

## City Council Work Session Handouts

May 11, 2015

- I. Review and Discuss the Standards of Care for Youth Programs
- II. Review and Discuss Wildflower! Richardson's Arts and Music Festival 2015
- III. Review and Discuss the Richardson Cultural Arts Commission's 2014-2015 Arts Initiative Grants Funding Recommendations
- IV. Review and Discuss the Fiscal Year 2015-2016 Budget Calendar

# City of Richardson Parks & Recreation

## **Sizzlin' Summer Day Camps**

City Council Meeting May 11, 2015



# Camp History



**1974:** Summer Playground Programs are offered at 22 different sites.

**1989:** Summer Camp Program is expanded to include specialized indoor programs. One playground program remains.

**1991:** Teen Camp is added to the program.

# Camp History



**Today the Day Camp Program exists as:**

- **Kinder Camp (ages 5-6)**
- **Playground Camp (ages 7-11)**
- **Elementary Camp (ages 7-11)**
- **Teen Camp (ages 12-15)**

**\*This year Kinder, Elementary and Teen Camps will be located at Terrace Elementary School**

# Our Mission

To ensure a memorable summer for every person who comes through our program!

We want each person to enjoy, laugh, share, experience, create, grow, and to be challenged and inspired!



# Kinder Camp



**Monday – Friday: 9am-2pm**

**\*Before/After Care available for drop-off/pick-up at 7:30am/6:00pm**

**Ages: 5-6 years old**

**Activities: Science, Music & Movement, Games, Arts & Crafts, Special Guests**

**Field Trips: Splash Pool! Location: Terrace Elementary School**

**Enrollment: 20 campers/week**

**(160 campers all summer!)**

# Elementary Camp



**Monday – Friday: 8am-5:30pm**

**Ages: 7-11 years old**

**Activities: Arts & Crafts, Songs, Sports, Games, Swimming**

**Field Trips: 2 per week!!**

**Location: Terrace Elementary**

**Enrollment: 60 campers/week**

**(480 campers all summer!)**

# Playground Camp



**Monday – Friday: 8am-5:30pm**

**Ages: 7-11 years old**

**Activities: Crafts, Songs, Sports, Games, & Swimming**

**Field Trips: 1 per week!!**

**Location: Heights Park**

**Enrollment: 60 campers/week**

**(480 campers all summer!)**

# Teen Camp



**Monday – Friday: 8am-5:30pm**

**Ages: 12-15 years old**

**Activities: Travel, Travel, & More  
Travel, Gym Games, Swimming,  
Sport Tournaments**

**Field Trips: Everyday!!**

**Location: Terrace Elementary**

**Enrollment: 40 campers/week  
(320 campers all summer!)**

# Our Staff!



- **It takes 22 staff to meet ratio standards.**
- **Made up of 11 returning staff members and 11 new hires.**
- **Staff members come from various colleges and high schools.**
- **4 Staff members came through program as camper and Leader In Training.**

# Camp Attendance 2014

- ▶ Kinder Camp – 170 Registrations\*
- ▶ Playground Camp – 500 Registrations
- ▶ Elementary Camp – 500 Registrations
- ▶ Teen Camp – 290 Registrations\*
- ▶ Total of 1,460 Registrations
- ▶ \* indicates increased registrations over prior years



Arts and Crafts



Games



Field Trips

# The Fun Stuff



Swimming

# Tournament of Champions



## RICHARDSON vs. ALLEN

### *Day Camp Challenge*

A one day competition between either Playground Camp or Elementary Camp and the City of Allen's *Camp Star*.

This competition began in 2012 and it has remained a tremendous success.

This year's competition will be held in Heights Park and Heights Recreation Center.

Last year....we lost. This year...we dominate.

# State Day Care Regulations



In the State of Texas, no person may operate a child-care facility or child-placing agency without one of the following:

- 1.) A license issued by the Department of Family and Protective Services,
- 2.) A certificate to operate under accreditation issued by the DFPS
- 3.) Exemption outlined in Section 42.041(b)(14)

# Exemption

## Section 42.041(b)(14):

An elementary-age (ages 5-13) recreation program operated by a municipality is exempt provided that the following criteria are met:

- Governing body of the municipality annually adopts standards of care by ordinance after a public hearing.
- Standards of care are provided to the parents of each program participant.
- Ordinance includes at a minimum: staffing ratios; staff qualifications; facility, health and safety standards; and mechanisms for monitoring and enforcing the adopted local standards.
- Parents be informed that the program is not licensed.
- Program is not advertised as a child-care facility.



