

# ROBBIE & LYNORE ROBINSON FINE ARTS CENTER - PLANO

---

OPENING 2021

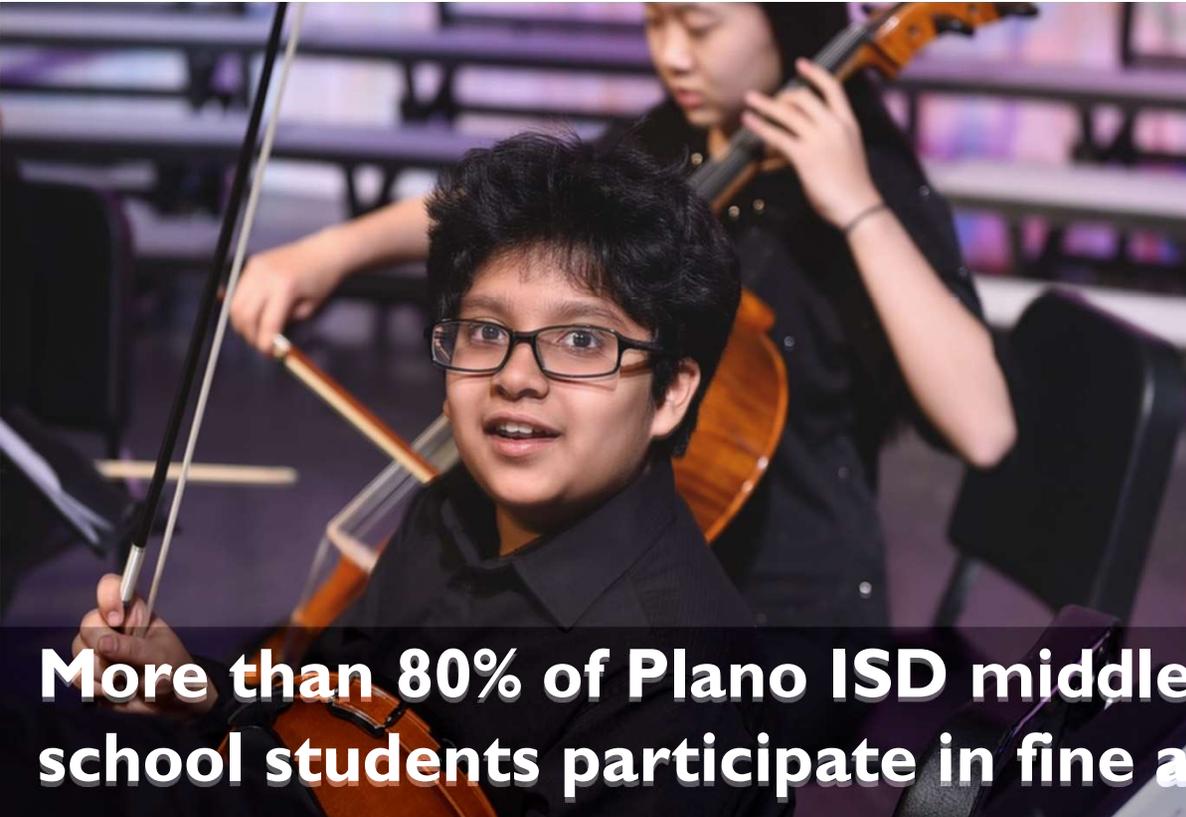




# FINE ARTS

---

- The Plano ISD Fine Arts Programs have a long history of excellence. All Elementary students receive weekly instruction in Music and Visual Art by trained specialist teachers in the foundational aspects of both of these artistic disciplines. Students at our Middle School Campuses in Grades 6 to 8 have the opportunity to select from instrumental studies on standard Band and Orchestra instruments, Choir, Public Speaking, Debate, Oral Interpretation, Theatre and Technical Theatre, 2D and 3D Art classes as electives. In the High School Years students may select from a robust list of 84 distinct courses in the area of Art, Dance, Music, Speech & Theatre to meet the required Fine Arts graduation credit, and as elective courses of choice.



