



DALLAS CULTURAL PLAN: **WHAT'S NEXT**

Wednesday, November 20, 2019
3:00- 4:30 PM
Dallas Children's Theater

DALLAS
CULTURAL PLAN

City of Dallas
Office of
Arts & Culture

Your Family Arts Center
DALLAS
CHILDREN'S
THEATER

COMMONS CENTER
WE GROW THE ARTS!
FOR THE CITY



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Welcome and Purpose

- Reflect back on the Year One initiatives by Office of Arts and Culture and the broader arts ecosystem under the Dallas Cultural Plan
- Look forward to and discuss plans for Year Two
- Connect and continue to work together to advance our collective vision for arts and culture

Artist Statement

Will Evans, publisher of Deep Vellum Books

Fatima Hirsi, author and founder of Dark Moon Poetry & Arts

Arts and Culture Advisory Commission

Name	District
Meghann Bridgeman	1
Linda Blase	2
Ella Goode Johnson	3
Jesse Hornbuckle	4
Priscilla Rice	5
Yolanda Alameda	6
Phillip Collins	7
Brad Spellicy	8
Mickie Bragalone	9
Kathy Stewart	10

Name	District
Jayne Suhler	11
Jo Trizila	12
Leland Burk	13
Suzanne Smith	14
Sam Santiago, Chair	15
Grady McGahan	At-Large/15
Vicki Meek	At-Large/16
Victoria Ferrell Ortiz	At-Large/17
Jeff Kitner, Park Board Liaison	Park Board District 11

Implementation Steering Committee

(As of 11/2019)

Name	Affiliation
Agustin Arteaga/Jill Bernstein	Dallas Museum of Art
John Paul Batiste	Arts Community Leader
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
Terry Loftis	TACA

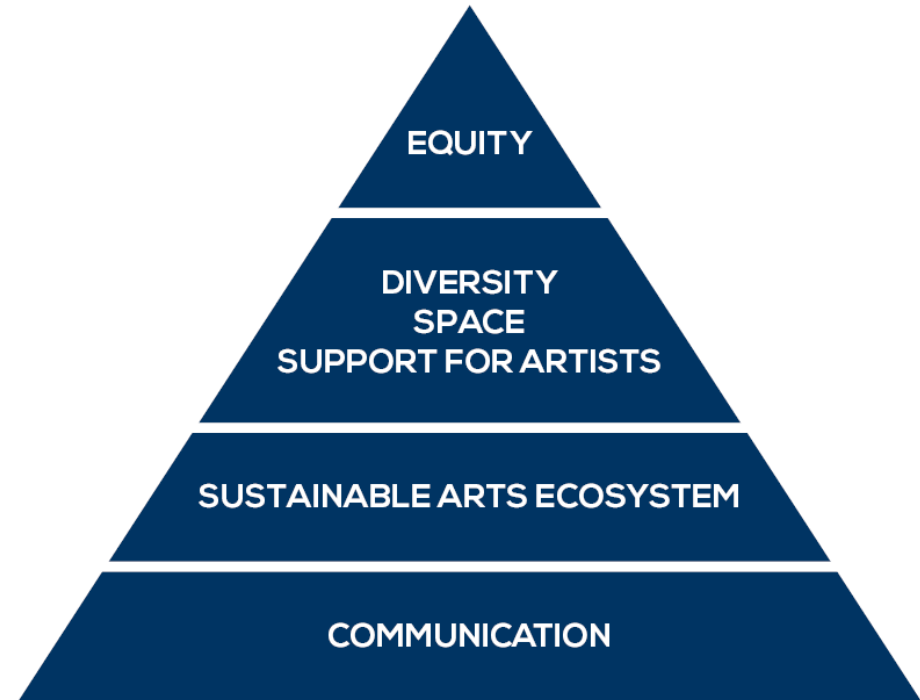
Name	Affiliation
David Lozano	Cara Mia Theatre
Lynn Mahurin	Rosewood Corporation
Wolford McCue	Arts Advocate
Lewis McMahan	Texas Instruments Foundation
Kevin Moriarty/Dionne Davis	Dallas Theater Center
Ken Novice	Dallas Summer Musicals
Erin Offord	Big Thought
Debi Peña	Dallas Symphony
Charles Santos	TITAS/Dance Unbound
Sandra Session-Robertson	Dallas Children's Theater
Joanna St. Angelo	Sammons Center
Clyde Valentin	SMU Meadows Ignite/Arts
Katherine Wagner	Business Council for the Arts
Lily Weiss	Dallas Arts District

Introductions

- **Turn to your neighbor and introduce yourself!**

Share with your partner:

- 1) How have you been impacted by the Dallas Cultural Plan in the past year?
- 2) What would you like to see in 2020 to further advance the Dallas Cultural Plan?



