with an unseen moderator keeping them on tract and some background sounds of battle. Very cool, very unique.

- Posted by Charles on Nov 8th 2013

- **US Navy Band Sea Chanters Chorus – Free Community Event (3/16/14)**

- **Full Capacity with over 2,200 tickets issued**
 - **Richardson = 963 tickets (46%)**
 - **Dallas = 442 tickets (21%)**
 - **Plano = 177 tickets (8%)**
 - **Ft. Worth = 71 tickets (3%)**
 - **Garland = 62 tickets (3%)**
 - **All other cities combined (19%)**
 - **74% of tickets ordered online via website**



ECP 2013-14 Season Highlights! (continued)

***Eisemann Extras* (new program of Eisemann Educates)**

- **New Educational program initiated by Amy Taylor as part of *Family Theatre Series***
- **Total of 41 children enrolled.**
- **Community Support**
 - ***Diary of a Worm, Spider and Fly***
 - **Heard Museum of Nature**
 - ***We're Going On A Bear Hunt***
 - **Methodist Richardson Medical Center; RISD; Seven-Eleven; Russo's; Barnes & Noble; Chiloso; Allstate Insurance; and Renaissance Hotel**
 - ***Circo Comedia***
 - ***The Circus Freaks* - Dallas based clown school**
 - ***Alexander & the Terrible, Horrible, No Good, Very Bad Day***
 - **Season finale party with face painting and balloon artist**



Welcome  as sponsor of ***Eisemann Extras*** this coming season.



2014 - 2015 Season





KEYBOARD CONVERSATIONS[®] WITH JEFFREY SIEGEL

Mon. Oct. 13, 2014 @ 7:30pm
The Miracle of Mozart!

Mon., Dec. 3, 2014 @ 7:30pm
Rachmaninoff and Friends

Mon., Mar. 2, 2015 @ 7:30pm
Torment and Triumph
Franz Liszt – Satan or Saint?

Mon., April 27, 2015 @ 7:30pm
Classics Go Pop!



2014 - 2015 Season

5 shows

Sponsored by



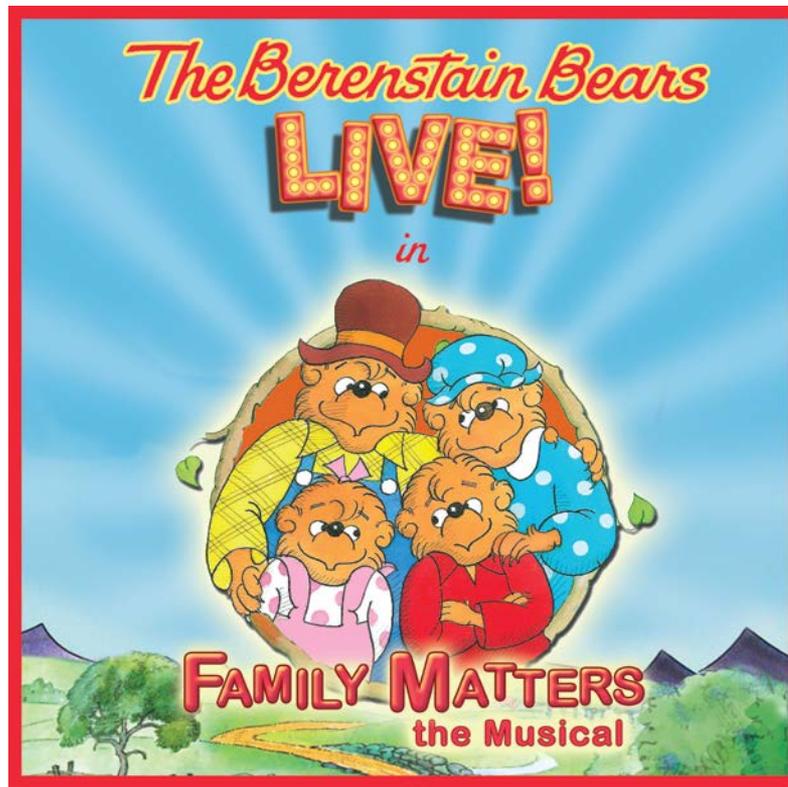
Methodist

RICHARDSON MEDICAL CENTER

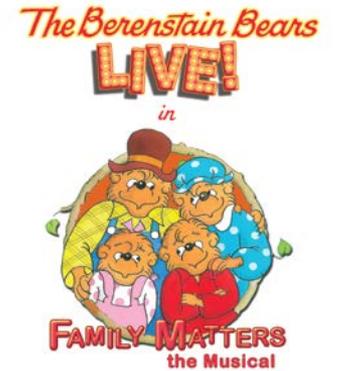


Story Time at
BARNES & NOBLE
BOOKSELLERS
www.bn.com

Fri., 10/17 @ 6pm



Sunday, October 19, 2014 @ 2:30 PM



Sun., 10/19 @ 1:30pm





Hansel and Gretel



Sunday, November 16, 2014 @ 2:30 PM

National Touring Production by

Story Time at

BARNES & NOBLE
BOOKSELLERS
www.bn.com

Fri., 11/14 @ 6pm



Sun., 11/16 @ 1:30pm



The Teacher from the Black Lagoon and Other Storybooks

Including:

DOGZILLA • GRUMPY BIRD • I WANT MY HAT BACK • LILY'S PLASTIC PURPLE PURSE • LOVE SPLAT (SPLAT THE CAT) • And THE ANT AND THE GRASSHOPPER.