**More than 80% of Plano ISD middle and high school students participate in fine arts programs.**

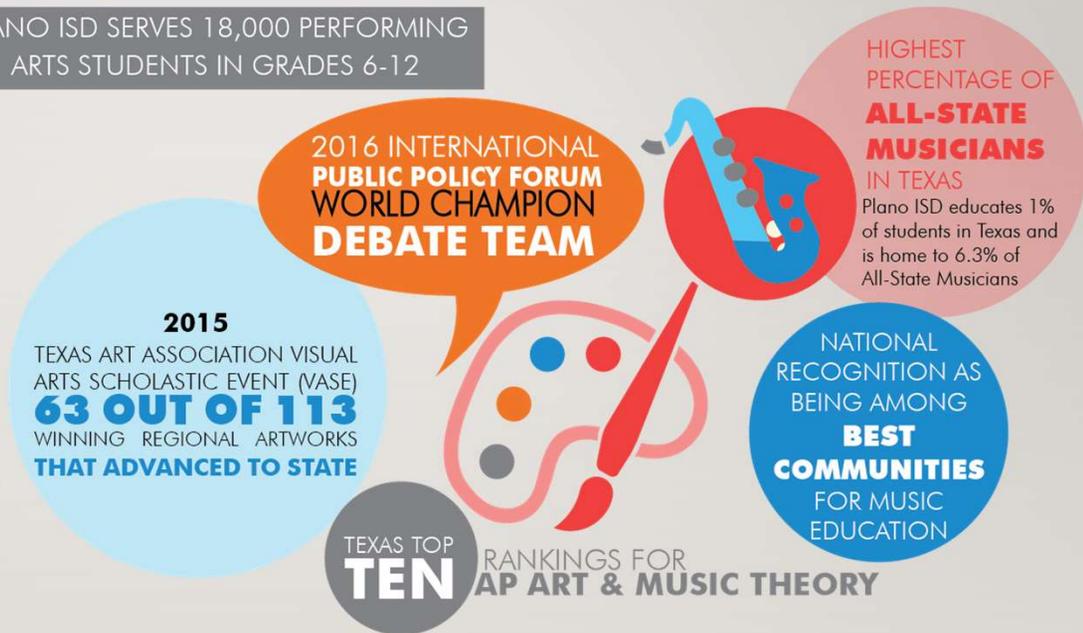


THE FINE ARTS  
CENTER WAS  
APPROVED BY THE  
PLANO ISD  
COMMUNITY AS  
PART OF THE  
\$481 MILLION  
2016 BOND



## Snapshot 2016 Bond

PLANO ISD SERVES 18,000 PERFORMING  
ARTS STUDENTS IN GRADES 6-12



# WHY THE ARTS MATTER

---

- A 2009 report from the National Endowment for the Arts entitled Arts and At-Risk Youth looked at a collection of studies. Portions of the studies reviewed suggest that programs that offer deep arts involvement may help to narrow the achievement gap among socio-economic groups and enable students from financially challenged background to have a more level playing field with their peers.
- This same report also found that high school students from low income backgrounds with arts-rich experiences participated in student government and school service clubs at four times the rate of low income students who lacked those experiences.
- These students were also more likely than other young adults to have volunteered recently and to vote and/or to participate in a political campaign.
- The 2019 Texas Cultural Trust *State of the Arts* report indicates that the “Creative Sector” in Texas employs roughly 800,000 individuals in everything from manufacturing of art supplies and musical instruments, to graphic design, to music and movie production and distribution, to performance companies in dance, theatre and music. These jobs carry an average annual salary of \$84,500.

# THE NEED

---

- Among our Plano ISD campuses only four have true auditoriums for performances and they are all under 700 seats. All of our High School (except Williams), Middle School and Elementary School campuses have performance spaces connected with to a gymnasium or a cafeteria. This not only limits the kinds of performances that can be mounted in these locations, it also limits the number of students and audience members that can participate or attend these performances.
- Once the school year begins the auditoriums are in use, either for rehearsal or performance 6 nights out the week for the better part of the school year. More quality performance spaces are needed to open up scheduling in these venues.

