

# Arts and Culture Advisory Commission Briefings

April 18, 2019



**City of Dallas**

Office of Cultural Affairs  
City of Dallas

# Agenda

- Kalita Task Force Recommendations
- FY 2019-20 and FY 2020-21 Budget Development Update
- Cultural Plan Implementation Update
- Arts Month Events
- Confederate Monuments Update

# Recommendations

- Lease with DTC should be renewed for 5 years and include additional services, to be completed within the initial year:
  - An Equitable Access Plan for the Kalita and Heldt
  - An update to the 2010 Master Plan for the Kalita, the Heldt, and the surrounding 9.87 acres of park land
- While robust and comprehensive, the 2010 Master Plan requires an update:
  - Did not receive then, and lacks now, broad support from the theater community
  - Current usage by three anchor tenants makes the scheduling more challenging than previously assumed
  - A better understanding of operations (a business plan) is needed
  - Components of the ancillary buildings have not been agreed upon
  - Original cost estimates (\$24M in 2010) need revisiting
  - Passage of the 2018 Cultural Plan makes cultural equity and support for sustainable theater operations more of a focus

# Equitable Access Plan

- Complete Plan in Year 1 for the Kalita and Heldt, which will include effective policies and procedures:
  - for non-resident groups to book the spaces
  - utilize basic sound and lighting equipment and technical support
- During Years 2 through 5, the booking calendar should be submitted to the Director of OCA for approval
  - Any changes to sublessee dates must have prior consent

# Equitable Access Plan (cont'd)

- DTC and Uptown Players retain their status as primary and secondary anchor tenants at the Kalita
- Second Thought Theater retain its status as anchor tenant at the Heldt or any future replacement building
- The plan requires, at a minimum, that the following number of weeks are reserved for non-resident groups at the Kalita and the Heldt:
  - Year 3: 4 weeks reserved for non-resident groups
  - Year 4: 8 weeks reserved for non-resident groups
  - Year 5: 12 weeks reserved for non-resident groups

# Maintenance and Use

- DTC must maintain the Kalita and Heldt in a clean, safe condition and in good order and repair
  - DTC should not be responsible for capital repairs
- During Years 2 through 5, DTC should provide designated office and storage space and props and costume design space for use by sublessees concurrently with the main stage/space

# Recommendations for an Updated Master Plan:

- Select a consultant/team with historic restoration and theater design experience
- Form a steering committee of stakeholders
- Renovations for interior spaces should be based upon additional contemporary feedback from the performing arts community
- Completion of a support building should precede renovation or replacement of the Heldt
- Allow for the restoration of the exterior of the Kalita to the 1959-60 period of significance

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# Budget timeline for upcoming fiscal years 2020 and 2021

- May 8, 2:00 pm – Public Hearing at Kleberg-Rylie Recreation Center

<u>Date</u>	<u>Activity</u>
March 14	FY 2019-20 Operating Budget Kick-Off
March 18	BPMS System Available for Operating & Capital Budget input
March 16-21	Citizen Engagement: Community Outreach Events
March 27	Budget Public Hearing
April 12	FY 2019-20 Operating & Capital Budget Submissions Due
April 22	Office of Budget Operating & Capital Budget Technical Review and Feedback to Departments
April 22	BPMS System Available for edits
April 22	FY 2019-20 & FY 2020-21 Internal Service Allocations (sacred codes) available
March 27	Budget Public Hearing
April 22	BPMS System Open for Revised Budget Submission
April 26	Revised Operating & Capital Budget Submissions Due
May 23 – June 7	FY 2019-20 Budget Deliberation Meetings
June 7	Five-Year Forecast Due – Enterprise Funds
June 18	Budget Workshop
June 20 to July 12	Meetings with City Manager
July 18	CMO Finalize Decisions
July 25	Appraisal Districts Certify 2018 Tax Rolls
July 31	Final Edits Due to the Office of Budget
August 5	Budget Document Printed

