

## City Council Meeting Handouts

April 15, 2024

- I. Cultural Arts Initiative Grant Program Recommendations
- II. 2024 Wildflower! Arts & Music Festival Overview

# Arts Initiative Grant Recommendations

April 15, 2024



## **CITY COUNCIL STRATEGIC GOAL**

To have residents and all stakeholders choose Richardson as the best place to locate, contribute, and engage

## CULTURAL ARTS COMMISSION

Sandy Palisch  
Chairman

Elizabeth Gonzalez  
Vice Chairman

Brian Bentley  
Ted Kollaja  
Cynthia Roldan  
Amy Taylor  
Kevin Todora



*Curtis Dorian*  
City Council Liaison

*Michaela Dollar*  
Assistant City Manager  
Staff Liaison

*Kimberly Kort*  
Cultural Arts Coordinator  
Staff Liaison

## CULTURAL ARTS COMMISSION

- Serves as an advisory board to the City Council involving the promotion of the arts in Richardson.
- The Commission:
  - Provides a biennial “state of the arts” assessment to the City Council.
  - Makes recommendations to the City Council relative to expenditures of City funds for promoting and sustaining the arts in the City.
  - Serves as a review board for the funding of various arts organizations from allocations through the hotel/motel tax fund.



## ARTS INITIATIVE GRANT

- Funded from annual arts grant program reserves - \$26,500
- New or unique opportunities that are not part of an organization's regular season, with special consideration given to:
  - A special performance or series that provides a unique cultural or artistic offering to the community
  - A performance or exhibit that integrates technology and/or interactive components
  - A collaborative art project between multiple organizations
  - An additional community outreach initiative that provides enrichment to Richardson residents
- Equipment relevant to the artists or professional aspect of the organization
- Performances or offerings need to occur within the City of Richardson
- The Arts Initiative Grant request should not exceed 50% of the submitted project budget

## ARTS INITIATIVE GRANT PROCESS

November 2023

- Grant guidelines and application forms reviewed and revised by commission

January 8, 2024

- Grant application live and sent to arts organizations

March 22, 2024

- Grant application deadline

March 22 – April 3, 2024

- Completeness review by staff
- Applications reviewed by Chair & Vice Chair to select finalists for interviews
- Finalists' application packets reviewed by commission members

April 4, 2024

- Arts organizations interviews
- Allocation determination by commission

## FY24 ARTS INITIATIVE GRANT REQUESTS

Applicant	Grant Request
Chamberlain Ballet	\$12,000
CORE Theatre	\$18,250
Dallas Chinese Community Center	\$3,000
Junior Players	\$5,050
OutLoud	\$25,000
Richardson Symphony Orchestra	\$15,000
Richardson Theatre Centre	\$7,000
Richardson Reads One Book	\$1,000
Texins Jazz	\$4,000
<b>TOTAL</b>	<b>\$90,300</b>



## ARTS INITIATIVE GRANT RECOMMENDATIONS

- Organization: Chamberlain Ballet
- Concept: “They Sing, They Dance” collaboration
- When: October 2024
- What:
  - A collaboration of artistic performances by local arts groups, featuring Chamberlain Ballet, the Plano Civic Chorus, the Richardson Symphony Orchestra, and RISD High School Choir while reaching a broad audience at the Charles W. Eisemann Center
  - Part of the funding will go towards approximately 200 tickets to Richardson based organizations that support the underserved community
- Amount of Funding Requested: \$12,000
- Amount of Funding Recommended: \$7,000

## ARTS INITIATIVE GRANT RECOMMENDATIONS

- Organization: Dallas Chinese Community Center
- Concept: Mother's Day Ikebana Workshop with Art Exhibition & Award Ceremony
- When: May 2024
- What:
  - Celebrate Mother's Day by a children's art competition and art exhibition, combined with Ikebana flower arrangement workshop and exhibition
  - The event will cultivate the younger generation of artists and promote family relationships by working on flower arrangements together
- Amount of Funding Requested: \$3,000
- Amount of Funding Recommended: \$2,500