# To File for Annual Exemption

- Maintain Standards of Care
- Hold a public hearing to adopt the Standards of Care by ordinance
- Complete Form 2821E (Request for Exemption from Licensure)
- Send DFPS the following:
  - Completed Form 2821E
  - Standards of Care
  - Ordinance
  - Parent's Guide
  - Staff Manual

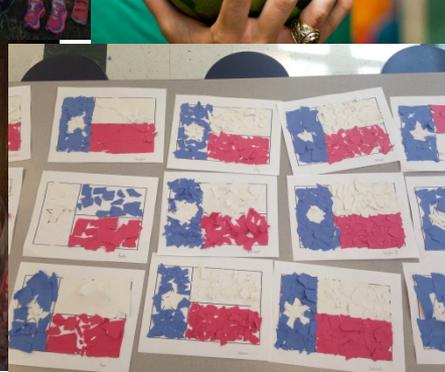


# In Summary

- After a public hearing during tonight's City Council meeting we are asking for the members of the council to adopt the Standards of Care outlined in the Texas Human Resource Code as a city ordinance.
- 



**R**  
**STANDARDS OF CARE  
FOR YOUTH PROGRAMS**



# Wildflower! Arts & Music Festival

GALATYN PARK - RICHARDSON, TX



The premier event of the Metroplex,  
Celebrating all that is



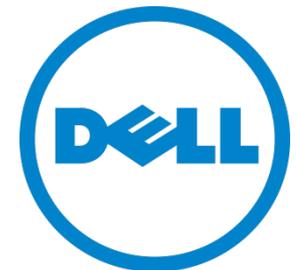
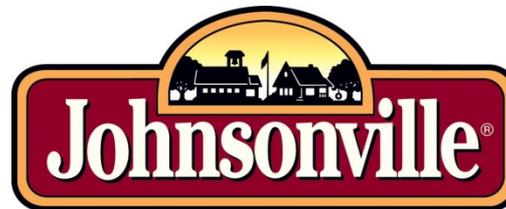
#wildflowerfest

# RICHARDSON!

[www.wildflowerfestival.com](http://www.wildflowerfestival.com)

May 15, Friday 6pm-Midnight  
May 16, Saturday 11am-Midnight  
May 17, Sunday 12:30pm-8pm

# New Partnerships in 2015





## New Restaurants in 2015



*Apollonia's*  
Italian Kitchen



# On-Going Partnerships With Our Great Sponsors



SUPPORTING TEXAS EDUCATION AND VETERANS

Bank of America



FOSSIL GROUP



# On-Going Partnerships With Our Great Sponsors



# FRIENDS OF THE FESTIVAL

- Designed to give VIP access to small businesses and individuals.
- \$300 Value
- Access to the festival & sponsors appreciation suite for three days of the festival.
- Premium Reserved viewing at all stages.