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

The OAC 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

- Office of Arts and Culture (OAC): Top Headlines
- Arts Ecosystem Partner Highlights from Year One
- OAC Highlights from Year One
- OAC Preview of Year Two

Office of Arts and Culture (OAC) Top Headlines

As of November 2019

- ✓ Equity training for all OAC staff: 3 full days of training with 6 follow-up pilot projects to advance equity in OAC (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)
- ✓ Public Art workshops to increase community engagement & candidate diversity (D, C)
- ✓ Cultural Organizations Program scoring realigned to Cultural Plan goals (E, D)
- ✓ ArtsActivate Funding Program begun for neighborhood activation (E, D, SFA)
- ✓ OAC On The Go launched to support artists across Dallas (SFA)
- ✓ 2017 Bond contracts to address facility needs (S, SAE)
- ✓ City of Dallas Artist Microresidencies, and planned artist residencies to begin at Mildred Dunn and partner sites (S, SFA)
- ✓ Culture Pass Dallas rollout begun with Dallas Public Library to provide free access to arts events for library patrons (E,C)
- ✓ SpaceFinder website and rollout planning begun to address space needs of Dallas creatives (S, SFA)
- ✓ Pop-up cultural programming (beginning in 2020) to create art experiences in underserved “Residential” and “Non-Traditional” DCP Typology neighborhoods (E, SFA)
- ✓ Increase of arts funding from 2.6% to 3.5% of HOT in FY 2019-20 (SAE)
- Juanita J. Craft Civil Rights House restoration and planning for its future as a hub for social change (E, D, S, C)
- LCC Phase II (new multi-form theater) and residency group agreements with two Latinx theater companies initiated to increase space and improve service to growing Latinx population (E, D, S)

Note: Primary priorities addressed are in parentheses

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

As of November 2019

- ❑ LCC Phase II (new multi-form theater) and residency group agreements with two Latinx theater companies initiated to increase space and improve service to growing Latinx population (*E, D, S*)

City of Dallas

As of November 2019

- Increase of arts funding from 2.6% to 3.5% of HOT in FY 2019-20**

- library to provide

Address space

create art
traditional" DCP

FY 2019-20 (SAE)

Planning for its future

as a hub for social change (L, D, S, C)

Note: Primary priorities addressed are in parentheses

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

Office of Arts and Culture (OAC) Top Headlines

As of November 2019

- ✓ Equity training for all OAC staff: 3 full days of training with 6 follow-up pilot projects

✓ Meyerson leadership utilization (E, S, SAE)

✓ Kalita lease to OAC (E, S, SAE)

✓ Public Art work candidate diversity (E, D)

✓ Cultural Organization goals (E, D)

✓ ArtsActivate Fundraising (E, D, SFA)

✓ OAC On The Go launched to support artists across Dallas (SFA)

✓ 2017 Bond contracts to address facility needs (S, SAE)

✓ City of Dallas Artist Microresidencies, and planned artist residencies to

Culture Pass Dallas

DISCOVER YOUR CITY

Culture Pass Dallas rollout begun with Dallas Public Library to provide free access to arts events for library patrons

Equity, Communications

- Partnership between OAC and Dallas Public Library
 - Free tickets to arts and cultural events/attractions for anyone with a Library card
 - Helps the arts organizations reach new audiences

library to provide


address space

create art "traditional" DCP

FY 2019-20 (SAE)

planning for its future

as a hub for social change (E, D, S, C)

✓ LCC Phase II (new multi-form theater) and residency group agreements with two Latinx theater companies initiated to increase space and improve service to growing Latinx population (E, D, S)
- Note: Primary priorities addressed are in parentheses
Legend: E = Equity; D = Diversity, S = Space, SFA = Support For Artists, SAE = Sustainable Arts Ecosystem, C = Communication)
- Quality of Life, Arts & Culture
- 

