

Venue Committee

Scope of Work

Town Arts and Cultural Mission Statement

To support the advancement of Hilton Head Island as a rich and diverse arts and cultural destination that enriches the lives of our residents and guests.

Goals:

- ***Recommend, if substantiated, the Structure, Cost and Funding of Venue(s) and operational sustainability, which satisfy the needs of the Community and the Arts, Cultural and History organizations, maximizing the return on investment for the Town and its citizens, and fulfilling the Capital Sales Tax requirements, if so available. This should include specific recommendations regarding the Arts Center of Coastal Carolina's venue requirements.***
- ***Recommend the role, if any, of Town Government and other entities in supporting the Venue(s) recommendation.***

Objectives

Usage/Programming Objective: Determine the types of programming and usage that are needed in the future to satisfy the Town's residents and visitors as well as the Arts, Cultural and History organizations.

- Identify the current usage and programming that Arts, Culture and History organizations are producing.
- Understand the potential usage and programming changes that the existing organizations could make to help them improve their future potential if they had facilities that are not currently available.
- Identify possible performers or performance companies that could be brought to the Island if more extensive facilities were available.
- Determine what new events or space usage could be developed if different facilities were made available.
- Consider what other activities could be undertaken to make use of an arts campus type of space (e.g. weddings, parties, lobby exhibits, rental of space, etc.)
- Consult with professional venue managers to determine optimal programming to meet the needs of the communities.
- Provide parameters, if appropriate, to address usage issues that might compete with local businesses.

Facility Objective: Determine what facilities and features are needed in the future to support the usage and programming requirements of the Town's residents and visitors as well as the Arts, Culture and History organizations.

- Identify the existing facilities and the space, features services and financials associated with them.
- What types of facilities are available in other towns that have similar demographics to Hilton Head Island (size, seating, multi-purpose space designs) and how they are managed, financed and programmed?
- What facilities and features would the current Arts, Culture and History organizations need to satisfy their potential usage and programming requirements?
- What facilities and features would the current and future residents and visitors in the community need to satisfy their potential usage and programming expectations?

- What are the specific design components that would result from the evaluation of facility and features?
- What are the location options for new or improved venue(s) and what are the recommendations for this element?

Financial Objective: Determine the costs and revenues associated with the facilities and features as well as the usage and programming and determine if and in what areas the Town Government or other entities should financially support the Venue(s) recommendation.

- What would be the cost to plan and construct the facility(s)?
- What would be the cost to operate (include personnel and management fees), maintain, and program the facility(s)?
- What is the expected revenue from facility usage? (Includes all usage categories and pricing assumptions)?
- What are the financing structures that are possible for the planning, construction, operations, and maintenance of the venue(s)? (e.g. Bonds, endowment, foundations, business and individual donors)?
- Who should be responsible for raising funds from the community and how would that be accomplished?
- What should the role of the Town be in financial support and other support?
- What other entities should be involved in support of such a project and what should their role be?

Community Objective: Determine the amount and type of support by the community for Venue modifications (new and existing) and the expected impact to the community.

- Assess the financial, volunteer and attendance support from the community that the Town could expect if the decision were made by the Town to financially support improved facilities.
- What should the financial support of the community be to ensure the success of such a project?
- What would the economic and quality of life impact of the recommended venue proposal be to the Island?
- What effect would improved venue options be on tourism?
- What would the consequences be to the Island if the Town did not support improvements in the Arts, Culture and History venue(s)?

Expectations:

1. Monthly update reports will be provided to the Community Services Committee.
2. Presentations to the Community Services Committee will be made upon request.
3. A final report will be provided to the Community Services Committee upon completion of the sub-committee's defined objectives.
4. The sub-committee's work will be completed in the timeframe determined by the Community Services Committee.

Final Report:

The final report should address all objectives and questions

1. There should be a section of the report making recommendations for each of the defined objectives.
2. The final section of the report should indicate the resolution to the Goals.

General Information:

1. Discussion should include both profit and non-profit Arts, Cultural and History organizations and individual artists.
2. The sub-committee should be knowledgeable of the work taking place by the Arts & Cultural Strategic Planning Committee and the Heritage Tourism Task Force and work in concert with these efforts.
3. Funds will be made available to cover the fee of a professional planner.

4. If the sub-committee finds certain issue arise that merit consideration but do not fall within the defined objectives, they should document them and request direction from the CSC. If they feel certain issues should be addressed at a future time they should be documented and so noted in the final report.

Committee Selection Process:

The sub-committee is proposed to consist of 9-12 members of the public, inclusive of one representative from each of the following organizations: Arts Center of Coastal Carolina, the Coastal Discovery Museum, Community Vision of Hilton Head, the Hilton Head Island Symphony Orchestra and the Arts & Cultural Strategic Planning Committee. Other sub-committee members should represent a broad diversity of the community. Desirable experience includes those with background in finance, arts, art education, technology, development or operations of arts venues, real estate and hospitality related businesses and who are familiar with the future wave of arts and culture as desired by the younger generations.

The Application invitation should be posted in appropriate media with a deadline of March 4th for the application. The selection of Venue Committee members should be recommended to Town Council by the members of the CSC committee and 3 people from ACSP committee. Target for committee members to be presented at the March 15, 2016 Town Council Meeting.