*Friends of the Festival  
73 Friends Packages  
Sold to Date*



# Sponsorship Facts



2015 Goal

\$330,000

2015 Actual

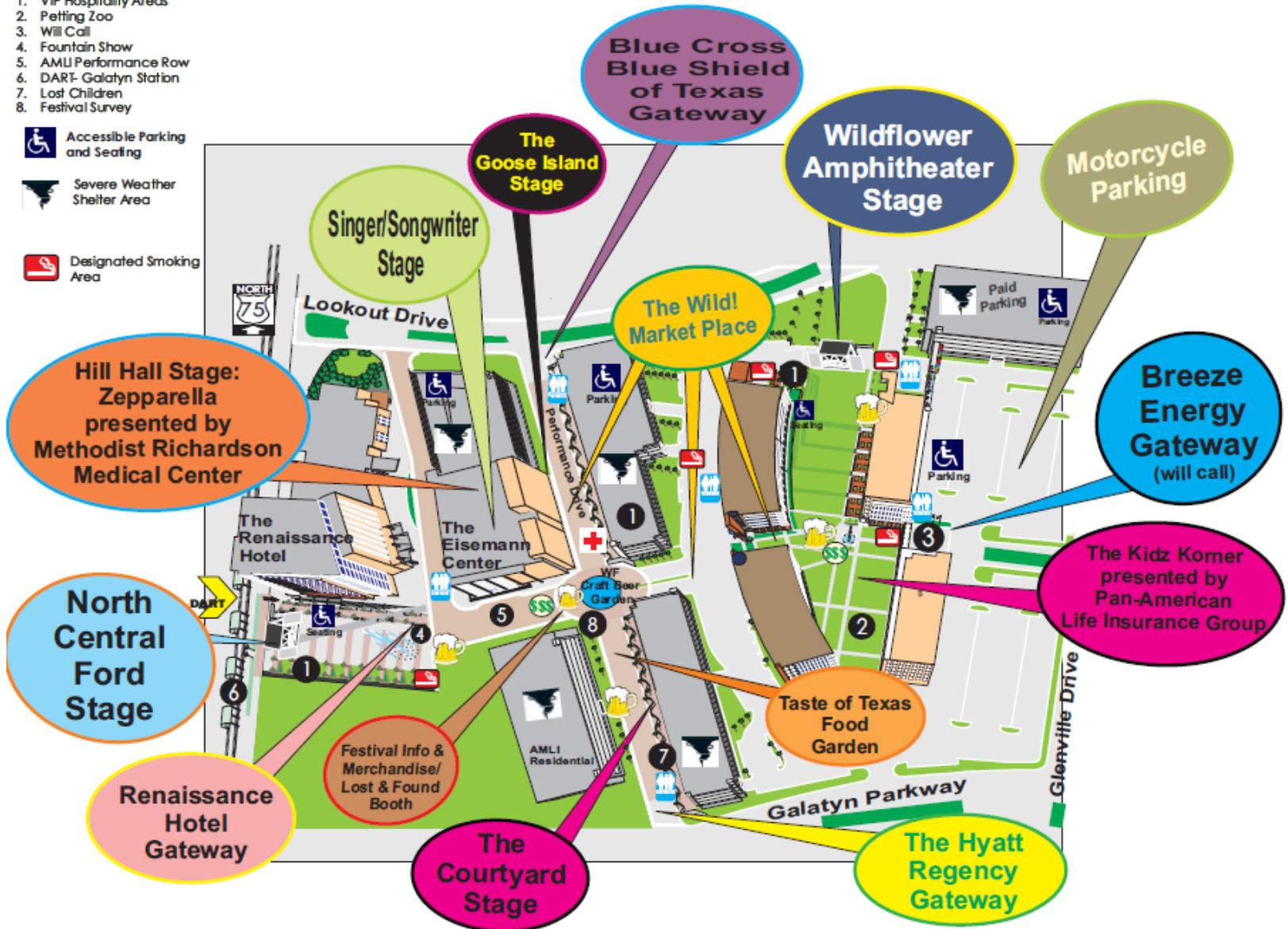
\$316,360 (96%)

- Returning Sponsors \$231,150 71% Retention Rate
- New Sponsors \$74,710
- National (On tour Sponsors) \$10,500

# 2015 FESTIVAL SITE MAP

1. VIP Hospitality Areas
2. Petting Zoo
3. Will Call
4. Fountain Show
5. AMLI Performance Row
6. DART- Galatyn Station
7. Lost Children
8. Festival Survey

-  Accessible Parking and Seating
-  Severe Weather Shelter Area
-  Designated Smoking Area



