

# Directors Report

## Cultural Affairs Commission November 16, 2017

Jennifer Scripps, Director  
Office of Cultural Affairs  
City of Dallas



# Agenda:

- Cultural Planning Update
- Bond Program Update
- FY 2017-18 AT&T Performing Arts Center's Additional Services
- Cultural Funding Programs Update
- Holiday Programming Highlights



# DALLAS CULTURAL PLAN 2018

# Dallas Cultural Plan:

Since the public launch on September 25<sup>th</sup>, we have engaged the community via:

- FOUR city-wide kick-off engagement meetings
- SEVEN community conversations (OCCC, BHCC, SDCC, Moody)
- TEN existing events (ArtCon, rehearsals, Target First Saturday, VCAT meeting)
- 40+ stakeholder conversations (City Council members, artists, organization leaders, donors)
- Online digital mapping
- Online survey
- Numerous focus groups, neighbor-led conversations, and more

4

# Schedule:

From now until January:

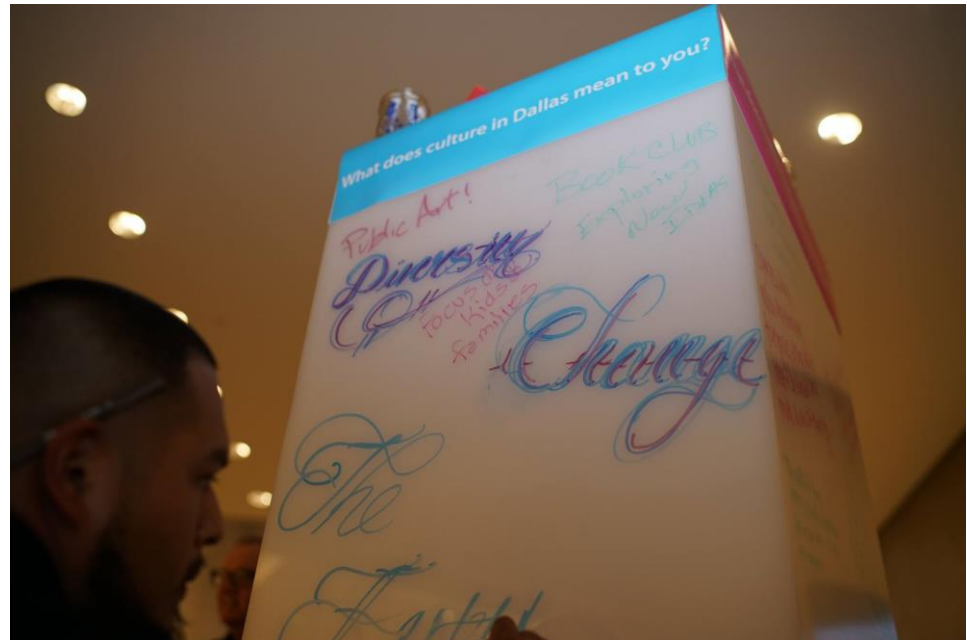
- Continuing our robust civic engagement process:
  - Focus groups and stakeholder interviews
  - Attending existing events to engage with Dallasites
- Analyzing the data collected and early insights
- Benchmarking Dallas and the role/budget of the OCA with selected peer cities
  - Austin, Charlotte, Denver, Phoenix
- Planning the next round of public meetings in January and February



# Fully Reflecting the City of Dallas:

Our demographic profile right now reflects our core constituents, and going forward we will be working to reach a sample that includes:

- More Hispanics
- More North Dallas residents
- More non-college educated



# Upcoming Artist Residencies:

## City Hall Artist Residencies

- Instead of providing an artistic/creative service FOR another City department, these residencies will explore ways in which artistic and creative thinking can be incorporated INTO the existing Departments' work
- Tentative Departments include:
  - Parks
  - Libraries
  - Code
  - Office of Environmental Quality
  - Planning and Urban Design
- Artists will spend one week shadowing and observing operations
- Afterwards, artists will report back to Departments and at a convening during Arts Month in April



# How you can get involved:

- Host a Cultural Plan community conversation(s) – at your staff meeting, choir rehearsal, neighborhood association, book club, exercise class!
- Invite us to talk at an event
- Work a table at an event with us
- Share the links to the survey and map with your network(s)
- Follow on Social Media and share





# Private Funding:



The Perot Foundation

Anonymous Foundation

# Agenda:

- Cultural Planning Update
- Bond Program Update
- FY 2017-18 AT&T Performing Arts Center's Additional Services
- Cultural Funding Programs Update
- Holiday Programming Highlights

# Bond Election Results:

- All 10 bond propositions, totaling a city-wide investment of \$1.05 billion, were approved by voters!
- Proposition C for Fair Park (\$50 million total, including \$20.71 million for Hall of State, Music Hall, and African American Museum)
- Proposition F for Arts & Cultural Facilities (\$14.235 million for nine cultural facilities)



# Planning the work:

- The City is committed to transparency regarding the work approved by voters – a website will be launched to track all projects
- For cultural facilities, priority will be given to life safety and critical system repairs and upgrades
- The 30<sup>th</sup> anniversary of the Meyerson is September 2019, and is a goal completion date for those critical repairs



