

# Memorandum



CITY OF DALLAS

DATE September 13, 2013  
TO Honorable Members of the Arts, Culture & Libraries Committee:  
Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,  
Jennifer Staubach Gates  
SUBJECT Dallas City Performance Hall Report on First Year of Operations

On Monday, September 16, 2013, the Committee will be briefed on the Dallas City Performance Hall Report on the First Year of Operations. The briefing materials are attached for your review.

Please let me know if you have questions or need additional information.

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

Joey Zapata  
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, Interim City Manager  
Warren M.S. Ernst, Interim City Attorney  
Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Ryan S. Evans, First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Assistant to the City Manager - Mayor and Council

# Dallas City Performance Hall Report on First Year of Operations

Briefing to the  
Arts, Culture & Libraries Committee  
September 16, 2013



Office of Cultural Affairs  
CITY OF DALLAS



# Background

- \* The Office of Cultural Affairs operates seven facilities, collectively referred to as the “cultural centers”
  - \* Bath House Cultural Center
  - \* Dallas City Performance Hall
  - \* Latino Cultural Center
  - \* Majestic Theatre
  - \* Morton H. Meyerson Symphony Center
  - \* Oak Cliff Cultural Center
  - \* South Dallas Cultural Center
- \* Today’s briefing focuses on two of the centers that have reached a special milestone in their history
- \* Future briefings will focus on the accomplishments and special programs of our other cultural centers



Bath House Cultural Center Interior View



South Dallas Cultural Center Exterior View

# Purpose of the Briefing

- \* Update the Arts, Culture & Libraries Committee on the first year of operations of the Dallas City Performance Hall (September 2012-September 2013)
- \* Provide an overview of the upcoming season at the Dallas City Performance Hall

# Grand Opening September 2012

- \* September 13, 14, 15 & 16, 2012
- \* Combination of free to the public and ticketed events designed to highlight the venue and showcase the talent of local artists and arts groups
- \* Multiple partners from the cultural community participated in the events

# First Year By the Numbers

* FY13 Attendance (YTD)		<b>51,388</b>
* Rental Days		<b>162</b>
* Public Events	103	
* Other Events	17	
* Rehearsal Days	42	
* Organizations Using the Facility		<b>49</b>

- Attendance goal exceeded by **41.2%**
- Rental days goal exceeded by **62%**

# Who Used the Building?

- \* 36 Dallas-based artists / arts groups used the Dallas City Performance Hall for events during its first season of operations
- \* Types of events presented included music concerts, dance performances, theatre plays, lectures



# User Group list for 2012-2013 Season

- \* Dallas Opera
- \* Dallas Chamber Symphony
- \* WRR Classical 101
- \* Lone Star Wind Orchestra
- \* Art & Seek
- \* Reading Partners LLC
- \* Bengali Association of DFW
- \* Kessler Theater
- \* Metropolitan Winds
- \* Resounding Harmony
- \* Greater Dallas Youth Orchestra
- \* The Women's Chorus of Dallas
- \* Voices of Change
- \* TEDxSMU
- \* Undermain Theatre
- \* Cirque Dallas
- \* Turtle Creek Chorale
- \* Dallas Institute of Humanities and Culture
- \* Uptown Players
- \* KERA
- \* University of North Texas
- \* SMU Meadows School of the Arts
- \* Kollaboration Dallas
- \* E3 Partners
- \* Dallas Black Dance Theatre
- \* Chamber Music International
- \* American Choral Directors Association
- \* American Classics
- \* Dallas Business Council for the Arts
- \* The Dallas Conservatory
- \* Sammons Center for the Arts
- \* Dallas Museum of Art
- \* Midlothian Bands
- \* Daughters of World War II
- \* Dallas Asian American Youth Orchestra
- \* Preservation Dallas
- \* Crow Collection of Asian Art
- \* Highland Park Presbyterian Church
- \* Theater Communications Group
- \* Corgan and Associates
- \* Bruce Wood Dance Project
- \* New Texas Symphony Orchestra
- \* Fine Arts Chamber Players
- \* Dallas Theater Center
- \* City of Dallas
- \* Enigma LLC
- \* Maharlika Dancers
- \* Texas PTA
- \* Indian Cultural Heritage Foundation



# Highlights of Dallas Arts Groups



## \* **Dallas Chamber Symphony**

- \* The “youngest” member of the Dallas classical music scene, DCS was founded in 2012.
- \* Their first-ever public performance was at the DCPH in September 2012 – and also the very first group to perform at DPCH after the grand opening weekend.
- \* During their inaugural season, the group performed 2 world premieres of film scores by Texas composer Brian Satterwhite.