# THE BEER GARDEN

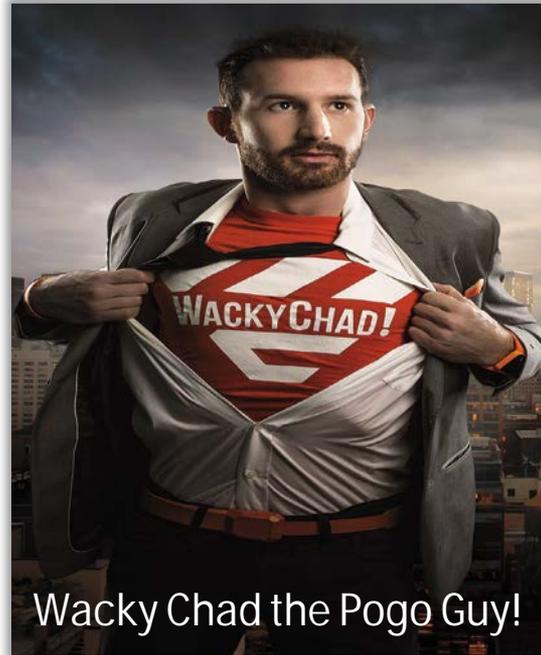


The Craft Beer concept was introduced at the Cottonwood Art Festival.

# AMLI Performance Row



J.J. Pearce Stampede



Wacky Chad the Pogo Guy!



COR Gymnasts



The Berkner Ramblers



Dallas Cirque Theatre



Richardson HS Desperados

# VOLUNTEERS



## Current Status of Volunteers:

- 100% Commitment as of May 1
- Volunteer Coordinator - matching people with a good community experience.
- Special emphasis on the Executive Steering Committee. Community leaders working behind the scenes make Wildflower! all it can be!

**1,400** volunteers are needed to produce the 2015 Richardson Wildflower! Arts and Music Festival!



# Wildflower! Beverage Consortium TABC TRAINING



Volunteers from the Richardson Rotary Club, The Elks Club, Leadership Richardson Alumni Association, Friends of the Library, Exchange Club of Richardson, The Junior League and The Kiwanis Club make up the 2015 Beverage Consortium.

# GUITAR ART AUCTION



32  
Entries  
So Far!

Benefiting the NETWORK of Community Ministries & RISD Fine Art Program

## Guitars Provided by:

- Celebrities
- Festival Sponsors
- Local Artists
- Guitars are sold in a silent auction during the Festival.
- Located in the Eisemann Center Lobby



# OTHER COMMUNITY OUTREACH

- Care-a-Van Program
  - For Children and Seniors



# STUDENT ART CONTEST



To celebrate the opening of the City of Richardson's new dog park this spring, Wildflower! welcomes portraits of your favorite dog, whether you own one or not!



### GUIDELINES

The contest is open to all students in Kindergarten-6th grade.

Wildflower! will provide 12" square white poster boards. All entries must be designed on these poster boards ONLY so they are uniform in size and will fit our display walls at the Festival.

Use colored pencils, crayons, markers or paints to cover your whole poster board with lots of detail and color.

Securely attach your entry form on the back of the poster board.

Ribbons will be awarded to 1st, 2nd, 3rd and Honorable Mention in EACH grade level.

Ribbon winner names and their art work will be posted on the Wildflower! website by May 11, 2015.

Winning art work will be displayed in the Kidz Komer throughout the Festival weekend, May 15-17, 2015.

Entries must be picked up from the Community Events Office the week of May 26 through May 29, 2015.

For more information, or where to pick up an entry poster board, email [Suzanne.Etman@cor.gov](mailto:Suzanne.Etman@cor.gov) or call, 972-744-4584.

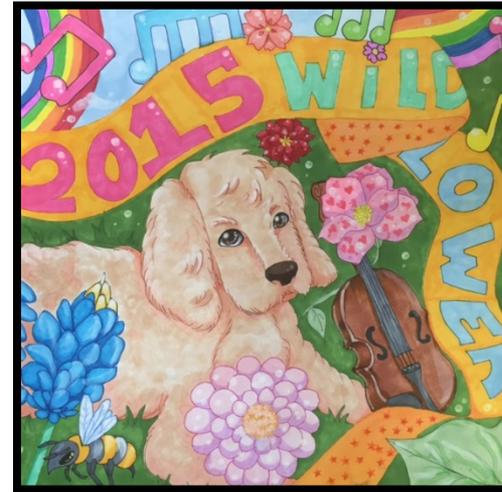
 [WildflowerFestival.com](http://WildflowerFestival.com)

### OFFICIAL ENTRY FORM

Please securely attach this form to the back of your entry.  
All entries must be delivered to the City of Richardson's Community Events Office by APRIL 27th, 2015.  
The office is located at 2100 E. Campbell Rd., Ste. 100, Richardson, TX 75081

Name \_\_\_\_\_ Age \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
School \_\_\_\_\_ Grade \_\_\_\_\_

 [facebook.com/WildflowerFestival](https://facebook.com/WildflowerFestival)



# BATTLE OF THE BANDS

Congratulations to this year's already-selected finalists:



Future Nest



The Hey Heys

The 2015 Battle of The Bands qualifiers were held May 1<sup>st</sup> at The Door in Dallas. Five bands from around the DFW Metroplex came out to compete for a chance to perform at Wildflower!