Sunday, February 15, 2015 @ 2:30 PM

Story Time at

BARNES & NOBLE
BOOKSELLERS
www.bn.com

Fri., 02/13 @ 6pm



Photo (c) 2013 Jeremy Daniel.

VISIONBANK



Sun., 02/15 @ 1:30pm

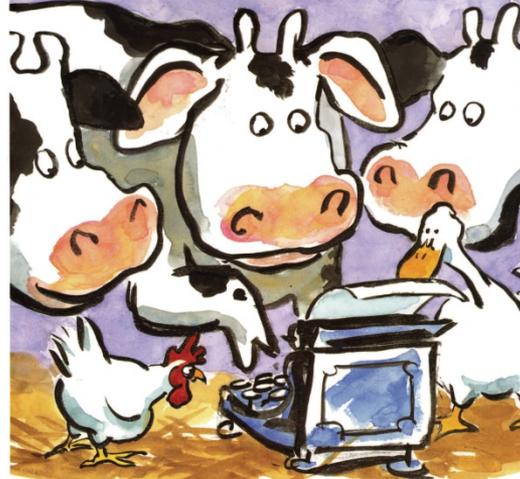


Story Time at
BARNES & NOBLE
BOOKSELLERS
www.bn.com

Fri., 03/27 @ 6pm

CLICK, CLACK, MOO Cows That Type

by Doreen Cronin pictures by Betsy Lewin



**Sunday, March 29, 2015
@ 2:30 PM**



Sun., 03/29 @ 1:30pm



Theatreworks USA presents CLICK, CLACK, MOO

Theatreworks USA presents CLICK, CLACK, MOO



Fancy NANCY The Musical

**Sunday, April 12, 2015
@ 2:30 PM**



Sun., 04/12 @ 1:30pm

**Story Time at
BARNES & NOBLE
BOOKSELLERS**

www.bn.com

Fri., 04/10 @ 6pm

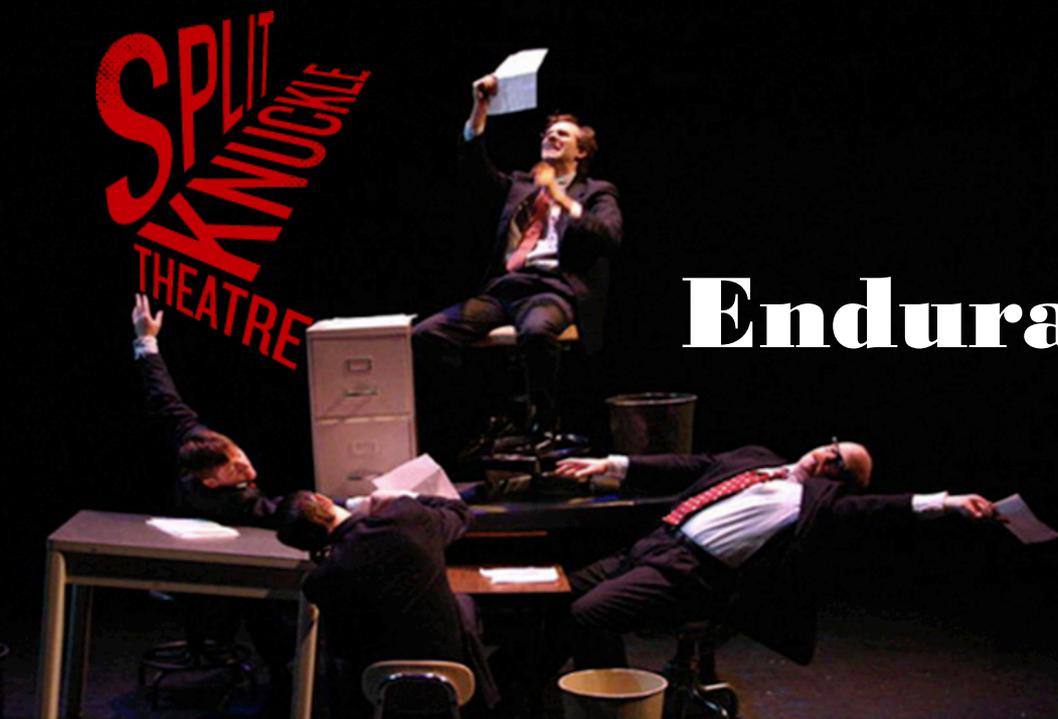




Theatre Comedy Series
2014-15
4 shows
21 Performances

**SPLIT
KNUCKLE
THEATRE**

Endurance



Thu., Oct. 16 – Sun., Oct 19, 2014
5 Performances



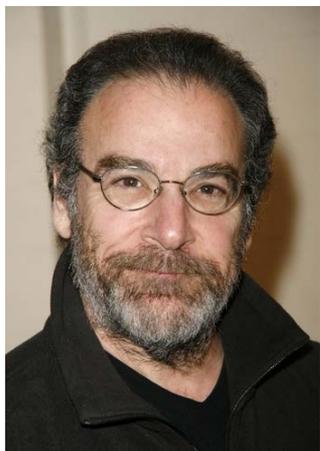
STEVE SOLOMON'S
**& CANNOLI
& LATKES**
GUILT!



the therapy continues...

Thu., Nov. 13 – Sun., Nov. 16
5 Performances





Mandy Patinkin



Taylor Mac

Tue., Feb. 17 – Sun., Feb. 22, 2015

7 Performances

Subscription Performances on Thu. – Sun.

The Church Basement Ladies
**in The Last
(Potluck)
Supper**

Thu., Mar. 12 – Sun., Mar. 15
6 Performances

Special Matinee
Thu., Mar. 12 @ 2pm





MainStage Shows

2014-15

8 shows

8 Performances



Season Opener...

Steppin' Out Live with Ben Vereen

Saturday, October 11, 2014 @ 8:00 PM



**Meet & Greet Reception
following concert for
"Friends," Sponsors and Donors!**



