



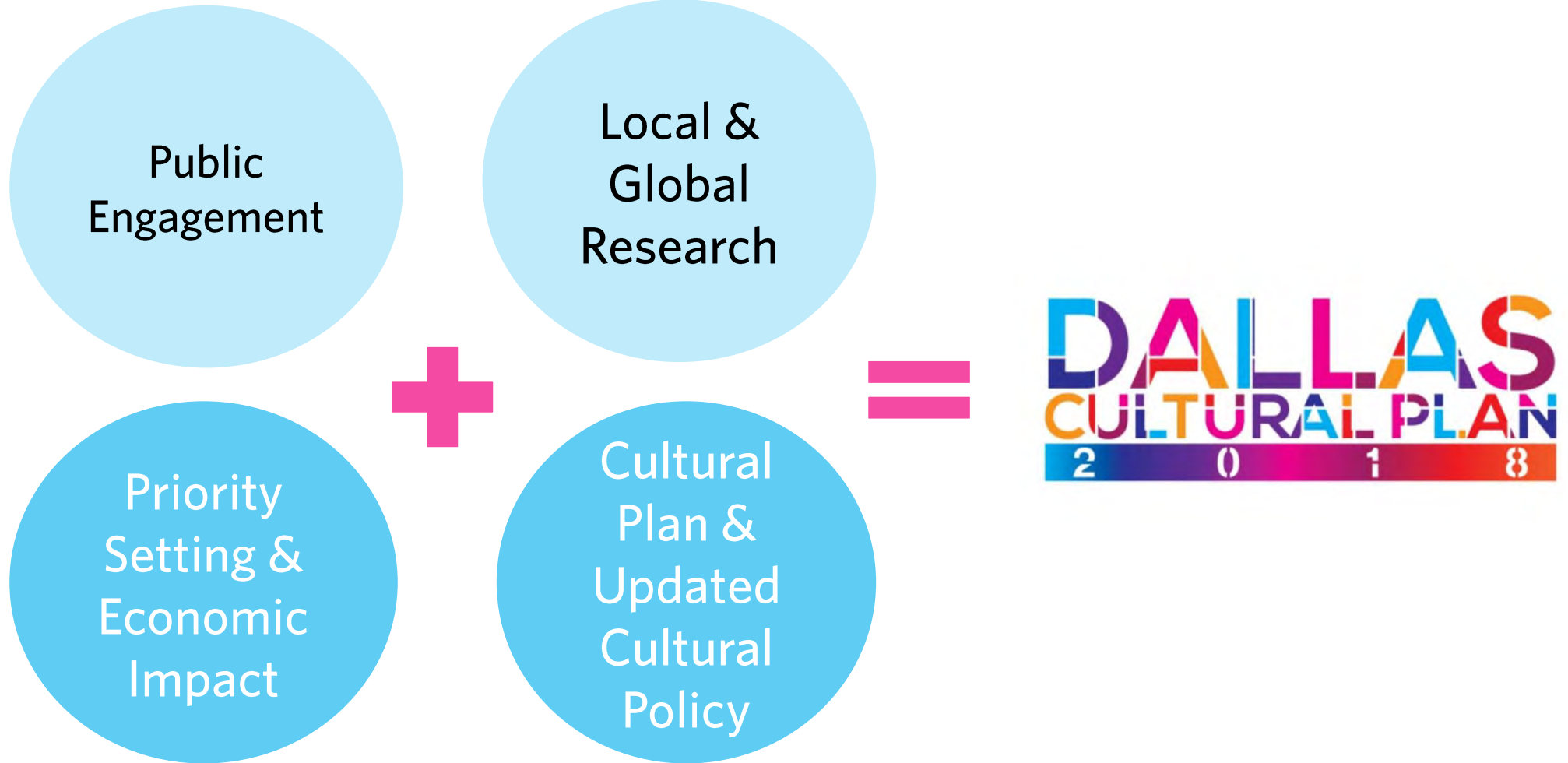
PHASE 2 FINDINGS

PRESENTATION

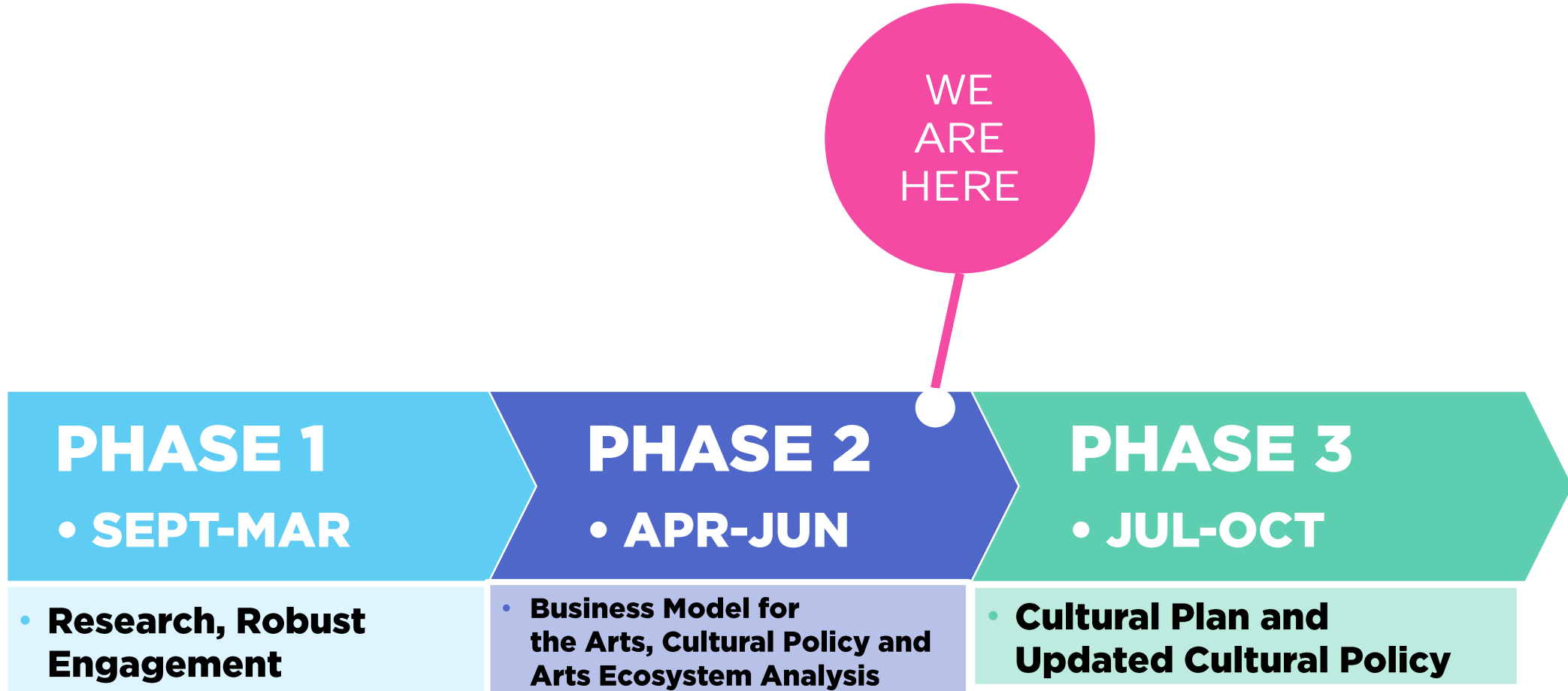
TODAY

- Overview
- Methodology for Updating Dallas' Cultural Policy
- Neighborhood Typologies
- Business Model for the Arts
- Next Steps

A YEAR-LONG PROCESS



WE ARE HERE



DALLAS CULTURAL PLAN WORK COMPLETED

- In-depth, 6-month citywide engagement with over 7,500 Dallas residents
- Benchmarking study of comparable cities
- Mapped over 500 unique locations where residents experience culture
- Phase 1 findings presented to public, Phase 2 update presented to CAC and DCP steering committee
- Artist Microresidencies in 6 City agencies with presentations to public
- Interagency meetings with City agencies to continue collaborations
- Webinars informing public DCP process and how they can participate
- Formation and orientation of task forces for strategy development

DALLAS CULTURAL PLAN WORK IN-PROGRESS

- Business Model for the Arts in Dallas
- Task forces working on Strategy Development
- Analysis of City plans and policies to identify the best ways that the Dallas Cultural Plan can contribute to the overall goals of the City
- Define the different types of neighborhoods in Dallas to understand how arts and culture can serve them
- Connect to the work of other City agencies and organizations to ensure that arts and culture are part of solution-thinking

UPDATED CULTURAL POLICY

METHODOLOGY

- OCA staff working with City legal team to update procurement requirements
- Consultant team will update foundational statements (mission, vision, values) based on DCP task force work

August: Review by Cultural Affairs Commission and City Attorney

September: Cultural Affairs Commission approval of Cultural Plan and Policy

October: City Council approval of Cultural Plan and Policy



NEIGHBORHOOD TYPOLOGIES

WHAT ARE TYPOLOGIES?

- A “type” or “classification” based on commonalities and shared traits
- Typology are a useful tool for:
 - Providing a shared baseline of knowledge
 - Organizing knowledge
 - Supporting future research, analysis, and planning

TYOLOGIES IN CULTURAL PLANNING

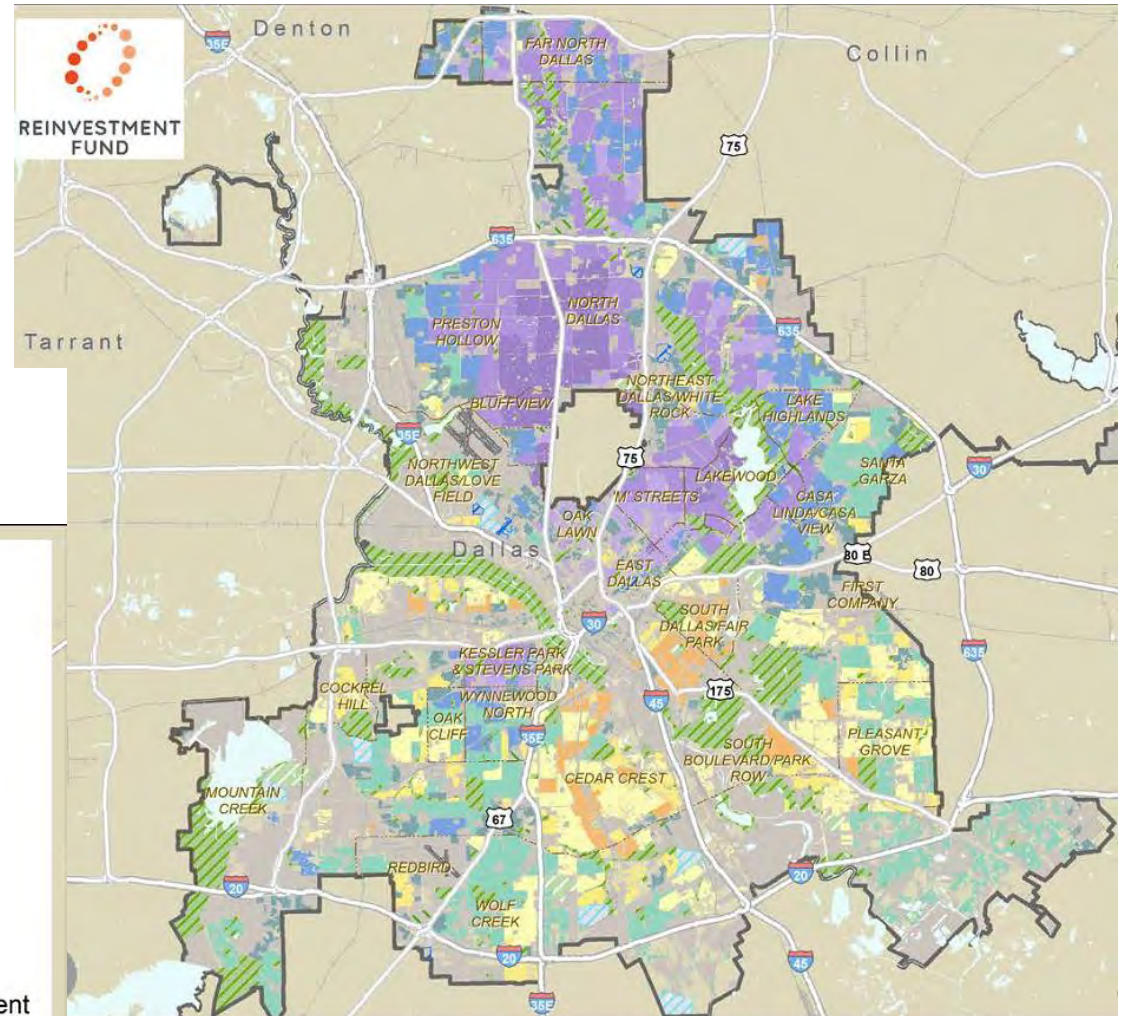
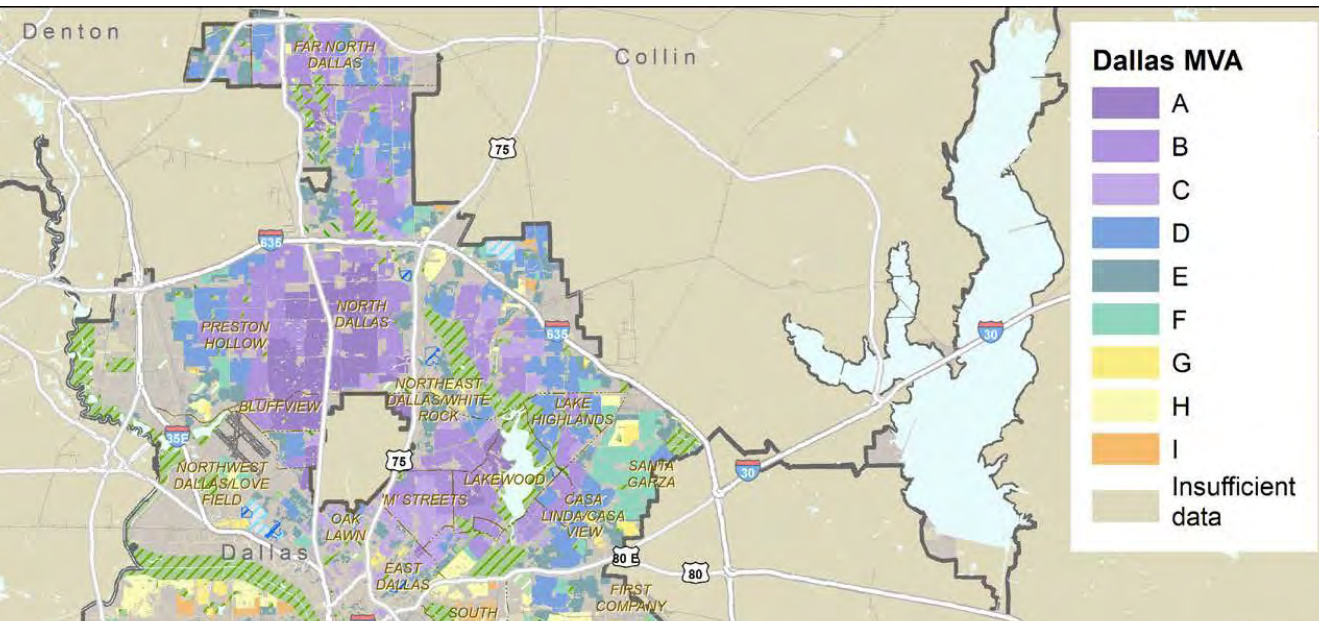
- Dallas often uses typologies in its planning efforts to:
 - Bring clarity to an issue
 - Support analysis, and
 - Facilitate strategy development
- Other plans with typologies include:
 - Market Value Analysis
 - Neighborhood Plus
 - Dallas Park and Recreation Park Plan

MARKET VALUE ANALYSIS (MVA)

- Analyzes characteristics of residential area in the city to understand market vitality

s MVA

20



NEIGHBORHOOD PLUS

Typologies show where residents with different characteristics live throughout the city

Young Diverse Families (21%)

These are predominately Hispanic families with children, often living with grandparents in rental apartments or single family homes. These households are located mostly in the southeastern part of the City or central Dallas, west of Downtown.