# STUDENT ENROLLMENT IN FINE ARTS

---

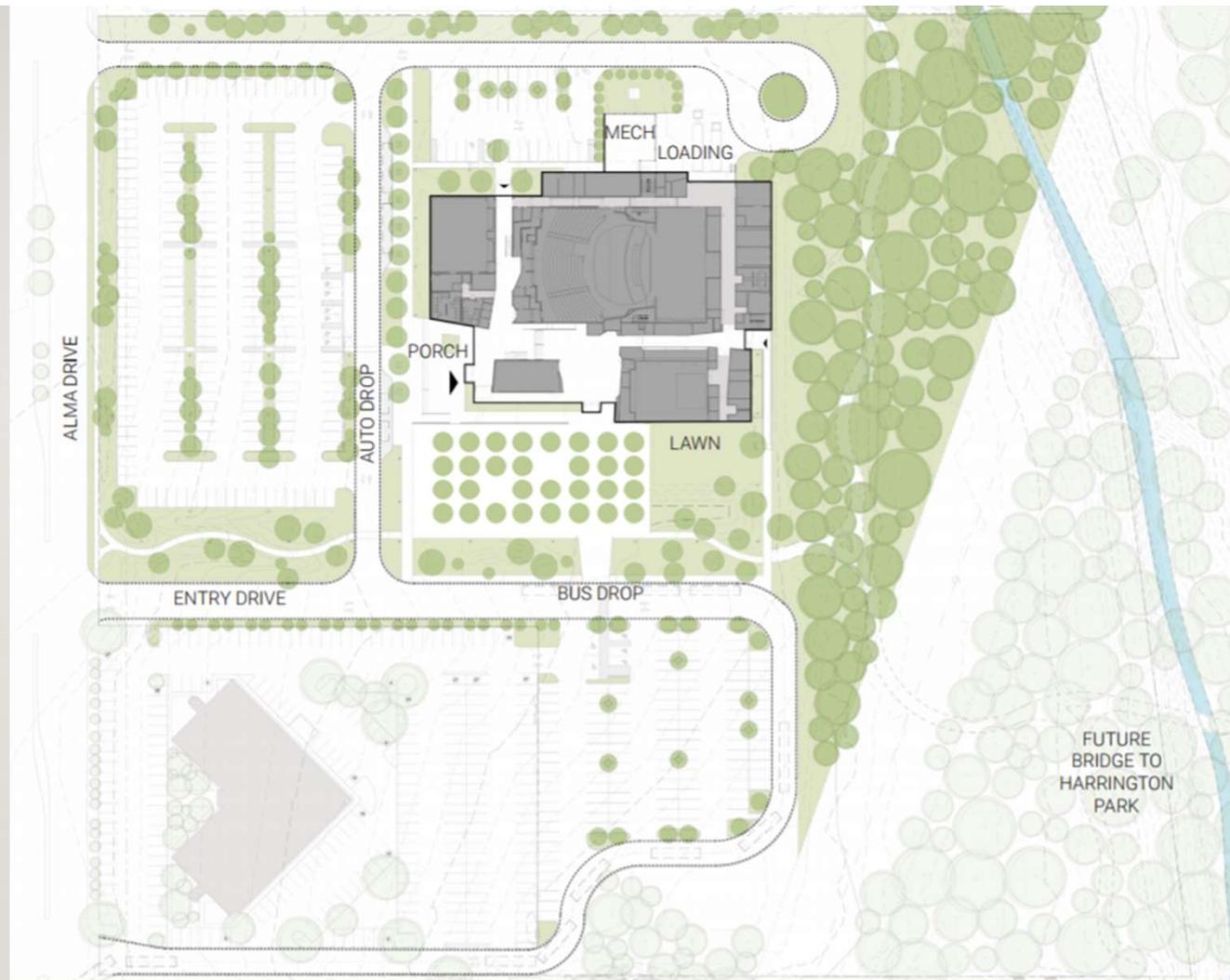
- 22,692 Secondary Students | 79% of Total Secondary Student Population
- Fine Arts Focus Areas:
  - Art – 4,795
  - Band – 4,622
  - Choir – 3,883
  - Dance - 693
  - Orchestra – 4,185
  - Speech- 2,441
  - Theatre – 2,073

