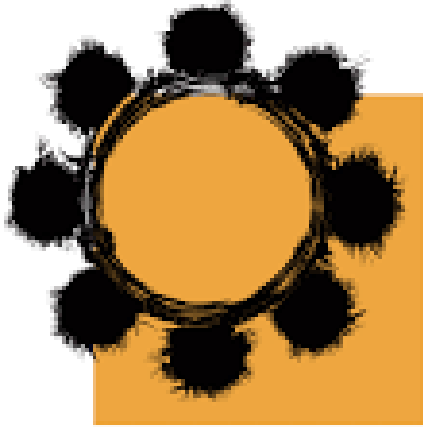




Arts Advocacy Day

April 23, 2019



Office of Cultural Affairs

CITY OF DALLAS

Vision: An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

The Office of Cultural Affairs 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.

Dallas Office of Cultural Affairs:

Manages 19 Cultural Facilities

Administers ~\$6M in Cultural Contracts

Commissions and Conserves the City's
Public Art Collection

Operates WRR 101.1 FM Radio



Office of Cultural Affairs
CITY OF DALLAS



A Rapidly Growing Arts Sector:



In June 2017, the City of Dallas and partners released the *Arts and Economic Prosperity 5* study:

- Dallas' total economic impact of nonprofit arts and cultural industry grew to \$891M in economic impact
- An increase of 277% in 7 years (18% year over year)
- Full-time jobs (equivalent) = 33,554
- Arts District's economic impact = \$395M (44% of Dallas total)



“Working together to create a more vibrant cultural community in Dallas”

Unanimously adopted by Dallas City Council on
November 28, 2018

The full Plan is available at dallasculturalplan.com

Implementation Steering Committee

Name	Affiliation
Agustin Arteaga/Jill Bernstein	Dallas Museum of Art
John Paul Batiste	Arts & Culture Advisory Commission
Maya Crawford	Artist, Creating Our Future
Rosaura Cruz	Junior Players
John Cuellar	Arts Advocate, Friends of LCC
Gwen Echols	TACA, Community Volunteer
Will Evans	Deep Vellum
Erica Felicella	Artist, Cedars Union
Sammetria Goodson	Goodson Law
Megan Heber	Children's Chorus of Greater Dallas
Chris Heinbaugh	AT&T Performing Arts Center
Tino Jalomo	Arts Advocate, Marketing Consultant
Andrew Kochie	Artist

Name	Affiliation
David Lozano	Cara Mia Theatre
Lynn Mahurin	Rosewood Corporation
Wolford McCue	TACA
Lewis McMahan	Texas Instruments Foundation
Kevin Moriarty/Dionne Davis	Dallas Theater Center
Ken Novice	Dallas Summer Musicals
Erin Offord	Big Thought
Debi Peña	Dallas Symphony
Charles Santos	TITAS
Joanna St Angelo	Sammons Center
Clyde Valentin	SMU Meadows Ignite/Arts
Katherine Wagner	Business Council for the Arts
Lily Weiss	Dallas Arts District

Development of the 2018 Cultural Plan

- What is the Cultural Plan?
 - Identifies top priorities
 - What is the cultural potential of Dallas?
 - What issues keep Dallas from reaching its cultural potential? How can these be addressed?
 - Provides a blueprint for the future
 - Identifies top-tiered initiatives that Dallas as a whole is poised to launch/bolster
 - Informs an Updated Cultural Policy for the Office of Cultural Affairs