# BUDDING TALENT COMPETITION

Wildflower! hosts the Budding Talent Program which is a vocal competition for all school age children.



This year 70 singers auditioned and the top 14 were selected as finalists to perform in the one-hour show in the Bank of America Theater at the Eisemann Center at 1pm on Sunday, May 17<sup>th</sup>.

# 2015 WILDFLOWER! Artist Line Up

FRIDAY- May 15

Pat Benatar & Neil Giraldo  
The Smithereens  
Zepparella  
*Amphitheater Stage*

Blue October  
Minus the Bear  
*North Central Ford Stage*

Tom Prasada-Rao  
Susan Werner  
*Singer/Songwriter Stage*

Le Freak  
*Goose Island Stage*

SATURDAY- May 16

Kansas  
38 Special  
Leon Russell  
*Amphitheater Stage*

Everclear  
Fuel  
Tonic  
*North Central Ford Stage*

Zepparella  
*Eisemann Center Hill Hall*

Jonathan Byrd & the Pickup Cowboys  
Trout Fishing In America  
*Singer/Songwriter Stage*

A Hard Night's Day  
*Goose Island Stage*

SUNDAY- May 17

Wynonna & The Big Noise  
The Joe Ely Band  
Gary P. Nunn  
Max Stalling  
*Amphitheater Stage*

Zepparella  
*Eisemann Center Hill Hall*

The Zane Williams Band  
*Singer/Songwriter Stage*

Cold As Ice - Foreigner  
Blaze of Glory – Bon Jovi  
Blizzard of Ozz – Ozzy Osbourne  
Crowe Showe- The Black Crowes  
*North Central Ford Stage*

# Armed Forces Day

Saturday, May 16



**Armed Forces Day is always the Saturday of Wildflower! The event honors our Armed Forces with a flag ceremony on the Main Stage.**

# Armed Forces Day

Saturday, May 16



All military personnel,  
with a military ID,  
Admitted at the gate for \$10



Members of the U.S. Army  
will assist with a flag  
presentation on Saturday  
evening.

# TICKETS



\$3	\$10	\$20	\$30
<p><b>Children 5-12 One-Day Pass</b></p> <p>Children under 5 Free!</p> <p>Available at Gate, City Hall, Recreation Centers, Gymnastics Center &amp; Senior Center</p>	<p><b>Richardson resident advance discount adult ticket</b></p> <p>Per day</p> <p>Children \$3 Per day</p> <p>Available at City Hall, Recreation Centers &amp; Senior Center</p> <p>April 13 - May 16</p>	<p><b>Adult One-Day Pass at Gate and through ExtremeTix</b></p> <p>Friday 6 pm – Midnight</p> <p>Saturday 11 am - Midnight</p> <p>Sunday 12:30 pm – 8 pm</p>	<p><b>Weekend 3-Day Pass Advance Purchase</b></p> <p>Admission all three days!</p> <p>Available at Tom Thumb until 5:30 pm</p> <p><b>Friday 5/15/2015</b></p>

**Bank of America**  
**Kidz FREE Sunday!**

**CISCO**  
**Adult 1/2 Price Sunday!**

One-day and Three-Day passes also sold through ExtremeTix on WF website.

