

Cultural Centers' Theater Programming Process & Support for Small Theater Groups

Cultural Affairs Commission
March 22, 2018

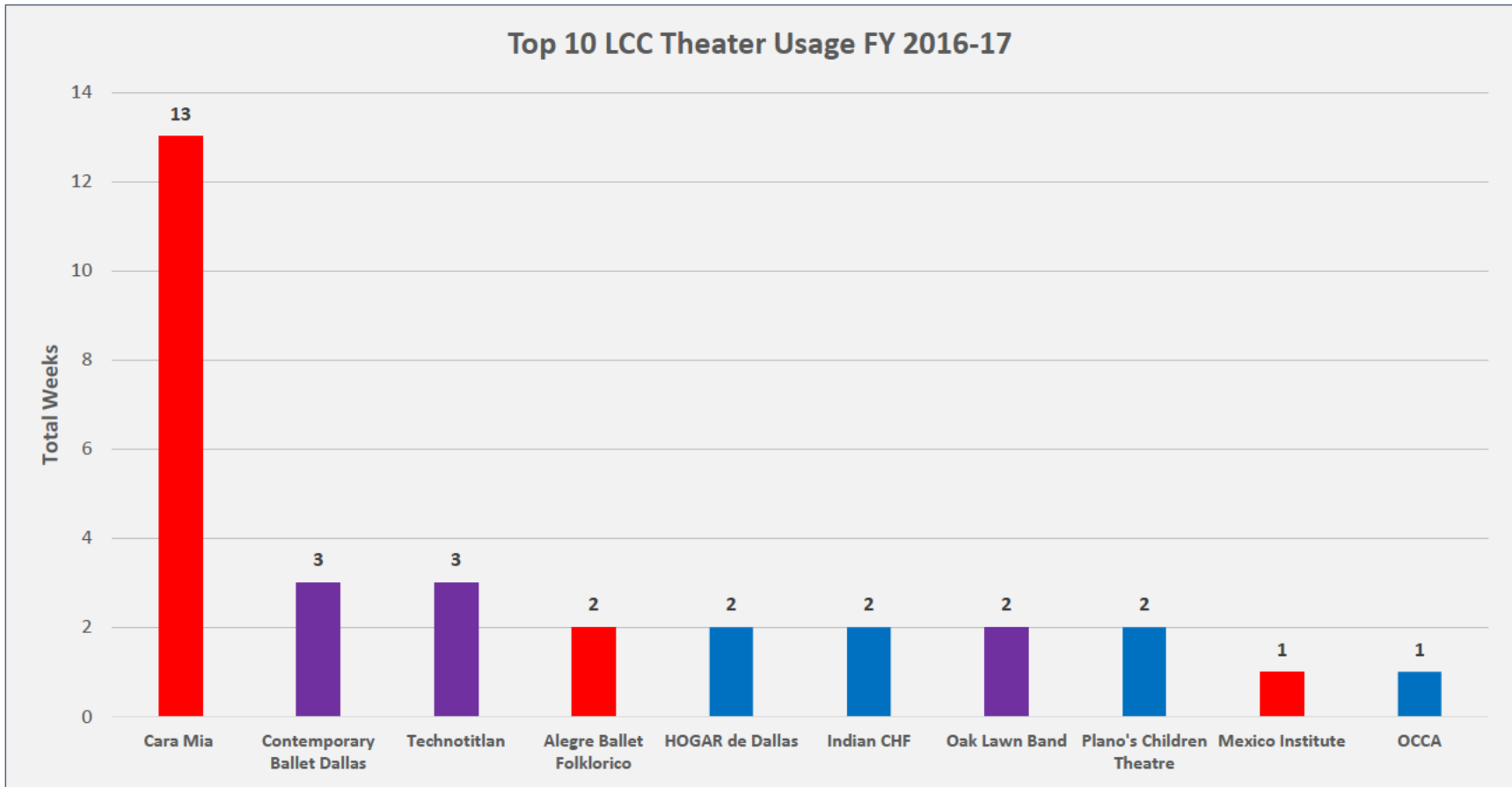
Benjamin Espino, Manager
Latino Cultural Center
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City of Dallas



Introduction:

- Three OCA Cultural Centers have theaters: South Dallas CC, Bath House CC, & Latino CC
- These are invaluable resources to nurture our small theater companies and we have reached capacity at BHCC & LCC:
 - BHCC – 50 weeks used in FY 2016-17
 - LCC – 47 weeks used in FY 2016-17
 - SDCC – 43 weeks used in FY 2016-17
- Cultural Centers build their FY “seasons” around core groups and regular festivals, such as the FIT at BHCC and Hispanic Heritage Month at LCC:
 - Core Groups’ formal requests for dates occurring now
- Utilization (# of tickets sold per event) is also tracked, especially at the LCC which has 300 seats

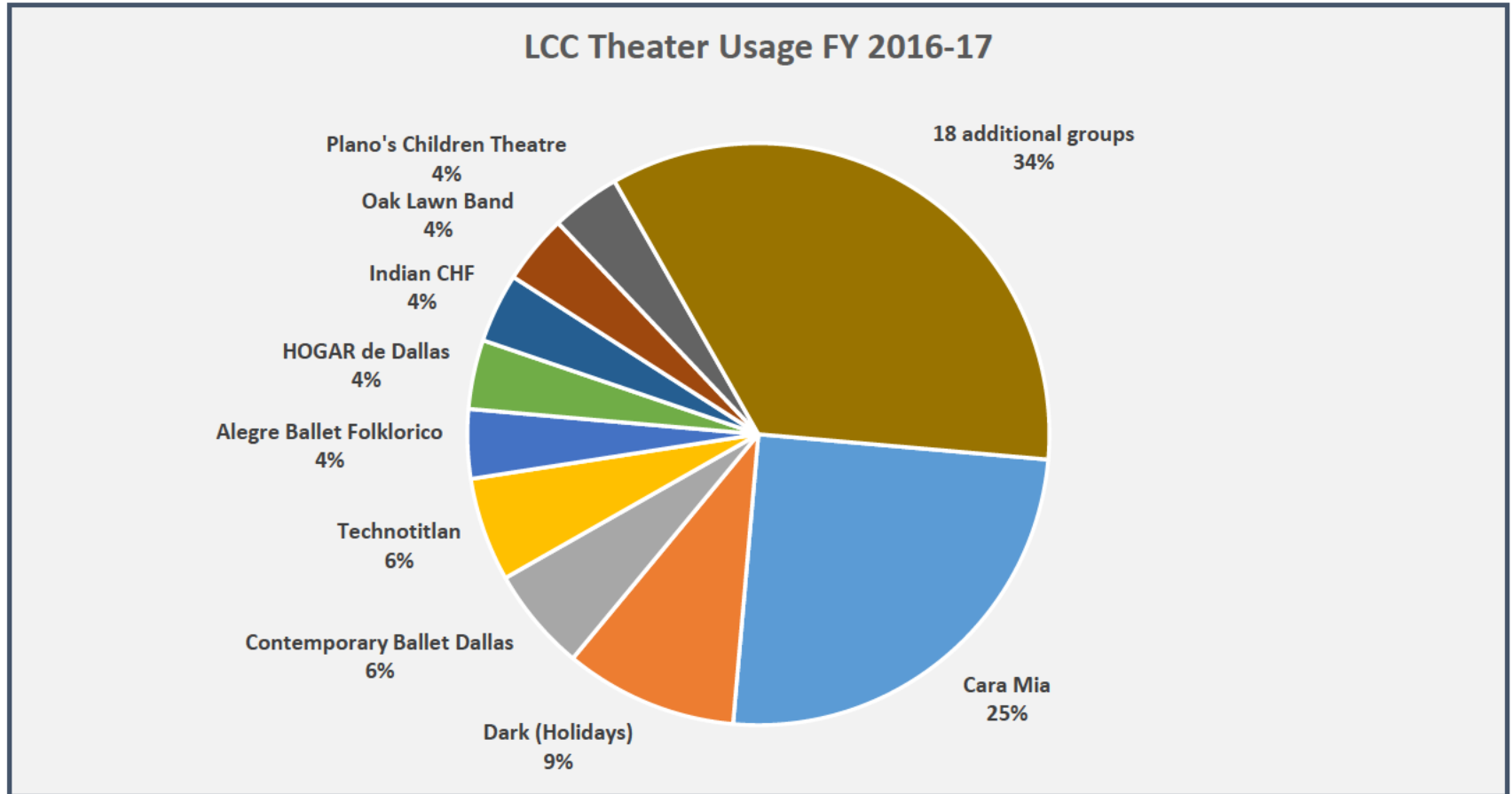
LCC was utilized 47 weekends per year in FY 2016-17