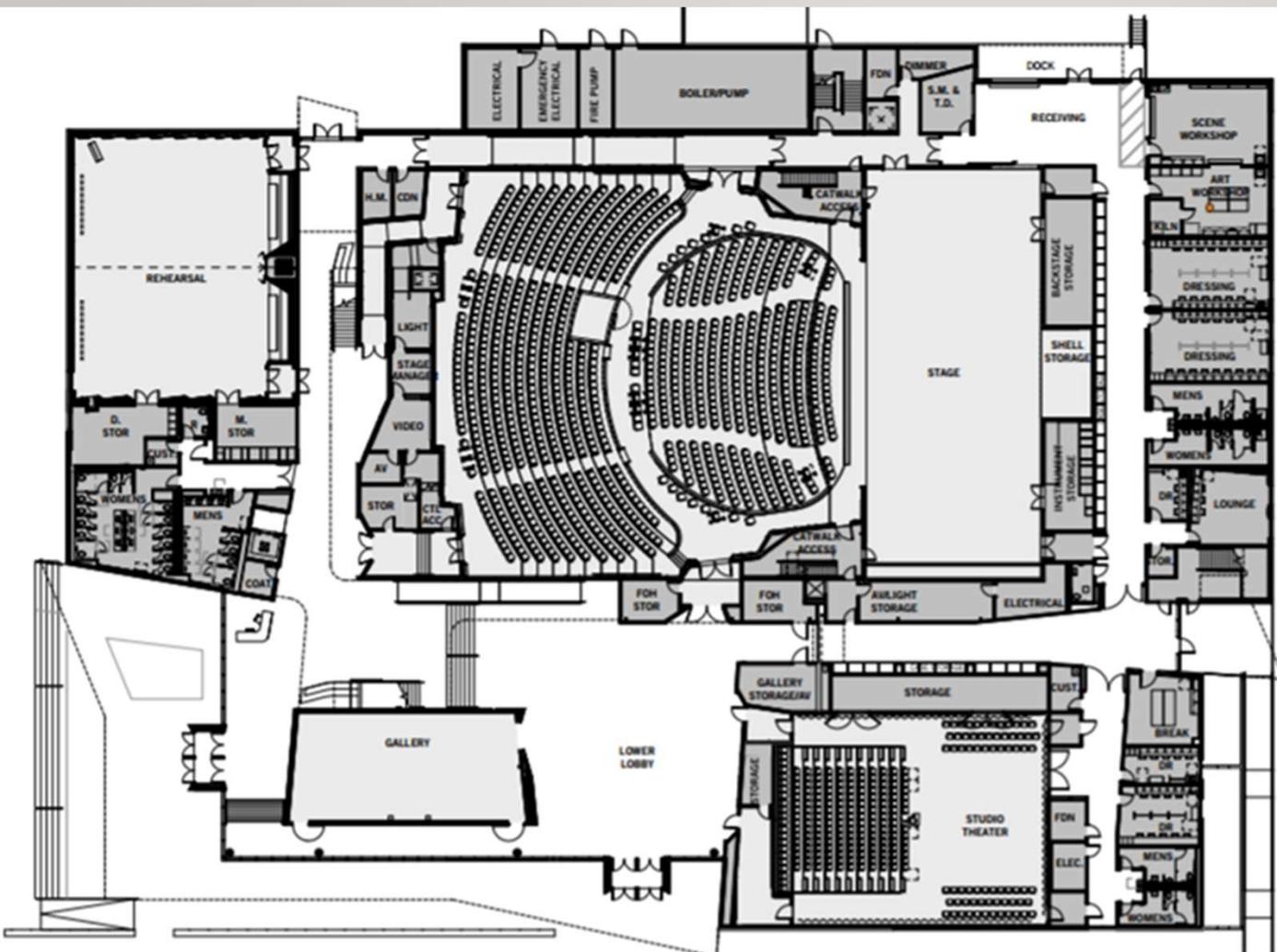
# PURPOSE & USAGE OF NEW FACILITY (ANNUALLY)