Tapestry Segments: Barrios Urbanos (#1), NeWest Residents (#3), Las Casas* (#16)

Dallas Households (2012) = 112,627

Dallas Baby Boomers (8%)

These are empty nesters with high-value, single family homes predominantly in North Dallas.

Tapestry Segments: Top Tier (#4), Savvy Suburbanites* (#21), Exurbanites* (#14)

Dallas Households (2012) = 44,512

* While not included in the top ten segments for Dallas, these segments represent a growing trend of preferences for people living in urban areas.

Urban Loving Millennials (16%)

These are single renters who are generally well-educated and environmentally conscious. They live mostly near the city center.

Tapestry Segments: Metro Renters (#2), Young and Restless (#5), Laptops and Lattes* (#18)

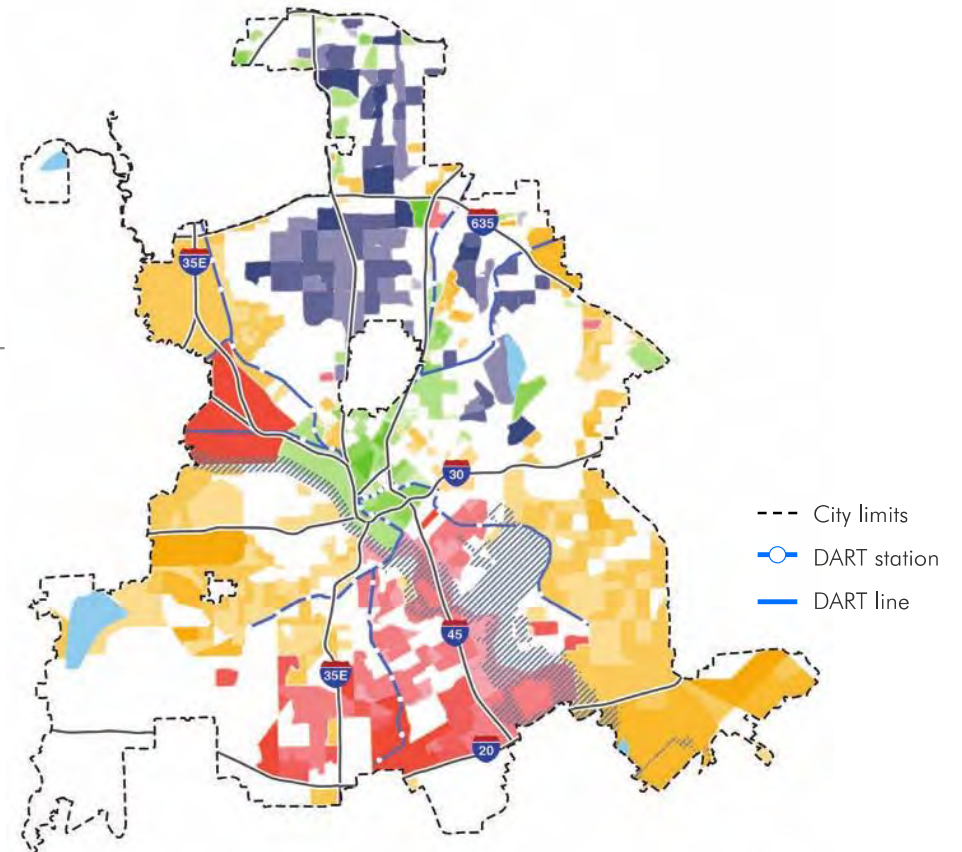
Dallas Households (2012) = 84,140

Hard Working Households (7%)

These are disproportionately older and predominantly single family households with moderate education and lower paying jobs.

Tapestry Segments: Family Foundations (#10), Traditional Living* (#52), Modest Income Households (#9)

Dallas Households (2012) = 36,269



DALLAS PARK & RECREATION

The Dallas park system categorizes its over 300 parks into 8 typologies.

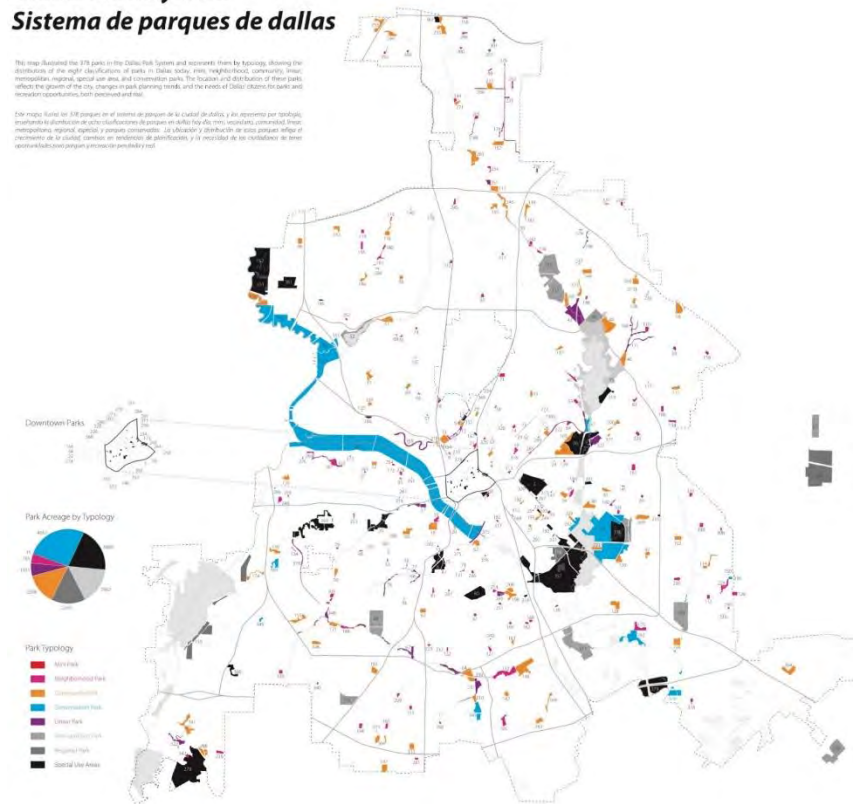
Categories impact programming, planting, maintenance, and potentially additional foundation support

1. Community park
2. Neighborhood park
3. Regional park
4. Linear park
5. Mini park
6. Metropolitan parks
7. Special use
8. Conservation park

Dallas Park System *Sistema de parques de dallas*

This map illustrates the 378 parks in the Dallas Park System and separates them by typology, showing the distribution of the eight classifications of parks in Dallas: city, neighborhood, community, mini, metropolitan, regional, special use, and conservation parks. The location and distribution of these parks reflect the growth of the city, changes in park planning trends, and the needs of Dallas citizens for parks and recreation opportunities and amenities.

Este mapa ilustra los 378 parques en el sistema de parques de la ciudad de Dallas, y los separa por tipología, mostrando la distribución de ocho clasificaciones de parques en Dallas: ciudad, vecindario, comunidad, mini, metropolitana, regional, especial y parques de conservación. La ubicación y distribución de estos parques reflejan el crecimiento de la ciudad, cambios en tendencias de planificación de parques, y la necesidad de los ciudadanos de tener oportunidades y servicios de recreación y parques.



NEIGHBORHOOD TYPOLOGIES IN DALLAS CULTURAL PLANNING

Primary variables used to define typologies

1. Percent of Single Family Residential Properties
2. Concentrations of Ecosystem Map Venues
3. Access to Dedicated Arts Venues
4. Access to City-funded public art
5. Concentration of OCA funded performances FY 16-17

Sources: City of Dallas GIS, DCP Ecosystem map, [bc], and City of Dallas Office of Cultural Affairs

4 NEIGHBORHOOD TYPOLOGIES IN DALLAS CULTURAL PLANNING

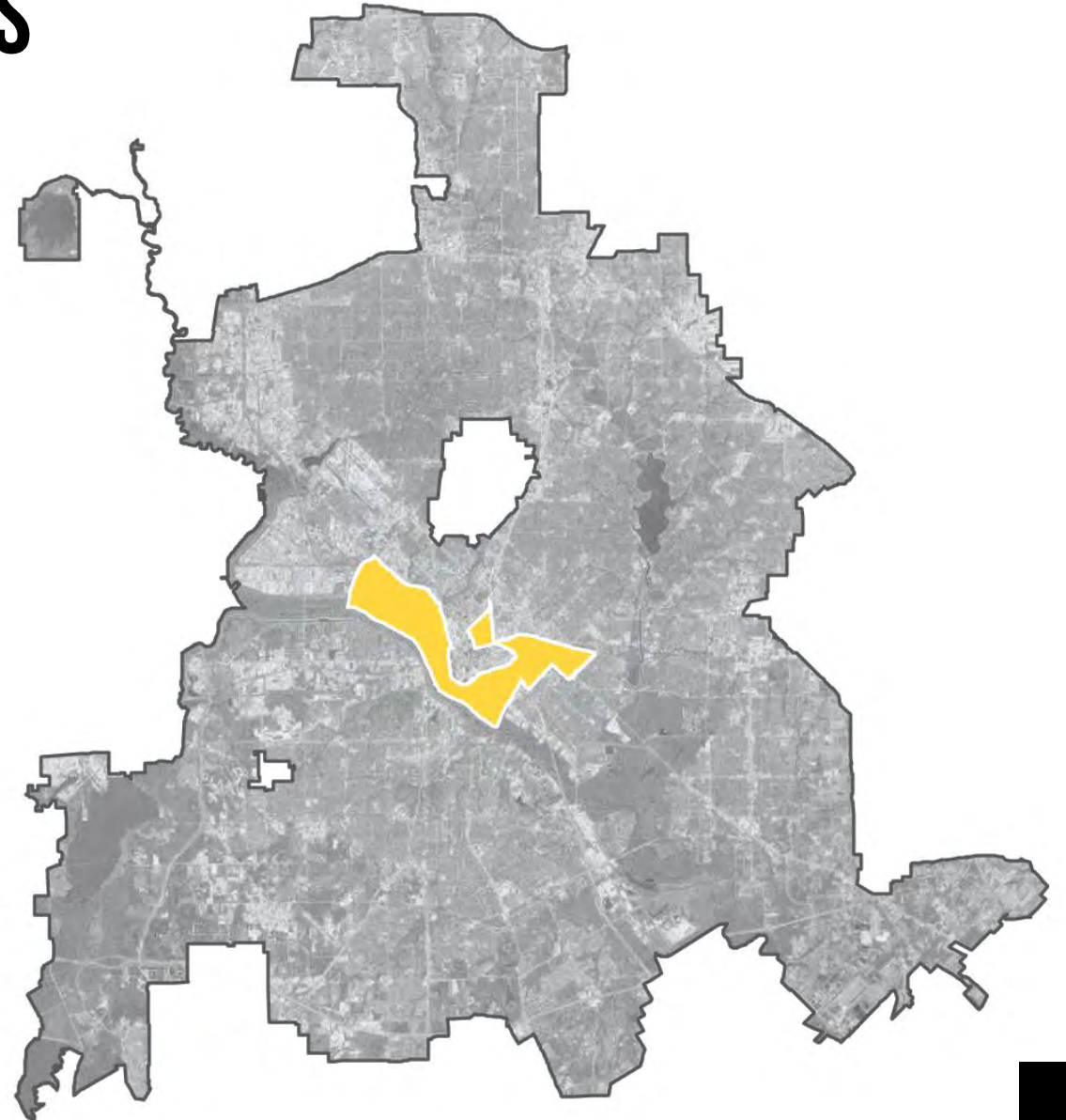
1. Urban-Core Arts Destinations
2. Mixed Urbanism Arts to Explore
3. Residential Opportunities for Arts
4. Opportunities for Arts in Non-Traditional Spaces

Sources: City of Dallas GIS, DCP Ecosystem map, [bc], and City of Dallas Office of Cultural Affairs

URBAN-CORE ARTS DESTINATIONS

- Commercial, industrial, and multifamily housing
- Highest concentrations of public identified cultural assets, City-funded public art and performances.
- Greatest access to dedicated arts venues

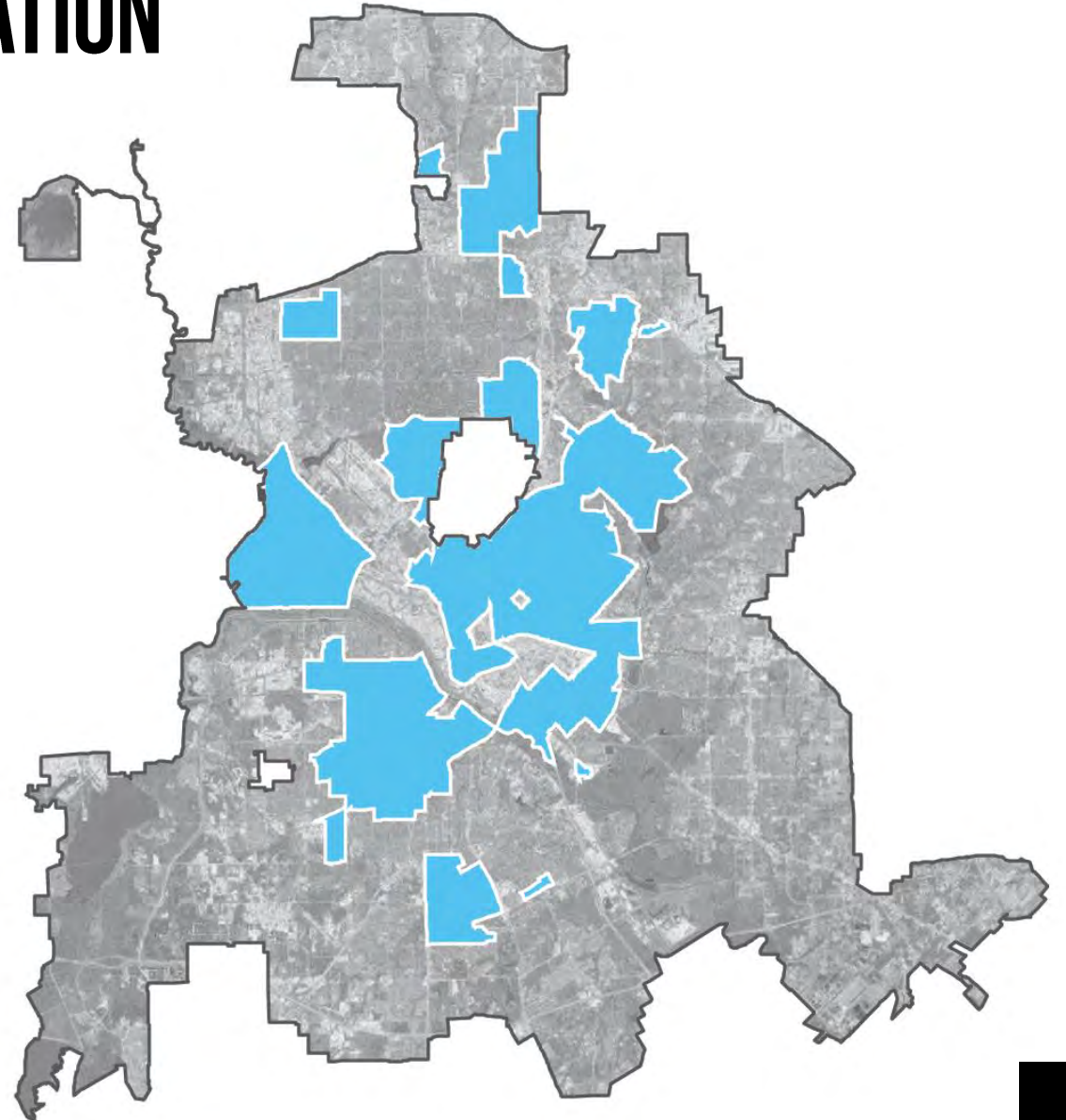
Example Neighborhoods: Dallas Arts District, Design District, Deep Ellum, Cedars, Exposition Park



MIXED URBANISM ARTS EXPLORATION

- Mix of land uses (from single family houses to apartments, offices, and retail)
- High density of publicly identified cultural assets
- Good access to dedicated arts venues
- High concentrations of public art and OCA funded performances

