

Cultural Policy Development

Cultural Affairs Commission
Workshop Meeting
June 28, 2018

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City of Dallas

Definitions

- “Cultural Plan” – guiding document with big picture goals and priorities for the next 7-10 years
- “Cultural Policy” – the approved policy guiding the OCA’s ongoing work



What is the Cultural Policy?

- Document providing for policies for the Office of Cultural Affairs related to the implementation of the Dallas Cultural Plan
 - OCA's mission, vision and values
 - Framework of cultural funding programs and funding methods
 - Public art
 - Cultural facilities
 - Naming policy
- Adopted as City policy by resolution of the City Council
- Current policy adopted in 2002
 - Naming policy added in 2006



Guiding/governing documents

Focus of this effort

Dallas Cultural Ecosystem

Dallas Cultural Plan

Artists

- Performing artists
- Visual artists
- Literary artists
- Other artists/cultural creators

Arts and Cultural Organizations

Governance

Strategic plan

Org. policies

Org. procedures

Private Sector

- Press/media
- Businesses
- Foundations
- Other non-profits

Governance

Strategic plan

Org. policies

Org. procedures

City Government

- City Council
- Commissions and Committees
- OCA
- Other City departments

City Ordinances

Budget

Operating Procedures

Cultural Policy

Program Guidelines

Dallas residents & visitors

Note: This slide is not completely exhaustive/comprehensive. Other government/public bodies such as DISD not shown for space reasons, but are very important in the ecosystem.

Examples of cultural policies in other cities

Austin

- CreateAustin cultural plan (2010)
- EcoDev comprehensive plan: Creative Economy Priority Program
- Music and Creative Ecosystem Economic Omnibus Resolution
- EcoDev: Redesigned Chapter 380 Performance-based Contracts Policy (2018, includes creative venue loans)
- CodeNEXT: Zoning/land use code redesign (in progress)
- Public art policies and ordinances
- Annual funding guidelines by funding program

Denver

- Imagine2020 cultural plan
- State statute authorizing Scientific and Cultural Facilities District (tax district that funds orgs and percentage to each size tier)
- Annual funding guidelines by funding program
- Graffiti/mural programs: Urban Arts Fund policies (2007)
- Facilities policies for cultural venues
- Public art guidelines and policies



Cultural Policy evolution

FROM: Current 2002 policy

- 1 Vision, Mission, and Guiding Principles
- 2 Methods of implementation
- 3 Roles/responsibilities for implementation
- 4 Cultural services procurement (funding programs)
- 5 Facilities
- 6 Public Art program
- 7 Glossary
- 8 Naming policy (2006)

TO: New 2018 policy

- Vision, Mission, and Guiding Principles
- Cultural services procurement
- N/A - Redundant with City Code and new CAC Rules
- Cultural services procurement (funding programs)
- Facilities
 - Naming policy
- Public Art program
- Glossary

How?

Task force/CAC input to DCP team for draft OCA staff and City attorneys

Task force/CAC input to DCP team for draft; methods of implementation (#2 in current policy) likely embedded in program sections

Naming policy updates based on best practices

Core
OCA
programs

Proposed Policy Hierarchy

State Law

City Charter

City Code

- Creates and provides for jurisdiction of OCA, Cultural Affairs Commission, Public Art Committee, and duties of OCA director
- PROPOSED: Provide for regulations specific to procurement of cultural services
 - Cultural services contracts shall be awarded as set forth in City's cultural policy
 - Director may use a service order for cultural services under \$3,000

Cultural Policy enabled by City Code

Cultural Policy

- PROPOSED: Create 1 general "selection process" section that provides requirements for selection panels for grants and public art
- PROPOSED: Provide policy and equity statements, definitions for artistic disciplines
- REVISE: Mission, vision, values, facilities policies, naming policy, etc

Resolution in accordance with Cultural Policy

Authorizing Resolutions
(annual)

- PROPOSED: Grant program guidelines and City Manager authority to sign contracts authorized annually by city council resolution

Program Guidelines enabled by Resolution

Program Guidelines
(annual)

- Specifics of grant programs to be defined in the program guidelines, to be updated annually in accordance with goals and cultural policy



OCA working to streamline operational issues via the new Cultural Policy

- Current City procurement statutes and administrative directives limit the ability for OCA to execute cultural services contracts:
- Issue #1: Definition of cultural and artistic services
 - Current authorizations preclude cultural funding for the full range of cultural and artistic disciplines (e.g., genealogy workshops)
- Issue #2: Panel-based procurement process
 - Current authorizations do not recognize peer-review panels as a valid selection method (vs. RFP, bid processes)



Clarifying broad range of artistic services will enable an even greater breadth of City-funded arts and culture for residents across Dallas



Next Steps

June 28	Cultural Affairs Commission workshop
July 19	Steering Committee – final task force reports
August 6	Internal Consultant/Staff Deadline: Cultural Plan and Policy drafts substantially complete
August 16	Cultural Plan and Policy Review by Cultural Affairs Commission (Last review before final CAC vote in September)
Early September	Four city-wide feedback workshops
September 19	Final Steering Committee meeting
September 20	Final Cultural Affairs Commission recommendation of Cultural Plan and Policy
October 8	Briefing to City Council's Quality of Life Committee
October 17	Briefing to full City Council
October 24	Final approval by City Council of Cultural Plan & Policy, ordinance changes, annual program guidelines



Discussion



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