# See You There!

Friday, May 15  
6pm-Midnight

Saturday, May 16  
11am-Midnight

Sunday, May 17  
12:30pm-8pm



FOLLOW US ON  
**facebook**

[www.wildflowerfestival.com](http://www.wildflowerfestival.com)



**#wildflowerfest**



**Recommendations from the  
Richardson Cultural Arts  
Commission – Arts Initiative  
Grant**

City Council Work Session  
May 11, 2015

# Richardson Cultural Arts Commission

**Richard Luttrell**  
Chairman

**Beth Kolman**  
Vice Chairman

**Catherine Burdette**

**Curtis Dorian**

**David McNair**

**Barbara McNutt**

**Betty Peck**

**Steve Mitchell**  
City Council Member  
City Council Liaison

**Shanna Sims-Bradish**  
Assistant City Manager  
Staff Liaison

# Cultural Arts Commission Role

The Cultural Arts Commission serves as the advisory board to the city council and the city management in matters involving the promotion of close cooperation between the city and private citizens, institutions and agencies interested in or conducting activities relating to the arts. The Commission shall be responsible:

To provide and assist in the development of the arts in the city by providing a biannual "state of the arts" assessment to the city council.

To make recommendations to the city council relative to expenditures of city funds for the purposes of promoting and sustaining the arts in the city.

*To serve as a review board for the funding of proposed programs within the community that are to be funded from allocations made by the city council from hotel/motel occupancy tax.*

To make recommendations on the allocation of funding for historical preservation and/or restoration that is to be funded by the allocation of funds from the hotel/motel occupancy tax.

# Arts Initiative Grants

- ❑ Arts Initiative Grants are for **special opportunities that are not included in an arts organization's normal budget process or regular programming.**
- ❑ Eligible request include:
  - ❑ Unforeseen or unique opportunities that are not part of an organization's regular season
  - ❑ Equipment relative to the artists or professional aspects of an organization
- ❑ Preference will be given to initiative that include collaborations from at least two organizations
- ❑ Project support is not designed to support and organization's annual expenses, but rather a specific event or series of events
- ❑ \$15,000 was budgeted for a pilot program of Arts Initiative Grants in FY 2014-2015

# Review of Arts Initiative Grant Request

- ❑ Arts Initiative Grant requests were specifically evaluated on their ability to achieve one or more of the priorities identified in the Cultural Arts Master Plan.
  - ❑ Cultivate new generation of arts participants
  - ❑ Apply Richardson's focus on innovation to cultural arts
  - ❑ Promote Richardson through citywide cultural arts offerings
  - ❑ Focus on strength in numbers: cultural clusters and districts
  - ❑ Plan an effective cultural tourism strategy

# Grant Process

- ❑ Grant guidelines and application forms were reviewed and revised in the Fall of 2014 by the Arts Commission.
- ❑ Applications were provided in January 2015 to local arts groups who have received funding in the prior year and others who have expressed an interest in the grant program.
- ❑ Applications were accepted until March 31, 2015.

# Grant Process

- ❑ Applications include application forms, one page narrative, current year budgets and 501(c)3 letters of determination from the IRS.
- ❑ Applicant presentations were made to Cultural Arts Commission on April 9, 2015.
- ❑ The Arts Commission deliberated on their recommended allocations of funds on April 9, 2015.

# Arts Initiative Grant Requests

- ❑ 7 applications were received
- ❑ The total amount of the requests was \$70,000
- ❑ The total amount of available funds for this program is \$15,000

# 2014-2015 Arts Initiative Grant Requests

Applicant	Arts Initiative Grant Request
Repertory Company Theatre	\$22,600
Richardson Symphony and AIR	\$12,300
Texas Ballet Theater	\$10,000
Video Association of Dallas	\$5,500
Contemporary Chorale	\$12,500
Texas Performing Chinese Arts Association	\$3,600
Chamber Music International	\$3,500

# Arts Initiative Grant Recommendations

- ❑ **Organization:** Richardson Symphony Orchestra and Arts Incubator of Richardson – “Ricochet15”
- ❑ **Concept:** “Ricochet15” is a two day event that joins creative forces to energize all quadrants of the City in the recognition of National Arts & Humanities Month
- ❑ **When:** Friday, October 16<sup>th</sup> and Saturday, October 17<sup>th</sup>
- ❑ **What:** Several performances, exhibits or “hands on” artistic events in venues throughout the city provided at no cost. This event would also include the creation of a “culture map” that identifies local arts organizations and artists on a map to help increase awareness of cultural offerings in Richardson
- ❑ **Amount of Funding Requested:** \$12,300
- ❑ **Amount of Funding Recommended:** \$12,300

The logo for the Richardson Symphony Orchestra, featuring the letters 'RSO' in a large, elegant, black serif font.