Few entertainers today are as accomplished or versatile as Ben Vereen. His legendary performances on stage and screen transcend time and have been woven into the fabric of this country's artistic legacy.

THE Hit Men



THE
Hit Men

**Former Stars of
Frankie Valli and the Four Seasons
and other Mega Star Acts!**

**Saturday, November 22, 2014
@ 8:00 PM**

**Partnership with KERA-TV for
broadcast of PBS concert to be aired
during their fall membership drive.**



**A Darlene Love
Christmas...
*Love For The Holidays!***

**Tuesday, December 2, 2014
@ 7:30 PM**



Dennis DeYoung: The Music of STYX

Friday, January 16, 2015 @ 8:00 PM

Sponsored by





PAUL TAYLOR DANCE COMPANY
Laura Halzack, Michael Trusnovec and company in
BELOVED RENEGADE

photo: Paul B. Goode



In partnership with



PAUL TAYLOR
UT DANCE COMPANY

Saturday, February 7, 2015
@ 8:00 PM

Educational Components:

- **UT-Dallas Dance Residency 1/30-2/7**
- **Dance Master Class on 2/6**
- **Open Rehearsal on 2/7 (daytime)**
- **UT-Dallas Student Dance Showcase with Taylor 2 Dancers on 2/7 @ 6:30pm in Bank of America Theatre**

Dance Residency with

PAUL TAYLOR
UT TAYLOR 2

& UT-Dallas Dance Students

Jan. 30 - Feb. 7

Showcase on 2/7 @ 6:30pm



UT-Dallas Dance Students

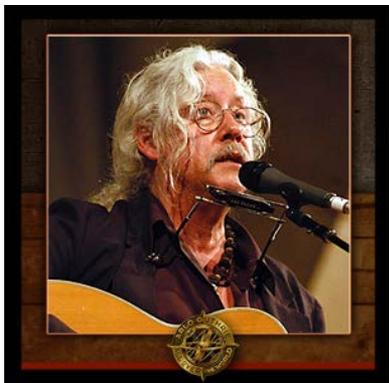
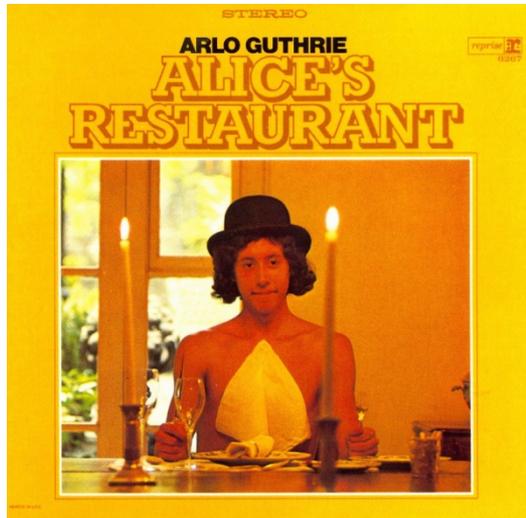


Meet & Greet Reception
For

“Friends,” Sponsors, Donors
and UT-Dallas Students/Officials



**Friday, February 27, 2015
@ 8:00 PM**



**ARLO GUTHRIE
ALICE'S
RESTAURANT**



**What more can we say...he's a cultural
Icon for what promises to be an
exceptional evening of music!**

Wayne J. Gmitter AND John McDaniel PRESENT



4 girls 4™

A fabulously flirty,
funny frolic featuring
four famous females!



