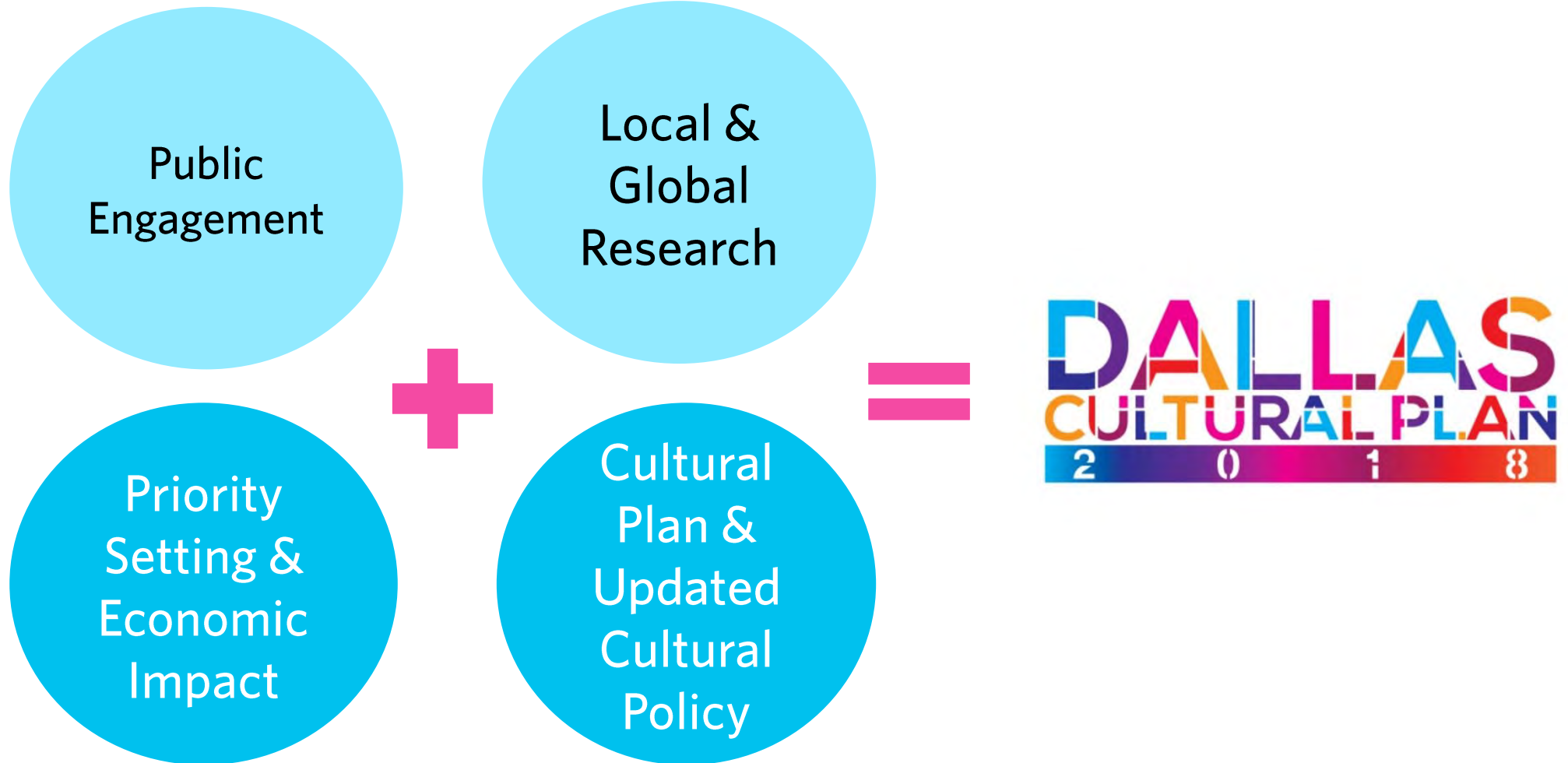




# PHASE 1 FINDINGS PRESENTATION

# A YEAR-LONG PROCESS



# CITY SUPPORT FOR THE ARTS



**\$14.2 M Budget**



**\$5.77 M Budget**



**\$278,000 Budget**

*OCA supports the diverse cultural ecosystem in Dallas – including artists, arts organizations, cultural places, and cultural visitors.*

