

ARTS, CULTURE & LIBRARIES COMMITTEE
DALLAS CITY COUNCIL COMMITTEE AGENDA

RECEIVED

2015 AUG 14 AM 11:12

CITY SECRETARY
DALLAS, TEXAS

MONDAY, AUGUST 17, 2015
CITY HALL
COUNCIL BRIEFING ROOM, 6ES
1500 MARILLA
DALLAS, TEXAS 75201
3:00 P.M. – 4:30 P.M.

Chair, Mayor Pro Tem Monica R. Alonzo
Vice-Chair, Councilmember Mark Clayton
Councilmember Jennifer S. Gates
Deputy Mayor Pro Tem Erik Wilson
Councilmember Scott Griggs
Councilmember Carolyn King Arnold

Call to Order

1. Approval of June 15, 2015 Minutes

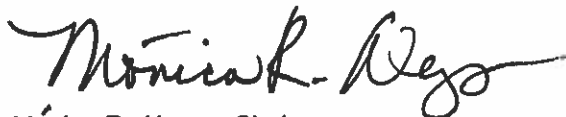
BRIEFINGS

2. Dallas Public Library: FY15-16 Outlook
Jo Giudice
Director, Dallas Public Library
3. Office of Cultural Affairs: FY15-16 Outlook
David Fisher
Interim Director, Office of Cultural Affairs
4. **Upcoming Agenda Items**

August 26, 2015

- A. Agenda Item: Authorize an increase to the construction contract with Phoenix 1 Restoration and Construction, Ltd. for replacement of exterior guardrails, original lobby floor tiles, repairs to exterior limestone at multiple locations, repair of existing check valve at stormwater catch basin, and replacement of metal cap, to the Perot Museum of Nature and Science at Fair Park, located at 3535 Grand Avenue - Not to exceed \$139,489, from \$1,030,400 to \$1,169,889
- B. Agenda Item: Authorize (1) the acceptance of four grants through the Texas State Library and Archives Commission: Special Projects Grant in the amount of \$75,000, Library Cooperation Grant in the amount of \$73,808, Impact Grant in the amount of \$7,446, and Texas Reads Grant in the amount of \$3,000; (2) the receipt and deposit of program income in the amount of \$10,000 for the Library Cooperation Grant generated from GED Testing Center activities; (3) the establishment of appropriations in the amount of \$10,000 in the GED Testing Center Program income fund to be used for other eligible activities; and (4) execution of the grant agreements - Total not to exceed \$169,254

Adjourn



Mónica R. Alonzo, Chair
Arts, Culture & Libraries Committee

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation, or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.
6. Deliberations regarding economic development negotiations. Section 551.087 of the Texas Open Meetings Act.

**Arts, Culture & Libraries Committee
Meeting Record**

DRAFT

Meeting Date: June 15, 2015

Convened: 3:02 p.m.

Adjourned: 3:31 p.m.

Committee Members Present:

Philip T. Kingston, Chair
Monica R. Alonzo, Vice Chair
Vonciel Jones Hill
Jennifer S. Gates
Jerry R. Allen

Committee Members Absent:

Carolyn R. Davis

Briefing Presenters:

David Fisher, Interim Director, Office of Cultural Affairs

Council Members Present:

Staff Present:

Joey Zapata, David Fisher, Willis Winters, Zaida Basora, Barbara McAninch, Christine Lanners, Jo Giudice, Daniel Huerta, Charla Sanderson, Cliff Gillespie, Eric Izuora

Special Guests

John Paul Batiste, Cultural Affairs Commission; Paul Rich, Cultural Affairs Commission; Roger Carroll, Cultural Affairs Commission

AGENDA:

1. **Approval of May 18, 2015 Minutes**

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s):

A motion was made to approve the minutes of May 18, 2015

Motion made by: Jerry R. Allen

Item passed unanimously:

Item failed unanimously:

Motion seconded by: Monica R. Alonzo

Item passed on a divided vote:

Item failed on a divided vote:

2. **Cultural Artist Program Update**

Presenter(s): David Fisher

Information Only:

Action Taken/Committee Recommendation(s):

This briefing provided the committee a review of the Office of Cultural Affairs' Cultural Artist Program.

3. Upcoming Agenda Items

Presenter(s):

Information Only:

Action Taken/Committee Recommendation(s):

A motion for recommendation from the committee was made for the following items:

- a. June 17, 2015 Public Works Upcoming Agenda Item: Kalita Humphreys Theatre HVAC improvements construction services contract with DMI Corp. dba Decker Mechanical
- b. June 17, 2015 Dallas Public Library Upcoming Agenda Item: Acceptance of 2015 Health Information Literacy award and acceptance of a 2015 Express Outreach award
- c. June 17, 2015 Dallas Public Library Upcoming Agenda Item: Service contract for the purchase and installation of library furniture and shelving for Fretz Park Branch Library
- d. June 17, 2015 Dallas Public Library Upcoming Agenda Item: Two-year service contract for grounds maintenance services for library facilities with JBa Land Management, LLC
- e. June 17, 2015 Park and Recreation Upcoming Agenda Item: Amendment to the Memorandum of Agreement between the Park and Recreation Board and the City Manager's Office to transfer the management and operation of Science Place I back to the Park and Recreation Board
- f. June 17, 2015 Public Works Upcoming Agenda Item: Emergency repair of roof, exterior wall and landscaping at the Dallas Museum of Art

Motion made by: Monica R. Alonzo

Item passed unanimously:

Item failed unanimously:

Motion seconded by: Jennifer S. Gates

Item passed on a divided vote:

Item failed on a divided vote:

Mayor Pro Tem Monica R. Alonzo
Chair

Memorandum



CITY OF DALLAS

DATE August 14, 2015

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

SUBJECT **Dallas Public Library: FY15-16 Outlook**

On Monday, August 17, 2015, the Arts, Culture & Libraries Committee will be briefed on Dallas Public Library: FY15-16 Outlook by Jo Giudice, Director of Dallas Public Library.

The briefing materials are attached for your review.

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

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Dallas Public Library:

FY 15-16

Outlook

Arts, Culture & Libraries Committee

August 17, 2015



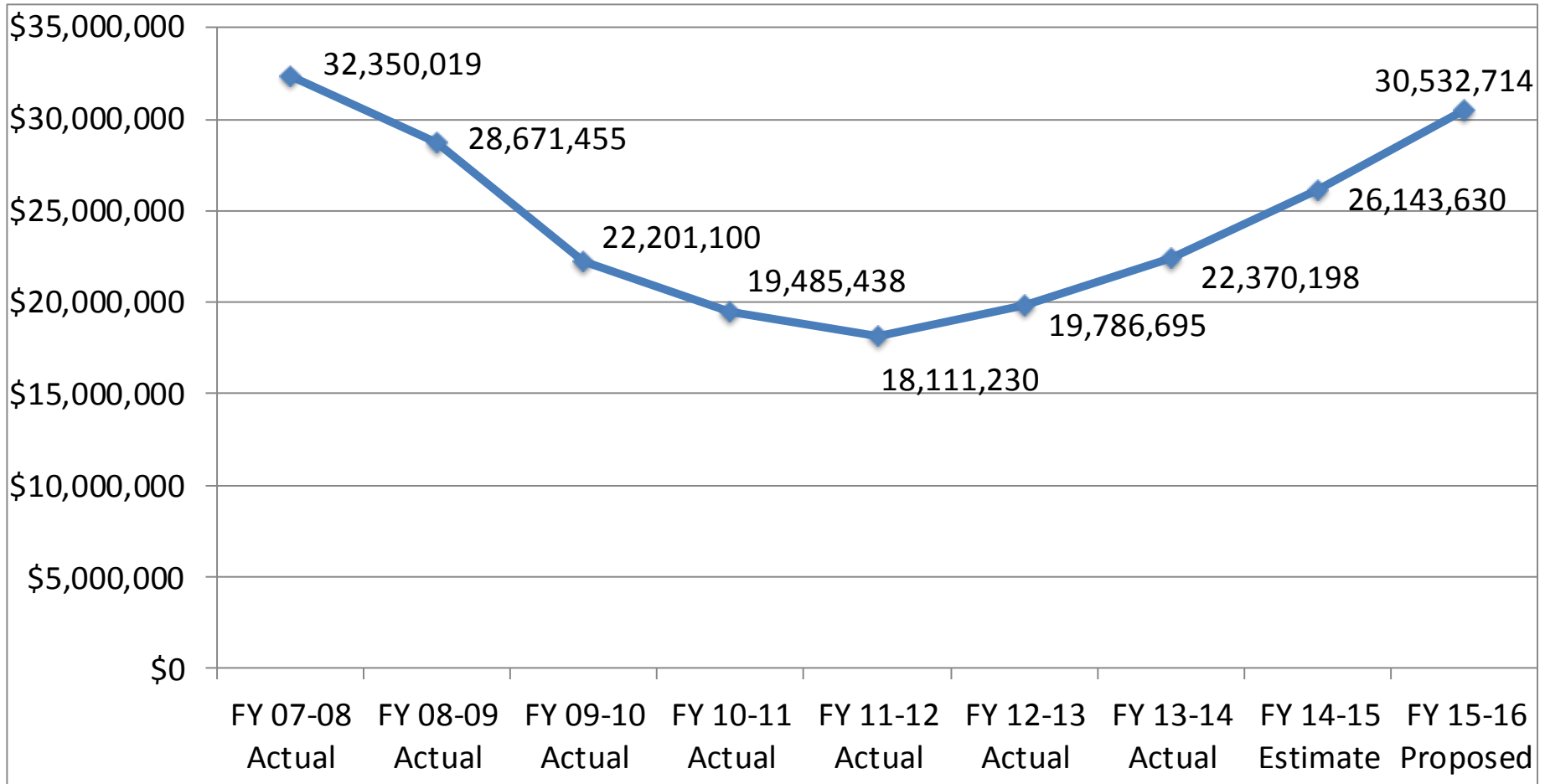
Dallas Public Library

- ∞ The Mission of the Dallas Public Library is to *link resources and customers to enhance lives*. The Library is committed to inform, entertain, enrich, and to foster the learning process by facilitating access to its collections, services, and facilities to all members of the community. All service efforts will focus on customer expectations and needs.
- ∞ J. Erik Jonsson Central Library
- ∞ Bookmarks in NorthPark Center
- ∞ 27 Branch locations
- ∞ 2 Bookmobiles
- ∞ Virtual Library – www.dallaslibrary.org
 - Downloadable books, magazines and audiobooks
 - Educational databases
 - Online Library card account management