Give voice
to culture
in Dallas



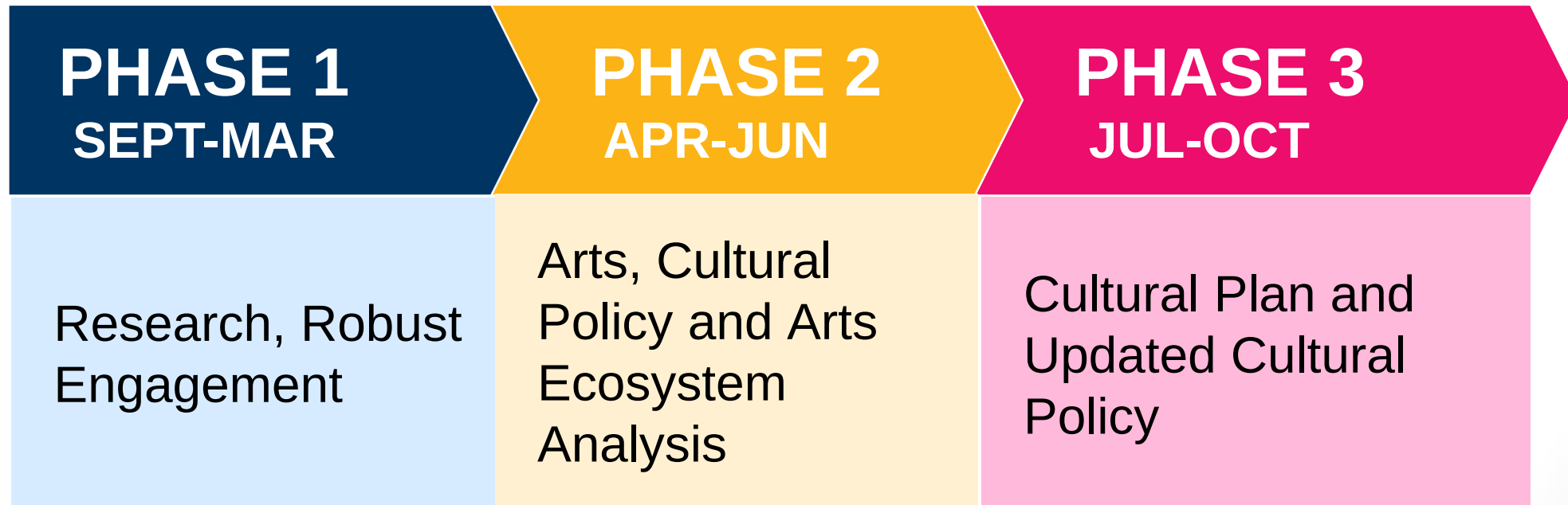
Many
dimensions
& faces of
culture



Images: City of Dallas Office of Cultural Affairs

Development of the 2018 Cultural Plan

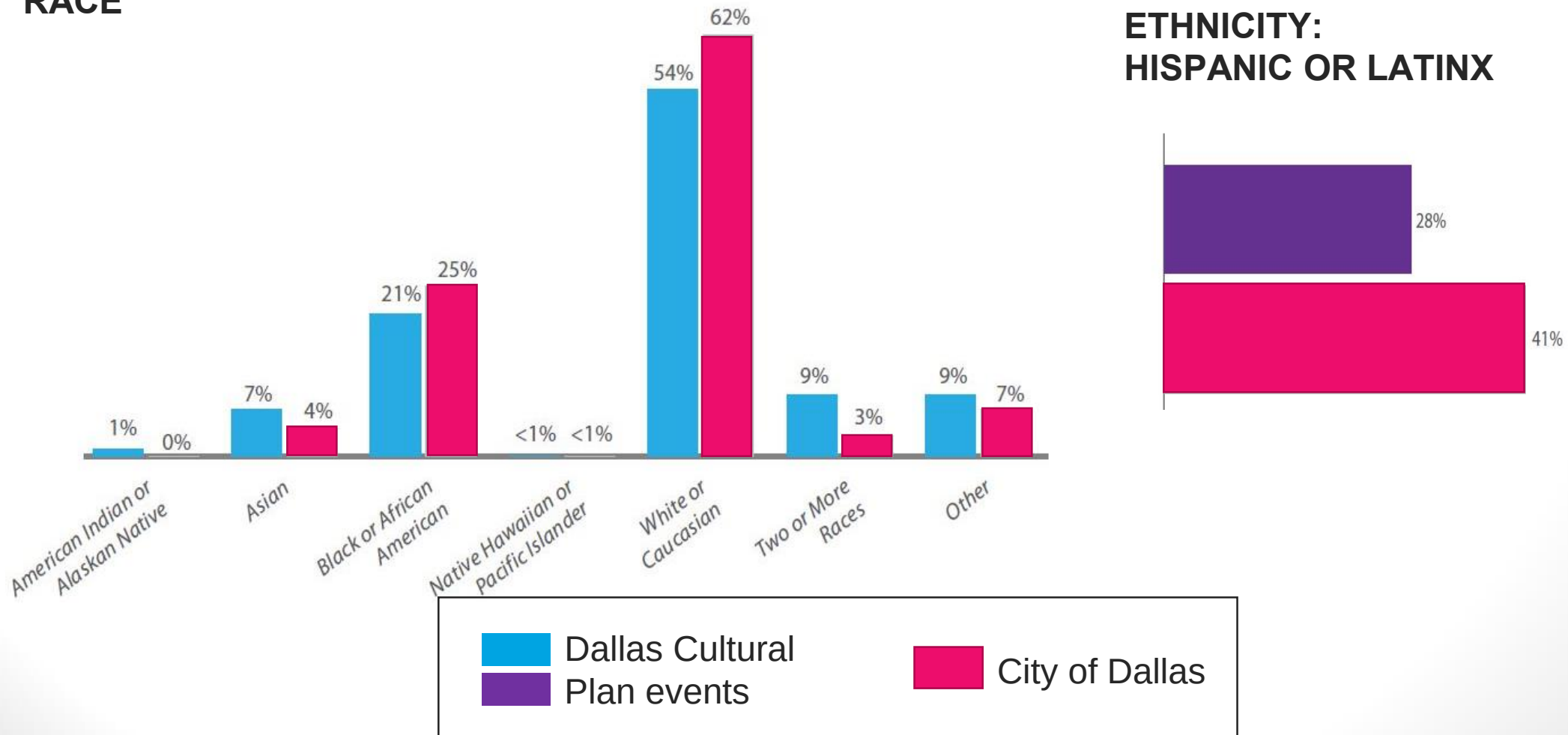
- Developed over a year-long process



Development of the 2018 Cultural Plan

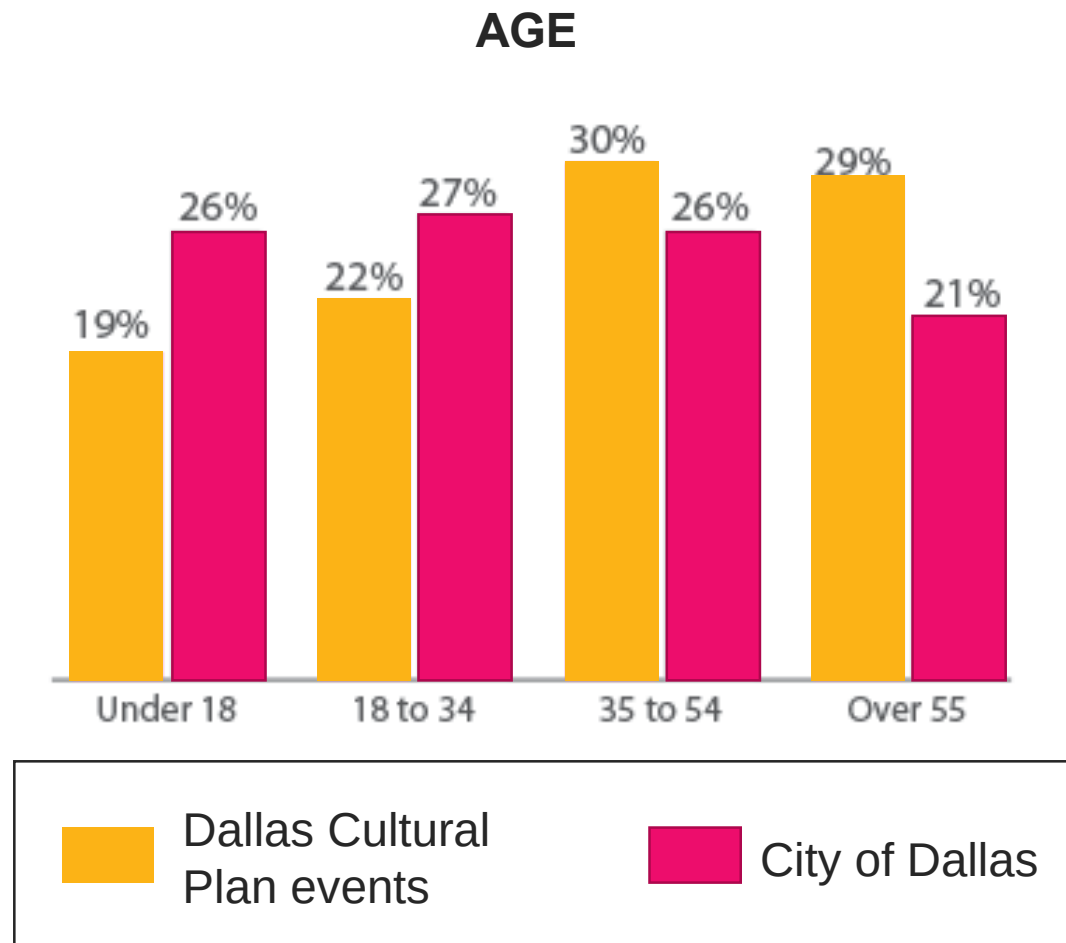
- Engaged ~9,000 Dallas residents through 150+ in-person and virtual meetings

