

Dallas Cultural Plan: Steering Committee Update

August 14, 2019



City of Dallas

Office of Cultural Affairs
City of Dallas

Purpose

- Provide updates on OCA's Dallas Cultural Plan 2018 (DCP 2018) implementation
- Provide updates on the proposed OCA budget for FY 2019-20 and how it advances the DCP 2018
- Hear from select partners about their initiatives which advance the DCP 2018
- Discuss community anniversary event – Dallas Cultural Plan: A Year in Review

Agenda

- Recap: Steering Committee Overview
- OCA Implementation – Completed and Upcoming
- OCA FY 2019-20 Budget
- Partner Implementation Initiatives
- Public Event - “Dallas Cultural Plan: A Year in Review”

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

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Aug 2019 Cultural Plan implementation review



- ✓ Equity training for all OCA staff: 3 full days of training with 6 follow-up pilot projects to advance equity in OCA (E)
- ✓ 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 artists across 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 (proposed 2019-20 budget enhancement) to create art in underserved "Residential" and "Non-Traditional" DCP Typology neighborhoods (E, SFA)

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Note: Primary priorities addressed are in parentheses

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

Veterans and Arts Programming Roundtable

- OCA and Sammons hosted a “Veterans and Arts Programming Roundtable” on May 28, 2019
 - 35 attendees from 27 different organizations
 - Fostered connections between arts groups and veteran service organizations (VSOs)
- Content led by partners from across DFW:
 - Military Cultural Competency, led by veterans Scott Smith and Domingo Garcia
 - Brain science of the arts, led by Dallas Art Therapy’s Andrea Davis
 - Roundtable discussion with VSOs and arts organizations experienced in serving veterans
- VetTix.com is a quick solution for free ticket distribution to veterans with high (90%) attendance rate and strong back-end reporting
- Potential program funding: TCA received an additional \$250,000 in funding for a new Arts Respond: “Arts and the Military” grant program

VetTix – Example Patron Feedback for Dallas Winds



Thank you Dallas Winds for the tickets to this event. This was our kids first symphony, ever, so we are grateful they were able to have that experience. My oldest kids really enjoyed it, especially the finale, while my youngest spent most of the time in the foyer. Overall, we had a great time. We seem to forget our sign at each event, so we will get that right next time. But this was the best picture of the family taken in at the Meyerson.



United States Army
Veteran
2006 - 2014

Posted by: Joseph



My daughters love symphonic music, and we were lucky enough to be able to bring Grandma with us as well! We all very much enjoyed our first Dallas Winds performance, and will definitely be attending again in the future! Beautiful venue, moving music, and the flying streamers were a fun surprise. Thank you Dallas Winds!



United States Marine Corps
Veteran
1997 - 2009

Posted by: KEN

Event Attended: [Dallas Winds Presents a Star Spangled Spectacular - 4pm](#)

