

Memorandum



CITY OF DALLAS

DATE June 21, 2018

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **Dallas Cultural Plan Midpoint Update**

On Monday, June 25, 2018, you will be briefed on the Dallas Cultural Plan Midpoint Update. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billierae Johnson, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)
Jon Fortune, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

DALLAS CULTURAL PLAN MIDPOINT UPDATE

Jennifer Scripps
Director, Office of Cultural Affairs

Quality of Life Committee
June 25, 2018



City of Dallas



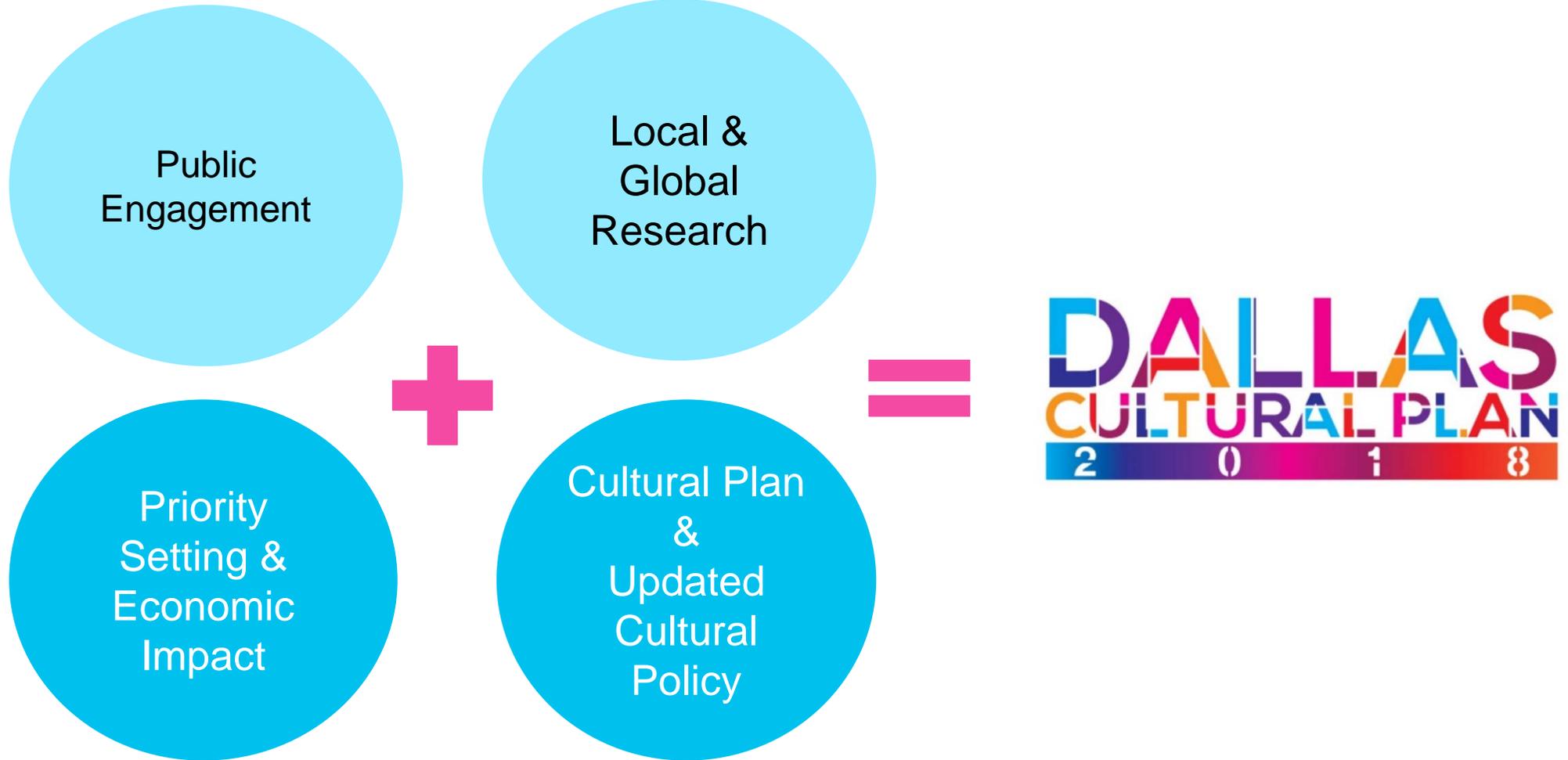
PURPOSE

- Brief the Quality of Life Committee on the work and progress to date for the 2018 Cultural Plan for Dallas

