

Arts and Culture Advisory Commission Briefing

June 20, 2019



City of Dallas

Office of Cultural Affairs
City of Dallas

Agenda

- Bishop Arts Theatre Center Spotlight
- Juanita J. Craft Civil Rights House Historic Structures Report (HSR) Briefing
- Latino Cultural Center Phase 2 Update
- Friends of WRR Grant Program for ALAANA Arts Organizations Update
- Cultural Plan Implementation Progress Review
- Budget Updates: Confederate Monuments, Cultural Facilities Program, and OCA General Fund



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Juanita J. Craft Rights House Project Timeline:

- May 2018
 - Fire sprinkler system failure flooded the home over Memorial Day weekend, considered a catastrophic flooding event
 - Immediate efforts focused on:
 - Removing Ms. Craft's personal items, furnishings, and other objects related to the history of the home
 - Drying out the home so that further assessments could be performed
- Summer 2018
 - City performed environment assessments (including materials testing and air quality testing)
 - City performed Existing Conditions Survey and Infrastructure Assessments
- October 2018
 - \$150,000 from FY2018-19 budget committed by OCA to abatement and restoration work
 - Steering Committee Members identify, write and submit an application for a grant with City of Dallas for design and construction from the Department of Interior National Trust for Historic Preservation

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Juanita J. Craft Rights House Project Timeline:

- January 2019
 - City completes some interior work in the Little House, painting, and replacing buckled flooring and blinds
- April 2019
 - Historical Elements are removed and categorized from the Big House
 - Asbestos Abatement and Mold Remediation is completed by subcontractor engaged by the City
 - RFQ for project architect is drafted by City
 - Department of the Interior informs City that grant decision may not occur until Summer 2019

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LCC Phase 2 Update

- Project consists primarily of a multi-form theater (~120 seats) and necessary second entrance, lobby, and support areas
 - Funding is from 2006 Bond Program, but private fundraising will need to augment this funding
 - Continuing relationship with LCC design architect, Legorreta, with addition of local architect GFF
- Schematic Design: To be completed by end of June 2019
 - LCC Architectural Advisory Committee has met twice to review space needs and early floorplans
 - Comprised of Commissioner Blase, Cara Mia and Teatro Dallas, and other local architects and stakeholders
 - Cost estimate to be finalized between completion of schematic design and design development
 - Space areas will include: new black box theater, lobby, dressing rooms, storage, lobby and additional entrance
- Revised timeline for LCC Phase II multi-form theater space:
 - July and October 2019: Public Input meetings
 - November 2019: Design completed
 - February 2020: Construction contract award by City Council
 - January/February 2021: Construction completed

LCC Phase 2 Update: FY 19-20

- FY 19-20 Utilization:
 - LCC Two "Theater Core" Groups allocated 28 weeks
 - Each group guaranteed up to 16 weeks in both in FY 19-20 and FY 20-21
 - LCC Dance Core Groups allocated 12 weeks
 - Latinx/LCC Programming allocated 12 weeks
- 5-year user agreement for LCC Theater Core Groups in negotiation for resident company status:
 - OCA leadership/LCC management working with Cara Mia Theater Company and Teatro Dallas to develop 5-year user agreements (residency)
 - Goal directly from 2018 DCP to strength ALAANA arts and cultural sector
 - Includes commitment for ongoing artistic services as well as their commitment to help with capital campaign

Sneak "Peek": LCC Phase 2 Update



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The Advertising Equity Program

A matching fund to help ALAANA arts organizations connect with North Texas' largest audience of arts and performance consumers

- **Goal**

- To assist OCA's ALAANA organizations to reach WRR's diverse audience of educated, informed and active arts consumers, increasing their market visibility and/or boosting sales at the beginning of the 2019-20 arts season

- **Benefits**

- 93% of all people listen to the radio at least once per week
- WRR reaches 300,000 listeners per week on average with a higher percentage of arts consumers than any other station
- Leverages the talent/experience of WRR to allow smaller organizations to use radio advertising
- Affords the ~30% of ALAANA listeners on WRR increased connection with culturally relevant programs

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- **Initial Funding**
 - \$10,000 provided by the Friends of WRR
- **Target**
 - Available to all OCA supported ALAANA organizations, regardless of size, but with special focus on small and mid-size organizations who would not normally purchase radio advertising.
 - WRR will assist in all aspects of production, scheduling and strategy of marketing campaign. Commercials may also be used in email and social media campaigns.

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- **Process**

- Organizations will be contacted by OCA staff and connected with either WRR Sales Manager or other Account Executive
- Organizations can purchase as many commercial units (spots) as desired at a discount over standard nonprofit rates
- Up to \$1000 will be matched by Equity Program
- A typical two week \$2000 summer schedule (\$1000 paid by org/\$1000 paid by fund) will provide 40 60-second commercials and approximately 280,000 impressions - \$3.57 per thousand. Printing/mailing 1000 postcards = \$470.
- Additional spots may be purchased initially, but will not be matched
- Advertising needs to run by September 29, 2019
- After pilot period, program will be evaluated

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The Advertising Equity Program

Typical \$2000 schedule of advertising running for 2 weeks

Daypart	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6a-10a	2	1	2	1	2	1	
10a-3p	1		1		1		
3p-7p	1	1	1	1	1	1	1
7p-12a							1
Total for Day	4	2	4	2	4	2	2
						TOTAL	20/week