RACE

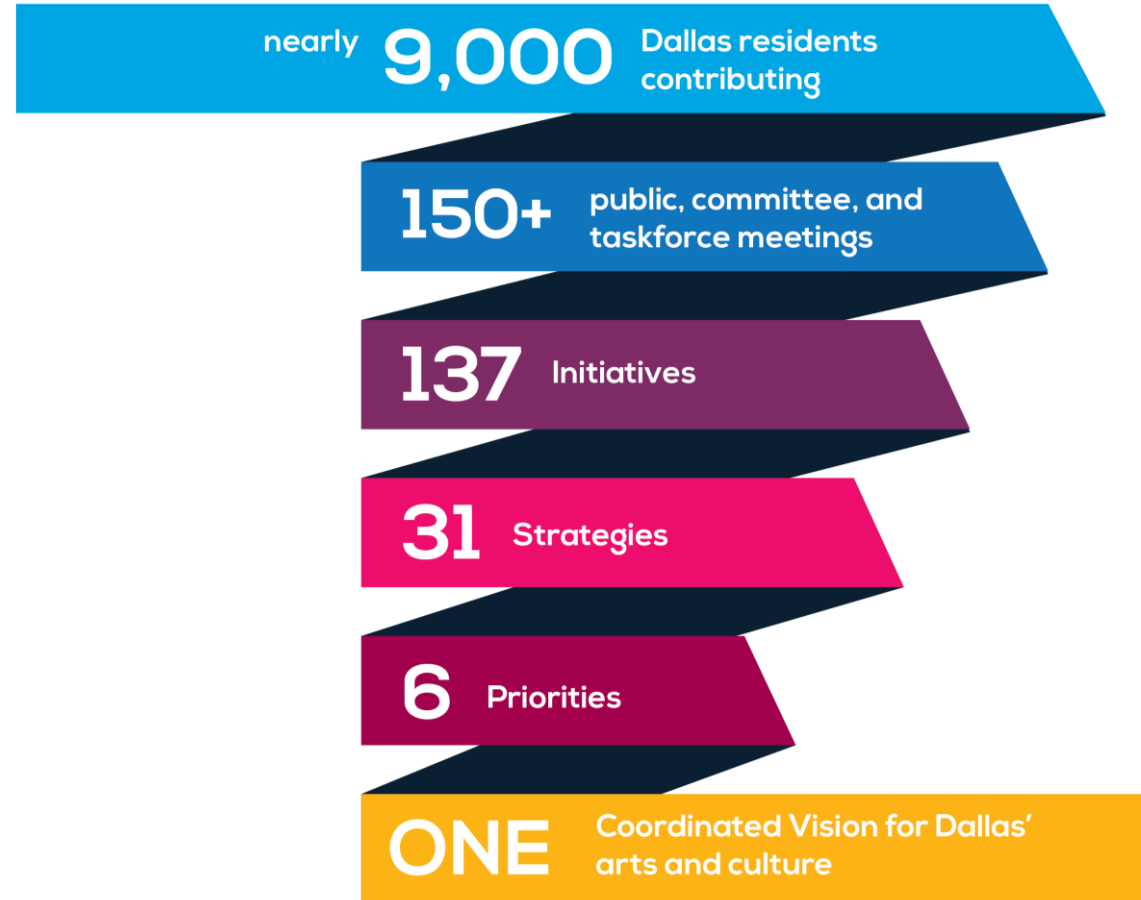


Development of the 2018 Cultural Plan

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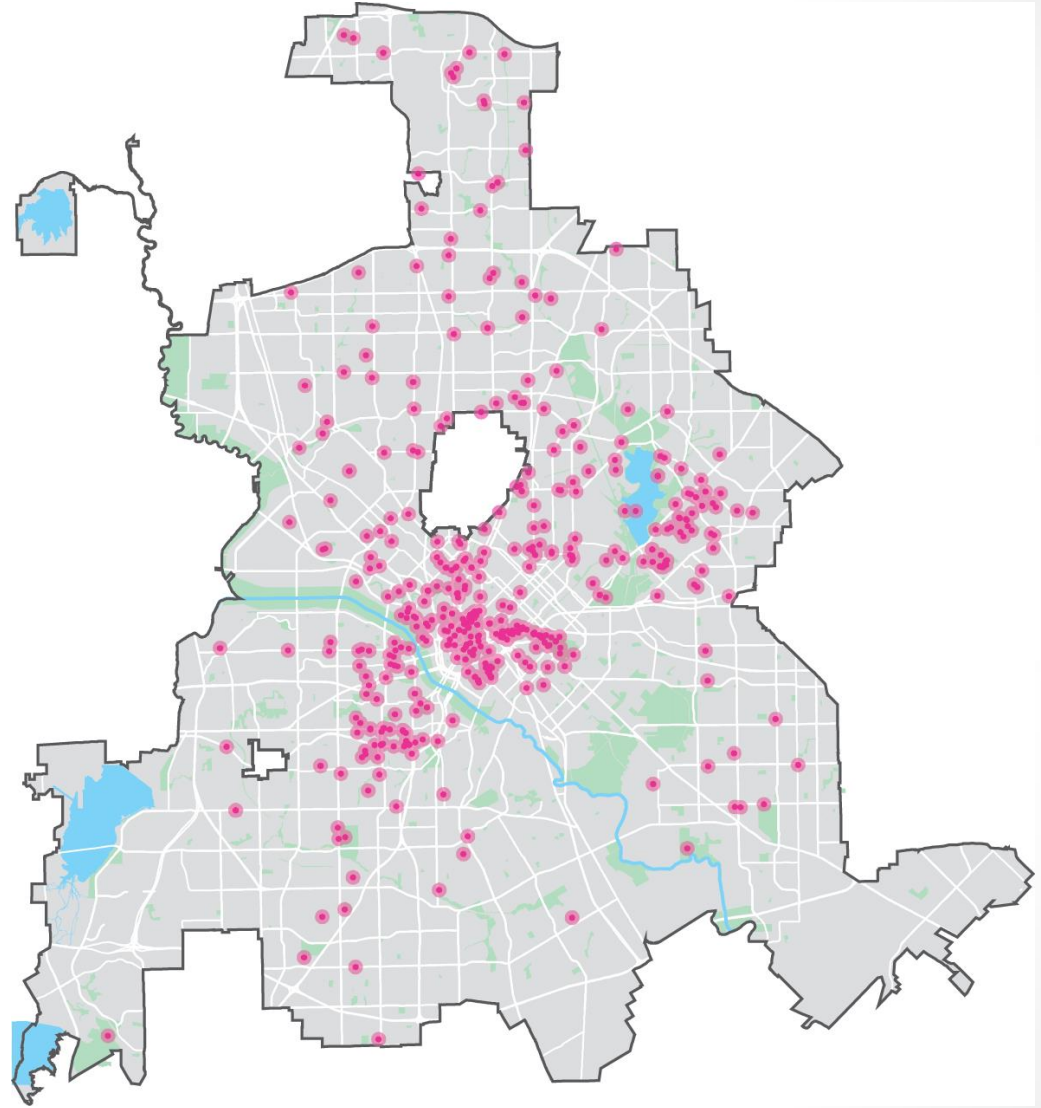
Development of the 2018 Cultural Plan



Findings and Analysis

Dallas residents pitched in to identify **over 600 places** where they experience culture.

Growth in the city's arts community has been uneven across neighborhoods, ethnicities and disciplines.



Findings and Analysis

- Four Neighborhood Typologies Identified

Primary Variables

- Percent of Single Family Residential Properties
- Concentrations of Ecosystem Map Venues
- Access to Dedicated Arts Venues
- Access to City-funded Public Art
- Concentration of OCA-funded performances in FY16-17



