

# Memorandum



DATE October 18, 2013

TO Honorable Members of the Arts, Culture & Libraries Committee:  
Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel Jones Hill,  
Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT Office of Cultural Affairs Overview

The attached briefing will be presented to you at the Arts, Culture & Libraries Committee on Monday, October 21, 2013. This briefing will provide an overview of the Office of Cultural Affairs.

If you have questions or need additional information, please contact me.

  
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, City Attorney  
Judge Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Ryan S. Evans, Interim First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, 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  
Maria Munoz-Blanco, Director, Office of Cultural Affairs



Office of Cultural Affairs  
CITY OF DALLAS

# Office of Cultural Affairs Overview

Briefing to the  
Arts, Culture & Libraries Committee  
October 21, 2013





# Purpose of the Briefing

- Provide an overview of the services and budget history of the Office of Cultural Affairs:

• History & Overview	Slides 3
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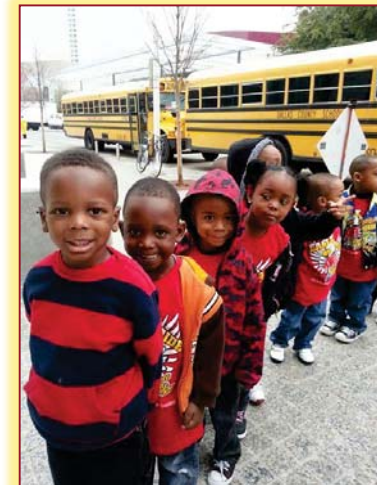


# History & Overview

- The City's support of the arts dates to 1928 when the city entered into a landlord-tenant relationship with the Dallas Museum of Fine Arts.
- The Office of Cultural Affairs has its origins in the City Arts Program, which was established in 1976 as a division of the Dallas Park & Recreation Department.
- In 1989, City Council adopted a City Ordinance to establish a department-level Office of Cultural Affairs and the Cultural Affairs Commission.
- The Office of Cultural Affairs serves as the lead city department guiding the city's investment in the arts and cultural sector, working in five core areas:
  - Cultural Contracts
  - Cultural Facilities & Centers
  - Public Art
  - Arts Learning & Life-long Education
  - Classical Radio
- The Cultural Affairs Commission is the advisory board for all arts and cultural funding and policy issues (see Appendix I).

# Vision

Arts, culture and the humanities are essential to vital, healthy urban communities; we recognize that Dallas is home to people from throughout the world whose gifts of art, culture and customs are rich resources to be shared; we acknowledge that arts reflect the character of a city and its inhabitants, and that experiencing arts and culture is nourishing and life-affirming.



Left to Right: Programs at Latino Cultural Center; Oak Cliff Cultural Center; Dallas City Performance Hall



# Mission

**Our mission is to establish a cultural system that ensures that ALL Dallas citizens and visitors have an opportunity to experience the finest in arts and culture.**

- The Office of Cultural Affairs works to enhance the vitality of the City and the quality of life for all Dallas citizens by creating an environment wherein arts and cultural organizations can thrive so that people of all ages can enjoy opportunities for creative expression and the celebration of our community's multicultural heritage.
- The Office of Cultural Affairs leverages its resources through an expansive network of public/private partnerships with artists, arts and cultural organizations, and civic organizations to support our mission of access to the arts for people of all ages.



# Impact

- During FY2012-13, the Office of Cultural Affairs exhibited, presented, produced or supported the creative work of:
  - **148** arts and cultural groups (many of which employed or featured local artists)
  - **438** individual artists (not affiliated with an arts and cultural organization)
- Collectively, these arts groups and artists offered Dallas citizens with over **50,000** arts and cultural experiences that reached an attendance exceeding **4.2 million**.



# Customer Service

- High level of satisfaction:
  - 80% of citizens rated the opportunities to attend arts and cultural events in Dallas as “excellent” or “good” (second only to shopping)
  - 76% of the residents surveyed rated the appearance of arts and cultural centers and facilities in the City as “excellent” or “good.”
  - 64% of those surveyed rated the accessibility of arts and cultural centers and facilities as “excellent” or “good.”

*Source: 2013 Direction Finder™ Survey*

*ETC Institute / City of Dallas*



# Core Services

- I. Cultural Contracts
  - Arts & Cultural Organizations
  - Artists (Community Artists Program)
- II. Cultural Centers & Facilities
  - OCA-operated and programmed
  - Nonprofit partners
- III. Public Art
- IV. Arts Learning & Audience Development
- V. WRR Municipal Radio

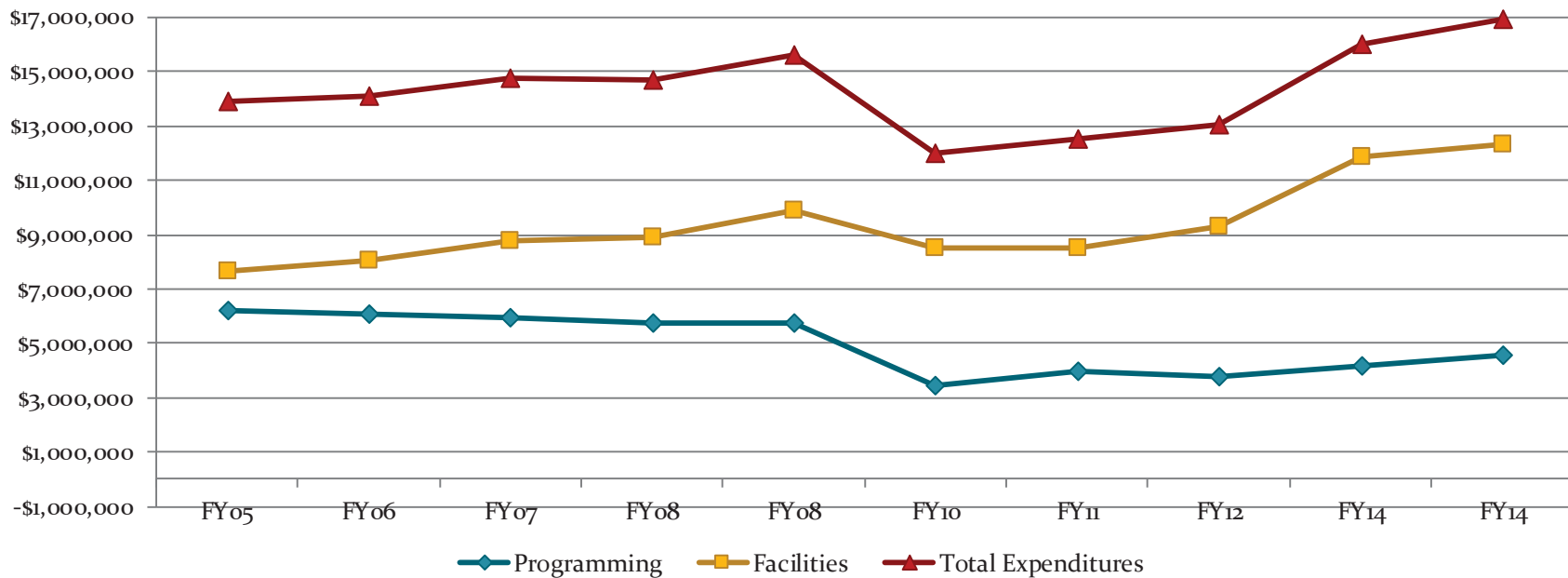


Top: South Dallas Cultural Center, *Wanted*  
Bottom: Latino Cultural Center, *Brady Senior Center Field Trip*