City of Dallas
- 12

Arts Ecosystem Partner Highlights from Year One

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LCC Phase II Expansion



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Rationale and Impact of Phase II

- Phase II was a top priority of the 2018 Dallas Cultural Plan
 - Addresses Equity, Diversity, Space, Support for Artists and Sustainable Arts Ecosystem priorities
 - Provides major asset for arts & cultural programming for ALAANA communities, especially need for rehearsal and workshop spaces
 - Focus on City's Equity initiatives – 43% Latino/a population
- More space coupled with long-term residencies enables stability/growth Dallas-based Latino/a theater companies
 - Cara Mia Theatre Company is the largest Latino/a theater company in five-state area
 - Teatro Dallas is longest-running Latino/a theater company in Dallas & TX
- Sets Dallas as the national standard for supporting Latino/a theater companies in municipal arts complexes
 - Focus on City's Excellence initiatives - setting best practices for Arts & Culture, exemplified by visit from City of Phoenix delegation and meeting with City of Houston

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Overview of Resident Company Agreements with Cara Mia Theatre Co. and Teatro Dallas

- 5-year user agreement for Cara Mia Theatre Company and Teatro Dallas for resident company status:
 - OAC leadership/LCC management in tandem with Cara Mia Theatre Company and Teatro Dallas developed 5-year user agreements with four 5-year renewal options. Approved by Quality of Life, Arts & Culture Committee of City Council on November 18, 2019
 - Includes commitment of 12 to 20 weeks of artistic services annually at the LCC providing expanded cultural services at the center and growth/stability as resident theater companies
 - Capital Campaign: CMTC and TD in tandem with OAC/LCC executive staff will lead a consolidated capital campaign raising \$500,000 by March 31, 2021

LCC Phase II Update

- LCC Phase II funded by 2006 Bond Program
- 5,200 sq. ft. addition 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 as Architect of Record (AOR)
 - City Council unanimously approved Architect of Record contract in February 2019
- Schematic Design: Completed June 2019
 - LCC Architectural Advisory Committee has met to review space needs and floorplans
 - Public Input Meeting held in July 2019
- 100% Design Development (DD) cost estimate completed Sept. 2019

LCC Phase II – Cost Estimate & Timeline

- Design/development cost estimate is within \$3.35M construction budget approved by City Council
 - State of the art theater equipment fit-out will require additional \$527K
 - Total cost is \$3.87M, of which \$500,000 will be raised privately
- Timeline for LCC Phase II multi-form theater space:
 - November 2019: Construction bids advertised (open) by BPO
 - February 2020: Construction contract on City Council agenda
 - March 2020: Begin Construction
 - March 2021: Construction completed

ArtsVote Dallas – Dallas Area Cultural Advocacy Coalition (DACAC)



I commit to supporting the diverse, vibrant and growing Dallas cultural community by engaging, educating, advocating and ensuring that Arts & Culture are at the forefront of our civic dialogue. My Arts Vote Matters.

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OAC Highlights from Year One

