DALLAS CULTURAL PLAN: WHAT'S NEXT

Wednesday, November 20, 2019
3:00-4:30 PM
Dallas Children's Theater

DALLAS CULTURAL PLAN: PARA EL FUTURO

Miércoles, Noviembre 20, 2019
3:00-4:30 PM
Dallas Children's Theater
Welcome and Purpose

• Reflect back on the Year One initiatives by Office of Arts and Culture and the broader arts ecosystem under the Dallas Cultural Plan

• Look forward to and discuss plans for Year Two

• Connect and continue to work together to advance our collective vision for arts and culture
Artist Statement

Will Evans, publisher of Deep Vellum Books

Fatima Hirsi, author and founder of Dark Moon Poetry & Arts
# Arts and Culture Advisory Commission

<table>
<thead>
<tr>
<th>Name</th>
<th>District</th>
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<tbody>
<tr>
<td>Meghann Bridgeman</td>
<td>1</td>
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<tr>
<td>Linda Blase</td>
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<tr>
<td>Ella Goode Johnson</td>
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<td>Jesse Hornbuckle</td>
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<td>Priscilla Rice</td>
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<td>Yolanda Alameda</td>
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<td>Phillip Collins</td>
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<td>Brad Spellicy</td>
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<td>Mickie Bragalone</td>
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<td>Kathy Stewart</td>
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<td>Jayne Suhler</td>
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<td>Jo Trizila</td>
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<td>Leland Burk</td>
<td>13</td>
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<tr>
<td>Suzanne Smith</td>
<td>14</td>
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<tr>
<td>Sam Santiago, Chair</td>
<td>15</td>
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<tr>
<td>Grady McGahan</td>
<td>At-Large/15</td>
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<tr>
<td>Vicki Meek</td>
<td>At-Large/16</td>
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<tr>
<td>Victoria Ferrell Ortiz</td>
<td>At-Large/17</td>
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<tr>
<td>Jeff Kitner, Park Board Liaison</td>
<td>Park Board District 11</td>
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# Implementation Steering Committee
(As of 11/2019)

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Agustin Arteaga/Jill Bernstein</td>
<td>Dallas Museum of Art</td>
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<tr>
<td>John Paul Batiste</td>
<td>Arts Community Leader</td>
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<tr>
<td>Maya Crawford</td>
<td>Artist, Creating Our Future</td>
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<tr>
<td>Rosaura Cruz</td>
<td>Junior Players</td>
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<tr>
<td>John Cuellar</td>
<td>Arts Advocate, Friends of LCC</td>
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<tr>
<td>Gwen Echols</td>
<td>TACA, Community Volunteer</td>
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<tr>
<td>Will Evans</td>
<td>Deep Vellum</td>
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<tr>
<td>Erica Felicella</td>
<td>Artist, Cedars Union</td>
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<tr>
<td>Sammetria Goodson</td>
<td>Goodson Law</td>
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<tr>
<td>Megan Heber</td>
<td>Children’s Chorus of Greater Dallas</td>
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<tr>
<td>Chris Heinbaugh</td>
<td>AT&amp;T Performing Arts Center</td>
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<tr>
<td>Tino Jalomo</td>
<td>Arts Advocate, Marketing Consultant</td>
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<tr>
<td>Andrew Kochie</td>
<td>Artist</td>
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<td>Terry Loftis</td>
<td>TACA</td>
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<td>David Lozano</td>
<td>Cara Mia Theatre</td>
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<td>Lynn Mahurin</td>
<td>Rosewood Corporation</td>
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<td>Wolford McCue</td>
<td>Arts Advocate</td>
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<tr>
<td>Lewis McMahan</td>
<td>Texas Instruments Foundation</td>
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<tr>
<td>Kevin Moriarty/Dionne Davis</td>
<td>Dallas Theater Center</td>
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<tr>
<td>Ken Novice</td>
<td>Dallas Summer Musicals</td>
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<tr>
<td>Erin Offord</td>
<td>Big Thought</td>
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<td>Debi Peña</td>
<td>Dallas Symphony</td>
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<tr>
<td>Charles Santos</td>
<td>TITAS/Dance Unbound</td>
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<tr>
<td>Sandra Session-Robertson</td>
<td>Dallas Children’s Theater</td>
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<tr>
<td>Joanna St. Angelo</td>
<td>Sammons Center</td>
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<tr>
<td>Clyde Valentin</td>
<td>SMU Meadows Ignite/Arts</td>
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<tr>
<td>Katherine Wagner</td>
<td>Business Council for the Arts</td>
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<tr>
<td>Lily Weiss</td>
<td>Dallas Arts District</td>
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**Quality of Life, Arts & Culture**
Introductions

• Turn to your neighbor and introduce yourself!