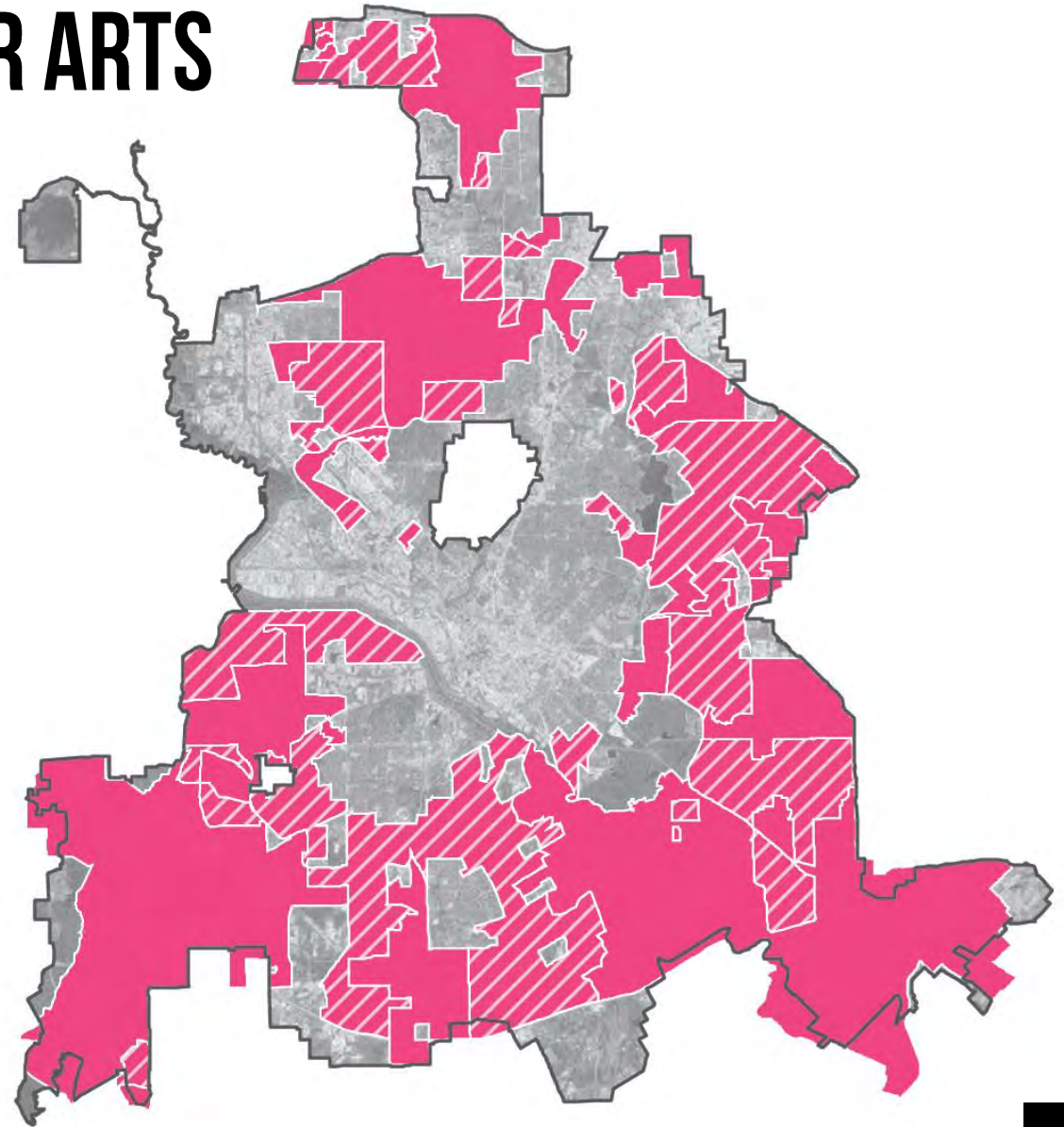
Example Neighborhoods: Bishop Arts District, Lakewood, Frazier, Singing Hills, Valley View, Elm Thicket, Fair Park, La L'aceate



RESIDENTIAL OPPORTUNITIES FOR ARTS

- Primarily single family residential
- Few publicly identified cultural assets and limited access to arts venues
- Lower levels of OCA-funded performances
- Mixed access to City-funded public art
- Fewer OCA funded performances than **Urban-Core Arts Destinations** and **Mixed Urbanism Arts to Explore**

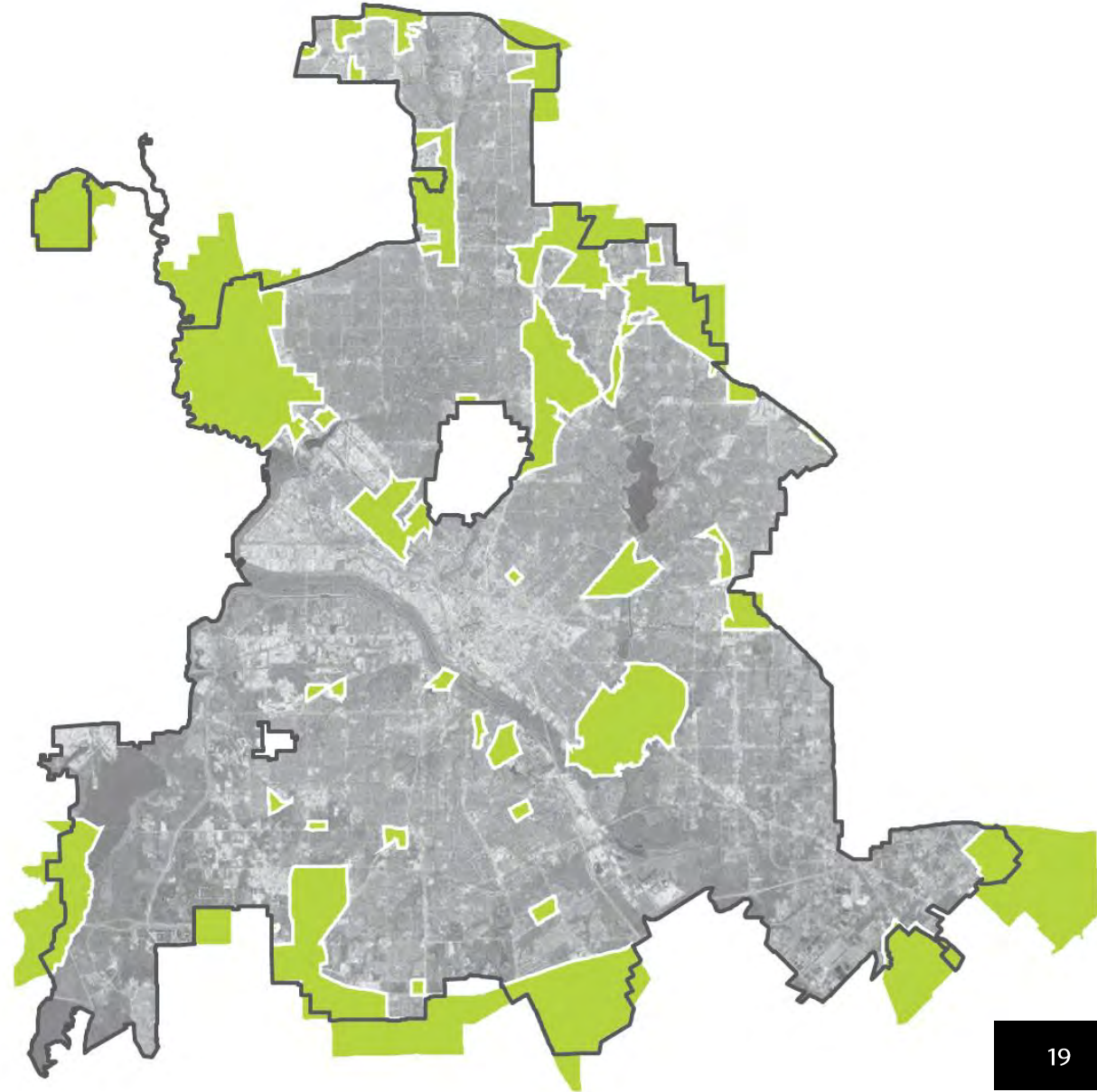
Example Neighborhoods: Brettonwoods, Casa View, Cedar Crest, Glen Oaks, Kiest Park, Lake Highland Estates, Los Altos, Pleasant Grove, Pleasant Mound, Prestonwood, Walnut Hill, White Rock Valley



OPPORTUNITIES FOR ARTS IN NON-TRADITIONAL SPACES

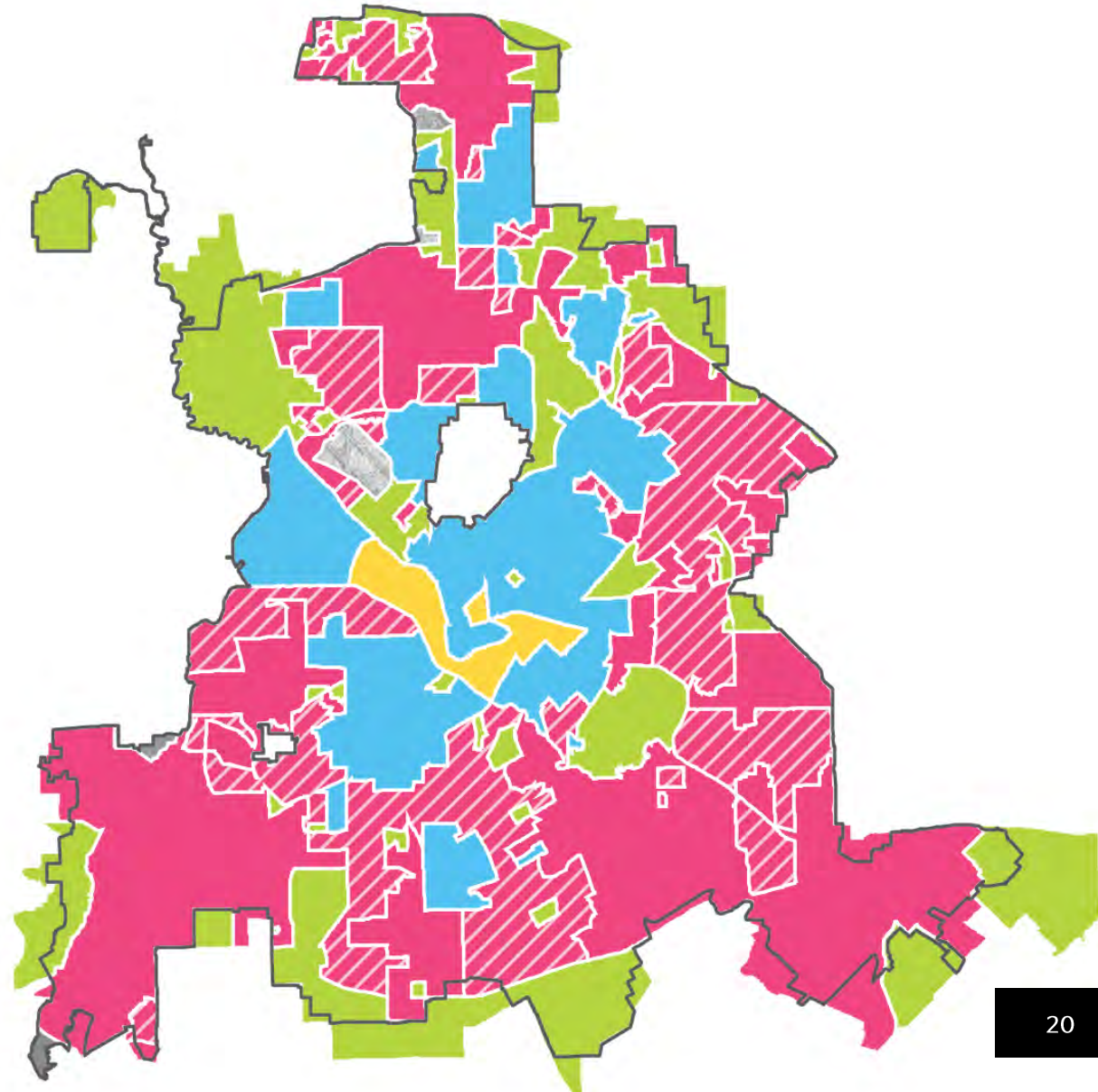
- Heavily commercial or industrial
- Slightly below average access to dedicated arts venues
- Few publicly identified cultural assets and
- Limited access to City-funded public art and to OCA-funded performances

Example Neighborhoods: Bachman, Bonton/Ideal, Cadillac Heights, Vickery Meadow



NEIGHBORHOOD TYPOLOGIES IN DALLAS CULTURAL PLANNING

1. Urban-Core Arts Destinations
2. Mixed Urbanism Arts to Explore
3. Residential Opportunities for Arts
4. Opportunities for Arts in Non-Traditional Spaces



NEIGHBORHOOD TYPOLOGIES OVERVIEW

	Urban Core	Mixed Urbanism	Residential Opp.	Non-Traditional
Population (% of City)	13,810 (1.1%)	287,231 (22.6%)	686,060 (54.1%)	282,114 (22.2%)
Land Areas (Sq. Mi)	7.23	66.79	206.83	59.74
Percent of City Tax Base	4%	41%	36%	18%
Creative Economy Employment	13,555	29,572	13,132	9,662
Under 18 yr old (%)	3%	20%	29%	26%
18 – 29 yr old (%)	33%	20%	17%	26%
30 – 44 yr old (%)	35%	24%	21%	25%
45 – 64 yr old (%)	28%	24%	24%	17%
65 yr old or Over (%)	2%	12%	10%	6%

Sources: City of Dallas GIS, U.S. Census Bureau, Emsi, Inc.



BUSINESS MODEL FOR THE ARTS



CITY SUPPORT FOR THE ARTS



\$14.8M Budget



\$6.7M Budget



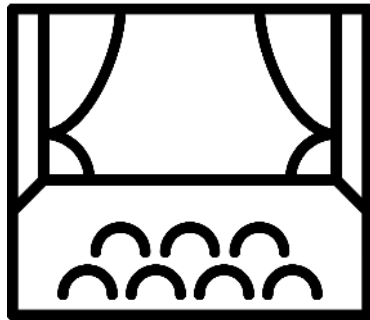
\$548K Budget

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

PHASE II ANALYSIS IDENTIFIES FUNDING STRATEGIES AND BUSINESS MODELS THAT SUPPORT THE CULTURAL PLAN'S IMPLEMENTATION.



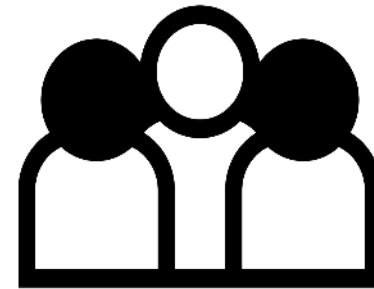
THE CULTURAL PLAN IDENTIFIED THREE BUSINESS MODEL PROTOTYPES FOR IN-DEPTH ANALYSIS.