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# Overview: Implementation Steering Committee

- Quarterly updates and discussion:
  - Monitor ongoing work and progress on initiatives
  - Help connect OCA to stakeholders and potential partners
  - Report back on updates from community partners
  - Share/champion success and progress
- Steering Committee met yesterday on April 17 and discussed how to continue engaging community in the Cultural Plan
  - One-year update/share out in November 2019
  - Board meeting presentations

# Implementation Steering Committee (Updated 4/2019)

Name	Affiliation
Agustin Arteaga/Jill Bernstein	Dallas Museum of Art
Maya Crawford	Artist, Creating Our Future
Rosaura Cruz	Junior Players
John Cuellar	Arts Advocate, Friends of LCC
Gwen Echols	TACA, Community Volunteer
Will Evans	Deep Vellum
Erica Felicella	Artist, Cedars Union
Sammetria Goodson	Goodson Law
Megan Heber	Children's Chorus of Greater Dallas
Tino Jalomo	Arts Advocate, Marketing Consultant
Andrew Kochie	Artist
David Lozano	Cara Mia Theatre

Name	Affiliation
Lynn Mahurin	Rosewood Corporation
Wolford McCue	TACA
Lewis McMahan	Texas Instruments Foundation
Kevin Moriarty/Dionne Davis	Dallas Theater Center
Ken Novice	Dallas Summer Musicals
Erin Offord	Big Thought
John Paul Batiste	Arts & Culture Advisory Commission
Charles Santo	TITAS
Joanna St Angelo	Sammons Center
Clyde Valentin	SMU Meadows Ignite/Arts
Katherine Wagner	Business Council for the Arts
Lily Weiss	Dallas Arts District

# Major “Milestones”

- Proposed Fifth Amendment to the Meyerson Symphony Center Lease to transition management responsibilities to the Symphony for greater utilization, leverage of private dollars, and care of the facility
- Proposed five-year lease for the Kalita site to DTC to create an updated master plan and equitable access plan to increase utilization and optimize stewardship of the facilities
- Initiation of Latino Cultural Center Phase II design for a new multiform theater using 2006 bond funds
- Design contracts signed for all 2017 cultural facility bond projects (9 venues)
- Spacefinder app development currently in contracting phase
- Department-wide equity training to fortify equity as the lens for all of OCA’s work

# Organizing to Support the Dallas Cultural Plan

- Cultural Organizations Program (COP) guidelines focus on neighborhoods and tie scoring to outreach and Cultural Plan & Policy diversity goals
  - Partnering with City's Office of Business Diversity for workshops, diversity resources
- Cultural Centers are partnering with more organizations to broaden reach and impact (e.g., SDCC & DSO, SDCC & Parks at Mildred Dunn for residency, OCCC & Arcadia Park Library, BHCC with OneThirty & Fretz Park Library)
- OCA is partnering with Dallas Regional Chamber/"Say Yes to Dallas" to broaden marketing of the arts to potential company and resident relocations
- New OCA On The Go – "office hours" in neighborhoods for artists
- Currently exploring veteran connections with arts ecosystem partners, the mental health department at Veterans Affairs Medical Center, Veteran Service Organizations (VSOs)

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# Further details and project plans are in the appendix

## Recently Completed OCA Initiatives

- ✓ Primary priority
- ◇ Secondary priority

## Current OCA in-flight initiatives (“Organizing”)

- ✓ Primary priority
- ◇ Secondary priority

## Current OCA in-flight initiatives (“Milestones”)

- ✓ Primary priority
- ◇ Secondary priority

Launch complete	Projects	DCP Ref. #s	Equity	Diversity	Space	Support for Artists	Sust. Arts Ecosystem	Comms
	LCC Phase II	8, 22	◇	◇	✓	◇	◇	
	Revised Meyerson Symphony Center use agreement with DSO	1A&E, 9, 10D, 19A	◇		✓		✓	
	Kalita optimization and Updated Master Plan	1A, 19	◇		✓		✓	
	OCA Staff Equity Training (Feb-May 2019)	1, 3B, 22	✓	◇				
	2017 Bond Projects (OCA facility maintenance)	19, 20			◇		✓	
	Library partnerships (Black Box activation, Library CulturePass)	1D, 8F, 11E, 17A	✓		✓	◇		
Plans in progress	Space Finder Dallas	7B, 17C			✓	◇	◇	

