

**JOURNAL OF COMMISSION WORK SESSION**  
**June 16, 2015**

City Commission Work Session  
Civic Center, Gibson Room

Mayor Winters presiding

**CALL TO ORDER:** 5:30 p.m.

**ROLL CALL:** City Commissioners present: Michael J. Winters, Bill Bronson, Fred Burow, Bob Jones, and Bob Kelly.

**STAFF PRESENT:** City Manager and Deputy City Manager; City Attorney; Director of Fiscal Services; Police Chief; Mansfield Center for the Performing Arts Supervisor; and the Deputy City Clerk.

**\*\* Action Minutes of the Great Falls City Commission. Please refer to the audio/video recording of this meeting for additional detail. \*\***

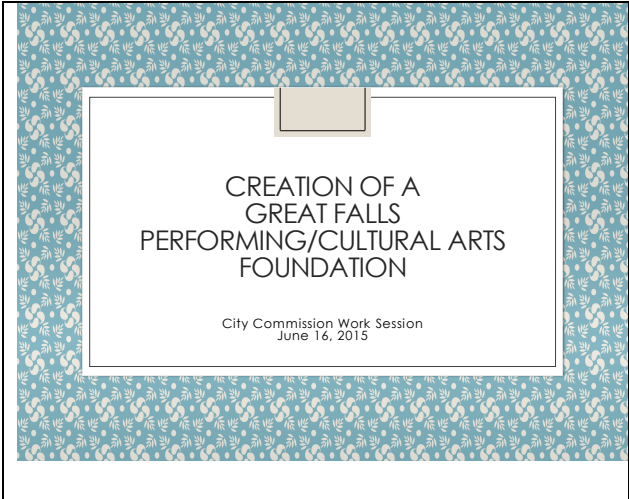

**1. PUBLIC COMMENT**

There were no comments from the public.

**2. CREATION OF A GREAT FALLS PERFORMING/CULTURAL ARTS FOUNDATION**

Deputy City Manager Jennifer Reichelt introduced Mansfield Center for Performing Arts Advisory (MCPA) Advisory Board members Kelly Manzer, Keern Haslem, Tracy Houck, Allen Lanning, and Larry Gomoll, and Mansfield Center Supervisor Dona Hughes.

MCPA Advisory Board members Keern Haslem and Tracy Houck, and Mansfield Center Supervisor Dona Hughes provided and discussed a PowerPoint presentation on the Creation of a Great Falls Performing/Cultural Arts Foundation. Commissioner Bill Bronson discussed the history of how the conversation started, and the City's growth policy and role of non-profits in making vital contributions to the City's social fabric.

	<p><b>How the Conversation Started</b></p>  <ul style="list-style-type: none"><li>◦ Last year the Mansfield Advisory Board took an in-depth look at the Events budget.</li><li>◦ The Board came up with creative ideas to make up the \$100,000 reduction in the general fund subsidy.</li><li>◦ The Board worked diligently with staff to develop a new fee structure for the facility.</li><li>◦ During the discussions, the Board also brainstormed ways to make the facility more competitive in the marketplace.</li><li>◦ One concept discussed was the idea of developing a performing/cultural arts non-profit organization or foundation.</li></ul>
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## The Growth Policy & Non Profits

- The City has a number of established non-profits and developing non-profits that make vital contributions to the City's social fabric.
- Non-profits will play an ever increasing role in maintaining the City's social fabric, as well as addressing gaps in government services.
- Non-profits, like the public sector and others, must be responsive to changing funding requirements, and maximizing resources.
- Relationships with non-profits should be leveraged and become partnerships.
- Capacity building, information sharing, and the advent of new technologies such as GIS interactive mapping can help with these changes.



## About the Mansfield

- The Mansfield Center for Performing Arts consists of more than 48,000 square feet of meeting space including the Theater, Convention Center & several meeting rooms.
- **Theater**
  - 1,782 seats
  - Adaptable for concerts, ballet, off-Broadway stage productions, conventions and lectures
- **Convention Center**
  - 15,300 square feet
  - Venue for conventions, trade shows, meetings, concerts, fundraisers, banquets & wedding receptions
- **Meeting Rooms**
  - Missouri Room, Ryan Room, Rainbow Room, Gibson Room & Commission Chambers
- **Services Offered**
  - Staffing, setup and teardown as well as equipment and box office services
  - Other services include professional backstage crew, box office staff, ushers, & staff to sell merchandise & concessions



- **Mansfield Attendance**
  - More than 131,000 individuals attend events each year in the Mansfield.
- **Box Office Sales**
  - 38,137 tickets
  - \$1,236,485 in sales
  - 74% Cascade County
  - 16% rest of state
  - 10% out of state

## Timing is Right

- A Foundation would assist in fundraising efforts for the Mansfield.
  - Donors are more to give money to a non-profit than a government entity.
- A Foundation would help the Mansfield become more competitive when applying for grants.
  - 501 (c) (3) status will help when applying for grants.
- A Foundation could help encourage and support youth performing arts activities.



