

City Council Work Session Handouts

April 4, 2016

- I. Review and Discuss the Cultural Arts Commission's State of the Arts Assessment
- II. Review and Discuss Golf Fee Recommendation



State of the Arts 2016

Presented by
Richardson Cultural Arts
Commission

Monday, April 4, 2016



Richardson Cultural Arts Commission

Beth Kolman
(Chairman)

Catherine Burdette
(Vice Chairman)

Curtis Dorian

David McNair

Barbara McNutt

Kim Quirk

Chuck Riehm

Scott Dunn
(City Council Liaison)

Shanna Sims-Bradish
(Staff Liaison)



Cultural Arts in Richardson

- Review of Local Arts Groups and Grants
- Summary of Arts Funding
 - Americans for the Arts - Economic Prosperity 5 Study
- Cultural Arts Master Plan
 - Arts Initiative Grants
 - www.artsinrichardson.com
 - Public Art Master Plan
 - Art Workshops
 - Fiscal Year 2016-2017 Request



ACB

SPECTACULAR SENIOR FOLLIES

TEXAS BALLET THEATER

The Contemporary Chorale

Chamber Music INTERNATIONAL

Islamic Art Revival Series

Dallas Chinese Community Center



TUZERBallet

Texas winds musical outreach

RSO RICHARDSON COMMUNITY BAND RICHARDSON, TX

Richardson reads One Book

RC ArtS

RICHARDSON SYMPHONY ORCHESTRA

Richardson THEATRE CENTRE

Rich-Tones

LONE STAR WIND ORCHESTRA

AIR arts incubator of richardson

FRIENDS OF THE LIBRARY fol RICHARDSON

Plano Symphony Orchestra Hector Guzman, Music Director

PEGASUS THEATRE DEFYING GRAVITY SINCE 1985

rct repertory company theatre



Jaayo Dallas Asian American Youth Orchestra

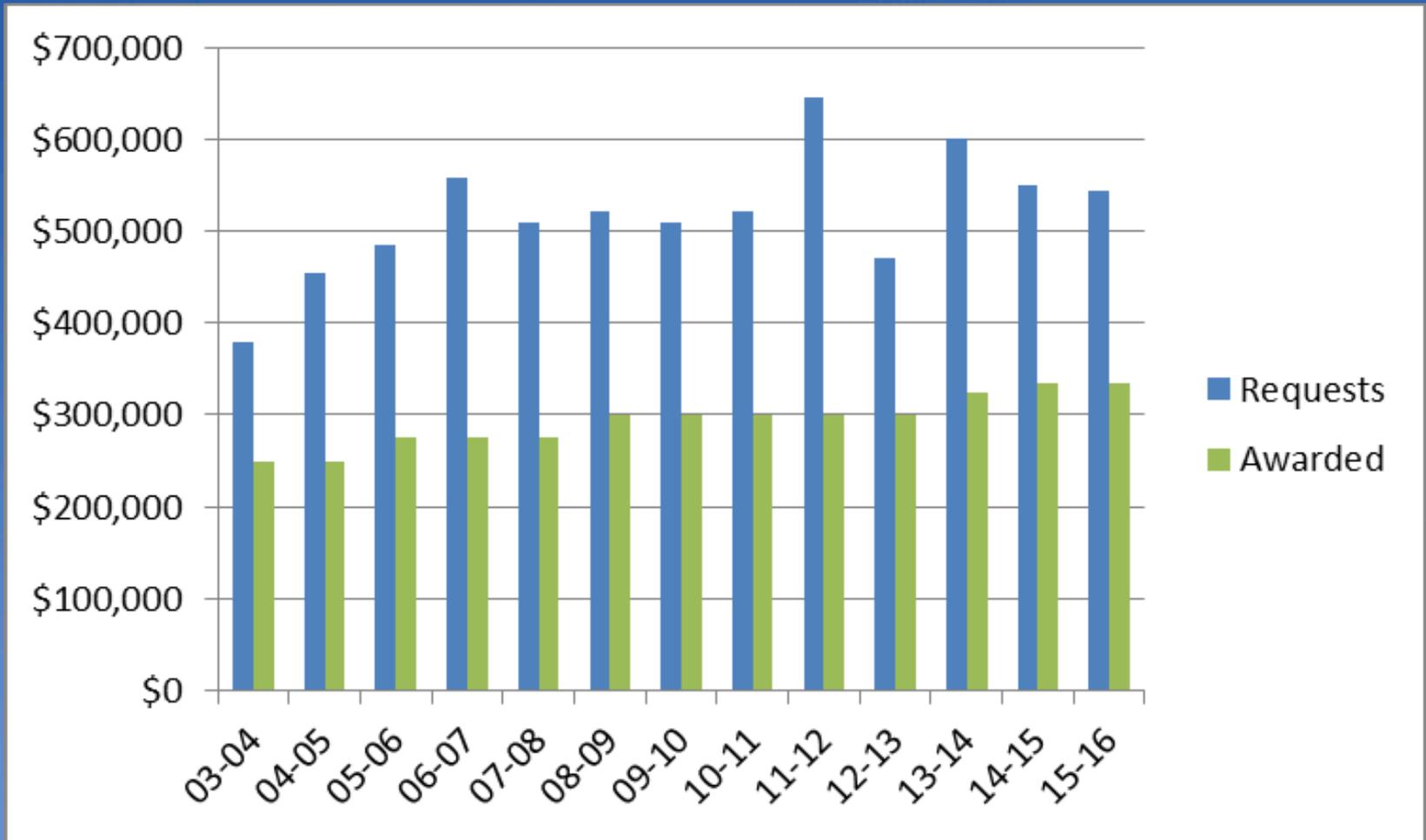


TPCAA Texas Performing Chinese Arts Association

Plano Community Band

30th ANNIVERSARY CHAMBERLAIN PERFORMING ARTS

Funding, Requests and Awards



2015-2016 Arts Grants

Arts Group	2014-2015
Arts Incubator of Richardson (AIR)	2,500
Avant Chamber Ballet	2,000
Chamber Music International	22,000