## ARTS INITIATIVE GRANT RECOMMENDATIONS

- Organization: OutLoud
- Concept: See Me Interactive Performance and Exhibition at the Eisemann Center
- When: September – October 2024
- What:
  - The “See Me” project is a groundbreaking performance and exhibition that merges theater, art, and technology to amplify the voices of youth in North Texas
  - Utilizing cutting edge technology such as holograms and projections, the project blurs the lines between truth and fiction, inviting audiences to navigate a walkable exhibition of videos, images, and immersive experiences. By amplifying the voices of youth in our community and fostering dialogue about identity, perception, and community engagement, “See Me” aims to spark meaningful conversations and inspire empathy and understanding
- Amount of Funding Requested: \$25,000
- Amount of Funding Recommended: \$10,000



## ARTS INITIATIVE GRANT RECOMMENDATIONS

- Organization: Richardson Symphony Orchestra
- Concept: Community Pops Concert at UT Dallas
- When: October 2024
- What:
  - A collaboration between the Richardson Symphony Orchestra and the University of Texas at Dallas for an outdoor concert that will showcase the orchestra through an engaging Pops Concert and will introduce the community to a newly renovated area of the UTD campus
- Amount of Funding Requested: \$15,000
- Amount of Funding Recommended: \$7,000



## FINAL RECOMMENDATION

Organization	Grant Recommendation
Chamberlain Ballet	\$7,000
Dallas Chinese Community Center	\$2,500
OutLoud	\$10,000
Richardson Symphony Orchestra	\$7,000
<b>TOTAL</b>	<b>\$26,500</b>

## Next Steps

Item will be on the consent agenda for approval on April 22, 2024.