Quality of Life, Arts & Culture



## Revised Meyerson Lease (Sustainable Arts Ecosystem)

#1A&E, 9, 10D, 19A



## 2017 Bond Projects (Sustainable Arts Ecosystem)

#19, 20



## Library Partnerships (Space, Equity)

#1D, 8F, 11E, 17A



## Equity Training (Equity)

#1, 3B, 22



## Space Finder Dallas (Space)

#7B, 17C



<b>Why</b>	<b>Rationale:</b>	Key benefit to sector: More efficient connections between providers of space and users of space will allow both to grow artistic offerings and experiences throughout the City. Key benefit to Dallas residents: decrease equity and accessibility challenges faced by residents.	
<b>Why</b>	<b>What does success look like? (Metrics/stories)</b>	OCA sees increased applications from “Residential” and “Non-traditional” typologies, as well as increased numbers of services and audiences in these typologies. More stories from media/Commissioners/residents about art in their neighborhoods. Increased audiences and sustainability for all arts orgs and artists (across the ecosystem).	
<b>Who</b>	<b>Lead:</b>	<b>Key Partners:</b>	<b>Target Audiences/Beneficiaries:</b>
<b>Who</b>	OCA Assistant Director (assists from Admin and Cultural Center teams)	Web design firm/creator of Space Finder Seattle; artists & arts organizations; venue owners/managers	Artists and arts organizations that need space, culture-specific and general-use venues, Dallas residents in neighborhoods
<b>When</b>	<b>Key milestones and timing:</b>	Nov-Jan 2019 – Prepare RFP process, begin contracting Feb 2019 – Process contract Mar - Apr 2019 – Begin work with web design firm and approve design by end of April May 2019 – Go live with Space Finder Website May – Aug 2019 – Initial venue onboarding (possible intern project) Aug 2019 – Market to/launch with artists and arts orgs	
<b>How</b>	<b>Money:</b>	<b>Start-up/Pilot:</b>	<b>Ongoing:</b>
<b>How</b>	Funds set aside (~\$24K) in current year budget for one-time costs	Ongoing hosting will be \$600/year	
<b>How</b>	<b>Staff time:</b>	OCA to work with cultural partners (e.g., Sammons, Cedars Union), funders to market and continually assess usage of website	
<b>How</b>	Some staff time from OCA Admin and the Cultural Centers will be needed to get the word out about the new tool to as broad a range of artists and venues; possible Summer/Fall intern project		
<b>How</b>	<b>Marketing:</b>	OCA to work with key ecosystem partners (e.g., Space task force members, artist groups, venue-related associations) to continue to market this resource	
<b>How</b>	OCA will be providing marketing and promotional templates to get the word out; targeted partner emails (artists & orgs); Commission and Council assistant support to connect to potential venues (culture-specific and otherwise); news release and potential launch event TBD		

Quality of Life, Arts & Culture



# Partner Implementation Highlights

- Arts Vote Dallas – DACAC and Texans For the Arts
- CultureBank and StoryBank – TACA and SMU Meadows
- Pilot projects at the intersection of creativity and impact: SVP Dallas and United Way Social Innovation Committee
- Bilingual initiatives – Dallas Museum of Art



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# Dallas Arts Month – Key Dates

- April 18 – DSO Conductor, Fabio Luisi, debut and FREE simulcast in Strauss Square
- April 23 – Arts Advocacy Day at LCC
- April 24-28 – USA Film Festival
- April 26-28 – EarthX at Fair Park
- April 27 – ART214 opening at OC3
- April 27 – Lake-A-Palooza at Bath House
- April 29 – Candidate Forum at Perot Museum

