



SANDY SPRINGS

CITY CLERK'S OFFICE

PUBLIC FACILITIES AUTHORITY

Rusty Paul, Chairperson

John Paulson
Steve Soteres
Chris Burnett
Jody Reichel
Tibby DeJulio
Andy Bauman

Tuesday, September 3, 2019

Public Facilities Authority

Following Work Session

SPECIAL CALLED MEETING OF THE CITY OF SANDY SPRINGS PUBLIC FACILITIES AUTHORITY (THE "AUTHORITY")

Studio Theatre

1. **PFA19-24** **CALL TO ORDER** – Chairperson Rusty Paul
2. **PFA19-25** **ROLL CALL** – Secretary Coty Thigpen
3. **PFA19-26** **APPROVAL OF MEETING AGENDA**
4. **PFA19-27** Approval of the August 20, 2019 Public Facilities Authority Meeting Minutes

NEW BUSINESS

5. **PFA19-28** Consideration of Approval of a Policy For the Sale of Bricks and Seats for the Sandy Springs Performing Arts Center
(Presented by Jim Tolbert, Assistant City Manager)
6. **PFA19-29** **ADJOURNMENT**



SANDY SPRINGS

GEORGIA

TO: Mayor and City Council

FROM: Jim Tolbert, Assistant City Manager

DATE: August 14, 2019 for submission on the Agenda of the September 3, 2019 Public Facilities Authority Regular Agenda

ITEM: Consideration of Approval of a Policy For the Sale of Bricks and Seats for the Sandy Springs Performing Arts Center.

Background

One of the original ideas for funding to support the Programming and Arts Education activities at the Performing Arts Center was through the selling of seat naming and brick naming at the Performing Arts Center. For several months the City staff has been looking for a way to facilitate this opportunity to raise funds for this purpose but has been unable to find a practical partner. Therefore staff desires to make this a function of the Performing Arts Center staff.

Discussion

Attached is a proposed policy that outlines the cost of each brick and seat and how the funds will be allocated. Staff will set up a location on the web site where prospective donors may make their purchase and confirm the message on the engraving. Staff will manage the site and when an appropriate number of donations have been made will facilitate the engraving and placement of the brick or seat name. It is anticipated that there is the opportunity to generate several hundred thousand dollars for sponsorship of programming and the arts education program with very little cost to the City.

Alternatives

The City Council could choose not to have a program to sell seat naming and brick engraving to fund activities and the Performing Arts Center.

Attachments

Draft Policy

POLICY FOR BRICK PAVER AND SEAT MARKER PROGRAMS AT CITY SPRINGS

BRICK PAVER PROGRAM: The City of Sandy Springs Public Facilities Authority ("PFA") desires to administer and manage a Brick Paver Program. The Program provides individuals the ability to honor family members or friends by sponsoring and commemorating a brick paver along the walkway adjacent to City Green within the City's development known as "City Springs." The City of Sandy Springs ("City") will serve as agent for the PFA in the overall operation of the Brick Paver Program. Proceeds from the Brick Paver Program will be used to support arts programming in the City.

There are approximately 1,500 brick pavers available initially for the Brick Paver Program. \$300 will be charged for each paver sponsorship based on research of similar programs and cost of pavers, engraving and installation (exceptions for multiple and combination purchases, as described herein). The Sandy Springs Performing Arts Center staff (staff) will market the Brick Paver Program, collect the sponsorship funds, and provide the City with the engraving details for each paver. The City Facilities Department will manage engraving and installation.

An individual purchasing more than one (1) brick paver will receive a ten percent (10%) discount on the second brick paver and any additional brick paver purchased by that individual (for example, the first brick paver is \$300, the second and additional brick pavers are \$270 each).

Each paver sponsorship will be allocated as follows: approximately twenty-six percent (26%) to cover the cost of engraving and installation; approximately thirty-seven percent (37%) to support the City of Sandy Springs Arts Education Program; and approximately thirty-seven percent (37%) to support programming at the City of Sandy Springs Performing Arts Center ("PAC").

SEAT MARKER PROGRAM: The PFA desires to administer and manage a Seat Marker Program. The Program provides individuals the ability to honor family members or friends by sponsoring and commemorating a seat within Byers Theatre at the PAC in City Springs. The City will serve as agent for the PFA in the overall operation of the Seat Marker Program. Proceeds from the Seat Marker Program will be used to support arts programs at City Springs.

There are approximately 1,000 fixed seats within the Byers Theatre available for the Seat Marker Program. \$1,000 will be charged for each seat marker sponsorship based on research of similar programs and cost of seats, engraving and installation (exceptions for multiple and combination purchases, as described herein). Staff will market the Seat Marker Program, collect the sponsorship funds, and provide the City Facilities Department with engraving details for each seat marker. The Facilities Department will manage the engraving and the installation of each seat marker.

An individual purchasing more than one (1) seat marker will receive a ten percent (10%) discount on the second seat marker and any additional seat marker purchased by that individual (for example, the first seat marker is \$1,000, the second and additional seat markers are \$900 each).

Each seat marker sponsorship will be allocated as follows: approximately three percent (3%) to cover the cost of engraving and installation; approximately seventy-one percent (71%) to support programming at the PAC; and approximately twenty-six percent (26%) to support the City of Sandy Springs Arts Education Program.

COMBINATION PURCHASES: An individual desiring to purchase of a brick paver and a seat marker in combination may do so. \$1,200 will be charged for each such combination purchase.

The \$1,200 will be allocated as follows: approximately nine per percent (9%) to cover the cost of engraving and installation of the brick paver and the seat marker; approximately seventy percent (70%) to support programming at the PAC; and approximately twenty-one percent (21%) to support the City of Sandy Springs Arts Education Program.

RESOLUTION NO. 2019-XX-XX

**STATE OF GEORGIA
COUNTY FULTON**

A RESOLUTION TO ADOPT POLICIES FOR THE SELLING OF BRICK AND SEAT SPONSORSHIPS FOR SUPPORT OF PROGRAMMING AND ARTS EDUCATION FOR THE SANDY SPRINGS PERFORMING ARTS CENTER, AND FOR OTHER PURPOSES

WHEREAS, the City of Sandy Springs Public Facilities Authority (“Authority”) owns certain property at the development known as “City Springs”, which includes the Sandy Springs Performing Arts Center (“PAC”); and

WHEREAS, the Authority has previously adopted policies to govern the maintenance, use and operation of the facilities at City Springs; and

WHEREAS, City staff have reviewed policies and conducted research regarding fees and processes to support programming and arts education at the PAC; and

WHEREAS, City staff have drafted policies to guide the brick and seat sponsorship program for sponsorship of seats and bricks at the PAC, and have made their recommendations to the Authority; and

WHEREAS, the Authority has reviewed the recommendations of City staff and now desires to take action on same.

NOW THEREFORE, BE IT RESOLVED by the members of the City of Sandy Springs Public Facilities Authority while in session on August 20, 2019 at 6:00 p.m., that the following policies fees be adopted for application at the Sandy Springs Performing Arts Center:

See Exhibit “A”, attached hereto and incorporated herein by reference.

The General Manager and the Attorney for the Authority are hereby authorized to take such actions as may be deemed necessary to effectuate the intent of this Resolution.

RESOLVED this the 3rd day of September, 2019.

Approved:

Russell K. Paul, Chairman

Attest:

Coty Thigpen, Secretary
(Seal)

RESOLUTION NO. 2019-XX-XX

EXHIBIT “A”