

Community Performance Facility

Due Diligence Process

Analysis of facilities and organizations in surrounding cities

- Review/tour facilities in McKinney to understand business model, target audience, capacity, fees, unmet needs, etc.
 - McKinney Performing Art Center
 - Heard Craig Hall
- Review/tour facilities in other cities to understand business model, target audience, capacity, fees, unmet needs, etc.
 - Frisco Discover Center
 - Allen Arts Alliance
 - Plano Courtyard Theater
 - MCL Grand Theater (Lewisville)
 - Actors Conservatory Theatre/Crawford Center for the Arts (Lewisville & Flower Mound)
 - Addison Conference and Theatre Center
 - Dallas Office of Cultural Affairs
- Parks & Recreation Master Plan Update – analysis of community needs/interest in a community theater facility
 - Process will be initiated in May and will include resident survey and public meetings
- Analysis of financial models including need for subsidization and or ability to cash flow
- Determine MCDC/City interest in funding/financing as a potential project
- Determine MCDC/City position on subsidizing operations
- Recommendation to Council regarding proposed model(s)

Timeframe:

- Begin information gathering in April 2015
- Analysis of Park Master Plan update information – March 2015
- Recommendation to Council – June 2015