# Agenda

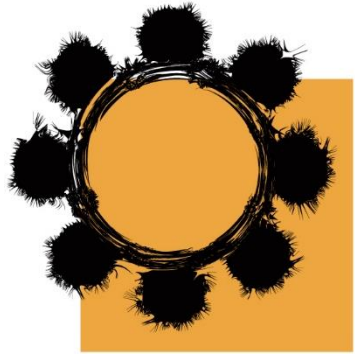
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# Confederate Monuments and Working Group Update:

- Certificate of Removal from the Landmark Commission granted on March 4 has been appealed, meaning the City Plan Commission will consider this on May 16, 2019
  - Procurement process to complete the work is underway
  - In the meantime, Convention Center staff has installed a perimeter fencing *The Confederate Monument* to prevent any further vandalism
- The Working Group for Recontextualization of Fair Park History and Memorial to Victims of Lynching in Dallas County is hosting a public input session on Saturday, May 4<sup>th</sup> at 10am at the African American Museum to collect stories about Fair Park
  - Comments and photos can also be shared online: <https://dallasculture.org/fairparkhistory/>
  - Equal Justice Initiative (EJI) application process for historical markers is beginning

## Looking Ahead – dates to note!

- Quality of Life Committee Briefing – April 22<sup>nd</sup>, 9:00am
- Arts and Culture Advisory Commission – Thursday, May 16<sup>th</sup>, 4:30pm



# Office of Cultural Affairs



CITY OF DALLAS



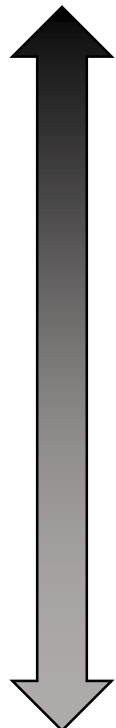
# Appendix



# Current OCA in-flight initiatives (“Milestones”)

 Primary priority  
 Secondary priority

Launch complete



Plans in progress

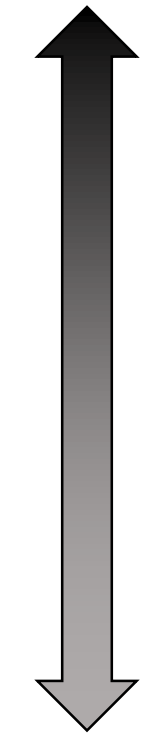
Projects	DCP Ref. #s	Equity	Diversity	Space	Support for Artists	Sust. Arts Ecosystem	Comms
LCC Phase II	8, 22	✧	✧	✓	✧	✧	
Revised Meyerson Symphony Center use agreement with DSO	1A&E, 9, 10D, 19A	✧		✓		✓	
Kalita optimization and Updated Master Plan	1A, 19	✧		✓		✓	
OCA Staff Equity Training (Feb-May 2019)	1, 3B, 22	✓	✧				
2017 Bond Projects (OCA facility maintenance)	19, 20			✧		✓	
Library partnerships (Black Box activation, Library CulturePass)	1D, 8F, 11E, 17A	✓		✓	✧		
Space Finder Dallas	7B, 17C			✓	✧	✧	



# Current OCA in-flight initiatives (“Organizing”)

✓ Primary priority  
 ✧ Secondary priority



Launch complete



Plans in progress

Projects	DCP Ref. #s	Equity	Diversity	Space	Support for Artists	Sust. Arts Ecosystem	Comms
COP Guideline alignment	2A-E, 4A, 5A-E	✧	✓			✧	
OCA Artist Resources (On The Go, Resource pages)	11D, 15A-C, 22D				✓	✧	
Culture of Value: CAP Artists at City Council Inauguration	14		✧		✓		✧
Culture of Value: Artist micro-residencies in City departments	14		✧		✓		✧
Artist Residencies in City spaces	10A, 17B			✧	✓		
Dallas Regional Chamber partnering (“Say Yes to Dallas”)	29B					✧	✓
Public Art collection marketing	31B-C						✓
National and state funding leverage (e.g., NEA, TCA, VA)	21D				✧	✓	✧