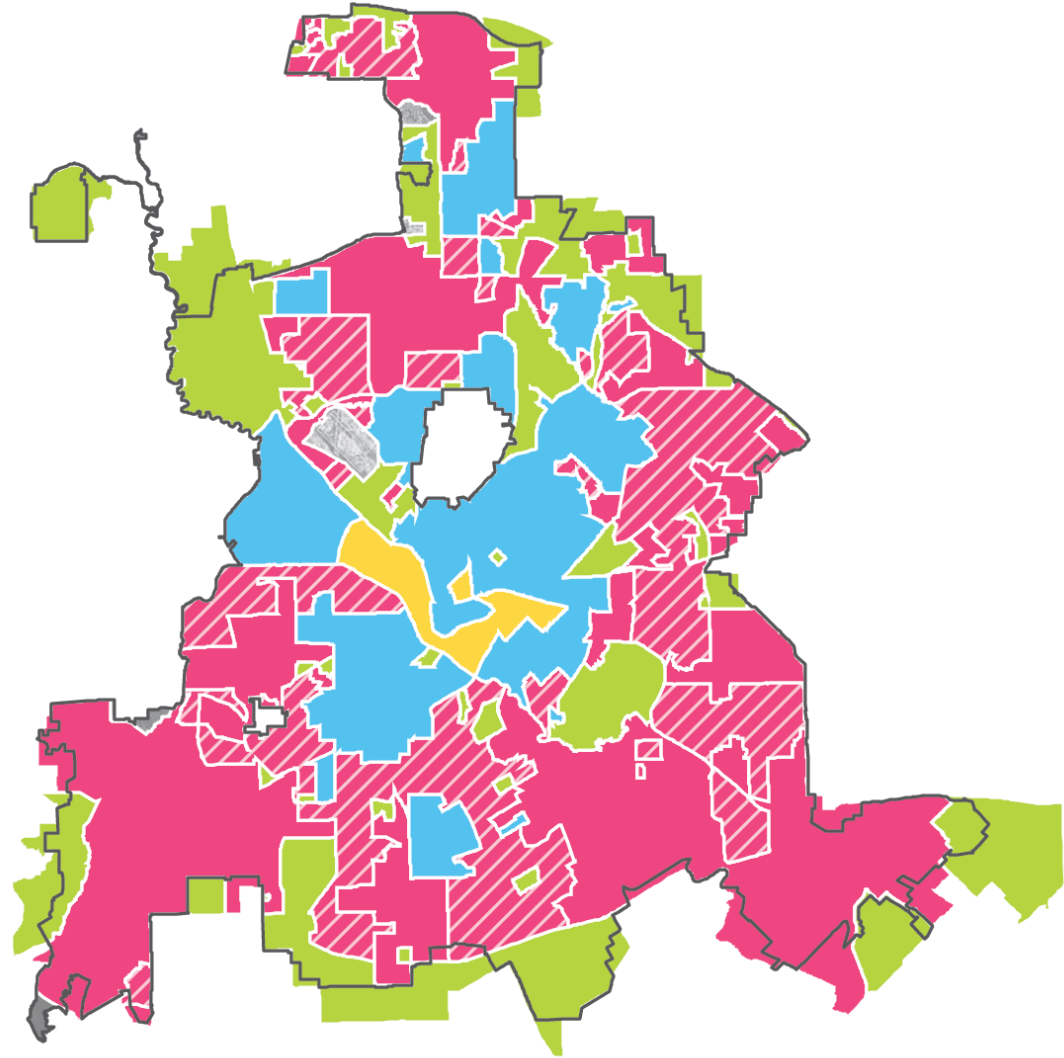
Four Typologies

- A. Urban-Core Arts Destinations**
- B. Mixed Urbanism Arts to Explore**
- C. Residential Opportunities for Arts**
- D. Opportunities for Arts in Non-Traditional Spaces**

