



**DALLAS**  
**CULTURAL PLAN**  
2 0 1 8

**CULTURAL AFFAIRS  
COMMISSION MEETING  
FEBRUARY 15, 2018**

# TODAY

1. Dallas Cultural Plan Process
2. DCP to-date: Statistics and preliminary learnings
3. Relevant comparable cities
4. Building a business model for the arts in Dallas
5. Next steps

# DALLAS CULTURAL PLAN PROCESS

**WE  
ARE  
HERE**

**PHASE 1**

**SEPT-FEB**

- Robust Engagement

**PHASE 2**

**MAR-JUN**

- Business Model for the Arts

**PHASE 3**

**JUL-SEPT**

- Cultural Plan and Updated Cultural Policy

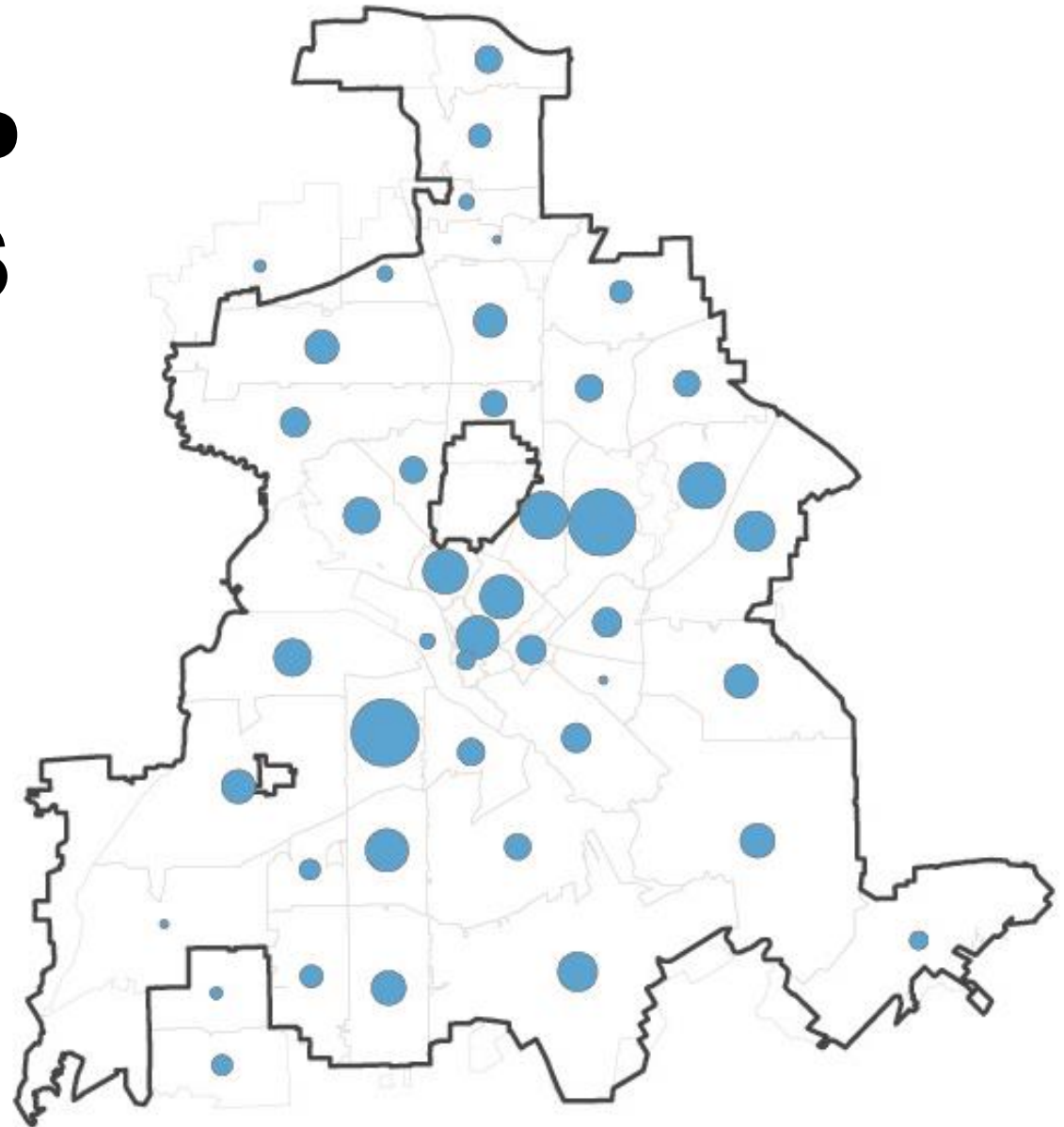
# ENGAGING ALL OF DALLAS

- Districtwide Community Conversations 14
- Existing / Partner Events 32
- Cultural Participation Survey Responses 544
- Cultural Ecosystem Survey Responses 1,651
- Unique Locations Mapped 439
- **Total Residents Engaged 3,550**

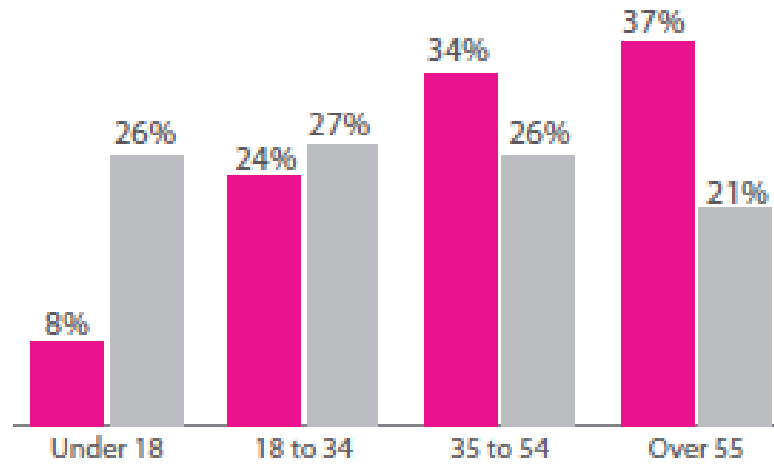


# PARTICIPATION FROM EVERY ZIP CODE IN DALLAS

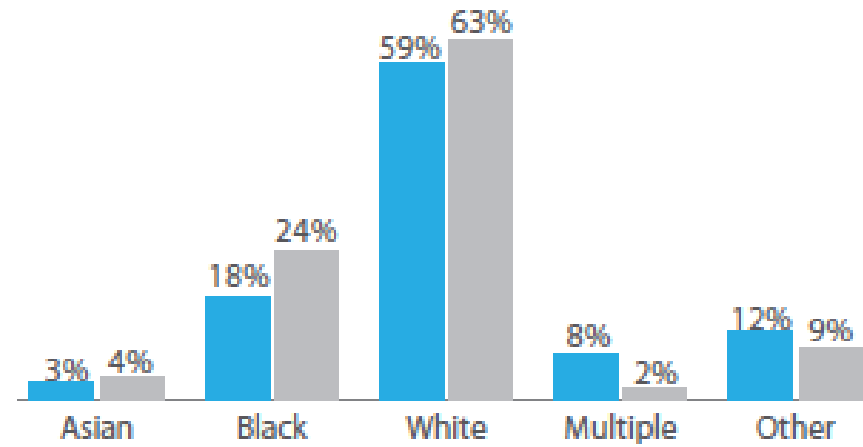
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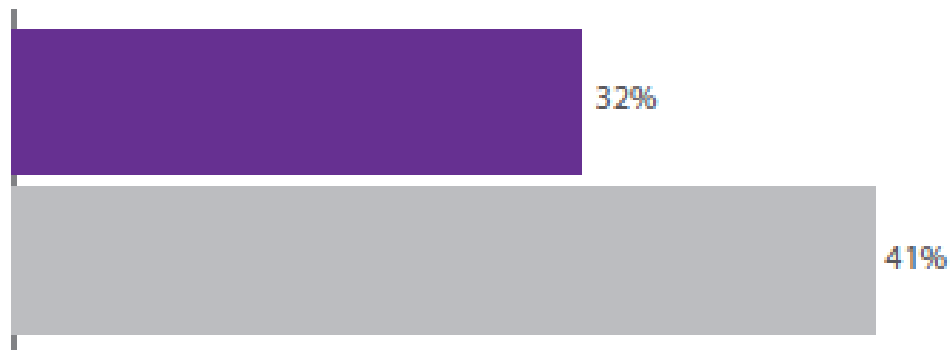
AGE