---

- Approximately 100-170 performance dates per year
- UIL Music & Theatre Competitions – 9-18 days
- Music Concerts – 12-25 days
- Senior High Musicals (one per senior high each year) – 10-15 days
- One Act Plays/ Other Productions – 20-50 days
- Various Art Exhibitions & Receptions – 5-10 days
- Dance Productions – 4-10 days
- Theatre Camp – 15 days
- Band/ Orchestra Camp – 10 days
- District professional Learning Activities – 4-10 days
- Community MLK Diversity Celebration – 3 days
- Plano Symphony 4<sup>th</sup> Grade Youth Concerts – 3-7 days
- Academy High School Graduation – 2 days
- Deaf Education Talent Show – 3 days

- The Location:
  - 1900 Alma Dr.
  - Approximately 16.3 Acres
  - Total Parking: 644 Spaces
  - Overflow parking available across Alma Dr. at the Academy HS



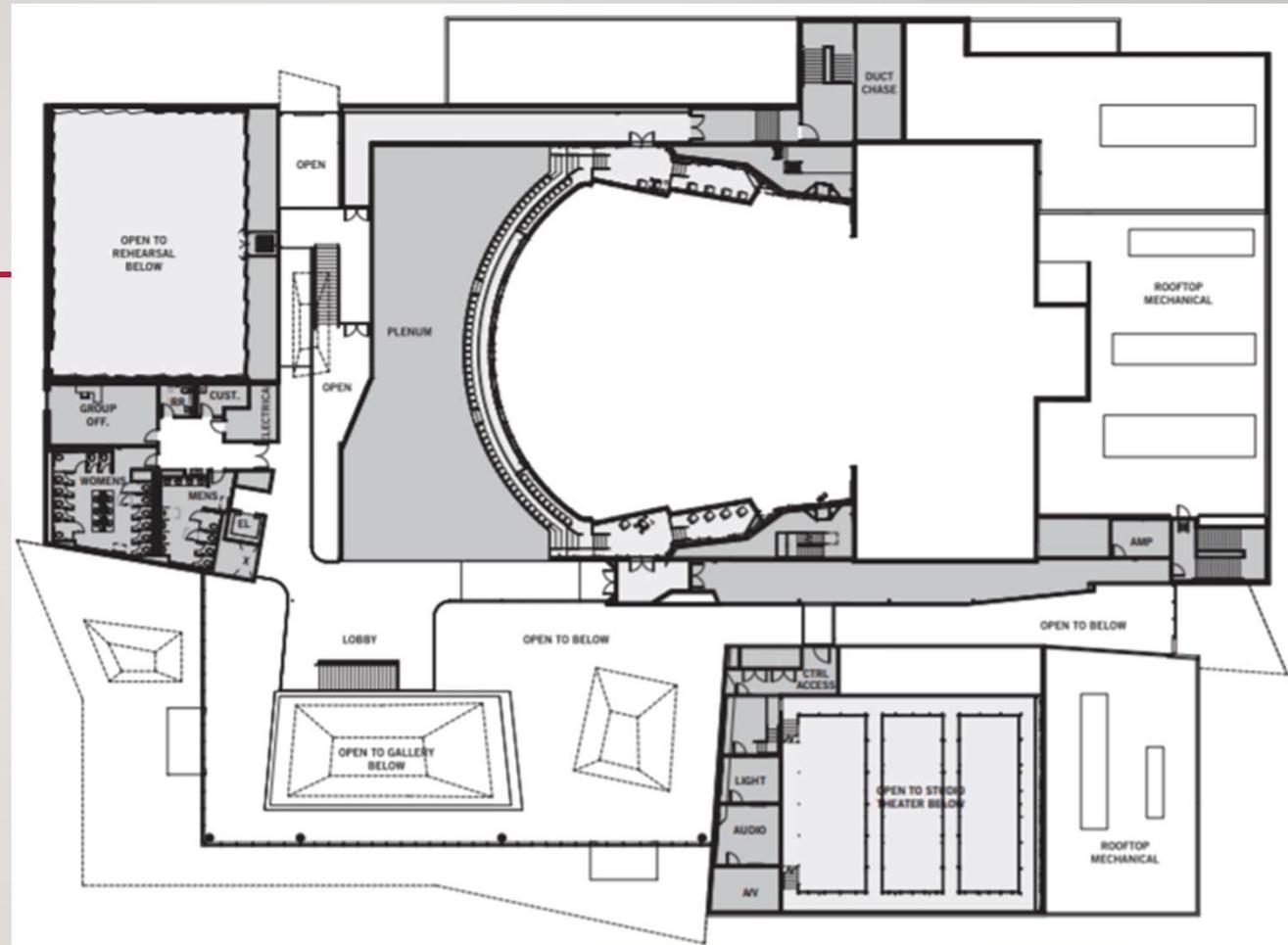


- MAIN LEVEL:
- Spaces:
  - Main Lobby
  - Art Gallery
  - Large Auditorium w/ Balcony
  - Studio Theatre
  - Rehearsal Room
  - Scene Shop
  - Art Studio
  - Dressing Rooms
  - Misc Support/Storage Spaces

---

- UPPER LEVEL

- Stair & Elevator Access
- Balcony Seating Access
- Small Lobby
- Gallery & Lobby Overlook
- Public Restrooms



# BUILDING SITE 65% COMPLETE

McCarthy Construction /  
Architectural Firms:  
Perkins & Will Architects  
and Bora Architects



# GRAND OPENING – MARCH 2021

---



# PROJECTED ANNUAL PROGRAMMING & OPERATING COSTS

---

<b>Programming/ Utilities/ Operating</b>	<b>Cost Per Year</b>
Staffing (Teachers, Production & Ticket Sales Support, Etc.) & Programming Support	\$225,000
Utilities	\$210,000
General Operations	\$100,000
Maintenance	\$125,000
Total	\$660,000

# OVERALL FUNDRAISING PLAN

---

- The Foundation and District are committed to **\$150,000 in funding annually** for a portion of the operating costs for the facility
- Considering the establishment of an endowment through Plano ISD Education Foundation to support ongoing operations of the facility
- Numerous grants, sponsorships and donor requests are currently in process