Chamberlain Performing Arts (Chamberlain E	6,500
Contemporary Chorale	5,000
Dallas Asian American Youth Orchestra	7,000
Dallas Chinese Community Center	4,000
Dallas Repertoire Ballet	8,000
Friends of the Richardson Public Library, Inc	4,000
Islamic Art Revival Series	5,000
Lone Star Wind Orchestra	12,000
Pegasus Theatre Incorporated	7,000
Plano Community Band	2,000
Plano Symphony Orchestra	10,000
Repertory Company Theatre, Inc. (RCT)	50,000
Richardson Civic Art Society (RCAS)	11,700
Richardson Community Band	16,800
Richardson Reads One Book	6,000
Richardson Symphony, Inc.	77,000
Richardson Theatre Centre, Inc.	34,500
Rich-Tone Chorus	13,700
Spectacular Senior Follies	1,000
Texas Ballet Theater*	1,000
Texas Performing Chinese Arts Assn.	3,800
Texas Winds Musical Outreach, Inc.	9,500
Tuzer Ballet	11,500
Video Association of Dallas	1,500
TOTAL	\$335,000



Americans for the Arts – Arts and Economic Prosperity 5 Study

- City of Richardson is partnering with the Americans for the Arts' national study of the economic impact of spending by non-profit arts and culture organizations and their audiences
- Fifth study in twenty years. 300 cities participating
- Focused on measuring the impact of arts spending on:
 - Local jobs
 - Income paid to local residents
 - Revenue generated to local & state governments



Texas Americans for the Arts Study Participants



Americans for the Arts – Arts and Economic Prosperity 5 Study

Includes collection of:

- Financial data about Richardson non-profit arts and culture organizations
- Anonymous one-page surveys from attendees at arts events that inquires about how much money is spent on items such as meals, parking, transportation and retail shopping as a result of attending the event
- Surveys will be collected throughout calendar year 2016. Results of the study will be released in June of 2017