# FY2013-14 Operating Expenses

Service	FY12-13 Estimate	FY13-14 Adopted
<b>General Fund</b>		
I. Cultural Services Contracts	\$3,874,414	\$4,330,253
Community Artists Program	\$30,000	\$30,000
II. City Cultural Centers & Facilities Partners	\$10,939,651	\$11,363,227
Majestic Theater	\$505,775	\$507,527
III. Public Art (reimbursed from Capital Budget)	\$182,767	\$255,372
IV. Arts Learning & Audience Development	\$675,609	\$685,031
<b>Enterprise Fund</b>		
V. WRR Municipal Radio	\$1,906,152	\$2,379,435

# General Fund 10-Yr History



	FY05	FY06	FY07	FY08	FY08	FY10	FY11	FY12	FY13	FY14
<b>Programming</b>	\$6,192,696	\$6,076,844	\$5,958,696	\$5,775,313	\$5,720,784	\$3,437,409	\$4,004,321	\$3,767,717	\$4,193,631	\$4,565,464
<b>Facilities</b>	\$7,683,104	\$8,029,728	\$8,799,186	\$8,921,571	\$9,919,707	\$8,527,533	\$8,500,474	\$9,307,684	\$11,831,818	\$12,350,574
<b>Total Expenditures</b>	\$13,875,800	\$14,106,572	\$14,757,882	\$14,696,884	\$15,640,491	\$11,964,942	\$12,504,795	\$13,075,401	\$16,025,449	\$16,916,038

# I. Cultural Contracts

- Cultural Services Contracts is a broad reaching service that directly impacts the overall cultural and economic health of the City and significantly contributes to our residents' Quality of Life by fostering the growth and success of groups across the entire cultural sector, from small emerging arts groups to major cultural institutions.
- Three main categories offered in FY14:
  - Cultural Organizations Program (COP)
  - Cultural Projects Program (CPP)
  - Community Artists Program (CAP)



Orchestra of New Spain, *Cupid's New Weapons of Love*

# I. Cultural Contracts (cont.)

- Cultural Contracts are awarded through an annual application and review process.
- Peer review panels are held every other year
- Cultural Affairs Commission reviews and recommends funding levels.
- City Approval of Contracts:
  - City Council Resolution for Cultural Organization Program (COP)
  - Administrative Actions for Cultural Projects Program (CPP) and Community Artists Program (CAP)





## II. Cultural Centers & Facilities

- Office of Cultural Affairs oversees 22 cultural facilities totaling over 1.2 million square feet of city-owned cultural space.
  - Significant leverage of private sector investment to match public sector Bond Program funds.
  - Highly concentrated in city center.
- Two different approaches to facility management:
  - **Nonprofit Facility Partner:** An independent nonprofit cultural organization operates the facility through a long-term management agreement.
  - **OCA Cultural Centers:** OCA manages, programs and operates the facility with a single or multiple arts partners.



## II. Cultural Centers & Facilities (cont.)

- Thirteen city-owned cultural facilities are managed by our nonprofit partners through long-term management or lease agreements.
- Management or lease agreements approved by Council.
- Each agreement is specific to the facility, reflecting the role of the nonprofit partner in the development of the facility and outlining both parties responsibilities.
- Two facilities (Science Place I and Science Place II) are currently in transition.

### Facilities with long-term agreements

(listed in alphabetical order by nonprofit organization)

1. African American Museum
2. AT&T Performing Arts Center / Wyly Theater
3. AT&T Performing Arts Center / Winspear Opera House
4. AT&T Performing Arts Center / Annette Strauss Square
5. Black Academy of Arts & Letters
6. Dallas Black Dance Theater / Historic Moreland YMCA
7. Dallas County Heritage Society / Heritage Village at Old City Park
8. Dallas Historical Society / Hall of State
9. Dallas Museum of Art
10. Dallas Theater Center / Kalita Humphreys Theater
11. DSM Management Group / Fair Park Music Hall
12. Perot Museum of Nature & Science / Natural History Building
13. Sammons Center for the Arts

## II. Cultural Centers

- 7 Cultural Facilities are managed and operated by the OCA
- Referred to mainly as the “cultural centers,” these facilities have a distinct mission and focus:
  - Bath House Cultural Center
  - South Dallas Cultural Center
  - Meyerson Symphony Center
  - Latino Cultural Center
  - Oak Cliff Cultural Center
  - Majestic Theater
  - Dallas City Performance Hall



Top to bottom: Programs at South Dallas, Oak Cliff and Latino Cultural Centers



## II. Cultural Centers:

# Bath House Cultural Center

- **Mission**  
The Bath House Cultural Center is dedicated to fostering the growth, development, and quality of multicultural arts within the city of Dallas by emphasizing innovative visual and performing arts as well as other multidisciplinary arts events.
- **Brief History**  
The oldest of the city's neighborhood cultural centers, the 1930 Art Deco structure was first built to provide lockers and changing rooms for swimmers at White Rock Lake. The Bath House opened its doors as a cultural center in 1981, which makes it the longest-serving city cultural center.



BHCC exterior view



## II. Cultural Centers:

### Bath House Cultural Center (cont.)

- Long-standing programs that reflect the center's commitment to new and emerging artists and to the Northeast Dallas neighborhood:
  - Festival of Independent Theaters  
Now in its 15th year, the critically acclaimed festival features new works by Dallas' edgier independent theater companies.
  - One Thirty Productions  
Dallas's only matinee series created in 2008 as an affordable theater experience for senior citizens.
    - *Plaid Tidings* (December 4-21, 2013)
    - *Finishing School* (March 5-22, 2014)
    - *Equally Divided* (May 7-24, 2014)

## II. Cultural Centers: Bath House Cultural Center (cont.)

- Over 10 visual arts exhibitions annually, including two of the oldest, continuous annual exhibits in Dallas that provide opportunities for emerging and established artists to exhibit their work: *Día de los Muertos* (26 years) and *El Corazón* (20 years).
- White Rock Lake Museum features photographs and artifacts that document the history of White Rock Lake.



Top: Day of the Dead celebration  
Bottom: artwork from *El Corazón* exhibit

## II. Cultural Centers: South Dallas Cultural Center

- **Mission**  
To present excellent cultural programs reflecting the contributions of Africa to world culture.
- **Brief History**  
The SDCC first opened its doors in June 1986, before the OCA was in existence, through the efforts of the Park Board, City Council, African American artists and community leaders. An expansion and renovation was completed in 2007 (2003 Bond Program funds).