Event Location: Dallas, TX

Event Date: Jul 4th 2019

Tickets Donated By: Dallas Winds

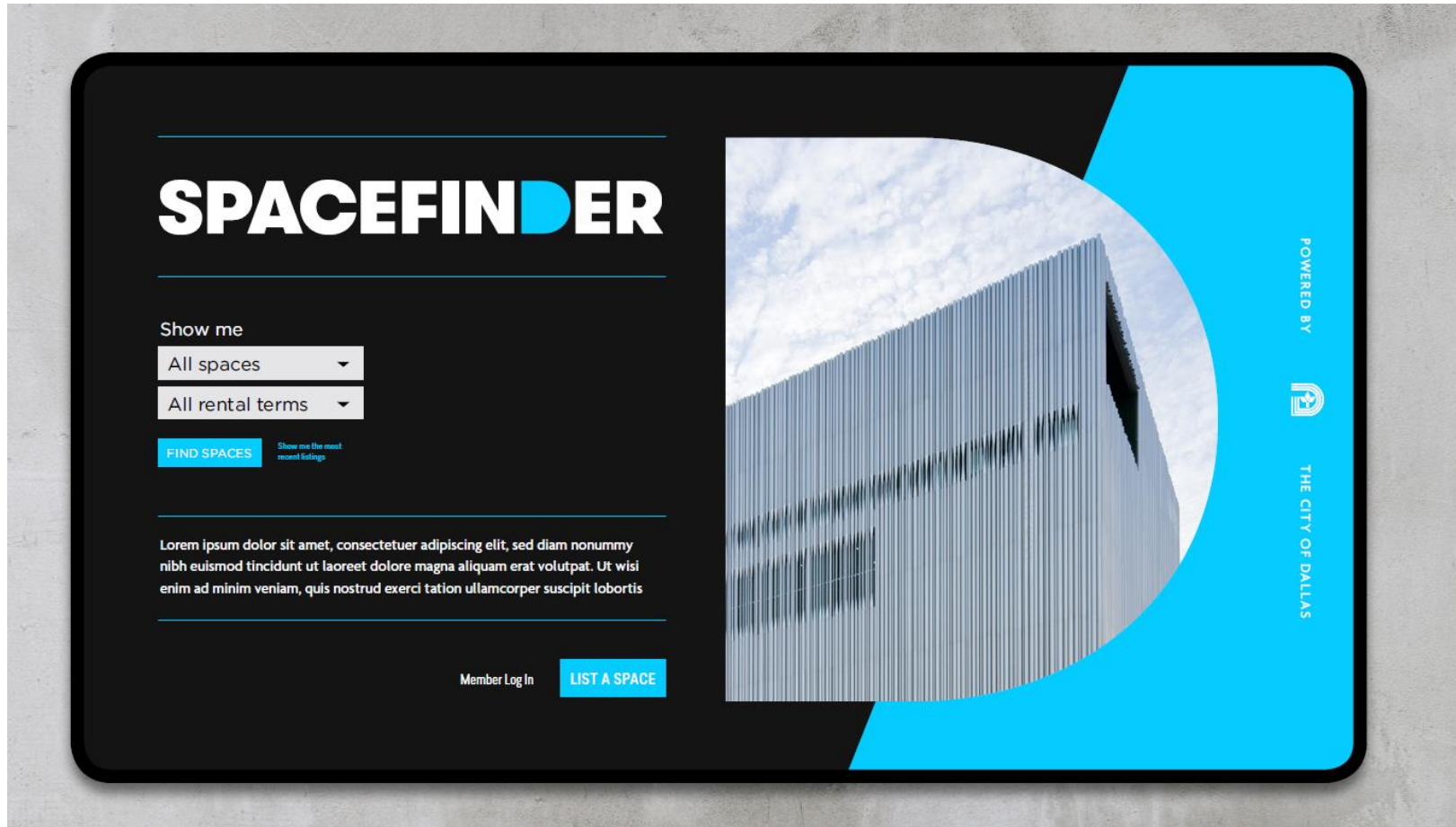
SpaceFinder Preview

SPACEFINDER

- Connects people/organizations who HAVE spaces with people/organizations who NEED spaces
- Based on successful Seattle SpaceFinder with same designer creating the site
- Simple, free easy-to-use interface at SpaceFinderDallas.com
 - Space owners must register for an account
 - Space seekers do not need an account to access the listings
- OCA can monitor/restrict/set approval rights for spaces

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SpaceFinder: Landing Page at SpaceFinderDallas.com



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SpaceFinder: Venue Results and Profile (Example)

[illegible]

Discussion: Getting SpaceFinder to “Critical Mass”


- OCA will begin reaching out to venues to register spaces in late August/early September:
 - Cultural Centers and City partner facilities
 - Other facilities, drawing upon Dallas Cultural Plan Ecosystem Map
- Help needed in identifying spaces and contacts to reach out to (YMCAs, coffeeshops, churches, restaurants, other private spaces)
- Following ~1 month of working with partners to upload “supply,” site will go live to the public for searching
- Help needed in spreading the word with artists, organizations
 - What virtual and physical assets can you or a partner share? (e.g., resource pages, fliers)
 - What other avenues/channels exist for us to leverage?

CulturePass Preview


- Collaboration with Dallas Public Library
- Texas Public Information Act protects library patron privacy; organizations can request patron information in order to redeem passes
- Based on well-developed programs in NYC, SF, Phoenix, Minneapolis
- Connects organizations with excess inventory/free tickets to people who want to participate
- Listings available to any Dallas-based arts organization
- Passes available to anyone with a Dallas library card


CulturePass: Example User Interface

- Library patrons will use the dedicated website to browse offerings (museum exhibitions, performances, etc.)
- Patrons will log in to “check out” free passes



CALIFORNIA AUTOMOBILE MUSEUM

California Automobile Museum 


2200 Front Street 
Sacramento, CA 95818

[Description](#) [Hours](#) [Accessibility](#)


Family Pass

Pass admits up to 4 people in the same household. (Additional guests pay gate price.) Use pass in Museum gift shop for 10% off.