MAJOR CULTURAL
VENUES

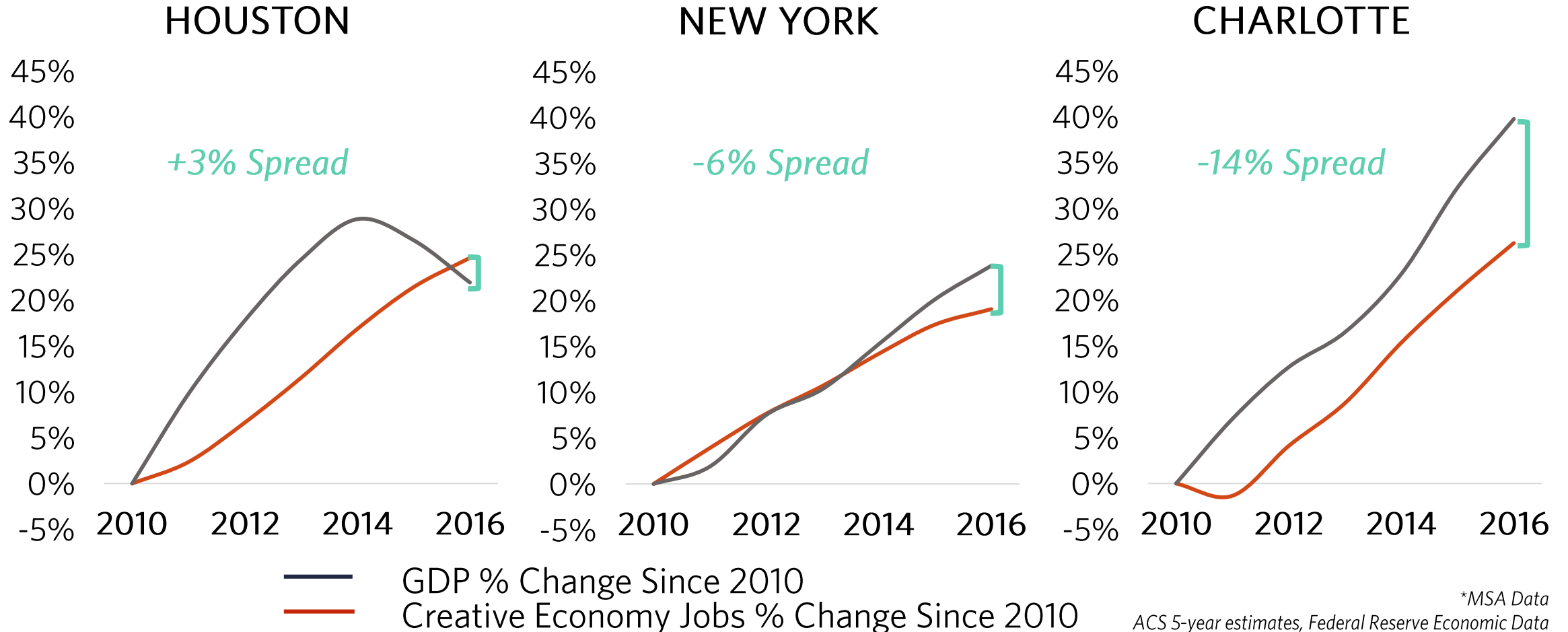


ARTS IN
NEIGHBORHOODS



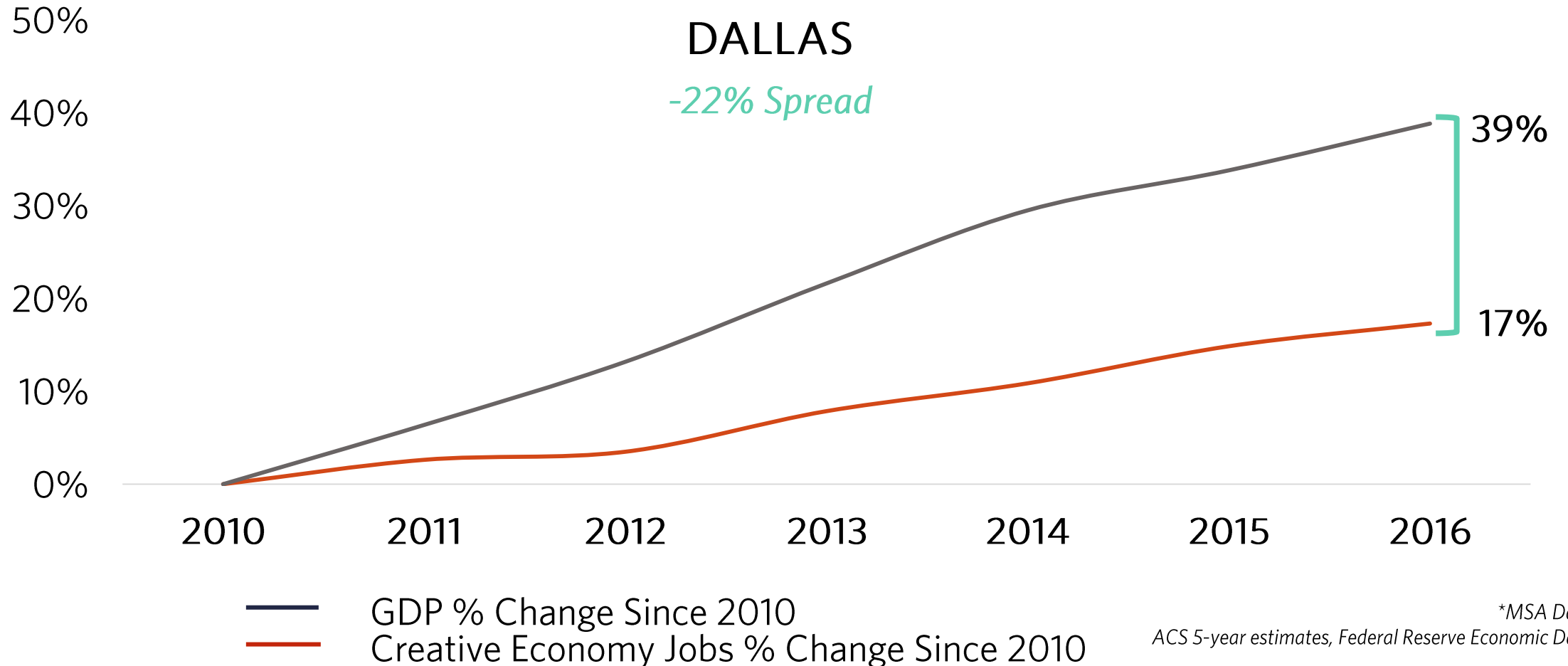
CULTURAL
EQUITY

PEER CITIES HAVE SEEN CREATIVE JOB GROWTH THAT ALIGNS WITH BROADER ECONOMIC TRENDS.

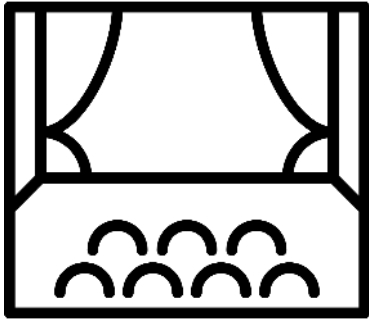


*MSA Data
 ACS 5-year estimates, Federal Reserve Economic Data

THOUGH DALLAS IS SEEING STRONG GROWTH IN ITS CREATIVE ECONOMY, IT HAS NOT KEPT PACE WITH THE AREA'S EXPLOSION OF ECONOMIC ACTIVITY.



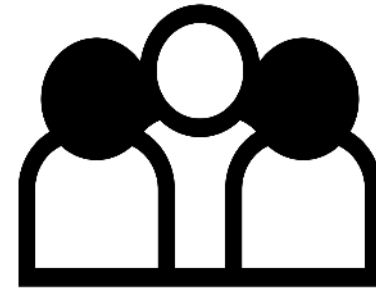
NEIGHBORHOOD-SCALE ARTS AND CULTURE PLAYS AN IMPORTANT ROLE IN DALLAS' CULTURAL ECOSYSTEM.



MAJOR CULTURAL
VENUES



ARTS IN
NEIGHBORHOODS



CULTURAL
EQUITY

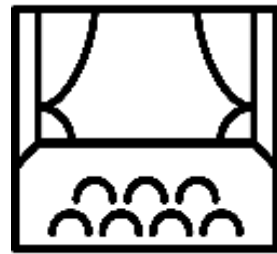
TODAY, THESE NEIGHBORHOODS AND THE ARTISTS THAT LIVE THERE FACE A NUMBER OF CHALLENGES.



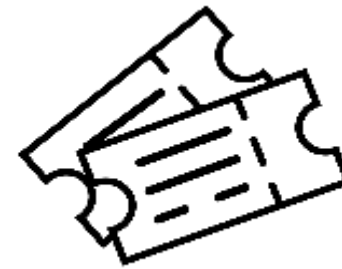
HOUSING
OPTIONS FOR
ARTISTS



AFFORDABLE
REHEARSAL &
STUDIO SPACE



AVAILABLE LOCAL
CULTURAL
VENUES



ACCESS TO
CULTURAL EVENTS
ACROSS THE CITY



BUSINESS
SUPPORT AND
RESOURCES

THE CULTURAL PLAN EXAMINED NEIGHBORHOOD-BASED INTERVENTIONS THAT COULD ADDRESS THESE CHALLENGES.

ANALYZE
CONDITIONS IN
REPRESENTATIVE
ARTS & CULTURE
NEIGHBORHOODS



IDENTIFY
NATIONAL BEST
PRACTICES TO
SUSTAIN
NEIGHBORHOOD
ARTS



HIGHLIGHT
STRATEGIES FOR
TARGETTED
NEIGHBORHOOD
INTERVENTIONS

4 NEIGHBORHOOD TYPOLOGIES IN DALLAS CULTURAL PLANNING

1. Urban-Core Arts Destinations (e.g., *Deep Ellum*)
2. Mixed Urbanism Arts to Explore (e.g., *Bishop Arts District*)
3. Residential Opportunities for Arts (e.g., *Red Bird*)
4. Opportunities for Arts in Non-Traditional Spaces

City of Dallas GIS, DCP Ecosystem map, [bc], and City of Dallas Office of Cultural Affairs

DIAGNOSES AND RECOMMENDATIONS FOR THESE NEIGHBORHOODS CAN BE APPLIED TO THEIR TYPOLOGICAL PEERS ACROSS THE CITY.

URBAN-CORE ARTS DESTINATIONS

The Cedars
Dallas Arts District
Deep Ellum
Design District
Exposition Park

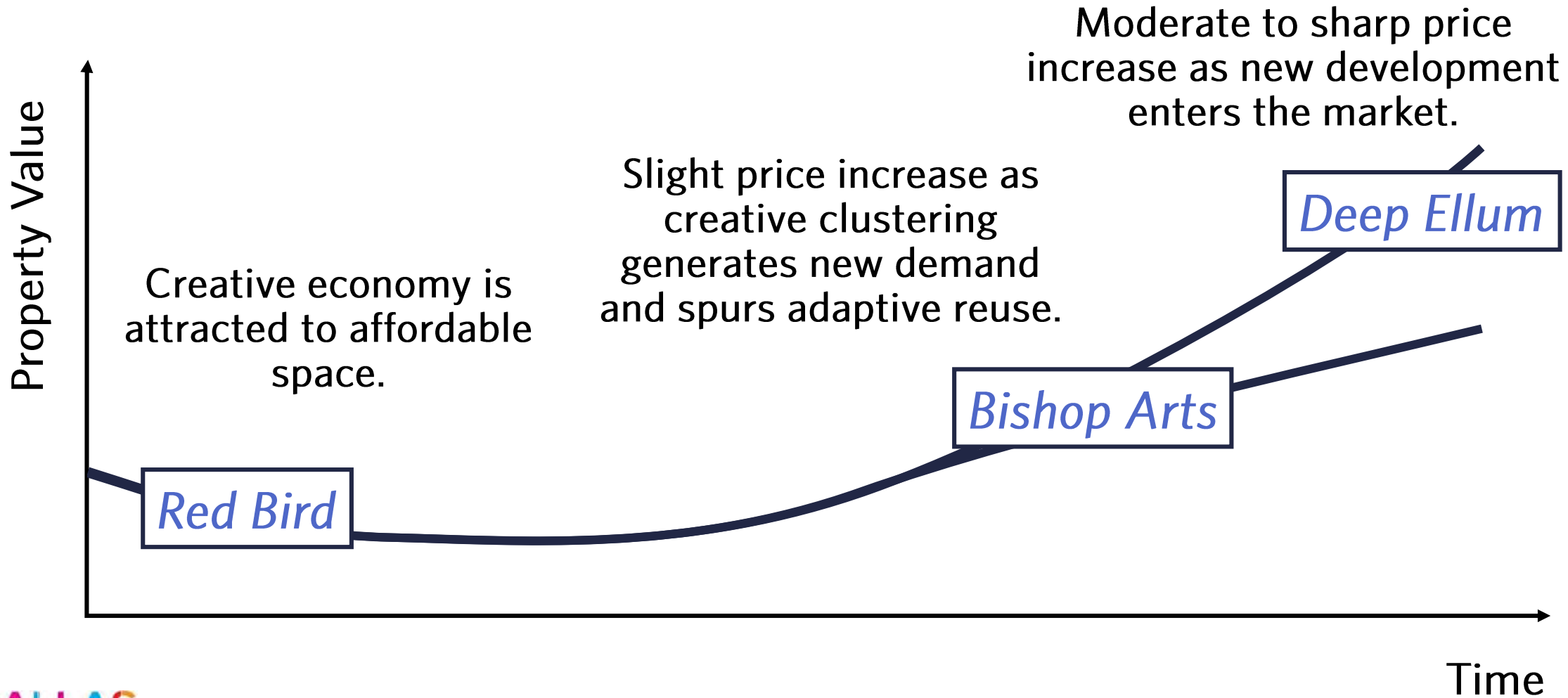
MIXED URBANISM ARTS TO EXPLORE

Bishop Arts District
Elm Thicket
Fair Park
Frazier
La L'aceate
Lakewood
Singing Hills
Valley View

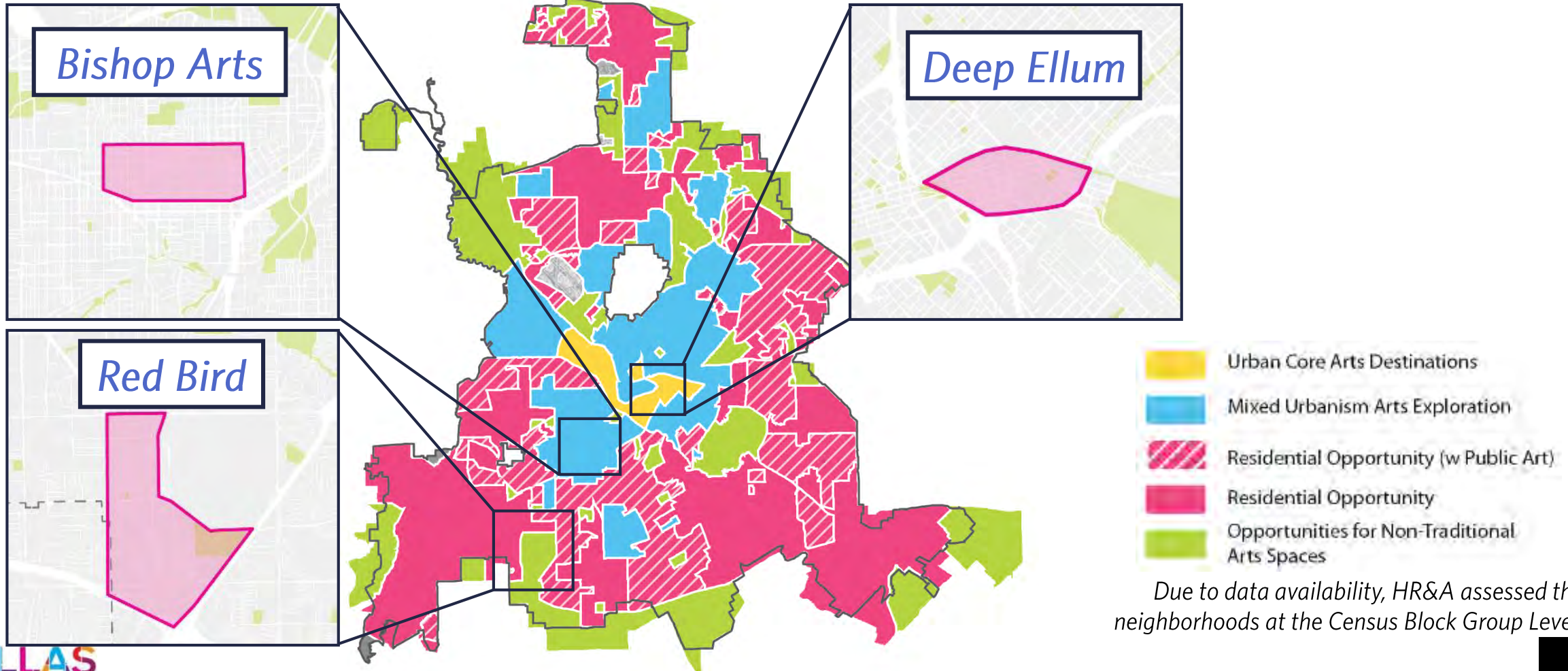
RESIDENTIAL OPPORTUNITY

Brettonwoods
Casa View
Cedar Crest
Glen Oaks
Kiest Park
Lake Highland Estates
Los Altos
Pleasant Grove
Pleasant Mount
Prestonwood
Red Bird
Walnut Hill
White Rock Valley

ARTS AND CULTURE AFFECT NEIGHBORHOOD PROPERTY VALUES DIFFERENTLY IN THE SHORT, MEDIUM, AND LONG TERMS.