SDCC exterior view

## II. Cultural Centers:

### South Dallas Cultural Center (cont.)

- Programs focus on the vibrancy and diversity of the African Diaspora , featuring both local and national artists.
- Extensive children’s programs, including the Summer Arts at the Center and Soul Children’s Theatre.
- **Arthello Beck Gallery:** 8-12 annual exhibitions featuring local, regional & nationally recognized visual artists.  
Upcoming exhibits include:
  - Arlington artist Marquis Washington (November 2013)
  - Dallas emerging artist Kenneth Ray Murray (January, 2014)
  - Arkansas artist Delita Pinchback Martin (March 2014)



Summer Arts at the Center 2013 Mural



## II. Cultural Centers:

### South Dallas Cultural Center (cont.)

- **National Performance Network (NPN):** The SDCC is the only North Texas cultural organization invited to be a member of NPN, a national organization that supports the commission and presentation of new work by performing artists, both emerging and established, across the U.S.
  - NPN support has enabled the SDCC to present in Dallas award winning national artists such as Tina Vernon (New York), Elia Arce (Costa Rica), Sparky & Rhonda Rucker (Knoxville) and Teo Castellanos (Miami). NPN also enabled SDCC to co-commission 2 new touring performing arts works from local artists Michelle N. Gibson and Q Ragsdale through its Creation Fund /Forth Fund Program and provide funding for local artist Ashley Wilkerson to nationally tour her work commissioned by SDCC.
- An in-depth briefing about the South Dallas Cultural Center is planned for the Arts, Culture & Libraries Committee's January 2014 meeting.

## II. Cultural Centers:

# Morton H. Meyerson Symphony Center

- Meyerson Symphony Center is the only one of the cultural centers that has a Resident Company with a long-term agreement.
- The Dallas Symphony Association has been the city's partner since the inception of the facility, raising more than \$50 million in private funds to match the City Bond funds allocated to its construction.
- 80% of the events presented at the Meyerson are Dallas Symphony programs (classical and pops, family and educational concerts, concerts by touring performers, and fundraising events).



Meyerson interior view



## II. Cultural Centers:

### Morton H. Meyerson Symphony Center (cont.)

- Dallas area groups that regularly perform at the Meyerson include the Dallas Wind Symphony and the Dallas Children's Chorus.
- Annual special events that are held at the Meyerson include the Black Academy of Arts & Letters Black Music & the Civil Rights Concert celebrating the life of Martin Luther King, Jr.
- The Meyerson has been the host for the Mayor & Council Inauguration ceremonies for more than 20 years.



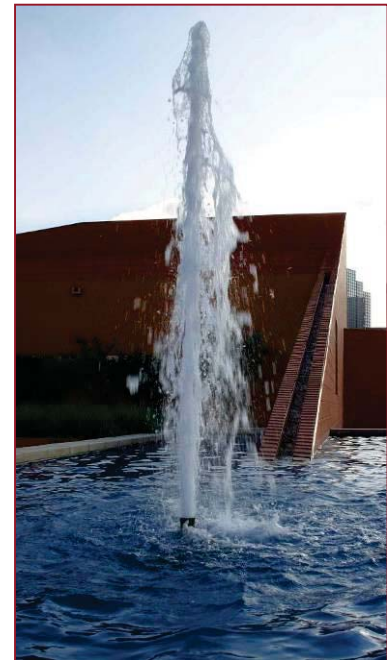
## II. Cultural Centers: Latino Cultural Center

- **Mission**

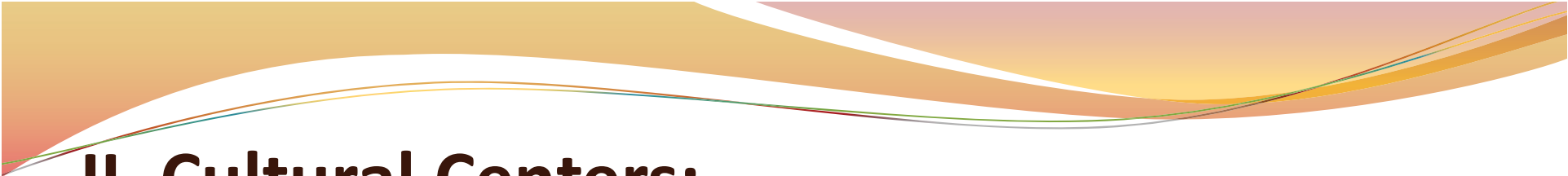
To serve as a regional catalyst for the preservation, development, and promotion of Latino and Hispanic arts and culture.

- **Brief History**

Established in 2003, the LCC is the outcome of a community-led feasibility and master plan completed in 1998. The facility, located at 2600 Live Oak, was designed by renowned architect Ricardo Legorreta and built through a public/private partnership that raised \$4.2 million to develop the facility to match the city's \$5.6 bond contribution (40/60 match per Cultural Policy).



LCC exterior view



## II. Cultural Centers:

### Latino Cultural Center (cont.)

- Programs focus on Latino contemporary arts and cultural traditions, featuring both local and national artists.
  - **Local Groups:** Over 10 Dallas arts groups regularly perform at the LCC through the year (i.e., Alegre Ballet Folklórico & Cara Mia Theater Co.).
  - **Family Festivals:** Free weekend multi-disciplinary events targeted to families, include Target Second Saturday (monthly); Día del Niño (April); Día de los Muertos (Day of the Dead) (October); and Posada Dallas (December).
  - **LCC Presenting Series:** A performing arts series featuring Latino touring theater, music and dance artists who are not often seen by Dallas audiences
    - *Orquesta La Moderna Tradición* (November 2, 2013)
    - *Carmen de la Calle: A New Latino Musical* (March 13-15, 2014)
    - *Elisa Monte Dance Company* (April 26, 2014)
  - **Visual Arts Exhibitions:** 11 exhibits showcasing Latino artists (local and national); including annual *Hecho en Dallas*.

## II. Cultural Centers: Oak Cliff Cultural Center

- **Mission**  
To promote arts and cultural events that reflect the diversity of Oak Cliff and the surrounding neighborhoods.
- **History**  
This new center opened in August 2010. The property was acquired and renovated with funds from the 2003 Bond Program. It replaces the Ice House Cultural Center, a leased facility programmed by OCA from 1999-2009. Building on the successful events of the Ice House, the programs at the Oak Cliff Cultural Center include exhibitions of Oak Cliff and Dallas artists; workshops and classes for youth and families.