# COMPARABLE CITIES RESEARCH:

## KEY LESSONS FOR THE DALLAS CULTURAL PLAN

- Equity is essential.
- Design the process to match the intended use (and users).
- Consider the tools for influence—funding, political will, programs and staff.
- Identify the optimal role for the City and for partners.
- Collective impact is key.
- Build evaluation into the implementation plan.

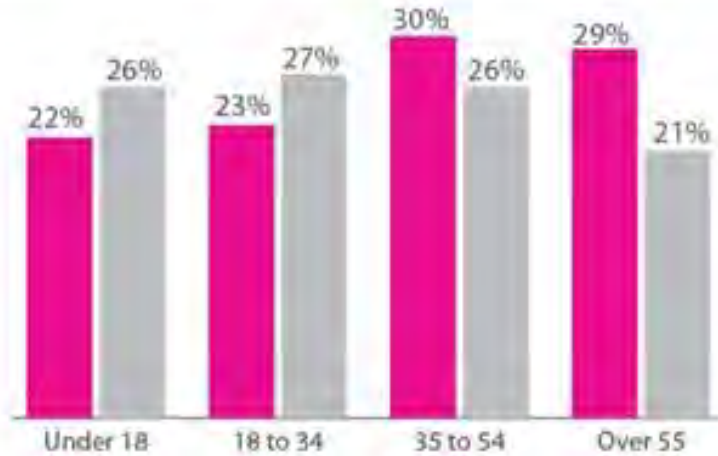
# ENGAGING DALLAS

- Districtwide Community Conversations 33
  - Existing/Partner Events 65
  - Unique Locations Mapped 570
- 
- Interviewees 48
  - Attendees @ DCP-convened meetings 1,145
  - Attendees @ partner events 2,678
  - Cultural Participation Survey Responses 1,200
  - Cultural Ecosystem Survey Responses 2,600
  - Total Residents Engaged 7,671

