



DALLAS CULTURAL PLAN 2018

Presentation: Final Cultural Plan and Updated Cultural Policy



AGENDA

1. Introduction
2. DCP Overview
3. Priorities and Public Feedback
4. Next Steps



WHAT IS THE DALLAS CULTURAL PLAN?

IDENTIFIES THE TOP PRIORITIES

- What is the cultural potential of Dallas?
- What issues keep Dallas from reaching its cultural potential? How can these be addressed?

Give voice to culture in Dallas



PROVIDES A BLUEPRINT FOR DALLAS' CULTURAL FUTURE

- Identifies top-tiered initiatives that Dallas is poised to launch/bolster
- Informs an Updated Cultural Policy

Many dimensions & faces of culture



Images: City of Dallas Office of Cultural Affairs

DALLAS CULTURAL ECOSYSTEM

GUIDING/GOVERNING DOCUMENTS

FOCUS OF THIS EFFORT

Dallas Cultural Plan



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.

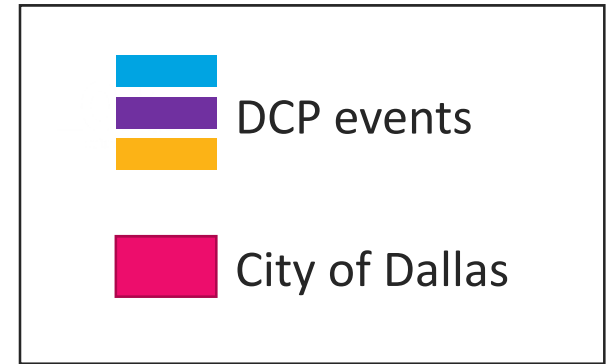
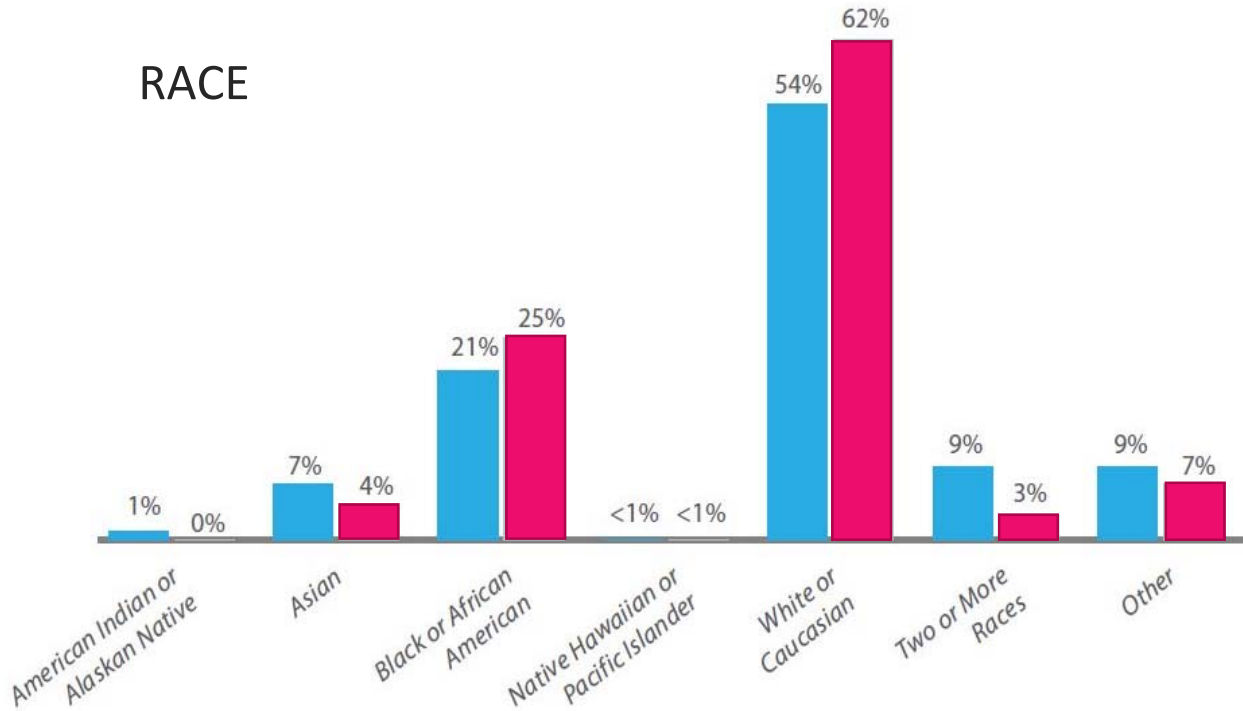
WE ARE HERE