Share with your partner:

1) How have you been impacted by the Dallas Cultural Plan in the past year?
2) What would you like to see in 2020 to further advance the Dallas Cultural Plan?
OAC Vision: An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

The OAC works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an equitable environment wherein:

- artists as well as arts and cultural organizations thrive
- people of all ages enjoy opportunities for creative expression
- and all celebrate our multicultural heritage.

Our mission is to support and grow a sustainable cultural ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.
Agenda

• Office of Arts and Culture (OAC): Top Headlines

• Arts Ecosystem Partner Highlights from Year One

• OAC Highlights from Year One

• OAC Preview of Year Two
Office of Arts and Culture (OAC) Top Headlines

As of November 2019

- Equity training for all OAC staff: 3 full days of training with 6 follow-up pilot projects to advance equity in OAC (E)

- Meyerson lease to address maintenance needs & increase utilization (E, S, SAE)

- Kalita lease to create Master Plan Update & Equitable Access Plan (E, S, SAE)

- Public Art workshops to increase community engagement & candidate diversity (D, C)

- Cultural Organizations Program scoring realigned to Cultural Plan goals (E, D)

- ArtsActivate Funding Program begun for neighborhood activation (E, D, SFA)

- OAC On The Go launched to support artists across Dallas (SFA)

- 2017 Bond contracts to address facility needs (S, SAE)

- City of Dallas Artist Microresidencies, and planned artist residencies to begin at Mildred Dunn and partner sites (S, SFA)

- Culture Pass Dallas rollout begun with Dallas Public Library to provide free access to arts events for library patrons (E, C)

- SpaceFinder website and rollout planning begun to address space needs of Dallas creatives (S, SFA)

- Pop-up cultural programming (beginning in 2020) to create art experiences in underserved “Residential” and “Non-Traditional” DCP Typology neighborhoods (E, SFA)

- Increase of arts funding from 2.6% to 3.5% of HOT in FY 2019-20 (SAE)

- Juanita J. Craft Civil Rights House restoration and planning for its future as a hub for social change (E, D, S, C)

- LCC Phase II (new multi-form theater) and residency group agreements with two Latinx theater companies initiated to increase space and improve service to growing Latinx population (E, D, S)

Note: Primary priorities addressed are in parentheses
Legend: E = Equity; D = Diversity, S = Space, SFA = Support For Artists, SAE = Sustainable Arts Ecosystem, C = Communication)
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2017 Bond contracts to address facility needs (S, SAE)

☐ Meyerson lease to address maintenance needs & increase utilization (E, S, SAE)

- 99-year lease with the Dallas Symphony Association (DSA) for the Meyerson Symphony Center

- DSA assumed all maintenance and operational costs following a six-year wind-down of City financial support for such costs

- DSA committed to raising $5M and completing $5M in capital improvements by 2029

- DSA also committed to give grandfathered groups preferred rent rates

☒ LCC Phase II (new multi-form theater) and residency group agreements with two Latinx theater companies initiated to increase space and improve service to growing Latinx population (E, D, S)

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Sustainable Arts Ecosystem

- One-year amendment of Visit Dallas contract through September 30, 2020
- Increases arts allocation of HOT from 2.6% to 3.5%, ~$600K increase in FY 2020
- Directs Visit Dallas to market cultural tourism and collaborate on a marketing plan with the City

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Arts Ecosystem Partner Highlights from Year One
LCC Phase II Expansion
Rationale and Impact of Phase II

