



City of Dallas

Cultural Facilities: 2024 Bond Program

**Quality of Life, Arts and Culture
Committee**

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Office of Arts and Culture
City of Dallas

Presentation Overview



- Purpose
- Background
- OAC Background
- Background: 2018 Cultural Plan
- Investment through lens of Equity
- Past Bond Allocations
- Preliminary 2024 OAC Needs Inventory
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- 2024 Technical Score Criteria Guidelines
- Proposed Technical Criteria for Critical Facilities
- 2024 OAC Equity Criteria
- Next Steps



Purpose



- Provide a briefing on the Office of Arts and Culture's (OAC) cultural facilities and the need for bold investment in the 2024 Bond Program through an equity and environmental sustainability lens



OAC Background



- Vision: An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas
- Core Services: stewardship of 19 cultural facilities, including 4 neighborhood cultural centers, 2 performing arts venues, the Juanita J. Craft Civil Rights House, and 12 partner-managed venues



OAC Background



- OAC and its partners welcome over a million Dallas residents and visitors to City-owned cultural facilities annually
- Economic impact of Dallas arts and cultural sector: \$891M generating ~33,000 jobs*



*Arts and Economic Prosperity 5, 2017 Study by Americans for the Arts

Background 2018: Dallas Cultural Plan (DCP)



- 2018 - City Council unanimously adopted the Dallas Cultural Plan in November 2018
- Dallas Cultural Plan anchors around an Equity Framework and complements the Racial Equity Plan
 - \$4.1M in FY21-22 invested through OAC's funding programs and facilities for historically disadvantaged communities (HDCs) and ALAANA* artists



**African, Latina/o, Asian, Arab, Native American*



Investment through lens of Equity



- Over 1.4M individuals visit City Cultural Facilities annually
- Visitors include over 100,000 youth with families and from over 300 schools
- Provides space for community, learning, and enjoyment of diverse local, national, and international artists
- Many facilities are “home” to small and mid-sized Dallas arts non-profits





Previous Bond Allocations

- Dallas Cultural Plan Strategy #20:
 - To develop a Sustainable Arts Ecosystem, the City will **“sustainably fund deferred and proactive maintenance for City-owned cultural facilities”**
- Annual cultural facility maintenance allocation in FY 22-23 ~\$1M (vs. appraisal value ~\$535M)
- Recent bond programs have typically allocated between 1.5-5% to cultural facilities