OCCC exterior view



## II. Cultural Centers

### Oak Cliff Cultural Center (cont.)

- At the heart of Jefferson Boulevard, the Oak Cliff Cultural Center celebrates the richness and diversity of the community's artistic and cultural heritage.
- Several arts groups hold weekly instruction in the dance studio through out the year (Alegre Ballet Folklorico, Cuicani In Xochitl Aztec Dance, African Drum and Dance).
- The after-school guitar program for youth, presented in collaboration with Thriving Minds, has grown 35% annually since its inception.
- Several local groups and artists perform through out the year (Words of Rhythmic Diversity, Stellar Music).
- Workshops and celebrations throughout the year focus on cultural celebrations and traditions, Día de los Muertos , Chinese New Year / Dragon Dancing, Mommy Daughter Arts Classes (quarterly), Get Moving Wednesdays (weekly).

## II. Cultural Centers

### Oak Cliff Cultural Center (cont.)

- **Visual Arts Exhibitions:** 8-10 art exhibitions feature artist's work from Oak Cliff and the Dallas area; including *Austere Measures* and *Art-Cademia*. Both shows have received favorable praise and coverage regionally.
- **Neighborhood Involvement:** The Oak Cliff Cultural Center has formed partnerships with Texas Theater and community groups, collaborating on several events and exhibitions. Other community partners include Dallas County Community College District Faculty Association, Arts Magnet Alumni Association and the Adamson High School *Leopardette Legends*.

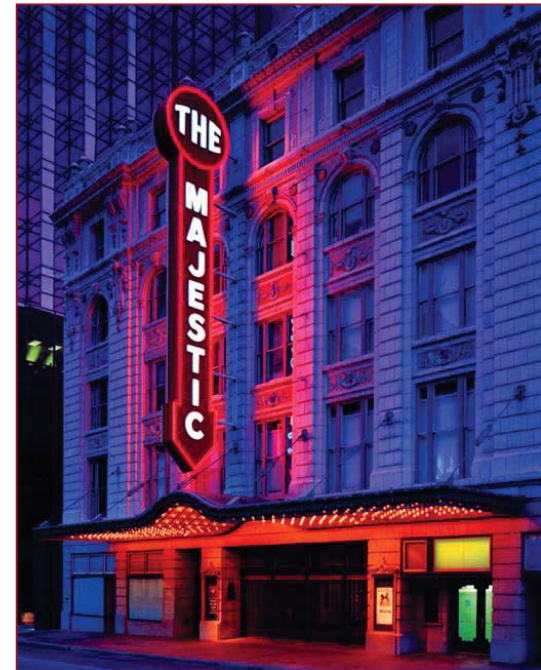


Top:  
*Día del Niño*  
Bottom:  
*In Transit*  
exhibition

## II. Cultural Centers

# Majestic Theatre

- Built as a vaudeville theater in 1921 by impresario Karl Hobbelt, it transformed into a movie house in the 1930s and closed in 1976.
- Given to the City by the Hobbelt Foundation in 1976, it reopened in 1983 as a performing arts facility.
- Building managed by private operators under contract with the City until 2010.
- Since November 2010, OCA manages the facility as a multi-user rental house available for touring shows, local promoters and corporate events.



## II. Cultural Centers

### Majestic Theatre (cont.)

- Long-standing events such as the annual Gardere MLK Oratory Competition.
- National touring acts, including popular comedians such as Kathleen Madigan, Margaret Cho, Jim Gaffigan, Dane Cook, and Louis CK.
- Local music promoters have brought acts such as Emmylou Harris, Tyrese and Mint Condition.



Neil Gaiman lecture June 2013

## II. Cultural Centers

### Dallas City Performance Hall

- Opened in September 2012
- Conceived and developed to provide emerging and mid-size arts and cultural organizations with a professional performing space in the Dallas Arts District.
- During its first full year of operations (FY2012-13), the DCPH hosted programs / events by 49 different organizations (103 public performances, 42 tech/rehearsal days, and 17 other /private events).
- For FY2013-14, 48 organizations have reserved dates at the venue for the upcoming season (130 public events, 40 tech/rehearsal days, and 14 other/private events).

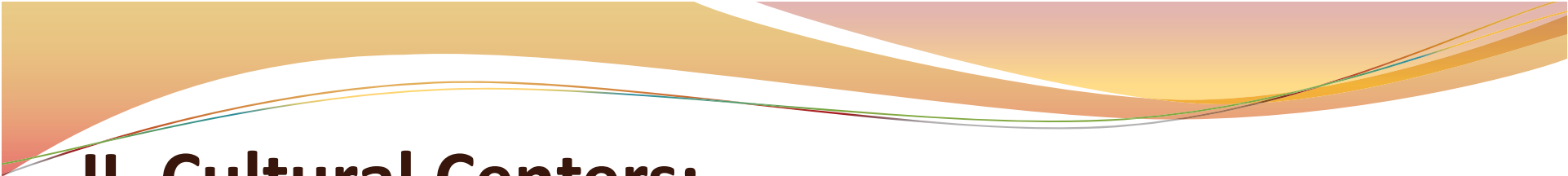


Interior views of the DCPH



## II. Cultural Centers: Partners

- **Local Groups:** A Dance Expression; Abounding Prosperity/South Dallas AIDS Walk; Act of Change; African American Museum; Alegre Ballet Folklorico; Amphibian Productions; Anita N. Martinez Ballet Folklorico; Argentine Tango; Audacity Theatre Lab; AYE Senior Village; Ballet Folklorico of Dallas; Barefoot Brigade Dance Festival; Beckles Dancing Company; Big Thought; Black Cinematheque Dallas; Black Visions Film Series; Boricua Association of Dallas; Brookhaven College; Cara Mia Theater Company; CentralTrak; Centro Argentino de Dallas/Ft Worth; Children's Chorus of Greater Dallas; Clean South Dallas; Community Prevention Network; Congresswoman Eddie Bernice Johnson's Office; Consulate General of Mexico in Dallas; Consulate General of Peru in Dallas; Cornerstone Baptist Church; Dallas Actors Lab; Dallas Art Dealers Association; Dallas Black Chamber; Dallas Black Dance Theatre; Dallas Center for Architecture; Dallas Children's Theatre; Dallas Mexican American Historical League; Dallas Museum of Art; Dallas Opera; Dallas Peace Center; Dallas Shakespeare Festival; Dallas Story-Telling Guild; Dallas Theater Center; Daniel de Cordoba Bailes Españoles; Delta Sigma Theta; DISD; Dominican Association; Echo Theatre Company; Elledanceworks; Evolution Tango; Exhibit Dance Collective; Exline Seniors Center; Facing Race Dallas; Fahari Arts Institute; Fair Park Merchants Association; Greater Dallas Hispanic Chamber of Commerce; Greater Dallas Urban League; Hispanic 100; Hispanic Organization for Genealogy and Research; ICDC; Italian Club Dallas; Journey Man Ink; JubileePark & Community Center; Latinos in Architecture/AIA Dallas; Legacy of Success; Links Inc. Dallas Chapter; Lisbon Character Counts Dance Troupe; Making Art with a Purpose; Making Connections; Oil and Cotton; One Thirty Productions; Os Malandros de Mestre Touro; Pan African Connection; Park Manor Senior Apartments; Pegasus Theatre; Plano Children's Theater; Reading The Writers; Richland College; Rite of Passage Theatre Company; Senior Care Centers Dallas; Sibling Revalry; SMU Meadows School of the Art; South Dallas Business & Professional Women's Club; South Dallas Concert Choir; Southfair CDC; St. Phillips Community School; Stage Band South; Teach for America; Teatro Cambalache; Teatro Dallas; Teatro Flor Candela; Tenochtitlan Ballet ; Texas Women's University; The Love Project; The Senators; The Third Eye; Theatre Ashe!; Theatre de la Marionette; True Lee Baptist Church; UNT Anthropology Dept.; UTD Institute for Urban Policy & Research; UTSW Medical Center Library; Washington Lincoln Alumni Association; White Rock Artists; WingSpan Theatre Company



