

# Memorandum



CITY OF DALLAS

DATE May 8, 2017

Honorable Members of the Arts, Culture and Libraries Committee:  
TO Mayor Pro Tem Monica R. Alonzo (Chair), Mark Clayton (Vice Chair),  
Deputy Mayor Pro Tem Erik Wilson, Carolyn King Arnold, Jennifer S. Gates,  
Scott Griggs

SUBJECT **Proposal to Name City Performance Hall**

On Monday, May 15, 2017 the Arts, Culture and Libraries Committee will be briefed on a Proposal to Name City Performance Hall. Briefing materials are attached for your review.

Please contact me if you have questions or need additional information.

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

Joey Zapata  
Assistant City Manager

c: Honorable Mayor and Members of the City Council  
T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Kimberly Bizor Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)  
Eric D. Campbell, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

# Proposal to Name City Performance Hall

Arts, Culture and Libraries

May 15, 2017

Jennifer Scripps, Director  
Office of Cultural Affairs  
City of Dallas



# Background/History

- Dallas City Performance Hall (CPH) opened in September 2012, and was the last major performing arts venue to open on Flora Street
- CPH is owned and operated by the City of Dallas through the Office of Cultural Affairs
- CPH serves more than 50 groups and hosts approximately 230 events annually



# Purpose

- Proposal to rename Dallas City Performance Hall as the Moody Performance Hall in recognition of a \$10 million endowment, the Moody Fund for the Arts, to be established for the benefit of small arts organizations supported by the Office of Cultural Affairs



# Key Considerations

- The \$10 million Moody Fund for the Arts will be a restricted endowment fund managed by the Dallas Center for the Performing Arts Endowment, Inc., which manages several restricted funds that make up the AT&T Performing Arts Center endowment
  - All rules governing this fund are called “Exhibit A” in the grant agreement. (See Appendix)
- The material deal points were pre-negotiated between the Moody Foundation and AT&T PAC and then presented to the City
- City staff, with input from the Cultural Affairs Commission, worked to clarify and improve the terms of the Moody Fund for the Arts (MFA) and the naming agreement
- The gift will be structured as \$1 million per year for 10 years paid to the MFA



# Key Considerations

- Organizations eligible to apply to the Moody Fund for the Arts are the OCA-support arts organizations with annual budgets less than \$1 million
- The Moody Fund for the Arts will provide much-needed additional and consistent funding for Dallas' smaller arts organizations, which often lack the necessary private funding and donor bases of larger organizations
- Naming conforms with the City's Cultural Facilities Naming Policy adopted by Council Resolution in March 2006
- The naming agreement does not preclude other areas of the building or future additions from being naming opportunities, as long as the overall site is the Moody Performance Hall for all time
- The Cultural Affairs Commission recommended approval on April 20, 2017



# Governance and Oversight

- As a separate, private 501(c)3, the Moody Fund for the Arts will:
  - Manage the \$10 million gift forever dedicated to the benefit of the OCA-supported small arts organizations (per Exhibit A to grant agreement).
    - This fund is answerable to the Texas State Attorney General and to the Moody Foundation
  - File an IRS 990 Form each year detailing what it has earned and spent
  - Utilize the due diligence process of the OCA to identify the eligible groups but have more flexibility to fund other needs (exceed the City's funding caps and other guidelines, staff development and travel awards, artists-in-residencies, etc.).
  - Report annually to both OCA and the Moody Foundation which organizations applied, received awards, funding amounts, and other information at the discretion of the City



# Proposed Action

- Staff and Cultural Affairs Commission recommends the Arts, Culture and Library Committee forward this item to City Council for consideration and approval on May 24, 2017



# Appendix – Exhibit A

Organizations eligible to apply to the Moody Fund for the Arts are the OCA-supported arts organizations with annual budgets less than \$1 million

The Moody Fund for the Arts (MFA) will provide critical funding for:

- Commissions of original works and artistic collaborations:
  - If the collaboration is among qualifying small group(s) and non-qualifying larger organization(s), the grant request must come from, and the award must go to, the qualifying small group
- Support for new works, innovative programs and offsetting rent and production costs at Moody Performance Hall
- Programs, projects and exhibitions that address important issues of cultural equity and community access to the arts
- Programs that create and deliver cultural experiences to all parts of Dallas
- Operating, staff and marketing support for new initiatives
- Support of production costs and capacity building
- Hosting artist in residency programs
- Other projects deemed important to the vibrancy of the arts in the city

