

Memorandum



CITY OF DALLAS

DATE September 18, 2017

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 Planning Process Overview**

On Monday, September 25, you will be briefed on the Dallas Cultural Planning Process Overview. 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

Attachment:

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billerae Johnson, City Secretary (Interim)
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, 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 Planning Process Overview

Quality of Life, Arts & Culture
Committee Briefing
September 25, 2017

Jennifer Scripps, Director
Office of Cultural Affairs
City of Dallas



Purpose

- To review the new Cultural Plan development process for community engagement to inform and set priorities going forward



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



Background

- Cultural planning is a regular and healthy process of community engagement to envision the future of the arts, evaluate current OCA programs, and set priorities for future investments
- The City of Dallas last updated its Cultural Plan and Cultural Policy in 2002. That plan focused on new facilities and grant programs for organizations.
- Nationwide, peer cities have recently unveiled new cultural plans, including: Chicago (2012), Charlotte (2014), Los Angeles (2014), Houston (2015), Boston (2016), and New York (2017)



Community Impact:

Support a Rapidly Growing Arts Sector:

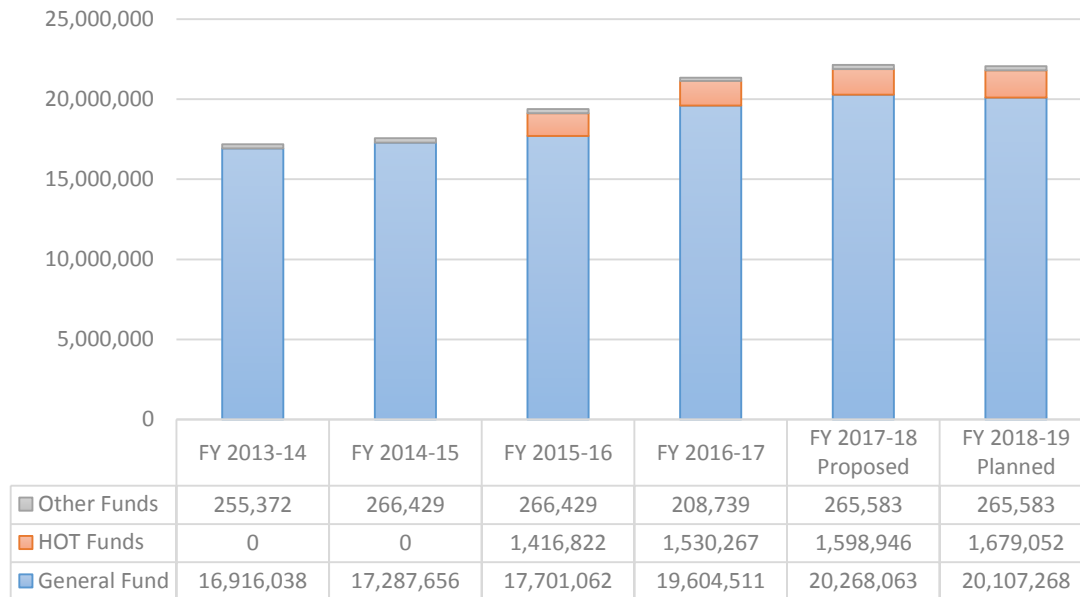
- In June 2017, the City of Dallas and partners released the Arts and Economic Prosperity 5 study:
 - Total economic impact of nonprofit arts and cultural industry grew to \$891M in economic impact
 - an increase of 277% in 7 years (18% year over year)
 - Nationally, Dallas ranked as a Top 10 arts economy
 - Full-time jobs (equivalent) = 33,554
 - Arts District's economic impact = \$395M (44% of Dallas total)
 - Arts remain a strong driver of tourism with 52.4% of tourists indicating that the primary purpose of their visit was arts/culture
 - Generates \$45.1M in local government revenue



Issues and Constraints:

- The OCA funding includes support for more than 125 arts organizations and 70 individual artists, but City support is growing more slowly than the sector

OCA Budget History



Issues and Constraints:

- Neighborhood arts experiences are increasingly sought out, but Dallas residents desire more options and neighborhood access
- Board diversity and staff diversity of arts organizations does not reflect the Dallas population
- Private and corporate funders tell of “donor fatigue” for the arts
- Outdated OCA policies, include funding caps, limits on temporary public art, and lack of integration with other City departments



Why a New Cultural Plan?

Wide Civic Engagement

- Identification of key stakeholders, partners and resources
- Citywide discussion of why culture matters
- Opportunity to gather quantitative and qualitative data

Strengthened Cultural Sector

- Build and focus the Office of Cultural Affairs capacity to cultivate the cultural ecosystem, along with its partner organizations and institutions
- Cultural Participation – not only in numbers, but also in depth



What will the Plan Do?

Identify the Top Priorities

- What is the cultural potential of Dallas?
- What issues keep Dallas from reaching its cultural potential?

Design a Blueprint for Dallas' Cultural Future

- Identify top-tiered initiatives that Dallas is poised to launch / bolster
- Update Cultural Policy, written guidelines for OCA building on Plan priorities



How?

PHASE 1

- Citywide Engagement
- Fall 2017 – Winter 2018

PHASE 2

- Economic Impact Analysis
- Spring 2018

PHASE 3

- New Cultural Plan and Updated Cultural Policy
- Summer 2018



Cultural Planning Process:

- **INCLUSIVE:** virtual and in-person engagements will be held throughout the city– allowing Dallas residents to participate in ways that are most comfortable
- **TRANSPARENT:** dallasculturalplan.com will be constantly updated with event information, presentations, virtual and in-person engagement opportunities
- **DATA-DRIVEN:** cultural asset and experience mapping, measurements for success, and neighborhood-level data gathering
- **SUSTAINABLE:** the plan will include economic impact and feasibility studies to ensure support and further grow the arts in Dallas

10



Cultural Planning Resources:

- City Council awarded cultural planning contract to Lord Cultural Resources on May 24, 2017
- The total project budget is \$600,000
 - Privately raising \$300,000
 - \$300,000 from the general fund
- Status of Fundraising: \$173,000 committed with another \$150,000 in grant applications submitted and pending by end of the year
- Generously supported by:



Anonymous Foundation

The Perot Foundation

11

How to Get Involved:

Sign up for updates at: www.dallasculturalplan.com

Attend and help publicize one of the Cultural Plan Events:

- Monday, September 25th: Dallas Museum of Art, 6-8pm
- Tuesday, September 26th: Dallas Children's Theater, 6-8pm
- Thursday, September 28th: Walnut Hill Recreation Center, 6-8pm
- Saturday, September 30th: Red Bird Mall, 10am-Noon
- Tuesday, October 10th: South Dallas Cultural Center, 6-8pm
- Monday, October 16th: Oak Cliff Cultural Center, 6-8pm
- Saturday, October 21st: Bath House Cultural Center, 10am – Noon
- Additional meetings pending

Complete the online survey regarding participation with the arts



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