Andrea McArdle • Faith Prince • Donna McKechnie • Maureen McGovern



**Meet & Greet Reception
For
"Friends," Sponsors & Donors**

Friday, March 20, 2015 @ 8:00 PM



In Partnership with



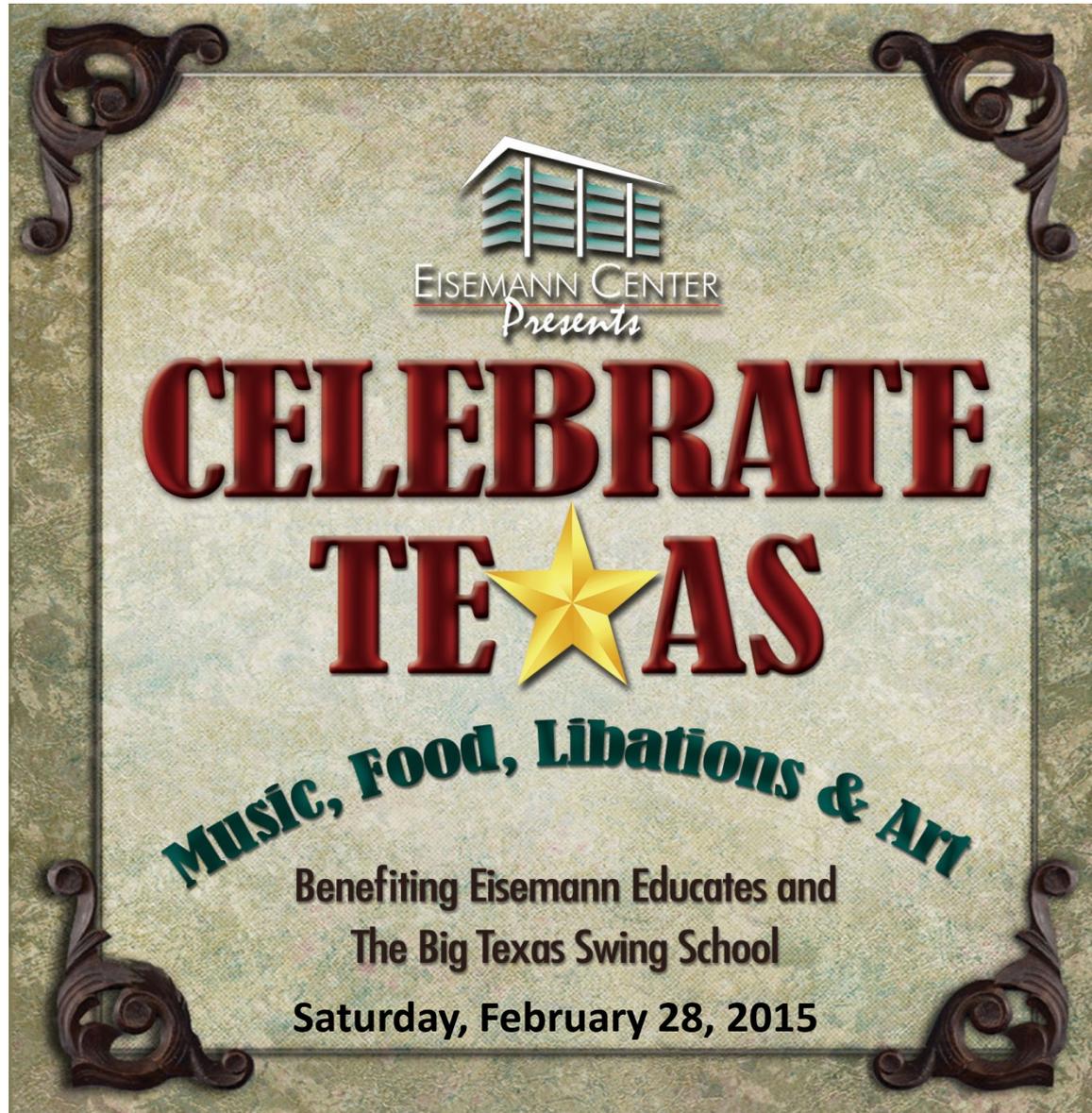
**Saturday, April 25, 2015
@ 8:00 PM**



**Meet & Greet Reception
For
"Friends," Sponsors & Donors**



Save the Date!
Saturday, February 28, 2015



Special Event Benefiting...