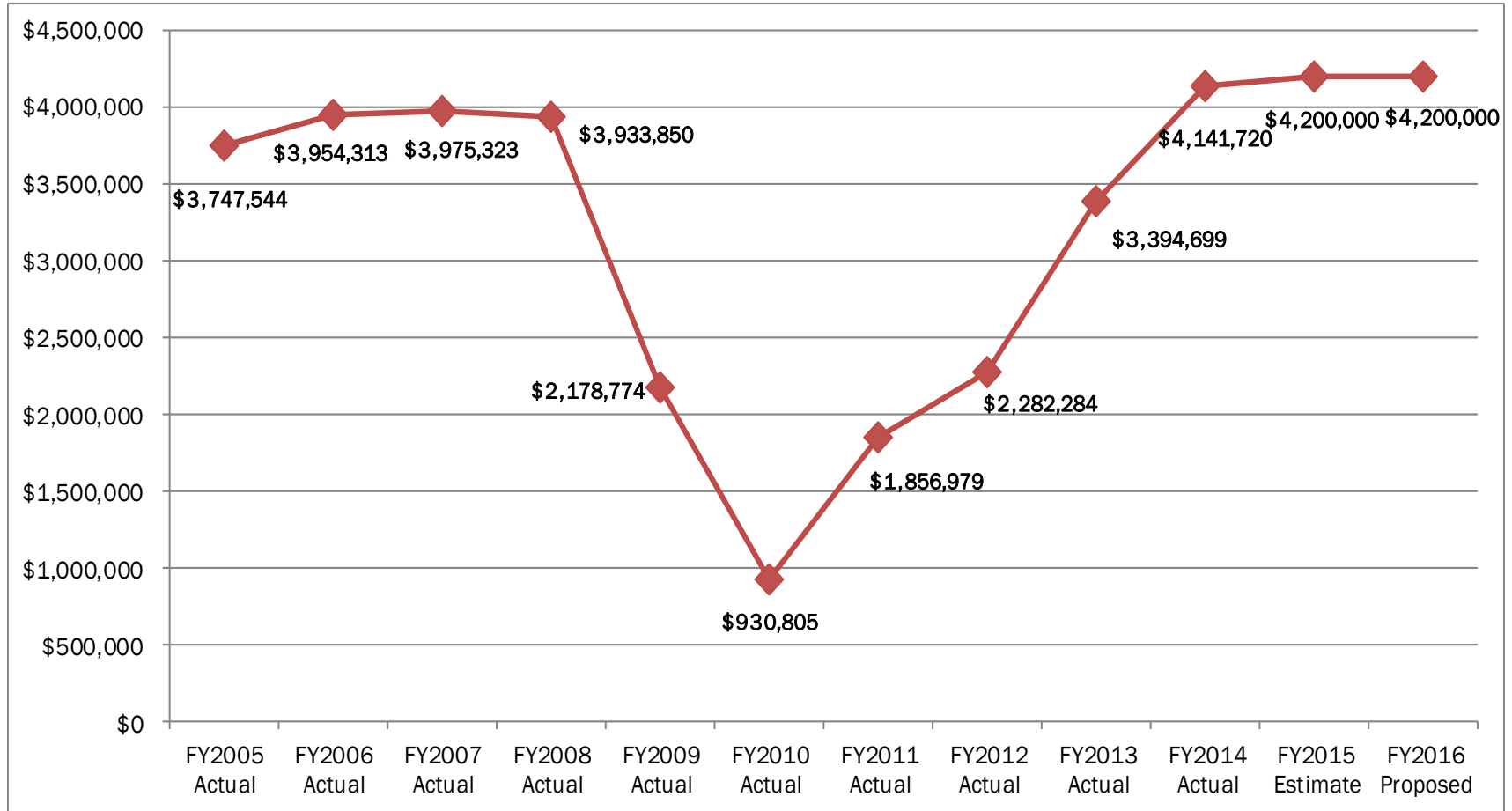
Purpose

- ∞ Provide an overview of:
 - Library's Budget History & Proposed FY16 Budget
 - Library Hours
- ∞ Library performance and results
 - History
 - Forecasts

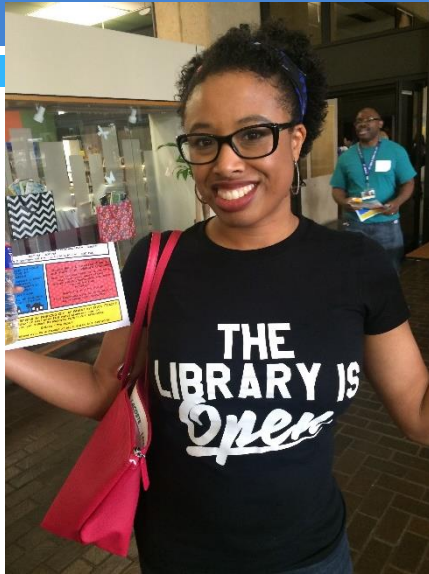
Library Budget History



Library materials budget history



Library hours



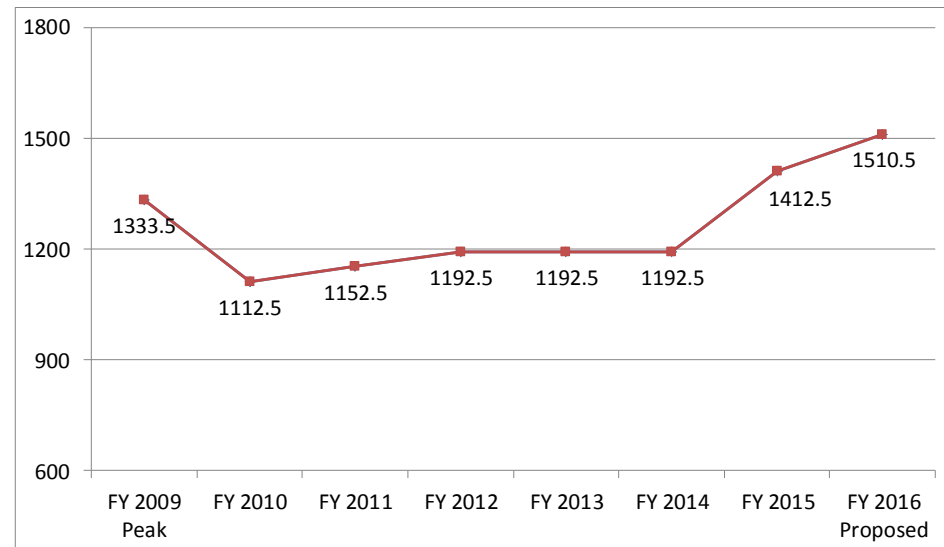
Number of Library Locations open per day

	Total Sites	SUN	MON	TUE	WED	THU	FRI	SAT
FY 2008 - Peak	27	11	27	26	27	15	16	27
FY 2014	29	2	3	28	29	29	29	29
FY 2015 - Current	29	14	15	28	29	29	29	29

Notes:

- 29 sites in FY 2015 include 1 central, 25 branches, 2 DISD co-locations, and 1 North Park Center
- New sites (not replacements) opened since 2008 include Prairie Creek and White Rock Hills
- During FY 2015 Fretz Park is closed for renovation until fall of 2015

Total hours open per week

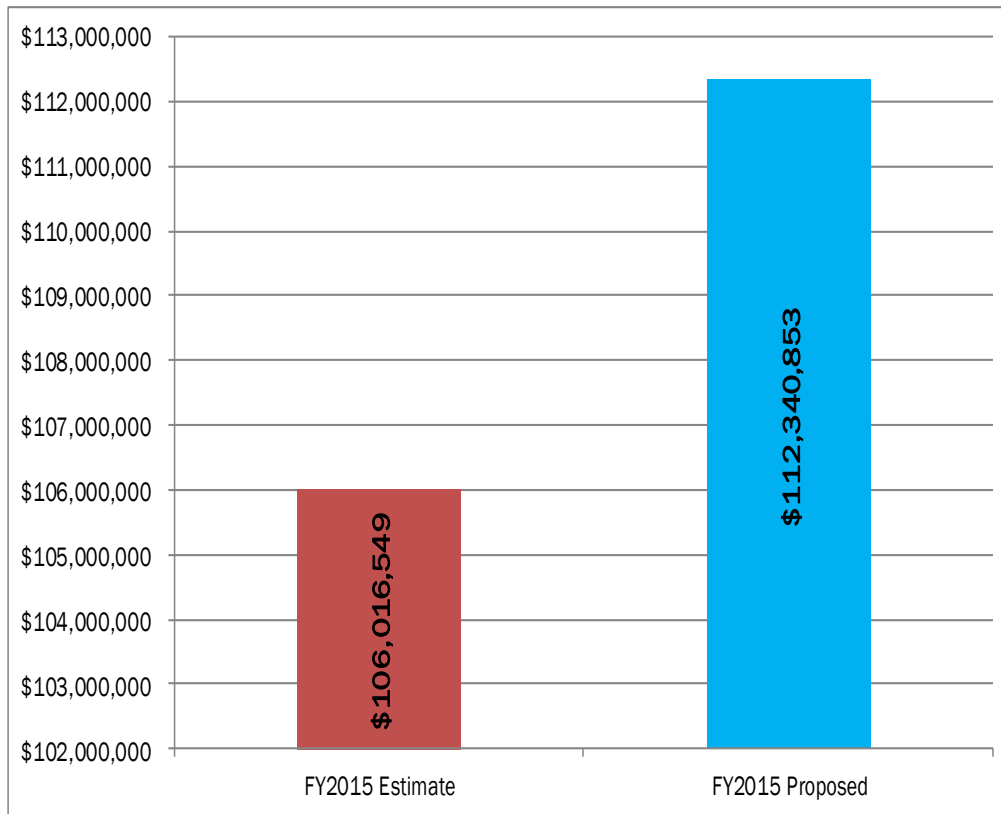


Library Budget Services

- Library has three services
 - Library Materials and Collection Management (4.6)
 - Library Operations and Public Service (4.7)
 - Literacy Initiatives, Education & Community Engagement (4.8)

Library Materials and Collection Management

Value of materials circulated

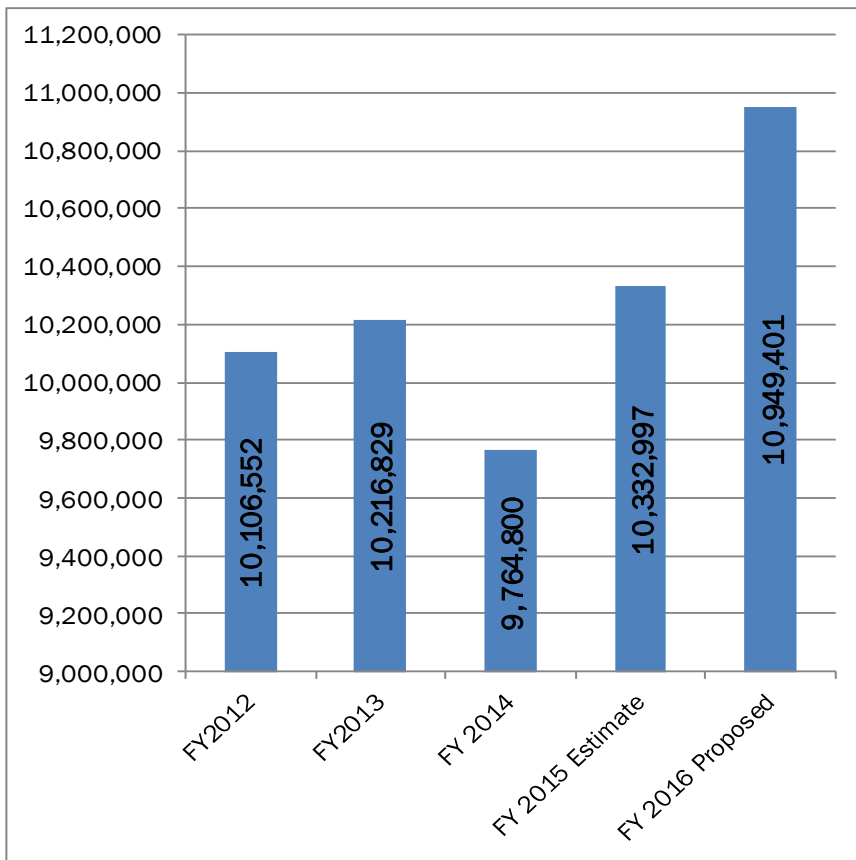


Library materials include:

- Books + e-books + audiobooks
- DVDs & Blu-Rays
- Music CDs
- Online databases (over 100 resources available from home 24/7)
- Historic photographs
- Archives
- Sheet Music
- Patent & Trademark Collection
- Government Documents
- Genealogy