BACKGROUND

- Dallas last updated its Cultural Plan and Cultural Policy in 2002
 - “Cultural Plan” – guiding document with big picture goals and priorities for the next 7-10 years
 - “Cultural Policy” – the approved policy guiding the OCA’s ongoing work
- After six months of pre-work and fundraising, the Dallas Cultural Plan 2018 officially launched on September 25, 2017

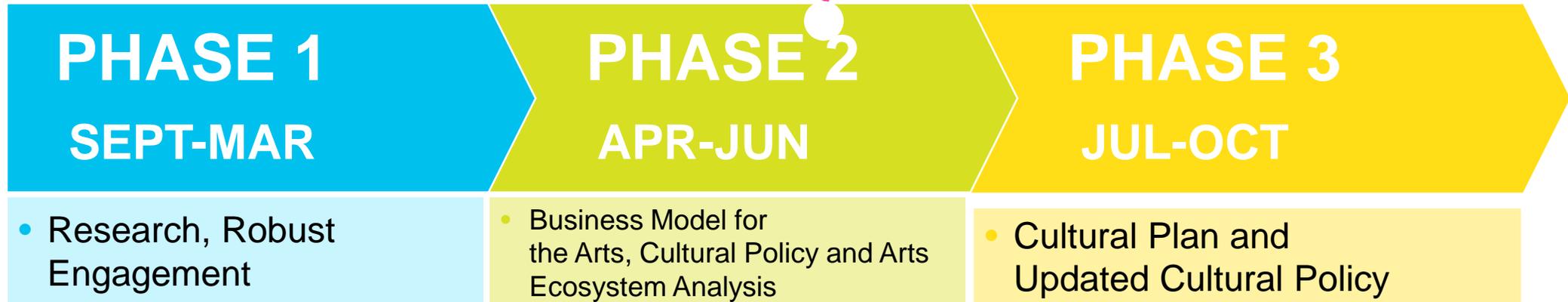
A YEAR-LONG PROCESS



DALLAS CULTURAL PLAN TEAM



WE ARE HERE



DALLAS CULTURAL PLAN WORK COMPLETED

- Public Engagement and Research:
 - In-depth, 6-month citywide engagement with over 7,500 Dallas residents
 - Mapped over 500 unique locations where residents experience culture
 - Phase 1 findings presented to public, Phase 2 update presented to Cultural Affairs Commission (CAC) and Dallas Cultural Plan Steering Committee
- Local and Global Research:
 - Benchmarking Dallas vs. four comparable cities (Austin, Denver, Charlotte, and Phoenix)
 - Artist Microresidencies in 6 City agencies with presentations to public
 - Interagency meetings with City agencies to continue collaborations
 - Webinars informing public DCP process and how they can participate

DALLAS CULTURAL PLAN WORK IN-PROGRESS

- Evaluate Business Model for the Arts in Dallas
- Developed and coordinating seven issue-specific Task Forces to proposed strategies to achieve goals
- Analyze City plans and policies to identify the best ways that the Dallas Cultural Plan can contribute to the overall goals of the City
- Define the different types of neighborhoods in Dallas to understand how arts and culture can serve them
- Connect to the work of other City departments and organizations to ensure that arts and culture are part of solution-thinking

NEXT STEPS

- Cultural Affairs Commission Cultural Plan Workshop with Planning team
- Business model refinement on all three prototypes
- Identify funding and partnership opportunities to support cultural equity citywide
- Develop inter-departmental linkages and tactical recommendations
- Develop strategies and implementation plan

