

Dallas Cultural Plan: Steering Committee Update

April 17, 2019



City of Dallas

Office of Cultural Affairs
City of Dallas

Purpose

- Provide updates on OCA's Plan implementation
- Hear from select partners who are advancing the Plan through new initiatives
 - Arts Vote Dallas – DACAC and Texans For the Arts
 - Culture Bank – SMU Meadows and TACA
 - Communications/DMN coverage
 - Social Venture Partners and United Way Social Innovation Committee
 - Bilingual initiatives - DMA
- Discuss next steps
 - Orienting new Council and Commissioners
 - Reporting on implementation to the community

Agenda

- Recap: Steering Committee Overview
- OCA: Projects Implemented and Underway
- Partner Initiatives
- Discussion: Engaging New Council Members/
Commissioners and the Community

Reminder: 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
- Next meetings for 2019 are scheduled for:
 - Wednesday, August 14 from 3-4:30 at the Latino Cultural Center
 - Wednesday, November 20 from 3-4:30 at the Latino Cultural Center

Implementation Steering Committee (Updated 4/2019)

Name	Affiliation
Agustin Arteaga/Jill Bernstein	Dallas Museum of Art
John Paul Batiste	Arts & Culture Advisory Commission
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
Chris Heinbaugh	AT&T Performing Arts Center
Tino Jalomo	Arts Advocate, Marketing Consultant
Andrew Kochie	Artist

Name	Affiliation
David Lozano	Cara Mia Theatre
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
Debi Peña	Dallas Symphony
Charles Santos	TITAS
Joanna St Angelo	Sammons Center
Clyde Valentin	SMU Meadows Ignite/Arts
Katherine Wagner	Business Council for the Arts
Lily Weiss	Dallas Arts District

OCA Vision: An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

The OCA works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an equitable environment wherein:

- ♦ artists as well as arts and cultural organizations thrive
- ♦ people of all ages enjoy opportunities for creative expression
- ♦ and all celebrate our multicultural heritage.

Our mission is to support and grow a sustainable cultural ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.



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

Agenda

- Recap: Steering Committee January meeting
- OCA: Projects Implemented and Underway
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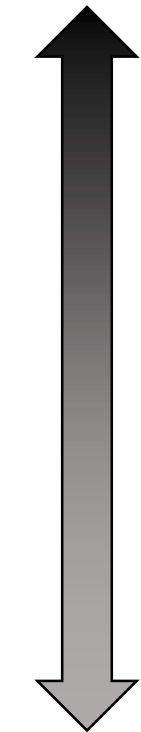
Major “Milestones”

- 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

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			✓	✧	✧	

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Organizing to Support the Dallas Cultural Plan

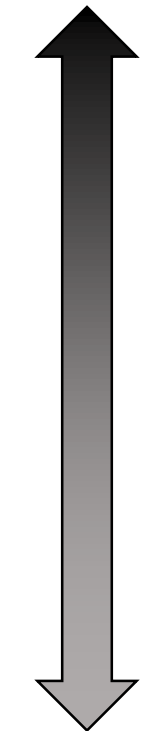
- Cultural Organizations Program (COP) guidelines focus on neighborhoods and tie scoring to outreach and Cultural Plan & Policy diversity goals
 - Partnering with City's Office of Business Diversity for workshops, diversity resources
- Cultural Centers are partnering with more organizations to broaden 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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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				✧	✓	✧

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Plans include:

- DALLAS**

CULTURAL PLAN
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Partner highlights

- Arts Vote Dallas
- Media and communications efforts
- CultureBank and StoryBank
- SVP Dallas and United Way Social Innovation Committee
- Bilingual initiatives at DMA
- Open discussion: other projects/new initiatives to share

Arts Vote Dallas

- http://www.texansforthearts.com/arts_vote_dallas

CultureBank@TACA

An Arts + Social Impact Fund



CULTURE
BANK



The Meadows Prize



To challenge the imaginations of students and citizens to create more just and vibrant communities.

The Concept



**CULTURE
BANK**

A new investment paradigm
that places culture at the core
of investment strategy.

*Operating from the fundamental premise that artists are
most often the earliest investors in their own communities.*

TACA's Strategic Plan



To enhance the relevance of arts and culture in our community,
increase cross-sector investment opportunities

- *Specifically, leverage the power of art to stimulate social impact*





The Connections **Shared Responsibility** & **Radical Collaborations**

Strategic Intersections w/ the Cultural Plan

- Strategy 21: Grow the amount of Funds available for arts and culture that leverage cross-sector benefits. *Hyper-Local*.
- Strategy 22: Equitable & long-term sustainability of the entire arts ecosystem. *Evergreen*.
- Strategy 28: Communicate the value of the arts to quality of life in Dallas using both Data & Stories. *Culture Shift*.