Eisemann Educates
and
The Big Texas Swing School

featuring
Dave Alexander Texas Swing Band
The Quebe Sisters
Texas Wines & Beers
Texas Foods





Summary of ECP 2014-2015 Season

- **21 Shows = 40 Performances**

- **Sponsors & Partnerships**
 - **Methodist Richardson Medical Center**
 - **UT Dallas**
 - **Vision Bank**
 - **Tavern on Main Street**
 - **Dallas Chinese Community Center**
 - **Barnes & Noble**
 - **Richardson East Rotary Club Foundation**
 - **KERA-TV**
 - **The Dallas Morning News & WFAA-TV**

- **Facility Maintenance Fee (\$1.50) will be in effect for all ticketing**

- **Subscription Series Discount Pricing**
 - ***Family Theatre Series* – 20% discount + same seats all performances**
 - ***Theatre Comedy Series* – 15% discount + same seats**
 - ***Keyboard Conversations* – 15% discount + same seats**

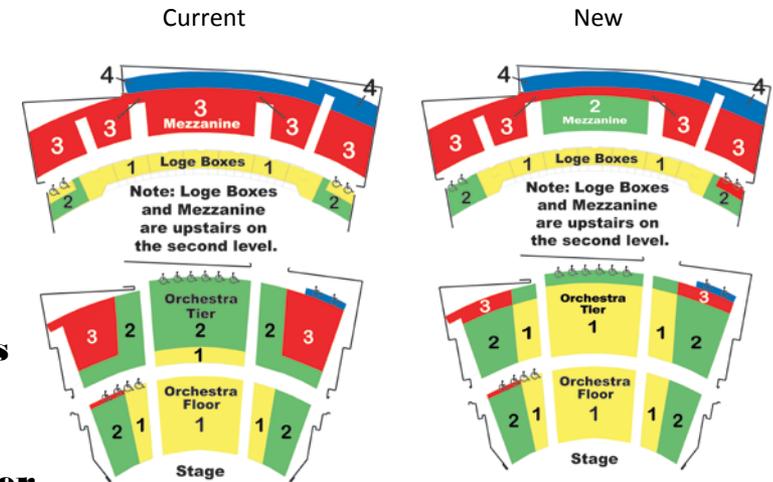
- **Multi-Show Discount Packages of 10% - 20% continues unchanged**

Summary of ECP 2014-2015 Season (continued)

- **New pricing format for MainStage Shows in the Hill Performance Hall**

	Current	New	Difference
PL-1	483	661	+178
PL-2	531	511	-20
PL-3	519	361	-158
PL-4	<u>75</u>	<u>75</u>	
	1,608	1,608	

- **Price scale more in line with industry standards**
- **Artist fees, production support and marketing costs for shows have been steadily increasing over the past few years**
- **Price scales for *Theatre Comedy Series*, *Family Theatre Series* and *Keyboard Conversations* remain the same**





2014-2015 Season Budget

<u>Act. #</u>	<u>Revenues</u>	<u>Budget</u>
364-0101	Ticket Revenues	\$ 801,616.11
364-0102	Ticket Office Service Fees	\$ 53,019.30
364-0103	Sponsorships/Donations	\$ 29,500.00
364-0104	Special Events Revenue	\$ 154,056.50
364-0105	"Friends" Memberships	\$ 19,000.00
364-9199	Misc. Revenues	\$ 26,500.00
	Total Revenues	\$ 1,083,691.91
<u>Act. #</u>	<u>Expenses</u>	
3399	Contractual Services	\$ 419,950.00
3499	Professional Services	\$ 62,700.00
4422	Rentals (Equipment)	\$ 12,750.00
5401	Advertising	\$ 278,500.00
5499	Future Promotions	\$ 60,000.00
5501	Printing	\$ 31,450.00
5998	Special Events	\$ 144,650.00
5999	Other Services	\$ 47,750.00
6181	Postage	\$ 5,791.88
6199	Miscellaneous Supplies	\$ 7,000.00
6301	Food & Special Provisions	\$ 13,150.00
	Total Expenses	\$ 1,083,691.88
	BALANCE	\$ 0.00

Note: Budget reflects \$100,000 in Special Events Revenue and Expenses unassigned to support potential booking opportunities next season.



Concluding Remarks

- **May 8 @ 6pm - *ECP 14-15 Season Preview Party***
- **May 12 - Season Brochure Mailed (45,000 households)**
- **June - *ECP 14-15 Season* featured in Richardson Today**
- **June 14 - Subscription Renewal Deadline (to keep same seats)**
- **July 14 - SINGLE TICKETS GO ON SALE**
- **July 28 - August 11: Maintenance Period (no bookings except...
 - ***Menopause the Musical* returning for 5- 8 weeks in Bank of America Theatre****

- **Sponsorships & Grants are still being researched with a variety of proposals in process.**
- **Estimate that revenues from the Facility Maintenance Fee for *ECP* shows alone will generate approximately \$25,000**
- **Texas Premiere (possibly world premiere) - *Last Two People on Earth...***

- **In Oct. 2010, film documentary of Paul Taylor creating a new work, *Three Dubious Memories*, included filming the World Premiere at the Eisemann Center. It is now being distributed to TV and Independent film houses nationwide.**



2014 - 2015 Season

**City Council Briefing
Monday, May 5, 2014**



Executive Summary
Depository Services – RFP No. 701-14 (Part I)
May 5, 2014

Background:

- Depository services includes banking services such as wire transfers, ACH payments, accounts payable disbursements, depositing City funds, collateralization and safekeeping.
- On April 9, 2014, the City received final bids from the following five vendors to supply depository services to the City.
 - Amegy Bank
 - Comerica Bank
 - Frost Bank
 - JP Morgan Chase Bank
 - Legacy Bank
- The requested contract is for three years, with one optional two-year extension. The total contract can last for five years.
- Frost Bank is the City’s current depository services provider.

