

CEPA Management Corp.

Fiscal Year 2020 Evaluation



FY 2020 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.

Does not duplicate services

CEPA Management offers the widest array of arts and cultural programming in Pell City. The Spotlight Program's all-ages model provides unrivaled access to drama opportunities in the 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 outstanding quality inside City Limits.

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

Through the Spotlight program, which launched 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. By encouraging Spotlight Clubs to raise funding for their own operations through performances, CEPA Management reduces its annual contribution to this program while simultaneously increasing the investment of the club and its members.

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. Year-over-year increases in attendance and participation show that the organization is providing attractive opportunities in the arts for residents. 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 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.