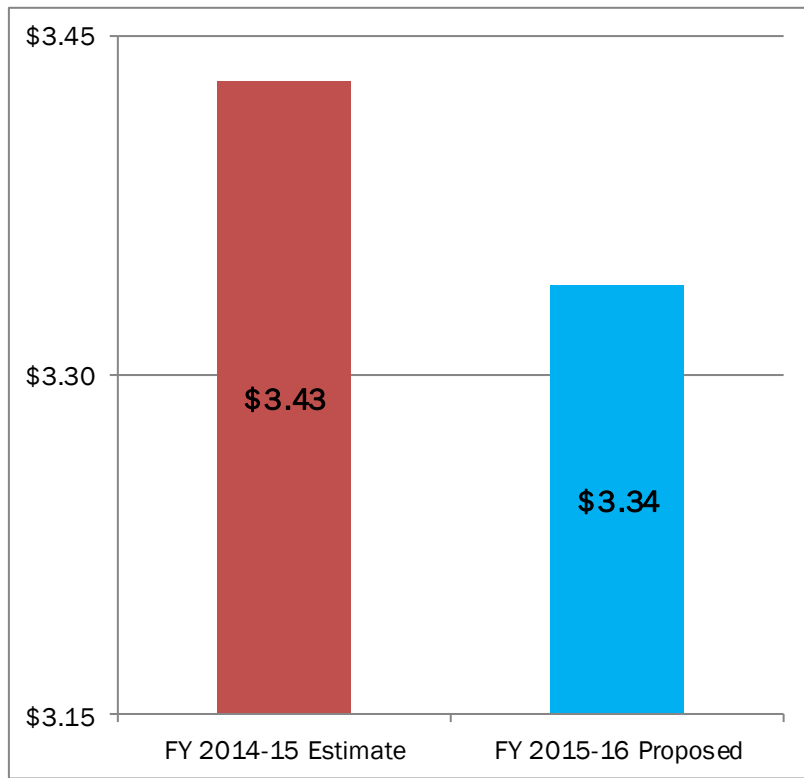
Library Materials and Collection Management

∞ Total number of library materials used annually



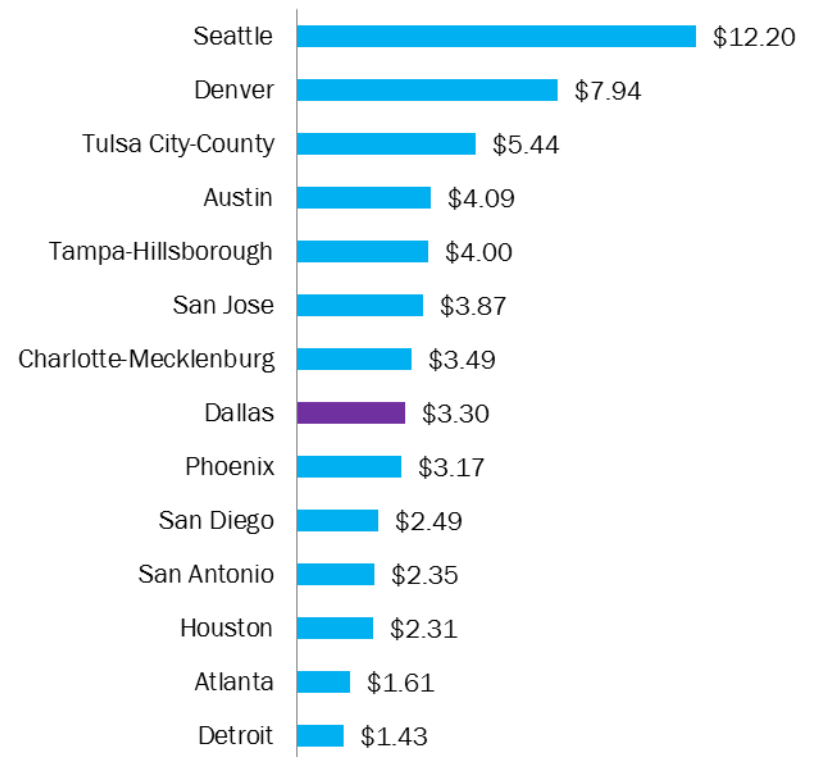
Library Materials and Collection Management

Materials expenditure per capita



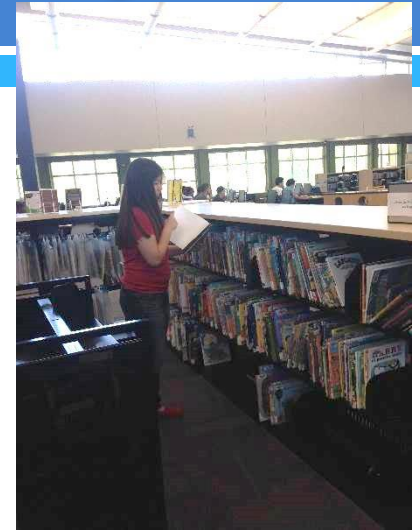
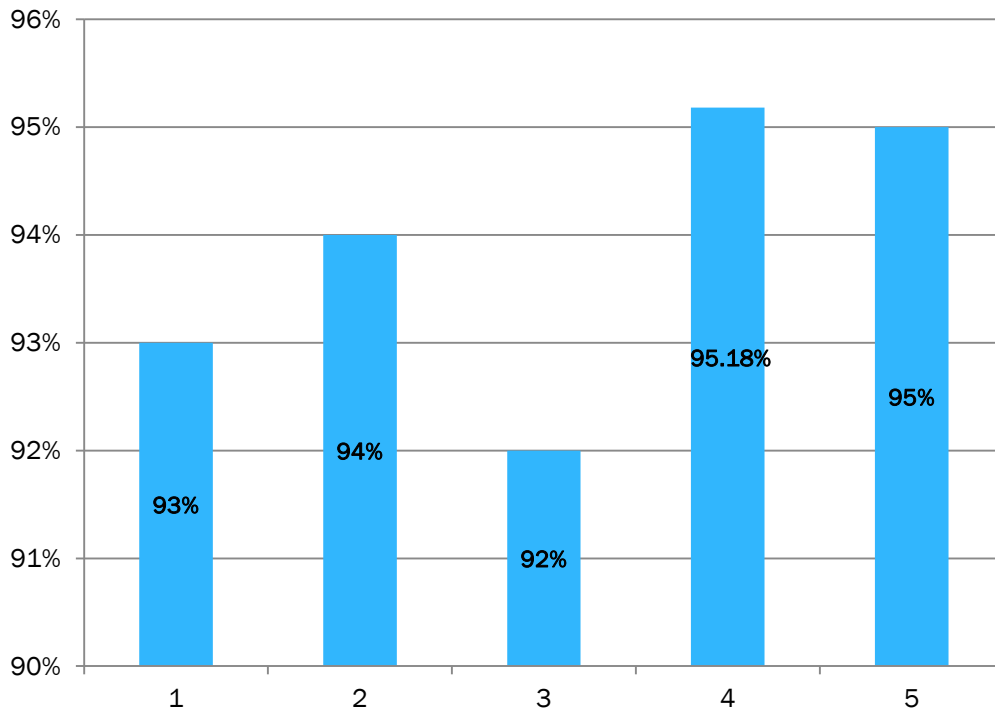
Comparison to other cities

Materials Expenditures per Capita FY2014



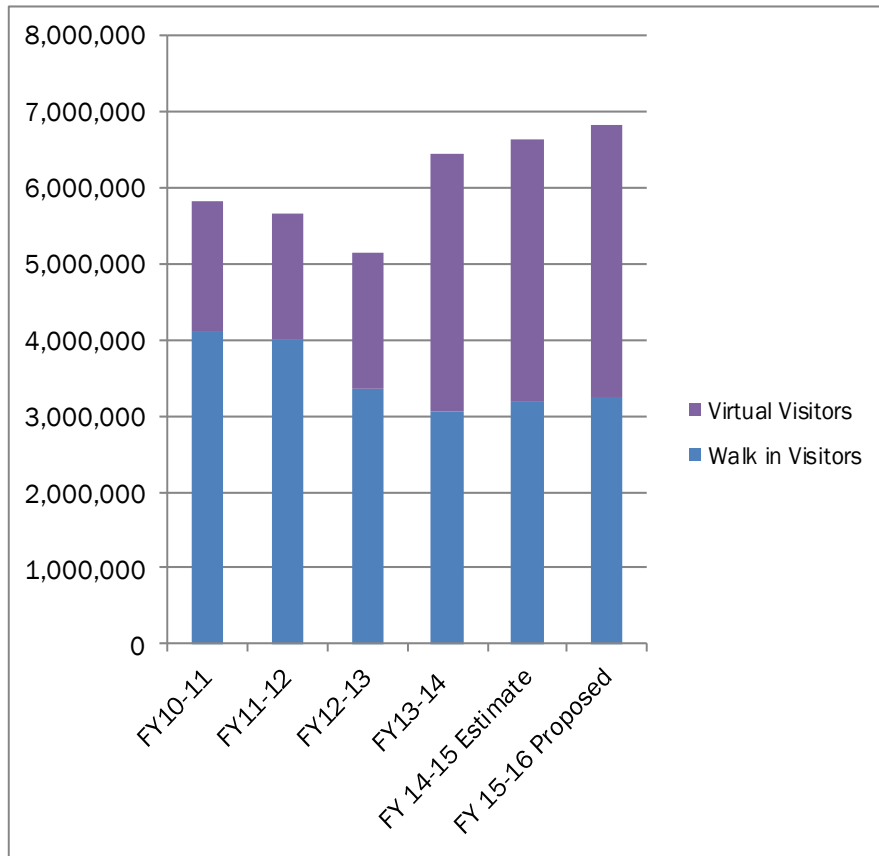
Library Materials and Collection Management

Customers rating overall variety of materials as "excellent" or "good" (internal survey)



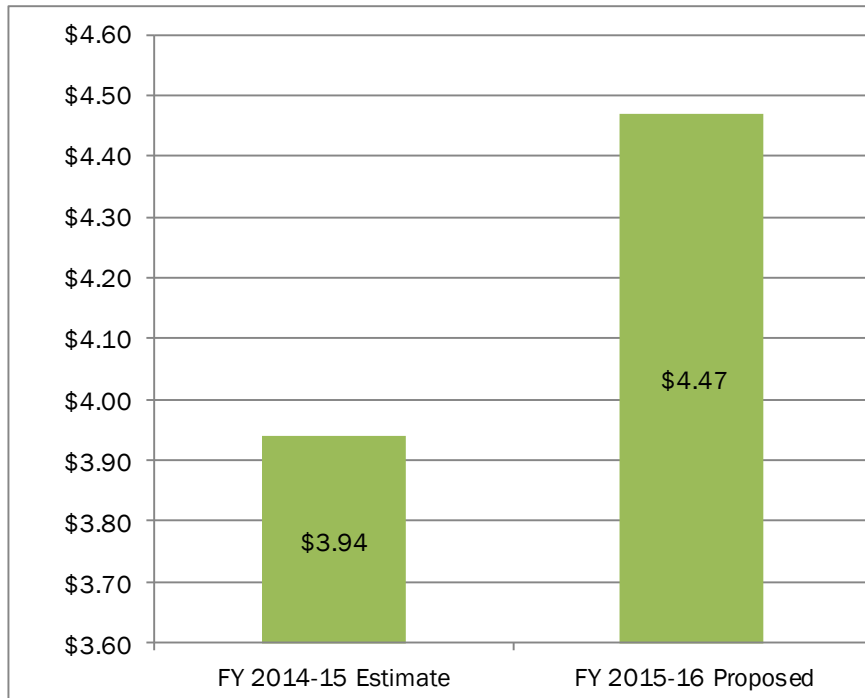
Library Operations and Public Service

Number of visitors (in-person and virtual)

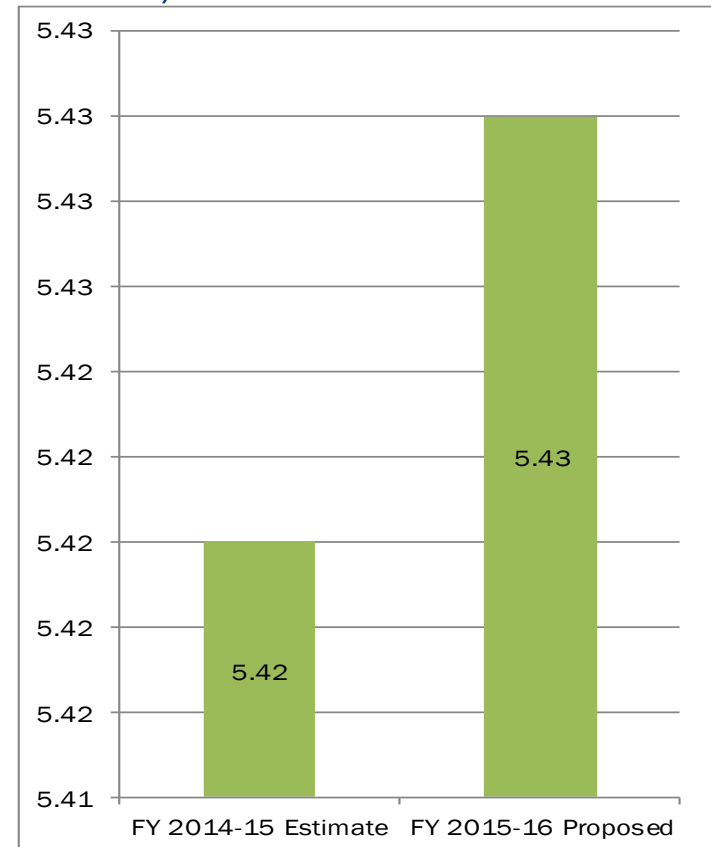


Library Operations and Public Service

Cost per visit (in-person and virtual)