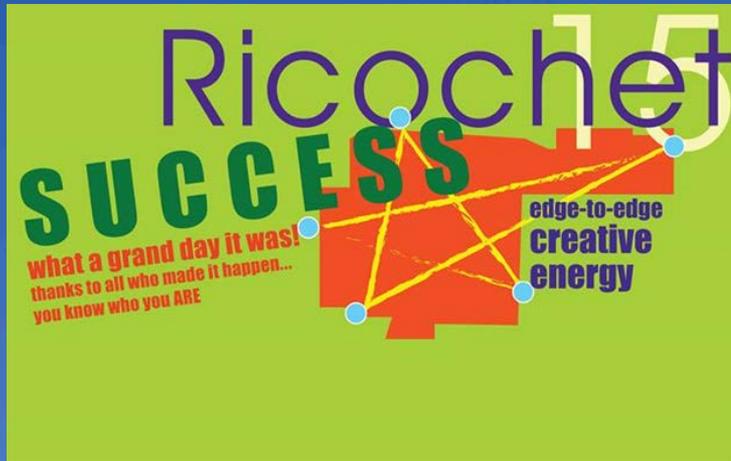


Cultural Arts Master Plan Priorities

- 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 Cultural Arts Commission*



Arts Initiative Grants



October 2015
RSO and AIR
\$12,300 grant
4,000 attendees at 12
locations throughout the City



September 2015
Video Association of Dallas
at Alamo Drafthouse
\$2,700 grant
350 attendees throughout
the series



RICHARDSON CULTURAL ARTS

INSPIRE ■ CREATE ■ EDUCATE

theatre music visual arts & film dance special events literary arts kids & families free events



Blood Sweat & Tears featuring Bo Bice

Presented by Eisemann Center Presents at Eisemann Center - Hill Performance Hall, Richardson
January 23, 2016

A twenty-first century version of one of the music world's most popular bands? currently touring with *American Idol* star, **Bo Bice**. It's been more than four decades since drummer/producer Bobby Colomby and friends assembled the first group to successfully blend rock (read more ...)

1 2 3 4 5 ||

find an event

Search by keyword, organization or venue:

[advanced search »](#)

Search by date:

01/04/2016 01/04/2016

Search by date range:

today tomorrow weekend Next: 7 14 30 days

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

THEATRE MUSIC ART & FILM DANCE LITERARY FAMILY

featured events



Trick Boxing: Swingin' in the Ring

Presented by Eisemann Center Presents and Charles W. Eisemann Center at Eisemann Center - Bank of America Theatre, Richardson

02/11/16 - 02/14/16



Suburbia

Presented by UT Dallas - School of Arts and Humanities at UT Dallas University Theatre, Richardson

02/18/16 - 02/27/16



Wiesenthal

Presented by Eisemann Center Presents and Charles W. Eisemann Center at Eisemann Center - Bank



Woyzeck

Presented by UT Dallas - School of Arts and Humanities at UT Dallas University Theatre, Richardson



Public Art in Richardson

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 ArtsinRichardson.com to be a valuable tool in planning local outings and supporting our many arts groups. Visitors will find out about the vibrant arts community in Richardson.

www.artsinrichardson.com

Website Statistics (April 2014 – March 2016):

- 31 different organizations listed events
- 12,968 users
- 83.2% new visitors, 16.8% returning users
- Average session duration: 2:23 minutes
- 72 public art pieces featured



Public Art Master Plan

Cultural Arts Master Plan 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. *Adopted March 2015*



Eastside Phase Two Public Art Selection Update

- City Council Briefing held on June 22, 2015
- RFQ released in July 2015
- Three finalists selected by the Artist Selection Committee in late August 2015
- Artist site visits held in October 2015
- Artist presentations held in February 2016
- Revised concepts by two of the artists due in mid-April 2016
- Recommendation anticipated by early May 2016



Cultural Arts Commission Workshops

- Fall 2014: **Grant Writing** with Michelle Monse, President of the King Foundation
- Spring 2015 – Maximizing **Social Media** for Arts Organizations with Greg Sowell and Amy Taylor
- Fall 2015 – Attracting **Corporate Sponsors** with JoLynne Jensen, SMU Meadows School of the Arts
- April 7, 2016 – **Audience Development** Techniques with Doug Kinzey, Audience Strategies for the Arts