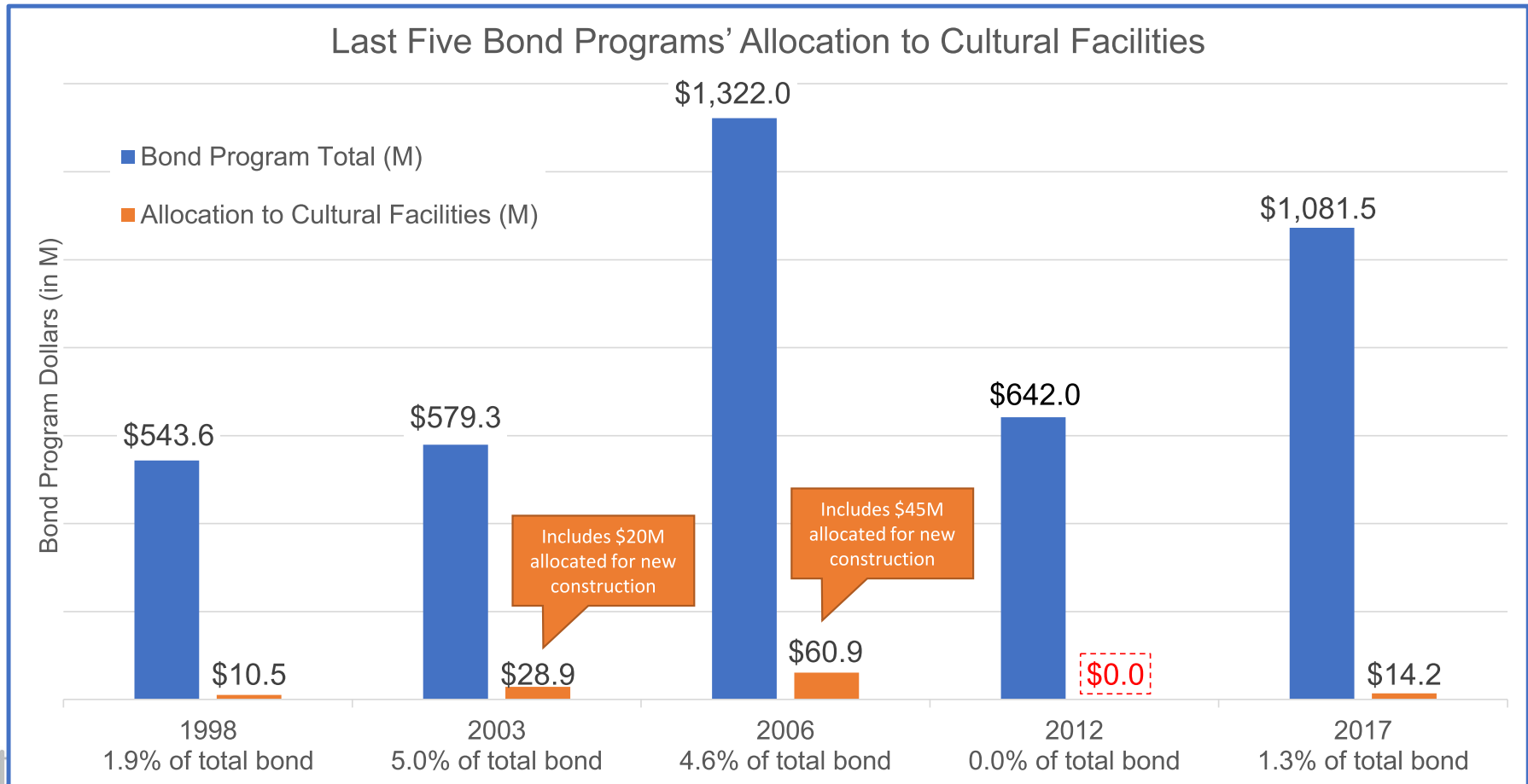
Year	Bond Program Approved by Voters (in M)	Bond Program Dollars Allocated to Cultural Facilities (in M)	Bond Program Dollars Allocated to Cultural Facilities (%)
1998	\$543.6 M	\$10.5 M	1.9%
2003	\$579.3 M	\$28.9* M	5.0%
2006	\$1,322.0 M	\$60.9** M	4.6%
2012	\$642.0 M	\$0.0 M	0.0%
2017	\$1,081.5 M	\$14.2 M	1.3%
TOTAL	\$4,199 M	\$114.4 M	2.7%



*\$20M of the \$28.9M allocated was for new cultural facility construction; remainder was for renovation/maintenance

**\$42M of the \$60.9M allocated was for new cultural facility construction

Previous Bond Allocations



Preliminary 2024 OAC Needs Inventory List



Cultural Facility	Facility Needs
Annette Strauss Square*	\$2,231,280
AT&T Performing Arts Center Campus*	\$745,200
Bath House Cultural Center	\$1,042,000
Dallas Black Dance Theatre	\$2,310,520
Dallas Museum of Art	\$11,500,000
Kalita Humphreys Theater	\$7,630,000
Latino Cultural Center	\$1,759,500
Majestic Theater	\$5,240,000
Moody Performance Hall	\$1,875,000
Oak Cliff Cultural Center	\$255,000
Sammons Center for the Arts	\$2,663,735
South Dallas Cultural Center	\$1,492,000
Winspear Opera House	\$6,654,960
Wyly Theatre	\$3,812,400
TOTAL	\$49,211,595

- Needs Inventory includes \$49.2M of capital work
- Example projects include:
 - HVAC major maintenance at Dallas Black Dance Theatre, Kalita Humphrey Theater, Moody Performance Hall and South Dallas Cultural Center
 - Roof replacement and/or major maintenance: Bath House Cultural Center, Dallas Black Dance Theatre, Latino Cultural Center, Moody Performance Hall, and South Dallas Cultural Center



* Part of the AT&T Performing Arts Center

Additional 2024 OAC Needs Inventory List



- Cultural Districts such as the Arts District, South Dallas/Fair Park, and Deep Ellum have requests related to infrastructure and transportation to maintain vibrancy and to improve safety for residents and visitors
 - Cultural Districts are designated by the Texas Commission on the Arts, our State-funded arts and cultural agency
 - These Districts pool cultural resources to foster economic development and community revitalization as focal points for business and tourism
- New cultural developments (Commonwealth) are also requesting infrastructure and transportation improvements to make the most of City-owned land and private investment



2024 Technical Score Criteria Guidelines



- Office of Bond & Construction Management (BCM)
 - Each department's scoring criteria must equal 100 points
 - Each department's bond proposition to be in alignment with their Racial Equity Plan Goals.
 - Overlapping department projects are identified by the DBI Office using GIS mapping overlay procedures.