# Recently Completed OCA Initiatives

 Primary priority  
 Secondary priority

Projects	DCP Ref. #s	Equity	Diversity	Space	Support for Artists	Sust. Arts Ecosystem	Comms
City cultural facility naming policy	7F, 19C			✧		✓	
FY17-18 Equity/Diversity Metrics	2A-E, 5A-E	✓	✓				
FY 19-20 COP guideline and scoring realignment to Cultural Plan & Policy goals with diversity resources at workshops (City's Office of Business Diversity)	2A-E, 4A, 5A-E	✓	✓			✧	
CVP: Neighborhoods focus	2D, 4C	✓	✧		✧	✧	

# Appendix: Select OCA project plans



# Equity Training (Equity)

#1, 3B, 22

Why	Rationale	OCA staff will have common language and understanding of current issues, biases, challenges and initiatives in the national work that the arts are doing in Equity. Continued conversation and improvements will result in more equitable policies, practices and procedures.	
	What does success look like? (Metrics/stories)	Policies and procedures of the OCA are guided and improved by a clear understanding of what equity is, current best practices, and understanding of the history of equity work in Dallas. Increased quantity and quality of OCA and key partner support (through funding programs, time, and space) for ALAANA artists and organizations. Increased equity efforts of other, non-ALAANA OCA partners inspired by OCA's example.	
Who	Lead:	Key Partners:	Target Audiences/Beneficiaries:
	OCA Director and Assistant Director	GARE (Government Association for Racial Equity) OEHR - Office of Equity and Human Rights	OCA staff (direct); ALAANA organizations and artists (primary beneficiary) and Dallas residents (through ripple effect)
When	Key milestones and timing:	<p>January 2019 – Contract approved and planning beginning – conference calls with GARE and OEHR – Citywide survey</p> <p>Jan 23 2019 – Senior staff webinar training</p> <p>Feb 12 2019 – All staff equity training – session 1</p> <p>Mar 2019 – All staff equity training – session 2</p> <p>June 2019 – All staff equity training – session 3</p> <p>Fall 2019 – OCA staff orientation materials related to equity to be developed; plan for ongoing training/to be developed</p>	
	How	Start-up/Pilot:	
Money:		Funds from OCA conference/other training in current year budget re-appropriated	Regular review by senior staff; ongoing membership in GARE
Staff time:		Staff will dedicate approximately 4 full days to the training	Ongoing review and actions by senior staff; ongoing training in alignment with City's (OEHR's ) efforts; annual senior staff meeting dedicated to equity; OCA orientation materials with equity focus to be developed
Marketing:	Share with Commission; news update on OCA website and social media; targeted emails to partner organizations	TBD in alignment with City's (OEHR's) efforts	