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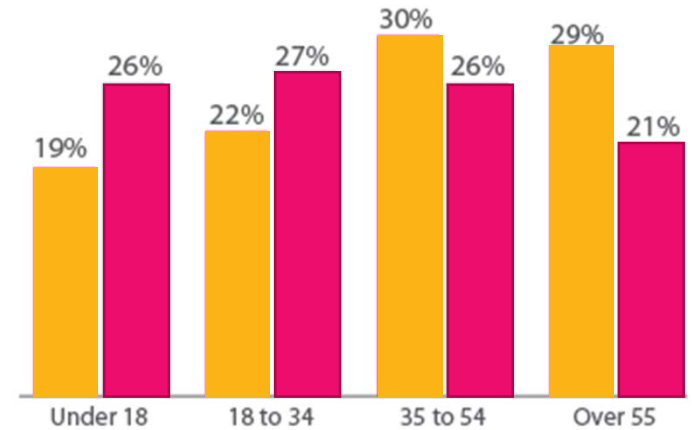


Engaging Dallas

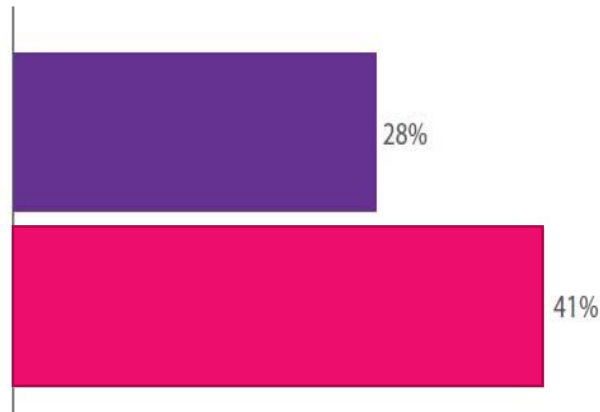
RACE



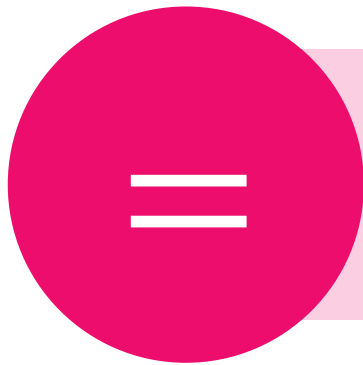
AGE



ETHNICITY: HISPANIC OR LATINX



What We've Learned



Dallas funds culture at a similar per-capita level as peer cities across the country.



The people of Dallas are spending more on buildings than people.

The Dallas arts community contributes almost \$900 million per year to the Dallas economy.