# INVESTMENT OPPORTUNITIES FOR FOUNDING PATRONS

---

- Initial partners to be recognized as FOUNDING PATRONS
- BENEFITS FOR FOUNDING PATRONS:
  - Naming opportunities for facility components available starting at \$2,500
  - Special receptions and opening events
  - Hard hat tours available in Fall 2020
  - Special recognition wall for FOUNDING PATRONS in the main venue lobby
  - Special screenings and performances for FOUNDING PATRONS
  - Recognition on PISD, PISD Education Foundation and PISD Fine Arts websites, social media, annual reports, programs, media announcements, etc.

# NAMING OPPORTUNITIES FOR FOUNDING PATRONS

---

- Limited opportunities for initial donors on select components of the facility to be named for the lifetime of the facility
- Opportunities range from \$2,500 to \$500,000

# NAMING OPPORTUNITIES (AS OF 1/12/2021)

---

- |                           |                       |   |          |
|---------------------------|-----------------------|---|----------|
| • Art Gallery             | <b>SOLD</b> \$500,000 | • Overlook                                  | \$25,000 |
| • Studio Theatre          | \$300,000             | • Lounge                                    | \$25,000 |
| • Rehearsal Room          | \$200,000             | • Exterior Gallery Display Wall             | \$25,000 |
| • Steinway Grand Piano    | \$150,000             | • Main Staircase                            | \$25,000 |
| • Outdoor Pavilion & Lawn | \$150,000             | • Dressing Rooms (2 <b>SOLD</b> – 2 Avail.) | \$10,000 |
| • Orchestra Pit           | \$100,000             | • Benches (8)                               | \$2,500  |
| • Upright Pianos (2)      | \$50,000              | • Seat in Main Theatre (100)                | \$500    |
| • Scene Shop              | \$50,000              |   |          |
| • Art Studio              | \$50,000              |   |          |
| • Upper Lobby             | \$50,000              |   |          |
| • Lower Lobby             | <b>SOLD</b> \$50,000  |   |          |



