

MEMORANDUM

TO: Claire Powell, City Manager

FROM: Denise Helbing, Arts Center Manager, via Shanté Akafia, Assistant City Manager

DATE: April 6, 2026

SUBJECT: **Approval of an Art Project Grant Agreement to Greater Lewisville Arts Alliance, in the Amount of \$6,000, as Recommended by the Arts Advisory Board; and Authorize the City Manager, or Her Designee, to Execute the Agreement.**

BACKGROUND

Since the early 1990s, the City of Lewisville has awarded Arts Support Grants to local nonprofit arts organizations using Hotel-Motel Occupancy Tax (HOT) funds. State law allows up to 15 percent of HOT revenues to be used for arts programming that promotes tourism.

Each spring, applications are reviewed by the Arts Advisory Board, with recommendations included in the annual proposed budget for Council consideration. For FY 2025–26, ten applications were received, and seven grants were awarded totaling \$125,000.

In 2012, Council established the Art Project Grant program to supplement the annual grant cycle. These grants are intended to support one-time or new initiatives that fall outside the standard application timeline.

On December 16, 2025, the Arts Advisory Board reviewed an Art Project Grant application submitted by the Greater Lewisville Arts Alliance (GLAA). The request seeks **\$6,000** to support a community event titled “*Greater Lewisville Arts Alliance Presents: America250 Anniversary Celebration,*” scheduled for May 2, 2026, at Wayne Ferguson Plaza. The Board recommends approval of the grant. Funding is available in the Arts Center operating budget.

ANALYSIS

Art Project Grants are intended to foster new arts programming in Lewisville while supporting tourism objectives associated with HOT funding.

GLAA primarily serves as an advocacy and coordinating organization for local arts groups, many of which receive Arts Support Grants. Historically, GLAA produced “*Arts in the Park,*” a program that brought multiple arts organizations together for a shared community event. That program ended with the closure of the Vista Ridge Amphitheatre.

Subject: Art Project Grant Appropriation
April 6, 2026
Page 2

The proposed *America250 Anniversary Celebration* builds on a grant awarded to the Lewisville Lake Symphony by the Texas Commission on the Arts (TCA) to support performances commemorating the nation's 250th anniversary in 2026. While the TCA grant provides initial funding, additional support is needed to produce a larger, community-wide event.

GLAA's event will feature performances by multiple member organizations, including theatrical presentations, musical ensembles, choral performances, vocal acts, and live visual art demonstrations, all tied to a patriotic theme. The event is intended to showcase Lewisville's arts community while creating a unique cultural experience.

To support tourism reporting requirements, GLAA plans to implement an interactive method for collecting attendee zip codes, along with additional engagement elements such as emcee-led storytelling and takeaway items to enhance the audience experience.

A portion of the requested funding will offset event-related costs at Wayne Ferguson Plaza, providing a direct return to the City. As a free public event, GLAA will not generate direct revenue; however, the event is expected to drive increased activity in Old Town businesses through visitor attendance. GLAA has applied for a special event through the City's permitting office and has completed the necessary steps for requesting the Wayne Ferguson Plaza stage activation package through the Lewisville Grand Theater. Once the special event permit is approved marketing efforts for this event will begin.

This is anticipated to be the only America250-themed event currently planned in Lewisville.

CITY STAFF'S RECOMMENDATION

That the City Council approve the agreement and authorize the City Manager, or her designee, to execute the agreement as set forth in the caption above.