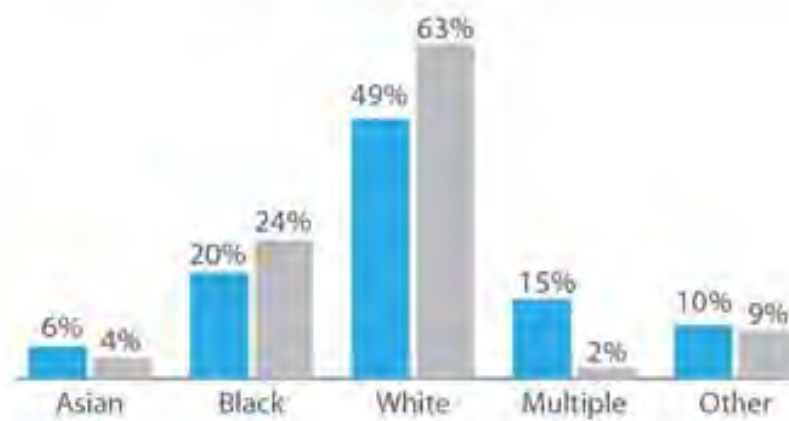


■ DCP Events    ■ City of Dallas

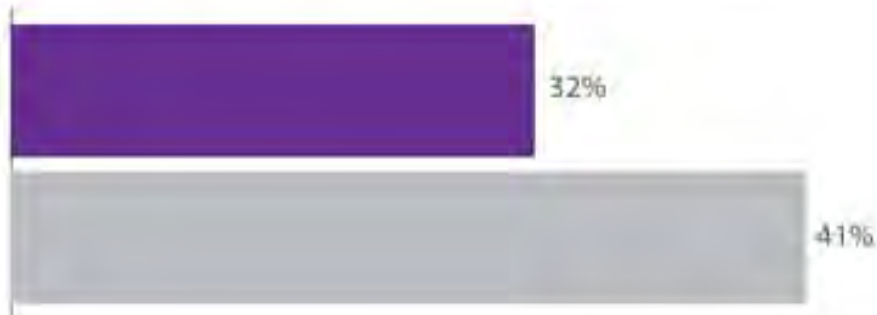
AGE



RACE

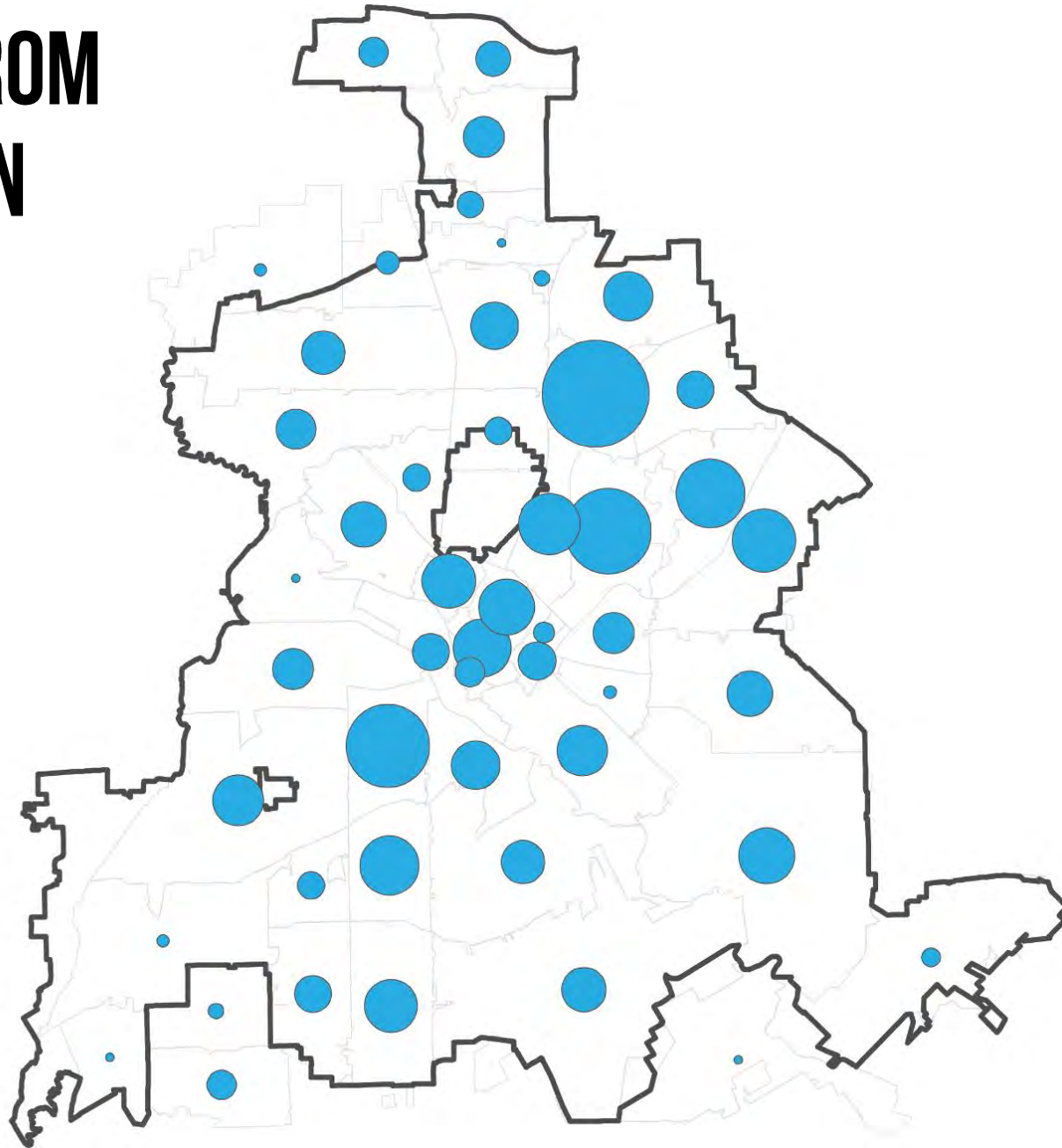


HISPANIC OR LATINO

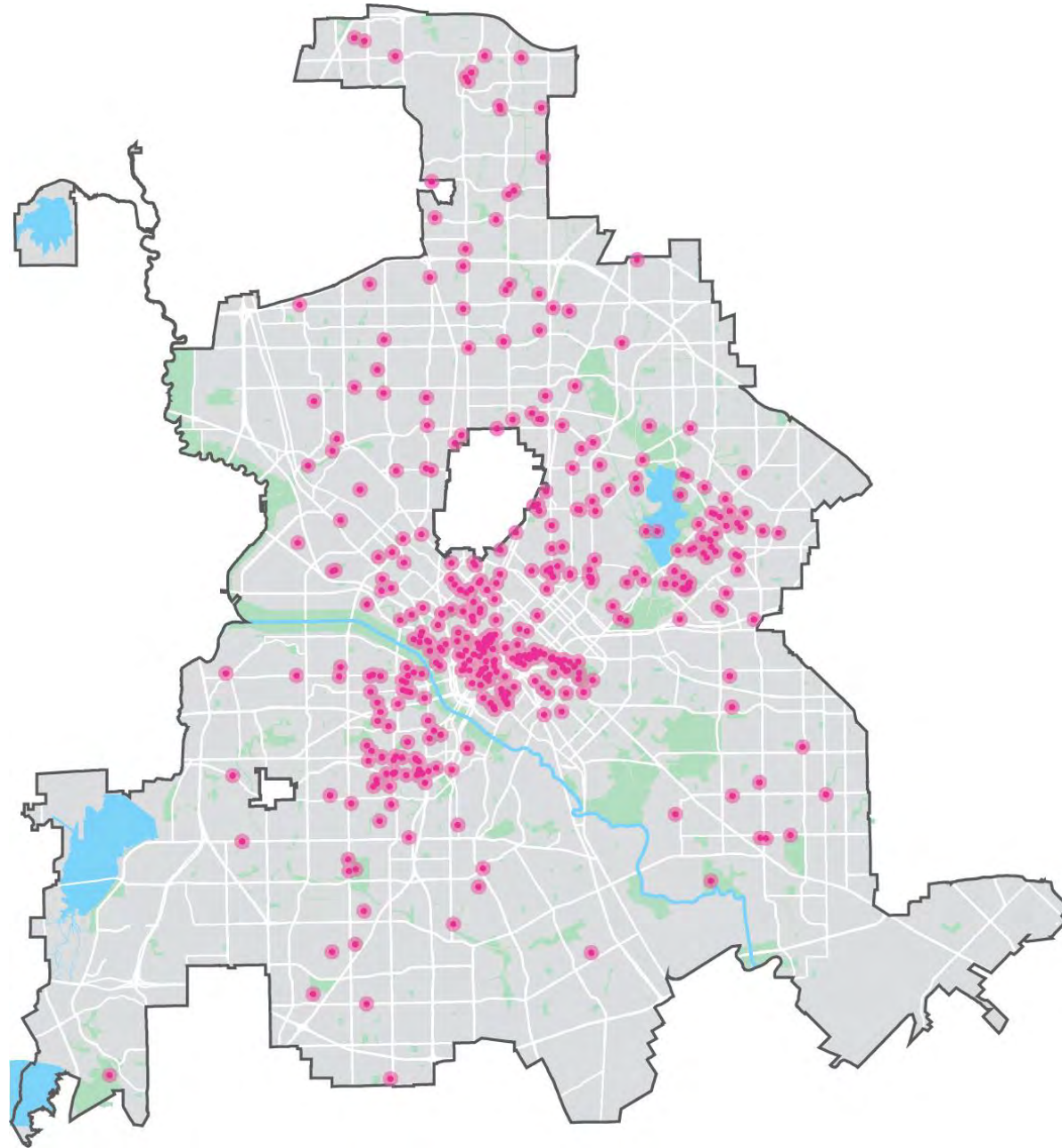


\*The estimates of Dallas' racial makeup used here are from the 2016 American Communities Survey, conducted by the US Census Bureau. The project uses the US Census' definition of race and ethnicity. An individual's response to race and ethnicity questions is based upon self-identification.

# PARTICIPATION FROM EVERY ZIP CODE IN DALLAS



# WHERE IS CULTURE IN DALLAS?







# EMERGING INSIGHTS

# EMERGING INSIGHTS

Broaden definitions of 'art' and 'culture'.



# EMERGING INSIGHTS

Distribute  
citywide  
resources  
equitably.