# 2024 WILDFLOWER FESTIVAL

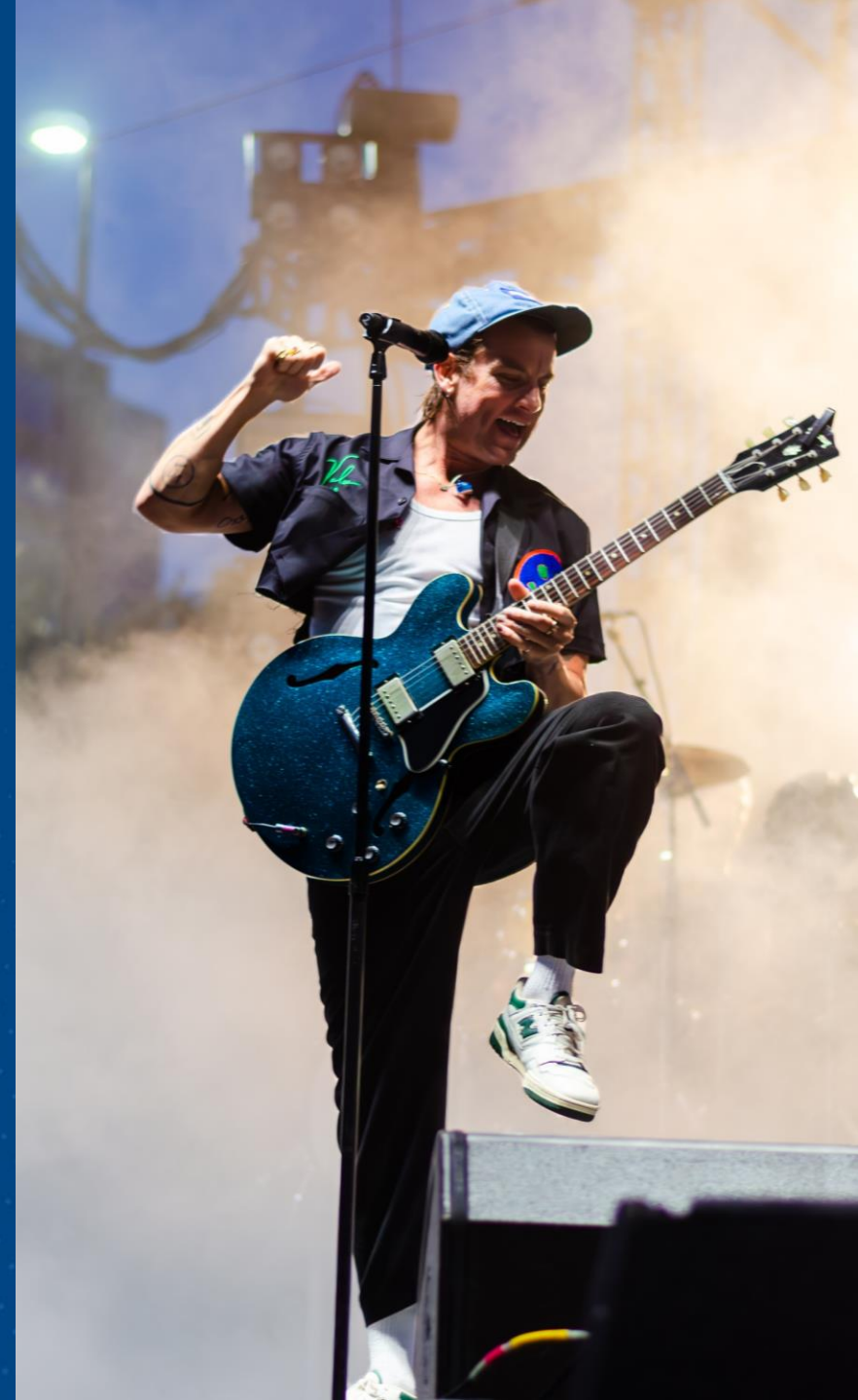
April 15, 2024



## COUNCIL GOALS

### CITY COUNCIL STRATEGIC GOAL

To have residents and other stakeholders choose Richardson as the best place to locate, contribute, and engage.





## PURPOSE

To brief City Council on the upcoming Wildflower! Art and Music Festival.

## OVERVIEW

- Festival Details
- Plaza Stage
- Entertainment
- Performance Row
- WF! Kids
- Battle of the Bands & Budding Talent Vocal Competition
- Songwriter Contest
- Marketplace
- Cornhole Tournament
- Art Guitar Auction
- Eats & Drink
- Care-A-Van
- Volunteers
- Executive Steering Committee
- Sponsors
- Ticket Prices

## FESTIVAL DETAILS

- Dates and Hours
  - Friday, May 17, 6:00 p.m. – 12:00 a.m.
  - Saturday, May 18, 11:00 a.m. – 12:00 a.m.
  - Sunday, May 19, 11:00 a.m. – 6:00 p.m.
- Galatyn Park Urban Center
- 32nd Anniversary
- 110+ performers on 6 stages
- 100+ staff members
- 817 volunteers
- 14 Property Partners









## PLAZA STAGE RETURNS

- Slightly smaller stage due to Ovation at Galatyn Park Apartments
- Texans Credit Union Stage
- Programmed with National Headliner Acts on Friday and Saturday
- Tribute Bands on Sunday
- Operational Fountain





## ENTERTAINMENT FRIDAY, MAY 17

- Randy Rogers Band
- GROUPOLOVE
- Saint Motel
- William Clark Green
- LeFreak
- David Wilcox\*
- Bettman & Halpin\*
- Sewing Jar
- Justin Farrin\*
- And many more...