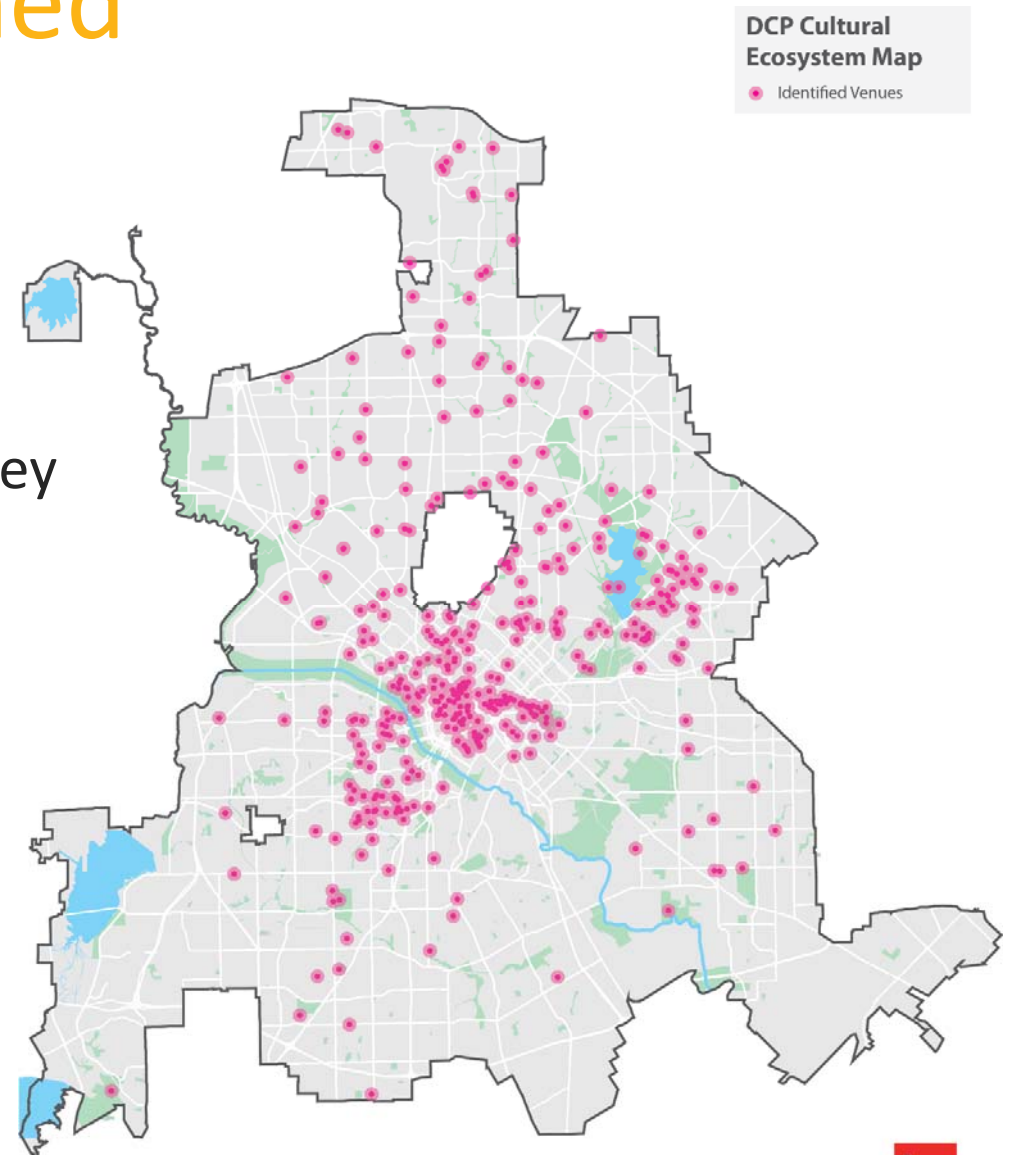
The growth of Dallas' creative economy lags the economic growth of the city by 22%.



What We've Learned

Dallas residents pitched in to identify **over 600 places** where they experience culture.

Growth in the city's arts community has been uneven across neighborhoods, ethnicities and disciplines.