Bid Criteria:

- The bid analysis included three key areas:
 - Bank fees were analyzed for each bidder based on the City’s average level of bank services.
 - Review of proposals to confirm that the vendors could perform all services required by the City, with an emphasis on safety and security of City funds.
 - Confirmation of vendor’s experience in providing depository services to municipalities.

Pricing:

Estimated Monthly Bank Fees

	Legacy ⁽¹⁾	Frost	JP Morgan Chase	Amegy	Comerica
Avg. Monthly Cost	\$70	\$3,041	\$3,132	\$3,703	\$4,893
Avg. Annual Cost	\$840	\$36,489	\$37,587	\$44,434	\$58,713
Total Contract Cost ⁽²⁾	\$11,309	\$133,945	\$149,439	\$180,779	\$232,871

- (1) Legacy agreed to provide services to the City at no cost, with the exception of safekeeping charges, which are provided by a third party and would be passed through to the City.
- (2) Total Contract Cost assumes that the two year option will be exercised and includes any incentives which are being provided by the proposing bank, as well as an estimated cost of keeping the Frost account open for 3-4 months to allow time for checks to clear. Frost is offering five months at no cost for account retention. JP Morgan Chase is offering nine months at no cost to offset conversion costs.

Analysis:

- The selection committee felt that all banks that bid on the depository services would be able to provide the necessary services required for the contract.
- Legacy's bid, by agreeing to provide core services to the City at no cost, provides exceptional value compared to the other potential vendors.
 - Legacy has proposed that safekeeping services be handled through a three-party agreement with TIB The Independent Bankers Bank, a commercial bank that Legacy has an existing relationship with. This would create an indirect relationship between the City and the safekeeping bank, and fees for service will be passed on by Legacy.
 - Since this is the only fee-based service, Legacy has agreed to work with Finance staff to find a safekeeping arrangement with a bank of the City's choosing. This would allow the City to have a direct relationship with the safekeeping bank, which is more common for cities.
- The selection committee has reviewed Legacy's references. The bank currently provides depository services for the City of Grapevine, the Collin Appraisal District, and Grapevine-Colleyville ISD. Legacy previously served as the depository for City of Plano and City of McKinney, and Plano still maintains accounts at Legacy.

Recommendation:

- Frost has performed very well under the current contract and has provided excellent service to the City of Richardson.
- The selection committee believes that Legacy would provide excellent service to the City of Richardson.
- The selection committee recommends that the City award the bank depository contract to Legacy Bank, based on their proposal for banking services.
 - Conversion costs have been factored into the contract price, and some intangible costs such as the time of City personnel involved in the conversion will be required (Finance and Information Services).
 - The selection committee reviewed Legacy's financial information. Additionally, Legacy has a five-star rating from BankRate.Com's Safe & Sound service, the highest rating possible.
 - The selection committee received assurances that bank services would not be impacted by Viewpoint's upcoming acquisition of Legacy. City services would be handled by the current Legacy team throughout the contract.

Executive Summary
Merchant Card Services - RFP No. 701-14 (Part II)
May 5, 2014

Background:

Merchant card services consist of processing credit/debit card payments.

- Experience working with large, complex municipal operations (28 payment centers, in-person and online)
- Flexibility to interface with in-person and online versions of multiple payment applications (utilities, municipal court, parks class registration, Eisemann Center ticketing office, library kiosks)
- Security and integrity of customer data for in-person and online transactions
- Citizen convenience with support of multiple payment options
 - In-person
 - Telephone
 - Self-check
 - Online (one-time)
 - Online (recurring - utilities)

On April 9, 2014 the City received final bids from the following five vendors to supply Merchant Card Services to the City:

- Bank of America Merchant Services
- Chase Paymentech
- Comerica Merchant Services
- Frost Bank (First Data Merchant Services)
- Legacy Bank (TransFirst)

The requested contract for Merchant Card Services is for three years, with one optional two-year extension. The total contract can last five years.

Bank of America Merchant Services is the City's current provider.