- A Foundation could assist in raising funds for needed capital improvements at the Mansfield.
  - Serve as a repository for privately raised funds.

## Purpose

### A Foundation would...

- Develop a stronger voice for the performing arts community in Great Falls, the region and state.
- Create connections and cultivate relationships with other performing arts entities throughout Great Falls.
- Create an entity that promotes and encourages the performing arts.
- Help raise funds to improve older and decaying areas of the Facility as well as address equipment needs.
- Address needs for future growth.



## Examples of Quasi City Foundations

### Great Falls Public Library Foundation

- Created in 1968 by citizens who understood that the Library could not rely on public funding alone.
- Provides books for the Library's permanent collection.
- Funds the Library's young adult section and provides ongoing support for children's resources.
- Supports the Bookmobile and funds a variety of projects.
- Has improved the library facilities
  - the front plaza, fountain renovation and new furniture.
- Funded upgrades to electronic access and materials.
- Has funded various community events and programs.



## Examples of Quasi City Foundations

### Peoples Park and Recreation Foundation

- The People's Park and Recreation Foundation was established to raise, distribute and assist in the management of public and private sector funds to provide the "extra margin" for superior parks, exemplary performance venues and thriving recreational opportunities for the people of Great Falls.
- Funds the Annual Fireworks Display.
- Partnered with individual citizens, the City of Great Falls and various civic groups to improve the cities parks and recreation.
- Funded projects such as replacement trees, playground equipment, park development, improved access to city pools, as well as special events.



## Examples of Quasi City Foundations

### Great Falls Police Community Foundation

- The Great Falls Community Police Foundation Inc., was established in 2007 by business and civic leaders as an independent, non-profit organization.
- The purpose of the Great Falls Community Police Foundation is to support and promote public safety through partnerships that provide resources to help the GFFPD perform at its highest level of service to the community.
- The money raised by the Police Foundation supports programs designed to help the GFFPD keep pace with rapidly evolving technology, strategies and training.
- Serves as a vehicle for tax-exempt gifts and grants from individuals, businesses, and philanthropies.
- Recent purchases include – cameras for school resource officers, gas masks for HRU, HRU entry protection shields for SWAT Team, Honor Guard Uniforms, K-9 Oakley, Trauma kits, 20 tasers.



## Examples of Quasi City Foundations

### Recreation Trails Inc., Foundation

- RTI is the volunteer non-profit corporation that works with agency partners to develop, extend and maintain the River's Edge Trail
- Over the last 25 years RTI has continued to work with the City, FWP, PPL Montana and many other partners, agencies, groups and individuals to extend and improve the 50+ mile trail.
- RTI has focused on projects such as weed control, tree planting, maintenance and enhancement projects.



## The Fort Peck - Example

### The Fort Peck Fine Arts Council

- The Fort Peck Fine Arts Council was created to save and preserve the historic Fort Peck Theatre; to entertain through the arts, especially the performing arts; to educate and encourage youth in the arts; and to provide a forum for local and regional artists.
- We believe it is vital to preserve the historic Fort Peck Theatre for generations to come
- We believe the performing arts are vital to the creative growth of communities
- We believe it is important to provide a creative outlet for adults and youth of Northeast Montana
- We believe theatre education stimulates creativity and boosts self-esteem in our youth
- We believe in promoting the visual arts to enhance our community



## The Benefits of a Performing/Cultural Arts Foundation

- Fundraising
- Grants
- Attract Donors
- Youth Programs
- Community Outreach
- Marketing/Branding Efforts
- Public Private Partnerships
- Ability to Create an Endowment
- New Programs like an Arts Incubator Program



## Is there a Downside?

- If the Foundation was successful in raising funds, would the City reduce funding?
- Would the Foundation be perceived as competing with the Mansfield's clients for donors?
- *On the flipside, a private Foundation may be able to better secure large donors to help with the facility's capital needs.*



## What's Next?

- Seeking City Commission Direction to move forward.
- Complete the 501 (C)(3) Application Process.
  - Step 1. Establish a Nonprofit Corporation
    - This is a state-level process that establishes a nonprofit
  - Step 2. Obtain 501 (c)(3) Status
    - Apply for 501(c)(3) through the Internal Revenue Service for tax exemption status
- Receive designation from the IRS.
- Foundation/501(c)(3) would become a separate entity than the Mansfield Advisory Board – with its own board of directors.
- Collaborate with many of our community partners and facility users.



City Manager Greg Doyon advised the effort be done in a cooperative way with the City, with mutual understanding of expectations.

After discussion, the consensus of the Commission was to support this additional source of funding for the Mansfield Center.

### **3. DISCUSSION OF POTENTIAL UPCOMING WORK SESSION TOPICS**

City Manager Greg Doyon provided a handout Master Work Session Topic List.

Manager Doyon reported the minimum undesignated fund balance should be restored when the 2015/2016 budget is presented to the Commission. A draft Capital Improvement Plan will also be presented to the Commission.

**ADJOURN**

There being no further discussion, Mayor Winters adjourned the informal work session of June 16, 2015, at 6:24 p.m.