Proposed Technical Criteria for Critical Facilities



Major Maintenance Criteria Description

Criteria		Max Score
No.	Technical Criteria	
1	Priority Level Based on Building Condition	30
	Priority 1 - Currently Critical - 30 points	
	Priority 2 - Potentially Critical (Year 1) - 20 points	
	Priority 3 - Necessary / Not Yet Critical (Year 2-5) - 10 points	
2	Improves O&M	20
3	Design Plans Status	5
4	Identified on 2017 Facility Condition Assessment	10
5	Improves Facility's Resiliency, safety and/ or CECAP goals	15
6	Equity & Overlay Tool	20
Total Possible Score		100



2024 OAC Equity Criteria



Criteria No.	Technical Criteria	Max Score (up to 20)	Criteria Definition/Comments
E1	Equity Impact Assessment (EIA) Score	10	City Census Tracts are ranked from 1 to 5 to determine EIA score; EIA score multiplies ranking by 2 for total points used
E2	Historically Disadvantaged Community (HDC)/ALAANA Cultural Facilities	5	Project maximizes the use of City facilities, especially for ALAANA and historically disadvantaged communities
E3	Accessibility	5	Project proactively removes physical, online/internet, financial, and transportation barriers to increase access
Total Maximum Equity Score		20	The equity criteria is used to help prioritize projects within the same category for all cultural facilities; equity criteria set by OAC in consultation with OEI



Next Steps



- Next Steps
 - 2024 Bond Townhall Meetings
 - June 5 - 29, 2023
 - Presentation to Critical Facilities Subcommittee of Community Bond Task Force
 - August 15, 2023



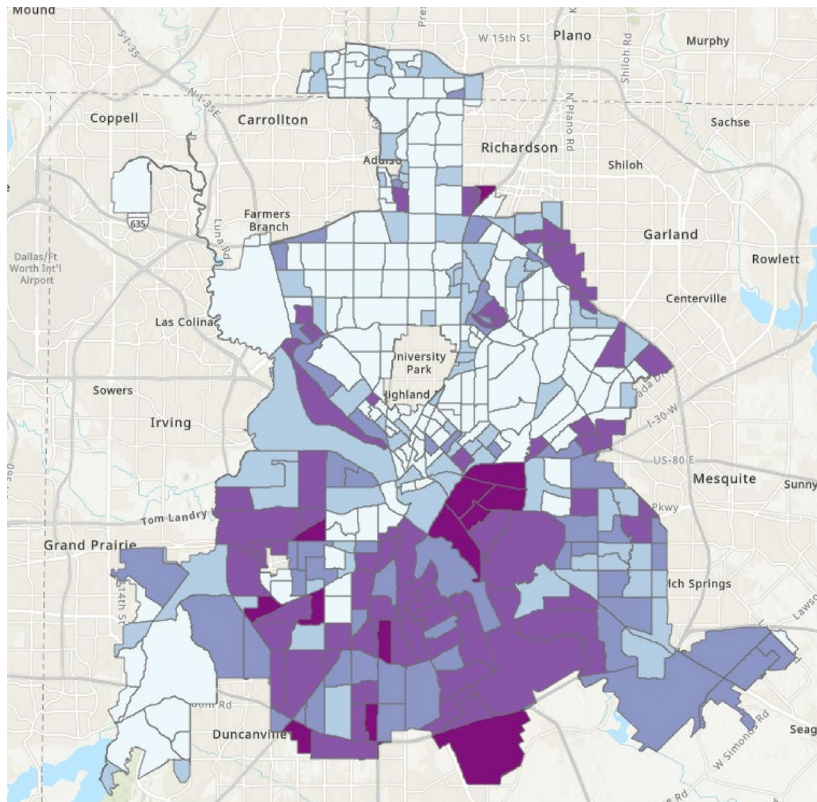


City of Dallas

Office of
Arts & Culture



Appendix A: Technical Criteria Scoring - Overlay



- **2 Points Each**
- High Crime Areas
- TOD (DART Sites)
Market Value Analysis

311 Service Requests

Identifying calls for Flooding, Speeding, Traffic Calming, Potholes, Street Resurfacing, and Illegal Dumping