## II. Cultural Centers: Partners (cont.)

- **Corporate & Media Partners:** Aaron and Lupe Liverpool Foundation; American Airlines; Andrews Distributing; AT&T; Baylor Health Care System; Be Covered Texas / Blue Cross Blue Shield; Capital One Bank; Charlotte Schumann Foundation; Chase Bank; Children's Medical Center; CoCo Andre; Dallas Arts Salon; Dallas Convention and Visitors Bureau; Dallas Mavericks; Dallas Morning News; Dallas Observer; Dallas Weekly; Dallasblack.com; DART; DFW Airport; DFWiRadio; Dieste; El Padrino Mexican Grill; Estrada Hinojosa; Ford Motor Company Fund; Frito-Lay; General Motors; Gloria Hicks Foundation; Gonzalez Funeral Home; Graphic Content; Incense & Peppermints; Intuit; James & Gayle Halperin Foundation; JP Morgan Chase; KERA; KKDA Radio; KTXA Radio; Law Office of Domingo Garcia; Linebarger, Goggan, Blair & Sampson; Maroches Bakery; Mary Kay, Inc.; Matthews Southwest; MetroPCS; ONCOR; PCP Entertainment; People Newspapers; Phillips May Corporation; Pinnacle Technical Resources; PXP Inc; Regional Hispanic Contractors Association; Sandy's Dancewear; Seven-Eleven; State Fair of Texas; Stellar Music; Target; Telemundo; Texas Theatre; TheaterJones.com; THRWD Magazine; Univision; UT Southwestern Medical Center; Verizon
- **Support Organizations:** Friends of the Bath House, Friends of the LCC, South Dallas Cultural Center Association

## II. Cultural Centers: Attendance

Center	FY2010-2011	FY2011-2012	FY2012-2013
Bath House Cultural Center	31,520	31,408	30,904
Dallas City Performance Hall	N/A	9,199	53,499
Latino Cultural Center	26,368	27,317	32,294
Majestic Theater	66,352	68,248	68,083
Meyerson Symphony Center	312,252	284,084	280,243
Oak Cliff Cultural Center	11,423	17,069	22,828
South Dallas Cultural Center	24,211	21,087	20,048



## III. Public Art Program

- The Public Art Program's mission is to enrich the community through the integration of the vision and work of artists into the planning, design and construction of public spaces
- In 2014, The City of Dallas Public Art Program will celebrate the 25<sup>th</sup> anniversary of the adoption of the Public Art Ordinance
- Through the Public Art Ordinance, public artworks are placed in public spaces where people go as part of their daily life – libraries, parks, public buildings.
- The City of Dallas Public Art Collection currently has over 350 works of art. Of those 120 have been commissioned or donated since 1989.



## III. Public Art Program (cont.)

- The Ordinance adopted in 1989 provides for the appropriation of up to 1.5 % of funds from eligible capital improvement projects for public art:
  - Funds to be used for design services or artists; for the selection, acquisition, commissioning and display of artworks; and for the administration of public art projects.
  - Located in publicly-owned and accessible civic spaces.
  - OCA works with other city departments, including Public Works, Park & Recreation, Water Utilities, etc., in the implementation of the program.
- The Public Art Program also accepts donations of artwork that are then placed in publicly-accessible locations.

# III. Public Art / 2011-12 Projects

## Completed Projects

- Laura Abrams, *Sweet Autumn Vine*, Lake Highland Town Center
- Laura Abrams, *Life Flutters By*, Lake Highland Town Center
- Eliseo Garcia, *Celebration of the Arts*, Sammons Arts Center
- Brad Goldberg, Crawford Park Public Art Master Plan
- Carolann Haggard, Larry Boyd & Vida Warren, Lakewood Pavillion seating, Lakewood Park
- Jim La Paso, *Free Wheeling*, Lake Highland Town Center
- Bruce Taylor, *Untitled*, Fire Station No. 39



Left: Laura Abrams, *Sweet Autumn Vine*  
Right: Bruce Taylor, *Untitled*

# III. Public Art / 2012-13 Projects

## Completed Projects

- Lane Banks, *Untitled (Love Field)*, Dallas Love Field
- James Carpenter, *Untitled*, Cotton Bowl
- John Christensen, *Untitled*, Fire Station # 50
- Martin Donlin, *Blueprint of Flight*, Dallas Love Field
- Dixie Friend Gay, *North Texas Sunrise*, Dallas Love Field
- Brower Hatcher & Marly Rogers, *Sky*, Dallas Love Field
- John Barlow Hudson, *Fenestrae Aeternitas* (Window into Eternity), White Rock Hill Library
- Paul Marioni, *In Flight*, Dallas Love Field
- Tom Orr, *Intersected Passage*, Dallas Love Field
- Sherry Owens, *Back in a Moment*, Dallas Love Field



John Barlow Hudson, *Fenestrae Aeternitas*

# III. Public Art / Recent Gifts

## 2011-2012

- Cliff Garten, *Tower II*, CityPlace
- Brad Goldberg, *Water Table*, CityPlace
- Brad Oldham, *Whimsy*, Exall Park
- Margo Sawyer, *Synchronicity of Colors Receptors*, CityPlace

## 2012-2013

- Cesar Martinez, *Brush Pile of the Imagination in South Texas*, Latino Cultural Center



Brad Oldham, *Whimsy*



# III. Public Art

## Love for Love Field Public Art

- *“I looked to my left and was blown away by the beautiful new mural. It was, by far, the most original, appropriate and beautiful artwork in any medium I have seen in any airport in the world, and you know I have been through a lot of airports since resigning as an Astronaut from NASA ... It inspired both an appreciation of the details in nature, and a calm that is so contrary to my normal experience at an airport.” – Alan Bean, Apollo 12 Astronaut*
- *“Passing through Love Field, I was enthralled with the Public Art. As a touring musician, I have visited many countries including their museums and am always fascinated with the airports such as Amsterdam's Schipol, Paris' DeGaulle, London's Heathrow and more. Love Field is marvelous -- so much so that my walk to the baggage claim was a wonderful, surprising adventure thanks to you and the Office of Cultural Affairs.” – Leena Quest, Musician, New York*



Brower Hatcher & Marly Rogers, Sky

## IV. Arts Learning & Audience Development

- Thriving Minds partnership with Big Thought
  - In-school through ArtsPartners
  - Out-of-school time in DISD campuses and other neighborhood locations
  - National and local private sector investment in the Thriving Minds Initiative through Big Thought
- After-school and summer art camps at four cultural centers are funded by the City through funding awarded to Big Thought.
- Most of the cultural organizations supported through the Cultural Contracts service have ongoing education programs.



