



Internal Audit Office

Responses to “What do you know about the TCA?”

- ✦ *They know Childsplay, who has a great reputation – this model is not replicated in the Valley. Children’s programming always has to be subsidized.*
- ✦ *The TCA is a great space, stunning, gorgeous, but it needs to be closer to the center of action. It is also a challenging size for presenting programs. They can find shows that will produce income though.*
- ✦ *What is missing from the Center is Programming. When they first started out, the purpose was defined depending upon who you talked to. They were going to be a local arts haven – a place to perform. They were going to support local arts. The challenge is – is this what the public wants? Don’t know. It is debatable. The venue should have been 1000-1200 seats. 600 seats is very hard to make money on. They still can do it, but it is not simple.*
- ✦ *It is essentially Childsplay’s facility.*
- ✦ *It is not as purposeful as it could be.*
- ✦ *Nothing shows there that “calls out”.*
- ✦ *They could do some programming through festivals. Arts commission provides funding for festivals.*
- ✦ *They could also do some programming – but they really are too small for much of that.*
- ✦ *They have no professional programmatic staff – they need professional staff. They could schedule 3-4 programs between November and March and seek corporate sponsorship. They need the right people.*
- ✦ *A niche opportunity is there. They need the right leader.*
- ✦ *It takes a long time 15-20 years of investment to become successful; it can be done.*

- ✦ *TCA is a beautiful center.*
- ✦ *It is not thought of as a presenting organization. They are known as the home of Childsplay and as a rental facility with lots of wedding activity.*
- ✦ *TCA will not make money as they have no programming.*
- ✦ *Love the center. It is a beautiful center that is in a nice location. It could be so much more.*
- ✦ *People that operate it should have business knowledge.*
- ✦ *TCA needs better signage.*
- ✦ *TCA is an important beautiful venue in a great location. It is the home of Childsplay. Families can go and see their performances. They have a lot of space.*
- ✦ *The Center was ill-designed, the dining area was not well thought out.*
- ✦ *They started with a generous abundance that cannot be sustained, but they need a totally different model.*
- ✦ *With the size of the TCA, it would be tough to present artists including marketing these artists because the performers require a set amount – TCA would likely only get 2nd and 3rd tier performers. It is tough and may not be doable. It would be risky to put up the money.*
- ✦ *The City of Tempe needs to understand what they built the center for.*
- ✦ *I've been several times to Childsplay. It is a beautiful center. It has favorable parking, a small concession.*
- ✦ *They are heavy on City staff use.*
- ✦ *It could be a 501c3 to experience cost savings and source anyone.*
- ✦ *Rentals vs. Production: They can't be successful if they do not do any programming.*
- ✦ *A Center's mission cannot be money.*
- ✦ *They need a strong artistic director.*
- ✦ *Childsplay is a gem – how do we build upon this?*
- ✦ *They have a distinct challenge and a brand issue. They are coming late to the party on*

presenting as there is an awful lot of competition.

- ✦ *They need to define their own niche.*
- ✦ *Take it out of the government.*
- ✦ *They can research with the Arts Cultural Community to find an unmet need in the marketplace.*
- ✦ *They should center on growing the organization not individuals.*
- ✦ *Nothing much is known about TCA*