

Collaborative Arts of Plano

A Texas non-profit corporation (formerly the Plano Arts Coalition)



collaborativeartsofplano.org

The Honorable John B. Muns, Mayor of Plano
Plano City Council
1520 K Avenue
Plano, Texas 75074

Subject: November 28, 2002 City Council discussion

Dear Mayor Muns and Members of City Council:

Thank you for placing our proposal on the agenda. Attached please find the following documents in advance of the November 28, 2022 council meeting for your perusal:

- Copy of our proposal letter dated October 20, 2022
- Copy of the Articles of Incorporation from the State of Texas for the Collaborative Arts of Plano, Inc. (CAP)
- A working draft of our Plan Outline

On behalf of CAP and our 24 (and growing) member arts organizations, we appreciate this opportunity to provide you with a brief presentation next Monday, allowing time for any questions or points of discussion you may have for us. We will deliver a very brief PowerPoint outline prior to the meeting that we'd like to present.

In advance of our meeting, we would like to emphasize a few key aspects of what and who we are, and why we believe that CAP is ideally suited to coordinate the preparation of the Plan.

The Cultural Arts Plan for Plano Committee - Who we are:

The Cultural Arts Plan for Plano Committee (also called "The Arts Plan Committee") is an independent steering committee formed by the CAP, a Texas not-for-profit corporation (formerly known as the Plano Arts Coalition). The committee is comprised of representatives from the Plano arts organizations, artists, and patrons participating in a collaborative effort to develop, produce, promote and monitor a comprehensive arts and cultural plan for the benefit of the broad and diversified arts community of Plano and its residents.

Why we are uniquely qualified and positioned for this role:

- Independent unbiased role, not controlled by any arts organization
- Scope is for the benefit of the City of Plano – opportunities for more equitable, inclusive and effective participation from a wider range of community members and areas of Plano
- We're organized and have devoted thousands of collective man-hours thus far
- We envision partnering with the city in a truly collaborative process
- Potential interaction, input and approvals process with leads/co-leads & collaborators: City Council liaisons (suggest 2), Cultural Arts Commission, City Arts Events and Planning, Convention & Tourism, Parks and Recreation, Economic Development Board, Planning and Zoning, PISD, Chamber of Commerce, business and property owners, artists, art businesses, arts organizations, other area cultural organizations
- Leverage on each other's resources, research, intimate knowledge of needs, goals and supporters
- We are proposing a partnership with appropriate checks & balances respecting the City's ownership and authority

We greatly appreciate your time and consideration.

Respectfully submitted,

Sara Egelston Akers, President
Collaborative Arts of Plano, Inc.

Bobby J. Baggett, Chairman
Cultural Arts Plan of Plano Committee

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Participating Organizations:

AlleeOops Photography

Amy Pagan Art

ArtCentre of Plano

Celebrate Asian American Heritage Foundation

Chamberlain Ballet

Children's Chorus of Collin County

Collaborative Arts of Plano, Inc.

Dallas Asian American Youth Orchestra

Elora Center of the Performing Arts

Garage Arts Project

Happy Feet

Legacy of Harmony (Men of Notes)

Legacy of Tap

North Texas Performing Arts

Outcry Theatre

Plano Art Association

Plano Balloon Festival

Plano Civic Chorus

Plano Community Band

Plano Comedy Festival

Plano International Festival

Plano Metropolitan Ballet

Plano Symphony Orchestra

Rover Dramawerks

A TEXAS NON-PROFIT CORPORATION (FORMERLY THE PLANO ARTS COALITION)

October 20, 2022

The Honorable John B. Muns, Mayor of Plano
Plano City Council
1520 K Avenue
Plano, Texas 75074

Subject: Proposal for Preparing a Plano Cultural Arts Plan

Dear Mayor Muns and Members of City Council:

State of the arts in Plano

Plano's art leaders, artists and patrons are united to advance the arts. Plano has achieved much, however much more needs to be done to extend the motto "City of Excellence" to equally apply to the arts. The arts are critical to Plano's identity, strength of community, and quality of life. The arts are much more than entertainment and aesthetics. Through the arts we share the human experience, we express our values, build memories, and develop life-long relationships. The arts allow us to celebrate our history, who we are, and who we aspire to be individually and collectively. The arts are always in the making, be it visual arts, performing arts, culinary arts, architecture, literature, or simple storytelling. The arts know no bounds, everyone is an artist and there is opportunity for the arts in everything we do.