July: Write Draft Cultural Plan and Updated Cultural Policy

September: Citywide Public Workshops to receive feedback on the Draft Cultural Plan – schedule to be announced by August 17th to City Council and Public

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ENGAGING DALLAS

• Districtwide Community Conversations	33
• Existing/Partner Events	65
• Unique Locations Mapped	570

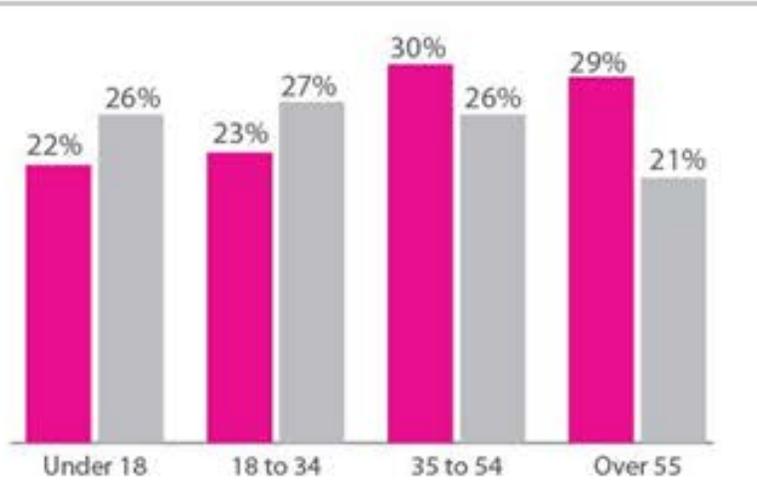
• Interviews	48
• Attendees @ DCP-convened meetings	1,145
• Attendees @ partner events	2,678
• Cultural Participation Survey Responses	1,200
• Cultural Ecosystem Survey Responses	2,600
• Total Residents Engaged	7,671



