

# 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 **Consultant Contract for City of Dallas Cultural Plan**

On Monday, May 15, 2017 the Arts, Culture and Libraries Committee will be briefed regarding a consultant contract for a new City of Dallas Cultural Plan. 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 Bizzor 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

# Consultant Contract for City of Dallas Cultural Plan

Arts, Culture and Libraries  
May 15, 2017

David Fisher, Asst. Director  
Office of Cultural Affairs  
City of Dallas



# Purpose

- To Discuss need for cultural planning
- To Recommend proposed consultant
- To Review timeline and process



# Background/History

- Building on the foundation of the 2002 plan, the new cultural plan will articulate a unifying vision of arts and culture in Dallas that will be
  - Grounded in significant research
  - Developed with broad community input
- Serves as a practical guidebook for the City as well as our many cultural partners
- Identify funding gaps and priorities for future
- Addresses and infuses cultural equity into everything we do
- Seeks to develop a shared vision and vocabulary for the OCA to strategically support the arts and cultural vibrancy of Dallas



# Timeline

- Fall 2016
  - Review of other city's plans and processes
  - Development of Specifications
- Jan. – Feb. 2017
  - RFP Advertised
  - Consultant Interviews
- Mar. – Apr. 2017
  - Consultant Selected
- May 2017
  - Council approval
- Summer 2017
  - Research and Preparation
- September 2017
  - Planning Kickoff and Community Meetings
- Fall 2018
  - Plan (Tentatively) Completed



# Recommended Consultant Team

- **Lord Cultural Resources**
  - bcWorkshop
    - Community Engagement/Neighborhood Strategy
  - HR&A Advisors
    - Economic Development Strategy
  - Idyllic Interactive
    - Communications, PR and Design
- Negotiated Price: \$539,000



# Team Experience

- **Cultural Plans**

- City of Chicago
- State of Iowa
- City of Richardson
- District of Columbia
- City of Wichita Falls
- City of Knoxville
- City of Edmonton
- City of Glasgow

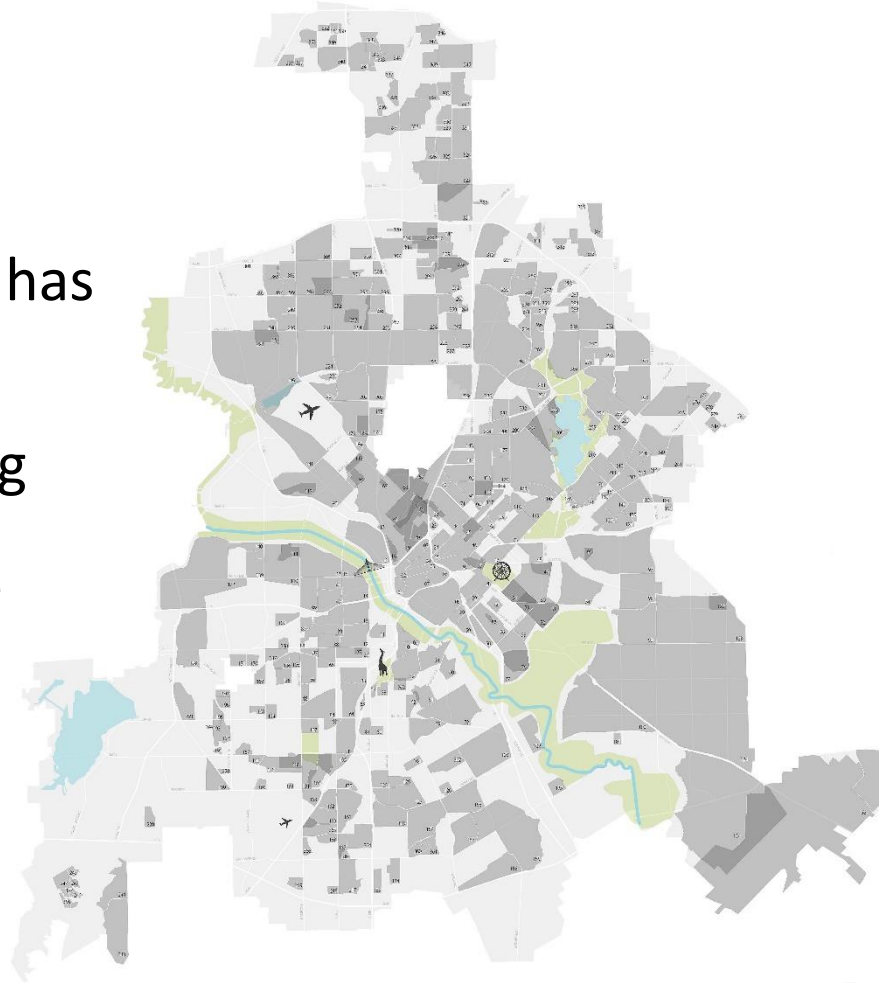


- 5 OFFICES
- 450+ CITIES
- ▨ 57 COUNTRIES
- 2200+ PROJECTS



# Local Connections

- **bcWorkshop**
  - For the past 4 years, **bc** has been working with residents to create the “POP (People Organizing Place) Neighborhood Map”, a comprehensive map of more than 375 distinct Dallas neighborhoods





# Plan Phases

- Phase 1 – Discovery and Design
  - Project Design and Coordination
  - Review of Current OCA
  - Engagement Strategy
- Phase 2 – Neighborhood Needs and Opportunities Assessment
  - Development of Cultural Framework/Baseline Analysis
  - Assessment of Artistic Ecosystem
  - Assessment of Existing Cultural Conditions
  - Economic Impact Analysis
- Phase 3 – Writing the Cultural Plan
  - Development of Strategies
  - Review and Revision of Cultural Policy
  - Final Plan Presentation
  
- ACL will be updated in each phase

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# 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



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