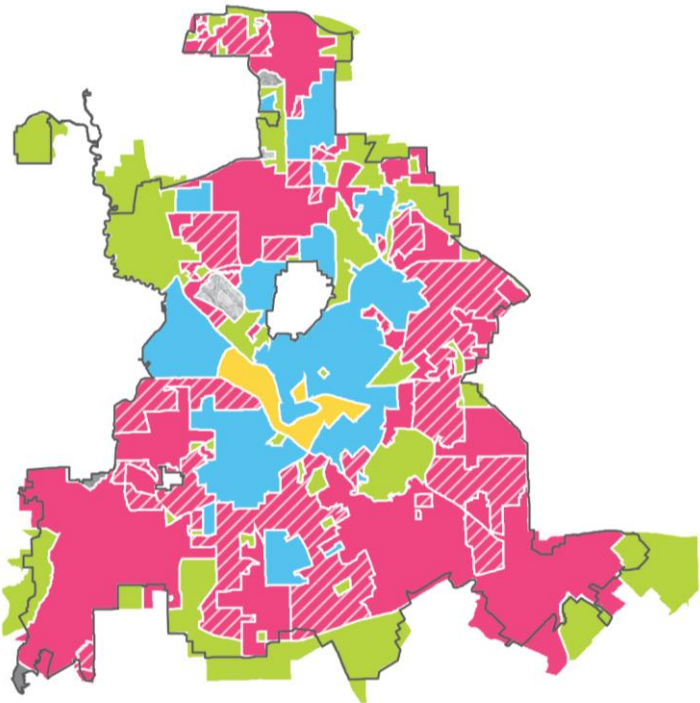
Findings and Analysis

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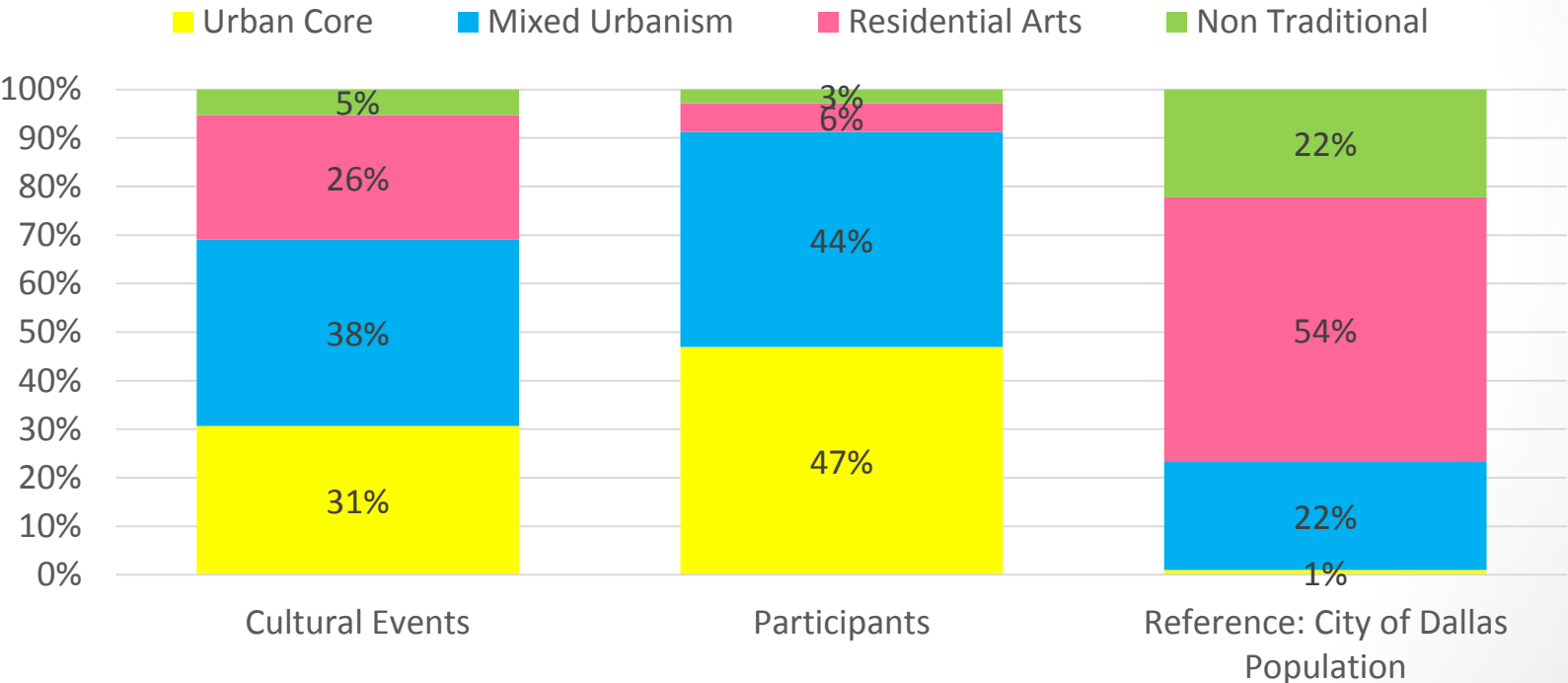
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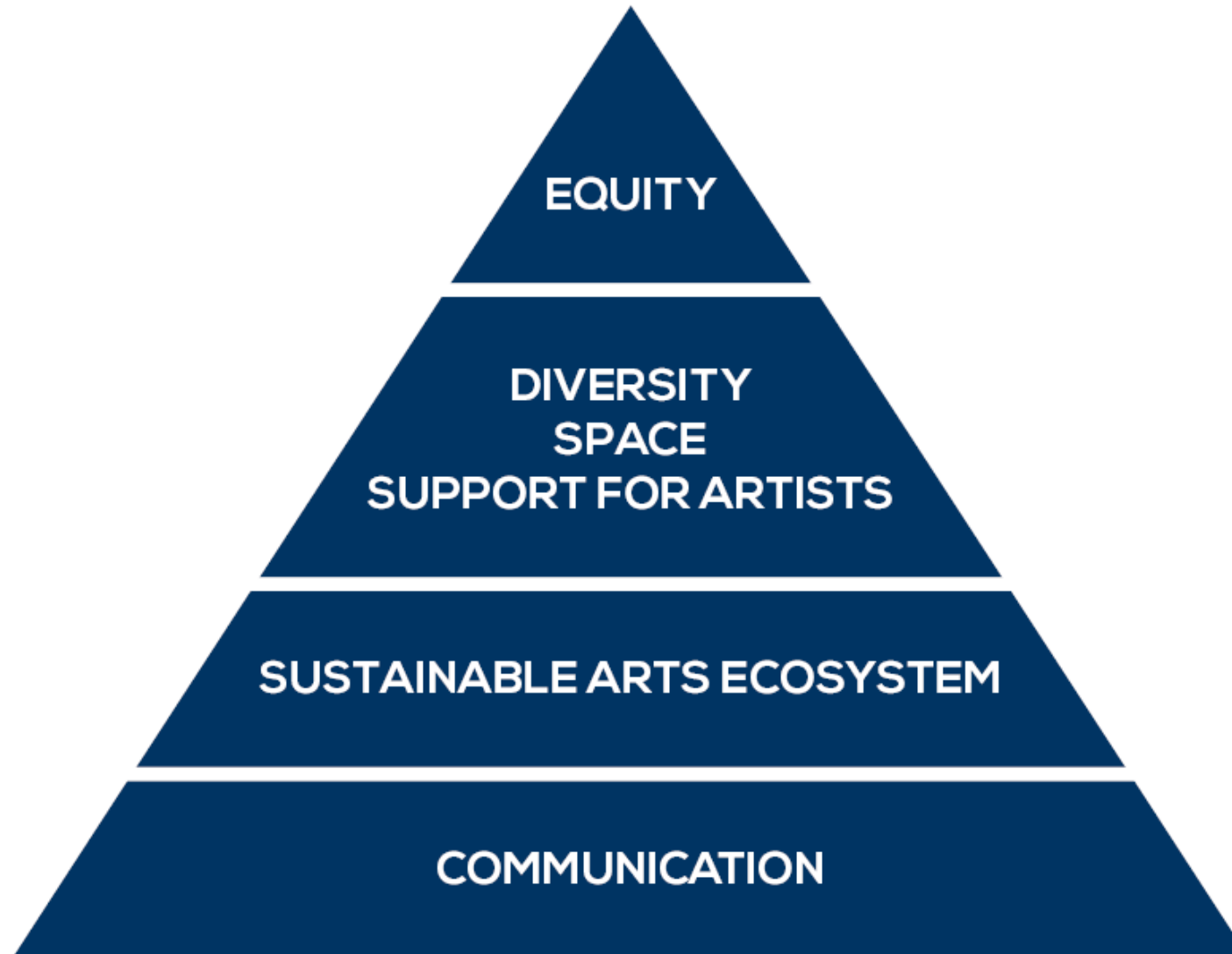
Investment in Urban Core attracts audiences, and more is desired in Residential & Non-Traditional neighborhoods



FY17-18 Cultural Support Programs:
OCA-supported services in Cultural Plan typologies



Recommendations and Priorities



6 Priorities, 31 Strategies



EQUITY

1. Improve equity citywide through expanded and adapted programmatic offerings
2. Establish targets to improve equity in new cultural policy moving forward



DIVERSITY

3. Create and enhance programmatic offerings highlighting and providing education related to the diversity of Dallas
4. Provide resources for improving arts and culture organizations' diversity at staff and audience levels
5. Set goals across sector for Board diversity through grants and support
6. Expand the diversity of artist candidates for public art opportunities



SPACE

7. Expand options for affordable space for performing, literary and visual artists, including rehearsal space, performance space, studio space, exhibit space and maker space
8. Maximize the use of City facilities, especially for historically marginalized groups, and determine what changes should be made to accommodate their needs
9. Facilitate private initiatives to address space needs of artists and organizations of various disciplines
10. Encourage more public-private partnerships
11. Encourage growth of artists and organizations by providing space for the future
12. Initiate temporary public art in Dallas
13. Support events and programs that foster engagement with public art and/or public spaces