RICHARDSON  
SYMPHONY  
ORCHESTRA

The logo for the Arts Incubator of Richardson, featuring the word 'AIR' in a stylized, blue, bubbly font with small colored dots around it, and the text 'arts incubator of richardson' in a smaller, lowercase, sans-serif font below it.The logo for Richardson Cultural Arts, featuring the word 'RICHARDSON' in a large, blue, sans-serif font with colored dots above the 'i' and 'o', and 'CULTURAL ARTS' in a smaller, green, sans-serif font below it. Underneath, the words 'INSPIRE', 'CREATE', and 'EDUCATE' are separated by small squares, and at the bottom, 'CITY OF RICHARDSON 2014-2015 ARTS GRANT' is written in a small, blue, sans-serif font.

# Arts Initiative Grant Recommendations

- ❑ **Organization:** Video Association of Dallas
- ❑ **Concept:** Hold a French cinema series titled “French New Wave” on Tuesday evenings at the Alamo Draft House
- ❑ **When:** Five Tuesdays in September, 2015
- ❑ **What:** Screenings of 1950 and 1960 French films at the Alamo Drafthouse with an after screening discussion to be held at the la Madeline Café in Richardson.
- ❑ **Amount of Funding Requested:** \$5,500
- ❑ **Amount of Funding Recommended:** \$2,700



# Next Steps

- ❑ There is an action item on tonight's City Council agenda formally approving this recommendation for City Council consideration
- ❑ Final reports are due from funded groups by December 31, 2015.
- ❑ Cultural Arts Commission continues to work with the groups throughout the year in regards to the implementation of the Cultural Arts Master Plan.