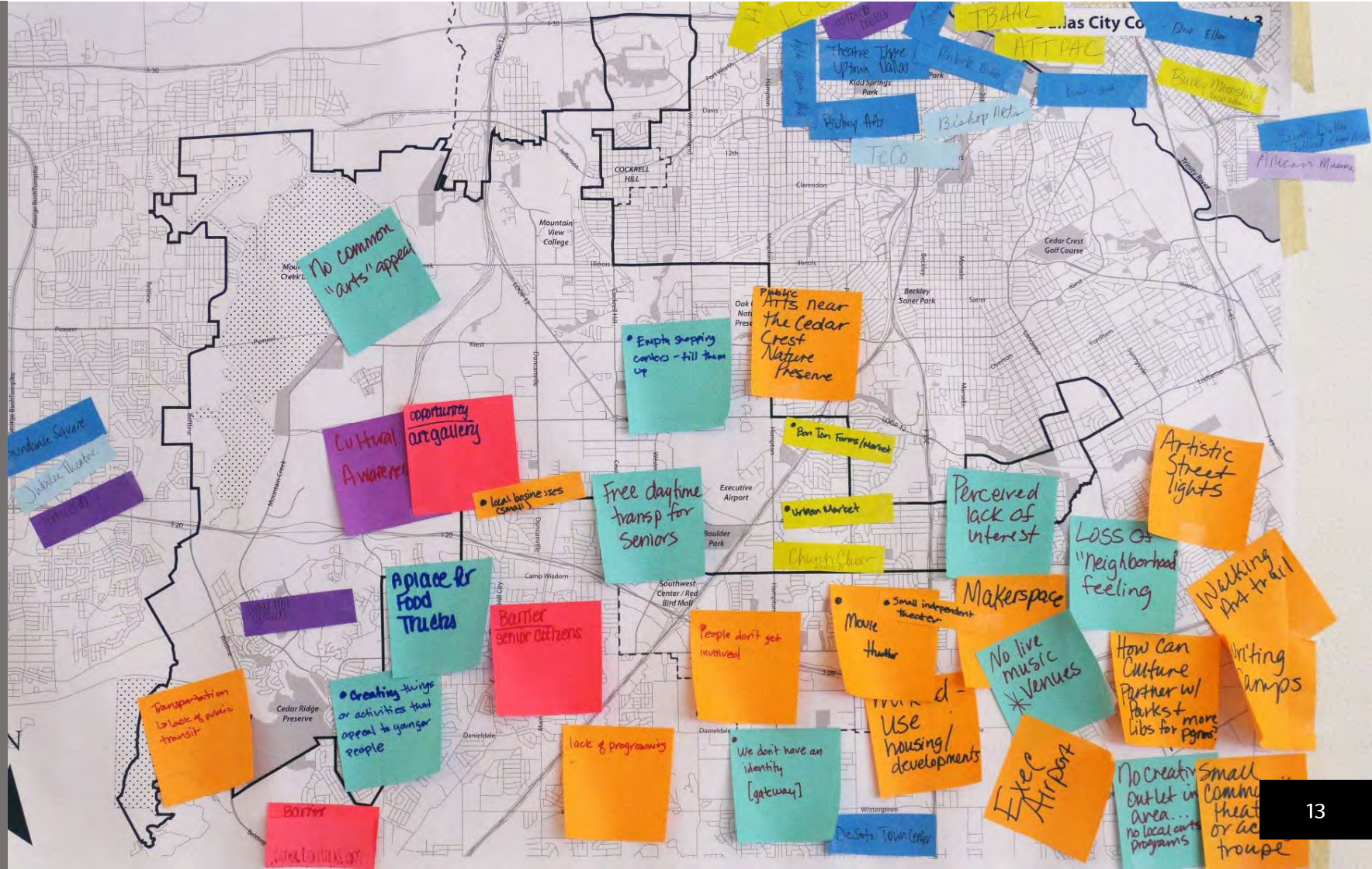
# EMERGING INSIGHTS

Increase support for, and understanding of, ethnic, cultural and racial diversity.



# EMERGING INSIGHTS

Address the need for spaces throughout the city to experience arts.



# EMERGING INSIGHTS

Focus public resources on organizations rather than buildings.



# EMERGING INSIGHTS

Coordinate  
and centralize  
communication.