- Phase II was a top priority of the 2018 Dallas Cultural Plan
  - Addresses Equity, Diversity, Space, Support for Artists and Sustainable Arts Ecosystem priorities
  - Provides major asset for arts & cultural programming for ALAANA communities, especially need for rehearsal and workshop spaces
  - Focus on City’s Equity initiatives – 43% Latino/a population

- More space coupled with long-term residencies enables stability/growth Dallas-based Latino/a theater companies
  - Cara Mia Theatre Company is the largest Latino/a theater company in five-state area
  - Teatro Dallas is longest-running Latino/a theater company in Dallas & TX

- Sets Dallas as the national standard for supporting Latino/a theater companies in municipal arts complexes
  - Focus on City’s Excellence initiatives - setting best practices for Arts & Culture, exemplified by visit from City of Phoenix delegation and meeting with City of Houston
Overview of Resident Company Agreements with Cara Mia Theatre Co. and Teatro Dallas

• 5-year user agreement for Cara Mia Theatre Company and Teatro Dallas for resident company status:
  • OAC leadership/LCC management in tandem with Cara Mia Theatre Company and Teatro Dallas developed 5-year user agreements with four 5-year renewal options. Approved by Quality of Life, Arts & Culture Committee of City Council on November 18, 2019
  • Includes commitment of 12 to 20 weeks of artistic services annually at the LCC providing expanded cultural services at the center and growth/stability as resident theater companies
  • Capital Campaign: CMTC and TD in tandem with OAC/LCC executive staff will lead a consolidated capital campaign raising $500,000 by March 31, 2021
LCC Phase II Update

- LCC Phase II funded by 2006 Bond Program
- 5,200 sq. ft. addition consists primarily of a multi-form theater (~120 seats) and necessary second entrance, lobby, and support areas
  - Continuing relationship with LCC design architect, Legorreta, with addition of local architect GFF as Architect of Record (AOR)
  - City Council unanimously approved Architect of Record contract in February 2019
- Schematic Design: Completed June 2019
  - LCC Architectural Advisory Committee has met to review space needs and floorplans
  - Public Input Meeting held in July 2019
- 100% Design Development (DD) cost estimate completed Sept. 2019
LCC Phase II – Cost Estimate & Timeline

- Design/development cost estimate is within $3.35M construction budget approved by City Council
  - State of the art theater equipment fit-out will require additional $527K
  - Total cost is $3.87M, of which $500,000 will be raised privately

- Timeline for LCC Phase II multi-form theater space:
  - November 2019: Construction bids advertised (open) by BPO
  - February 2020: Construction contract on City Council agenda
  - March 2020: Begin Construction
  - March 2021: Construction completed
I commit to supporting the diverse, vibrant and growing Dallas cultural community by engaging, educating, advocating and ensuring that Arts & Culture are at the forefront of our civic dialogue. My Arts Vote Matters.
OAC Highlights from Year One
SpaceFinder Dallas

- Dallas Cultural Plan identified over 600 spaces where arts and cultural events happen
- SPACE – for artists and orgs to create art - kept coming up again and again
- SPACE also addresses priorities of equity, support for artists, sustainable arts ecosystem
SpaceFinder Dallas

- SpaceFinder system first demonstrated at Arts Advocacy Day 2018 by Randy Engstrom from Seattle Arts & Culture
- Immediate appeal for it and how useful it would be in Dallas
- After presentation of Cultural Plan, began procurement and design process for SpaceFinder Dallas
SpaceFinder Dallas
SpaceFinder
Dallas

Sammons Center for the Arts
Meadows Hall
Performance | Rehearsal | Meetings | Workshops | Classes | Events
$35-$150/hour $175-$2500/day
Lat: 32.8000117 | Lon: -96.8149530
8630 Harry Hines Blvd, Dallas, TX 75235, USA
Last updated Nov 15, 2019 • Added Nov 15, 2019

Arts Mission Oak Cliff
Sanctuary
Performance | Rehearsal | Exhibition | Studio Art | Meetings | Workshops | Classes | Events | Screening
Lat: 32.7414867 | Lon: -96.8450227
410 S. Windomere Ave, Dallas, TX 75228, USA
Last updated Nov 19, 2019 • Added Nov 12, 2019