\*located inside the Eisemann Center

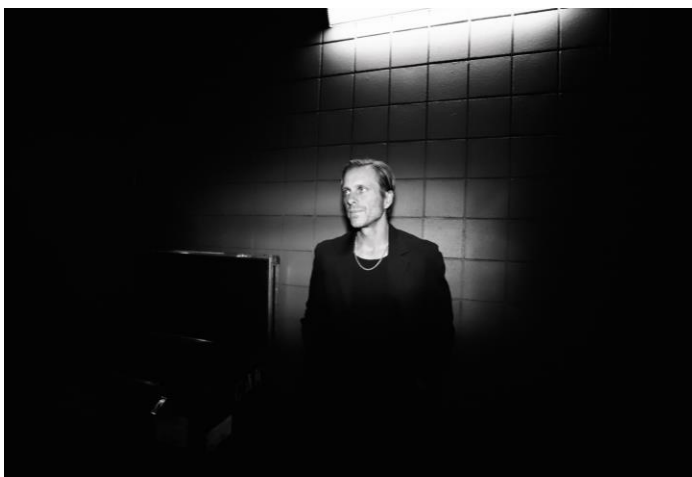




# ENTERTAINMENT SATURDAY, MAY 18

- Nile Rodgers & CHIC
- AWOLNATION
- KC & The Sunshine Band
- The Struts
- MARK FARNER'S AMERICAN BAND
- Monica Saldivar
- Radney Foster\*
- Michael Cleveland & Flamekeeper\*
- Never Come Down\*
- Raised Right Men
- And many more...

\*located inside the Eisemann Center





# ENTERTAINMENT SUNDAY, MAY 19

- Sister Sledge
- STRANGELOVE – The Depeche Mode Experience
- Elana James & Friends\*
- The Gibson Brothers\*
- The Zeppelin Project
- Daniel Markham
- And many more...

\*located inside the Eisemann Center





## PATTERSON & ASSOCIATES PERFORMANCE ROW

- JL Sports Association
- Bolly Rhythms Dance Academy
- Bandan Koro African Drum and Dance Ensemble
- Mariachi Arraigo de America
- Berkner Ramblers
- Representa Foundation
- Grace Hula Dance Company
- Panda Steel Band
- LH Folklorico



## SWAY'S – BLOOM!

- Partnership with the Charles W. Eisemann Center for Performing Arts
- Colorful and spirited aerial spectacle performed atop 15-foot sway poles
- Performances in front of the Eisemann Center and Patterson & Associates Performance Row
  - Friday – 2 performances
  - Saturday – 3 performances
  - Sunday – 2 performances







## WF! KIDS

- Rock Climbing Wall
- Hands on arts and crafts in partnership with the Richardson Public Library
- Soapgirl Selfie Stations
- Interactive Dinosaurs
- Daily Performances
  - Dance Party with DJ Doug
  - Karaoke
  - David Chicken
  - Music & Movement with Richardson Public Library
  - String Variety!
  - North Texas Performing Arts



# BATTLE OF THE BANDS & BUDDING TALENT VOCAL COMPETITION

- Battle of the Bands – Must be 21 and under
  - Qualifier – April 20 at Happy Hippie Brewing Co
  - Top three bands perform live in finals
    - Sunday, May 19 at 11:45 a.m.
  - Partnership with Rockstars of Tomorrow, Sunland Sound Studio and Brianna Ruelas
- Budding Talent Vocal Competition – Kinder through 6<sup>th</sup> Grade
  - Auditions – April 7 at Senior Center
  - 11 Finalist in four age categories perform in the finals
    - Sunday, May 19 at 1:00 p.m.