The Timeline

Early 2019

CultureBank@TACA Community Conversations
Developing additional local partnerships.

April 2019

Exploratory Demonstration Investments Projects and Initial Cohort
of Dallas-based Artists.

Late Fall/Early Winter 2019

Announcement of Pilot Investments

Thank You



**CULTURE
BANK**



**CULTURE
BANK**

To learn more about CultureBank
visit www.culturebank.org

DMA: New Bilingual and Outreach Efforts

New Bilingual Initiatives:

- English, Spanish, and bilingual offsite school programs via Go van Gogh
- Expanding work with adult language learners, in partnership with four Dallas Public libraries.
- Free “MAKE” Family Festival on April 7 in conjunction with Avance Latino Street Festival with Univision filming onsite
- Offsite PreK program pilot started this spring in partnership with Headstart, DISD, Avance, and Dallas Public Libraries, with a planned broader launch in the fall

New Outreach Initiatives:

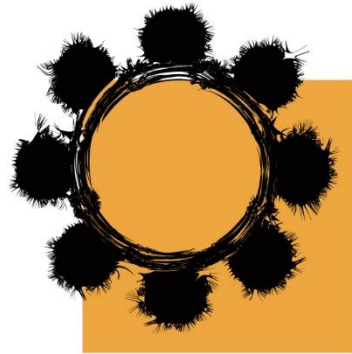
- Arts and Letters Live community book club discussions at Pan African Connection and North Oak Cliff library (first bilingual A&LL program)
 - Supported by private funding for program cost, free books for participants, and author talk tickets at the museum
- Planning June Pride Late Night with a 25-member LGBTQ community group and Dallas Arts District colleagues

Agenda

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Discussion: Engaging City Officials and Communities

- New City Council will be inaugurated on June 17, 2019 at the Meyerson
 - Five or more seats will change, including Chair and Vice Chair of Quality of Life, Arts and Culture Committee
- Arts and Culture Advisory Commissioners anticipated to be appointed or reappointed in June – November 2019
- How should we continue to engage stakeholders in the Dallas Cultural Plan? How can you help?
 - Examples: attending meetings with new Council, media outreach, board meeting presentations, annual report-out meeting (opening up November 20 meeting to the public?)



Office of Cultural Affairs

CITY OF DALLAS

Appendix: 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:	January 2019 – Contract approved and planning beginning – conference calls with GARE and OEHR – Citywide survey Jan 23 2019 – Senior staff webinar training Feb 12 2019 – All staff equity training – session 1 Mar 2019 – All staff equity training – session 2 June 2019 – All staff equity training – session 3 Fall 2019 – OCA staff orientation materials related to equity to be developed; plan for ongoing training/to be developed		
How		Start-up/Pilot:	Ongoing:	
	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"> • "Pleasant Groove" - monthly open microphone event at PG Library • Dallas Theater Center – Public Works – Beckley Saner Senior Showcase – Hampton-Illinois – April 2019 • 1:30 Productions reading series at all 5 neighborhood theaters (Lochwood, Hampton-Illinois, Bachman Lake, Fretz Park, Pleasant Grove) • 1:30 Productions full production at Lochwood • Teatro Dallas - "Tlali: When We Were Earth" touring production at Bachman, Pleasant Grove and West Branch (Summer 2019) • Call for Entries for full productions in 2019-20 – May 2019 		
How		Start-up/Pilot:	Ongoing:	
	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		Start-up/Pilot:	Ongoing:	
	Money:	Funds set aside (~\$24K) in current year budget for one-time costs	Ongoing hosting will be \$600/year	
	Staff time:	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	
	Marketing:	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	

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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		Start-up/Pilot:	Ongoing:	
	Money:	\$4.3M 2006 bond funds will provide funding for design and construction	Exploring opportunities for private funding support, naming rights sponsors	
	Staff time:	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	
	Marketing:	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		Start-up/Pilot:	Ongoing:	
	Money:	Funds set aside for artist residency pilot	Residency funding; network events funding	
	Staff time:	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	
	Marketing:	OCA website, Facebook, targeted emails, partner email marketing	Commission/OCA organizational partner support	

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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:	January – Feb 2019 – briefing by the DSA to Arts & Culture Advisory Commission (ACAC) March 21, 2019 – unanimous vote in support by ACAC March 25, 2019 – briefing to Quality of Life, Arts and Culture Committee of City Council May 2019 – anticipated vote by City Council on the lease June – Sept 2019 – anticipated management transition to Dallas Symphony Association 2019 – 2024 – six-year transition support payments by City to DSA; DSA eligible for OCA funding programs (COP) in following fiscal year		
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	

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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	

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*BPO – Bond Projects Office