SUPPORT FOR ARTISTS

14. Develop a "Culture of Value" establishing the arts as essential to a thriving, equitable society within the City of Dallas
15. Examine opportunities to improve communications and processes to apply for and receive funding from the City of Dallas
16. Improve affordability and quality of life for artists through policy initiatives
17. Maintain the cultural integrity of neighborhoods and address gentrification across the city in partnership with artists living in those areas
18. Work with the City of Dallas to equitably support area arts organizations and individual artists receiving funding and resources from the City



SUSTAINABLE ARTS ECOSYSTEM

19. Optimize public contribution and benefit at each City-owned cultural facility
20. Sustainably fund deferred and proactive maintenance for City-owned cultural facilities
21. Work with partners to grow the amount of available funds for arts and culture that leverage cross-sector benefits
22. Increase equity for long-term sustainability of the entire arts ecosystem
23. Bring arts to the table in broader city initiatives
24. Incentivize better resource sharing
25. Establish and maintain a dedicated fund for public art maintenance



COMMUNICATION

26. Support and communicate existing and new cultural experiences in Dallas
27. Build richer relationships within the arts ecosystem, with key stakeholders, and with communities to foster deeper, more meaningful engagement and communications
28. Communicate the value of arts to quality of life using both data and stories
29. Establish and present Dallas as a cultural destination with local, national and international reach
30. Develop process to ensure Dallas community access to, engagement with and education about public art
31. Develop effective communications strategies for public art in Dallas

Completed OCA Projects

- ✓ Primary priority
- ✧ Secondary priority

Projects	DCP Ref. #s	Equity	Diversity	Space	Support for Artists	Sust. Arts Ecosystem	Comms
City cultural facility naming policy	7F, 19C			✧		✓	
FY17-18 Equity/Diversity Metrics	2A-E, 5A-E	✓	✓				
FY 19-20 COP guideline and scoring realignment to Cultural Plan & Policy goals with diversity resources at workshops (City's Office of Business Diversity)	2A-E, 4A, 5A-E	✓	✓			✧	
CVP: Neighborhoods focus	2D, 4C	✓	✧		✧	✧	

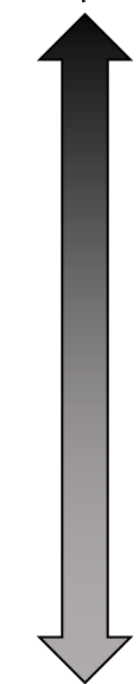
Major OCA “Milestones”

- Proposed Fifth Amendment to the Meyerson Symphony Center Lease to transition management responsibilities to the Symphony for greater utilization, leverage of private dollars, and care of the facility
- Proposed five-year lease for the Kalita site to DTC to create an updated master plan and equitable access plan to increase utilization and optimize stewardship of the facilities
- Initiation of Latino Cultural Center Phase II design for a new multiform theater using 2006 bond funds
- Design contracts signed for all 2017 cultural facility bond projects (9 venues)
- Spacefinder app development currently in contracting phase
- Department-wide equity training to fortify equity as the lens for all of OCA’s work

Current OCA in-flight initiatives ("Milestones")

- ✓ Primary priority
- ✧ Secondary priority

Launch
complete



Plans in
progress

Projects	DCP Ref. #s	Equity	Diversity	Space	Support for Artists	Sust. Arts Ecosystem	Comms
LCC Phase II	8, 22	✧	✧	✓	✧	✧	
Revised Meyerson Symphony Center use agreement with DSO	1A&E, 9, 10D, 19A	✧		✓		✓	
Kalita optimization and Updated Master Plan	1A, 19	✧		✓		✓	
OCA Staff Equity Training (Feb-May 2019)	1, 3B, 22	✓	✧				
2017 Bond Projects (OCA facility maintenance)	19, 20			✧		✓	
Library partnerships (Black Box activation, Library CulturePass)	1D, 8F, 11E, 17A	✓		✓	✧		
Space Finder Dallas	7B, 17C			✓	✧	✧	

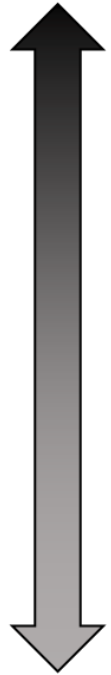
Organizing to Support the Plan

- Cultural Organizations Program (COP) guidelines focus on neighborhoods, tie scoring to outreach and Cultural Plan & Policy diversity goals
 - Partnering with City's Office of Business Diversity for workshops, resources
- Cultural Centers are partnering with more organizations to broaden reach and impact
 - Examples: SDCC & DSO, SDCC & Parks at Mildred Dunn for residency, OCCC & Arcadia Park Library, BHCC with OneThirty & Fretz Park Library
- OCA is partnering with Dallas Regional Chamber/"Say Yes to Dallas" to broaden marketing of the arts to potential company and resident relocations
- New OCA On The Go – "office hours" in neighborhoods for artists
- Currently exploring veteran connections with arts ecosystem partners, the mental health department at Veterans Affairs Medical Center, Veteran Service Organizations (VSOs)

Current OCA in-flight initiatives ("Organizing")

- ✓ Primary priority
- ✧ Secondary priority

Launch
complete



Plans in
progress

Projects	DCP Ref. #s	Equity	Diversity	Space	Support for Artists	Sust. Arts Ecosystem	Comms
COP Guideline alignment	2A-E, 4A, 5A-E	✧	✓			✧	
OCA Artist Resources (On The Go, Resource pages)	11D, 15A-C, 22D				✓	✧	
Culture of Value: CAP Artists at City Council Inauguration	14		✧		✓		✧
Culture of Value: Artist micro-residencies in City departments	14		✧		✓		✧
Artist Residencies in City spaces	10A, 17B			✧	✓		
Dallas Regional Chamber partnering ("Say Yes to Dallas")	29B					✧	✓
Public Art collection marketing	31B-C						✓
National and state funding leverage (e.g., NEA, TCA, VA)	21D				✧	✓	✧

