

Cultural Affairs Commission Briefings

November 15, 2018



City of Dallas

Office of Cultural Affairs
City of Dallas



Agenda

- Cultural Organizations Program (COP) funding update
- Update on the Dallas Cultural Plan 2018 and revised Cultural Policy
- Kalita Humphreys Theater 2009 Master Plan update
- Broadcast changes on WRR Radio
- FY 2017-18 Cultural Affairs Commission Annual Report

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Kalita Humphreys Theater Master Plan Briefing

**Cultural Affairs Commission
November 15, 2018**

**Jennifer Scripps, Director
Office of Cultural Affairs**



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Purpose

- To provide the Cultural Affairs Commission with an overview of the 2010 Master Plan for the Kalita Humphreys Theater
- To share OCA's more recent research and conversations with theater and neighborhood stakeholders in order to discuss options for future planning
- To discuss open questions from CAC members and potential next steps



Agenda

- Briefing on the Kalita Humphreys Master Plan:
 - Jess Galloway, AIA, Booziotis & Co. Architects / Jess Galloway Architects
 - Stan Cowan, ASLA, Mesa Design Group, Landscape Architecture
 - Nancy McCoy, FAIA, Quimby McCoy Preservation Architecture, LLP/ McCoy Collaborative Preservation Architecture
 - Ann Abernathy, AIA Booziotis & Co. Architects, Abernathy|Architects, LLC



What We Know:

- The Kalita Humphreys Theater is an important cultural asset in desperate need of investment and repair:
 - Historic home of Dallas Theater Center (DTC) designed by Frank Lloyd Wright
 - No major capital investment since 1989
 - Theater space is at an all-time premium in Dallas; at 491 seats, the Kalita is a workable size for many potential users and the potential for the annex building is for critically needed black box and rehearsal spaces
 - Site and surrounding new developments present an opportunity for connections to the Katy Trail
 - The current operating model for the Kalita is based on the 1974 contract, which recognized DTC's legacy
 - A new agreement will need to take into account the priorities of the Cultural Plan and a vision for the Kalita for the next generation



Kalita Timeline:

- 1959: DTC built the Kalita Humphreys Theater
- 1968: Education wing added
- 1974: DTC donated the building to the City
- 1983: Interior of the theater altered, parking added, and Heldt Annex built on a now 9-acre site
- 1989: Porte-cochere enclosed and lobby substantially expanded
- 2005: Kalita designated as a Dallas Historic Landmark with the original 1959-1960 configuration designated as the primary period of significance
- 2006: Bond program funds Master Plan study



Master Plan Background and Axiomatic Components:

- Jointly commissioned by the Office of Cultural Affairs and the Park and Recreation Department in light of ATTPAC's pending opening
- Core recommendations include:
 - Addressing all maintenance/damage/deterioration of the building
 - Restores the Kalita's architecture: exterior to 1959-1960 and interior to 1960-1977 – aka the "Historic Period of Significance" from 1959-1967
 - Means removing the Education Wing (1968) and Lobby Expansion (1989) to restore the exterior
 - Means changing the rake of seating, balcony configuration and color scheme to restore the interior
- Recommends a support building be built to replace the support spaces that are removed
- The site/landscape recommendations are the purview of the Parks Department

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Cost Estimates :

- The Master Plan approximated that the entire implementation would be approximately \$25M (in 2010 dollars)
- The OCA's cultural facilities were estimated to have \$58M in Major Maintenance Needs in early 2016
 - The 2017 Bond Program included \$14.23M for Cultural Facilities (Prop F), and the Fair Park (Prop C) included \$20.71M for the Music Hall, Hall of State, and African-American Museum
 - Note that the Major Maintenance called for \$4.7M in needs at Hall of State and they received \$14.41M



Proposed 2018 OCA Recommendations:

- Refurbish Kalita to 1989 footprint (maintaining the 2005 Landmark designation preservation criteria)
- Address all major maintenance and ADA issues, which are considerable
- Restore all original exterior concrete elements
- Restore all design elements considered integral – FLW water features, hardware, etc.
- Improve all back-of-house areas: ADA, theater support spaces, etc.
- Allow for minimal “restoration” of the theater interior – consider commissioning a 2018 interior study – do not revert back to 1960 FLW design
- Improve site connections to Katy Trail, McKinney Ave. Trolley, Turtle Creek and Uptown neighborhoods, improve landscaping and lighting
- Replace Heldt Annex with theater support building – with substantial input from all key partners
- Explore possible development opportunity to support nonprofits/theater on site – with Park Department involvement