nearly **9,000** Dallas residents contributing

150+ public, committee, and taskforce meetings

137 Initiatives

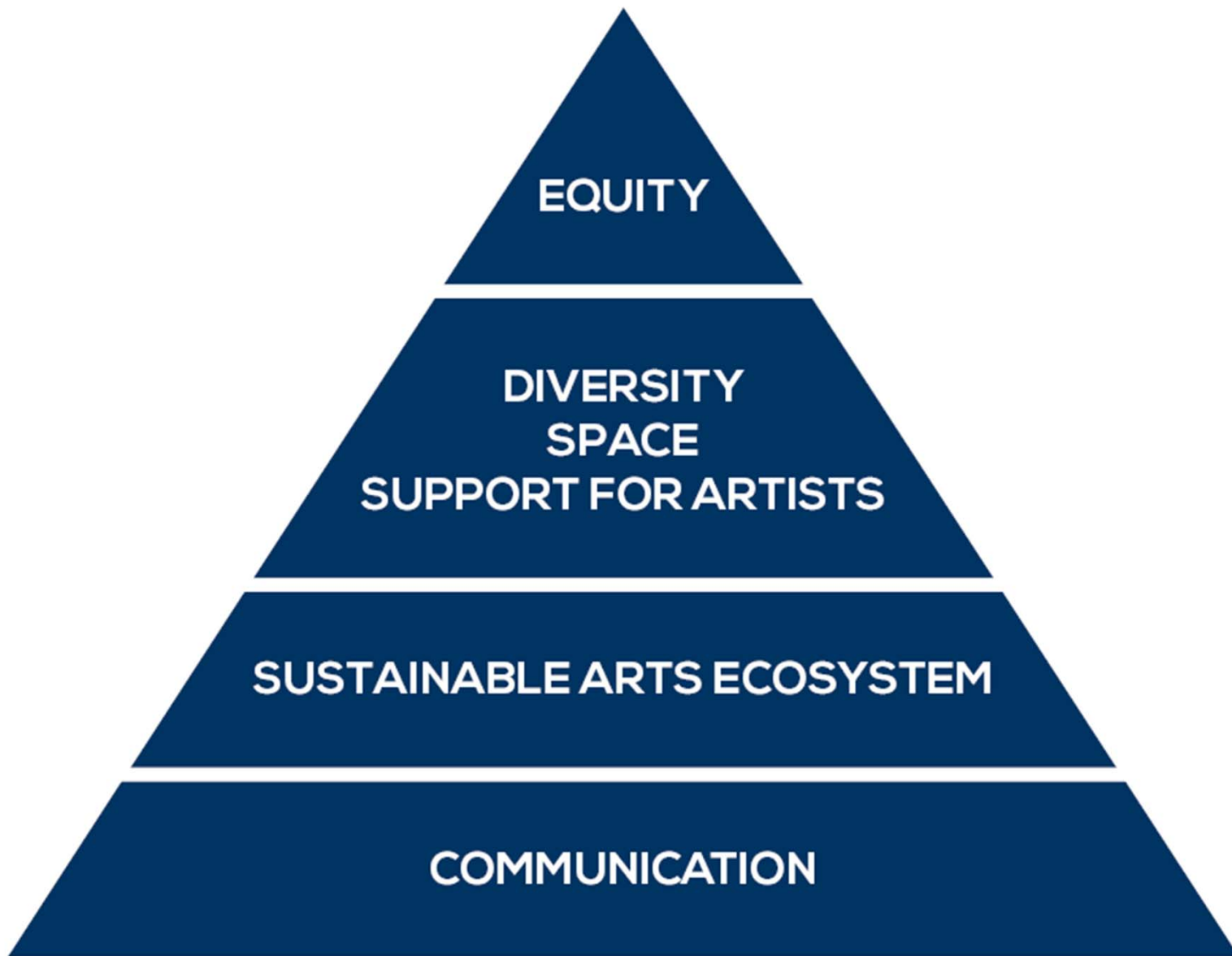
31 Strategies

6 Priorities

ONE Coordinated Vision for Dallas' arts and culture



FOCUSING ON DALLAS' NEEDS: PRIORITIES



Feedback & Activation Workshops

6

WORKSHOPS
ACROSS DALLAS

ALMOST
200

PEOPLE RETURNED TO
SHARE *Others continue to
watch the Webinar*

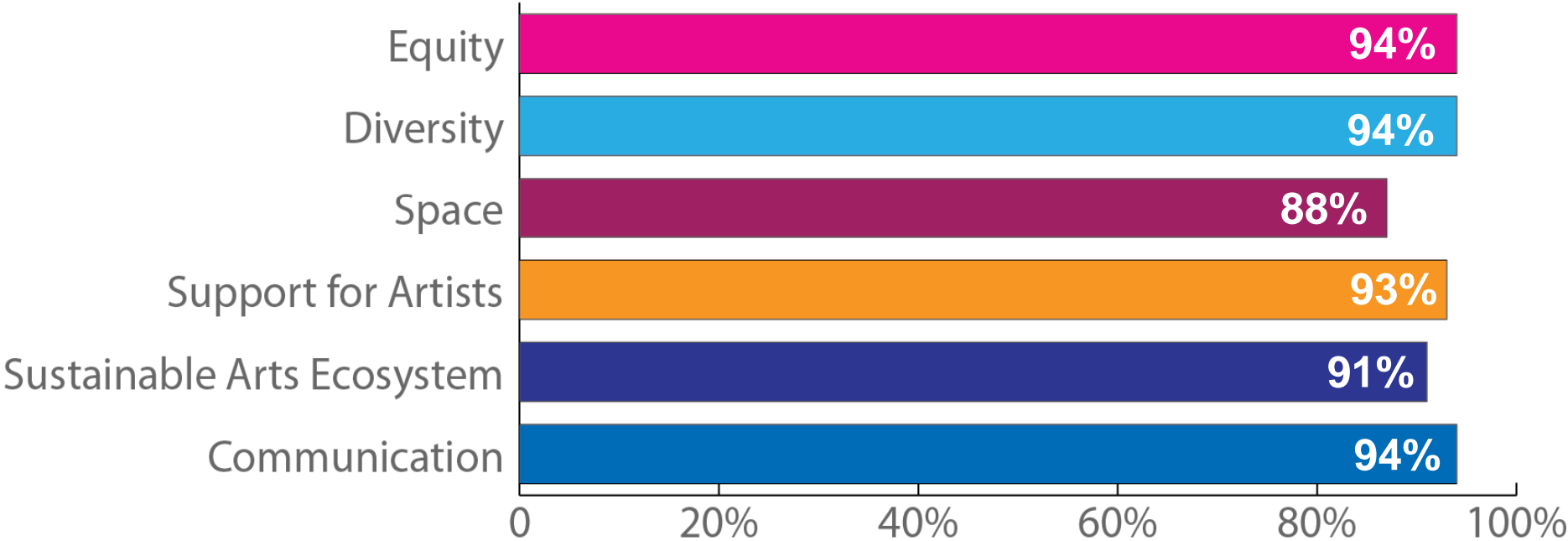


REPRESENTING A CROSS-
SECTION OF ZIP CODES
*(north, south, east, west
and central)*

What We Learned

Priorities are overwhelmingly supported

Percent of Activation Workshop Attendees that “Strongly Agree” or “Agree” by Priority



What We Learned

- Like in the planning process, **collaboration** is imperative to success of the plan, specifically;
 - among and with artists, organizations, the public and private sector
 - education providers like DISD, Big Thought etc. and
 - public transportation (ex. DART)
- Dallas residents want to participate in implementation

6 PRIORITIES, 31 STRATEGIES



EQUITY

1. Improve equity citywide through expanded and adapted programmatic offerings
2. Establish targets to improve equity in new cultural policy moving forward



DIVERSITY

3. Create and enhance programmatic offerings highlighting and providing education related to the diversity of Dallas
4. Provide resources for improving arts and culture organizations' diversity at staff and audience levels
5. Set goals across sector for Board diversity through grants and support
6. Expand the diversity of artist candidates for public art opportunities



SPACE

7. Expand options for affordable space for performing, literary and visual artists, including rehearsal space, performance space, studio space, exhibit space and maker space