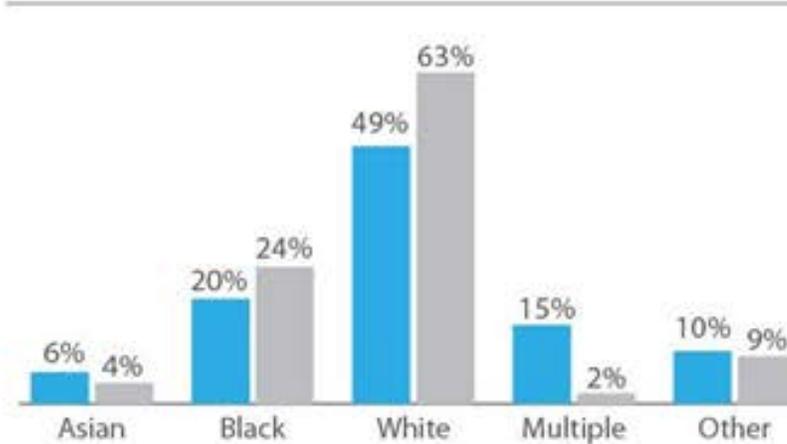
DEMOGRAPHICS

■ DCP Events ■ City of Dallas

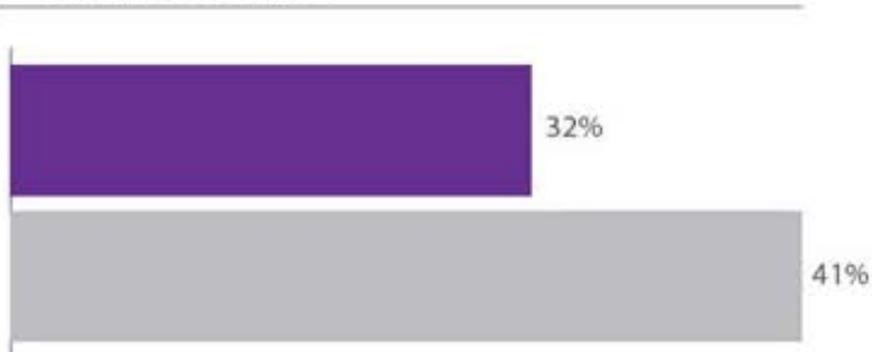
AGE



RACE



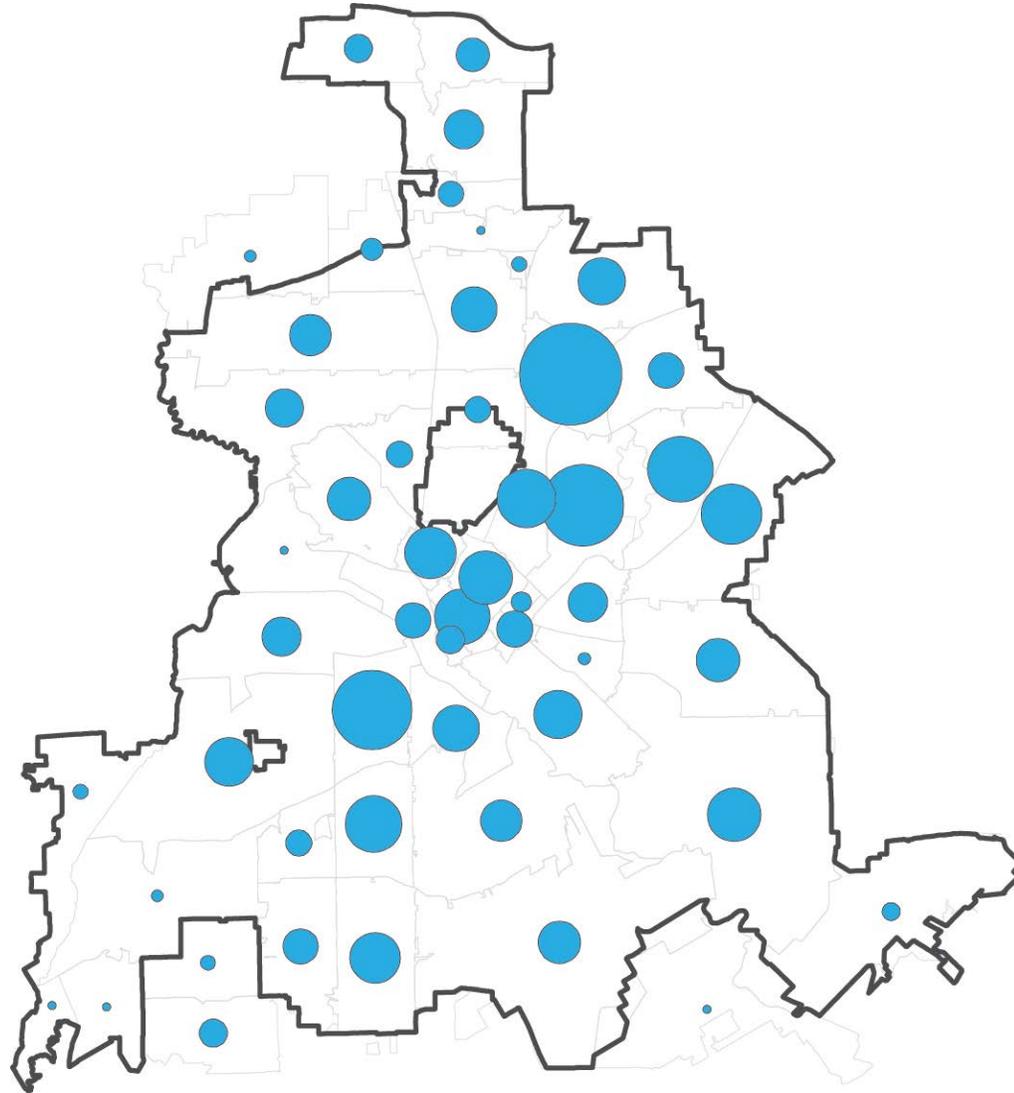
HISPANIC OR LATINO



**As of Phase 1 Report*

*The estimates of Dallas' racial makeup used here are from the 2016 American Communities Survey, conducted by the US Census Bureau. The project uses the US Census' definition of race and ethnicity. An individual's response to race and ethnicity questions is based upon self-identification.