Next Steps:

- Hire small team to formally review and revise the 2010 Master Plan, in particular the theater interior recommendations, and create architectural program for replacement to Heldt Annex
- DTC is in “holdover” with their lease – formalize a short-term extension
- Consider an RFP process for nonprofits to propose plans for operation of the theater and necessary capital investments based on Master Plan updates
- Work with Selected Operator to prepare for future bond program so that a funding match is in place



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City Council Broadcasts on WRR

**Cultural Affairs Commission
November 15, 2018**

**David Fisher, Assistant Director
Office of Cultural Affairs**



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History of WRR

- 1921: The City of Dallas is awarded an operating license for station WRR—the second radio license issued in the United States.
- 1925: First on-air announcers—WRR introduces the “DJ” with firemen telling jokes and playing 78 rpm recordings to fill dead air time.
- 1927: WRR airs the nation’s first commercials.
- 1936: WRR moves to Fair Park.
- 1948: WRR granted FM transmission license.
- 1964: WRR becomes a classical music station.
- 1978: WRR begins broadcasting City Council Agenda meetings
- 2005: WRR becomes the first HD station in Texas.

WRR is now the second oldest continuously-operating station in the United States.

WRR as a City of Dallas Asset

- Serve as an important division of the Office of Cultural Affairs by supporting and fostering the success of the arts community in North Texas
- Only major station in the D/FW market (out of 67) with a classical music format
- Serve as a direct source for emergency news and homeland security for the City
- In 1978, City Council voted to begin broadcast of City Council meetings



Broadcast of City Council Meetings Today

- Today, in addition to WRR, Council Broadcasts (as well as many other meetings) are available on:
 - Spectrum Cable Channels 95 and 96
 - Online (and on demand) at DallasCityHall.com
 - Streaming available on smart phones
 - Internet equipped computers are available at Libraries