# Library Partnerships (Space, Equity)

#1D, 8F, 11E, 17A

Why	Rationale	Key benefit to sector: More efficient connections between existing Library spaces and users of space will allow both to grow artistic offerings and experiences throughout the City. Key benefit to Dallas residents: decrease equity and accessibility challenges faced by residents.	
	What does success look like? (Metrics/stories)	OCA sees increased events occurring at Library "black box" and other spaces; Library sees increased attendance at branches; Neighborhood pride in local performance spaces.	
Who	Lead:	Key Partners:	Target Audiences/Beneficiaries:
	OCA Assistant Director (assists from Admin and Cultural Center teams)	Library Dept. - Central Admin and Branches; artists and arts organizations; Neighborhood associations.	Artists and arts organizations that need space, culture-specific and general-use venues, Dallas residents in neighborhoods
When	Key milestones and timing:	<p>Ongoing programming already occurring:</p> <ul style="list-style-type: none"> <li>• "Pleasant Groove" - monthly open microphone event at PG Library</li> <li>• Dallas Theater Center – Public Works – Beckley Saner Senior Showcase – Hampton-Illinois – April 2019</li> <li>• 1:30 Productions reading series at all 5 neighborhood theaters (Lochwood, Hampton-Illinois, Bachman Lake, Fretz Park, Pleasant Grove)</li> <li>• 1:30 Productions full production at Lochwood</li> <li>• Teatro Dallas - "Tlali: When We Were Earth" touring production at Bachman, Pleasant Grove and West Branch (Summer 2019)</li> <li>• Call for Entries for full productions in 2019-20 – May 2019</li> </ul>	
	How	Start-up/Pilot:	
Money:		OCA paying after hours security guard charges for groups	OCA will continue to cover security costs
Staff time:		Minimal administrative time – technician (from LCC) assisting with setups for groups and user manuals/presets for spaces	Ongoing
	Marketing:	Libraries market to their audiences. Groups market to their audiences. OCA promotes the events on Citywide social media.	Ongoing

# Space Finder Dallas (Space)

#7B, 17C

Why	Rationale	Key benefit to sector: More efficient connections between providers of space and users of space will allow both to grow artistic offerings and experiences throughout the City. Key benefit to Dallas residents: decrease equity and accessibility challenges faced by residents.	
	What does success look like? (Metrics/stories)	OCA sees increased applications from “Residential” and “Non-traditional” typologies, as well as increased numbers of services and audiences in these typologies. More stories from media/Commissioners/residents about art in their neighborhoods. Increased audiences and sustainability for all arts orgs and artists (across the ecosystem).	
Who	Lead:	Key Partners:	Target Audiences/Beneficiaries:
	OCA Assistant Director (assists from Admin and Cultural Center teams)	Web design firm/creator of Space Finder Seattle; artists & arts organizations; venue owners/managers	Artists and arts organizations that need space, culture-specific and general-use venues, Dallas residents in neighborhoods
When	Key milestones and timing:	<p>Nov-Jan 2019 – Prepare RFP process, begin contracting</p> <p>Feb 2019 – Process contract</p> <p>Mar - Apr 2019 – Begin work with web design firm and approve design by end of April</p> <p>May 2019 – Go live with Space Finder Website</p> <p>May – Aug 2019 – initial venue onboarding (possible intern project)</p> <p>Aug 2019 – Market to/launch with artists and arts orgs</p>	
How		<b>Start-up/Pilot:</b>	<b>Ongoing:</b>
	<b>Money:</b>	Funds set aside (~\$24K) in current year budget for one-time costs	Ongoing hosting will be \$600/year
	<b>Staff time:</b>	Some staff time from OCA Admin and the Cultural Centers will be needed to get the word out about the new tool to as broad a range of artists and venues; possible Summer/Fall intern project	OCA to work with cultural partners (e.g., Sammons, Cedars Union), funders to market and continually assess usage of website
	<b>Marketing:</b>	OCA will be providing marketing and promotional templates to get the word out; targeted partner emails (artists & orgs); Commission and Council assistant support to connect to potential venues (culture-specific and otherwise); news release and potential launch event TBD	OCA to work with key ecosystem partners (e.g., Space task force members, artist groups, venue-related associations) to continue to market this resource