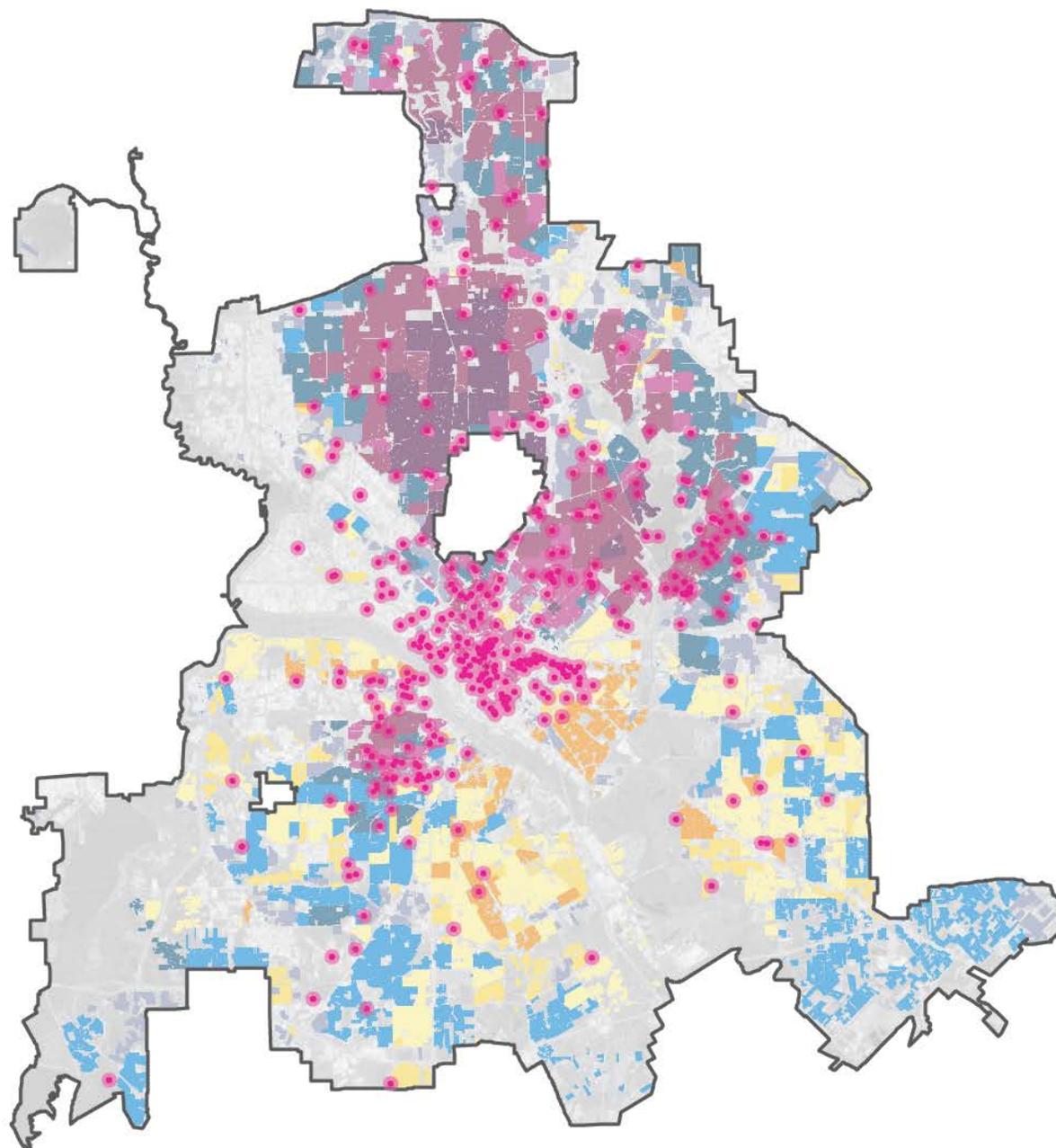
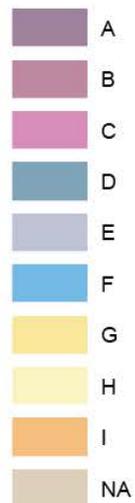
PARTICIPATION FROM EVERY ZIP CODE IN DALLAS



WHERE IS CULTURE IN DALLAS?