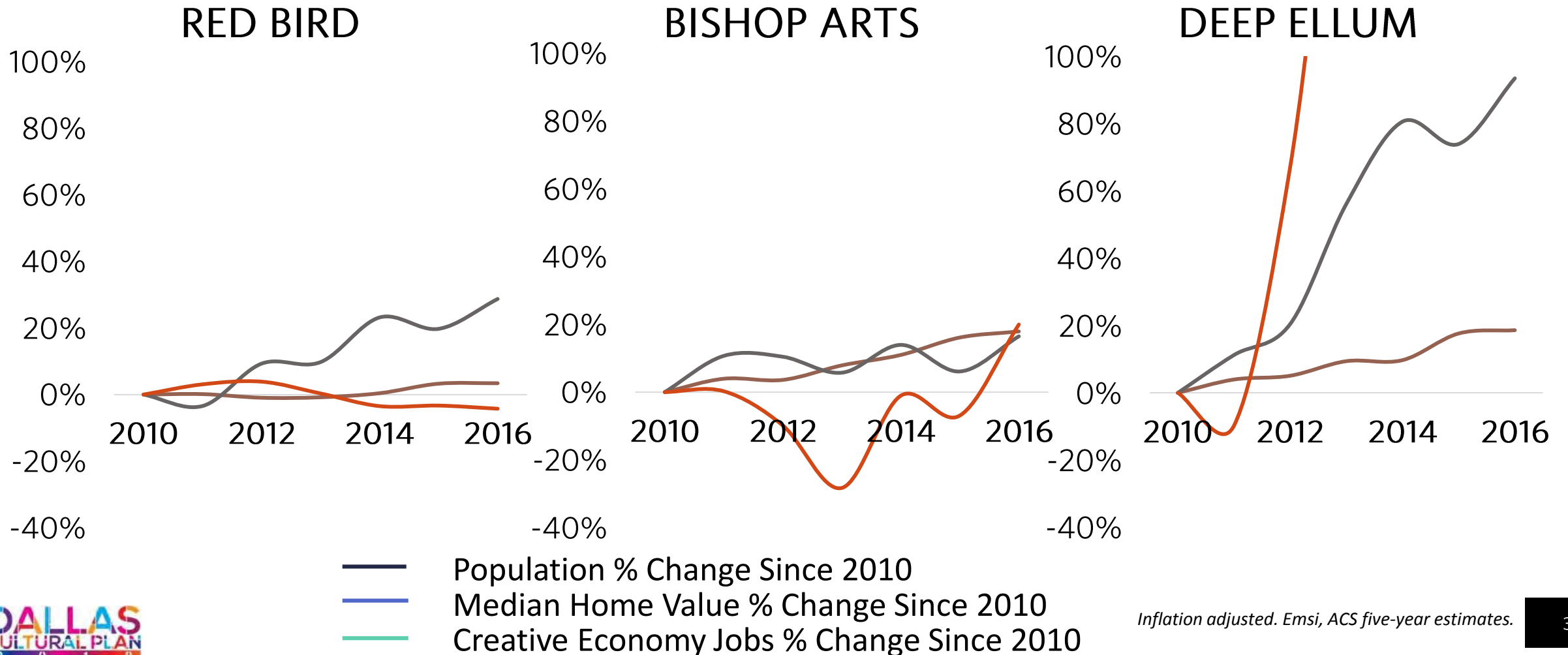


THESE NEIGHBORHOODS HAVE DIFFERENT GEOGRAPHIC CONTEXTS AND URBAN FORMS.

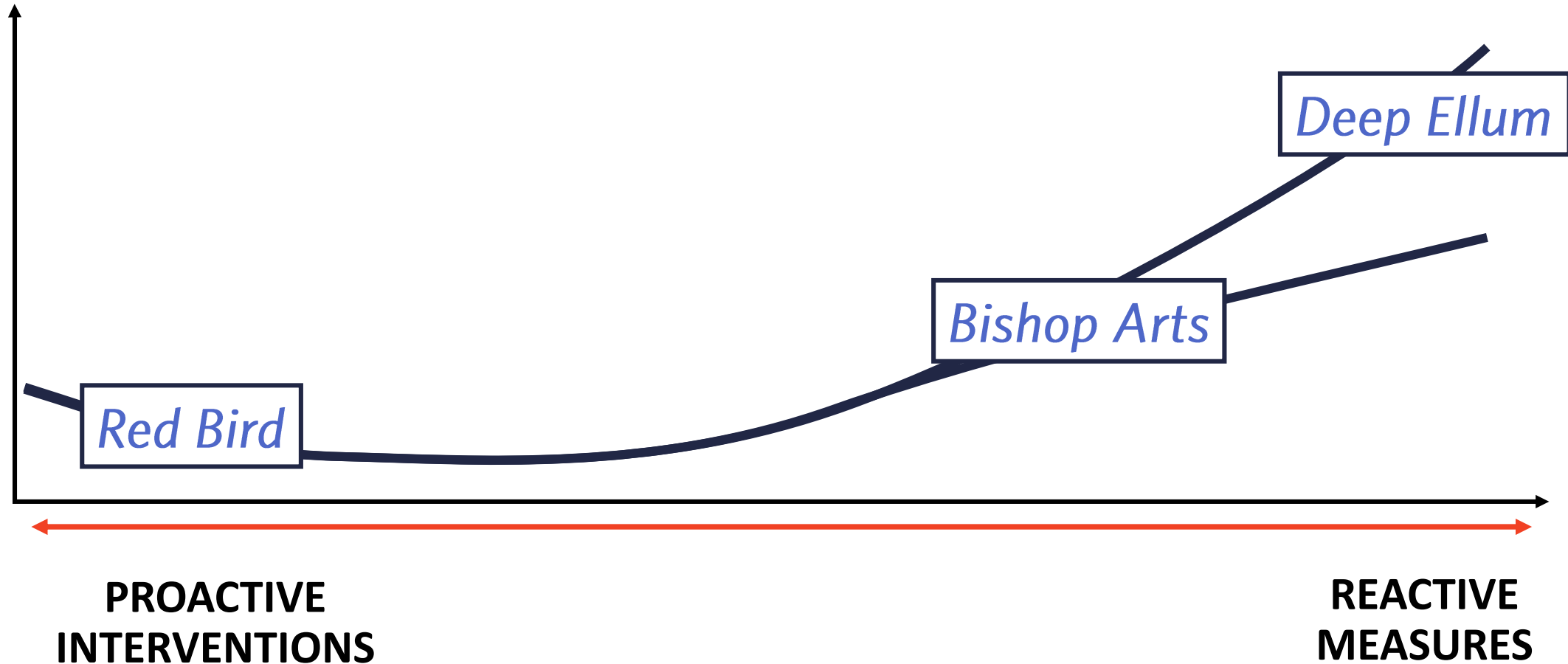


Due to data availability, HR&A assessed the neighborhoods at the Census Block Group Level.

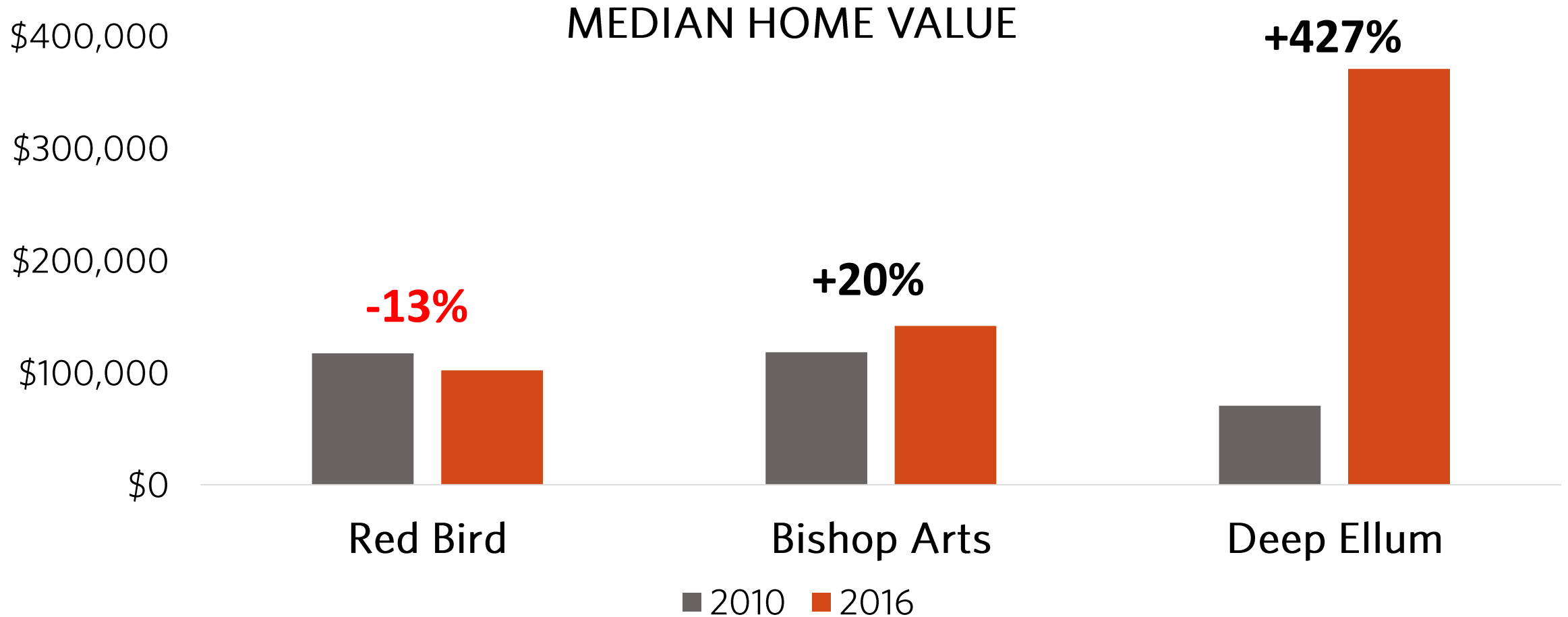
THE CREATIVE ECONOMY IS GROWING IN ALL THREE COMMUNITIES, BUT IN VERY DIFFERENT NEIGHBORHOOD CONTEXTS.



NONE OF THESE TYPOLOGIES IS NECESSARILY PREFERABLE TO ANY OTHER. RATHER, THEY INFORM CONTEXT-SPECIFIC STRATEGIES THAT CAN FOSTER A HEALTHY CREATIVE ECONOMY.

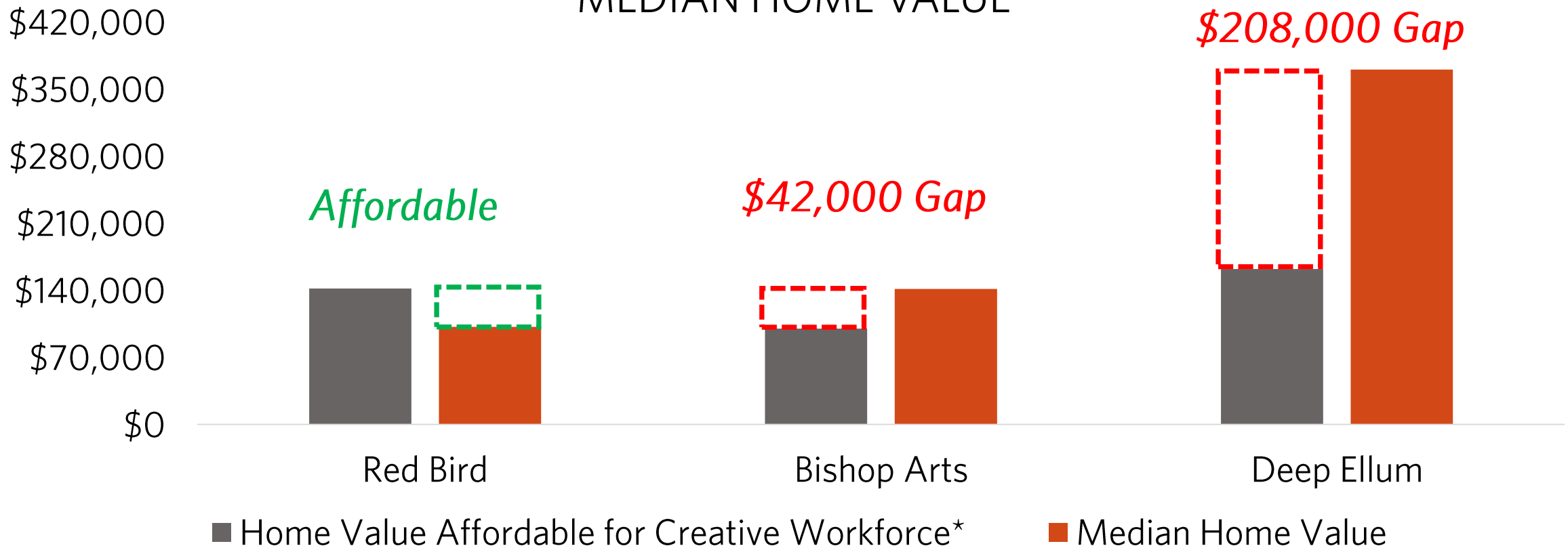


HOUSING | EACH ANALYZED NEIGHBORHOOD HAS SEEN CHANGES IN PROPERTY VALUES IN RECENT YEARS.



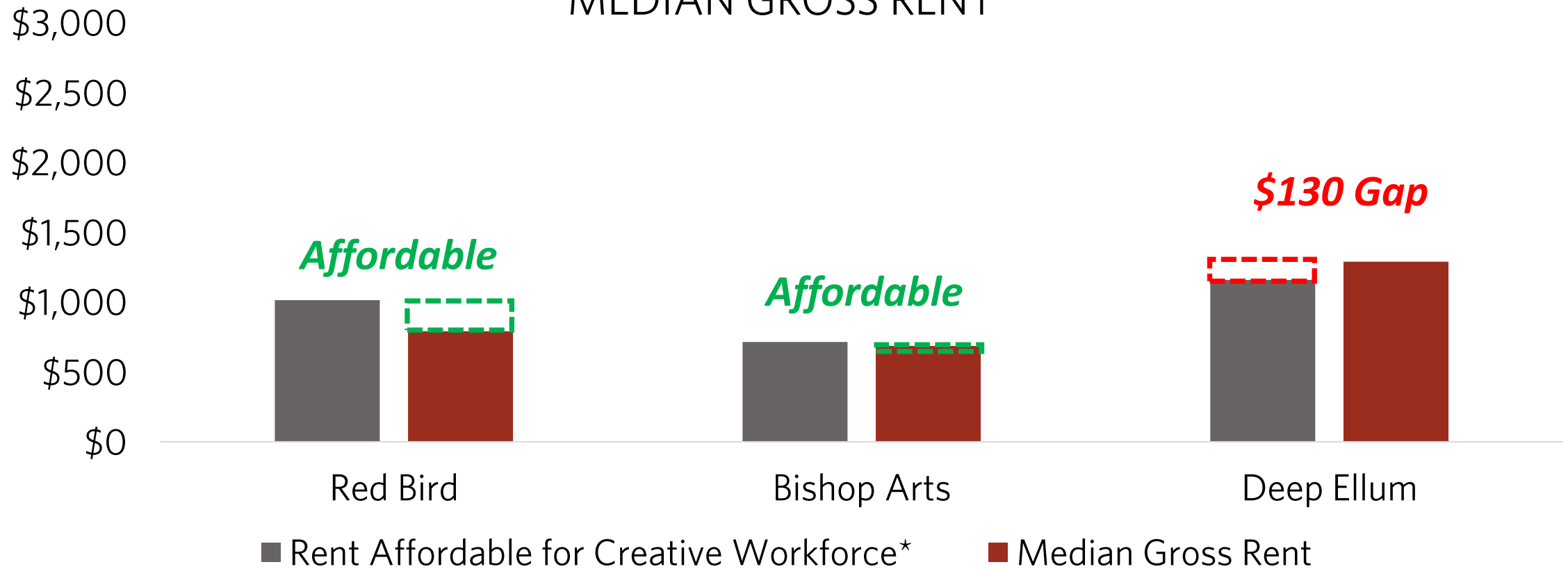
HOUSING | HOMES REMAIN AFFORDABLE FOR THE CREATIVE WORKFORCE IN RED BIRD BUT NOT IN DEEP ELLUM.