Oak Cliff Cultural Center after-school programs



## IV. Arts Learning & Audience Development

Strategies to market and expand participation in arts programs supported by OCA:

- OCA website partnership with KERA's Art&Seek
- WRR 101.1 FM Classical Radio
  - Arts Calendar
  - 2 x 1 ad pricing for arts and other nonprofits
  - Classic Café & Spotlight on the Arts programs
- Dallas City Cable Channel – Weekly updates and feature stories
- Press releases distributed directly to media contacts and through GovDelivery
- Monthly e-newsletters by BHCC, SDCC, OCCC and LCC
- Social media – Facebook pages for OCA, WRR, BHCC, SDCC, OCCC, LCC, DCPH, Majestic, Meyerson (combined “likes” total 21,651)
- Events – Dallas Arts Week, ArtSpark, DADA Gallery Walk, Fall for the Arts
- Promotional materials such as rack cards and flyers
- Two new promotional publications in Fall 2013: *Pocket Guide to Theatre* and *Downtown Dallas Arts* guide

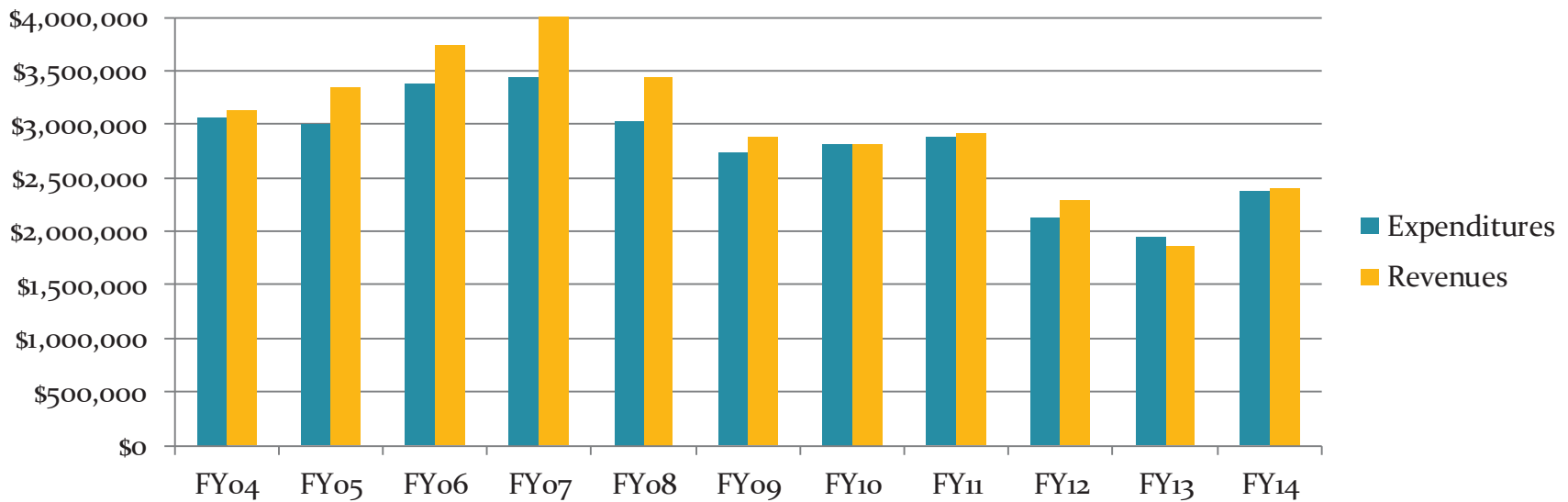
# V. WRR Classical 101.1

- City has been the holder of an FCC-granted commercial radio license since 1921:
  - WRR-AM licensed in 1921
  - WRR-FM licensed in 1948
  - 100,000 watt station, extensive geographic reach
- Vehicle for delivery of arts services (classical music, arts information).
- WRR revenue from advertising sales supports the expenses of running the station (enterprise fund).



Top: Live performance at WRR Studio  
Bottom: WRR Announcer Jim Wellborn at an appearance at an advertiser's event

# V. WRR Municipal Radio



	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14
<b>Expenditures</b>	\$3,060,709	\$3,001,996	\$3,372,762	\$3,445,370	\$3,035,109	\$2,733,171	\$2,811,642	\$2,882,981	\$2,130,600	\$1,948,149	\$2,379,435
<b>Revenues</b>	\$3,122,740	\$3,346,393	\$3,742,000	\$4,008,088	\$3,450,329	\$2,880,756	\$2,812,325	\$2,920,519	\$2,294,216	\$1,857,596	\$2,408,754
<b>Net</b>	\$62,031	\$344,397	\$369,238	\$562,718	\$415,220	\$147,585	\$683	\$37,538	\$163,616	-\$90,553	\$29,319



# Budget Concerns Looking Forward

- Continue to restore operating and program funds for core services (cultural contracts, cultural centers, public art maintenance).
- Maintain funding commitments for long-term public/private facility agreements.
- Increase resources to expand arts and cultural offerings throughout the City of Dallas (program, operating and capital funds).
- Expand marketing / advertising resources to increase awareness of and participation in myriad arts and cultural opportunities.



# Information?

- [www.dallasculture.org](http://www.dallasculture.org)
  - Each center has its own section with events calendar
  - Citizens can sign-up for monthly e-newsletter produced by each center with details on upcoming programs
- Facebook
  - [www.facebook.com/dallasculture](http://www.facebook.com/dallasculture)

# A Vibrant Cultural Scene

In an average week, citizens and visitors to Dallas have access to over 961 opportunities for arts engagement, or 137 per day, seven days a week, 52 weeks a year.