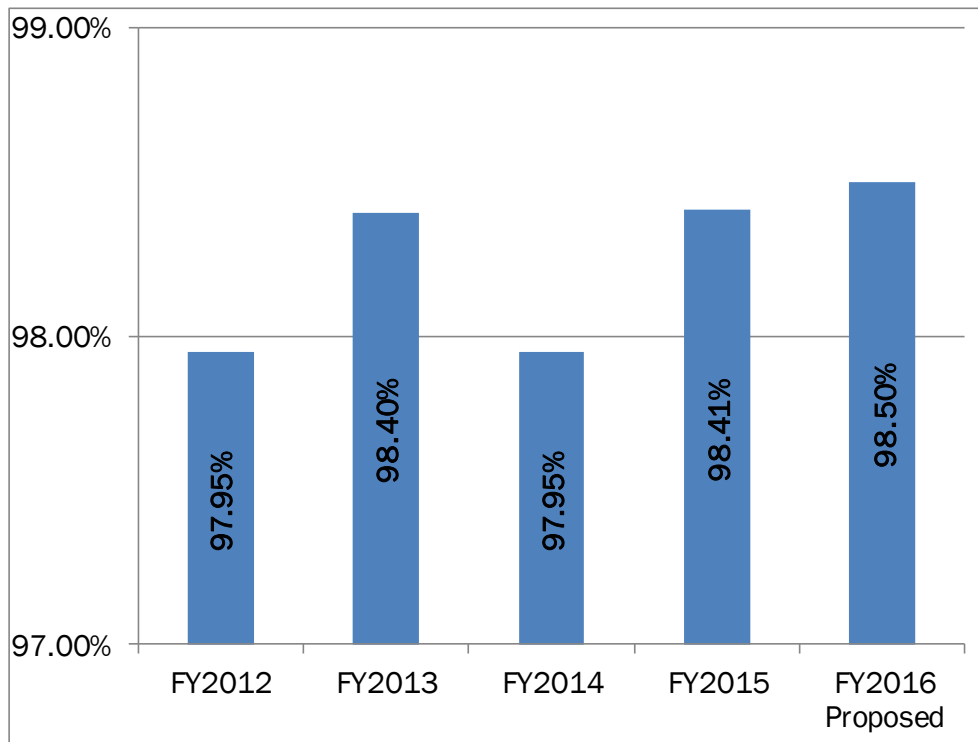


Visits per capita (in-person and virtual)



Library Operations and Public Service

Customers rating overall quality of service as "excellent" or "good" (internal survey)



Dallas Public Library August 10 at 9:29am

Around the City in 28 branches! This little one has been to more Dallas Public Library locations than most of its staff has!

<http://twitter.com/JeffKitner/status/630103728662511616>

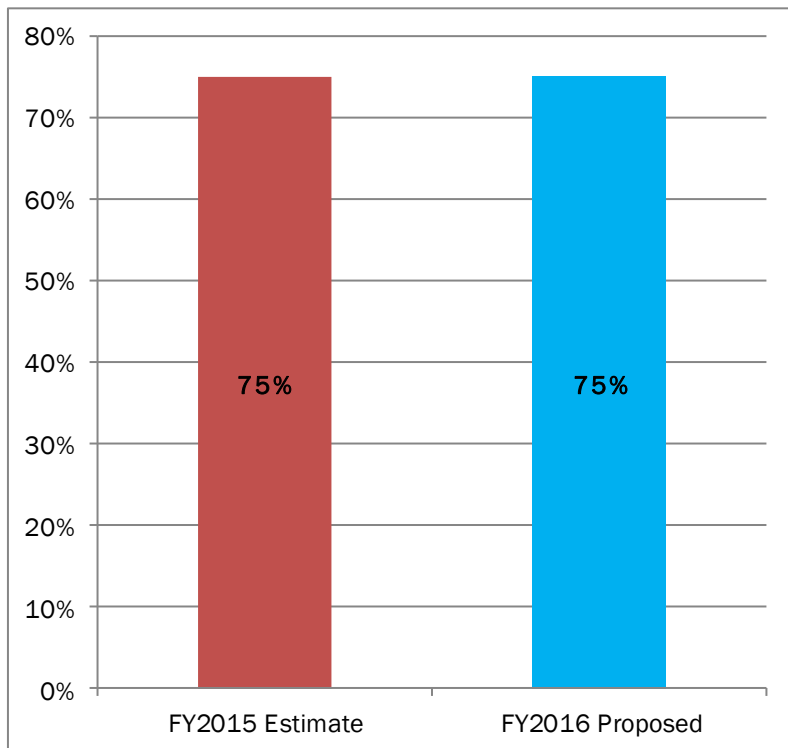
Jeff Kitner on Twitter
"@dallaslibrary #DPLBranchTour is almost complete. Pleasant Grove today (28 of 29 visited). Just Fretz Park left!"
TWITTER.COM | BY JEFF KITNER

LaShonda Roberson I love my dpl app
Like Reply August 5 at 9:49pm

Dallas Public Library We're glad you like it! It's so handy for renewing books, placing holds, checking your account... any time, anywhere.
Like 1 Commented on by Kjerstine Nielsen [?] August 6 at 9:17am

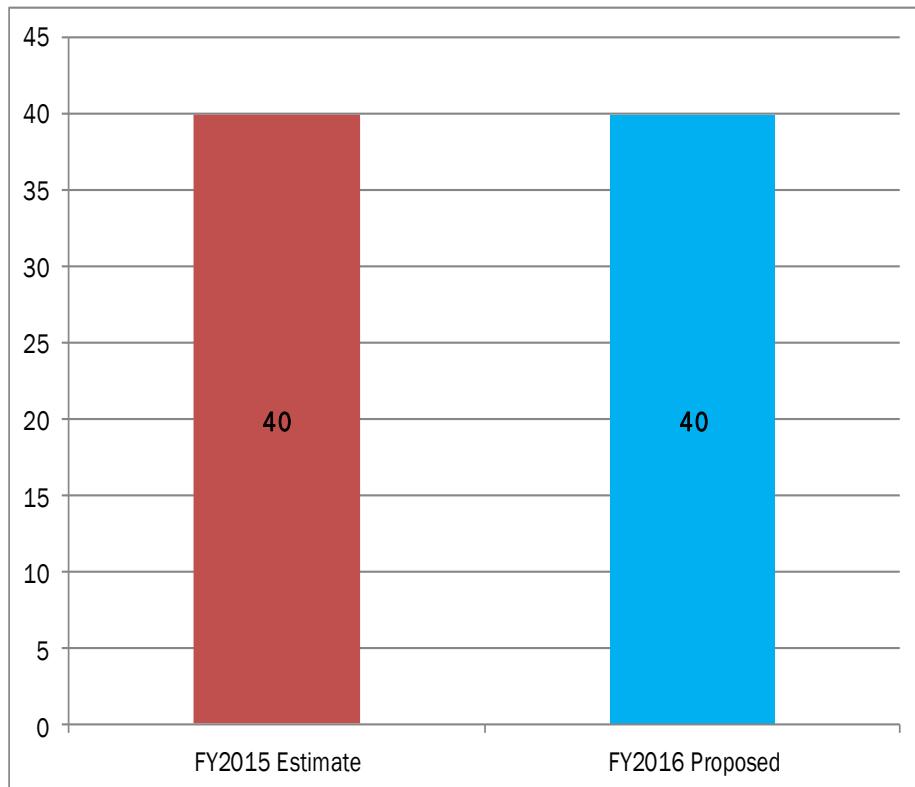
Literacy Initiatives, Education & Community Engagement

Percent of library ESL students whose post-test scores indicate improvement in English proficiency upon completing an ESL class



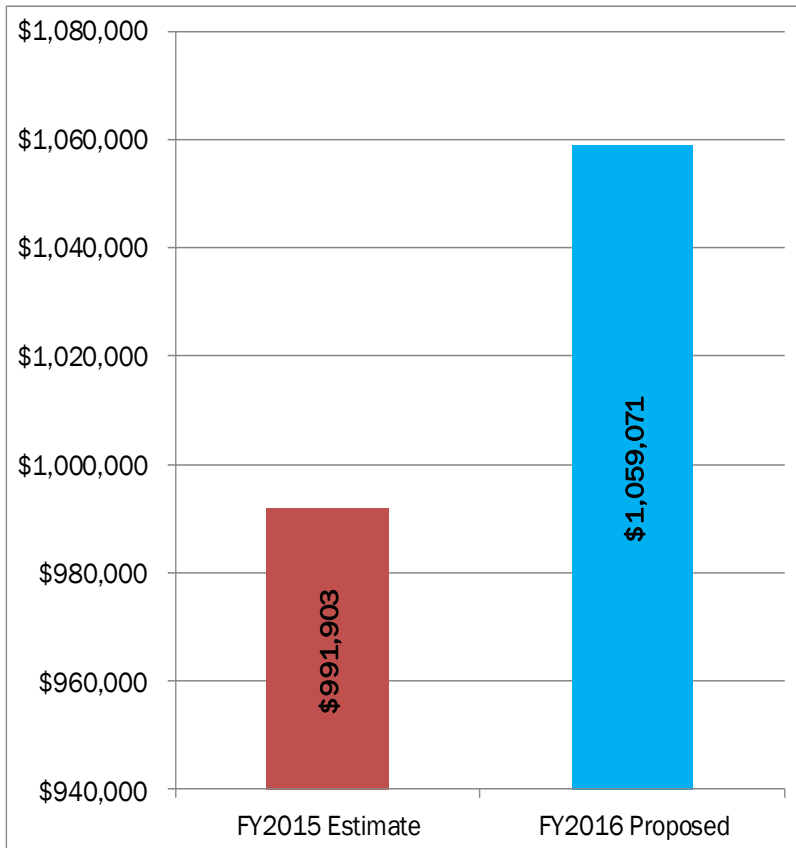
Literacy Initiatives, Education & Community Engagement

80 Number of library GED students who successfully pass all four of the official GED subject tests and receive their GED certificate



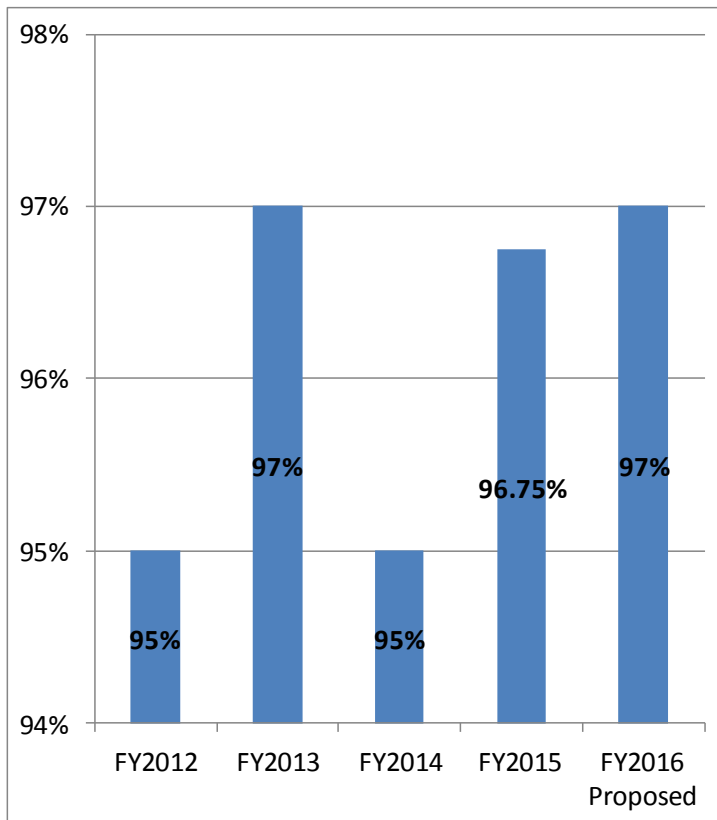
Literacy Initiatives, Education & Community Engagement