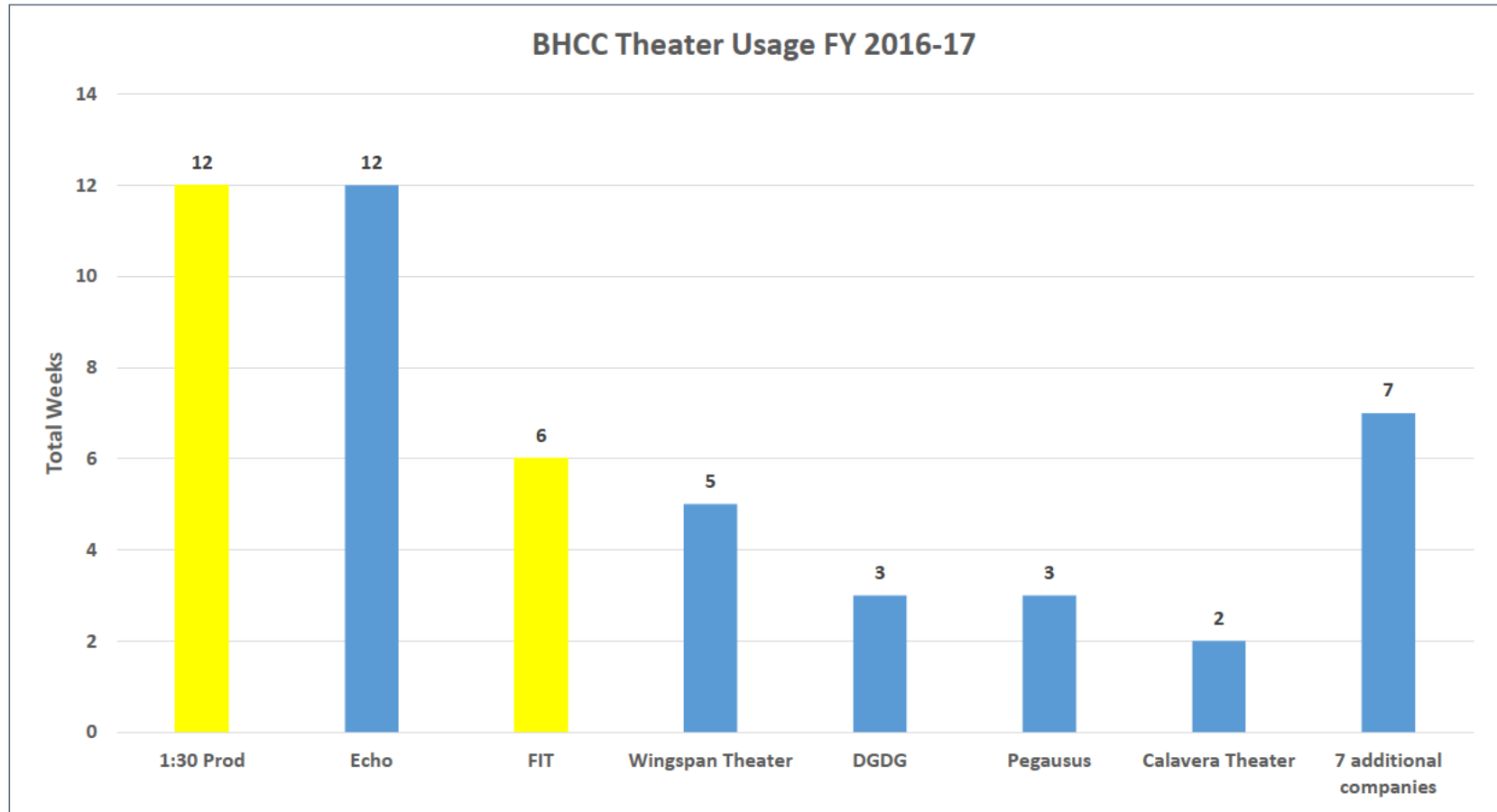
Red: LCC "Core Groups"