Bath House Cultural Center
Art Galleries
Exhibition
Lat: 32.8408750 | Lon: -96.7756500
521 E Lawther Dr, Dallas, TX 75218, USA
Last updated Nov 14, 2019 • Added Nov 12, 2019

Al Biernat's North
Blue Bar & Lounge
Meetings | Workshops | Events
Subsidized space available
SpaceFinder
Dallas

**Space Details**

**Type**
Performance, Rehearsal, Exhibition, Studio Art, Meetings / Meetups, Workshops / Classes, Events, Screening

**Parking**
Onsite parking (free)
Street parking (free)

**Arts Mission Oak Cliff**

[https://www.artsmissionoc.com/](https://www.artsmissionoc.com/)
410 S Windomere Ave, Dallas, TX 75208, USA

Sally Diamond
Contact@artsmissionoc.com

For a more specific response, go to the website and complete the rental questionnaire.
www.artsmissionoc.com

City of Dallas

Quality of Life, Arts & Culture
SpaceFinder Dallas – Next Steps

• System is now live
• Currently have 34 spaces listed – only 566 left to enter
• After finalizing the City-owned spaces (OAC, Library, Parks etc.), will begin aggressive outreach to additional spaces
• Steering Committee, arts community members, and patrons can help by connecting us to spaces and contacts
ArtsActivate and Neighborhood Stories

• ArtsActivate
  • Project-based funding program
  • Open to individual artists, artist collectives, and non-profit organizations
  • Consolidation of all prior project funding programs
  • Three rounds of applications
  • Connect with communities and neighborhoods

• Dallas Cultural Plan Activation
  • Leverage applicants to provide more programming outside Urban Core
  • Engage applicants with Plan priorities and strategies
  • OAC's efforts to implement DCP
Arts Activate 2020 – Round 1

Pre-Cultural Plan
- Majority of events and attendance in Urban Core (yellow)
- Very low activation in “pink” and “green” areas

Post-Cultural Plan
- More than half projected events in “pink” and “green” areas
- 10-times the projected attendance in “pink” and “green” areas after final funding recommendations
## ArtsActivate 2020 – Round 1

### Attendance: Race/Ethnicity

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<th>Race/Ethnicity</th>
<th>Pre Cultural Plan FY 2018</th>
<th>Round 1 FY 2020</th>
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<tr>
<td>White</td>
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<tr>
<td>Multi-racial</td>
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<td>Hispanic/Latinx</td>
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### Pre-Cultural Plan
- Major gap in arts and culture attendance by Hispanic/Latinx population

### Post-Cultural Plan
- Significant increase in projected attendance by Hispanic/Latinx population at arts and culture events
Community Artist Program (CAP)

- Community hosts request free artistic/cultural services - request form is online (dallasculture.org)
- Events must be free and open to the public
- Current CAP Roster of 33 artists & organizations
- Past CAP programming has included:
  - Teen programming partnership with Parks Department
  - Senior movement workshops
  - Visual Art workshops at Deaf Action Center
Arts & Rec Live! Neighborhood Tour – Pilot Program

- Collaboration between OAC, Parks, and Library
- Socio-cultural programming in Dallas Neighborhoods
- Approximately 280 residents served
- More neighborhoods in 2020
Artist Statement

- Kat Edwards
- Rodrigo Fuentes
OAC Preview of Year Two – List in Progress

• Kalita Updated Master Plan Effort underway
• Artist Micro-Residencies in City departments – Year Three applications opening in Q1 of 2020
• Artist residencies at Mildred Dunn Recreation Center, managed by South Dallas Cultural Center
• Craft House work to repair structures: RFP or RFQ launching in Q1 of 2020
• Library black box improvements and further activation of all five
• Dallas Arts Month – Community Beer partnership to promote artists
• Application to Texas Commission on the Arts for cultural district at Fair Park and South Dallas
• And more…
Closing and Next Steps

• Continue to discuss, engage, advocate, and collaborate with us to further the Dallas Cultural Plan – keep it an evolving and living effort

• Share your learnings and experiences with those who aren’t here today – fellow artists, volunteers, staff, boards, etc.

• Keep on creating and supporting meaningful arts and culture with our community