Bid Criteria:

The bid criteria included three areas:

- Processing fees were analyzed for each bidder based on the City's average transaction amount at each location. Fees include:
 - Interchange fees by card issuer/type (fixed by Visa, MasterCard, Discover, American Express, so not included in analysis)
 - Discount fee paid to merchant provider (Visa, MasterCard, Discover only – based on sale amount)
 - Processing fees (per transaction – all card types, based on merchant provider's cost of interfacing with card issuers)
 - MasterCard licensing fee (additional levy for MasterCard, based on sale amounts)
 - CyberSource transaction fees (processing fees for transactions on City's Internet payment sites, paid to CyberSource or incorporated into merchant processor rates)

- Review of proposals to confirm that the vendors could perform all services required by the City, with an emphasis on interfacing with the City's existing Internet payment applications.
- Experience of the vendor in providing merchant services to municipalities.

Pricing:

The table below shows the estimated monthly merchant portion of the transaction fees for each location based on the 2013 calendar-year average transactions.

Estimated Monthly Transaction Fees

Processing Costs	Comerica	Chase	First Data	TransFirst	Bank of America
Merchant Card Fees	\$3,635	\$3,873	\$4,431	\$4,460	\$4,742

Analysis:

- All bidders proposed lower discount fees than the current contract. However, pass-through charges that are collected on behalf of card issuers have risen due to new financial regulations since 2009.
- The two lowest bidders, Comerica and Chase, indicated that they would not provide required references unless selected as a finalist, effectively disqualifying them from consideration.
- Additionally, Comerica indicated that their processing system would be undergoing upgrades in November that would require the City to undergo two conversions in order to switch to their service.
- TransFirst proposed an alternative payment gateway that was not compatible with the City's existing Internet payment applications, which would cause extensive programming from the City's Information Technology department.
- First Data's references were substantially smaller than the City of Richardson and although they fully supported the City's existing Internet payment applications, conversion would require several weeks of programming from the City's Information Technology department.

Overall Results:

In light of the previous analysis, the selection committee believes that Bank of America provided the bid which provides the best value to the City. Bank of America can provide all the services requested, with no impact to existing City credit card customers. The pricing model proposed is consistent with the current contract.

Total Estimated Fees

Cost	Bank of America
Monthly	\$4,742
Annual	\$56,915
Contract	\$284,577

Recommendation:

The selection committee recommends that we award the Merchant Services contract to Bank of America Merchant Services. Bank of America is the best value provider and is already providing quality service to the City.



NOMINATION FOR
STATE ENTERPRISE ZONE
PROJECT DESIGNATION

**Health Care Service Corporation, a Mutual
Legal Reserve Company
(Blue Cross Blue Shield of Texas)**

City of Richardson
City Council Work Session
May 5, 2014

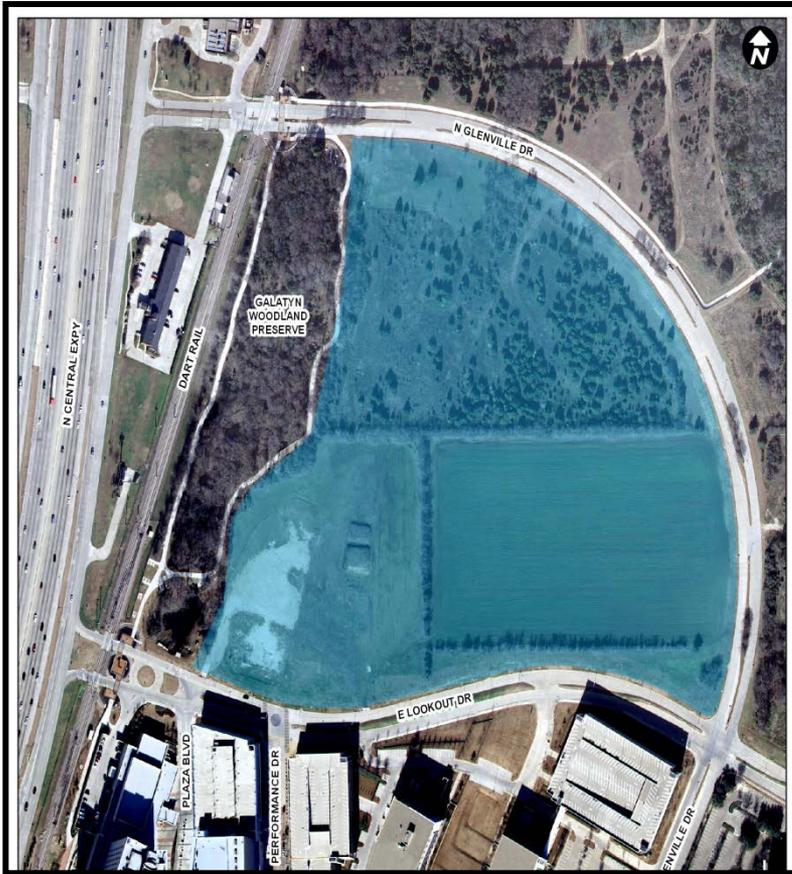


Background

- In 2008 Blue Cross Blue Shield (BCBS) made a significant investment establishing a new state-of-the-art headquarters campus in Richardson, Texas.
- Situated on 34 acres in Richardson's Galatyn Park area, the 1.1 million square foot facility includes a 15-story high rise office tower adjoined to a second 7-story tower, as well as a 3,500 car parking structure.
- At the time, this project was the largest single corporate headquarters project in the Dallas-Fort Worth area in almost 20 years.