# Agenda:

- Cultural Planning Update
- Bond Program Update
- FY 2017-18 AT&T Performing Arts Center's Additional Services
- Cultural Funding Programs Update
- Holiday Programming Highlights

# Background

- In October 2016, the third amendment to the use agreement between the City and AT&T Performing Arts Center (ATTPAC) was approved by City Council
- Provided for increased financial support of \$1.5M per year for 10 years in exchange for additional artistic and managerial services to benefit and expand the capabilities of the broader arts sector
- In this initial year, the value of total services provided was \$1.95M and the Quality of Life, Arts and Culture Committee was briefed on these services in detail on November 13, 2017

# Summary (as of 11/3/17):

Services:	Q1	Q2	Q3	Q4	TOTAL:
Performance Space:	\$0	\$23,894	\$98,632	\$14,316	\$136,843
Arts Month:	\$0	\$49,979	\$333,075	\$0	\$383,054
Ticketing:	\$8,018	\$19,747	\$18,759	\$7,187	\$53,711
Marketing:	\$53,095	\$374,188	\$327,275	\$254,871	\$1,009,428
Access to Arts:	\$44,428	\$144,836	\$60,475	\$51,446	\$301,184
Parking:	\$3,340	\$9,776	\$34,760	\$17,760	\$65,636
<b>TOTAL:</b>	<b>\$108,881</b>	<b>\$622,420</b>	<b>\$872,976</b>	<b>\$345,579</b>	<b>\$1,949,857</b>

# Agenda:

- Cultural Planning Update
  - Bond Program Update
  - FY 2017-18 AT&T Performing Arts Center's Additional Services
- Cultural Funding Programs Update
- Holiday Programming Highlights



# Cultural Funding Programs:

- The 2017-2018 Cultural Organizations Program (COP) and Community Artists Program (CAP) contracts were approved by City Council on October 25, 2017
- Contracts at City Hall and payments coming asap



17

# Funding Programs In-Process:

- Cultural Projects Program – Special Support (CPP-Special Support) applications opened on October 16<sup>th</sup> and will close on November 17<sup>th</sup>
  - \$182,500 budgeted for CPP-SS
  - 45 applications complete or in-process
- Cultural Vitality Program (CVP) applications opened November 1 and will close December 1
  - \$200,000 budgeted for CVP
  - 27 applications complete or in-process

# Improving our Reach and Service:

- The new application website launched and is working smoothly
- Facebook remains the best way to market these programs:
  - For CPP – Special Support posting garnered:
    - 9,023 reaches
    - 64 shares
    - 328 engagements (photo clicks, link clicks)
    - 13 comments
  - For CVP:
    - 3,085 reaches
    - 16 shares
    - 69 engagements (photo clicks, link clicks)
    - 2 comments

# Agenda:

- Cultural Planning Update
- Bond Program Update
- FY 2017-18 AT&T Performing Arts Center's Additional Services
- Cultural Funding Programs Update
- Holiday Programming Highlights

# Visit Dallas Campaign:



21

*Quality of Life, Arts & Culture*



City of Dallas

# Holiday Tourism Campaign Stats:

- Visit Dallas continues to run a very effective BIG D Holiday campaign which heavily promotes cultural tourism:
  - Goal is to grow inbound visitation to Dallas to experience all the seasonal cultural activities
  - Launched November 1<sup>st</sup> and will continue through New Year's Day
  - In 2017, this is fully funded by Visit Dallas for the first time!
  - Featuring 29 cultural organizations and 58 events (vs. last year's 17 organizations and 25 events)
  - Key regional media markets have nearly doubled from 5 to 9
  - \$200,000 in media buys
- Nine regional media markets include:
  - Abilene, Lubbock, Odessa, Oklahoma City, San Angelo, Sherman, Tyler, Waco, Wichita Falls
- Check it out: [www.BigDHoliday.com](http://www.BigDHoliday.com)

# Be a Tourist in Your Own Town:

- Many OCA-supported organizations have special offerings this season. Just a few highlights include:
  - Islamic Art Festival - November 16-18<sup>th</sup> at the DMA – FREE
  - Art Mart at the Bath House Cultural Center – November 17<sup>th</sup> & 18<sup>th</sup>
  - Perot Museum – *Journey to Space* Special Exhibit now Open
  - *Re-Tales, The Flyest Fairy Tales* – November 30<sup>th</sup>-December 10<sup>th</sup> at the South Dallas Cultural Center
  - *Dr. Suess' How the Grinch Stole Christmas!* at ATTPAC – December 5<sup>th</sup>-17<sup>th</sup>
  - Bishop Arts Theatre – *Black Nativity* by Langston Hughes – December 8<sup>th</sup>-18<sup>th</sup>
  - Candlelight at Dallas Heritage Village – December 9<sup>th</sup> & 10<sup>th</sup>
  - Posada Dallas at the Latino Cultural Center – December 10<sup>th</sup>
  - And the list goes on and on and on and on.....
- 130 Productions at the Bath House Cultural Center
  - *It's a Wonderful Life, A Radio Play*



# Directors Report

## Cultural Affairs Commission November 16, 2017

Jennifer Scripps, Director  
Office of Cultural Affairs  
City of Dallas