8. Maximize the use of City facilities, especially for historically marginalized groups, and determine what changes should be made to accommodate their needs
9. Facilitate private initiatives to address space needs of artists and organizations of various disciplines
10. Encourage more public-private partnerships
11. Encourage growth of artists and organizations by providing space for the future
12. Initiate temporary public art in Dallas
13. Support events and programs that foster engagement with public art and/or public spaces



SUPPORT FOR ARTISTS

14. Develop a "Culture of Value" establishing the arts as essential to a thriving, equitable society within the City of Dallas
15. Examine opportunities to improve communications and processes to apply for and receive funding from the City of Dallas
16. Improve affordability and quality of life for artists through policy initiatives
17. Maintain the cultural integrity of neighborhoods and address gentrification across the city in partnership with artists living in those areas
18. Work with the City of Dallas to equitably support area arts organizations and individual artists receiving funding and resources from the City



SUSTAINABLE ARTS ECOSYSTEM

19. Optimize public contribution and benefit at each City-owned cultural facility
20. Sustainably fund deferred and proactive maintenance for City-owned cultural facilities
21. Work with partners to grow the amount of available funds for arts and culture that leverage cross-sector benefits
22. Increase equity for long-term sustainability of the entire arts ecosystem
23. Bring arts to the table in broader city initiatives
24. Incentivize better resource sharing
25. Establish and maintain a dedicated fund for public art maintenance