Intersection/ Project Overlay

Equity Impact Assessment (EIA) Score **Up to 10 Points**

Working with Office of Equity & Inclusion

- Entire city is given a ranking; 1-5
- EIA score multiplies ranking by 2 for total points used.





Appendix B: Facility Details

AT&T Performing Arts Center

Equity & Community Impact

- Opened in 2009 on a 10-acre campus with five venues in three buildings, an outdoor stage, and a public park
- Welcomes approximately 350K visitors per year, and presents free programs onsite such as Reliant Lights Your Holidays and *Latinidad*
- Hosts five resident companies, including 2 ALAANA groups: Dallas Black Dance Theatre and Anita N. Martinez Ballet Folklórico
- Through the Elevator Project, provides space and support to small arts groups, including BIPOC, LGBTQ+ and female groups

Key Capital Needs

- HVAC repairs / Upgrades
- Elevator Repairs / upgrades
- Public Safety / Security upgrades
- Dressing rooms for Annette Straus Square





Appendix B: Facility Details

Bath House Cultural Center

Equity & Community Impact

- Opened as a cultural center in 1981; building dates to 1930
- Welcomes approximately 30K visitors each year; has hosted ~850K visitors since opening
- 60% of visitors are ALAANA
- Echo Theater, a theater dedicated to plays by women, performs at the Bath House regularly

Key capital needs

- New Roof
- Address and repair exterior needs of building
- Replace electrical panels, neon, and architectural lighting
- Replace all exterior doors





Appendix B: Facility Details

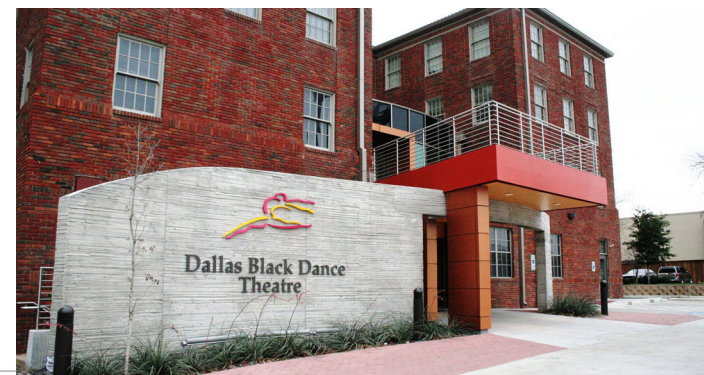
Dallas Black Dance Theatre

Equity & Community Impact

- Re-opened in 2008 at the former historic residence of the Moorland YMCA as rehearsal studios, training classrooms, and administrative offices
- Welcomes approximately 40K visitors, of which 89% are ALAANA
- Houses the DBDT Academy, serving 30K youth with ~2,000 classes pre-pandemic
- Hosts other community organizations, including African American Leadership Forum, bc WORKSHOP, Big Thought, Dallas Black Chamber of Commerce, Dallas TRHT, Leadership Women, North Texas Dance Council, and DSO SOLUNA programs

Key Capital Needs

- Roof repair including terracotta tile
- HVAC repair / replacement
- Technology / Security upgrades
- Elevator Modernization





Appendix B: Facility Details

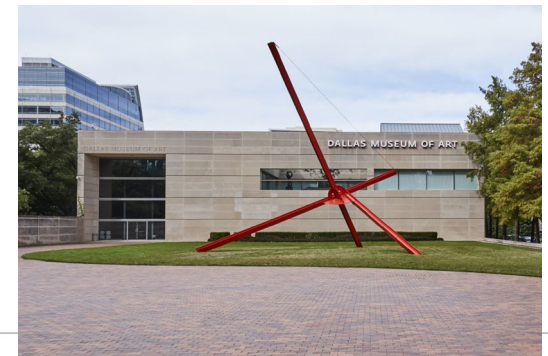
Dallas Museum of Art

Equity & Community Impact

- Building opened in 1984
- Welcomed approximately 600K visitors last year (800K+ pre-pandemic)
- Signage is bilingual and general admission is free
- Visitors are 50% ALAANA
- Last year, served over 100K students through on-site and off-site programs, including field trips from 175 schools

