

Arts and Culture Advisory Commission Briefing

September 19, 2019



City of Dallas

Office of Cultural Affairs
City of Dallas

Agenda

- Goldmark Cultural Center Spotlight
- Latino Cultural Center: Phase II Update and Briefing on Proposed Key Terms for Resident Company Agreements with Cara Mia Theatre Co. and Teatro Dallas
- Budget Update: OCA General Fund
- ArtsActivate 2020 Round 1 Update

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LCC Phase II Update

- Project consists primarily of a multi-form theater (~120 seats) and necessary secondary entrance (~5,200 total square ft. addition)
- Schematic Design: Completed June 2019
- 100% Design Development (DD) cost estimate completed Sept. 2019
 - DD cost estimate is within \$3.35M construction budget approved by City Council
 - State of the art multi-form theater will require additional \$527K
 - Total cost is \$3.87M, of which \$500,000 will be raised privately
- Revised timeline for LCC Phase II multi-form theater space:
 - November 2019: Design completed/construction budget finalized
 - February 2020: Construction contract award by City Council
 - March 2021: Construction completed

Proposed Key Terms for Resident Company Agreements with Cara Mia Theatre Co. and Teatro Dallas

- Goal directly from 2018 DCP to strengthen ALAANA arts organizations and offerings, specifically those in Dallas' Latinx cultural sector
- Initial 5-year user agreement for Cara Mia Theatre Company and Teatro Dallas for resident company status at the LCC
 - Beyond the initial 5 years, the agreement includes four, 5-year renewal options
- Will make Dallas' Latino Cultural Center the only municipal Latinx arts complex in U.S. to house two resident companies, setting the national standard for equitable representation for Latinx theater
- Includes commitment for ongoing artistic services as well as their commitment to contribute to the capital necessary to complete this project

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Proposed Key Terms: Status & Obligations

- Term: 5-year user agreement with four, 5-year renewal options, beginning October 1, 2021
- Allotment of Dates & Access:
 - Resident Company Status: CMTC and TD will have first choice of dates on LCC's calendar before any other user groups
 - Total Number of Weeks: TD and CMTC will have an allotment of 16 weeks per fiscal year in either the new multi-form theater or the existing Oak Farms Dairy Performance Hall – at least 4 weeks in each space
 - Flexibility: Each company may increase up to a total of 20 weeks for two consecutive FYs or may decrease to 12 weeks for a maximum of two consecutive FYs for the duration of the agreement.
- Rent: Rent Ramp-Up Schedule for 5-year user agreement:
 - Rent ramp-up schedule will help with sustainable growth for resident theater companies
 - Rental schedule: \$500 per week for FY 21-22; \$750 per week for FY22-23; \$1,000 per week for FY 23-24; \$1,250 per week for FY 24-25; and \$1,500 per week for FY 25-26
- OCA will revisit rental rates for both performance spaces after the first 5-year user agreement with input and approval from resident companies to make changes
- After the initial 5-year agreement, City may increase the rent, but by no more than 2.5% and must provide a 12-month notice
- Dallas-based arts nonprofit rental in the Oak Farms Dairy Performance Hall is \$1,200 for 8-hour block

Proposed Key Terms: Status & Obligations

- Contribution to Consolidated Capital Campaign:
 - Amount: CMTC and TD will work with OCA Leadership/LCC Management on a consolidated capital campaign to raise \$500,000 by March 31, 2021
 - Design Input: TD and CMTC will provide meaningful input through Design Development and ground-breaking (construction)
 - Surplus funds: Funds raised in excess of campaign goal will go to a reserve fund for maintenance/capital expenditures for LCC theater spaces.
 - Use of reserve funds: CMTC, TD and OCA Leadership must all agree on reserve fund use annually
- Branding, Recognition and Marketing:
 - Prominent signage on outside wall of multi-form theater space: "Home of Cara Mia Theatre Company and Teatro Dallas"
 - CMTC and TD will attribute "resident theater company of the City of Dallas Latino Cultural Center" or similar language on all marketing materials
 - Marketing: LCC and CMTC and TD will create collaborative marketing plan each fiscal year.
- Accordance of User Agreement: Renewal of 5-year options will require TD and CMTC to meet the terms #3, #4, #5, #6 and #7 of the Letter of Intent (LOI) agreed to by all parties on 9/13/2019

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Next steps

- Arts and Culture Advisory Commission -
 - Initial briefing was on August 15, 2019
 - ACAC Vote to Recommend to Full Council: September 19, 2019
- Until Council Committees convene, we will brief by Council Memo
- Full City Council Approval estimated on November 13, 2019

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FY 2019-20 Budget Update

- City Council unanimously approved the FY 2019-20 budget and the OCA name change on September 18, 2019
- Enhancements for FY 2019-20 include pop-up cultural programming and partial funding for the restoration of the Juanita J. Craft Civil Rights House
- Effective October 1, 2019, OCA will be the **Office of Arts and Culture**
 - Social media campaign, press release and partner notifications in-process