AFFORDABLE HOME VALUE FOR CREATIVE WORKFORCE VS. MEDIAN HOME VALUE



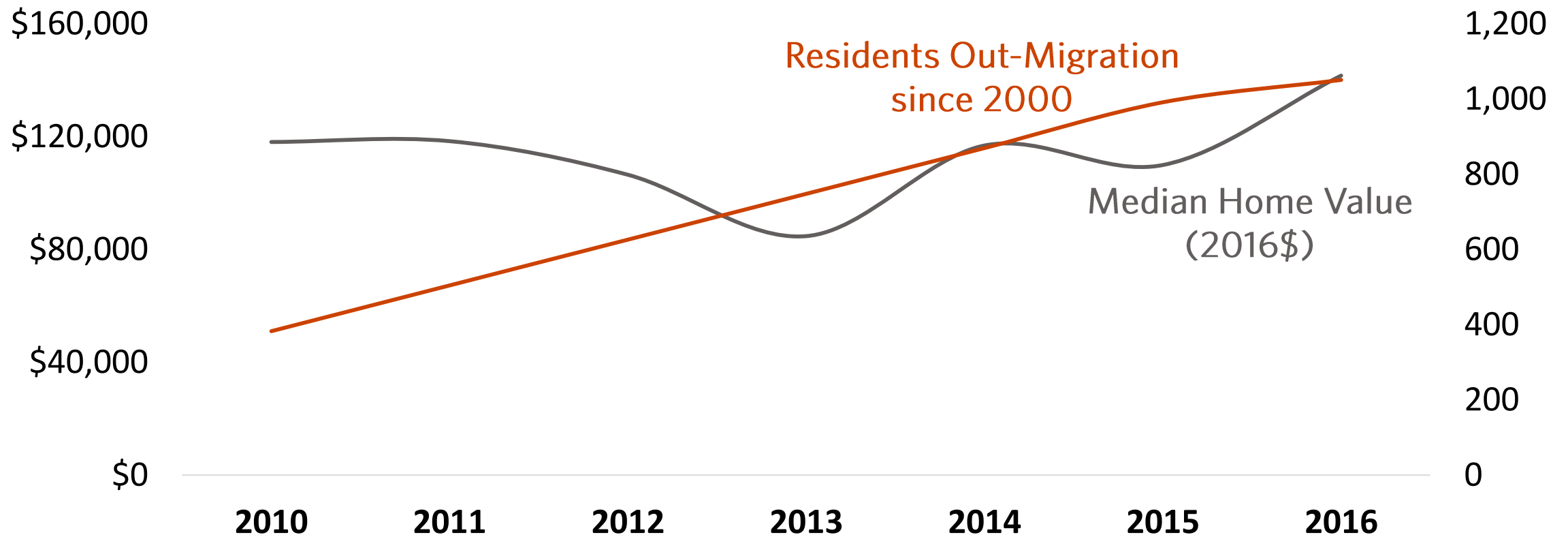
HOUSING | THE AFFORDABILITY GAP IS LESS PRONOUNCED IN RENTAL HOUSING, BUT NONETHELESS PERSISTS.

AFFORDABLE MONTHLY RENT FOR CREATIVE WORKFORCE VS. MEDIAN GROSS RENT

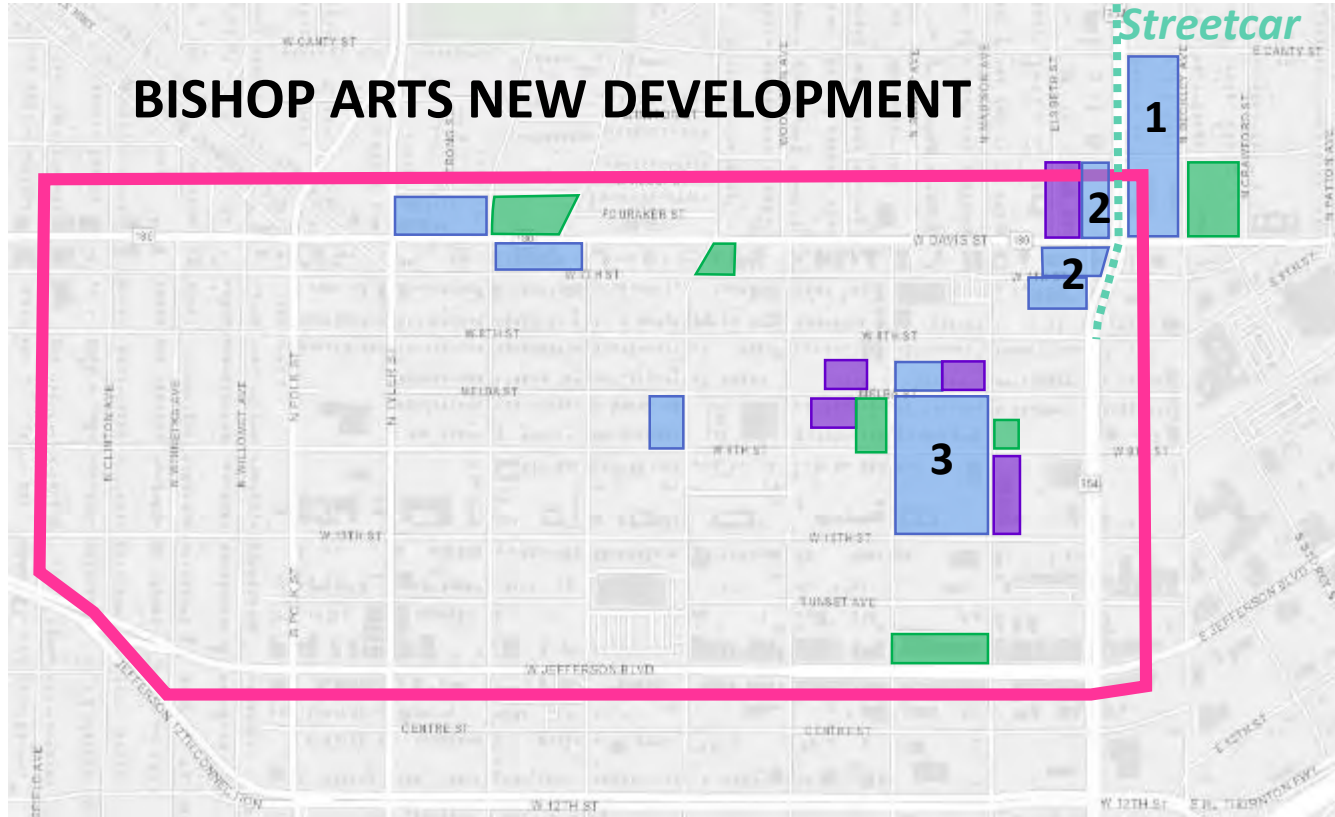


HOUSING | HIGHER PRICES CAN LEAD TO OUT-MIGRATION OF EXISTING RESIDENTS, AS EXPERIENCED IN BISHOP ARTS.

BISHOP ARTS REAL ESTATE TRENDS



HOUSING | HIGH-END PIPELINE DEVELOPMENT IN BISHOP ARTS COULD SIGNAL THAT THE NEIGHBORHOOD WILL “TIP” OR THAT “TRICKLE-DOWN” PRICE RELIEF IS ON THE WAY.



Novel Bishop Arts
Open Summer 2018
 340 Units
 23,000 SF Retail



Bishop Arts Station
Open Summer 2018
 210 Units
 25,000 SF Retail



Bishop Arts Village
Under Construction
 246 Units
 50,000 SF Retail



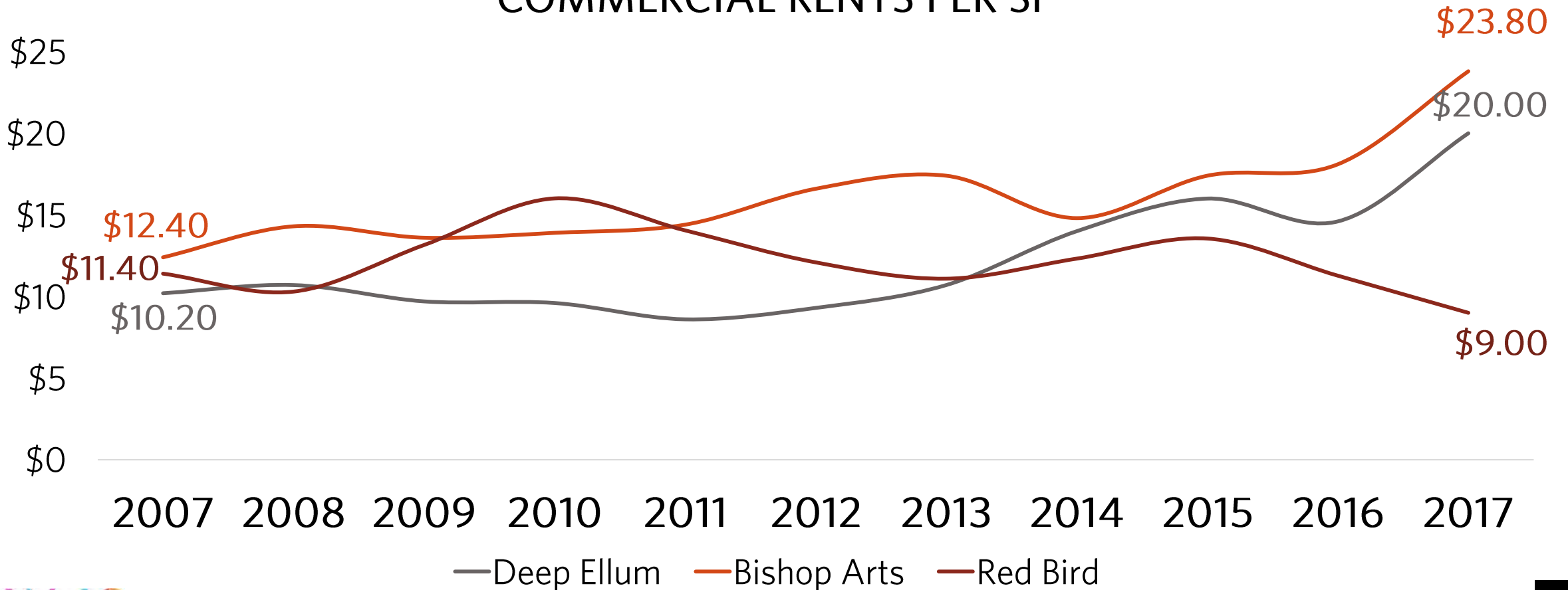
Bishop Arts District
 Mixed-Use
 Residential
 Commercial

HOUSING | CREATIVE HOUSING SUPPORT TOOLS CAN LIMIT RESIDENTS' EXPOSURE TO SWELLING MARKET PRICES.

BEST PRACTICE	POTENTIAL PILOT	RATIONALE
CULTURAL USE ZONING INCENTIVES	Bishop Arts	<ul style="list-style-type: none"> • <i>Significant development activity creates an opportunity for zoning incentives to have a near-term impact</i>
SUBSIDIZED RENTAL HOUSING	Deep Ellum Bishop Arts	<ul style="list-style-type: none"> • <i>Artist-focused housing subsidies can help offset the financial impact of rising housing costs in neighborhoods seeing significant residential development</i>
ARTIST HOMEOWNERSHIP SUPPORT IN NEIGHBORHOODS	Bishop Arts Red Bird	<ul style="list-style-type: none"> • <i>Effective in neighborhoods where near-term homeownership could limit exposure to possible rising rents</i>

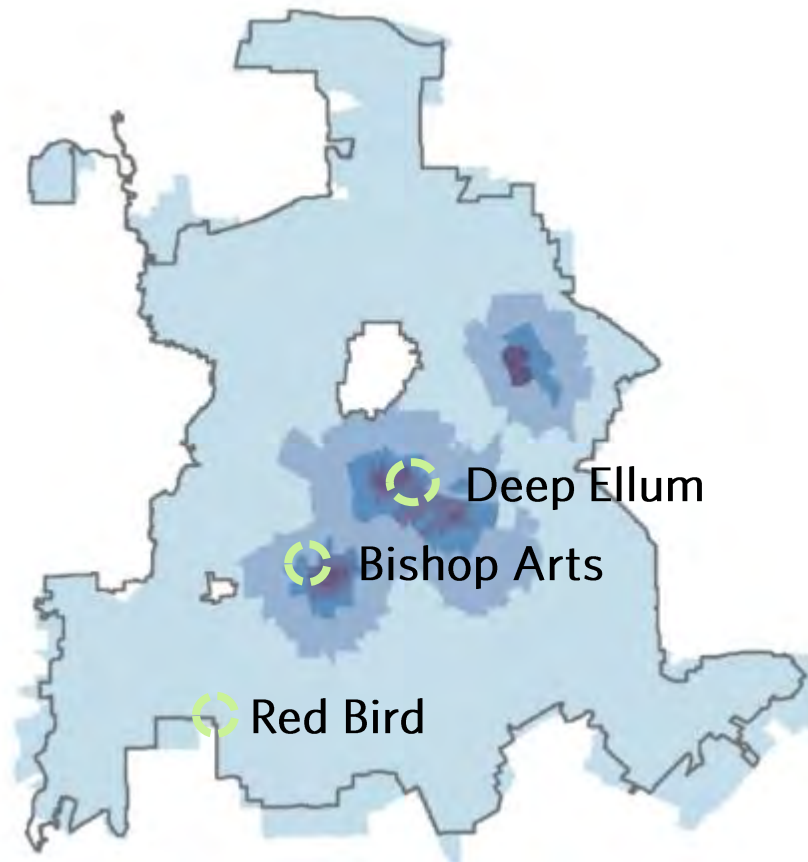
AFFORDABLE REHEARSAL/STUDIO SPACE | RISING COMMERCIAL RENTS ACROSS THE CITY SUGGEST THAT TRADITIONAL REHEARSAL SPACES ARE BECOMING LESS AFFORDABLE.

COMMERCIAL RENTS PER SF

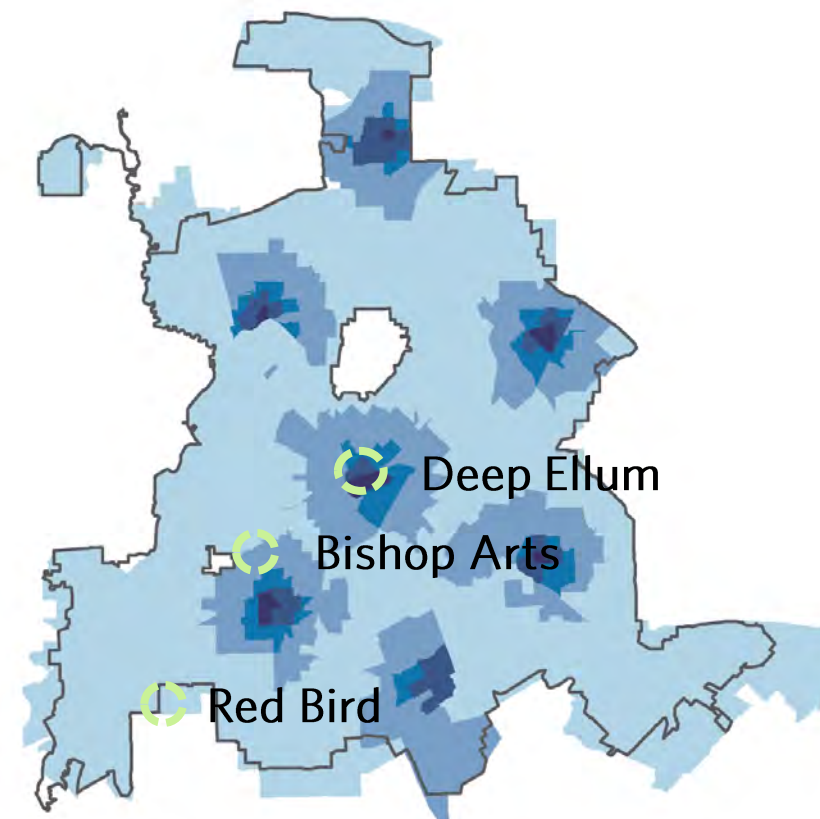


AFFORDABLE REHEARSAL/STUDIO SPACE | THE CITY'S RECENT LIBRARY BLACK BOX INITIATIVE AND INVESTMENTS IN CULTURAL CENTERS PROVIDE SOME AFFORDABLE SPACE FOR ARTISTS.