Cost savings of volunteer hours (new measure)

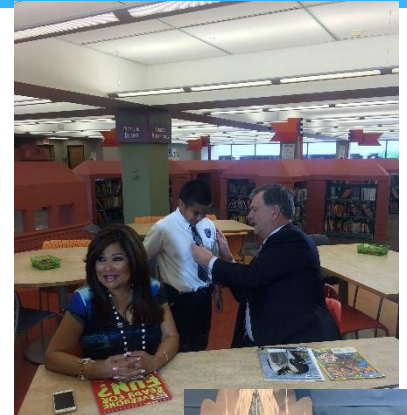


Literacy Initiatives, Education & Community Engagement

Customers rating overall quality of programs/events as "excellent" or "good" (internal survey)



Engaging the Community



Empowering the Staff



Library... Today and Tomorrow

∞ Adapt to the changing needs of our communities

- Literacy Centers @ Dallas West and Bachman Lake Branches
- Sammons Small Business Center – 5th floor/Central Library
- GED Testing Center – Opened with scholarships for test takers
- Upgraded community space @ the new Highland Hills Branch

∞ Create an experience

- Digital resources with interactive features
- Adult education combined with family interaction

∞ Educational opportunities – both informal and formal learning

- GED/ESL classes
- Mango Languages and other online learning opportunities

∞ Grow current partnerships and seek new ones

- Etsy, Office of Economic Development, Perot Museum of Nature and Science, City of Learning, SMU, Equal Heart

∞ Facility & Technology Enhancements

- Fretz Park Branch Library – renovation expected to be complete in fall 2015
- Texas/Dallas History & Archives (7th floor, Central) under renovation, completion expected in spring 2016
- Increased bandwidth capacity to 100mbps at all locations
- New public computers at all branches, Central installation starting in September
- Scanner/Copier kiosks at all locations

Questions?

 Thank You!

Appendix

∞ 23 ∞

FY15-17 Strategic Plan

4.1 By September 2017, increase participation in literacy services from 3.5% to 5% of the population in need of these services by optimizing community partnerships	
Proposed work plan items	FY 15 Indicators of Progress
Promote literacy including development of libraries and facilities in target areas through strategic partnerships,	Explore a collaboration with Southwest Center Mall
	Continue to work with private developers on a potential mixed-use development to include the Vickery Meadow Branch Library
Expand partnerships and coalitions with literacy organizations	Conduct annual adult and family literacy campaign with Coalition member agencies to increase community awareness of the state of literacy in Dallas and the need for more services
Develop overarching literacy plan in coordination with public schools	Align the Library's early childhood parent education efforts with school districts' Pre-K initiatives
Continue to promote GED programs	Open GED Testing Center at the J. Erik Jonsson Central Library

FY15-17 Strategic Plan

4.2 By September 2017, all citizens will be within 10 minutes (or half mile) of Cultural, Arts, Recreation, or Education (CARE) experiences	
Proposed work plan items	FY 15 Indicators of Progress
Explore Badging Program that promotes awareness and participation in out-of-school programs, by offering a virtual recognition of skills and knowledge accomplished	Partner with Big Thought and participate in a year-round City of Learning program that will 'badge' CARE programs
Explore opportunities to expand mobile and virtual CARE services	Begin procurement process for streaming media service, to include: movies, music, audiobooks, series
	Add additional historical photos to Polaris Catalog for 24/7 access
Promote local artists and locally-based creative activities	Apply for a grant from the Dallas Foundation to implement the Inspired Aging program at select branch libraries
Complete remaining bond program projects and prepare for next bond program	Complete the renovation of Fretz Park Branch Library
	Replace Highland Hills Branch Library
Review and update plans and or programs to identify and address gaps in service areas	Seek funding for a 3-year Strategic Plan to complement the Library Master Plan

FY15-17 Strategic Plan

4.3 By September 2017, increase overall CARE service utilization by 10%	
Proposed work plan items	FY 15 Indicators of Progress
Expand partnerships with artists, cultural organizations, and community providers	Increase Library partnership programs with Perot Museum and Nasher Sculpture Center
	Continue to work with D Magazine on Big D Reads project
Use technological enhancements to expand CARE utilization	Complete upgrade of library public computers and increase network capacity at all locations
Continue neighborhood tours	Continue the Heart & Soul Bus Tour as part of the 12th Annual Tulisoma South Dallas Book Festival
Strengthen external contributions through non-profit support groups	Dallas Public Library representative will attend monthly Friends of the Dallas Public Library Board meetings to strengthen communication and partnership initiatives
	Library representatives will attend quarterly Corporate Partners meetings to network with corporate leaders on partnership opportunities

FY15-17 Strategic Plan

4.4 By September 2017, increase citizen survey "excellent" ratings of CARE services by 10%

Proposed work plan items	FY 15 Indicators of Progress
Explore tools to increase citizen engagement in CARE services	Continue to utilize social media and other tools such as LibraryAware and E*vanced Events calendar to electronically promote library events
Explore opportunities to 'rebrand' CARE services and facilities	Train volunteers to help promote library services at community events
	Assist customers in utilizing the library's online content such as ebooks and databases
Enhance CARE assets and their maintenance through partnerships	Complete the design and begin the renovation of the J. Erik Jonsson Central Library's Texas/Dallas History Floor (7th)

Memorandum



CITY OF DALLAS

DATE August 14, 2015

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

SUBJECT **Office of Cultural Affairs: FY15-16 Outlook**

On Monday, August 17, 2015, the Arts, Culture & Libraries Committee will be briefed on Office of Cultural Affairs: FY15-16 Outlook by David Fisher, Interim Director of Office of Cultural Affairs.

The briefing materials are attached for your review.

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


Joey Zapata

Assistant City Manager

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
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Office of Cultural Affairs
CITY OF DALLAS

FY15-16 Outlook

Briefing to the Arts, Culture & Libraries Committee

August 17, 2015



Purpose of the Briefing

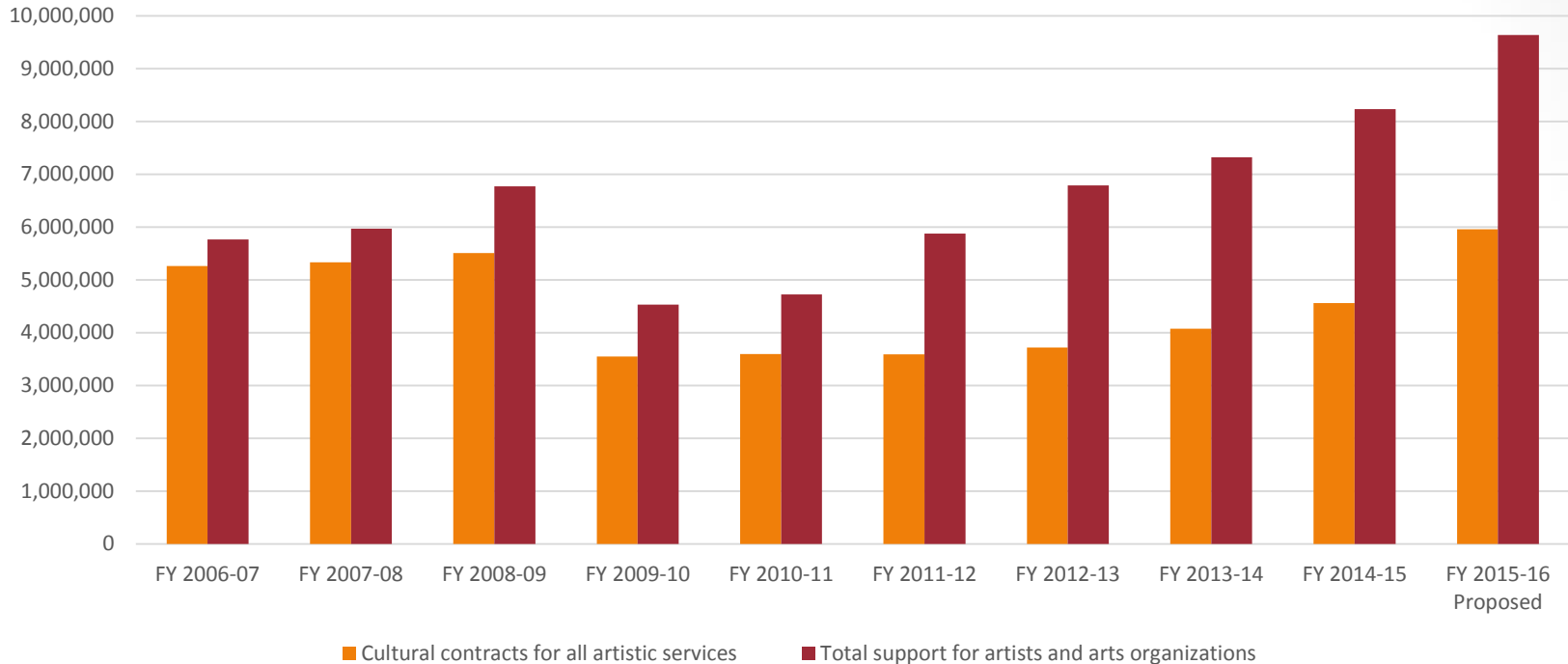


- Highlight projects and accomplishments from FY14-15 and projects and goals for FY15-16
- Provide an overview of the FY15-16 Proposed Budget for the Office of Cultural Affairs (General Fund and proposed new funds)

Mission

- *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 thrive and people of all ages enjoy opportunities for creative expression and the celebration of our community's multicultural heritage*
- *Our mission is to establish a cultural system that ensures all Dallas citizens and visitors have an opportunity to experience the finest in arts and culture*