RACE



HISPANIC OR LATINO



# WEBSITE AND SOCIAL MEDIA

- Pageviews: 10,690
- Search has driven 2163 page views
- Social media has driven 1283 page views
- Shares / links have driven over 1977 page views

## Social Media Metrics (Twitter / Facebook / Instagram)

- DCP content has reached over 67,500 people, 60% women, half of them between the ages of 18-44

# A LITTLE OF WHAT WE'RE HEARING

- **Equitable access to cultural experiences:** Across neighborhoods and throughout the city.
- **Cost is a major barrier to;**
  - Experiencing arts and culture (tickets, transportation, childcare, etc.) and
  - Producing and getting the arts to an audience
- **Diversity:** In leadership, staffing, offerings and experiences
- **Increase arts experiences in non-traditional spaces:** Expanding art and art programming through the utilization of other or non-traditional spaces.
- **Marketing and communication:** people feel like they do not know what activities are going on in the city, despite the fact that there are a number of websites and event listings.



# COMPARABLE CITIES ANALYSIS



**AUSTIN**



**CHARLOTTE**



**DENVER**



**PHOENIX**

- Recently completed “successful” cultural plan
- Similar overall population and density
- Large numbers of ethnic and racial diversity
- Experienced significant population, business and cultural growth

# LEARNINGS

- **Metrics matter:** Building evaluation rubrics into the Cultural Plan **increases the likelihood of strategy completion** and enables the City to easily and accurately report on the Plan's progress.
- Most plans developed a structure for **ongoing/continual community engagement and feedback** for arts and culture
- Plans identify **affordability and cost of living** as major deterrents to cultural growth but struggle to address them.
- Achieve “quick wins” where clear priorities **attract resources and are realized.**

# RELEVANT STRATEGIES

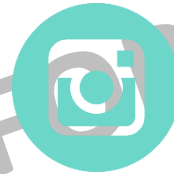
- **“Blended” funding sources are emerging:** Innovative funding strategies/models are emerging, as cities look to increase support for arts & culture while reducing public sector spending.
- **Build a community not a building:** Cities are focusing on building arts presence in communities **through organizational and individual artists support**. However, **infrastructure maintenance**, is repeatedly cited as key.
- Plans identify **affordability and cost of living** as major deterrents to cultural growth but struggle to address them.
- **We’re everyone’s downtown:** **Regional cultural tourism** is expanding the market for culture—supporting more consistent audience development.

# NEXT STEPS

- Continue to promote at your events



[twitter.com/Dalculturalplan](https://twitter.com/Dalculturalplan)



[instagram.com/Dalculturalplan](https://instagram.com/Dalculturalplan)



[facebook.com/DALculturalplan](https://facebook.com/DALculturalplan)

- Visit [www.dallasculturalplan.com](http://www.dallasculturalplan.com)
- Public webinar #2 will be in March
- Next Steering Committee meeting: March 22

# THANK YOU

NOT FOR RELEASE

[www.lord.ca](http://www.lord.ca)



# CRITERIA

- Recently completed “successful” cultural plan
- Similar overall population and density
- Large numbers of ethnic and racial diversity
- Experienced significant population, business and cultural growth