ACCESS TO CULTURAL CENTERS



ACCESS TO LIBRARIES WITH BLACK BOX THEATERS



AFFORDABLE REHEARSAL/STUDIO SPACE | RESIDENTS IDENTIFIED A DIVERSE ARRAY OF ADDITIONAL SPACE-TYPES OFTEN USED FOR STUDIOS OR REHEARSALS.

CHURCHES

PARKS

WAREHOUSES

SCHOOLS

**PARKING
LOTS**

PUBLIC SPACES

**BAKERIES, COFFEE
SHOPS & CAFES**

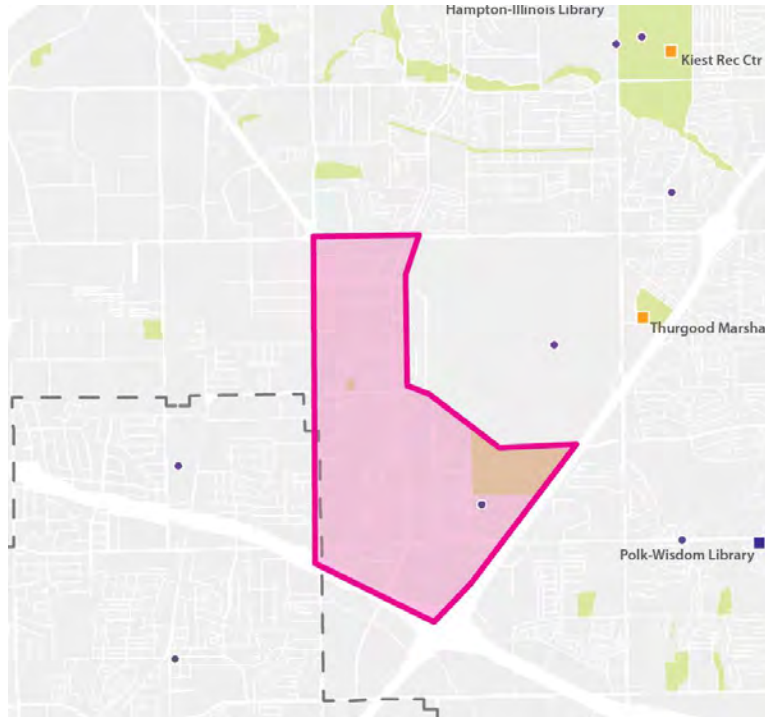
**RECREATION
CENTERS**

**BARS &
RESTAURANTS**

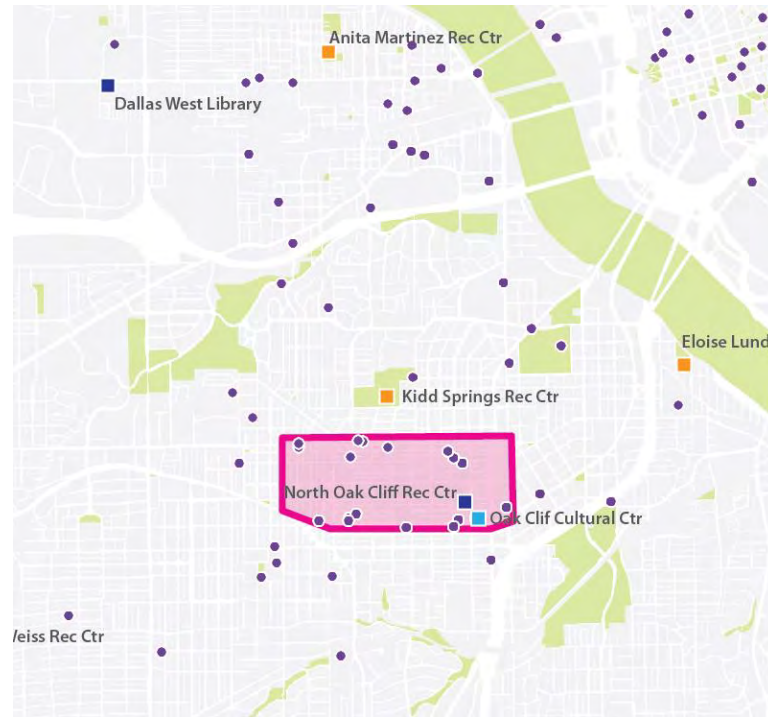
AFFORDABLE REHEARSAL/STUDIO SPACE | A VARIETY OF TOOLS CAN SUPPORT THE CONTINUED CREATION AND CONSERVATION OF INNOVATIVE SPACE ALTERNATIVES.

BEST PRACTICE	POTENTIAL PILOT	RATIONALE
SUBSIDIZED STUDIO SPACE	Deep Ellum	<ul style="list-style-type: none"> • Beneficial to neighborhoods where rents and property values have already increased and where there is a documented lack of affordability • Neighborhoods like Deep Ellum are particularly compelling due to visual arts focus
CULTURAL INCUBATORS AND COLLECTIVE PRODUCTION SPACES	Bishop Arts	<ul style="list-style-type: none"> • Bishop Arts' strong culinary cluster can benefit from shared amenities and opportunities for collaboration • By sharing expensive assets such as culinary supplies and commercial kitchens, a shared space can help artisans innovate at an affordable cost
CULTURAL SPACE PURCHASE ASSISTANCE	Red Bird	<ul style="list-style-type: none"> • Particularly effective in neighborhoods prior to property value increase • Organizations can benefit from increased property values

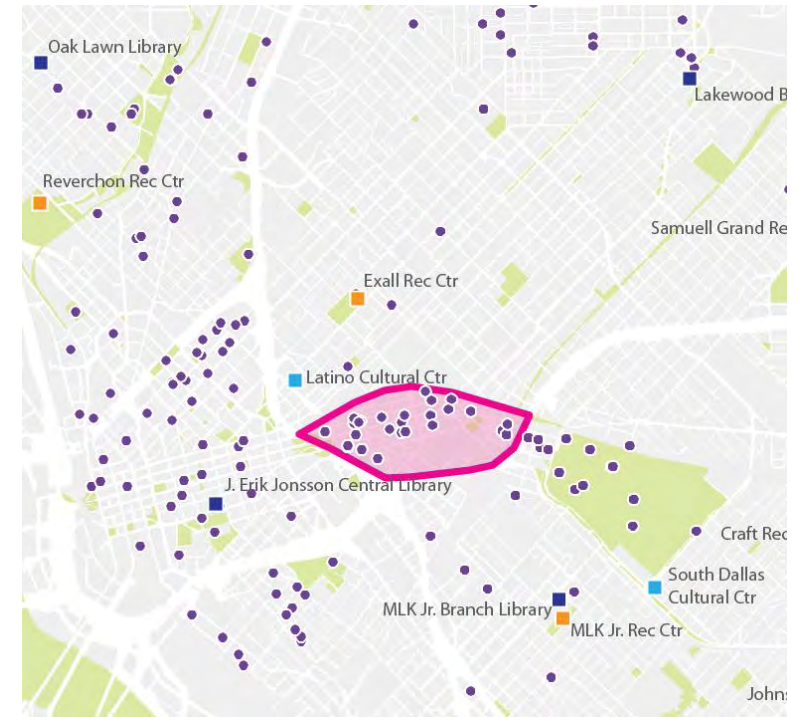
AVAILABLE CULTURAL SPACE | CULTURAL VENUES –BOTH FORMAL AND INFORMAL—ARE CONCENTRATED IN DOWNTOWN NEIGHBORHOODS.



RED BIRD



BISHOP ARTS

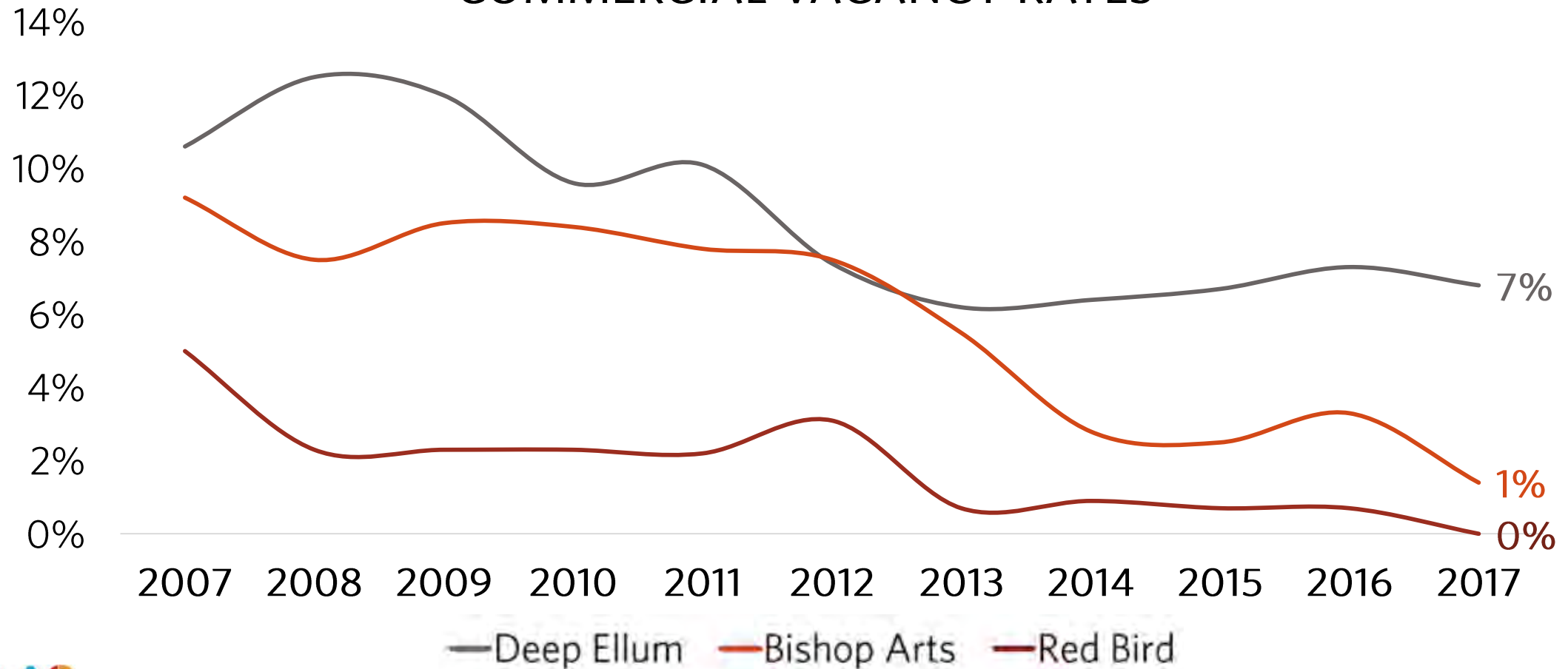


DEEP ELLUM

Purple dots represent cultural venues identified by community members in the DCP's Phase 1 Ecosystem Map

AVAILABLE CULTURAL SPACE | LOW AND FALLING VACANCY RATES ACROSS THE BOARD INDICATE A NEED FOR MORE ALTERNATIVE PERFORMANCE SPACE OPTIONS.

COMMERCIAL VACANCY RATES



AVAILABLE CULTURAL SPACE | PUBLICLY-ACCESSIBLE ASSETS ACROSS THE CITY ARE PRIME CANDIDATES TO HOST NEW PERFORMANCE AND EXHIBITION SPACE.

BEST PRACTICE	POTENTIAL PILOT	RATIONALE
CULTURE IN COMMUNITY SPACES	Red Bird	<ul style="list-style-type: none"> • Opportunities across the city for additional public art/performances • Large and underutilized destinations like the Red Bird Mall could be prime candidates for cultural events
GUEST CURATION IN MUNICIPAL BUILDINGS	Bishop Arts Red Bird	<ul style="list-style-type: none"> • Possible “first move” public buildings could include the Red Bird Youth and Family Center
PRIVATELY-OWNED PUBLIC SPACE	All	<ul style="list-style-type: none"> • The City can provide development or tax incentives to subsidize the use of communal private space for public art or performances

ACCESS TO CULTURAL EVENTS | COMMUNITY ENGAGEMENT REVEALS A NUMBER OF BARRIERS TO ACCESS FOR ARTS AND CULTURE.



65% face Cost barriers



25% face Location barriers



15% face Exclusion barriers



10% face **TRANSPORTATION BARRIERS**

BARRIERS TO CULTURAL PARTICIPATION

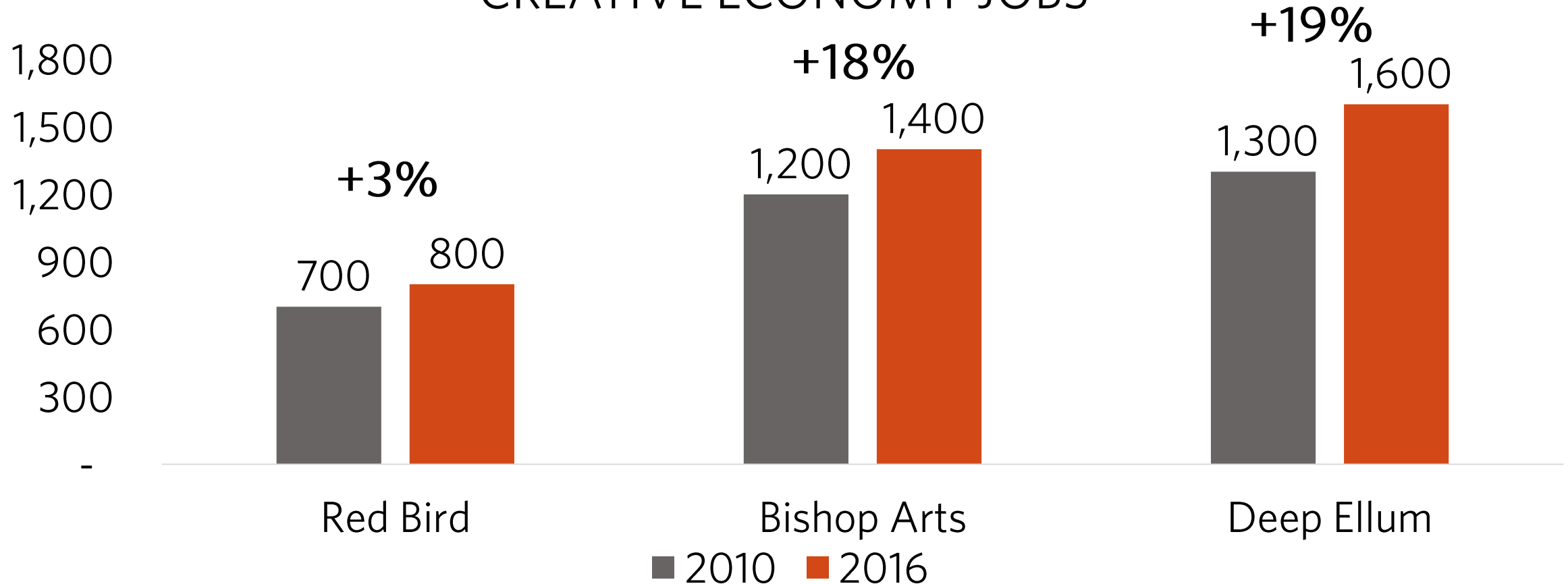
Percent of Dallas Cultural Plan Survey Respondents

ACCESS TO CULTURAL EVENTS | THOUGHTFULLY PLANNED, SCHEDULED, AND PRICED PROGRAMMING CAN BRING ARTS AND CULTURE TO NEW AUDIENCES.