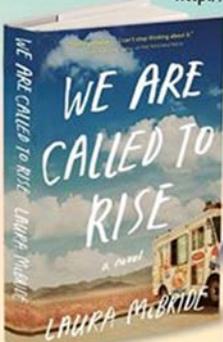
Fiscal Year 2016-2017 Request

- Cultural Arts Commission requests funding of \$375,000 for arts organizations operational grants and a 2016-2017 arts initiative grant program in the Hotel Fund
 - An increase in grant funding recognizes increasing cost pressures on local arts organizations during the last few years
 - Last increase was in FY 2013-2014 when funding was increased from \$325,000 to \$350,000
 - Commission respectfully requests consideration of this request this summer as part of the development of next year's budget



Questions, Comments or Suggestions?

Richardson Reads One Book!
September 15, 2015, 7:30 PM
Richardson High School
<http://onebook.cor.net>



WE ARE CALLED TO RISE
A NOVEL
LAURA MCBRIDE



Laura McBride

For more information contact
972-744-4350

This program is funded in part by the City of Richardson through the City of Richardson Arts Commission.



Recommendation requests for persons with disabilities should be made at least 60 days prior to the program to ensure appropriate accommodations. No refund at RHC. For more information, contact the City of Richardson at 972-744-4350.





Sherrill Park Golf Course Proposed Rate Adjustments

City Council Presentation
April 4, 2016



City Council Goal

- City Council Goal/Strategy
 - Effective & Efficient Management of City Finances
 - Monitor and adjust fees and revenue sources on an annual basis to ensure they are market competitive and reflective of services provided



Overview

- Golf Rate Considerations
- Course #1 Improvements
- Course Use History
- Rate Review
- Revenue Impact



Golf Rate Considerations

- Rate strategies that are contextual to other courses, maintain value for players relative to our market competition
- Reduce/Eliminate reliance of transfers from General Fund to the Golf Fund
- Golf Course Professional share of revenue capped by contractual relationship