VISUAL ART GALLERY

# VISUAL ART GALLERY

---

- **Gallery:**

- 1,600 sq. ft
- Display space on interior & exterior walls
- 2 portable display walls
- Open to second floor

- **Investment:**

- \$500,000 for naming opportunity for lifetime of facility
- Investment can be distributed over 3 years



## STUDIO THEATER

# STUDIO THEATER

---

- **Theater:**

- 3,700 sq. ft
- Flexible seating for 205
- Overhead Lighting Grid
- Catwalk & Control Rooms
- Acoustically Treated

- **Investment:**

- \$300,000 for naming opportunity for lifetime of facility
- Investment can be distributed over 3 years



---

## REHEARSAL HALL

# REHEARSAL HALL

---

- **Theater:**

- 3,560 sq. ft
- Sprung Floor
- Mirror Wall
- Acoustically Treated
- Removable Wall
- Storage
- Multi-use (classroom, meetings, receptions)

- **Investment:**

- \$200,000 for naming opportunity for lifetime of facility
- Investment can be distributed over 3 years

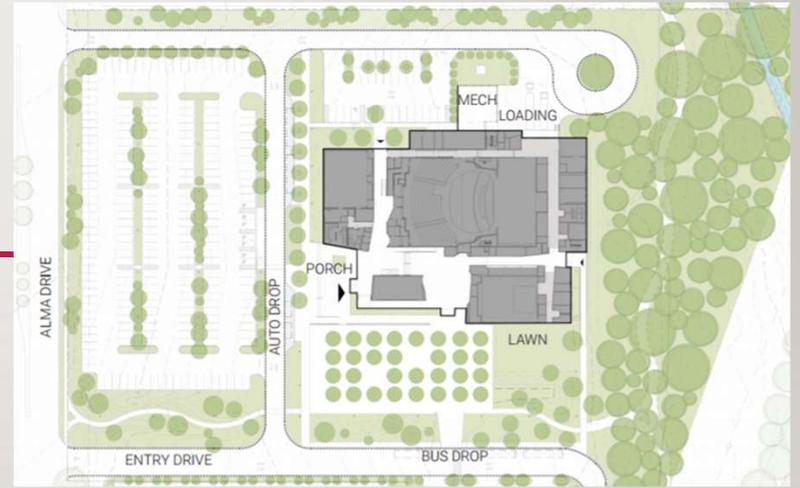


STEINWAY GRAND PIANO

# STEINWAY GRAND PIANO

---

- **Steinway Concert Grand Piano- Model D**
  - Utilized for productions and special events such as visiting performers, UIL competitors, etc.
- **Investment:**
  - \$150,000 for naming opportunity for lifetime of equipment
  - Investment can be distributed over 3 years
  - Special opportunity to work with Steinway on the design and delivery of piano



## OUTDOOR PAVILION & LAWN

# OUTDOOR PAVILION & LAWN

---

- **Pavilion:**

- Treed and lawn space for outdoor performances and art
- South-facing
- Connects to Lower Lobby Entrance

- **Investment:**

- \$150,00 for naming opportunity for lifetime of facility
- Investment can be distributed over 3 years

# UPRIGHT PIANOS

---

- **Upright Pianos**
  - Utilized for productions by students, visiting performers, UIL competitors, etc.
  - Two pianos to be purchased
- **Investment:**
  - \$50,000 for naming opportunity for lifetime of equipment

# ART WORKSHOP

---

- **Art Workshop**

- Creative space with kilns, work tables and supplies
- Used for staging of new exhibits and art installations, art teacher professional development and lecture/demonstration classes

- **Investment:**

- \$50,000 for naming opportunity for lifetime of facility

# SCENE WORKSHOP

---

- **Scene Workshop**

- Creative space where students will build sets, complete with work tables, power tools & supplies
- Used for the construction of large scale modular sets and props, teacher professional development, tech theatre student training and lecture demonstration classes.