August 7, 2019 [Reserve](#)

 [Reserve different date](#)

DISCOVER & GO



Quipu Test (94553)
California Automobile Museum
August 7, 2019
P-662083-20190807-CCCL

Valid ID Required. You must print this pass for admission

20190807-CCCL

California Automobile Museum

www.calautomuseum.org/
2200 Front Street
Sacramento, CA 95818

Admits up to 4 people in the same household. (Additional guests pay gate price.) Use pass in Museum gift shop for 10% off.

Closed: Thanksgiving Day, Christmas Day, and New Year's Eve.
Moderate blackout days and holidays; please consult the calendar for hours.

Printed Pass Required
Library card holders may reserve 1 per calendar year

CulturePass: Host Organizations

- Organizations can limit the number of tickets per year to a patron
- Tickets can be for a range of dates or for a specific date/show
- Back-end reporting available to organizations on:
 - Reservations by zip code,
 - Redeemed, active, and cancelled passes
 - Tickets remaining
- OCA will work with organizations in Aug – Sept to upload ticket inventory
- What other questions do you have about CulturePass?

LCC Phase II Update

- Project consists primarily of a multi-form theater (~120 seats) and necessary second entrance, lobby, and support areas
 - Continuing relationship with LCC design architect, Legorreta, with addition of local architect GFF
- Schematic Design: Completed 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 by the end of 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:
 - Public Input meeting held in July 2019
 - November 2019: Design completed
 - February 2020: Construction contract award by City Council
 - January/February 2021: Construction completed

Sneak "Peek": LCC Phase 2 Update



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LCC Proposed Resident Company Agreements

- 5-year user agreement with four 5-year renewal options with Cara Mia Theatre Company and Teatro Dallas for resident company status:
 - OCA leadership/LCC management working with Cara Mia Theatre Company and Teatro Dallas to develop agreements; key deal terms will be briefed to Arts and Culture Advisory Commission tomorrow
 - Goal directly from 2018 DCP to strengthen ALAANA arts and cultural sector
 - Only municipal Latinx arts complex in U.S. to house two resident companies, setting national standard for equitable representation for Latinx theater
 - Includes commitment for ongoing artistic services as well as their commitment to help with capital campaign

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FY 2019-20 Proposed Budget Update

- Council will hold 36 budget town halls across Dallas in the next 2 weeks – you are encouraged to attend a town hall meeting in your neighborhood
- Proposal to change OCA's name to "Office of Arts and Culture"
- OCA's budget will largely be a "stay the course" budget
- Biggest proposed changes next year (FY 2019-20) will be:
 - Addition of "pop-up" cultural center programming – to spread cultural programming into parts of the City where there isn't a cultural center today (*E, D, SFA*)
 - One-year funding of \$250,000 for repair of the Juanita J. Craft Civil Rights House (*E, D*)
 - Financial changes related to the Meyerson/Dallas Symphony contract (*E, S, SAE*)
- FY 2020-21 Planned budget includes \$250,000 for preventative maintenance and technology upgrades at City-managed cultural facilities (*S, SAE*)

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Partner highlights



- Board & staff diversity plan & implementation - Children's Chorus of Greater Dallas (*E, D*)
- Hotel Occupancy Tax (HOT) and AirBNB Update (*SAE*)
- *Dallas Morning News* Update (*C*)
- Public Works Dallas/*As You Like It* and Kalita Revised Master Plan initiation – DTC (*E, D, S, SAE, C*)

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Discussion - Dallas Cultural Plan: A Year In Review

- Public event to be held during November quarterly steering committee meeting: **Wednesday, November 20 at 3pm (LCC)**
- Open with artist statements and Council Member kickoff
- Streamed live on Facebook
- OCA will give short “vignette” presentations about some of our key initiatives – what stands out from our progress so far?
- OCA will also “preview” some year 2 initiatives to share our momentum going forward

Discussion - Dallas Cultural Plan: A Year In Review

- What OCA initiatives need “vignettes” for the community?
- What key partner initiatives should we highlight to the community?
- How do you want to highlight your/other partner’s actions to implement the Cultural Plan?
- Who should attend and is **not** on the steering committee? Can you reach out to them with an invitation?
- What other avenues (collateral, cohosting, board presentations) can we partner on to help the community understand our progress?



Office of
Cultural Affairs