

Memorandum



CITY OF DALLAS

DATE May 8, 2017

Honorable Members of the Arts, Culture and Libraries Committee:

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

SUBJECT May 24, 2017 Agenda Item: Downtown Dallas Inc.'s 2017 Matching Grant Award To The Majestic Theatre

On Wednesday, May 24, 2017, the City Council will consider a resolution to authorize acceptance of an \$8,000 matching grant for an exterior enhancement project at the Majestic Theatre. The grant is awarded through Downtown Dallas, Inc.'s 2017 Matching Grant Program of the Downtown Improvement District, which provides funds for capital improvement projects that improve the appearance, safety, and functional qualities of the downtown public environment.

This grant has been awarded to restore banners on the Pacific Avenue facade of the Majestic Theatre, facing James W. Aston Park. The project goal is to make the 1900 block of Pacific Avenue a more vibrant and exciting street for pedestrians, while highlighting the Majestic's history and future, and drawing public attention to the venue.



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The photo above illustrates what previous banners have looked like. New banners will include black and white photos from historic events at the Majestic, and color images from the Majestic's recent past. The Building Inspection Division of the Department of Sustainable Development and Construction has advised that these banners are allowable under City Code. Historic Preservation staff will review proposed banner graphics to ensure conformance with the historic landmark status of the building.

The 96-year history of the Majestic Theatre in downtown Dallas includes performances by Houdini, Mae West, Duke Ellington, Johnny Cash, Bob Dylan, and Conan O'Brien, just to name a very few. The Majestic is the lone surviving building of what was formerly known as "Theatre Row" on Elm Street during the first half of the 20th Century. The City of Dallas took possession of the building in 1976.

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



Joey Zapata

Assistant City Manager

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Raquel Favela, Chief of Economic Development & Neighborhood Services
Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors