

## Arts of Collin County Capital Campaign



Local motorists can keep track of donations to the ACC.

photos by Chris Fritchie



the parents of the youth in our schools who participate in all forms of art and cultural programs.

There are over 800,000 people in Collin, eastern Denton and north Dallas Counties who will be close to the performing arts hall. If less than two percent of these citizens or families would give some amount from \$100 to up to \$100,000 we can raise all we need to start this project. At the same time, we continue to work with the large donors, and each time we get a major gift, it reduces the number of people needed to give at the grass roots level.

If a family would give \$100, which is less than a cup of coffee or a hamburger per week over a year, and only 8,000 (1% of the 800,000 above) donated, that amounts to \$800,000. Of these 800,000 people, if 5000 people (less than ½%) would give \$1,000 and spread it out over three years, it generates \$5 million. We can get to the amount we need with donations of every size, with pledges over a three-year period.

Help build this Performing Arts Hall and Park. Allow your families the opportunity to enjoy the Plano Symphony, a Broadway Show, ballet, music groups of all types or a high school choir. Help us build this arts hall for us all.

Contact the Arts of Collin County at [www.artsofcollincounty.org](http://www.artsofcollincounty.org) or call 214.495.5800 to donate, volunteer or provide support for this project.

*Mike Simpson is former mayor of Frisco and the Executive Director of the Arts of Collin County.*



## Donations of All Sizes Can Build the Hall

By Mike Simpson

AS THE EXECUTIVE DIRECTOR of the Arts of Collin County Performing Arts Hall and Arts Park, one of my main jobs is to raise the \$18-\$20 million needed to break ground on this project. Our fund raising efforts have been expanded to seek donations of every size from the families and citizens in this area.

The three cities of Allen, Frisco and Plano have voter approved bonds that will generate \$57 million (\$19 million each). Collin County has committed \$3 million for the parks, trails and open space. Briar Ridge Investments has donated 100 plus acres of land that will house the arts park, which includes in phase one, the 2100 seat performance hall and multi-purpose theatre, parking and events meadow in front of the theatre. This land is now valued at \$22 million. Private donations received through the efforts of the ACC Foundation and Commission working together has generated \$8 million. Construction cost of Phase I was estimated to be \$85 million (not including the land which was donated), so we have about 80% of what we need.

NOW is the time to finalize our fund raising. With the lower cost of

construction, reduced price of steel, concrete, petroleum based products and sub-contractor pricing, our cost could come in below the last cost estimates by 5%-7% or more.

Contacts with the large private donors or companies, who may want to name the entire park, the building, theatre or numerous other elements in their name will continue. We are now expanding our fund raising to gifts or donations of any size. We want to get all of our citizens involved in supporting this project with any amount they feel they can give. We have received donations by many people who gave \$20, \$50, \$100 or \$1,000. This is in addition to recent larger gifts by companies and foundations of \$100,000 and \$250,000.

Every donation, no matter the size helps us get closer to the final amount that could be only \$11 or \$12 million if costs keep coming down. Plans include on-line donation capability which almost every large performance hall has, even after they are completed. Fund Raising Teams in all three cities will help with presentations to organizations, working with the numerous arts groups, involving