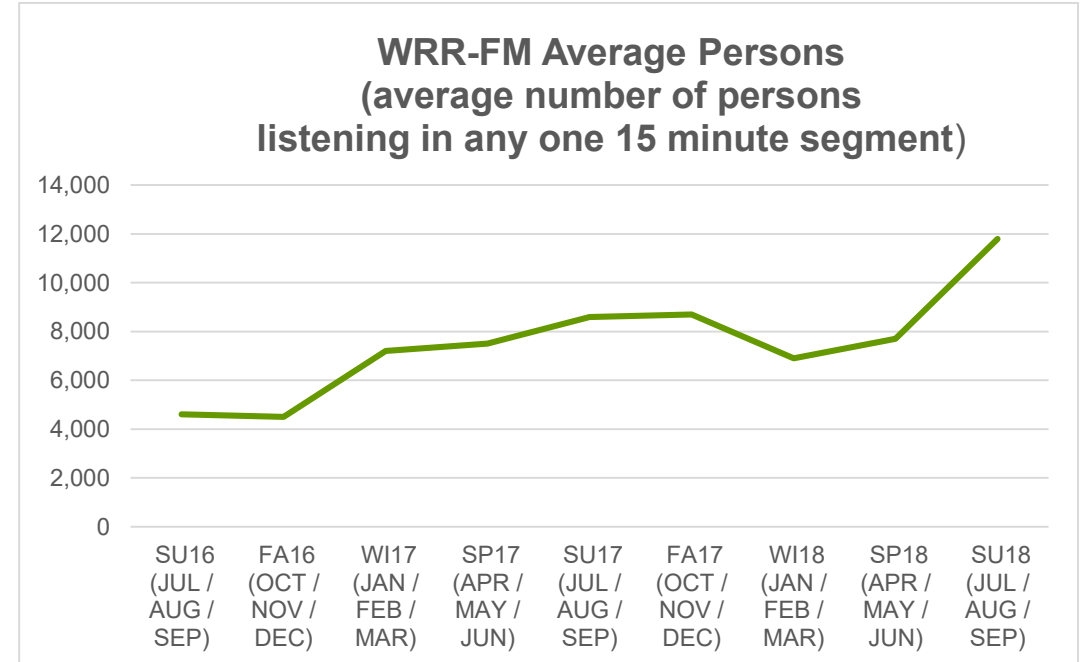
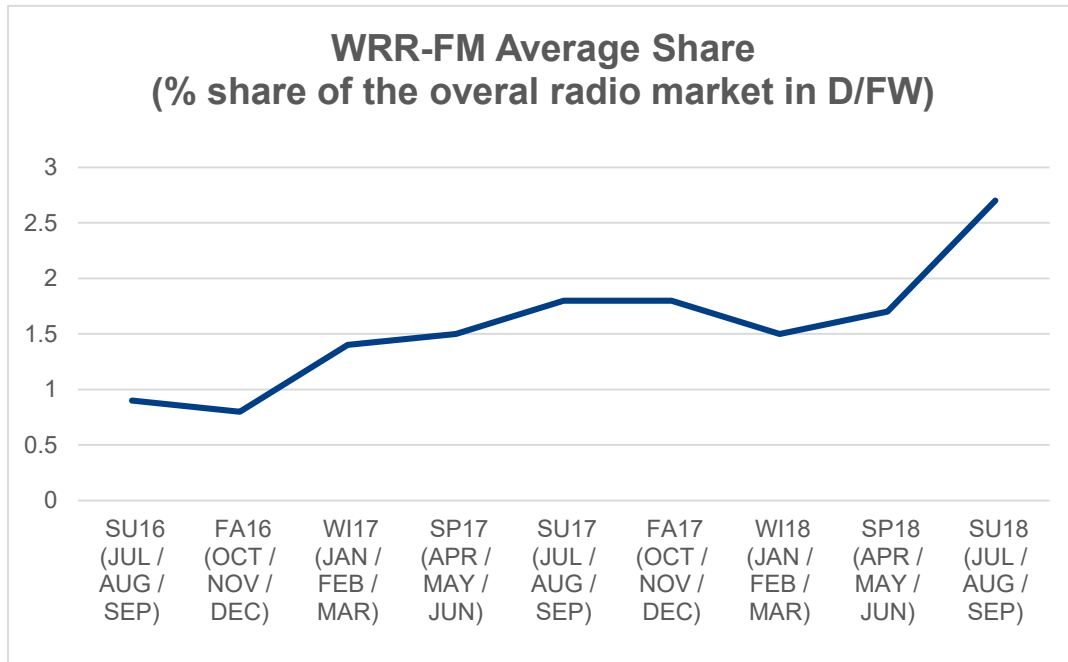


Broadcast of City Council Meetings Today

- Listenership decreases by 80%
 - From ~ 11,300 listeners to ~ 1,900
- Reduces overall ratings of the station, which affects revenue by lowering the rate at which advertising can be sold