- **Investment:**

- \$50,000 for naming opportunity for lifetime of facility



# LOUNGE

---

- **Lounge**
  - Space behind main stage that will be utilized for small VIP gatherings, VIP performers, extra dressing room
  - Partner could provide furniture and décor as a component of partnership
- **Investment:**
  - \$25,000 (or decor and \$15,000) for naming opportunity for lifetime of facility

# DRESSING ROOMS

---

- **Dressing Rooms**

- Four total dressing spaces – two behind main stage and two behind Studio Theater
- Utilized by students, visiting performers, UIL competitors, etc.

- **Investment:**

- \$10,000 for naming opportunity for lifetime of facility

# VISITOR AND STUDENT BENCHES

---

- **Benches:**

- Four interior benches, featured in Main Lobby, as well as West Lobby
- Four exterior benches featured in Courtyard

- **Investment:**

- \$2,500 each for life of equipment

# SEATS IN THE MAIN THEATER

---

- Limited to Center Orchestra seating in Main Theater; 107 seats available
- Name plaque to be affixed to back of chair
- **Investment:**
  - \$500 each for life of equipment



## FUNDS RAISED HELP PAY FOR:

---

- **\$2,500** –Cost of **Technical Support for Major Production** (House & Stage Management, Crew, , Lighting, Sound & Rigging Techs, Box Office & Custodial)
- **\$1,500** - Cost of **Technical Support for a Standard Production** (House & Stage Management, Crew, Lighting, Sound, Box Office & Custodial)
- **\$750** – Cost of **Technical Support for a Studio Production** (Stage Management, Crew, Lighting, Sound Box, Office & Custodial)
- **\$500** – Cost of **Technical Support for a Dance/Rehearsal Room Performance** (House Management, Lighting, Sound & Custodial)
- **\$250** – Cost of **Technical Support for a Gallery Event** (House Management & Custodial)

# FOUNDING PATRON RECOGNITION LEVELS

---

- Arts Hero – \$100,000+
- Arts Champion – \$25,000-99,999
- Arts Advocate – \$5,000-24,999
- Arts Activist – \$2,500-4,999
- Arts Friend – \$250-2,499

# FOUNDING PATRON RECOGNITION LEVELS

---

- **Arts Hero – \$100,000+**
  - Name on Founding Patrons wall, recognizing initial donors to the Fine Arts Center
  - Invitation to Grand Opening Celebration & Founding Patron Reception
  - Season tickets for all Fine Arts Center productions and shows during the 2021-2022 season
  - Private Hard Hat/ Opening Tour
- **Arts Champion – \$25,000 – 99,000**
  - Name on Founding Patrons wall, recognizing initial donors to the Fine Arts Center
  - Invitation to Grand Opening Celebration & Founding Patron Reception
  - Season tickets for all Fine Arts Center productions and shows during the 2021-2022 season
  - Small Group Hard Hat/ Opening Tour
- **Arts Advocate – \$5,000-24,999**
  - Name on Founding Patrons wall, recognizing initial donors to the Fine Arts Center
  - Invitation to Grand Opening Celebration & Founding Patron Reception
  - Season tickets for all Fine Arts Center productions and shows during the 2021-2022 season
  - Small Group Hard Hat/ Opening Tour

# FOUNDING PATRON RECOGNITION LEVELS

---

- **Arts Activist – \$2,500- 4,999**
  - Name on Founding Patrons wall, recognizing initial donors to the Fine Arts Center
  - Invitation to Grand Opening Celebration
  - Tickets to One Major Fine Arts Production for Four
  - Small Group Opening Tour
- **Arts Friend – \$250-2,499**
  - Invitation to Grand Opening Celebration
  - Tickets to One Major Fine Arts Production for Two
  - Small Group Opening Tour