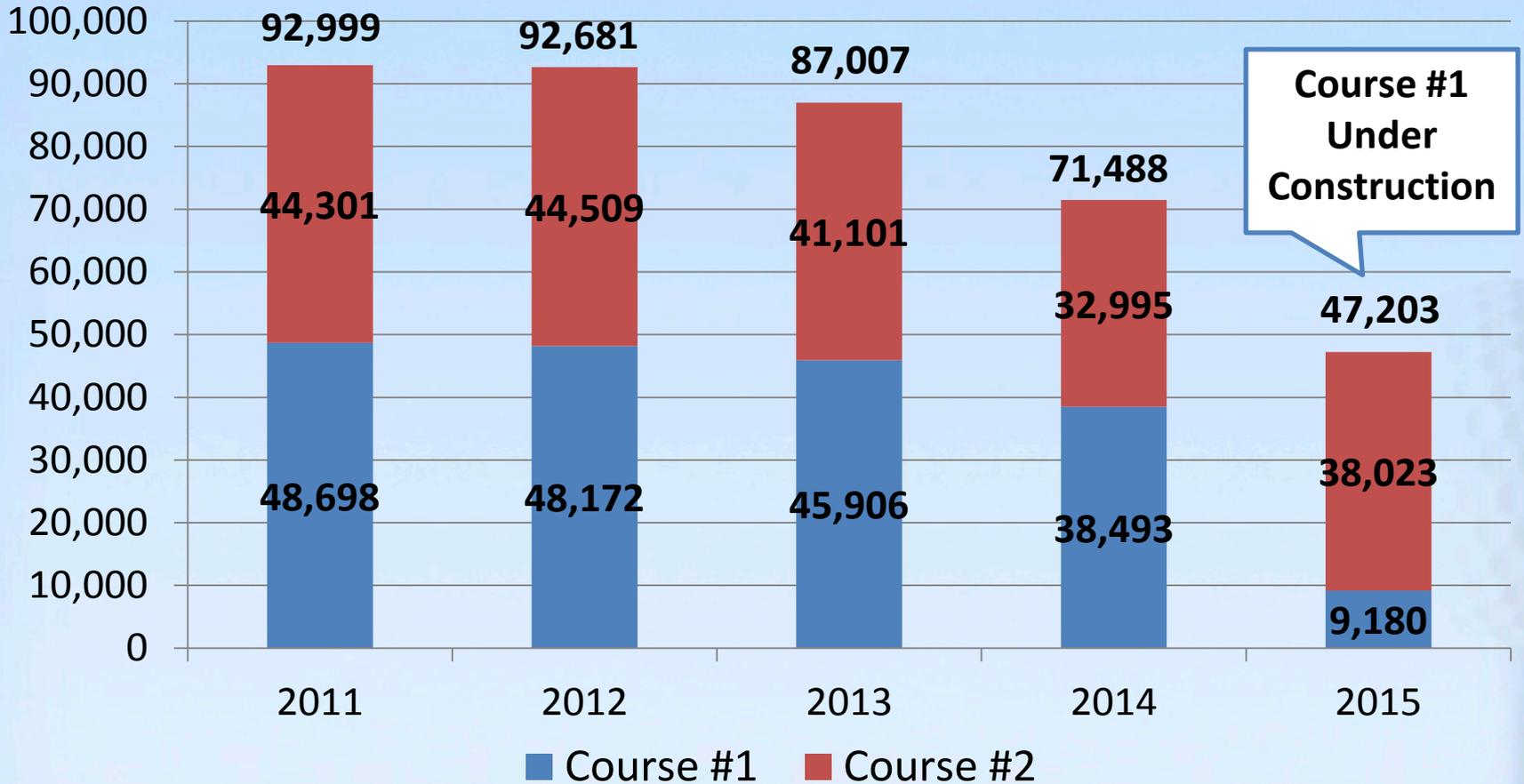


Course #1 Improvements

- Recent \$2.4 million Renovation to Course #1
 - New turf on the greens converting from Tif Dwarf to Mini Verde
 - Added additional tee boxes and reshaped existing tees
 - Designed and reshaped Bunkers
 - Renovated cart paths
 - Pruned all existing trees, removed dead trees, 113 new trees
 - Improvements to the irrigation lake and drainage system
 - Installed a new bridge for holes 2 and 3
- Important to fund and provide maintenance for the new renovations and maintenance of both courses



5 Year Course Usage



Rate Review

- Surveyed other municipal courses in the Dallas area comparable to Course #1 and Course #2
- Survey focused on the following categories:
 - Golf Cart Rental Rate
 - Course Rates
 - Driving Range



Golf Cart Rates

City	Course	Cost Per Rider
Grapevine	Grapevine GC	\$17.32
Arlington	2 Courses	\$16.20
Dallas	6 Courses	\$15.00
Plano	Pecan Hollow	\$14.00
Garland	2 Courses	\$13.00
Mesquite	Mesquite GC	\$12.00
Richardson	2 Courses	\$9.74

- Average Cart Rate for 15 courses is \$14.08
- Richardson Cart Rate of \$9.74 is \$4.34 below average
- Last increased in 1997
- 80% of Golfers use a cart
- Impacts all rate categories: rack rates, Sr/Jr rates, twilight rates and punch cards.
- **Recommendation:** Increase Cart Fees by \$4.33 to \$14.07 for 18 holes and to \$9.74 for 9 holes