Case Study: Arts & Culture Library

Black Box Programs



- One Thirty Productions in collaboration with Bath House Cultural Center is expanding staged readings of literary works to all five library black boxes this summer
- Monthly “Pleasant Groove” open mic night at Pleasant Grove branch
- Dallas Theater Center presenting Senior Showcase at Hampton-Illinois branch
- One Thirty Productions will do its third fall slot at Lochwood this year
- Teatro Dallas touring “Tlali: When We Were Earth” this June at Bachman Lake and Pleasant Grove
- Call for entries for FY 19-20 season to be sent out and posted on OCA Website

Case Study: Arts & Culture Library Programs



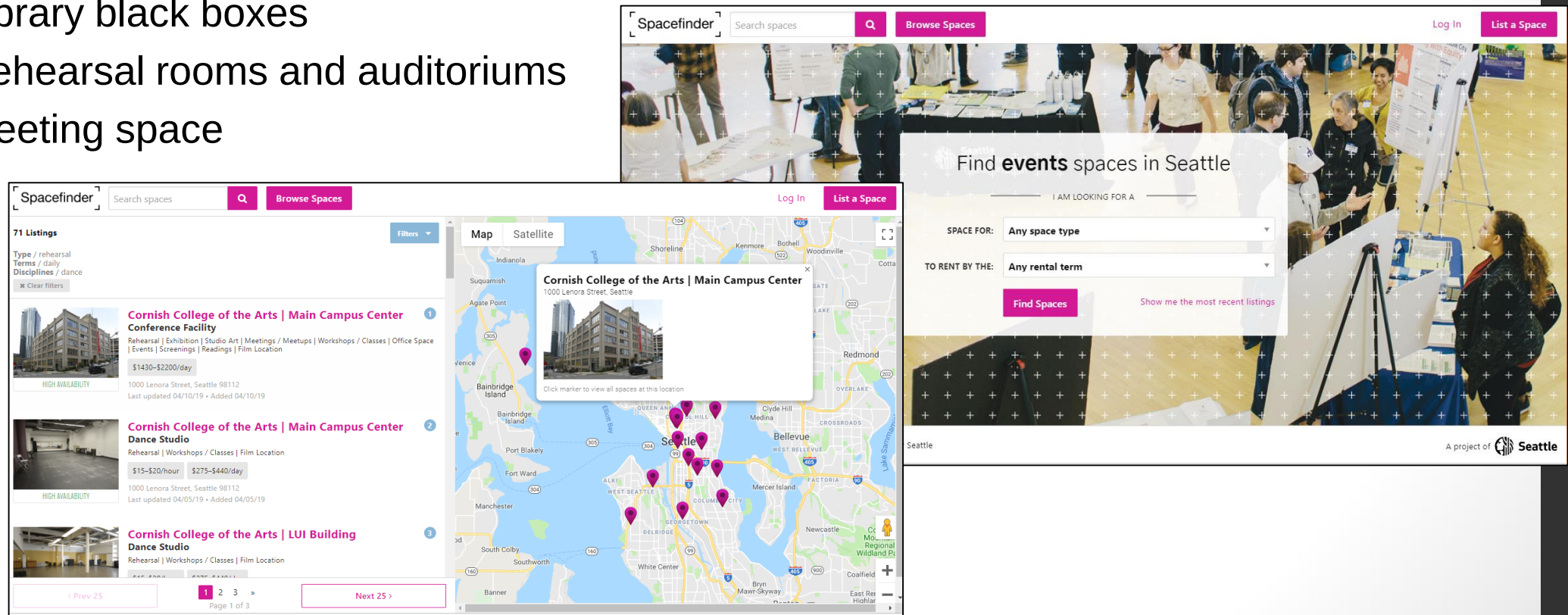
- **Culture Pass Dallas**
 - Allows patrons across the city to “check out” tickets to cultural events of all sizes
 - Contract approved, in design and implementation stage
 - Soft launch this summer



Case Study: Arts & Culture Library Programs



- **Space Finder Dallas:** Connects artists and arts organizations to spaces, including:
 - Library black boxes
 - Rehearsal rooms and auditoriums
 - Meeting space

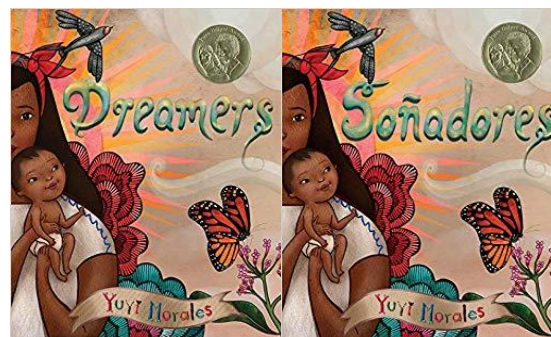
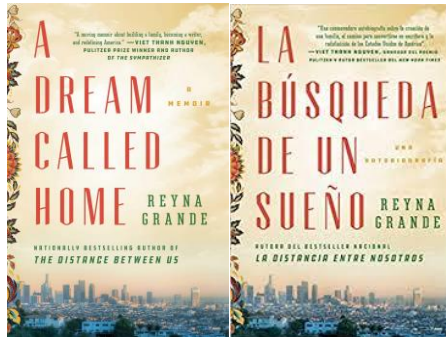


Partner Implementation Highlights

- Arts Vote Dallas – DACAC and Texans For the Arts
 - April 29, 6:30-8:30pm: Candidate Meet and Greet at the Perot
- Culture Bank – SMU Meadows and TACA
- Bilingual Initiatives at the Dallas Museum of Art







Next Steps

- Continue to share partner pilots and successes with OCA
- New City Council will be inaugurated on June 17, 2019 at the Meyerson
 - Five or more seats will change, including Chair and Vice Chair of Quality of Life, Arts and Culture Committee
- Arts and Culture Advisory Commissioners anticipated to be appointed or reappointed in June – November 2019
- How can you help advocate for the Dallas Cultural Plan?
 - Examples: attending meetings with new Council, sharing progress/new initiatives with OCA, board meeting presentations, annual report-out meeting in November