## AL JOHNSON PERFORMING SONGWRITER CONTEST & WORKSHOP

- Contest finals are Saturday, May 18 at 11:30 a.m. on the Singer Songwriter Stage
- 10 national finalists selected from 300+ entries
- Opportunity to win
  - \$1,000 cash Grand Prize
  - \$500 cash prize for runner-up and people's choice award winner
- Songwriter Workshop
  - Friday, May 17, 9:00 a.m. – 4:00 p.m.
  - Instructors: Terri Hendrix with Lloyd Maines





## PROSPERITY BANK MARKETPLACE

- One stop shop for local and regional goods
- Located in the heart of the festival grounds
- Features artisan and craftsmen from around the country
- 65 vendors accepted out of 175 applications (25% increase from 2023)







## CORNHOLE TOURNAMENT

- Saturday, May 18, 12:00 p.m. – 5:00 p.m.
- 32 Teams
- \$50 per team
- Single Elimination Tournament
- Winning team receives a prize package including gift card to Scheels



## THE ZOO ART GUITAR AUCTION

- Artist transforming an acoustic or electric guitar into a creative piece of work
- Guitars available to view inside Eisemann Center
- Auction closes Sunday at 3:00 p.m.
- Benefits Network of Community Ministries & RISD Fine Arts Program
- Auction raised over \$11,000 in 2023





## WF! EATS & DRINKS

- Chloe Wine Garden
- Craft Beer Garden
- Daiquiri Tents (wine based)
- Ovation at Galatyn Park Food Court featuring a variety of tastes!





## WF! CARE-A-VAN

- April 18 – El Dorado Retirement Home
- April 25 – The Wellington Retirement Home
  - Tattoos & Booze
  - Live Entertainment
  - Airbrush Tattoos
  - Hands on crafts
- April 26 – H.E.R.O.E.S.
  - Hands on crafts including planting wildflowers
  - Airbrush Tattoos
  - Balloon Artist







## VOLUNTEERS

- 817 individual volunteers
- 1,700 positions
- 6,038 hours
- 58% of our total volunteer needs are met by over 50 different corporate and civic groups
- Remaining volunteers include Richardson residents and those from the surrounding area who are activity engaged in our community
- 40% volunteer base has volunteered for over 10+ years



## EXECUTIVE STEERING COMMITTEE

- Mission Statement: To educate, promote, improve, enhance and strengthen the Wildflower! Arts and Music Festival through a volunteer support organization.
- Responsibilities Include:
  - Ambassadors Program
  - Art Guitar Auction
  - Budding Talent Vocal Competition
  - Battle of the Bands
  - Community Outreach
  - Care-A-Van Program
  - Pre-Festival Support



Headliner



Signature



Platinum



Gold



Silver



Bronze



Media Partners



Contributing Sponsors





## TICKET PRICES

### Single Day General Admission (online)

- 2/16 – 3/17:
  - Fri & Sat - \$25
  - Sun - \$10
- 3/18 – 4/30
  - Fri & Sat - \$30
  - Sun - \$15
- 5/1 – Festival
  - Fri & Sat - \$35 online/\$45 at the gate
  - Sun - \$20 online/\$25 at the gate