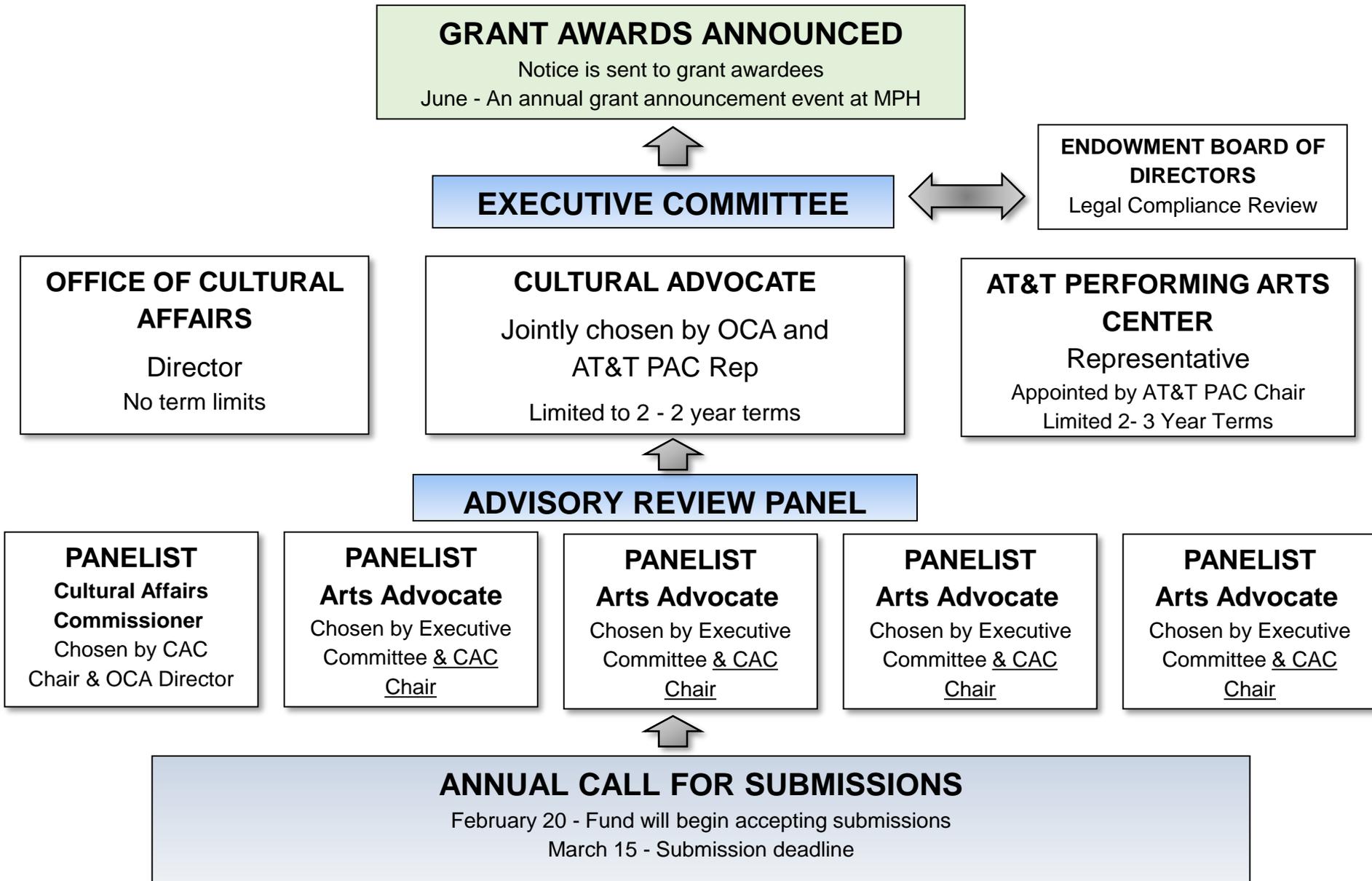
Submissions are to include metrics of success and accountability

MFA grants are *not* eligible to fund:

- Debt repayment from prior years' programs
- Benefits or fundraising events
- Projects that take place prior to the fund's grant notification dates



# Appendix – MFA Granting Process



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