



ECONOMIC PLANNING & DEVELOPMENT COMMITTEE MEETING

MONDAY, DECEMBER 2, 2024 | 6 PM

2nd Committee Meeting

The Committee will meet in Mauldin City Hall at 5 East Butler Road in the Council Chambers

The meeting will be available remotely through Zoom. Please visit the City's website at [https:// cityofmauldin.org/your-government/meeting-minutes-agendas/](https://cityofmauldin.org/your-government/meeting-minutes-agendas/) to access the meeting via audio and videoconferencing.

A quorum of Council will be present.

**ECONOMIC PLANNING & DEVELOPMENT COMMITTEE MEETING
DECEMBER 2, 2024, 6PM
CITY HALL - COUNCIL CHAMBERS**

Committee Members: Taft Matney (Chair), Mark Steenback and Jason Kraeling

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|-------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1. <u>Call to Order</u> | Chairperson Matney |
| 2. <u>Public Comment</u> | Chairperson Matney |
| 3. <u>Reading and Approval of Minutes</u>
a. Economic Development Committee
Minutes November 4, 2024 [Pages 3-5] | Chairperson Matney |
| 4. <u>Reports or Communications from City Officers</u>
a. City Administrator Seth Duncan | Chairperson Matney |
| 5. <u>Unfinished Business</u>
There is no unfinished business. | Chairperson Matney |
| 6. <u>New Business</u>
a. Discussion on Cultural Center Theater [Pages 6-11] | Chairperson Matney |
| 7. <u>Public Comment</u> | Chairperson Matney |
| 8. <u>Committee Concerns</u> | Chairperson Matney |
| 9. <u>Adjournment</u> | Chairperson Matney |

MINUTES
ECONOMIC PLANNING & DEVELOPMENT COMMITTEE MEETING
NOVEMBER 4, 2024, 6PM
CITY HALL - COUNCIL CHAMBERS
5 E. BUTLER ROAD
3rd committee meeting

Committee Members present were Taft Matney (Chair), Mark Steenback and Jason Kraeling
Others present were City Administrator Seth Duncan

1. Call to Order- Chairman Matney

2. Public Comment- None

3. Reading and Approval of Minutes

a. Economic Development Committee Minutes October 7, 2024

Motion: Councilman Steenback made a motion to approve the minutes with Councilman Kraeling seconding.

Vote: The vote was unanimous (3-0).

4. Reports or Communications from City Officers

a. City Administrator Seth Duncan

Administrator Duncan reported on a new Holiday Walk at the Cultural Center. Installation will begin after Veteran's Day and will feature all kinds of ground displays, photo opportunities, and fun, themed experience for visitors of all ages.

City Center Updates

Duke Energy began installing utility poles on the north side of Jenkins Street the week before last, marking the beginning of the utility relocation part of the City Center streetscaping project. Once the utilities are relocated and all pole users are removed, the poles will be removed and work can resume for stormwater tie-ins. Once the stormwater is set, CoTransCo will be able to resume road/street improvements.

Genesee & Wyoming Railroad's signals installer reached out to the City with a timeline for signal installation. The installer will be in the City the first part of December to install signals at the Murray Drive crossing near Green Street. Once complete and after the holidays, the installer will return in January to install the signals at Jenkins St. It is possible for the streetscaping project, utility relocation, and new railroad crossing will all be complete by February.

Lastly, four townhome pads are active in the vertical phase next to Maverick Yards, with more pads expected to be poured in the weeks ahead. Construction is moving along quickly and the first Certificate of Occupancy (CO) could be issued by late January.

MetroConnects Ground Breaking

MetroConnects Commission, administration and staff will host a ground breaking on Monday, November 18th at 11am for their new campus at the corner of W. Butler Road and Conestee Rd.

Mauldin Cultural Center Activities

Sweeney Todd is set to open this Thursday at the Mauldin Cultural Center.