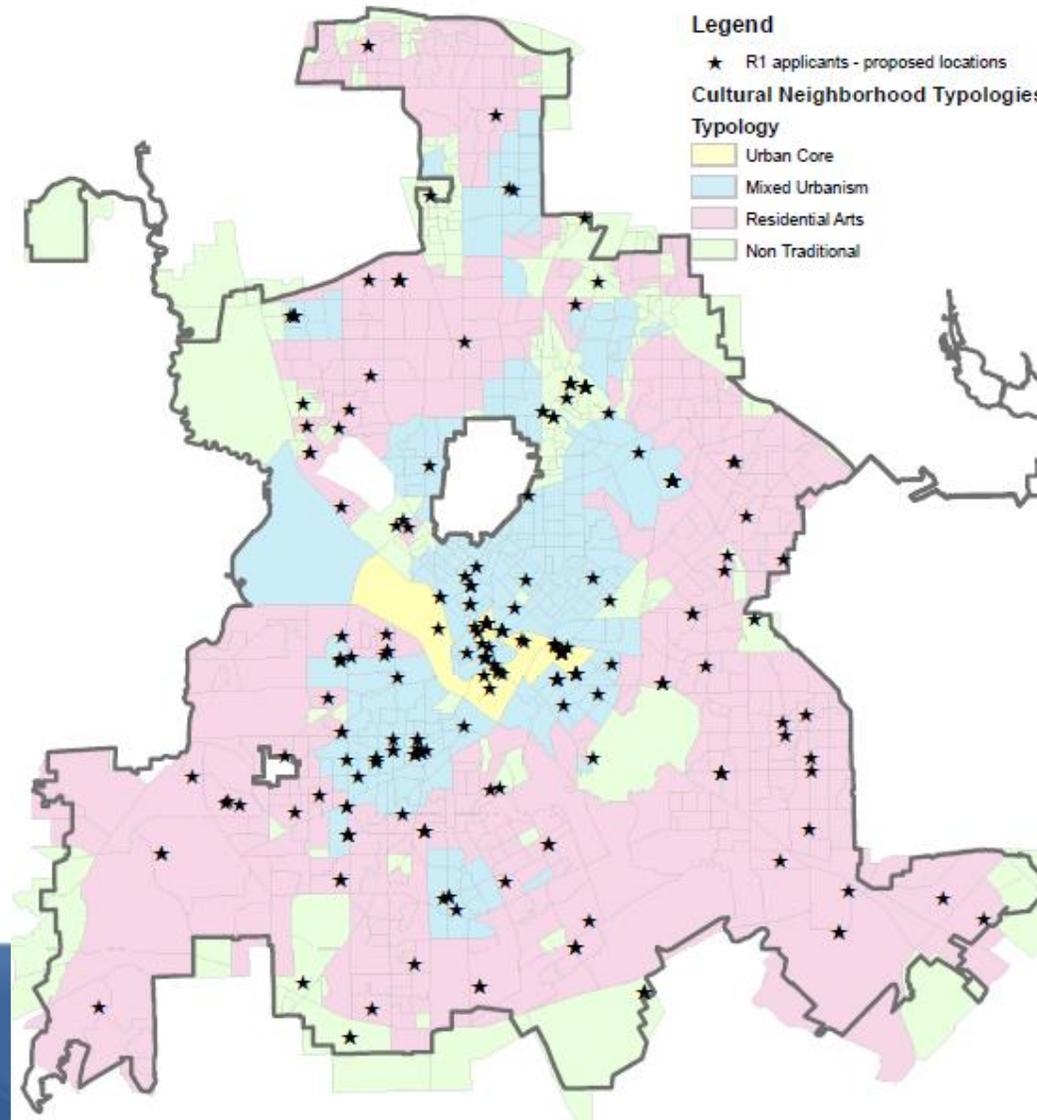
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ArtsActivate 2020 - Round 1 Update

- Allocations Committee Meeting – Sept 18 – Cancelled due to lack of quorum
 - Rescheduling Allocations Committee meeting for week of September 23rd to recommend funding and begin process to notify applicants
- Round 1
 - 69 total submitted applications – and they did reach the intended target areas!
 - 61 applicants moved to panel review
 - 41 Non-Profit Organizations
 - 20 Individual Artists / Artist Collectives
 - Panel Review: September 10-13
 - 29 panelists
- Round 2 opens October 14, 2019

ArtsActivate 2020 Round 1 Proposed Locations



Looking Ahead –

- Arts and Culture Advisory Commission – Thursday, October 17, 4:30pm
- Dallas Cultural Plan: A Year in Review and Look Forward – Wednesday, November 20, 3pm

Hispanic Heritage Month: Example Events



Oak Cliff Cultural Center

- *Un Medley Of Memorias*: September 6th - October 11th;
Artist Talk: Saturday, October 5th from 2 pm - 4 pm

South Dallas Cultural Center

- *Capoeira Classes* - Dallas Malandro: Tuesday/Thursday from 7 - 9pm, Saturdays from 10 am – 12pm

Latino Cultural Center

- *Honoring Our Ancestors: A 500-Year Journey Back to Hernán Cortés*: September 14th – October 12th; Opening Reception: September 14, 2019, 6 to 8 pm

Bath House Cultural Center

- *Dia de Los Muertos Exhibition: Catrina & Other Memorable Ladies*: Oct. 12 - Nov. 16, Reception: Oct. 13th, 5 pm- 7 pm

Public Art

- *Don Benito Juarez Statue* by artist Ricardo Ponzanelli at Benito Juarez Park

Funding Programs (CAP)

- *Hispanic Heritage Celebration for Seniors and Adults with Disabilities* by artist Afiah Bey: September 26th, 10 am - 11:30 pm, Bachman Recreation Center

Majestic Theatre

- *Evita: The Musical*: September 20th- 22nd

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- www.dallasholocaustmuseum.org





**The
Kinsey**
African American Art & History
Collection

- Will be on display
September 21, 2019 until
March 1, 2020





Office of
Cultural Affairs