# Highlights of Dallas Arts Groups



## \* **Bruce Wood Dance Project**

- \* BWDP staged the first full-scale dance production at the Dallas City Performance Hall, fully utilizing the marley dance floor and performed two sold out shows.
- \* Bruce Wood Dance Project was named “Best Dance Company” in 2013 by *D Magazine* and has been challenging dancers and audiences to explore new modes of dance.

# Highlights of Dallas Arts Groups



## \* Dallas Black Dance Theatre

- \* The second company of Dallas Black Dance Theatre performed their Annual Spring Fiesta at the Dallas City Performance Hall featuring the best and most promising students of the Dallas Black Dance Academy.
- \* Performances included student matinees with the purpose of exposing Dallas County school children to professional dance and to nurture a new generation of local dancers.

# Highlights of Dallas Arts Groups



- \* **Orchestra of New Spain**
  - \* Orchestra of New Spain staged “Las nuevas armas de amor” (Cupid’s New Weapons of Love), a zarzuela presented with a Spanish and Argentinean production team in the 18<sup>th</sup> century style of popular Spanish comedy.
  - \* Led by Artistic Director Grover Wilkins, this production fully utilized the DCPH Orchestra Pit and adjustable acoustical banners, allowing for a completely acoustic production without any amplification whatsoever.

# Highlights of Dallas Arts Groups



## \* Undermain Theatre

- \* Undermain Theatre staged the area premiere of “Penelope” by Tony Award winning playwright Enda Walsh in January 2013.
- \* This ingenious theatrical production transformed the stage of the DCPH into a 100 seat black box type theater – creating a set that was the deep end of an abandoned swimming pool, and allowing the audience to be seated on stage with the performers.

# Highlights of Dallas Arts Groups



## \* Bengali Association of DFW

- \* The Bengali Association of Dallas/Ft Worth presented *Durgotsav* 2012 in October, a two day Hindu celebration that included a wide variety of dance performances, youth presentations, and musical acts.
- \* The festival included the construction of an ornately decorated *mandap* in the Lobby for cultural programs and festivities.

# National Conferences

- \* American Choral Directors Association (May 2013)
- \* Theatre Communications Group (June 2013)



# Feedback from User Groups

- \* User Council Task Force composed of 9 representatives from organizations that used the facility in the first year.
- \* Recommendations made include:
  - \* Additional specialized theatrical equipment
    - \* New Conductors Podium
    - \* Expand inventory of Intelligent Lighting Fixtures
  - \* Card Access for Star Dressing Rooms
  - \* Marketing support
  - \* Box office operations
    - \* Dedicated Wireless
    - \* Signage for Box Office area



# Publicity & Reviews

## \* *D Magazine* 2013 Best Performing Arts Venue

**“Simple elegance, fantastic acoustics, and community-focused mission have accomplished what other spaces in the Arts District haven’t, sparking inspiration for the formation of new groups and bringing new life to mainstays.”** - *D Magazine*, Best of Big D “Best Performing Arts Venue”

- \* **“A dream venue for a piano or vocal recital, a chamber orchestra, a dance program, classical theater or a musical with live orchestra”** - Scott Cantrell, *Dallas Morning News*

# National Coverage

- \* The Dallas City Performance Hall has been featured in national and international magazines for its functional design and state of the art equipment.





# 2013-2014 Season

- \* To date, 48 organizations have reserved dates at the venue for the upcoming season
  - \* 184 rental days
  - \* 130 public events
  - \* 14 private events
  - \* 40 tech / rehearsal days
- \* Returning groups include:
  - \* Bruce Wood Dance Project
  - \* Dallas Black Dance Theater
  - \* Dallas Chamber Symphony
  - \* Lone Star Wind Orchestra
  - \* Metropolitan Winds
  - \* Turtle Creek Chorale
  - \* Undermain Theatre
- \* New groups include:
  - \* Dallas Children's Theater
  - \* Dallas Symphony Orchestra
  - \* Lyric Stage
  - \* Orpheus Chamber Singers
  - \* Texas Ballet Theatre

# 2014-2015 Season

- \* Deadline for space reservations was September 6, 2013
  - \* Requests for space received by this date will be allocated using our “Tier System” developed in 2011 in consultation with the Stakeholders Group
  - \* After all the initial requests are allocated, other requests for space are handled on a first come-first served basis for available dates
  - \* This cycle (September requests for the next year’s season of performances) will be in place for future years and is consistent with our approach at the Meyerson Symphony Center

# How to Book the DCPH

- \* DCPH is available for rental to arts and cultural organizations, other nonprofits and business/private events.
- \* Rental application and information available at [www.dallasculture.org/cityperformancehall.com](http://www.dallasculture.org/cityperformancehall.com)
  - \* Discounted rental rates for Dallas-based arts organizations
  - \* Use e-mail announcements to OCA list of arts organizations to market for rentals
  - \* Limited budget to market to business/private events.