Collaborative process

The Collaborative Arts of Plano, Inc. ("CAP"), formerly known as the Plano Arts Coalition, was created in 2015 to improve coordination and communication among the city's arts organizations. CAP has assembled a committee of leaders representing Plano's numerous and diversified arts organizations – the Cultural Arts Plan of Plano Committee (the "Cultural Arts Plan Committee"). CAP is requesting the Plano City Council to charge it with the responsibility of preparing the community's arts plan in collaboration with the city. The plan will define a vision that inspires. It will be ambitious and broad in scope. At the same time, the plan will also recognize the importance of the small and spontaneous to enriching the community. The plan will build our organizations, financial resources and facilities. It will build consensus on goals and priorities.

On behalf of CAP, the Cultural Arts Plan Committee's immediate actions will be defining an inclusive organizational framework for developing the plan, defining the scope of work, and securing the needed resources. Most of the work will be performed by the city's art organizations, while additional support will come from national non-profits skilled in community arts initiatives. The plan process also contemplates that the Cultural Arts Plan Committee would coordinate closely with the City of Plano staff and perhaps one or more City Council liaison members. Professional consultants will be required to assist with consensus building, resource development and defining facility needs. The preliminary budget is between \$75,000 and \$100,000. The Cultural Arts Plan Committee has already secured \$25,000 in pledges from Plano arts organizations, businesses, and philanthropy. The City of Plano is being asked to contribute \$50,000. The plan is to be completed and delivered by December 31, 2023.

Social & economic impact

Plano has experienced amazing growth and transformation from a small farm community in 1960 to a major diverse and urbanizing city today. Plano focused on ensuring the city's infrastructure, open space, public safety, and educational needs. These accomplishments have earned the city many accolades. Plano is now a maturing city, and its sustainability is directly tied to its quality of life. While quality of life is multidimensional, it is directly tied to a city's artistic and cultural resources. A vibrant arts and cultural environment builds and enhances a sense of community for its citizens and businesses and creates long-lasting ties.

The economic benefits of arts and culture are well documented. The Texas Cultural Trust estimates art and cultural activities add annually more than \$6 billion to the Texas economy. The arts portion of the Texas economy has grown by an astonishing 30% during the last decade. Americans for the Arts finds local attendees spend \$23.44 (excluding admission) per event and non-local attendees spend \$47.57 per event. Some may ask why a cultural plan is needed now. The real question is *why we are late?* Cities throughout the state and nation have recognized the importance of a community-wide plan. Now is the time to plan and invest in Plano's future.

We request the Plano City Council Adopt by Resolution the following:

- Delegation to the Collaborative Arts of Plano to coordinate the development, preparation and delivery of a draft a Cultural Arts Plan for the City of Plano for consideration of adoption by the Plano City Council,
- Define the plan's purpose as enhancing Plano's quality of life through advancement of the arts, including measures directed to community engagement and expanded organizational, programs, facilities, and financial resources,
- Direct that the plan's preparation will embrace the city's diverse population, cultural and artistic interests,
- Provide for Council and staff liaisons to ensure communication and coordination required for the success of the project,
- Specify the project is to be completed and delivered to the City Council by December 31, 2023,
- Allocate \$50,000, to be managed by the city, for professional consulting services and specialists to support the project, and
- Require the Collaborative Arts of Plano to secure a minimum of \$25,000 to co-support development of the plan.