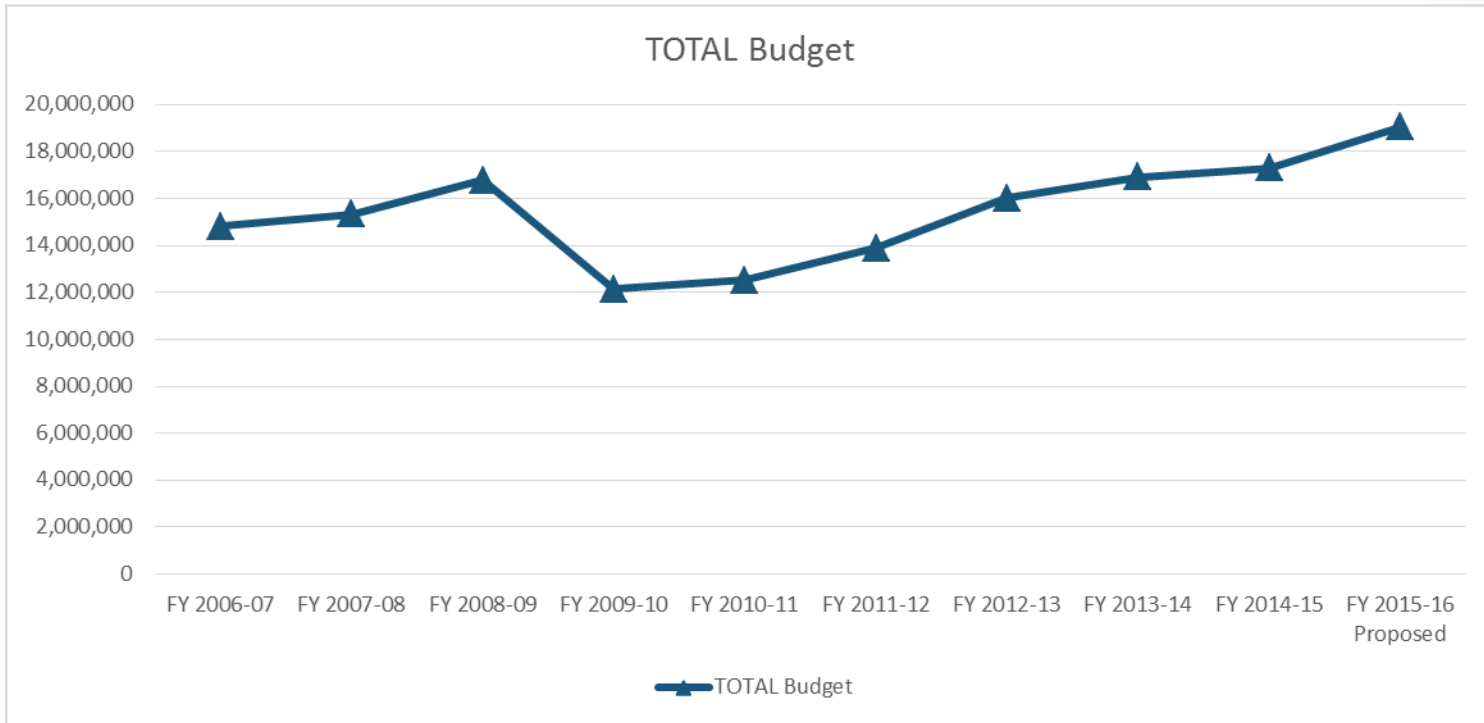
Cultural Contracts for artistic services 10 Year Funding History



	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16 Proposed
Cultural contracts for all artistic services	5,262,641	5,330,812	5,503,819	3,548,700	3,593,730	3,589,172	3,717,982	4,072,982	4,557,982	5,957,982
Total support for artists and arts organizations	5,766,026	5,970,692	6,771,265	4,532,594	4,721,140	5,874,257	6,788,632	7,318,861	8,233,121	9,633,121

* "Total Support" includes funding for artistic/professional services in COP, the other Cultural Contracts programs, Latino, Bath House, South Dallas and Oak Cliff Cultural Centers, public art maintenance, and maintenance/operations support for ATPAC, Dallas Black Dance Theatre, Dallas Summer Musicals and Sammons Center for the Arts.

OCA Budget 10 Year Funding History



	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16 Proposed
Total Budget	14,805,702	15,332,688	16,780,615	12,141,405	12,530,796	13,895,488	16,025,449	16,916,039	17,287,656	19,040,338

Divisions of OCA

- Cultural Centers & Venues
 - 7 Cultural Centers managed by OCA
 - Bath House Cultural Center
 - Dallas City Performance Hall
 - Latino Cultural Center
 - Majestic Theater
 - Meyerson Symphony Center
 - Oak Cliff Cultural Center
 - South Dallas Cultural Center
 - 15 additional City-owned buildings
 - African American Museum
 - AT&T Performing Arts Center (Winspear, Wyly & Strauss Square)
 - Black Academy of Arts & Letters
 - Dallas Black Dance Theater
 - Dallas Heritage Village (Old City Park)
 - Dallas Museum of Art
 - Hall of State
 - Juanita Craft Civil Rights House
 - Kalita Humphreys Theater (Original theater & Admin. Building)
 - Museum of Natural History in Fair Park
 - Music Hall at Fair Park
 - Sammons Center for the Arts



Divisions of OCA

- Cultural Contracts
 - COP – Cultural Organizations Program
 - Operating support for organizations with budgets over \$100,000
 - CPP – Cultural Projects Program
 - Supports small and emerging groups as well as festivals and other projects
 - CPP-SP – Cultural Projects Program – Special Projects
 - Program focuses on individual artists and special projects
 - CAP – Community Artists Program
 - Outreach arm of OCA – sends ethnic and culturally specific artists and organizations out into the community to provide cultural activities and events at neighborhood locations
- Public Art
 - New commissions as part of Public Art Program
 - Maintenance and Conservation
- WRR Radio

FY 14-15 Highlights: Cultural Services Contracts



- With funded FY14-15 restorations, the majority of small and mid-sized organizations in COP and CPP are at or above the funding level prior to the FY09-10 budget cuts
- COP and CPP organizations have been able to expand programming with the increased funding
- Community Artists Program has reinstated residency programs and workshops including new senior programs in South Dallas and youth programs in Pleasant Grove
- Initiated the CPP-Special Support Grant for individual artists and small organizations which has gotten enthusiastic response

FY 14-15 Highlights: Cultural Services Contracts

- 76% of the organizations funded through the Cultural Contracts Program are organizations with operating budgets under \$1 million
- 79% of the organizations funded through the Cultural Contracts Program provide cultural services to youth, in-school and after-school
- On average, City support represents 3.4% of the overall revenue mix of the organizations funded in Cultural Contracts Program (COP and CPP) (ranges from .08% to 25%)

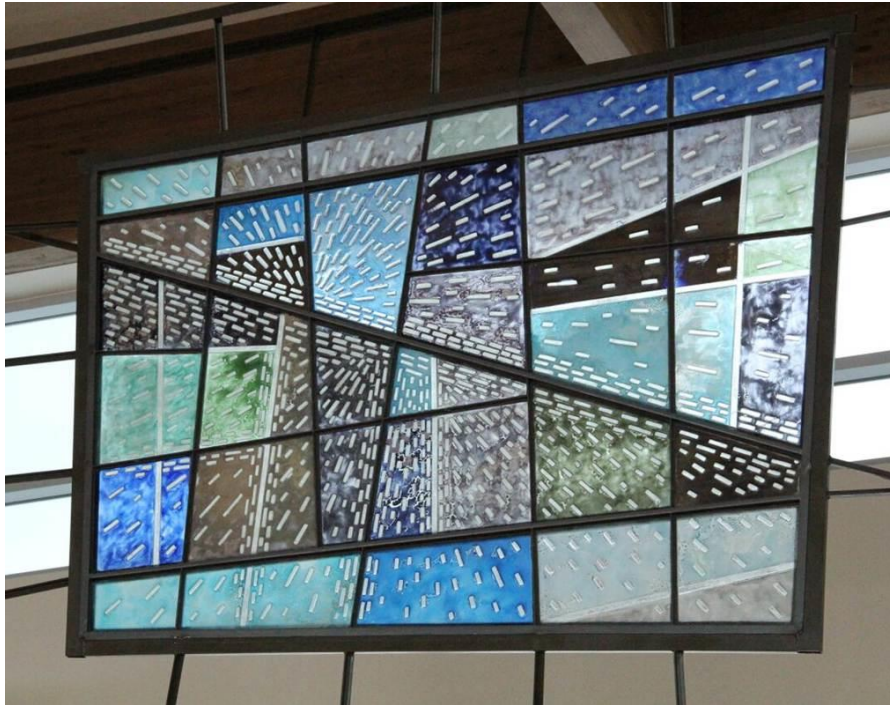


FY 14-15 Highlights: Cultural Centers and Venues



- 25th Anniversary year for the Meyerson Symphony Center including the Dallas Symphony 's collaborative project Soluna at Meyerson, Latino Cultural Center, City Performance Hall and other Arts District venues
- Usage at Majestic Theater has grown 73% since 2012 – est. 135 events in FY15-16
- Festival of Independent Theaters at the Bath House Cultural Center (now in its 17th year) had the largest number of new theater companies participating including the premier of a new play written by a Booker T. Washington student
- City Performance Hall hosted “Street Requiem” – a collaboration between Credo Ensemble, The Stewpot and the Dallas Street Choir
- Latino Cultural Center presented the exhibit Transformation of Thought – a 30-year retrospective of the work of Dallas artist Viola Delgado
- Oak Cliff Cultural Center continued its successful partnership with Cara Mia Theater company to offer its “School of Yes” summer camp
- South Dallas Cultural Center commissioned, produced and presented the premier of a new play by local playwright Jonathan Norton about civil rights activist Medgar Evers – earned a finalist place in Eugene O’Neil Playwrights Conference

FY 14-15 Highlights: Public Art



Major Projects

- Octavio Medellin windows saved from the Gaston Ave Lutheran Church have been restored and installed at Dallas Love Field Ticketing Hall and the Dallas City Performance Hall

FY 14-15 Highlights: Public Art

- Artwork installed at Dallas Love Field, Bexar Street Police Department, Texas Horse Park, Fire Station #32, Arboretum and Fretz Park Branch Library



- Original restored Pegasus sculpture installed at Omni Hotel
- Collaboration with the Park Department on the re-design of Robert Irwin's Portal Slice for a new Carpenter Park Plan
- Collection and Conservation Manager position hired

Departmental Accomplishments

- Attendance at arts and cultural events is estimated to reach **5.5 million** in FY14-15 and is projected to grow in FY15-16
 - Of this number, 4.5 million (82%) are attendees to events in city-owned cultural venues or outreach by our facilities partners
 - More than 2.8 million were free admissions
 - In FY15-16 the four neighborhood Cultural Centers are estimated to reach attendance numbers of over 125,000
 - The Meyerson, Majestic and Dallas City Performance Hall are projected to grow to over 415,000 in attendance
 - The City's investment in the arts leverages an additional **\$141 million** in private sector funds for the arts (philanthropic support, sponsorships, earned revenue, and other support)



Proposed Budget Summary

	FY14-15 Budget	FY15-16 Proposed
City Owned Cultural Venues	11,973,635	11,974,670
Cultural Services Contracts*	5,124,021	6,609,238
Public Art**	456,429	456,429

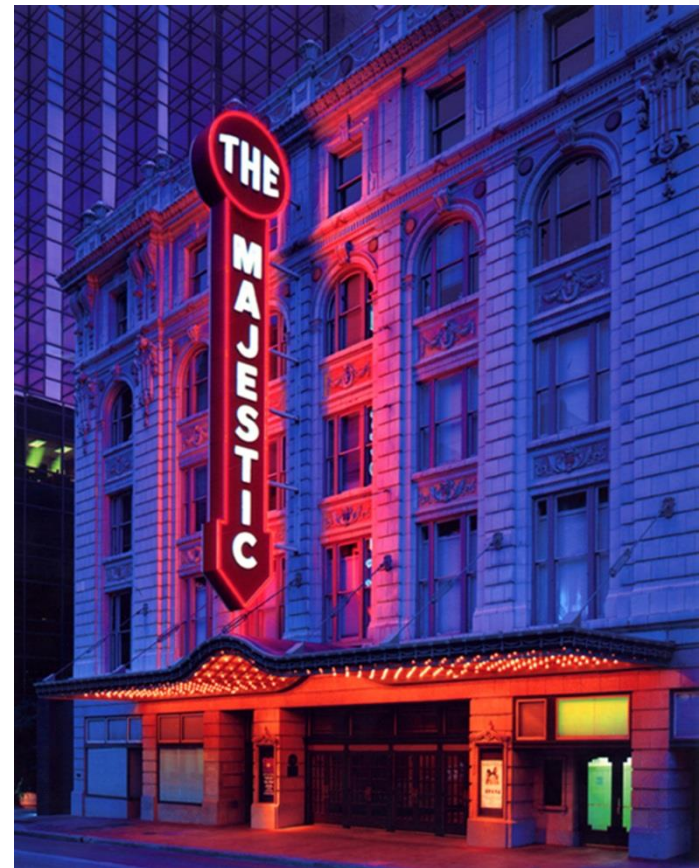
* Cultural Services Contracts assumes \$1.4 million in HOT allocation, pending City Council consideration of a renegotiated Dallas Convention & Visitors Bureau contract

** Public Art reimbursed by other departments from bond funds for staff time and other administrative costs of public art project implementation (\$266,429)

- FY 2015-16 proposal pending final allocation of new Hotel Occupancy Tax (HOT) funding.
- Pending budget approval and allocation of funding, all current services will be offered at an increased level in FY15-16

