

**Date:** April 5, 2016

**To:** Bruce Glasscock, City Manager

**Through:** Karen Rhodes-Whitley, Director of Budget & Research

**From:** Raini Layne, Sr. Budget Analyst & Cultural Affairs Commission Staff Liaison

**Subject:** Request to Increase Arts & Historic Preservation Funding for FY 2016-17

The Cultural Affairs Commission and Heritage Commission currently review Arts & Events and Historic Preservation grants applications and make funding recommendations to City Council for approval in a grant funding workshop in early August. A funding cap for both the Arts grants and Historic grants was set at \$800,000 each in 2013.

Since 2013, Hotel/Motel Taxes have increased \$2.4M or 42%. Under state law, both Arts & Historic Preservation funding can receive an allocation of up to 15% each from Hotel/Motel Tax collections. Both Arts and Historic currently receive \$800,000 each, or 10%. It is recommended that Arts and Historic grant funding increase to \$900,000 each, or a 12.5% increase for FY 2016-17 and reanalyzed on a yearly basis.

The Cultural Affairs Commission alone has recommended the full \$800,000 for the last two fiscal years (FY 2014-15 and 2015-16) to organizations that focus on visual arts, dance and ballet, theatre, symphony, choral, and band. The demand for quality and cultured entertainment has increased exponentially over the last two years and most of these arts organizations which currently receive grant funds have reported record attendance and continuous sellout shows, as well as received accolades in various media. Many of these organizations also provide training and classes in their area of expertise, avenues for new playwrights and directors to develop their art, and internships for art-minded young professionals. The programs these organizations produce bring esteem and prestige to the Plano brand.

Why else are people flocking to Plano as an exemplary entertainment destination, and why is there a need for increased funding?

- Exceptional artistic offerings and sold-out performances
- Yearly increase in Arts grant applicant organizations
- Population increase
- Historic Downtown Plano Association and the newly established Plano Arts Coalition initiatives
- Downtown Plano's recent recognition as an official Arts District
- City-focused initiatives, such as McCall Plaza and Saigling House
- Expertly planned community centers
- Plano Library's Artist in Residence program
- Cross-departmental City staff proactively promoting the arts in Plano

The recommended \$900,000 funding for FY 2016-17 will keep Plano on the map as a destination for quality arts and historic venues.