We would like to present our proposal to the City Council at one of its upcoming meetings in November or December. We believe this modest request in support of advancing our city's arts and cultural resources will provide a great return on investment to Plano. It is good business. More importantly, it will improve the community's quality of life and further Plano's reputation as a City of Excellence.

Respectfully submitted,



Sara Egelston Akers, President
Collaborative Arts of Plano, Inc.



Bobby J. Baggett, Chairman
Cultural Arts Plan of Plano Committee

The Cultural Arts Plan for Plano Committee - Who we are:

The Cultural Arts Plan for Plano is an independent committee formed by the Collaborative Arts of Plano, Inc., which is filing to become a Texas not-for-profit corporation (formerly known as the Plano Arts Coalition), comprised of representatives from the Plano arts organizations, artists, and patrons participating in a collaborative effort to develop, produce, promote and monitor a comprehensive arts and cultural plan for the benefit of the broad and diversified arts community of Plano and its residents.

Participating Organizations (Cultural Arts Plan donors as of the date of this letter in bold):

AlleeOops Photography

ArtCentre of Plano

Celebrate Asian American Heritage Foundation

Chamberlain Ballet

Children's Chorus of Collin County

Collaborative Arts of Plano, Inc.

Dallas Asian American Youth Orchestra

Elora Center of the Performing Arts

Garage Arts Project

Happy Feet

Legacy of Harmony (Men of Notes)

Legacy of Tap

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Arts Plan Preliminary Cultural Arts Plan Outline

Below is a working outline of the proposed Plano Cultural Arts Plan. The plan is to be web-based and will be accessible to the community for comments and suggestions during development. The plan will be presented to the Plano City Council for consideration and adoption as a community guide for advancing the arts. Regular updates to the plan are anticipated to keep it fresh and relevant.

The Importance of the Arts – Statement on how the arts benefit the social, cultural and economic fabric of Plano. National and State Documentation. (Narrative 3-5 pages with web links)

- Self-Reflection and Identity
- Social Interaction and Cohesion
- Education
- Memories and History
- Celebration of Diversity
- Placemaking
- Quality of Life
- Economic Activity

Plano State of the Arts and Culture – Profiles of Plano' Arts and Cultural Organization, Programs, Facilities, Resources and Near-Term Goals (3-5 pages for each organization, unedited, summary of existing facilities and their use. Links to each organization website provided)

- Name
- Mission
- Founding and brief history
- Organization
- Programs and services, attendance/participation
- Budget brief
- Revenue and investments
- Critical issues facing the ArtCentre
- Facilities and facility deficiencies
- 5-year goals, 10-year goals
- Pictures and weblinks
- Summary

Our Peers - Regionally and Nationally – Sampling of Other Cities (narrative 2-5 pages and web links)

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Our Aspirations – Statement of Our Near and Long-Term Goals and Priorities

- Inclusion and Engagement
- Organization/Governance
- Resources – Public/Private
- Events, Programing, Celebrations
- Public Art
- Cultural Districts
- Art Friendly City
- Small Opportunities
- Private Sector
- Facilities (Range of Desired Space within 10 years – Criteria)
- Performance Venues
 - Exhibition Venues
 - Rehearsal Space
 - Studio
 - Back of House

Evaluation metrics – ensure meaningful implementation of the plan by addressing and centering cultural equity including specific evaluation metrics to allow for clear implementation measurement and to assist the City evaluate ongoing effective participation from a wider range of community members.

Summary and Key Recommendations (5-year priorities)

- Policy
- Organizational
- Resources
- Programs
- Facilities

Ongoing Planning Process

The process for keeping the plan current and relevant to a growing and evolving community.



Office of the Secretary of State

CERTIFICATE OF FILING OF

Collaborative Arts of Plano, Inc.
File Number: 804808525

The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Nonprofit Corporation has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

Dated: 11/08/2022

Effective: 11/08/2022



A handwritten signature of John B. Scott, consisting of a stylized 'J' followed by a series of loops and a final 'm'.

John B. Scott
Secretary of State