Legend

mvacluster



COMPARABLE CITIES RESEARCH

KEY LESSONS FOR THE DALLAS CULTURAL PLAN

- Equity is essential
- Design the process to match the intended use (and users)
- Consider the tools for influence—funding, political will, programs and staff
- Identify the optimal role for the City and for partners
- Collective impact is key
- Build evaluation into the implementation plan



EMERGING INSIGHTS

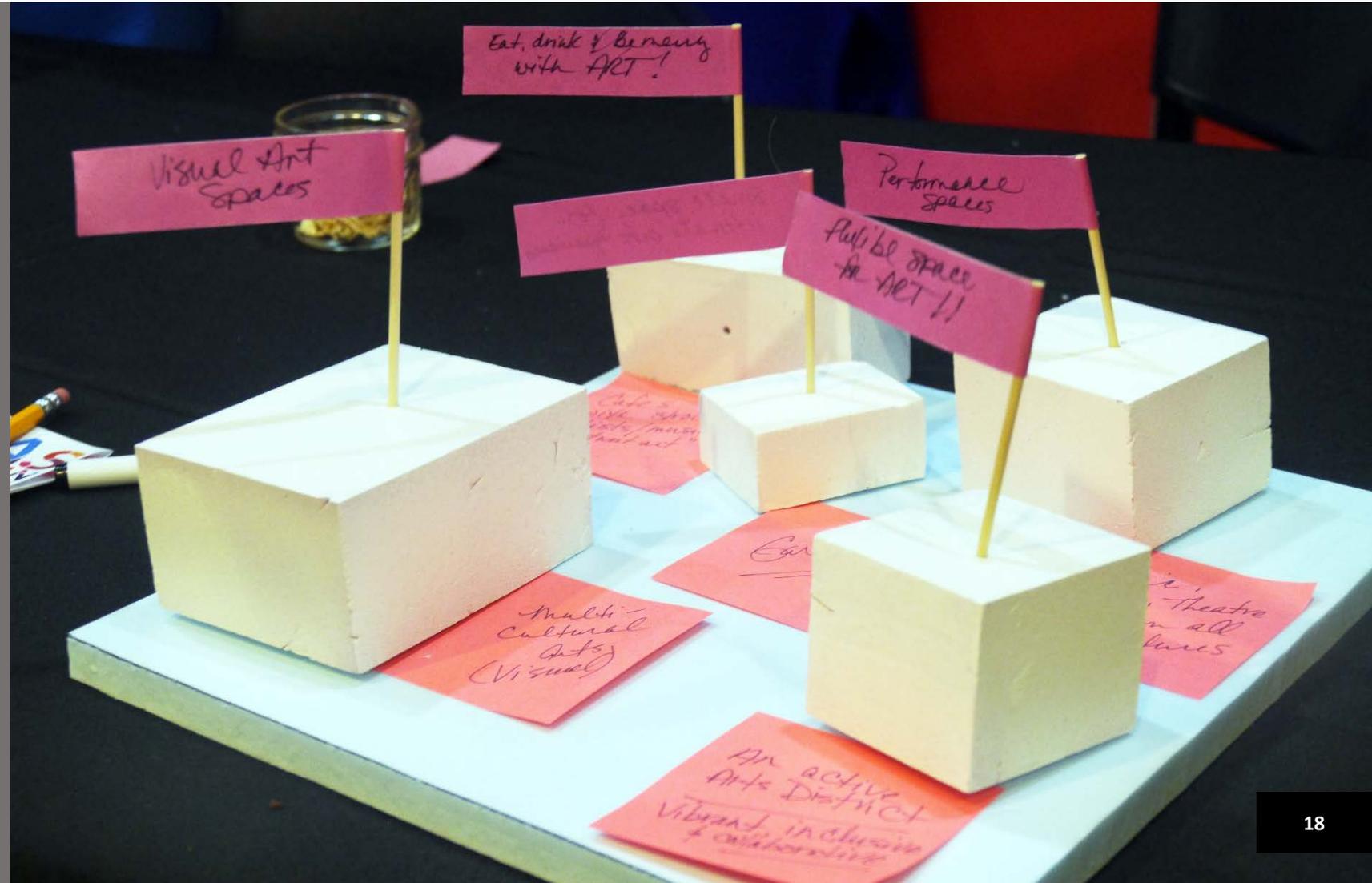
EMERGING INSIGHTS

- Broaden definitions of 'art' and 'culture'
- Distribute citywide resources equitably
- Increase support for, and understanding of, ethnic, cultural and racial diversity



EMERGING INSIGHTS

- Build opportunities for economic sustainability
- Harness the value of neighborhoods while preserving the culture of those neighborhoods
- Attract visitors and professionals beyond Dallas boundaries





BUSINESS MODEL FOR THE ARTS

CITY SUPPORT FOR THE ARTS



\$14.8M Budget



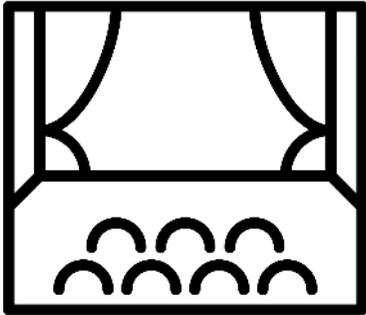
\$6.7M Budget



\$548K Budget

OCA supports the diverse cultural ecosystem in Dallas – including artists, arts organizations, cultural places, and cultural visitors.

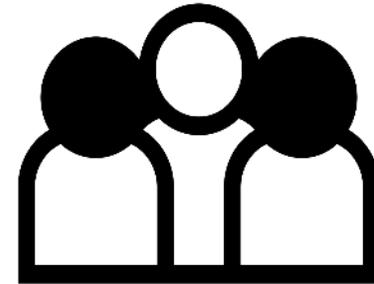
HR&ADVISORS IS BUILDING THREE ***BUSINESS MODEL PROTOTYPES*** FOR IN-DEPTH ANALYSIS.



**MAJOR CULTURAL
VENUES**



**NEIGHBORHOOD
ARTS GROUPS**



CULTURAL EQUITY



CULTURAL PLAN TASKFORCES

TASK FORCE DEVELOPMENT