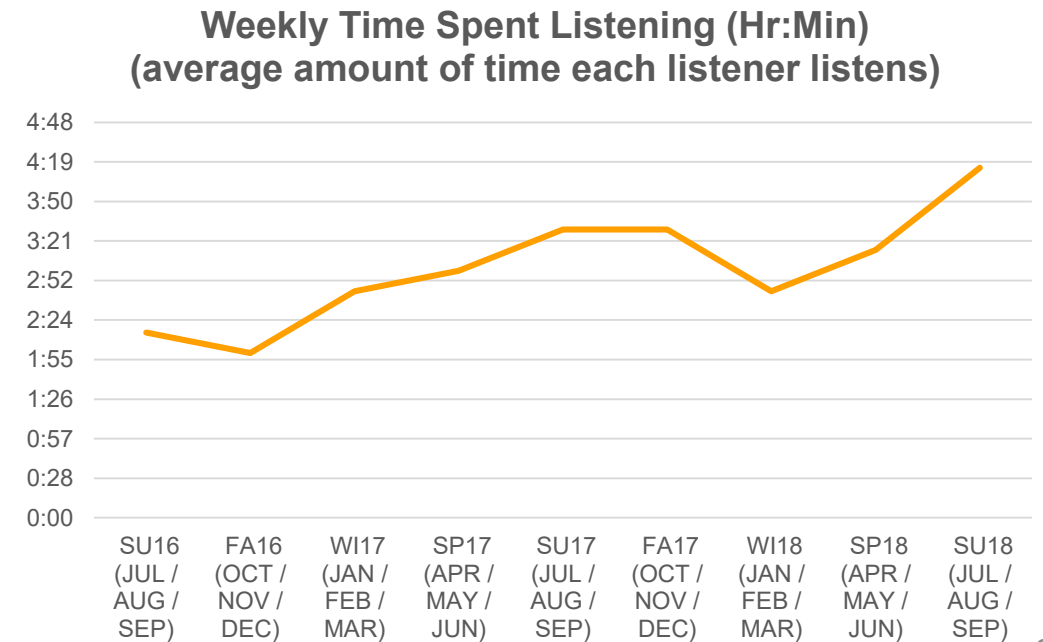
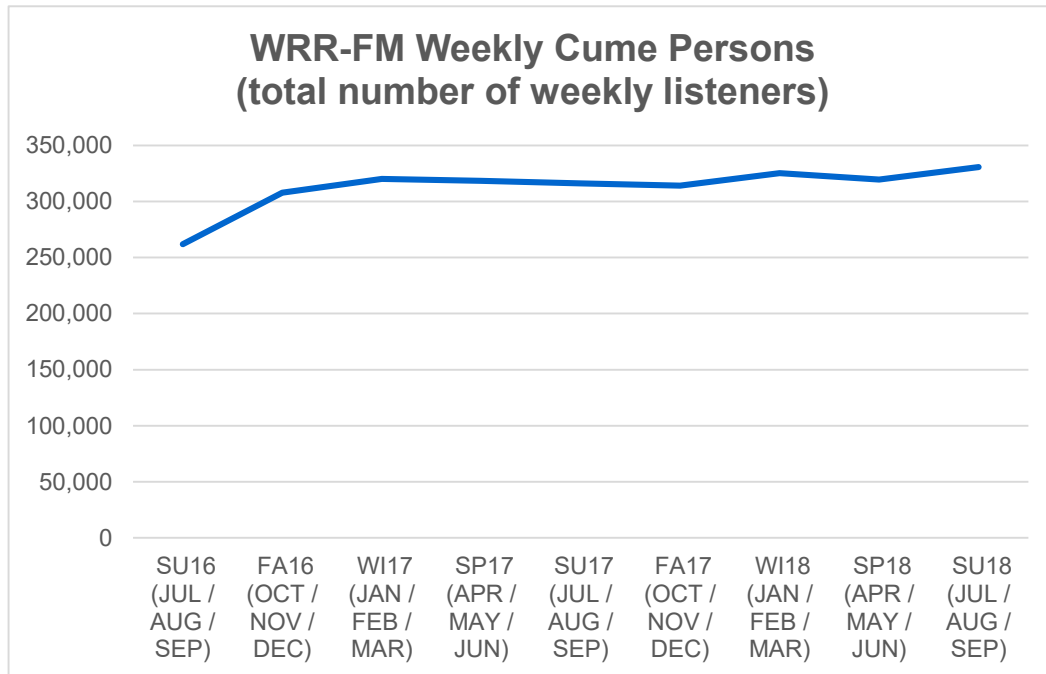
Current Success of the Station – Less Talk More Music

- Average Share (%) of Market has doubled
- Average Persons listening has nearly tripled



Current Success of the Station

- Weekly Total Listeners up significantly
- Average Time Spent Listening has doubled



Potential Revenue Opportunity

- Key to Time Spent Listening is giving listeners as few opportunities as possible to change the dial
- Our best estimate of potential increased revenue that could be restored by discontinuing Council Broadcasts is \$80,000 based on:
 - Revenue from advertising sold on Wednesdays
 - Increase in ratings/listenership from standard Wednesdays
 - Incremental increase in prices, due to increased ratings
- Resuming regular programming throughout the month entertains listeners more consistently



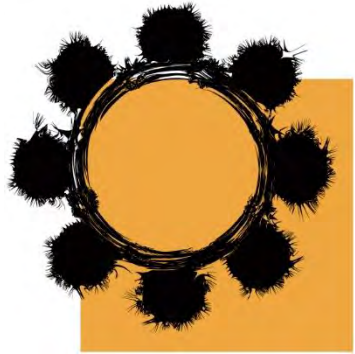
Next Steps

- Brief Quality of Life Committee November 26



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