

CEPA Management

FY 2018 Government Funding

\$64,500

\$25,000 - Pell City School System (in accordance with the 2015 Management Agreement)

\$25,000 - Pell City School System (Contribution to CEPA Capital Campaign - One-Time)

\$7,500 - Pell City School System (Additional Appropriation)

\$7,000 - Alabama State Council on the Arts

FY 2018 City Mission Alignment

CEPA Management Corporation seeks to consistently improve the community as a partner to the City of Pell City. Our mission in this relationship is to provide exceptional arts and cultural opportunities to residents that simultaneously increase the visibility and value of our City.

Healthy arts programs are important to a community's quality of life, and CEPA exists as one of the City of Pell City's arms to provide this service. Proximity to premium arts and cultural programming and education can be a deciding factor for relocating a family or business or remaining in the community. CEPA's aim is assist the City in being competitive in this area.

The ability to meet a relevant and specific need within the community

CEPA Management creates and sustains opportunities for residents to participate in and attend performing arts productions, including plays and concerts, of an unrivaled quality in the City.

The likelihood of the project, service, or activity to produce a successful outcome

Through the Spotlight program, which started in 2017, the recognition of CEPA's viability as a successful performance space is known to a wider audience. In addition, frequency of performances has increased, as has annual attendance and program participation.

The extent of impact upon City residents

With annual attendance in the tens of thousands each year for a wide variety of events, few remain in the City of Pell City who have not visited the Center. CEPA Management also hosts community events that raise funds for other local nonprofits like M4A, the Pell City Library, St. Clair County Veterans Outreach and the Pell City Animal Control Center.

The ability of the applicant to deliver the requested service

Since 2016 under the leadership of Jeff Thompson, CEPA Management has consistently increased its capacity to deliver services to the community by refining its offerings to maximize reach. The Board of Directors is dedicated to introducing residents to new ways to enjoy both the performing arts and the facility itself.

The ability of the applicant to continue the service without ongoing operational contributions

Without the annual contribution from the City of Pell City, it is unlikely the full breadth of the services offered by CEPA would exist. The Board of Directors is overly grateful for this partnership and the City's willingness to see it continue. However, the City's annual appropriation through the 2015 Management Agreement makes up approximately one-fifth of the annual budget for CEPA Management. Successful fundraising strategies will continue to be employed to maintain a viable performing arts program in Pell City.

FY 2018 Services

Quality Performing Arts Productions

Outside Population Served: 15 percent of participants and audience members

Fiscal Year 2017 was highlighted by notable performers on the CEPA stage, including Martha Reeves, Confederate Railroad and the Alabama Symphony Orchestra. In FY 2018, CEPA Management increased the quantity of community productions with a plan to engage a higher number of local residents. This included the Local Sounds concert series featuring area musicians and the Spotlight drama education program, which now has drama clubs in Pell City, Moody and Ashville, as well as at Victory Christian and Jefferson State College. The outreach to a wider audience in St. Clair County has brought more attention to the City and facility and has increased community pride in the programs and the facility.

Education Programs

Outside Population Served: 30 percent of campers and club membership

With the Spotlight program, CEPA Management has moved all its education opportunities under one banner and continues to expand. In addition to outreach efforts in local schools, we hosted an Acting Workshop in FY 2017, and our annual Summer Drama Camp will have an approximate 20 percent increase in FY 2018. We also host the annual Summer Art Camp in partnership with Artsclapes.

Facility Rentals

Outside Population Served: 30 percent of renters from outside Pell City

Under the Management Agreement, CEPA operates the facility during times unscheduled by the City of Pell City and Pell City School System as an event rental space. Broadening the audience beyond Pell City has allowed CEPA Management to attract renters from outside the city limits at an ever-increasing rate. Local rentals for receptions and parties occur with a higher frequency than rentals from those outside the City, but the facility is seeing increased interest from Montgomery and Birmingham for larger events like dance recitals and pageants.

CEPA Management

FY 2018 Events

Notable Community Events

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|-----------|---------------------------------------|
| 11 / 19 | - PYCA Youth Cheerleading Competition |
| 3 / 15 | - Reality Check |
| 3 / 16 | - AIDB Health Fair |
| 4 / 15 | - Sterling Miss |
| 5 / 1 | - Job Fair |
| 5 / 12 | - Special Stars Prom |
| 5 / 14 | - CFGB Roundtable |
| 7 / 11-13 | - Pell City Cheer Camp |
| 8 / 28-30 | - CFNEA Standards for Excellence |
| 9 / 5 | - BASS Tournament Event |