7:30 p.m. | Thursday, November 7 – Saturday, November 9, 2024

3:00 p.m. | Sunday, November 10, 2024

7:30 p.m. | Thursday, November 14 – Saturday, November 16, 2024

3:00 p.m. | Sunday, November 17, 2024

7:30 p.m. | Thursday, November 21 – Saturday, November 23, 2024

3:00 p.m. | Sunday, November 24, 2024

This show deals with mature themes and displays of violence and is recommended for ages 13+.

Veteran’s Day Ceremony - 11am on Monday, November 11th

A Merry Mauldin Christmas – Tree Lighting and Market, Dec 5th 5-8PM Join the City of Mauldin and the Greater Mauldin Chamber of Commerce for A Merry Mauldin Christmas! This year’s festivities will include live holiday music, a holiday market, pictures with Santa, train rides, and the annual tree lighting.

Mauldin Greater Chamber of Commerce will host its annual Mauldin Christmas Parade on Saturday, December 7th at 2pm. This year’s theme is Merry & Bright and is presented by The ROAR FM. Due to pending construction on E. Butler Road, the parade route has been changed starting this year. The new route will begin at the Golden Strip Career Center and travel down Holland Road, and terminating at BridgeWay Station.

Mauldin City Singers present: Sounds of the Season, Tickets go on sale November 13th

7:30 p.m. | Friday, December 13, 2024

3:00 p.m. & 7:30 p.m. | Saturday, December 14, 2024

5. Unfinished Business- There is no unfinished business.

6. New Business- There is no new business.

7. Public Comment- None

8. Committee Concerns- None

9. Adjournment- Chairman Matney adjourned the meeting at 6:32 p.m.

Respectfully Submitted,
Cindy Miller
Municipal Clerk

ECONOMIC PLANNING & DEVELOPMENT COMMITTEE

MEETING DATE: December 2, 2024

AGENDA ITEM: 6a

TO: Mauldin City Council
FROM: Seth Duncan, City Administrator
SUBJECT: Discussion on Cultural Center Theatre Program

DISCUSSION

The Economic Planning & Development Committee is being asked to provide feedback on the strategic direction of the Mauldin Cultural Center's theatre program and classes.

HISTORY/BACKGROUND

For a number of years, the City has supported and hosted a theater program at the Mauldin Cultural Center. The program offers fun musicals, youth programming, concerts, and other performance programs. Since joining the City of Mauldin, Kristopher Parker has been able to elevate the City's theatre program by working with artists from around the region to enhance the program's shows, talent, equipment, and more. He has also added an educational component to the program to help grow and develop talent from the community.

Because of the mounting success of the City's theatre program, the program was given a name – Mauldin Theatre Company, to distinguish itself among its peers. This name now accompanies all of the theatre program's activities and publicity. As a symbol of its rising success and popularity, the program was named the Best of the Upstate for Community Theatres in 2024.

Mauldin City Council continues to support both the theatre program and Mauldin Cultural Center facility. Over the last few years, Mauldin City Council has authorized more than \$1.5 million in upgrades and equipment to enhance the theatre, building and grounds in order for the facility to continue serving as the City's hub of cultural and community activities.

ANALYSIS or STAFF FINDINGS

As part of the upcoming season reveal, staff will offer an overview of the future direction of the theatre program including upcoming program changes, expansion of educational programming, and the elevation of experiences. The theatre program, called the Mauldin Theatre Company, will continue to offer exciting mainstage shows, reemphasize its youth program, more aggressively seek sponsorship opportunities, and other changes. By implementing these changes, the Mauldin Theatre Company (MTC) will provide a more focused and enriching experience for both patrons and performers, increasing its financial sustainability, and position MTC and the Mauldin Cultural Center as a leader in the local arts community.

ATTACHMENTS

- Theatre program overview

MAULDIN THEATRE COMPANY



2025-2026 SUMMARY

The Mauldin Cultural Center is home to the Mauldin Theatre Company, the city's in-house theatre program and funded primarily through the City of Mauldin. The Mauldin Theatre Company is setting ambitious goals for the upcoming season, building upon the extraordinary success, which included winning Best of the Upstate for Community Theatre and experiencing rapid growth in community and performer interest.

