



CITY OF DALLAS CULTURAL PLAN

MOBILIZATION MEETING

July 2017

Image: City of Dallas Office of Cultural Affairs Facebook page.

TODAY

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Welcome & Introductions

2

How: The Planning Process

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Discussion

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Who: Public Engagement

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Next Steps



A ONCE IN A DECADE OPPORTUNITY

Quick Facts:

- Directed by the Dallas Office of Cultural Affairs
- First Cultural Plan for Dallas since 2002
- Major emphasis on public engagement
- Focus on implementation – diverse resources, citywide partners
- Benefiting from global expertise and local direction
- Will result in a *new* Cultural Policy for the City of Dallas

A cultural plan created by the people of Dallas, facilitated by the Office of Cultural Affairs in partnership with the Lord Cultural Resources team





WHY A CULTURAL PLAN?

Impact

- Support a diverse, inclusive cultural “ecosystem”
- Increase the citywide and national recognition of the value of arts & culture
- Enhance the economic and community value of the arts with both citywide and neighborhood investments and policies
- Unify the culturally rich neighborhoods that make Dallas a unique and vibrant city



WHY A CULTURAL PLAN?

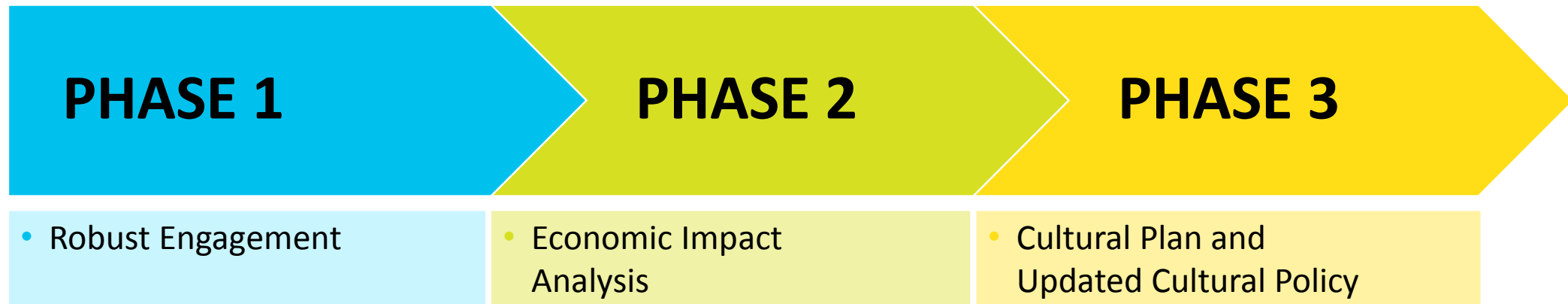
Process Itself Is Tremendously Valuable

- Investment in civic engagement
- Identification of task forces, partners and resources
- Citywide discussion of why culture matters

Strengthened Cultural Sector

- Build and focus the Office of Cultural Affairs capacity to cultivate the cultural ecosystem, along with its partner organizations and institutions
- Cultural Participation – Not only in numbers, but also in depth

HOW?



DISCUSSION

- How should “Arts and Culture” be defined in Dallas?
- What are our expectations of the process? Of the plan?
- How will we measure success?
- How could the plan address cultural equity?
- How could the plan examine or address the business model of arts in Dallas?

ENGAGING *ALL* OF DALLAS

Public Engagement Kick-off in September 2017

- 4 Public Meetings

Understanding Dallas

- Large and diverse geography
- Over 370 neighborhoods
- Understanding local networks
- Analyzing Dallas through data and geography
- Our approach to understand and engage is:
 - Multi-layered communications strategy
 - Multiple scales and formats
 - Extensive community involvement
 - High-impact digital presence





ROLE OF THE COMMISSION

The Dallas Cultural Plan Steering Committee provides;

- Support, guidance and oversight of the process
- Timely feedback on reports, schedules, other process documents as needed
- Access and overtures to your network of contacts across Dallas and the country
- Promotion of the plan and engagement throughout



NEXT STEPS

Get the word out and follow the dialogue online:

- Follow us on [Facebook](#) and [Twitter](#)
 - facebook.com/dallasculture
 - twitter.com/dallasculture
- Visit www.dallasculturalplan.com



Office of Cultural Affairs
CITY OF DALLAS

Welcome to Dallas Cultural Planning Central.

The website is currently under construction, but we are looking forward to the year ahead.

Get involved in this ONCE IN A DECADE opportunity. It's easy to participate, simply share your e-mail below to receive notification of the website launch as well as invitations to Dallas Cultural Plan events, project updates, milestones, team information, and much, much more.



Help create *your*
Dallas Cultural Plan!

EMAIL

DALLAS CULTURAL PLAN PARTNERS



STAY INFORMED