



CITY OF PLANO COUNCIL AGENDA ITEM

CITY SECRETARY'S USE ONLY				
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory				
Council Meeting Date:		04/27/2015		
Department:		City Manager		
Department Head		Frank Turner		
Agenda Coordinator (include phone #): Monica Martinez - EXT. 7122				
CAPTION				
A Resolution of the City of Plano, Texas, authorizing the ArtCentre of Plano to conduct a fundraising campaign for the restoration and repurposing of the Saigling House; and authorizing the City Manager or his authorized designee to obtain and approve necessary procedures to ensure proper accounting and fiduciary responsibility related to donations and gifts in support of the fundraising campaign and providing an effective date.				
FINANCIAL SUMMARY				
<input checked="" type="checkbox"/> NOT APPLICABLE <input type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP				
FISCAL YEAR: 2014-2015	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget	0	0	0	0
Encumbered/Expended Amount	0	0	0	0
This Item	0	0	0	0
BALANCE	0	0	0	0
FUND(S): N/A				
COMMENTS: This item has no fiscal impact. STRATEGIC PLAN GOAL: Authorizing ArtCentre of Plano to conduct a fundraising campaign for the restoration and repurposing of the Saigling House relates to the City's goal of Partnering for Community Benefit.				
SUMMARY OF ITEM				
This Resolution and attached documents describe the fundraising campaign to be conducted by the ArtCentre of Plano and grants the ArtCentre of Plano authority to recognize donors for their contributions to the project.				
List of Supporting Documents: Resolution, Exhibit A, Exhibit B			Other Departments, Boards, Commissions or Agencies	

A Resolution of the City of Plano, Texas, authorizing the ArtCentre of Plano to conduct a fundraising campaign for the restoration and repurposing of the Saigling House; and authorizing the City Manager or his authorized designee to obtain and approve necessary procedures to ensure proper accounting and fiduciary responsibility related to donations and gifts in support of the fundraising campaign and providing an effective date.

WHEREAS, the City of Plano (“City”) and The ArtCentre of Plano (“ArtCentre”) have jointly adopted a Memorandum of Understanding (“MOU”) for the development and operation of the Saigling House located at 902 East 16th Street, Plano (“Project”) as an art, cultural and event center; and

WHEREAS, the Saigling House is owned by the City and leased to the ArtCentre; and

WHEREAS, the estimated capital cost of the project is estimated to be in excess of \$3,250,000.00; and

WHEREAS, the City has committed funding of \$2,650,000.00; and

WHEREAS, the Project is to preserve and enhance a significant historical landmark and will contribute a broad public benefit to civic and cultural quality of life; and

WHEREAS, the ArtCentre has pledged support and resources to conduct a fundraising campaign for the Project’s capital and operating needs; and

WHEREAS, upon full review and consideration, and all matters attendant and related thereto, the City Council is of the opinion that the ArtCentre should be authorized to conduct a fundraising campaign for the Project’s capital and operating needs, and that the City Manager or his authorized designee shall be authorized to obtain and approve necessary procedures to ensure proper accounting and fiduciary responsibility in support of the fundraising campaign.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:

Section I. The City Council of the City of Plano grants the ArtCentre authority to conduct a fundraising campaign as more fully described in Exhibit “A” attached hereto for the restoration and repurposing of the Saigling House as a community art, cultural, and event center.

Section II. The ArtCentre may acknowledge philanthropic gifts through bestowing naming privileges and other recognitions as more fully described in Exhibit “B” attached hereto.

Section III. The City Manager or his authorized designee is hereby authorized to obtain and approve necessary procedures to ensure proper accounting and fiduciary responsibility related to donations and gifts in support of the fundraising campaign for the Project.

Section IV. This Resolution shall become effective immediately upon its passage.

DULY PASSED AND APPROVED this the 27th day of April, 2015.

Harry LaRosiliere, MAYOR

ATTEST:

Lisa C. Henderson, CITY SECRETARY

APPROVED AS TO FORM:

Paige Mims, CITY ATTORNEY

EXHIBIT A

The ArtCentre of Plano Capital Campaign Fundraising Plan

1. Capital Campaign Fundraising Structure

The ArtCentre of Plano has created a capital campaign structure defined as follows:

Howard Greisdorf,
Secretary, Saigling House Project Manager, Campaign Steering Committee Chair

Campaign Steering Committee Members:

Michael Coleman, President; Suzy Jones, Executive Director; Sue Whitehurst, Treasurer; Charles Billings, Vice President; Bob Drotman; Reva Bartlett; Gaby Pruitt; Kathy Kuddes.

Honorary Campaign Chairs will be identified as the campaign moves forward.

2. Capital Campaign Administration

The campaign is being administered by the ArtCentre Board of Directors with all funds being deposited into a money management account, except that any stock donations will be deposited into a separate investment account. Both accounts have been established with Edward Jones. To maintain the anonymity of gifts, if so requested, all pledges and funds will be received, recorded and deposited by the ArtCentre Board Treasurer, with any restrictions on gifts being acknowledged and recorded as such. Access to these accounts has been restricted to Sue Whitehurst (Treasurer) and Suzy Jones (Executive Director).