### 3-Day Package (Fri, Sat & Sun)

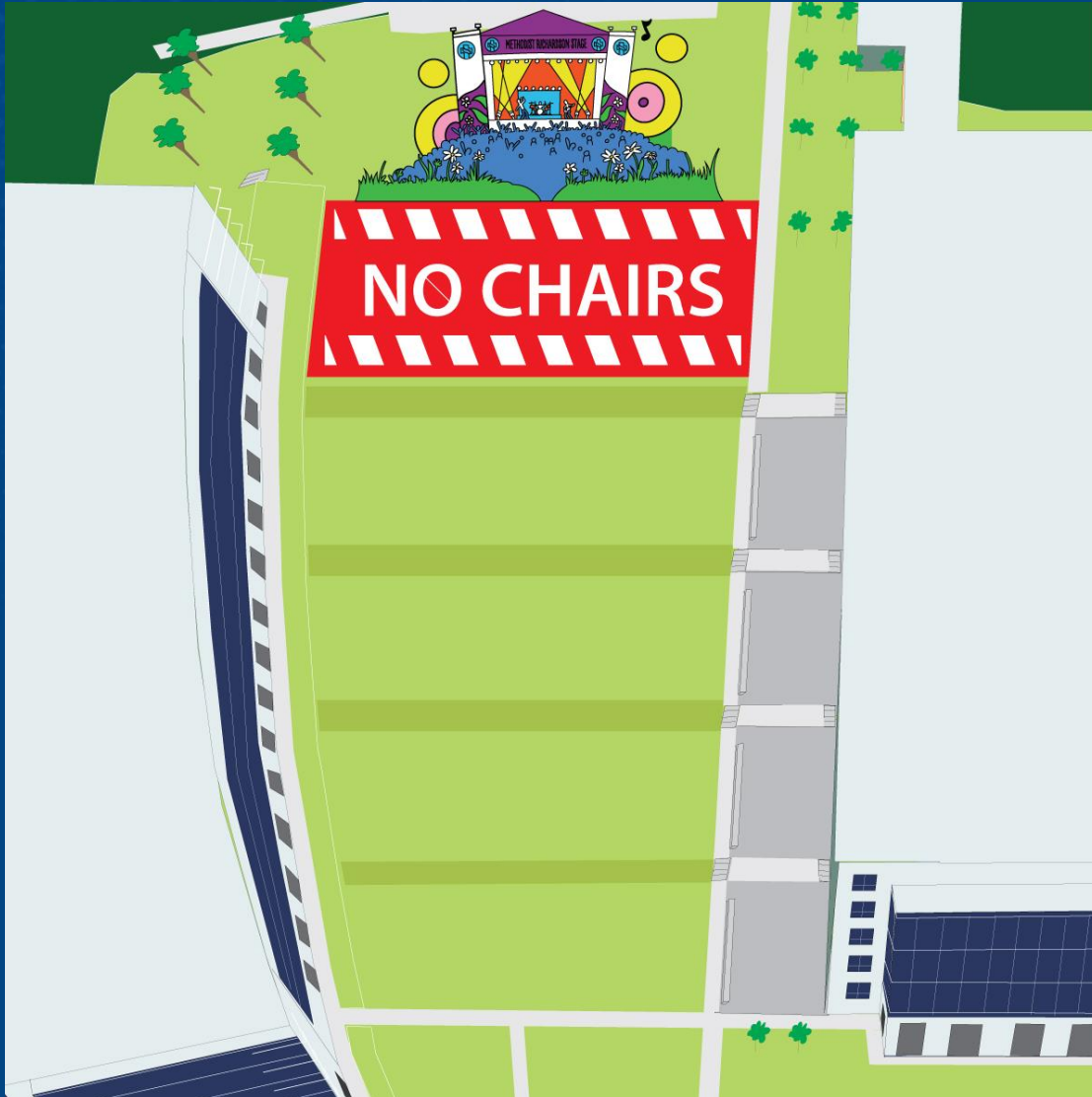
- 2/16 – 3/17: \$50
- 3/18 – 4/30: \$65
- 5/1 – Festival: \$75

### Residential Ticket

- \$15 Online
  - Limited to 6 tickets
- \$18 In person
  - Limited to 6 tickets

### Friends of the Festival VIP Package

- Includes two VIP access wristbands for each day
- \$400



## WHAT'S NEW

- No chair seating zone in front of the Methodist Richardson Medical Center Stage
- Designated Bicycle Parking and Racks (Cupcake Vineyard Gateway)
- New programming on the Hill Hall stage inside the Eisemann Center



# Wildflower!

ARTS & MUSIC  
FESTIVAL







# Cottonwood

ART FESTIVAL

## FESTIVAL DETAILS

- May 4-5, 2024
- 55<sup>th</sup> Anniversary
- Semi-Annual Festival held the first weekend in May and October
- 200+ exhibiting artists in 15 different mediums selected from over 800 application
- Featured Artist- Ceramics Artist Gregory Story
  - From Chicago, IL
  - Cottonwood Artist since 2007