BEST PRACTICE	POTENTIAL PILOT	RATIONALE
EXTENDED CULTURAL PROGRAMMING	Bishop Arts	<ul style="list-style-type: none"> Extended hours for performance spaces at neighborhood libraries.
INTEGRATED ARTS & CULTURE CITY PLANNING	Bishop Arts	<ul style="list-style-type: none"> Planned streetcar investments by Bishop Arts can consider the use patterns and needs of the creative community and consider connections to other cultural assets to determine routes and service
INNOVATIVE CULTURAL PLATFORMS	Red Bird	<ul style="list-style-type: none"> Deep Ellum and Bishop Arts have already implemented interpretive signage to strengthen wayfinding and create a cohesive district brand Deep Ellum's parking meter art is another example of an innovative, identity-strengthening intervention Red Bird and other similar neighborhoods could consider similar signage that highlights their unique identify and history

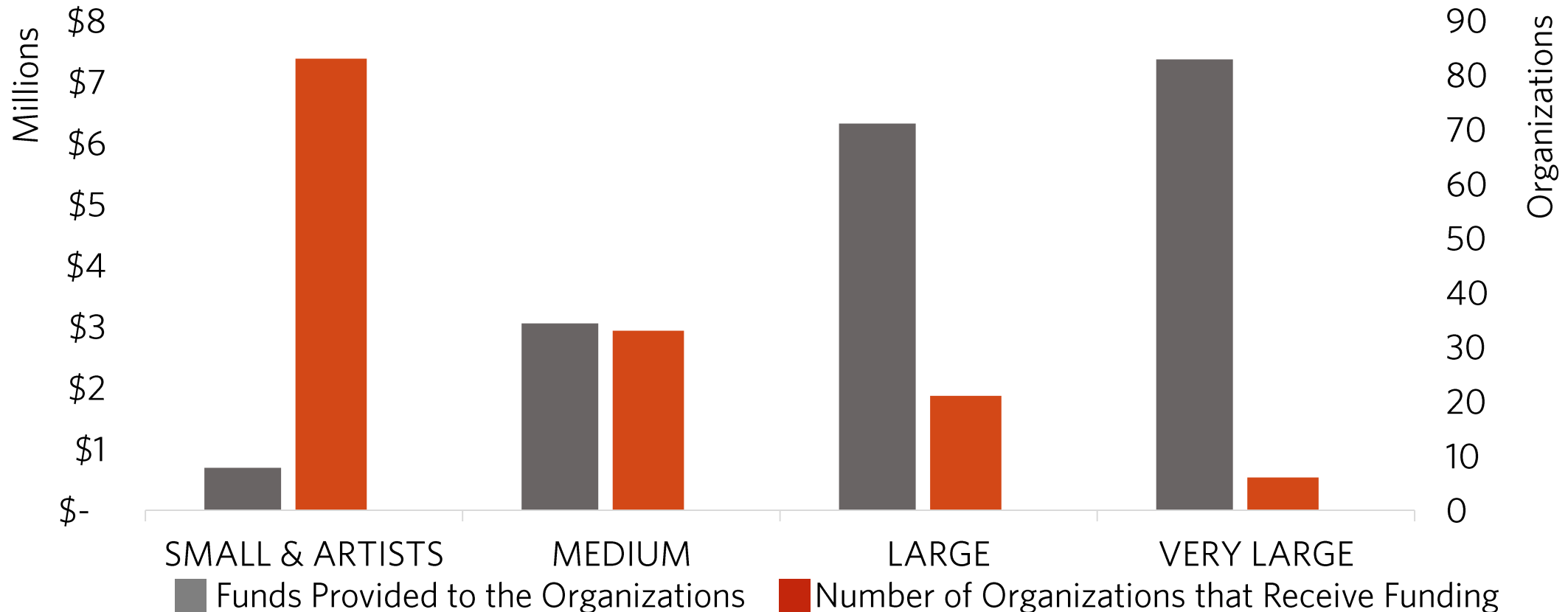
BUSINESS SUPPORT | BISHOP ARTS AND DEEP ELLUM ARE BOTH HOME TO LARGE AND FAST-GROWING CREATIVE ECONOMIES.

CREATIVE ECONOMY JOBS



BUSINESS SUPPORT | CULTURAL ORGANIZATIONS IN NEIGHBORHOODS RECEIVE A DISPROPORTIONATELY SMALL SHARE OF ANNUAL OCA FUNDING.

OCA FUNDS DISTRIBUTED BY ORGANIZATION SIZE (2016)



*Small orgs: annual revenue < \$250,000; medium orgs.: annual revenue between \$250,000 and \$1M; large orgs.: annual revenue from \$1M to \$9.99 Million; very large orgs.: annual revenue of \$10M+

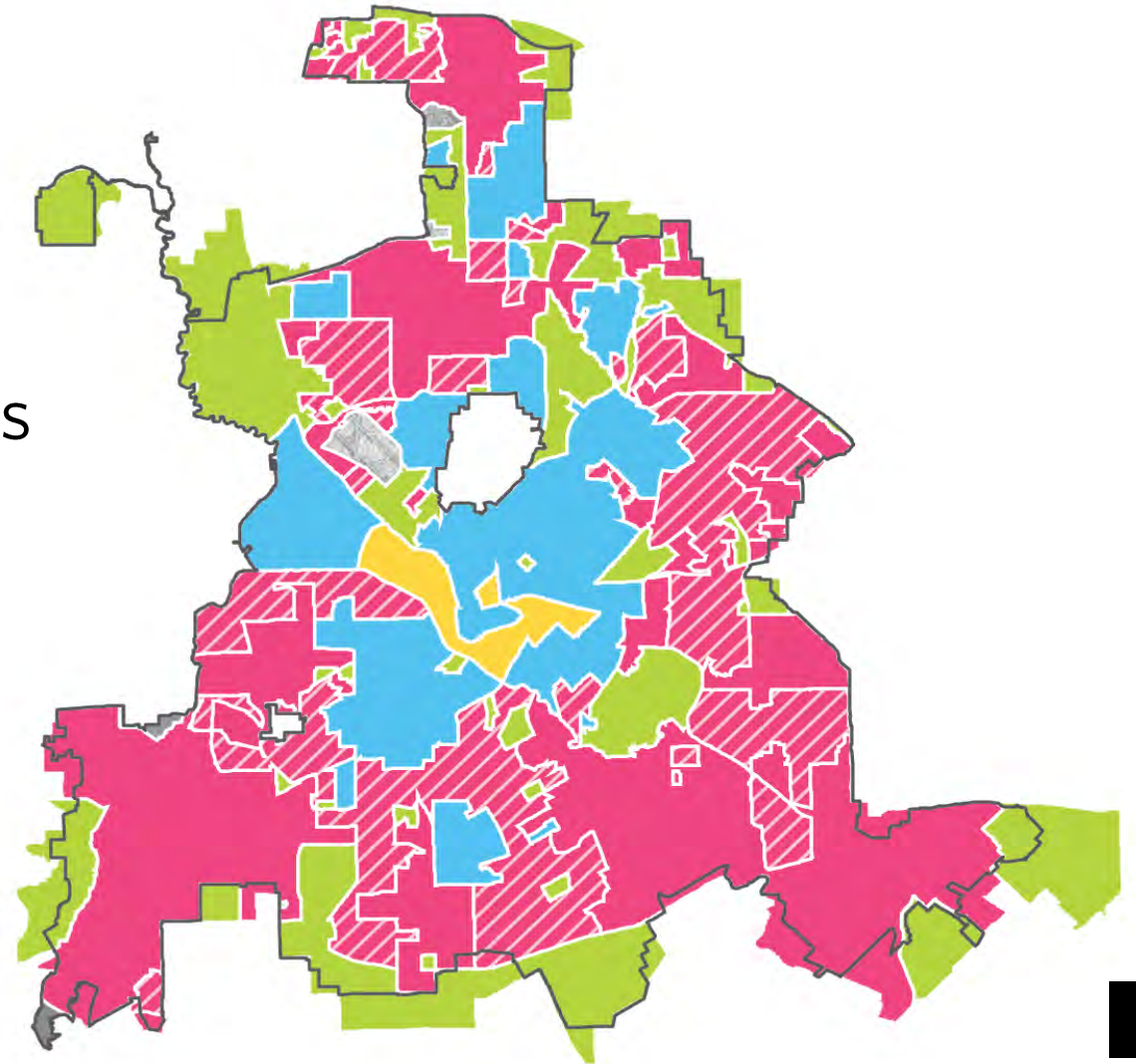
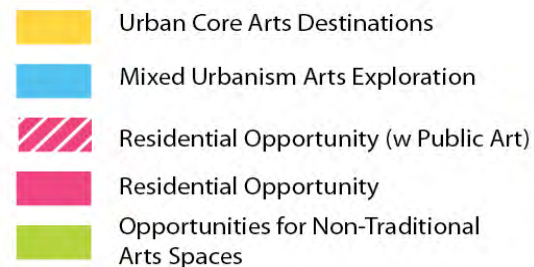
Dallas Office of Cultural Affairs

BUSINESS SUPPORT | FUNDING IS ONE OF SEVERAL WAYS TO SUPPORT THE BUSINESS OF NEIGHBORHOOD ARTS ORGANIZATIONS, CREATIVE FIRMS, AND INDIVIDUAL ARTISTS.

BEST PRACTICE	POTENTIAL PILOT	RATIONALE
ARTS & CULTURE RESOURCE CENTER	Deep Ellum Bishop Arts	<ul style="list-style-type: none"> Available to artists <i>citywide</i>, but physical location should be in a neighborhood with a sizeable existing arts community
TAX CREDITS FOR CULTURAL DISTRICTS	Red Bird Bishop Arts	<ul style="list-style-type: none"> Artist-focused tax incentives could <i>bolster Red Bird's modest creative economy growth</i> Could also <i>offset the financial impact of rising housing costs in neighborhoods like Bishop Arts</i>
BUSINESS PROGRAMS & TRAINING	Deep Ellum Bishop Arts	<ul style="list-style-type: none"> Available to artists <i>citywide</i>, but physical location should be in a neighborhood with a sizeable existing arts community For example, a training program on how to market to millennials could work in Deep Ellum or Bishop Arts

INITIATIVES DEPLOYED IN REPRESENTATIVE NEIGHBORHOODS SHOULD BE SEEN AS PILOTS FOR CITYWIDE INTERVENTIONS.

1. Urban-Core Arts Destinations
2. Mixed Urbanism Arts to Explore
3. Residential Opportunities for Arts
4. Opportunities for Arts in Non-Traditional Spaces





WHAT'S NEXT

DALLAS
CULTURAL PLAN
2018

NEXT STEPS

- Cultural Affairs Commission Cultural Plan Workshop with Planning team
- Identify funding and partnership opportunities to support cultural equity citywide
- Business model refinement on all three prototypes
- Develop inter-departmental linkages and tactical recommendations
- Develop strategies and implementation plan

July: Write Draft Cultural Plan and Updated Cultural Policy

September: Citywide Public Workshops to receive feedback on the Draft Cultural Plan

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

THANK YOU TO OUR SPONSORS



and

Anonymous Foundation

The Perot Foundation

THANK YOU

Lord
Cultural Resources



APPENDIX

DETAILED CREATIVE ECONOMY JOBS

NAICS	Description
CULINARY	
7221	Full-service restaurants
72232	Caterers
4452	Specialty food stores
BUILDING ARTS	
54131	Architectural services
54132	Landscape architectural services
54141	Interior Design
MEDIA & COMMUNICATIONS	
3231	Printing & related support activities
45121	Bookstores and News Dealers
511	Publishing Industries
51111	Newspaper publishers
51112	Periodical publishers
51113	Book publishers
5112	Software publishers
5121	Motion picture and video industries
5122	Sound recording industries

NAICS	Description
515	Broadcasting
51511	Radio broadcasting
51512	Television broadcasting
5152	Cable and other subscription programming
5161/51913	Internet publishing and broadcasting
519	Other information service
51911	News syndicates
54143	Graphic design services
54181	Advertising agencies
54189	Other services related to advertising
54182	Public relations agencies
54183	Media buying agencies
54184	Media representatives
7115	Self Employed writers, broadcasters, multimedia artists

NAICS	Description
MUSUEMS & HERITAGE	
51912	Libraries and archives
7121	Museums, historical sites, zoos, and parks
VISUAL ARTS, CRAFTS, FASION	
61161	Fine arts schools
54192	Photographic services
45392	Art dealers
54149	Other specialized design (jewelry, textiles, fashion)
7115	Self Employed painters, craftspeople, photographers
PERFORMING ARTS	
7111	Performing arts companies
7113	Promoters of performing arts and sports
7115	Self Employed actors, dancers, directors, musicians

HOUSING | BEST PRACTICES

CULTURAL USE ZONING INCENTIVES

Density bonuses or other mechanisms to encourage developers to build artist live/work space.

SUBSIDIZED RENTAL HOUSING

Targeted housing subsidies in certain neighborhoods for artists and others who proactively engage in community-revitalization efforts, including the creation of public art.

ARTIST HOMEOWNERSHIP SUPPORT IN NEIGHBORHOODS

City assistance and a streamlined application process for artists to purchase homes in arts neighborhoods.

BIG CAR COLLABORATIVE

Indianapolis, IN



This nonprofit asks artists to contribute time and energy to community-revitalization efforts in return for housing subsidies offered through a community land trust.

AFFORDABLE REHEARSAL & STUDIO SPACE | BEST PRACTICES

SUBSIDIZED STUDIO SPACE

Vouchers or subsidies for all or part of the difference between affordable and market rent.

CULTURAL INCUBATORS AND COLLECTIVE PRODUCTION SPACES

Creation of affordable shared spaces to foster collaboration among cultural organizations.

CULTURAL SPACE PURCHASE ASSISTANCE PROGRAMS

Grants or low-interest loans to enable cultural organizations to purchase space at affordable prices

THE MINNESOTA STREET PROJECT

San Francisco, CA



This collective production and exhibition space provides economically sustainable studio and gallery spaces for artists and related non-profits in renovated warehouses in San Francisco's historic Dogpatch district.

AVAILABLE CULTURAL SPACE | BEST PRACTICES

CULTURE IN COMMUNITY SPACES

Dedicated spaces that allow artists to use public spaces, neighborhood restaurants, retail, and more for performances or as a backdrop for creative placemaking.

GUEST CURATION IN MUNICIPAL BUILDINGS

Temporary and permanent exhibitions of local artists' work in schools, libraries, and other municipally-owned spaces.

PRIVATELY-OWNED PUBLIC SPACE

Incentives for private entities to activate communal spaces, such as ground floor retail and underutilized lots for public arts and performances.

THE LAUNDROMAT PROJECT

New York City, NY



Since 2005, the Laundromat Project has worked with over 150 artists to bring their art to local laundromats in Harlem, Bed-Stuy, and Longwood.

ACCESS TO CULTURAL EVENTS | BEST PRACTICES

EXTENDED CULTURAL PROGRAMMING

Extension of hours at formal and informal cultural facilities as well as increased affordable and off-peak programming.

INTEGRATED ARTS AND CULTURE CITY PLANNING

Integration of arts and culture policy and investments into neighborhood planning efforts.

INNOVATIVE CULTURAL PLATFORMS

Wayfinding, signage, murals, and interactive platforms to help residents and visitors connect with community heritage in free and innovative ways.

LATE NIGHTS AT THE DMA

Dallas, TX



Once a month, the Dallas Museum of Art is open until midnight for visitors to view the art and experience late-night performances, concerts, readings, and film screenings.

BUSINESS SUPPORT | BEST PRACTICES

ARTS & CULTURE RESOURCE CENTER

Grant assistance, financial counseling, and other mentoring and guidance services for artists and cultural organizations.

TAX CREDITS FOR CULTURAL DISTRICTS

Tax benefits for art sales and/or purchases within a defined district.

BUSINESS PROGRAMS & TRAINING

Professional development, leadership, capacity-building, and business management training to promote financial sustainability.

BUSINESS COUNCIL FOR THE ARTS LEADERSHIP ARTS INSTITUTE

Dallas, TX



BCA's Leadership Arts Institute prepares Dallas professionals to sit on nonprofit arts boards across the metroplex by providing leadership training and seminars on the trends and challenges facing cultural institutions. Upon completion, graduates are matched with nonprofits depending on interest and need.