# A Year in Review

- \* Dallas Chamber Music, *Chen & Kang*  
“An absolutely **marvelous** recital” – *Theaterjones.com*
- \* Undermain Theatre, *Penelope*  
“... regional premiere features four actors who are so good in their roles that you’ll be **dazzled** even if you share in the confusion.” – *Dallas Morning News*
- \* Turtle Creek Chorale and Uptown Theatre, *Ragtime*  
“The combination is **ecstatic** and holds great promise (fingers crossed) for future collaborations.” – *edgedallas.com*
- \* Dallas Chamber Orchestra, *The Cabinet of Dr. Caligari*  
“There were a lot of excited whispers and shoulder grabs as people stood up to leave. I rarely see crowds so **invigorated** after classical productions.” – *Dallas Observer*
- \* Orchestra of New Spain, *Cupid’s New Weapons of Love*  
“The Orchestra of New Spain **deftly** stages the Spanish Baroque zarzuela *Cupid’s New Weapons of Love* at Dallas City Performance Hall.” – *Theaterjones.com*
- \* Bruce Wood Dance Project, *Red + 2*  
“ In *Rabbit*, he was **extraordinary** in his exposure of human interaction driven by emotion.” – *worldartstoday.com*



Questions?



# Appendices

- \* Appendix I – City Performance Hall Background
- \* Appendix II – Project Development
- \* Appendix III – FY13 Budget

# Appendix I

## Dallas City Performance Hall Background

The Dallas City Performance Hall is one of five venues included in the Dallas Center for the Performing Arts Master Plan

- Winspear Opera House
- Wily Theater
- Annette Strauss Square
- Sammons Performance Park
- Dallas City Performance Hall

A development agreement with the Dallas Center for the Performing Arts Foundation was authorized on 9/28/2005

- Foundation developed four venues (AT&T Performing Arts Center)
- City designed and built the City Performance Hall

# Appendix I

## CPH Background (cont.)

- \* Need for the facility identified in the Master Planning process for the performing arts center
  - \* Referred to as the “third venue”
  - \* Conceived to serve the needs of small and medium arts groups reflecting the diverse communities of Dallas
- \* Inclusion in the Master Plan received broad support from the cultural community

# Appendix I

## CPH Background (cont.)

### Project Funding

- \* Performing arts facilities developed through public/private partnership with the Dallas Center for the Performing Arts Foundation
  - \* \$68 million -- City bond contribution for land acquisition, infrastructure, Annette Strauss Square & City Performance Hall (1995, 1998, 2003 & 2006 Bond Programs)
  - \* \$330 million -- Foundation private sector support for Winspear Opera House, Wylie Theater, Sammons Park, 2 underground garages

# Appendix I

## CPH Background (cont.)

- \* City Performance Hall represents the largest public sector contribution to the public/ private partnership responsible for the development of the performing arts center
- \* 2003 Bond Program
  - \* \$2.25 million to for program and design
- \* 2006 Bond Program
  - \* \$38.2 million for design and construction of Phase I

# Appendix II

## Project Development

- \* Programming 2004-2006
- \* Design (Conceptual, Schematic) 2006-2008
- \* Construction 2009-present
- \* Opening September 2012