COMMUNICATION

26. Support and communicate existing and new cultural experiences in Dallas
27. Build richer relationships within the arts ecosystem, with key stakeholders, and with communities to foster deeper, more meaningful engagement and communications
28. Communicate the value of arts to quality of life using both data and stories
29. Establish and present Dallas as a cultural destination with local, national and international reach
30. Develop process to ensure Dallas community access to, engagement with and education about public art
31. Develop effective communications strategies for public art in Dallas

EQUITY



Support the broadest range of art forms and creative producers, considering inclusivity, diversity and neighborhood impact to direct resources equitably to artists and organizations.

AN EQUITY STATEMENT FOR ARTS AND CULTURE IN DALLAS

Equity statement:

In Dallas, we envision a city of people whose success and well-being are not pre-determined by their race, age, disability, sexual orientation, gender, social status, zip code, or citizen status. We recognize that artistic and cultural expression are fundamental to the development of our identity, as individuals and as a community at large. We assert the right for all people to have access to arts and cultural experiences across Dallas.

We recognize the historic legacies of racism, overt bias and injustice that shape our present reality. In fact, the City of Dallas' Arts Funding originated to support organizations of the Western European canon, collectively referred to as "The Big Six." Going forward, we will strive to support the broadest range of art forms and creative producers, considering inclusivity, diversity and neighborhood impact to direct resources equitably to artists and organizations. We will work to build a robust arts ecosystem that continually evolves to better reflect the diverse composition of Dallas. Towards this end, we recognize and affirm the potential of new and emerging artists and organizations.

The Office of Cultural Affairs will serve as convener and connector to catalyze equity in the policies and practices of its partners across the Dallas arts ecosystem. Core to this is leading other organizations and private resource providers to advance diversity, equity and inclusion in concrete, measurable ways. Annually, the Office of Cultural Affairs will summarize its own support for artists and arts organizations, highlighting measures of equity and diversity.

As we work together to create a more vibrant Dallas, the Office of Cultural Affairs is committed to nurturing the wide diversity of creative culture and experiences that make up this great city.

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*Note: "The Big Six" were the Dallas Ballet (no longer exists), the Dallas Opera, the Museum of Fine Arts (Dallas Museum of Art), the Dallas Health and Science Museum (Science Place, now part of the Perot Museum of Nature and Science), the Dallas Symphony Association, and the Dallas Theater Center. In 1977, these 6 organizations received over 90% of the OCA equivalent organizational support, and 1.26% of total funds were awarded to 4 "ethnic" organizations. The Office of Cultural Affairs was established in 1989.

DALLAS CULTURAL PLAN - August 23, 2018 DRAFT 57

DIVERSITY



Celebrate and promote the diversity of Dallas, while striving to improve diversity of programming, staff and organizational leadership across the cultural sector.

SPACE



Provide, create and incentivize the creation of spaces and places to encourage and allow arts and culture in Dallas to thrive and grow citywide.

A person is sitting at a table, focused on drawing on a piece of paper. They are wearing a grey sweater and a red scarf. The table is covered with a patterned cloth, and there are some yellow chairs visible in the background. The scene is brightly lit, suggesting an indoor setting like a studio or a workshop.

SUPPORT FOR ARTISTS

Establish a supportive arts ecosystem that nourishes the creative and innovative energy of Dallas artists.



SUSTAINABLE ARTS ECOSYSTEM

Model sustainability to the arts and culture community through OCA's facilities and encourage and support the development of future sustainability in the broader arts and cultural sector.



COMMUNICATION

Promote culture as a fundamental driver of the city of Dallas. Ensure awareness at local, national and international levels of Dallas' cultural offerings through enhanced communication.

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WHAT IS NEEDED NOW?

MORE CHAMPIONS FOR STRATEGIES AND INITIATIVES

- Organizations and the private sector that will work with the OCA to realize the strategies of the plan

Give voice
to culture in
Dallas



Many
dimensions
& faces of
culture



Images: City of Dallas Office of Cultural Affairs

Planned Next Steps

SEPTEMBER

Final Plan and Policy go to Cultural Affairs Commission

NOVEMBER

Final Cultural Plan and Updated Cultural Policy goes to City Council

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