FY 15-16 Budget Highlights: City-Owned Cultural Venues

- Fully fund agreement with AT&T Performing Arts Center for utilities and ordinary repair and maintenance (\$2.5M)
- Continue funding utility costs for all other city-owned and managed cultural venues (\$3,056,207)
- Continue funding indirect support for facility maintenance and utility expenses for Dallas Black Dance Theatre, Dallas Summer Musicals, and Sammons Center for the Arts (\$566,000)
- No cuts to staff or programming at the OCA-managed cultural centers
 - Personnel expenses at Bath House, City Performance Hall, Latino Cultural Center, Oak Cliff Cultural Center, Majestic Theater, Meyerson Symphony Center and South Dallas Cultural Center (\$3,029,283)
 - Custodial and security contracts (\$1,176,999)



FY 15-16 Budget Highlights : Cultural Services Contracts

- As proposed, FY 15-16 would be an all time high for funding for cultural contracts for artistic services - \$5.95 million – with total support for artists and arts organizations at \$9.63 million
- Proposed additional \$1.4 million in funding from the Hotel Occupancy tax
 - As in previous years, new funding is proposed to be allocated by the Cultural Affairs Commission, through its Allocations Committee, based on organizations' panel scores, current funding levels, and city-wide needs and opportunities
 - Restore organizations that have not yet returned to or exceeded prior peak year (FY08-09) funding
 - Add additional funding for Cultural Projects program and Community Artists program
 - Increase in Cultural Projects program will target new and emerging arts organizations
 - Increase in Community Artist program will allow program to expand the successful residencies and longer term Community Artist programs developed at MLK Center and in Pleasant Grove
 - Add additional funding for Individual Artists/Special Projects program and other new cultural funding programs



FY15-16 Budget Highlights : Public Art

Major Projects Planned for FY 15-16

- *2012 Streets*
 - South Lamar Streetscape which includes 10 permanent public art projects (9 of which are eligible for emerging artists,) and 2 temporary public art works
 - West Dallas Veterans Tribute Park
 - Triangle Park in West Dallas
- Dallas Love Field Phase II
 - Relocation and restoration of historic Spirit of Flights sculpture from 1960 by Charles Umlauf
 - Relocation of Alexander Liberman's large-scale sculpture from 1985, *Venture*, which was donated to the City of Dallas in 2013
 - Initiation of 4 new major public art commissions
- Dallas Water Utilities & Sanitation
 - Planning for new public art commissions
 - & projects in support of the mission of Dallas Water Utilities and Sanitation Services



FY 15-16 Budget Highlights : Public Art

Collection Maintenance and Conservation

- Conduct conservation and maintenance on priority public art projects assessed in FY 15
- Collection assessment for conservation and maintenance of 33% of the collection not assessed in FY 15 by September 30, 2016
- Reinstatement of collection management practices including reinstallation of collection management software
- Publication of 100% of the commissioned collection completed since 1989 on publicly accessible databases



FY15-16 Goals: Cultural Centers, Venues & Programs



- Continue to offer programs and services, directly and in partnership with local arts groups, that contribute to reaching the Council's goal of citizens being within 10 minutes (or half mile) from Cultural, Arts, Recreation or Education experiences
 - Outreach programs, such as the Community Artists Program
 - Cultural centers and cultural venues (both city-owned and privately-owned)
- Continue focus on local artists through exhibitions, public art commissions, special projects grants, performances and partnerships with local arts organizations in cultural centers and other venues
- Continue to refine and expand our marketing and engagement efforts through the OCA website, Facebook and other opportunities to connect what we do with both residents and visitors

FY15-16 Goals: Cultural Services Contracts



- Continue and expand the CPP-Special Support Grant for individual artists and small organizations with three cycles during the fiscal year
- Expand the reach of the CAP program into target communities and provide artists on the roster with specialized training to improve their impact
- Provide workshops and support help to funded organizations
- Work on analytics to spot trends and analysis to improve funding needs
- Continue to implement City Auditor's recommendations from 2013 Cultural Contracts Audit

FY15-16 Goals: Department Wide Projects

- Strategic Planning and Policy Review
 - Departmental Strategic Plan
 - Review of Cultural Policy
 - Begin a Cultural Master Planning Process
- Expand “Small Business Administration” type support for our artists and arts groups
 - Shared space and resources
 - New funding opportunities
 - Staff guidance and assistance to artists and arts organizations
- Amplify Collaborations and Partnerships
 - “Amplifier Workshops” with TACA
 - Black Box Theaters at Libraries
 - “Pop up” Cultural Centers



Questions

Appendix I: CARE Strategic Plan

- City of Dallas 2015-17 Strategic Plan includes the following Culture, Arts, Recreation & Education (CARE) goals to accomplish by September 2017:
 - Ensure that all citizens are within 10 minutes (or a half mile) of Cultural, Arts, Recreation or Education (CARE) experiences
 - Increase overall CARE service utilization by 10%
 - Increase citizen survey “excellent” ratings by 10%
- Strategies/tactics specific to arts and cultural activities to accomplish these goals are listed in the following pages

Appendix I: CARE Strategic Plan(cont.)

- Continue to work with cultural partners and cultural centers to expand services in the neighborhoods and City-wide
- Continue to stabilize and increase WRR's revenue while continuing its support and partnership with our arts organizations
- Expand collaborative, multi-Center exhibits like "Hecho en Dallas / Made in Dallas" exhibit in the cultural centers
- Expand CPP-Special Projects program to identify and support new individual artists to make Dallas a great place for art and a great place for artists
- Review and revise City's Cultural Policy and initiative a Community Cultural Master plan with updated strategies and policies
- Review cultural contracts services application and evaluation criteria to ensure that outreach activities are provided by contracted organizations

Appendix I: CARE Strategic Plan(cont.)

- Continue to provide services in all 14 Council Districts with focus on targeted and underserved areas
- Publish and distribute a joint quarterly calendar for the OCA-managed cultural centers to cross-promote programs
- Add discounted rental rates for low-utilization days at Centers to subsidize emerging organizations' use of the center
- Develop new internal survey instruments to collect customer ratings for at least two events per cultural center annually
- Refresh and improve OCA website to better serve audiences and make most important information more readily accessible

Appendix I: CARE Strategic Plan(cont.)

- Explore partnership with National Cultural Data Project and TACA for improved data collection on the use of arts/cultural services
- Collaborate with KERA / Art & Seek to expand the use of the online artandseek.net calendar of arts events
- Continue to expand technological enhancements to connect residents with cultural opportunities and services
- Continue to convene biannual meetings of the Dallas City Performance Hall User Task Force to gather feedback on the venue's operations
- Continue to explore and expand alternative and supplemental funding possibilities to support services
- Continue to explore opportunities for outdoor activities with cultural centers and cultural partners and market them as effectively and efficiently as possible to the public
- Collaborate across departments (Cultural Affairs, Housing, and Economic Development) to research artist work space options

Memorandum



CITY OF DALLAS

DATE August 14, 2015

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

SUBJECT **Public Works August 26, 2015 Upcoming Agenda Item**

A change order to the construction contract with Phoenix 1 Restoration and Construction, Ltd. is required for replacement of exterior guardrails, original lobby floor tiles, repairs to exterior limestone at multiple locations, repair of existing check valve at stormwater catch basin, and replacement of metal cap, at the Perot Museum of Nature and Science at Fair Park, located at 3535 Grand Avenue.

The base contract scope for renovation of the former Dallas Museum of Natural History included waterproofing and structural repairs at the south end basement level as well as a scheduled replacement of the roof. The additional scope recommended for this Change Order No. 1 includes:

1. Replacement of severely deteriorated exterior guardrail at the West Entrance
2. Replacement of the original (1936) linoleum floor at the first floor Lobby. The original linoleum floor is 79 years old and severely deteriorated in high traffic areas. It is being replaced with linoleum to match as closely as possible in color and pattern.
3. Miscellaneous minor spot repairs to the exterior limestone
4. Repair of a check-valve at an existing stormwater catch basin
5. Installation of a new metal cover at an abandoned ventilation shaft

The total increase to the construction contract for this Change Order #1 of \$139,489, is within the planned 'design-to' construction budget of \$1.35M. The proposed replacement materials for the exterior guardrail and lobby floor tile have been reviewed and approved by the Texas Historical Commission. Review by the Landmark Commission is scheduled for September 8, 2015.

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

A handwritten signature in black ink, appearing to read 'Jill Jordan'.

Jill A. Jordan, P.E.
Assistant City Manager

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

KEY FOCUS AREA: Economic Vibrancy

AGENDA DATE: August 26, 2015

COUNCIL DISTRICT(S): 7

DEPARTMENT: Public Works Department
Office of Cultural Affairs

CMO: Jill A. Jordan, P.E., 670-5299
Joey Zapata, 670-1204

MAPSCO: 46P

SUBJECT

Authorize an increase to the construction contract with Phoenix 1 Restoration and Construction, Ltd. for replacement of exterior guardrails, original lobby floor tiles, repairs to exterior limestone at multiple locations, repair of existing check valve at stormwater catch basin, and replacement of metal cap, to the Perot Museum of Nature and Science at Fair Park, located at 3535 Grand Avenue - Not to exceed \$139,489, from \$1,030,400 to \$1,169,889 - Financing: General Obligation Commercial Paper Funds

BACKGROUND

This action will authorize Change Order No. 1 to the construction contract with Phoenix 1 Restoration and Construction, Ltd. for additional repairs to the Perot Museum of Nature and Science at Fair Park (formerly the Dallas Museum of Natural History). The facility, located at 3535 Grand Avenue in Fair Park, was constructed as the Museum of Natural History for the 1936 Centennial Exposition. Dallas voters approved funding for roof replacement and structural repairs for this facility in the 2006 Bond Program.

This modification to the planned base scope of work for this project includes the following repairs at the Perot Museum at Fair Park:

1. replacement of exterior guardrails and grouting at anchor supports
2. replacement of original lobby floor tiles
3. repairs to exterior limestone at multiple locations
4. repair of existing check valve at stormwater catch basin
5. replacement of sheet metal cap at abandoned ventilation shaft

ESTIMATED SCHEDULE OF PROJECT

Began Design	April 2014
Completed Design	January 2015
Began Construction	May 2015
Complete Construction	December 2015

PRIOR ACTION / REVIEW (COUNCIL, BOARDS, COMMISSIONS)

Authorized a professional services contract with JQ Infrastructure, LLC on March 26, 2014, by Resolution No. 14-0509.

Authorized a construction contract with Phoenix 1 Restoration and Construction, Ltd. on April 8, 2015, by Resolution No. 15-0667.

Information about this item will be provided to the Arts, Culture & Libraries Committee on August 17, 2015.

FISCAL INFORMATION

2006 Bond Program (General Obligation Commercial Paper Funds) - \$139,488.53

Design	\$ 148,320.00
Construction	\$1,030,400.00
Change Order No. 1 (this action)	\$ 139,488.53
Owner Development Expenses	<u>\$ 381,791.47</u>
Total	\$1,700,000.00

M/WBE INFORMATION

See attached.

ETHNIC COMPOSITION

Phoenix 1 Restoration and Construction, Ltd.

