

Communications

Work completed & key issues

- Reviewed communications programs from Visit Dallas, ArtsOnePass, Public Works Dallas (DTC)
- Key obstacles (artists and groups): high media costs, lack of expertise, inadequate communications infrastructure for arts (locally, nationally, and internationally)
- How to promote small, local artists and organizations versus the larger arts groups
- Need for city-wide arts marketing and communications program
- Need for institutional marketing for the entire arts community
- Need to promote Dallas as a cultural destination

Emerging ideas

- Two key themes:
 1. Resources/services available to cultural community
 2. Marketing Dallas arts on 3 levels: local, state, national/international
- OCA website with an artist resource center
- Institutional marketing connected with Visit Dallas, publications and arts groups
- Grassroots work to build relationships in neighborhoods
- Centralized website(s) for artist resources and audiences
- Arts community “brand” for residents and visitors



Diversity

Work completed & key issues

- Reviewed OCA funding program analysis, COP diversity scoring formula and the City's Business Inclusion and Diversity Development Plan
- Diversity of boards, staff, and audiences needs to be all-inclusive to reflect city's fabric and not just include ethnic and gender diversity
- Broaden definition of diversity to allow for updates
- Discussed ideas how to increase diversity of boards, staff and audiences

Emerging ideas

- **Diversity is key to arts/cultural ecosystem**
- Board diversity initiatives should include training programs (leadership pipeline) and/or standing committees on boards to ensure diversity
- Staff/audience diversity should have targets/benchmarks to reflect community/neighborhoods
- Cultural Programs funding should have economic incentive plan/goal, i.e. 5 year plan for diversity targets
- Further diversity initiatives: Employee Resource Groups and Community Advisory Groups



Equity

Work completed & key issues

- Reviewed 6 equity statements from other entities, OCA funding program analysis, and heard from DISD Racial Equity Office
- Acknowledgement of historical inequities, underrepresentation and key groups with historical work towards equity
- All people across Dallas deserve access but don't have it
- Resource allocation needs to reflect the changing demographics of the city
 - All resources: funding, space, time, info, leadership/training
- Difficulties for small/emerging groups and artists

Emerging ideas

- **Cultural equity statement – being drafted**
- Guiding principles in policy for neighborhood engagement
- Changing COP cap of 25% of budget
- Changing goal of 25% to culturally/ethnically-specific groups to a higher number and clarifying definition
- Transparency/reporting



Public Art

Strategies

- Support Temporary Public Art in Dallas
- Build dedicated public art maintenance fund
- Expand Diversity of artist candidates for public art opportunities
- Develop processes for community access, engagement and education about public art
- Develop communication strategies for public art
- Identify staffing and space requirements to accomplish goals

Emerging ideas

- Develop support structures for funding temporary public art.
- Identify funding/partnerships for maintenance.
- Continue and expand meetings for artists prior to the initiation of a new project to encourage participation.
- Public Art e-newsletters, OCA web kiosk, access to Nextdoor app, enhanced signage plan for all public art
- Analysis of comparative cities and their public art programs-staffing, resources and collection practice



Contrails, 2017 Patrick Marold. Love Field Spirit of Flight Art Plaza \$350,000



Deep Ellum Parking Meters, 2017 Terry Hayes. Main Street Deep Ellum, \$30,000

Space

Work completed & key issues

- Reviewed currently available spaces for artists and arts groups – City-owned, public/private and commercial
- Reviewed universe of artists' and arts groups' needs for space
- Brainstormed non-traditional spaces and uses of space
- Discussed needs of visual arts and visual artists

Emerging ideas

- Current spaces must continue to be supported, subsidized, reviewed, and maximized by all stakeholders, public and private
- Artist/arts groups and operators of spaces need to be brought together/matches made/resources created (e.g., Seattle Spacefinder website)
- Collective (like an antique mall) co-work spaces could be a great benefit
- Ordinances, fees and policies for City-operated spaces should be reviewed for consistency
- “City support” could take many forms – funding, staffing, access, insurance, equipment, matchmaking



Support for Artists

Work completed & key issues

- Affordable Healthcare
- Affordable Housing
- Institutions / Individuals
- Space Access
- Professional Development
- Funding
- Culture of Value
- Fair Pay

Emerging ideas

- Artist vouchers, group plans, unions
- Developer incentives, co-ops, land trusts, etc
- Funding equity, Funding to Accessibility Ratio
- Series of Centers/Spaces (E.g., Sammons)
- Workshop, Conference, Development Series
- Efficiency of process
- PR, Festivals, Education, Tourism
- Living wages, licensing initiatives, market standards



Sustainable Business Model

Work completed & key issues

- Heard from Clyde Valentin (CultureBank) and Joey Zapata (City/Quality of Life and trends)
- Costs: deferred maintenance, legacy facility contracts
- Sources/Revenues: missed revenue opportunities (e.g., fees, naming rights, HOT/Airbnb), opportunities for leveraging private dollars
- Other issues: equity, small group and artist sustainability

Emerging ideas

- OCA role as clearinghouse or connector: e.g., databases/info, equity of funding with private funders, for arts to other City departments
- Facilities revenues: naming rights, facility fees, building endowments
- Renegotiating facility master agreements
- New revenue sources: HOT share increase, Airbnb, VA/Health funds, sharing funds with Libraries to increase utilization, corporate/foundation purpose-dedicated fund pools held outside of the OCA
- Activating latent spaces (public and private)
- Organizations tapping into emerging donor pools