# Appendices

- I. Cultural Affairs Commission
- II. FY2012-2013 OCA Outcomes Snapshot
- III. FY2013-2014 OCA Snapshot
- IV. Peer Cities / Texas
- V. Long Term Facility Agreements



# Appendix I

## Cultural Affairs Commission

Place 01	<i>Vacant</i>
Place 02	David Perez, Jr.
Place 03	<i>Vacant</i>
Place 04	John Paul Batiste – Chair
Place 05	Roslyn Thibodeaux Goodall – Vice Chair
Place 06	Henry Song
Place 07	Kurt Watkins
Place 08	Linda Riley
Place 09	Christopher Jackson
Place 10	Steven Harris
Place 11	Lark Montgomery
Place 12	Sylvia Hougland
Place 13	Maura Wright Conley
Place 14	Roger Carroll
Place 15	<i>Vacant</i>
Place 16 At Large	Phillip Collins
Place 17 At Large	Paul Rich
Place 18 At Large	Chris Wells

# Appendix I

## Cultural Affairs Commission (cont.)

- City advisory board appointed by Mayor and Council:
  - Chair appointed by the Mayor;
  - 14 members appointed by individual City Council Members;
  - 3 members appointed by the City Council as a whole, including the vice chair.
- Commission holds regular monthly meeting (3rd Thursday); special call meetings when appropriate; and monthly committee meetings.
- Per ordinance, Commission acts as advisory body to Council and Manager, making recommendations on cultural policies and procedures, cultural diversity, city facilities, cultural programs, emerging arts groups, development of arts organizations, expenditure of city funds, and opportunities for citizens to have access to the arts and means of cultural expression.



# Appendix I

## Cultural Affairs Commission (cont.)

Commission is actively engaged in the department's services to the community:

- Cultural Contracts
  - Review of applicable policies and procedures
  - Appointment of panelists to review applications for funding
  - Review and recommendation of annual funding levels
- Public Art Program
  - Appointment of panelists to review artists proposals for projects
  - Review of projects (artistic and community issues, aesthetic considerations)
  - Recommends to staff and City Council artists contracts for project execution
- Community Representation
  - Each Commissioner serves as liaison to 2-4 governing boards of organizations with cultural contracts or to the advisory boards of the cultural centers.

# Appendix II

## FY2012-2013 Outcomes

Program Type	% of Services	% of Attendance
Camp / Class / Workshop / Residency	45%	8%
Exhibits	25%	29%
Fair / Festival	2%	4%
Performance / Presentation	22%	55%
Tour	1%	1%
Other	5%	3%

- Over 50,000 cultural services provided in FY13.
- In FY13, attendance to arts and cultural events in Dallas exceeded 4.2 million.
- In FY13, highest attendance organizations were Dallas Museum of Art and Museum of Nature & Science.
- During FY13, average weekly listenership to WRR was 256,974.



# Appendix III

## OCA FY2013-2014 Snapshot

- \$19 million operating budget
  - \$16.6 General Fund
  - \$2.4 Enterprise Fund
- 18 Cultural Affairs Commissioners
- 89.7 FTE (69.2 General Fund, 20.5 Enterprise Fund)
- 22 City-owned Cultural Facilities

# Appendix IV

## Peer City Arts Agencies (Texas)

Comparisons of arts/cultural funding with peer city arts agencies does not reflect the differences in the operating budgets due to varied scope of work of the agencies.

City	Dallas	Houston	San Antonio	Austin	Ft Worth
Type of agency	City department	Nonprofit under contract to City	City department	2 separate departmental divisions	Nonprofit under contract to City
Primary Funding Source	City General Fund	City Hotel Occupancy Tax	City Hotel Occupancy Tax	General Fund & City Hotel Occupancy Tax	City Hotel Occupancy Tax
Cultural Contracts (Grants)	Yes	Yes	Yes	Yes	Yes
Centers & Facilities	Yes (22)	No (Performing arts facilities managed by Convention LGC)	Yes (5)	Yes (cultural centers managed through Park Dept)	Yes (1)
Arts Learning	Yes	No	Grants	Grants	Grants
Public Art	Yes	Yes	Yes	Yes	Yes
Marketing / Audience Development	Yes	Yes	Yes	Yes	Yes
Radio	Yes	No	No	No	No



## Appendix V

# Cultural Facilities Long Term Agreements

- Each agreement is specific to the facility, reflecting the role of the nonprofit partner in the development of the facility and outlining both parties responsibilities.
- All agreements were approved as to form by the City Attorney's Office and include clauses for termination, defaults, indemnification, insurance, gift to public servant, etc.
- In the following pages, please find brief summaries of key operational clauses (approval dates, term, city obligations).
- For the FY13-14 Cultural Services Contracts, the award amounts are subject to City Council approval (agenda item in the October 23, 2013 Council meeting).



## Appendix V

### Cultural Facilities Long Term Agreements (cont.)

#### African American Museum

- Approved by City Council June 1992.
- 20 year term with two five-year renewal options.
- City provides structural maintenance and repairs to building systems and grounds maintenance and pays for utilities (electric, water, sewer, gas, waste disposal), subject to annual allocation.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).
- Museum responsible for all programs and operational expenses other than those paid for by the City.

	FY11-13 Actual	FY12-13 Estimate	FY13-14 Budget
Utilities	\$71,761	\$60,746	\$59,532
Cultural Services Contract	\$108,828	\$108,828	\$108,828 (Pending approval)

## Appendix V

### Cultural Facilities Long Term Agreements (cont.)

#### AT&T Performing Arts Center

- Approved by City Council in December 2005 (40-year term with five 10-year options).
- Includes terms for both development and long term management of the facilities:
  - Dallas Center for the Performing Arts Foundation raised upwards of \$300 million to build the facilities, which would then become city property.
  - Upon completion of the facilities, and in recognition of the significant private support, the City would provide up to \$2.5 million annually subject to allocation to reimburse the AT&T PAC for utilities (water, sewer, gas and electricity) and ordinary maintenance and repair (including landscaping). AT&T PAC submits receipts of the eligible expenses on a quarterly basis for reimbursement. AT&T PAC is responsible for funding all other operational expenses.

	FY11-12 Actual	FY12-13 Estimate	FY13-14 Budget
Appropriation	\$1,653,500	\$2,500,000	\$2,500,000
Eligible Expenses	\$2,180,163	\$2,500,000	Up to \$2,500,000

## Appendix V

# Cultural Facilities Long Term Agreements (cont.)

### Black Academy of Arts & Letters

- Approved by City Council January 1999. Contract is with the Convention & Entertainment Facilities Department.
- 15 year term with one five-year renewal option.
- Establishes terms for the occupancy of the Dallas Convention Center Theater Complex, including year-round space for gallery, classrooms and office space and 175 days of theater use. The agreement also establishes the rental rates for the use of the space.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).
- City budget includes annual amount in Office of Cultural Affairs budget to pay the Convention Center for the rental expenses associated with this agreement.
- Organization responsible for all programs and operational expenses other than those paid for by the City.

	FY11-12 Actual	FY12-13 Estimate	FY13-14 Budget
Rental Subsidy	\$135,000	\$135,000	\$135,000
Cultural Services Contract	\$117,758	\$117,758	\$117,758 (pending approval)

## Appendix V

### Cultural Facilities Long Term Agreements (cont.)

#### Dallas Black Dance Theater

- Approved by City Council December 2005; amended January 1998.
- Term through December 31, 2048.
- Included development terms (public/private investment); city holds title to facility and improvements.
- Dallas Black Dance Theater responsible for all operational expenses related to the facility.
- City provides annual operating expenses subsidy; this subsidy set at \$93,000 for initial 3-year period to be adjusted periodically to reflect increases in costs. After the initial 3-year period, the costs has been recalculated to \$170,000.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).