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Preliminary Organizations to be Contacted	
Academy of Bangla Arts & Culture	Flame Foundation
African American Repertory	Indian Cultural Heritage Association
African Film Festival	Junior Players
Anita Martinez Ballet Folklorico	Ollimpaxqui Ballet Co
Artstillery	Orchestra of New Spain
Bishop Arts Theatre Company	Soul Rep Theatre Company
Black Academy of Arts & Letters	Teatro Dallas
Cara Mia Theatre Company	Terrence Johnson Dance Project
Dallas Black Dance Theatre	WordSpace
Dark Circles Dance Company	

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Mid-year Cultural Plan implementation review



- ✓ Meyerson lease to address maintenance needs & increase utilization (E, S, SAE)
- ✓ Kalita lease to create Master Plan Update & Equitable Access Plan (E, S, SAE)
- ✓ 2017 Bond contracts to address facility needs (S, SAE)
- ✓ Public Art workshops to increase community engagement & candidate diversity (D)
- ✓ COP scoring realigned to Cultural Plan goals (E, D)
- ✓ ArtsActivate Funding Program begun for neighborhood activation (E, D, SFA)
- ✓ OCA On The Go launched to support of artists throughout Dallas (SFA)
- ✓ LCC Phase II design and user group policies initiated for increased space and improved processes to serve growing Latinx population (E, D, S)
- ✓ Dallas Regional Chamber partnership to communicate arts' value (C)
- ✓ SpaceFinder website and rollout planning begun to address space needs of Dallas creatives (S, SFA)
- ✓ Pop-up cultural center programming (planned 2019-20 budget enhancement) to create art in underserved neighborhoods (E, SFA)

Note: Primary priorities addressed are in parentheses

Legend: E = Equity; D = Diversity, S = Space, SFA = Support For Artists, SAE = Sustainable Arts Ecosystem, C = Communication)

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Budget Updates

- Cultural Facilities Program, which was for the support and funding of investment in long-term improvements, renovation or major repairs of cultural facilities owned and operated by arts organizations
 - FY 2018 and FY 2019 participants include Dallas Children's Theater, Creative Arts Center, Theatre Three, Kitchen Dog Theater Company, and TeCo Theatrical Productions
 - Dallas Children's Theater project is complete
 - Theatre Three and TeCo have declined their contracts and these funds will be used in OCA's facility budget line
- Robert E. Lee sold at auction for \$1.435M on June 5; funds will go back into General Fund contingency, which paid for removal of statue
 - Council confirmed the sale on June 12
- Budget briefed to new Council on June 18
 - SB2 will not affect FY20 but will effect FY21 (exceeding 3.5% growth cap on property tax revenue would require voter approval)
- Proposal in FY 2019-20 budget to change OCA's name to Office of Arts and Culture to align with Commission name and community feedback during Cultural Plan

Budget Development Schedule

Date	Event—City Council and Community
February 20	City Council planning session
March 11-31	Budget engagement meetings and informal survey
March 27	Budget public hearing
May 8	Budget public hearing
→ June 18	Budget Workshop
○ July 3	City Council submits dates/times/locations for August budget Town Hall meetings
August 13	Budget Workshop: City Manager’s Recommended Budget
August 15-29	Budget Town Hall meetings
August 21	Budget Workshop
August 26	Budget Workshop: Consider budget amendments (straw votes anticipated)

NEW Monday, June 24: 9am – Noon
 Central Library | 7th Floor O’Hara Room
City Council Special-Called Meeting:
 2019-2020 Mid-Year Council Strategic
 Priorities Check-In and Recalibration

Budget Development Schedule

Date	Event—City Council and Community
August 28	Budget public hearing
September 4	Budget Workshop: Consider amendments and adopt budget on first reading
	Tax rate public hearing #1 (if needed)
September 10	Budget Workshop (optional)
September 11	Tax rate public hearing #2 (if needed)
September 18	Budget Workshop: Adopt budget on second reading, adopt tax rate, and approve other budget-related items
October 1	Begin FY20

Looking Ahead – OCA dates to note

- ArtsActivate 2020:
 - Info session 1 - June 22, 10am @ The Cedars Union
 - Info session 2 - June 25, 6pm @ Oak Cliff Cultural Center
 - Info session 3 - June 27, 6pm @ Sammons Center for the Arts
 - Round 1 applications open July 15 – August 12
- Arts and Culture Advisory Commission – Thursday, August 15, 4:30pm

Summer Programming Highlights (Too Many to List Them All!)

Program	Date(s)	Location(s)
Arts District Pride Block Party <i>(free)</i>	June 21	Dallas Arts District
Dallas City of Learning: Love Field Turn Up <i>(free)</i>	June 22	Frontiers of Flight Museum
Teatro Dallas' TLALI: When We Were Earth <i>(free)</i>	Through June 29	Multiple locations across Dallas
Fine Arts Chamber Players' Basically Beethoven Festival <i>(free)</i>	Sundays in July	Moody Performance Hall
DTC's <i>Penny Candy</i> written by Jonathan Norton	Through July 14	Wyly Studio Theater
Festival of Independent Theatres "FIT" Festival	July 12 – August 3	Bath House Cultural Center
Asian Film Festival of Dallas	July 18 – 25	Angelika Film Center - Dallas
US Army Band Concert <i>(free)</i>	July 24	Moody Performance Hall
Bishop Arts Theatre Center's Sanderia Faye (speaker series)	August 3	Bishop Arts Theatre Center
DMA's Dior: From Paris to the World	Through September 1	DMA

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