**BlueCross BlueShield
of Texas**





Background

- As part of Richardson's support for the project, Richardson nominated BCBS for consideration in the Texas Enterprise Zone program in November of 2008.



Texas Enterprise Zone Program

- The Texas Enterprise Zone Program is an economic development tool for local communities to partner with the State of Texas to encourage job creation and capital investment.
- Projects may be physically located inside or outside of an Enterprise Zone, which is an identified area that is economically distressed.
- If the project is located outside of an Enterprise Zone, which BCBS is, the company must commit that 35% of new/retained employees will meet Enterprise Zone residency requirements.
- An enterprise project designation is up to five years, which was the case for BCBS (2008-2013).



Texas Enterprise Zone Program

- To be eligible for an Enterprise Project a local community must nominate the company and show the availability of local incentives.
- In order to nominate a company a city must provide a public hearing and pass a local ordinance.
- Projects are considered by the State of Texas on a quarterly basis with the next submission due on June 2nd. Currently 12 applications are approved each quarter by the State.



BCBS Nomination

- BCBS has requested the City provide a nomination to the Texas Enterprise Zone program in time for the June 2nd submission deadline.
- Over the next five years BCBS intends to invest over \$14 million in the Richardson facility. Capital improvements will include updating and adding to the furnishings of the facility, and increase investment in computer hardware. Additionally, BCBS will implement new software aimed at meeting the requirements of the Affordable Care Act that included implementation of required health care management analytics.
- The BCBS campus is not located within a Enterprise Zone, but will meet the employment requirements to be eligible.



BACKGROUND

The City of Richardson is making **no additional incentive support commitment** through this nomination support process.

The City of Richardson has previously provided a “local-support” package for BCBS’s significant retention/expansion in 2008:

- Property Tax Abatement
- New Road Construction support
- Permit Fee Waiver

Also

- DART commuter support for employees
- Support for Texas Enterprise application



SCORING OF PROJECT APPLICATIONS

Project designations are generally awarded on a first come first served basis. Due to the fact that applications are scored, it is important to maximize the application's score.

Factors considered include the following:

- Amount of capital investment.
- Jobs created or retained.
- Distress level of the community.
- Commitment to hire disadvantaged workers.
- Community contributions.



POTENTIAL BENEFITS

Proposed Capital Investment Over 5-Year Period	Refund Dollars per Job	Maximum Created or Retained Jobs for Benefit	Maximum Refund Potential
\$40,000 - \$399,999	\$2,500.00	10	\$25,000.00
\$400,000 - \$999,999	\$2,500.00	25	\$62,500.00
\$1,000,000 - \$4,999,999	\$2,500.00	125	\$312,500.00
\$5,000,000 - \$149,999,999	\$2,500.00	500	\$1,250,000.00
\$150,000,000 - \$249,999,999	\$5,000.00	500	\$2,500,000.00
\$250,000,000 +	\$7,500.00	500**	\$3,750,000.00

* Less 3% administration fee charged by the Texas Economic Development Bank.

** Triple Jumbo Enterprise Projects must create and/or retain at least 500 jobs.



NOMINATION PROCESS

- The State is currently awarding 12 projects per quarter with the next submission June 2, 2014.
- The State convenes a panel to score nominated projects and award designations.
- The City can nominate up to 4 projects per biennium.



CITY'S PARTICIPATION

- On May 12th the City Council will consider an ordinance approving the city's participation in the Texas Enterprise Zone program.
 - Identifying local incentives that were/would be available to Texas Enterprise Zone nominated projects subject to Council approval.
 - Designate a Local Liaison for the Texas Enterprise Zone Program.
 - Nominate Health Care Service Corporation, a Mutual Legal Reserve Company for designation as a State Enterprise Project.



STATE BENEFITS

- Designated projects are eligible for a refund of State sales and use tax based on the level of investment and job creation/retention.
- The State refund is for sales and use taxes paid on all taxable items used at the qualified business site.
- For single projects, the State refund is \$2,500 per job created/retained and filled by economically disadvantaged.



FISCAL IMPACT

- An Enterprise Project Designation has no fiscal impact to the City. Therefore, the City will continue to receive its portion of the sales and use tax.



RECOMMENDATION

- We recommend your positive consideration and support of this ordinance nominating Health Care Service Corporation, a Mutual Legal Reserve Company (Blue Cross Blue Shield) for designation as a State Enterprise Project.
- Based on City Council feedback, we will set the Hearing/Ordinance for the May 12th City Council meeting.