	FY11-12 Actual	FY12-13 Estimate	FY13-14 Budget
Facility Subsidy	\$93,000	\$93,000	\$170,000
Cultural Services Contract	\$132,124	\$132,124	\$132,124 (Pending approval)

## Appendix V

# Cultural Facilities Long Term Agreements (cont.)

### Dallas County Heritage Society (Dallas Heritage Village at Old City Park)

- Approved by City Council May 1993.
- 20 year term with two five-year options. Organization has requested exercise of the first option, which will be forthcoming to Council this year.
- Museum responsible for all operational expenses related to the facility.
- City pays for utilities (electric, water, sewer, gas, waste disposal) and grounds maintenance, subject to annual allocation.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation). The cultural services contract includes funds for structural repairs and maintenance of buildings and systems.

	FY11-12 Actual	FY12-13 Estimate	FY13-14 Budget
Utilities	\$91,897	\$61,847	\$60,611
Cultural Services Contract	\$154,941	\$155,451	\$155,451 (Pending approval)

## Appendix V

# Cultural Facilities Long Term Agreements (cont.)

### Dallas Historical Society (Hall of State)

- Approved by City Council September 1991; amended 2010 and 2011.
- 23 year term with two five-year renewal options.
- City provides structural maintenance and repairs to building systems and grounds maintenance and pays for utilities (electric, water, sewer, gas, waste disposal), subject to annual allocation.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).
- Museum responsible for all programs and operational expenses other than those paid for by the City.

	FY11-12 Actual	FY12-13 Estimate	FY13-14 Budget
Utilities	\$53,179	\$29,505	\$28,915
Cultural Services Contract	\$40,244	\$40,244	\$46,994 (Pending approval)

# Appendix V

## Cultural Facilities Long Term Agreements (cont.)

### Dallas Museum of Art

- Approved by City Council October 1972 (Fair Park Museum of Fine Arts Building); amended 1984 (development of Arts District facility), 1990 (development of Hamon Building), 2011 (renewal option).
- Term through May 1, 2021.
- Included development terms (public/private investment); city holds title to facility and improvements.
- City provides structural maintenance and repairs to building systems and grounds maintenance and pays for utilities (electric, water, sewer, gas, waste disposal), subject to annual allocation.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).
- Museum responsible for all programs and operational expenses other than those paid for by the City.

	FY11-12 Actual	FY12-13 Estimate	FY13-14 Budget
Utilities	\$1,278,746	\$583,951	\$572,272
Cultural Services Contract	\$767,163	\$768,182	\$843,182 (Pending approval)

# Appendix V

## Cultural Facilities Long Term Agreements (cont.)

### Dallas Theater Center / Kalita Humphreys Theater & Heldt Annex

- Approved by City Council September 1973; amended 1982 (added acreage to the original contract for parking and improvements); 1991 (added Heldt Annex operations and city payment of electricity).
- 20 year term with two five-year renewal options (both options exercised). An extension of the agreement has been requested and is in development.
- Included development terms (public/private investment); city holds title to facility and improvements.
- City provides structural maintenance and repairs to building systems and grounds maintenance and pays for utilities (electricity, water and sewer), subject to annual allocation.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).
- Theater responsible for all programs and operational expenses other than those paid for by the City.

	FY11-12 Actual	FY12-13 Estimate	FY13-14 Budget
Utilities	\$69,648	\$48,460	\$47,491
Cultural Services Contract	\$22,622	\$23,132	\$23,132 (Pending approval)





## Appendix V

# Cultural Facilities Long Term Agreements (cont.)

### DSM Management Group, Inc. / Fair Park Music Hall

- Approved by Council June 2009.
- 20 year term with four five-year renewal options.
- DSM Management Group, Inc. is a nonprofit organization distinct from Dallas Summer Musicals. It's primary function is to operate the Music Hall.
- DSM Management Group, Inc. retains all the revenue from rentals and food/beverage concession to support operations.
- DSM Management Group, Inc. responsible for all operational expenses and building repairs; if organization does not have the funds for major building systems repair, the City will repair subject to availability of funds.
- City does not provide utilities or a cultural services contract.

# Appendix V

## Cultural Facilities Long Term Agreements (cont.)

Perot Museum of Nature & Science (2 facility agreements for 3 facilities)

### *Museum of Natural History Building*

- Approved by City Council August 1993.
- 23 year term with two five-year renewal options. Organization has requested exercise of the first option, which will be forthcoming to Council this year.
- Included development terms (public/private investment); city holds title to facility and improvements.
- City provides structural maintenance and repairs to building systems and grounds maintenance and pays for utilities (electric, water, sewer, gas, waste disposal), subject to annual allocation.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).
- Museum responsible for all programs and operational expenses other than those paid for by the City.

(Combined for all three buildings)	FY0-10 Actual	FY10-11 Estimate	FY11-12 Proposed
Utilities	\$281,030	\$115,508	\$113,198
Cultural Services Contract	\$585,288	\$586,307	\$586,307 (Pending approval)



## Appendix V

# Cultural Facilities Long Term Agreements (cont.)

Museum of Nature & Science (2 facility agreements for 3 facilities) (cont.)

### *Science Place & Planetarium Buildings*

- Approved by Council December 1992 (contract with Southwest Museum of Science & Technology, assumed by Museum of Nature & Science when the two museums merged)
- 350 month term (29 years, 2 months)
- Included development of exhibition hall improvements and construction of Imax theater (funds raised by the museum); city holds title to the improvements.
- City provides structural maintenance and repairs to building systems and grounds maintenance and pays for utilities (water, sewer, gas, waste disposal), subject to annual allocation.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).
- Museum responsible for all programs and operational expenses other than those paid for by the City.
- With the opening of the new Perot Museum of Nature & Science on December 1, 2012, the museum has vacated the Science Place & Planetarium buildings and will be terminating the agreement to manage these 2 buildings. The museum will continue to operate the Natural History building.

## Appendix V

# Cultural Facilities Long Term Agreements (cont.)

### Sammons Center for the Arts

- Approved by City Council September 1981; amended 1990 (added parking lot) and 1998 (extended term and changed rental rate).
- 53 year term through June 30, 2034.
- City holds title to facility and improvements.
- Organization pays \$1,000 annual rent.
- City provides annual cultural services contract, subject to application and recommendation by the Cultural Affairs Commission (and annual allocation).
- Organization responsible for all operational expenses other than those paid for by the City. At the organization's request, OCA will review options to provide utility support and, if applicable, recommend contract amendment to Council this fiscal year.

	FY11-12 Actual	FY12-13 Estimate	FY13-14 Proposed
Utilities	N/A	N/A	TBD
Cultural Services Contract	\$46,185	\$47,204	\$60,204 (Pending approval)