Hispanic Female	0	Hispanic Male	37
African-American Female	0	African-American Male	0
Other Female	0	Other Male	0
White Female	5	White Male	24

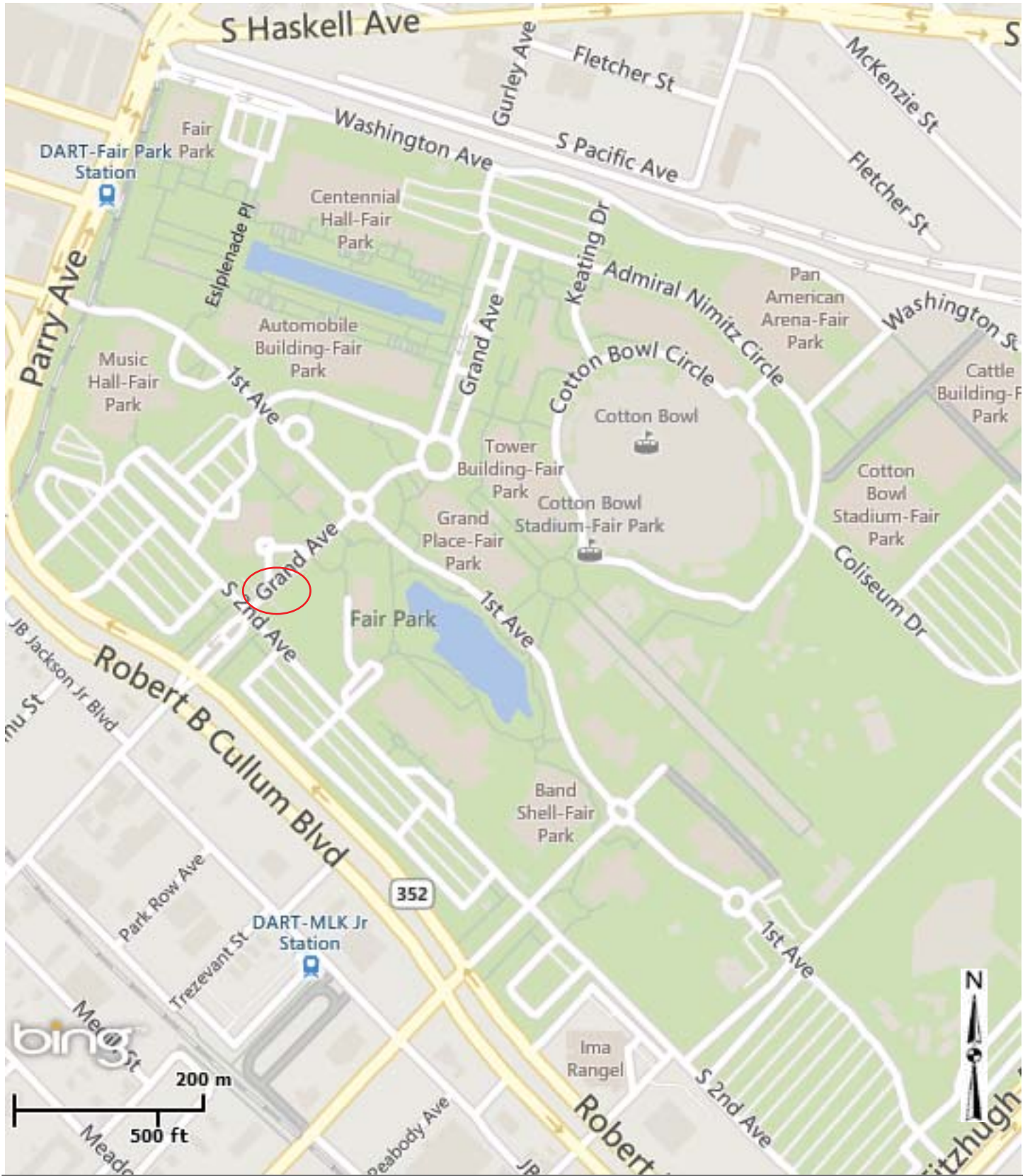
OWNER

Phoenix 1 Restoration and Construction, Ltd.

Dale Sellers, Owner

MAP

Attached.



Perot Museum of Nature & Science at Fair Park

Memorandum



CITY OF DALLAS

DATE August 14, 2015

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

SUBJECT **Dallas Public Library: August 26, 2015 Upcoming Agenda Item**

On August 26, 2015, a council agenda item will be presented for authorization to accept four grants through the Texas State Library and Archives Commission. The first award is a Special Projects Grant, in the amount of \$75,000, to support the Dallas Public Library's Homeless Engagement Initiative at the J. Erik Jonsson Central Library in providing specialized services and develop community partnerships.

The Library Cooperation Grant, in the amount of \$73,808, will provide continued staffing for the GED Testing Center also located at the J. Erik Jonsson Central Library. The GED Testing Center was established with a gift from Atmos Energy through the Friends of the Dallas Public Library, and provides GED test-taking and workforce development resources to approximately 3,100 adults a year.

The Impact Grant for Family and Early Childhood Literacy, in the amount of \$7,446, will be used to implement a Children's Center Preschool STEM Traveling Workshop Program. Designed to be mobile, the STEM workshops are capable of traveling to system-wide branch locations, daycare centers, and to social agencies that serve children in need.

The Texas Reads Grant, in the amount of \$3,000, will be used to implement the Stay-and-Play Program. Library staff will incorporate child-friendly sensory toys and manipulatives into the storytelling process. The toys will be used during post-storytime activities to aid children in developing the literacy, motor, and social skills that will be essential for successful participation in preschool.

The agenda information sheets are attached for your review.

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



Joey Zapata
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

KEY FOCUS AREA: Culture, Arts and Recreation and Educational Enhancements
AGENDA DATE: August 26, 2015
COUNCIL DISTRICT(S): All
DEPARTMENT: Library
CMO: Joey Zapata, 670-1204
MAPSCO: N/A

SUBJECT

Authorize **(1)** the acceptance of four grants through the Texas State Library and Archives Commission for the period September 1, 2015 through August 31, 2016: Special Projects Grant in the amount of \$75,000, Library Cooperation Grant in the amount of \$73,808, Impact Grant in the amount of \$7,446, and Texas Reads Grant in the amount of \$3,000; **(2)** the receipt and deposit of program income in the amount of \$10,000 for the Library Cooperation Grant generated from GED Testing Center activities; **(3)** the establishment of appropriations in the amount of \$10,000 in the GED Testing Center Program income fund to be used for other eligible activities; and **(4)** execution of the grant agreements - Total not to exceed \$169,254 - Financing: Texas State Library and Archives Commission Grant Funds (\$159,254) and Estimated Program Income (\$10,000)

BACKGROUND

Texas State Library and Archives Commission (TSLAC) awards competitive grants to libraries and regional library systems across the state to support literacy and educational initiatives. The Dallas Public Library received four of these grants from TSLAC.

Special Projects Grant, in the amount of \$75,000, to provide continued staffing for its Homeless Engagement Initiative at the J. Erik Jonsson Central Library. The collaborative project between the Dallas Public Library, the Friends of the Dallas Public Library and CitySquare's AmeriCorps program provides services to approximately 1,500 homeless customers annually. This grant will support a full-time Coordinator II and part-time Library Associate who will oversee the specialized services and community partnerships available through this program.

BACKGROUND (Continued)

Library Cooperation Grant, in the amount of \$73,808, to provide continued staffing for the GED Testing Center at the J. Erik Jonsson Central Library. The GED Testing Center was established with a gift from Atmos Energy, through the Friends of the Dallas Public Library, and provides GED test-taking and workforce development resources to approximately 3,100 adults a year. This grant will support the salary of a full-time Coordinator II and part-time Library Associate who oversee operations of the Testing Center.

Impact Grant for Family and Early Childhood Literacy, in the amount of \$7,446, for Family and Early Childhood Literacy, to implement the Children's Center Preschool STEM Traveling Workshop Program. Designed to be mobile, the STEM workshops are capable of traveling to system-wide branch locations, daycare centers and to social agencies that serve children in need. Through hands-on projects and experiments intended to be age and skill set appropriate, programs offered through the STEM workshops will introduce preschoolers to topics such as buoyancy, magnetism, weight and balance, and building while broadening their vocabulary and language skills.

Texas Reads Grant, in the amount of \$3,000, to implement the Stay-and-Play Program. Library staff will incorporate child-friendly sensory toys and manipulatives into the storytelling process and as a post-storytime activity to aid children in further developing their literacy skills through play, as well as developing the motor skills and social skills necessary for successful participation in preschool.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

Information about this item will be provided to the Arts, Culture Libraries Committee on August 17, 2015.

FISCAL INFORMATION

\$159,254 - Texas State Library and Archives Commission Grant Funds

\$10,000 - Estimated Program Income generated from the GED Testing Center Activities

August 26, 2015

WHEREAS, the Texas State Library has awarded the City of Dallas, Dallas Public Library, funds to enhance community engagement and child literacy efforts, including the Special Projects Grant to support staff salaries for the Library's Homeless Engagement Initiative, the Library Cooperation Grant to support staff salaries for the GED Testing Center, the Impact Grant that will introduce preschoolers, via a traveling workshop, to topics such as buoyancy, magnetism, weight and balance, and building while broadening their vocabulary and language skills and the Texas Reads Grant to further develop children's literacy skills through play, as well as developing the motor skills and social skills necessary for successful participation in preschool; and

WHEREAS, it is recommended that the City Manager is authorized to accept the grant funds in an amount not to exceed \$159,254; and

WHEREAS, it is recommended that the program income generated by the Library Cooperation Grant - GED Testing Center, estimated to be \$10,000 for FY 2015-16, be retained by the Library to carry out eligible activities in accordance with the Texas State Library and Archives Commission.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

Section 1. That the City Manager is hereby authorized to **(1)** accept four grants through the Texas State Library and Archives Commission for the period September 1, 2015 through August 31, 2016: Special Projects Grant (Grant No. 478-16003, CFDA No. 45.310) in the amount of \$75,000; Library Cooperation Grant (Grant No. 479-16004, CFDA No. 45.310) in the amount of \$73,808 (which includes \$10,000 in program income); Impact Grant (Grant No. 475-16009, CFDA No. 45.310) in the amount of \$7,446; and the Texas Reads Grant (Grant No. 451-16005, CFDA No. 45.310) in the amount of \$3,000; and **(2)** execute the grant agreements and other documents required by the grant.

Section 2. That the Chief Financial Officer is hereby authorized to receive and deposit grant funds into Fund F459, Department LIB, Unit 1773, Revenue Source 6506 in an amount not to exceed \$75,000; Fund F460, Department LIB, Unit 1774, Revenue Source 6506 in an amount not to exceed \$73,808; Fund F461, Department LIB, Unit 1775, Revenue Source 6506 in an amount not to exceed \$7,446; and Fund F462, Department LIB, Unit 1776, Revenue Source 6506 in an amount not to exceed \$3,000.

August 26, 2015

Section 3. That the City Manager is hereby authorized to establish appropriations in accordance with the grant agreements in Special Projects Fund F459, Department LIB, Unit 1773, various object codes in an amount not to exceed \$75,000; Library Cooperation Fund F460, Department LIB, Unit 1774, various object codes in an amount not to exceed \$73,808; Impact Fund F461, Department LIB, Unit 1775, various object codes in an amount not to exceed \$7,446; and Texas Reads Fund F462, Department LIB, Unit 1776, various object codes in an amount not to exceed \$3,000.

Section 4. That the Chief Financial Officer is hereby authorized to disburse funds from Fund F459, Department LIB, Unit 1773, various object codes in an amount not to exceed \$75,000; Fund F460, Department LIB, Unit 1774, various object codes in an amount not to exceed \$73,808; Fund F461, Department LIB, Unit 1775, various object codes in an amount not to exceed \$7,446; and Fund F462, Department LIB, Unit 1776, various object codes in an amount not to exceed \$3,000 in accordance with the grant agreements for the Special Projects Grant, Library Cooperation Grant, Impact Grant, and Texas Reads Grant.

Section 5. That the Chief Financial Officer is hereby authorized to receive and deposit program income in an amount not to exceed \$10,000 for the Library Cooperation Grant in Fund F460, Department LIB, Unit 1776, Revenue Source 7291.

Section 6. That the City Manager is hereby authorized to establish appropriations in F460, Department LIB, Unit 1776 in various object codes in an amount not to exceed \$10,000 for the estimated program income.

Section 7. That the Chief Financial Officer is authorized to disburse grant funds from F460, Department LIB, Unit 1176, various object codes in an amount not to exceed \$10,000 in accordance with the grant agreements.

Section 8. That the City Manager is hereby authorized to reimburse to the granting agency any expenditure identified as ineligible. The City Manager shall notify the appropriate City Council Committee of expenditures identified as ineligible not later than 30 days after the reimbursement.

Section 9. That the City Manager shall keep the appropriate City Council Committee informed of all final granting agency monitoring reports not later than 30 days after the receipt of the report.

Section 10. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.