Course #1 Rate Recommendation

City	Course	Weekday Current Walk Fee	Weekday Current Fee W/ Cart	Weekday \$4.33 Cart \$2.17 G.F. Inc	Weekend Current Walk Fee	Weekend Current Fee W/ Cart	Weekend \$4.33 Cart \$2.17 G.F. Inc
Richardson	Course #1	\$28.15	\$37.89	\$44.39	\$41.14	\$50.88	\$57.38
Dallas	Tenison Highlands	\$38.00	\$53.00	\$8.61	\$45.00	\$60.00	\$2.62
Arlington	Tierra Verde	NA	\$51.90	\$7.51	NA	\$72.40	\$15.02
Grapevine	Grapevine GC	\$34.00	\$51.32	\$6.93	\$43.00	\$60.32	\$2.94
Garland	Firewheel-Bridges	NA	\$49.00	\$4.61	NA	\$57.00	(\$0.38)
Allen	Traditions	NA	\$45.00	\$0.61	NA	\$59.00	\$1.62
Dallas	Stevens Park	\$28.00	\$43.00	(\$1.39)	\$35.00	\$50.00	(\$7.38)
Plano	Pecan Hollow	\$25.00	\$39.00	(\$5.39)	\$35.00	\$51.00	(\$6.38)

- Last Green Fee Increase was 2011
- **Recommendation:** Increase Rack Rate Green Fee by \$2.17
 - Weekday: \$30.32 Walking & \$44.39 W/Cart
 - Weekend: \$43.31 Walking & \$57.38 W/Cart
- Do not increase base Twilight Rates or Sr/Jr Rate



Course #2 Fee Review

City	Course	Weekday Current Walk Fee	Weekday Current Fee W/ Cart	Weekday \$4.33 Cart Increase	Weekend Current Walk Fee	Weekend Current Fee W/ Cart	Weekend \$4.33 Cart Increase
Richardson	Course #2	\$23.82	\$33.56	\$37.89	\$28.15	\$37.89	\$42.22
Dallas	Luna Vista	\$25.00	\$40.00	\$2.11	\$30.00	\$45.00	\$2.78
Garland	Firewheel-Old	\$26.00	\$39.00	\$1.11	\$34.00	\$47.00	\$4.78
Garland	Firewheel-Lakes	\$26.00	\$39.00	\$1.11	\$34.00	\$47.00	\$4.78
Dallas	Cedar Crest	\$24.00	\$39.00	\$1.11	\$28.00	\$43.00	\$0.78
Arlington	Ditto	\$21.50	\$37.70	(\$0.19)	\$27.50	\$43.70	\$1.48
Arlington	Lake Arlington	\$21.50	\$37.70	(\$0.19)	\$27.50	\$43.70	\$1.48
Mesquite	Mesquite GC	\$21.00	\$33.00	(\$4.89)	\$32.00	\$44.00	\$1.78
Dallas	Keeton Park	\$18.00	\$33.00	(\$4.89)	\$23.00	\$38.00	(\$4.22)
Dallas	Tenison Glen	\$15.00	\$30.00	(\$7.89)	\$15.00	\$30.00	(\$12.22)

- **Recommendation:** No increase at this time



Driving Range Rate Recommendation

City	Small 20-45 Balls	Medium 40-75 Balls	Large 70-120 Balls
15 Range Average	\$4.47	\$7.40	\$10.00
Richardson 30/60/90	\$3.00	\$5.00	\$7.00
Above/ (Below) Avg	(\$1.47)	(\$2.40)	(\$3.00)

- Last increased in early 90's
- **Recommendation:** \$2.00/bucket increase
 - \$5.00 small bucket of 30 balls
 - \$7.00 Medium bucket of 60 balls
 - \$9.00 Large bucket of 90 balls



Revenue Impact

- Increase Rates beginning May 1, 2016
 - Increase Golf Cart Fees by \$4.33
 - Increase Course #1 Weekday/Weekend rack rates by \$2.17/round
 - Increase Driving Range by \$2.00/bucket for each size
- Revenue Impact:

Fee	May 1 to Sept 30, 2016	Annual
Golf Cart	\$147,488	\$233,594
#1 Green Fees	\$11,818	\$23,636
Driving Range	\$3,500	\$8,400
Total	\$162,806	\$265,630



Summary

- Provide citizens & patrons a high quality golf experience.
- Great reception & appreciation for Course #1 Improvements
- Continue annual rate review as part of City Council Goals and Strategies
- Resolution for any rate increases on April 11 Agenda