- Task Forces have been created to explore the insights and develop strategies around: **Communications, Diversity, Equity, Space, Support for Artists, Sustainable Business Model, and Public Art**
- **Purpose:** develop and prioritize **KEY** strategies to achieve the priority/goals above
- Composition includes:
 - Steering Committee Members
 - Cultural Affairs Commissioners
 - OCA staff
 - Any others the taskforce may deem necessary



NEXT STEPS

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THANK YOU TO OUR SPONSORS



and

Anonymous Foundation

The Perot Foundation

CLOSING

- No official action from the Quality of Life Committee requested today
- Public meeting dates for September will be shared by August 17th

APPENDIX



DALLAS CULTURAL PLAN STEERING COMMITTEE:

Agustin Arteaga	Diane Hosey	Erin Offord
John Paul Batiste	Jeff Hurst	Debi Pena
Patricia Blasquez	Tino Jalomo	Art Pena
Dustin Bullard	John Cuellar	Jane Robertson
Maya Crawford	Terrance Johnson	Sandra Robertson
Doug Curtis	Terry Loftis	Rachel Rushing
Viola Delgado	David Lozano	Sam Santiago
Zenetta Drew	Lynn Mahurin	Charles Santos
Gwen Echols	Wolford McCue	Amber Scanlan
Ofelia Faz-Garza	Lewis McMahan	Joanna St. Angelo
Erica Felicella	Vicki Meek	Lori Stahl
Charles Glover	Devon Miller	Clyde Valentin
Gayle Halperin	Kevin Moriarty	Katherine Wagner
Amy Hofland	Ken Novice	Lily Weiss

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