Purple: LCC Consistent Groups

Theater Usage LCC FY 2016-17

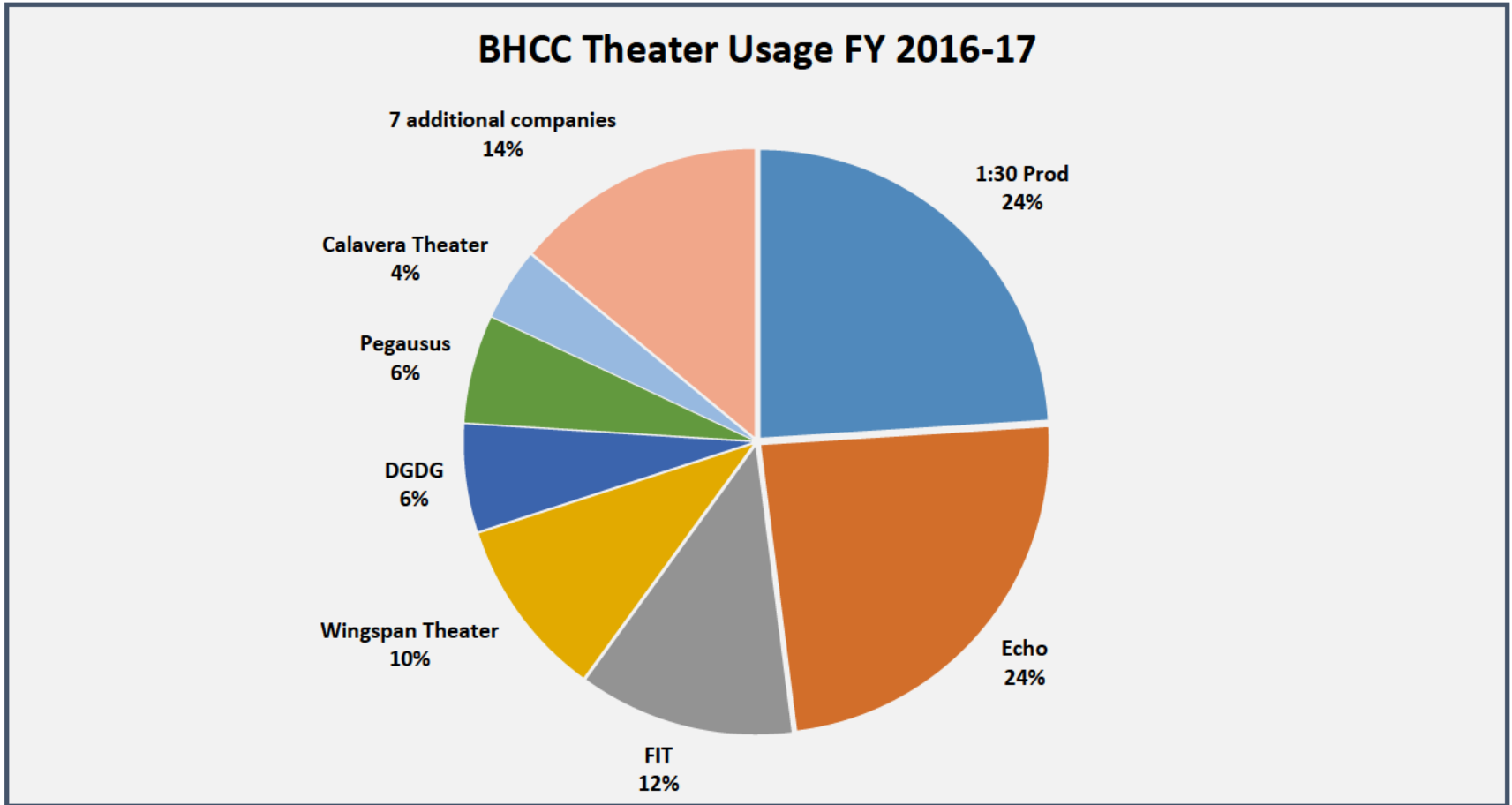


BHCC was utilized 50 weeks in FY 2016-17



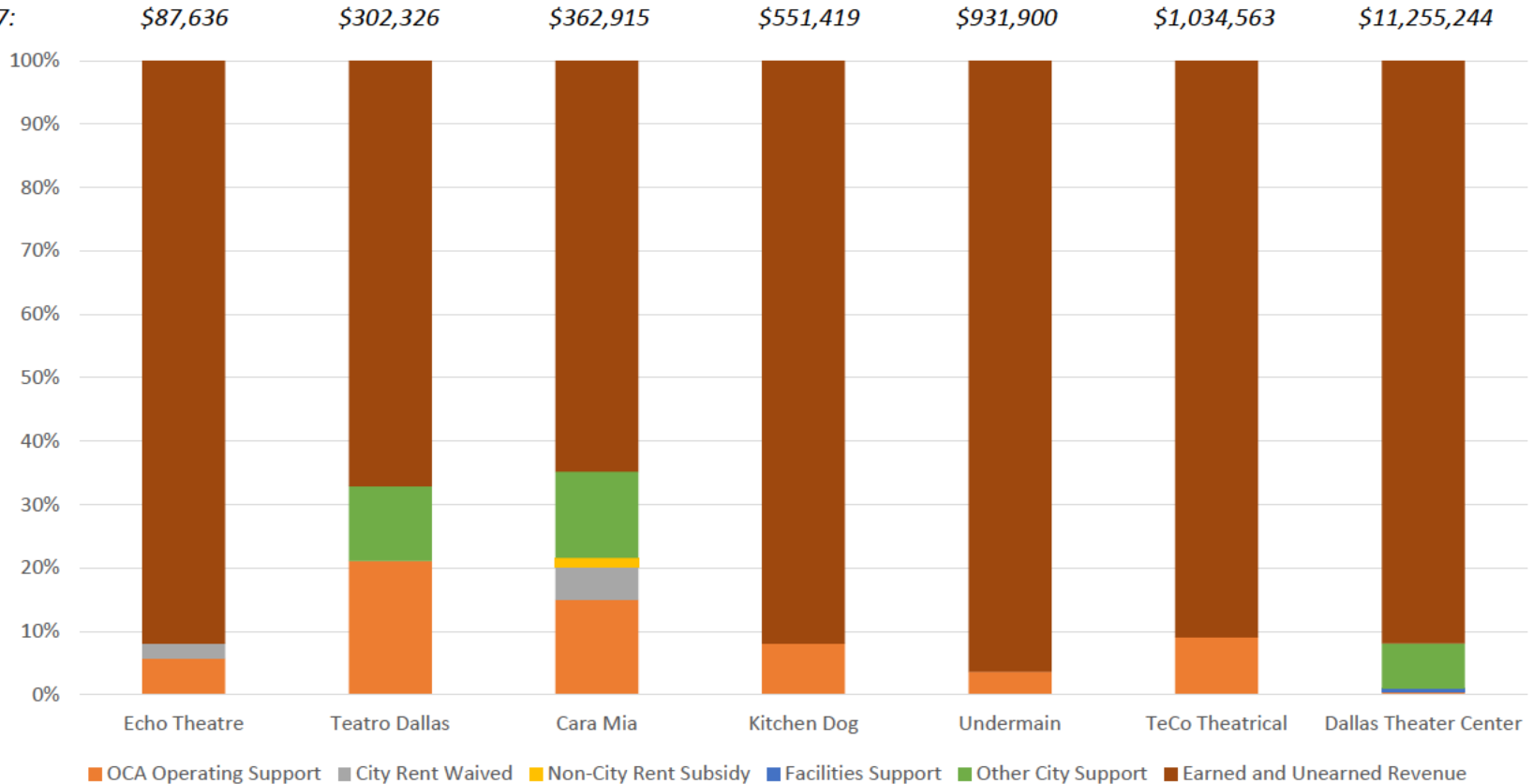
Yellow: BHCC Programming

Theater Usage BHCC FY 2016-17



City Support for Theater Companies Varies:

Annual Budget
2016-17:



Next Steps:

- Given the realities of the calendar, the 2018-19 Season will be programmed with our current approach
- All neighborhood support for arts, including cultural center and support in other art spaces is part of the Cultural Plan:
 - LCC Phase II will present an opportunity for groups to present in a smaller and large theater
 - The Cultural Plan is looking at the role the City should plan in facilities management – maybe rent subsidies in non-City owned buildings makes more sense??
- As always are open to exploring additional alternative ways to support small theater groups and the overall arts ecosystem

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