We will focus on maintaining artistic excellence, expanding community engagement, enhancing youth programming, ensuring financial sustainability, and fostering a diverse and inclusive environment. Additionally, we will seek to build relationships with local businesses and corporations for potential sponsorships and collaborations.

Drawing on the success of our 2024-2025 season, which featured a diverse selection of shows and resulted in record-breaking numbers, increased social media presence, and the launch of the Spotlight series, we aim to continue growing our programming and solidifying Mauldin Cultural Center's position as a leading arts destination in the Upstate.

Through continued growth and innovation, the Mauldin Theatre Company is committed to making a lasting impact on the arts scene in the Upstate region



PROGRAM UPDATES

Separation of Mauldin Theatre Company and Youth Theatre:

- **Distinct Programming:** Create separate programming for the MTC and Youth Theatre to better cater to the specific needs and interests of each group.
- **Educational Focus:** Emphasize the educational aspects of the Youth Theatre program, providing opportunities for growth and development.

Expansion of Educational Programming:

- **Performance Opportunities:** Increase the number and variety of performance opportunities for Youth Theatre participants throughout the year.
- **Wider Age Range:** Cater to a wider age range within the Youth Theatre program to accommodate different skill levels and interests.

Revised Summer Camps:

- **Schedule Adjustment:** Modify the summer camp schedule based on feedback from parent surveys and staff capabilities.
- **Quality Improvement:** Focus on improving the overall quality and experience of the summer camps.
- **Expanded Opportunities:** Creating a space where kids with disabilities has the opportunity to get involved with our camps and perform on the big stage

PROGRAM UPDATES

Aggressive Sponsorship Goals:

- **Relationship Building:** Use the season reveal and success of the 2024-2025 season as opportunities to cultivate stronger relationships with potential sponsors.
- **Increased Revenue:** Set ambitious sponsorship goals to generate additional revenue for the MTC.

Dynamic Pricing:

- **Mainstage Shows:** Raise ticket prices for Mainstage Shows to \$25 General and \$20 Student, Senior, and Military.
- **Youth Shows:** Prices for Youth Shows will stay at \$20 General and \$15 Student, Senior, and Military.

Elevating Experiences:

- **Quality:** Continuously strive for excellence in all aspects of programming and production.
- **Innovation:** Break barriers by offering unique and innovative productions that are not available in the local area.
- **New Experiences:** Provide audiences with fresh and exciting experiences that keep them engaged and coming back for more.

By implementing these changes, the Mauldin Theatre Company (MTC) can provide a more focused and enriching experience for both patrons and performers, while also expanding its educational offerings, financial resources, and revenue generation. Additionally, the MTC can position itself as a leader in the local arts community by offering innovative and high-quality programming.

PROGRAM OVERVIEW

Mauldin Theatre Company (MTC)

- **Primary Function:** Serves as the main programming and hub for the Mauldin Cultural Center's theatre.
- **Programming:** Focuses on Mainstage productions catered to older audiences and families.
- **Goals:**
 - Maintains overall artistic vision and revenue goals.
 - Serves the community through various initiatives such as partnership with Mauldin High School Drama Department, more inclusive opportunities for the underserve population and more!
 - Hosts the Mauldin Theatre Company Shakespeare in the Park.

Mauldin Youth Theatre Company

- **Focus:** Educationally focused program designed to equip students with the necessary tools for future auditions and shows outside of MTC.
- **Programming:** Offers performance opportunities for a wider age range through Spring/Fall Classes and Summer Camp shows.
- **Mainstage Production:** Presents one major production during the Mainstage season.

Spotlight Series

- **Purpose:** Provides a platform for a wider range of programming and events, both indoors and outdoors.
- **Programming:** Includes stage readings, dynamic music revue experiences, Mauldin City Singers, and new additions like tribute performances, comedians, and spoken word artists.
- **Community Engagement:** Offers a variety of events to cater to different interests and engage the community.