# LCC Phase II (Space)

#8, 22

Why	Rationale	Expand/build 5,500 square foot multi-form flexible theater space at the Latino Cultural Center (LCC) with 125-seating capacity and add'l rehearsal space. Will provide much needed affordable state-of-the art performance and rehearsal space for Latinx arts and cultural organizations in Dallas.	
	What does success look like? (Metrics/stories)	The 300-seat auditorium at the LCC is at capacity for FY18-19 with no availability for weekend performance dates (capacity reached in FY16-17 and FY17-18). The multi-form theater space will provide an additional performance space that will ensure that Dallas-based Latinx theater companies and additional Latinx user groups will have an opportunity expand their rehearsal and performance options with great flexibility.	
Who	Lead:	Key Partners:	Target Audiences/Beneficiaries:
	OCA Director, LCC Manager, BPO*/Public Works Project Manager	Bond Program Office and Public Works Department of City of Dallas; LCC Theater Core Groups; LCC Dance Core Groups; user Latinx arts and cultural orgs	LCC Theater Tier I Groups – Teatro Dallas and Cara Mia Theatre Company; LCC Dance Core Groups; and additional Latinx Dallas performing arts groups
When	Key milestones and timing:	<p>Feb 13, 2019 – Contract for Architect of Record (AOR) approved unanimously by City Council</p> <p>Feb. – Oct. 2019 – Engagement with LCC Phase II Architectural Advisory Committee for input during design process</p> <p>June 15, 2019 – Schematic Design completed</p> <p>October/November 2019 – Full design completed</p> <p>January 2020 – Contract for construction award presented to City Council for approval</p> <p>October/November 2020 – Construction of multi-form flexible theater space completed</p>	
How		<b>Start-up/Pilot:</b>	<b>Ongoing:</b>
	<b>Money:</b>	\$4.3M 2006 bond funds will provide funding for design and construction	Exploring opportunities for private funding support, naming rights sponsors
	<b>Staff time:</b>	LCC manager will serve as OCA liaison/lead with BPO*/Public Works project manager overseeing project	Weekly meetings between LCC manager and BPO*/Public Works project manager with weekly updates to OCA Director and Asst. City Manager
	<b>Marketing:</b>	OCA website, Facebook, targeted emails, partner email marketing	Public input process for revised user/rental policies in Summer and Fall 2019

\*BPO – Bond Projects Office

# OCA Artist Resources (Support for Artists)

#11D, 15A-C, 22D

Why	Rationale	Improve OCA-led support for artists to make Dallas arts ecosystem more vibrant, and to help artists and their communities thrive by increasing availability of/access to resources (funding, time, informational)	
	What does success look like? (Metrics/stories)	Increased number of artist applicants to Cultural Support Programs; increased communications with artist communities; articles about or testimonials by successful artists whose careers have been supported by OCA through Cultural Centers and Support Programs, etc; increased neighborhood impact throughout Dallas by individual artists.	
Who	Lead:	Key Partners:	Target Audiences/Beneficiaries:
	OCA Asst Dir, Cultural Programs Mgr, Cultural Center Mgrs	Arts organizations, Cedars Union, Sunset Art Studios, Goldmark Cultural Center, Media partners	Emerging artists, especially artists who have not successfully executed an OCA contract or who have not previously applied
When	Key milestones and timing:	<p>Jan 2019 – pilot artist peer sharing group for CVP recipients (via social media and in-person)</p> <p>Apr 2019 – begin 3x monthly office hours by OCA staff in rotating locations across Dallas – “OCA On The Go”</p> <p>Apr 2019 –Mildred Dunn Center artist residency explorations (open house) with SDCC</p> <p>Jun 2019 – revamp OCA resource page for artists with field-specific resources and other resources (e.g., OCA and other financial opportunities, permitting, initial space list, etc.)</p> <p>Jul 2019 – evaluate pilots + costs and changes needed; set up ongoing update procedures for resources</p>	
How		<b>Start-up/Pilot:</b>	<b>Ongoing:</b>
	<b>Money:</b>	Funds set aside for artist residency pilot	Residency funding; network events funding
	<b>Staff time:</b>	Contract creation/approval for residency pilot; in-person meetings with key artist stakeholders; coordinating with other City departments to set up pilots	Weekly staff time & coordination; monthly website updates; evaluation/contract management
	<b>Marketing:</b>	OCA website, Facebook, targeted emails, partner email marketing	Commission/OCA organizational partner support