# Appendix II

## Project Development (cont.)

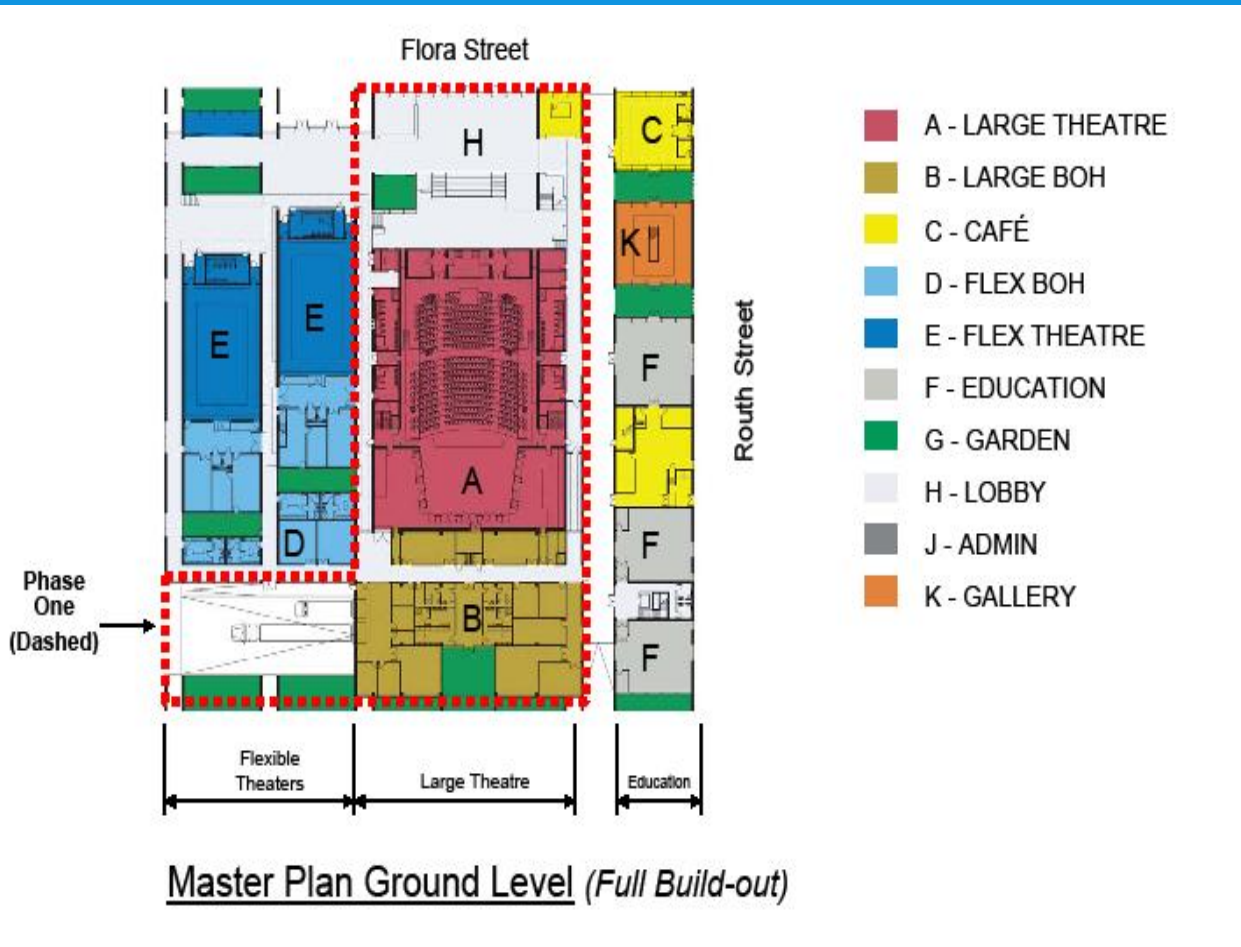
- \* Programming process included over 70 arts groups
  - \* Identified need for 124,000 sq. ft. facility that included a 750-seat theater, two flexible theaters, with full complement of public and support spaces
  - \* Conceived to be implemented in multiple phases
- \* Completed Phase I (60,000 sq. ft), the 750-seat theater approved in the 2006 Bond Program
- \* Completion of the rest of the 124,000 sq. ft. program to be supported in future bond programs. Future phase to include two flexible black box theaters, a gallery, rehearsal room and educational space.

# Appendix II

## Project Development (cont.)

- \* Phase I consists of:
  - Full lobby fronting Flora with event mezzanine
  - Wood floors
  - Theater seating (750 seats in two levels, orchestra & balcony)
  - Stage pit
  - Stage lighting and controls
  - Performance audio and video system
  - Concert enclosure and acoustical reflector panels
  - Stage rigging and drapery system
  - Motorized acoustical banners





Schematic for the full buildout.

- Phase I (completed) shown inside the red dashed line.
- Phase II will include 2 flexible black box theaters, visual arts gallery, and education/rehearsal classrooms.
- Phase II pending future bond programs.

# Appendix III

## FY2013 & FY2014 Budget

### EXPENSES

	FY12-13 Budget	FY12-13 Estimate	FY13-14 Proposed (as of March 2013)
Personnel	487,657	292,785	535,203
Building Operations	216,770	198,647	198,529
Janitorial	90,517	62,000	90,517
Security	27,350	23,716	27,350
Stagehand Labor	32,500	17,500	32,500
Marketing	9,189	5,450	9,189
Total	863,983	600,098	893,288

### REVENUE

Rental	80,000	260,800	150,000
Concessions	15,000	39,350	15,000
Facility Fees & Other Misc	15,000	146,000	110,000
Total	110,000	446,150	275,000