# City of Richardson FY 2015-2016 Budget Calendar

May 11, 2015



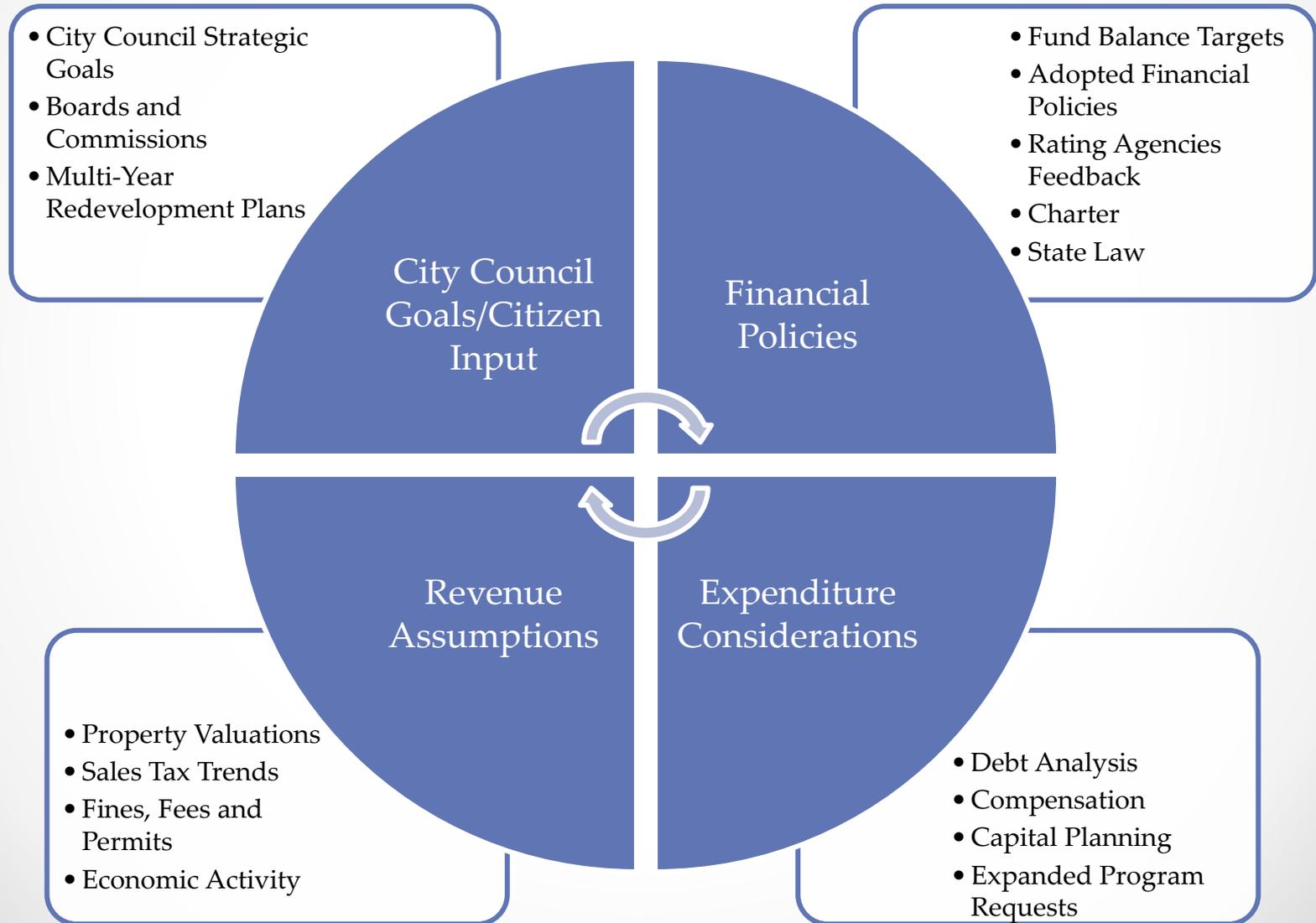
# Overview of Tonight's Presentation

- Overview of the City's Budget Methods and Strategies
  - Key Budget Principles
- Review of the 2015-2016 Budget Calendar

# Budgeting is a Consequence of Year-Long Policy Making

- The development of the annual budget is a merging of decisions and initiatives that happen all year long.
  - The City is in a constant “input” state throughout the year with citizens through boards and commissions, meetings with HOA’s and key community partners
  - “State of Service” reports are provided throughout the year on key topics such as public safety, development activity, the Comprehensive Annual Financial Report, arts and others that provide an overview on departmental activities and trends

# Budgeting: Convergence of Key Decisions



# Balanced Approach to Budgeting

Multi-year plans help the City plan for the future without “spikes or dips”

## Examples:

- Debt capacity analysis – planning projects to help maintain consistent debt expenses
- Equipment purchases – planning ahead for major equipment purchases (i.e. Fire vehicles, Solid Waste vehicles) to minimize fluctuations in expenses from year-to-year
- Street maintenance – multi-year effort to increase the amount of spending on street maintenance incrementally
- Computer/computer equipment – replacement schedule developed to have an orderly and financially sustainable strategy to update computers and computer equipment

# City of Richardson Fiscal Year 2015-2016 Budget Methods

- **Key Budget Principles:**
  - Serving our citizens is our top priority
  - Alignment with City Council Strategic Goals – budgeting is a year-round discussion based on City Council priorities
  - Importance of building upon the focus of *“Maintaining a Solid Foundation”* and maintaining and reinvesting in our key infrastructure
  - Need to plan for the future – reinvestment studies and infrastructure master plans lay the framework for future years

# Stacked Initiatives... Sustained Attention



# Fiscal Year 2015-2016 Budget Calendar

Timeline	Focus
March	2015-2016 Budget Goals discussed
March - Early May	Departments work on proposed budget with City Manager's Office and Budget Office
Friday, May 8, 2015	Departmental requests due to Budget Office
May 19-June 5, 2015	Departmental budget meetings
Tues. July 14 - Wed. July 15, 2015	City Council Budget Retreat
Sat. July 25, 2014	Certified tax rolls received
Mon. August 3, 2015	Discuss tax rate, set public hearings on tax rate and take record vote on tax rate
Fri. August 7, 2015	City Manager files proposed budget
Mon. August 10, 2015	City Manager presents his Budget to the City Council
Mon. August 17, 2015	1st Public Hearing on the Proposed 2014-2015 Budget
Mon. August 24, 2015	2nd Public Hearing on the Proposed 2014-2015 Budget
<b>Mon. September 14, 2015</b>	<b>Budget Adoption</b>

# Discussion/Comments