Key Capital Needs

- Electrical repairs/upgrades including switchgear and electrical distribution
- Fire control systems replacement/upgrades
- HVAC system repair/upgrades
- Plumbing repairs / upgrades
- Roof repairs





Appendix B: Facility Details

Kalita Humphreys and Heldt Building

Equity & Community Impact

- Kalita building opened in 1959; gifted to City of Dallas in 1974
- Heldt built in 1990 and has a black box theater and support spaces
- Majority of shows are presented by Dallas Theater Center, Uptown Players (LGBTQ+ mission centric), and Second Thought Theater
- Welcomed approximately 30K visitors last year
- Served over 500 students from 30 schools, of which 25 are Title 1

Key Capital Needs

- Safety / Security upgrades
- MEP / HVAC repair
- Exterior repair / water infiltration mitigation
- Interior repairs including accessibility modifications





Appendix B: Facility Details

Latino Cultural Center

Equity & Community Impact

- Opened as a cultural center in 2003
- Welcomes approximately 37K visitors each year
- Only municipal cultural venue in the US with two resident Latino/a theater companies – Cara Mia Theatre and Teatro Dallas

Key capital needs

- Roof replacement including terracotta tile
- Electrical Upgrades
- Interior / Exterior repairs including doors, walls, and stucco





Appendix B: Facility Details

Majestic Theater

Equity & Community Impact

- Reopened in 1983 with 1700 seats; building dates back to 1921
- Welcomes approximately 140K visitors per year
- Hosts 12-16 Spanish-language shows each year, with ~20K attendees
- Hosts 18-20 youth or youth-friendly performances each year (e.g., Dallas Black Dance Theater Academy's Espresso Nutcracker)

Key Capital Needs

- Restoration of theater seating
- Windows and façade repairs, replacement, sealing
- Accessibility enhancements



Appendix B: Facility Details



Moody Performance Hall

Equity & Community Impact

- Opened in 2012 with 750-seat auditorium as a home for small and mid-sized organizations in the Arts District
- Welcomes approximately 60K visitors per year, with over 500K since opening
- Hosts events by ~50 different local arts non-profits annually, and a dozen youth-friendly/sensory-friendly performances each year

Key Capital Needs

- Roof Repairs
- HVAC repairs and upgrades
- Exterior door repairs
- Refinish floors including hardwoods





Appendix B: Facility Details

Oak Cliff Cultural Center

Equity & Community Impact

- Opened as a cultural center in 2010 in a former retail space
- Welcomes approximately 20K visitors each year; has hosted ~225K since opening
- Over 60% of visitors are ALAANA
- Since 2015, has hosted summer camp “School of Yes” with Cara Mia; students are 91.5% ALAANA and come from 26 different City of Dallas zip codes

Key capital needs

- Restoration of Gallery Walls
- Upgrades to doors including fire door exit hardware
- Lighting upgrades





Appendix B: Facility Details

Sammons Center for the Arts

Equity & Community Impact

- Re-opened in 1988 as an arts incubator; building dates to 1909
- Welcomes approximately 68K visitors annually
- Houses 15 resident arts organizations, of which 6 are ALAANA, 1 is LGBTQ+, 1 is focused on women, and 1 is focused on youth
- Employs/contracts with individuals with disabilities

Key Capital Needs

- Exterior Masonry repairs
- Exterior window repair / replacement and sealing
- Drainage repair / upgrades



Appendix B: Facility Details



South Dallas Cultural Center

Equity & Community Impact

- Opened as a cultural center in 1986 to celebrate the culture of the African Diaspora
- Welcomes approximately 40K visitors each year
- Home of the Juanita J. Craft Artist Residency, continuing the legacy of this local civil rights icon

Key capital needs

- Roof replacement
- Replace rooftop HVAC units
- Installation of additional fencing / gate repair
- Repair exterior cracks and patch/paint