Notable Rentals

- | | |
|---------|--|
| 3 / 8 | - Adult Spelling Bee |
| 11 / 2 | - Business and Professional Women Fashion Show |
| 11 / 12 | - Miss St. Clair Area |
| 12 / 9 | - Miss Logan Martin |
| 2 / 17 | - Drama Scholarship Fundraiser |
| 3 / 10 | - Venom Wrestling |
| 5 / 22 | - Leadership St. Clair Alumni event |
| 5 / 26 | - City Dance Recital |
| 6 / 5 | - Billy Murray Campaign Party |
| 6 / 24 | - Mrs Alabama America |
| 7 / 17 | - FFA Workshop |
| 7 / 21 | - Christmas in July Pageant |

CEPA Events

- | | |
|------------|-----------------------------------|
| 10 / 5 | - Iron Horse Bluegrass |
| 10 / 12 | - Local Sounds (Acoustic Concert) |
| 10 / 26-29 | - Harvey |
| 11 / 10 | - Run Through the Jungle |
| 11 / 16-19 | - Cinderella |
| 12 / 1 | - Brian Free and Assurance |
| 2 / 23-24 | - Spotlight Moody (Peter Pan) |
| 2 / 27 | - Brandon Elder |
| 3 / 24 | - Run Through the Jungle Encore |
| 4 / 6-9 | - Four Weddings |
| 6 / 4-15 | - Drama Camp |
| 6 / 16 | - Tastes & Tales of Pell City |
| 6 / 18-22 | - Artsclapes Art Camp |
| 6 / 21 | - Local Sounds |
| 7 / 13-15 | - Southern Fried Funeral |
| 7 / 19 | - Local Sounds |
| 8 / 4 | - CEPA Puppy Pageant |
| 9 / 8 | - Magic Show |
| 9 / 20 | - Local Sounds |
| 9 / 27-30 | - Spotlight Fall Production |

PCHS Events

10 / 2	- PCHS Volleyball Games
10 / 3	- PCHS Volleyball Games
10 / 16	- PCHS Volleyball Games
10 / 21	- Regional Band Festival
10 / 27-28	- Pell City Fall Archery Shootout
11 / 4	- PCHS ROTC Drill Competition
11 / 7	- Pell City Education Foundation Award Ceremony
11 / 9	- Junior Civitan Charter Ceremony
11 / 14	- PCHS Basketball Games
11 / 28	- PCHS Basketball Games
11 / 30	- JROTC Promotion Ceremony
11 / 30	- PCHS Wrestling Match
12 / 5	- PCHS Basketball Games
12 / 5	- Williams and Duran Choir Concert
12 / 7	- PCSS Band Concert
12 / 7	- PCHS Wrestling Match
12 / 8	- PCSS Band Concert
12 / 8	- PCHS Basketball Games
12 / 11	- PCHS Christmas Concert
12 / 12	- PCHS Basketball Games
12 / 12	- PCHS Christmas Concert
12 / 15	- PCHS Basketball Games
12 / 15	- PCHS Symphonic Band Christmas Concert
12 / 18	- WMK Choir Concert
12 / 19	- PCHS Wrestling Match
12 / 19	- Head Start Christmas Concert
1 / 4	- PCHS Wrestling Match
1 / 5	- PCHS Basketball Games
1 / 9	- PCHS Basketball Games
1 / 11	- Duran Basketball
1 / 16	- PCHS Basketball Games
1 / 18	- PCHS Basketball Games
1 / 19	- PCHS Basketball Games
1 / 25	- PCHS Wrestling Match
1 / 26-27	- Regional Junior High Wrestling Tourney
2 / 1	- PCHS Basketball Games
2 / 6	- PCHS Technology Summit
2 / 8-9	- PCHS Winter Cabaret
2 / 14-16	- Archery Regional Competition
2 / 15	- Miss Duran North
2 / 20	- FFA National Officers Convention
2 / 22	- Miss Duran South
2 / 28	- PCHS Career Tech Conference
3 / 20	- PCSS Band Concert
3 / 22	- PCHS JROTC Accreditation
4 / 9	- Countdown to College
4 / 12	- Pell City Educational Foundation Reception
4 / 30	- PCHS Scholarship Acclimation
5 / 3	- Duran South Awards Ceremony
5 / 7	- PCHS Career Tech Acclimation
5 / 8	- WMK, CVES Spring Concert

5 / 10	- Duran North Awards Ceremony
5 / 16	- Head Start Graduation
5 / 20	- Williams and Duran South Spring Concert
5 / 21	- WMK Kindergarten Graduation
5 / 25	- CPR Training
7 / 17	- Future Farmers of America Workshop

** This list does not include numerous rehearsals, practices, athletic camps and minor rentals (receptions, birthday parties, etc.)*