3. Capital Campaign Goals and Gifting

The overall goal of the ArtCentre Capital Campaign is to raise \$1,000,000 over a 5-year period.

A. This goal is broken down into three categories:

1. Capital funding in an amount which is not less than \$300,000 and sufficient to reimburse the Tax Increment Financing District #2 Fund for funds advanced as a bridge loan to the project;
2. Additional donations of funds, services and other items (e.g., furniture, fixtures and equipment, etc.) of an unspecified total value; and
3. Operating capital in the amount of \$700,000 to ensure viability as an art center as well as our commitment to the City of Plano to operate the Saigling House as an event center.

Yearly goals for the \$1,000,000 5-year Capital Campaign are as follows, stemming from the ArtCentre business plan previously submitted:

Capital Funding*	Operations/Annual Giving
Year 1: \$140,000	\$310,000**
Year 2: \$115,000	\$ 85,000
Year 3: \$ 45,000	\$105,000
Year 4: \$ -0-	\$100,000
Year 5: \$ -0-	\$100,000

* Anticipated payout in 3-years to meet a capital commitment of not less than \$300,000

** Includes one-time \$250,000 restricted gift received for ongoing education and programming

B. Gifting may include, but not necessarily be restricted to, cash, securities, appreciated assets and/or irrevocable trusts, and may be granted in any of the following categories:

1. Restricted Capital Funds – Funds that may be used only for the satisfaction of a specified capital expense;
2. Unrestricted Capital Funds – Funds that can be used for any allowable capital expense, except as such use may be restricted as otherwise provided herein;
3. Restricted Lump Sum Operations and/or Annual Giving Funds – Funds allocated to specific ArtCentre operations outside the scope of the Saigling House capital commitment, e.g., education and programming;
4. Unrestricted Lump Sum Operations and/or Annual Giving Funds – Funds used at the discretion of the ArtCentre Board of Directors to meet operational needs; or
5. In-Kind Gifts – Items and services of defined value in support of the Saigling House restoration.

C. Prior to the commencement of the project and at the written request of the ArtCentre, the City of Plano will provide a bridge loan from the Tax Increment Finance District #2 Fund in an amount not to exceed \$400,000 to cover project costs for the Saigling House restoration. Such loan shall have a term of three years, bear interest at a rate of one percent (1%) per annum, and become due at the end of said term. The ArtCentre may make partial or full payment at any time during the loan's term without penalty. For and in addition to other good and valuable consideration, the receipt of which is hereby acknowledged, the ArtCentre covenants and warrants that it will, in good faith, use its best reasonable efforts to raise funds from private donations to discharge its obligation to reimburse the Tax Increment Finance District #2 Fund for the principal and interest due under the terms of this loan. The ArtCentre further covenants and warrants that all unrestricted cash donations it receives in support of the project will be solely dedicated to the repayment of this loan. So long as the ArtCentre discharges its obligations as defined by this paragraph, any outstanding principal amount, along with any accrued interest, will be forgiven at the end of the loan's term. Nothing contained in this paragraph limits or restricts the parties' ability to extend the term of the loan by written mutual agreement.

4. The ArtCentre of Plano Mission

The mission of the ArtCentre is to meet the original intent of Plano City Council Resolution #2014-3-8(R) and the subsequent Memorandum of Understanding dated _____ granting the ArtCentre the right to operate the repurposed Saigling House for use as both an art center and a cultural/event center, including a commitment to raise, at minimum, the amount of \$300,000 or an amount equal to the bridge loan to the project from the Tax Increment Finance District #2 Fund identified above in Part 3(C) above, whichever is greater, to support the capital funding project.

5. Fundraising Tactics

- A. ArtCentre subcommittees have been formed to include the following subcategories and goals for giving:
 1. Lead Gifts (\$50,000 or more) Goal: \$200,000;
 2. Insider Gifts (Board and Advisory Council) Goal: \$150,000;
 3. Major Gifts (\$25,000 range) Goal: \$150,000;
 4. Business/Corporate Gifts (\$10,000 range) Goal: \$100,000; and
 5. General Gifts (\$2,500 range) Goal: \$150,000.

- B. The money will be raised over the length of the campaign using, but not limited to, the following means:
 1. Face-to-face solicitation;
 2. Special campaign related events;
 3. Website/Social Media;
 4. Direct Mail;
 5. Foundation grants; and
 6. Corporate Giving Programs.

- C. Money will be spent over the length of the campaign to promote success in the following manners:
 1. Printed Campaign Materials (Brochures, etc.);
 2. Fundraising Software (Gift tracking/Invoicing/Donor database); and
 3. Hosted Campaign Parties (To solicit donors/To thank donors).

- D. Naming rights as defined in Exhibit B will be granted to donors based on Campaign Steering Committee approval as determined by the amount of the contribution and the length of time the right will be granted. In no case will a naming right be granted for more than 20 years.

Exhibit B

The City of Plano grants authority to the ArtCentre of Plano to recognize gifts and donations in support of the Saigling House project by naming the following places in honor of the contributor or their elected honoree:

Gallery 1
Gallery 2
Gallery 3
Front Porch
Performance Deck
Performance Terrace
South Lawn
Sculpture Garden
North Lawn
Classroom 1
Classroom 2
Catering Kitchen
South Gate
West Gate