# Revised Meyerson Lease (Sustainable Arts Ecosystem)

#1A&E, 9, 10D, 19A

Why	Rationale	Optimize public/private contribution to Meyerson maintenance and operations while incentivizing higher utilization and protecting grandfathered user groups to ultimately rebalance OCA funding towards more direct artist/organization funding vs. fixed and growing building expenses.	
	What does success look like? (Metrics/stories)	More users and more events at a beautifully cared for Meyerson; increased utilization of Annette Strauss Square through better coordination and scheduling with ATPAC; stronger, more vibrant Symphony and audiences; stronger, more vibrant grandfathered user groups and their audiences; increased cross-pollination between DSA and other arts organizations; increased artist/neighborhood funding from money “saved” by OCA	
Who	Lead:	Key Partners:	Target Audiences/Beneficiaries:
	OCA Director, OCA Business Operations Manager, OCA Arts District Venues Manager	Dallas Symphony Assoc; Meyerson users (incl. GDYO, CCGD, Dallas Winds, Dallas Bach, TBAAL, Fine Arts Chamber Players); ATPAC (Strauss Sq); private funders	Dallas residents and visitors; City of Dallas
When	Key milestones and timing:	<p>January – Feb 2019 – briefing by the DSA to Arts &amp; Culture Advisory Commission (ACAC)</p> <p>March 21, 2019 – unanimous vote in support by ACAC</p> <p>March 25, 2019 – briefing to Quality of Life, Arts and Culture Committee of City Council</p> <p>May 2019 – anticipated vote by City Council on the lease</p> <p>June – Sept 2019 – anticipated management transition to Dallas Symphony Association</p> <p>2019 – 2024 – six-year transition support payments by City to DSA; DSA eligible for OCA funding programs (COP) in following fiscal year</p>	
How		Start-up/Pilot:	Ongoing:
	Money:	Transition payments as described in contract; will relieve City of ~\$1.8M annually with savings accruing starting in year 4	Exploring opportunities for private funding support, naming rights sponsors
	Staff time:	City Attorney and OCA support to ensure contract acts in best interests of taxpayers and stewards public resources wisely while optimizing usage	Weekly meetings between LCC manager and BPO*/Public Works project manager with weekly updates to OCA Director and Asst. City Manager
	Marketing:	OCA website, Commission meetings, media,	Public input process for revised user/rental policies in Summer and Fall 2019

# 2017 Bond Projects (Sustainable Arts Ecosystem)

#19, 20

Why	Rationale	Effectively and efficiently deploy voter-approved 2017 bond funds (\$14.23M) for nine cultural facilities to begin tackling deferred maintenance backlog (Proposition F: Meyerson, DMA, Dallas Heritage Village, Sammons, Kalita, DBDT, three cultural centers: Oak Cliff, South Dallas, Bath House)		
	What does success look like? (Metrics/stories)	Successful and timely completion of voter-approved bond projects; more welcoming feeling for audiences; fewer facility complaints/issues related to items on bond list; successful “triaging” of key venue issues and partnerships with venue users to minimize interruptions and build trust/relationships		
Who	Lead:	Key Partners:		Target Audiences/Beneficiaries:
	BPO* Project Manager, OCA Facilities & Capital Mgr	Arts organization tenants of venues; Cultural Center managers; venue user groups		Artists and residents/visitors who enjoy the OCA facilities
When	Key milestones and timing:	Jan-Mar 2019 – design/architect selections approved by City Council Q2-Q4 2019 – coordination with tenants for design and timing Q4 2019 – 2020 – construction contracts awarded and approved by City Council 2020-2023 – complete construction and repairs 2022 – begin preparation for next bond program		
How		Start-up/Pilot:		Ongoing:
	Money:	\$14.23M in 2017 voter-approved bond funds		N/A
	Staff time:	Project management and coordination with tenants and Bond Project Office		N/A
	Marketing:	Commission and Steering Committee updates		N/A

\*BPO – Bond Projects Office