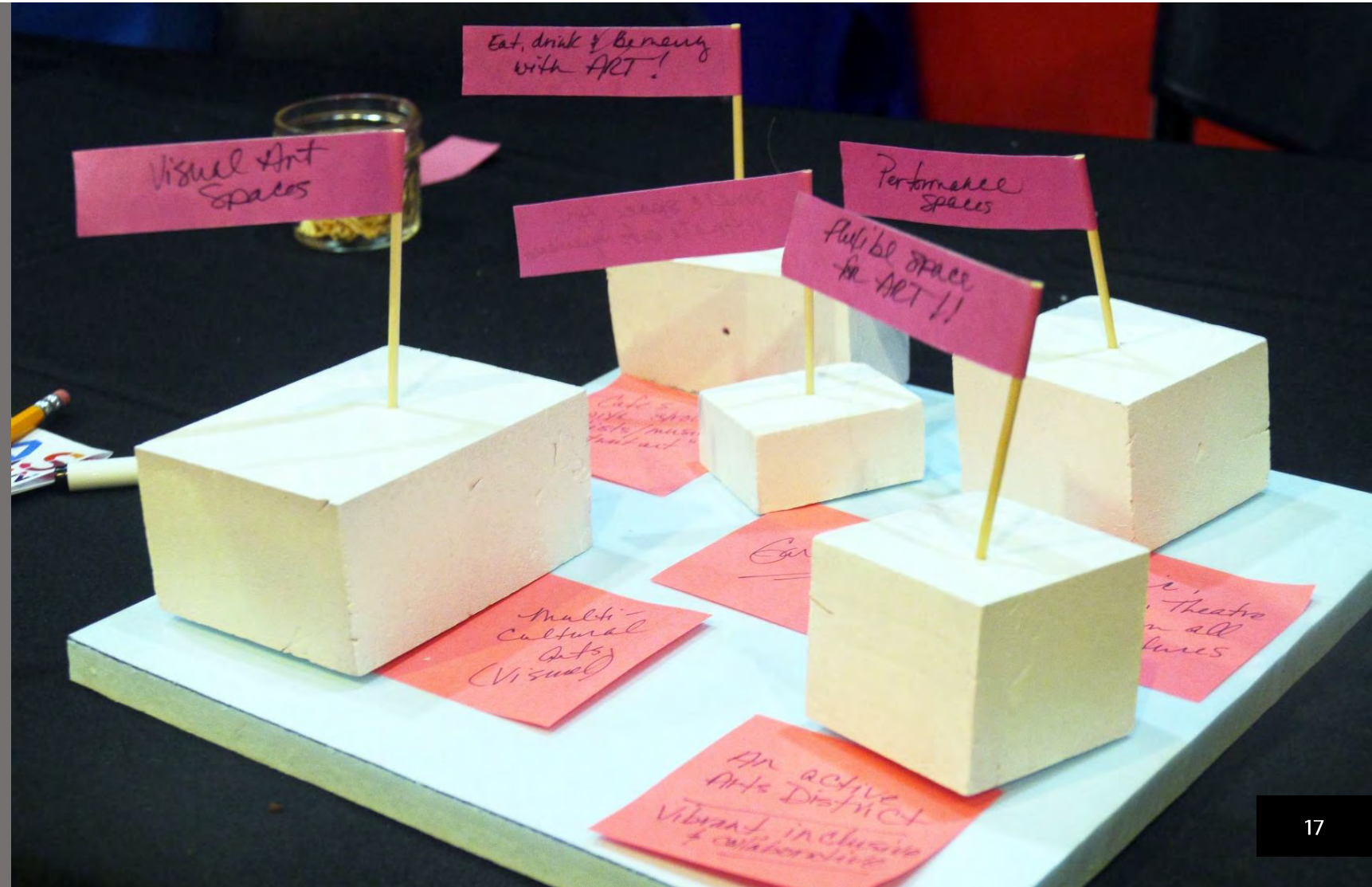






# EMERGING INSIGHTS

Harness the value of neighborhoods while preserving the culture of those neighborhoods.



# EMERGING INSIGHTS

Attract visitors and professionals beyond Dallas boundaries.





**WHAT'S NEXT**

**DALLAS**  
CULTURAL PLAN  
2 0 1 8

# WE ARE HERE



# PHASE 2: FRAMEWORK FOR THE ARTS

## Business Plan for the Arts

- Explore new revenue sources & operating efficiencies for signature cultural institutions
- Recommend policy toolkit for art-inclusive development grounded in local market conditions
- Identify funding and partnership opportunities to support cultural equity citywide

## Existing Cultural Policy and Arts Ecosystem Analysis

- Further analysis of OCA practices, policies and procedures
- Delve into mapping data, as well as history & current character of neighborhoods
- Develop “canvas” typologies for public art

# PHASE 3: STRATEGY DEVELOPMENT

*Concurrent with Phase 2*

- Continue to engage with the public through [dallasculturalplan.com](http://dallasculturalplan.com)
- Public presentation of findings via April 20 webinar
- Host Interagency Meeting and Artist Micro-residency symposium on April 23
- Create Task Forces for Emerging Insights (*leading to identification of Priorities*)

*July: Write Draft Cultural Plan*

- Ongoing meetings with City Councilmembers

*August: Citywide Public Workshops testing the Draft Cultural Plan*

*October: Final Cultural Plan and Updated Cultural Policy goes to City Council*



# WHAT CAN YOU DO?

*Consider emerging insights most interesting/relevant to you and how you can participate on task force. Tell Jennifer!*

# THANK YOU TO OUR SPONSORS

Anonymous Foundation  
The Perot Foundation  
and





# THANK YOU

**Lord**  
Cultural Resources



# IN APRIL

- Public presentation of findings via April 20 webinar
- Host Interagency Meeting and Artist Micro-residency symposium on April 23
- Additional research and development of business model for the arts
- Create task forces to develop strategies
- Continue to engage with the Dallas Cultural Plan
- Visit [www.dallasculturalplan.com](http://www.dallasculturalplan.com)



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