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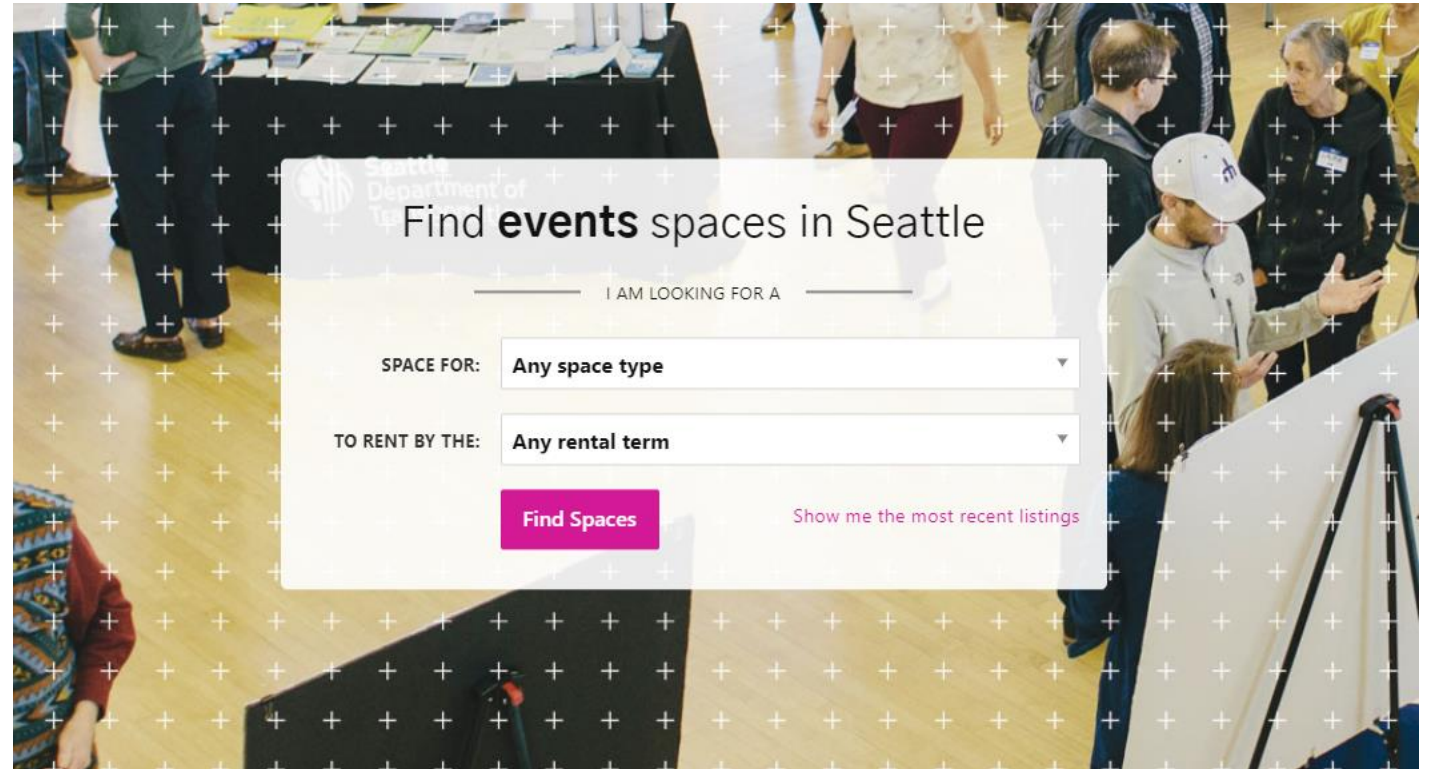
SpaceFinder Dallas

- Dallas Cultural Plan identified over 600 spaces where arts and cultural events happen
- SPACE – for artists and orgs to create art - kept coming up again and again
- SPACE also addresses priorities of equity, support for artists, sustainable arts ecosystem



SpaceFinder Dallas

- SpaceFinder system first demonstrated at Arts Advocacy Day 2018 by Randy Engstrom from Seattle Arts & Culture
- Immediate appeal for it and how useful it would be in Dallas
- After presentation of Cultural Plan, began procurement and design process for **SpaceFinder Dallas**



SpaceFinder Dallas

SPACEFINDER
DALLAS

Show me **art** spaces

All Spaces ▼

All rental term ▼

[Find Spaces](#) [Show me the most recent listings](#)

[Venue Login](#) [List a space](#)

POWERED BY THE CITY OF DALLAS
OFFICE OF ARTS AND CULTURE

SpaceFinder Dallas



Sammons Center for the Arts Meadows Hall

Performance | Rehearsal | Meetings / Meetups | Workshops / Classes | Events

\$35-\$150/hour \$175-\$2500/day

Lat: 32.8000117 | Lon: -96.8165530
3630 Harry Hines Blvd, Dallas, TX 75219, USA
Last updated Nov 15, 2019 • Added Nov 15, 2019

MEDIUM AVAILABILITY



Arts Mission Oak Cliff Sanctuary

Performance | Rehearsal | Exhibition | Studio Art | Meetings / Meetups | Workshops / Classes | Events | Screening

Lat: 32.7414967 | Lon: -96.8450227
410 S Windomere Ave, Dallas, TX 75208, USA
Last updated Nov 19, 2019 • Added Nov 12, 2019



Bath House Cultural Center Art Galleries

Exhibition

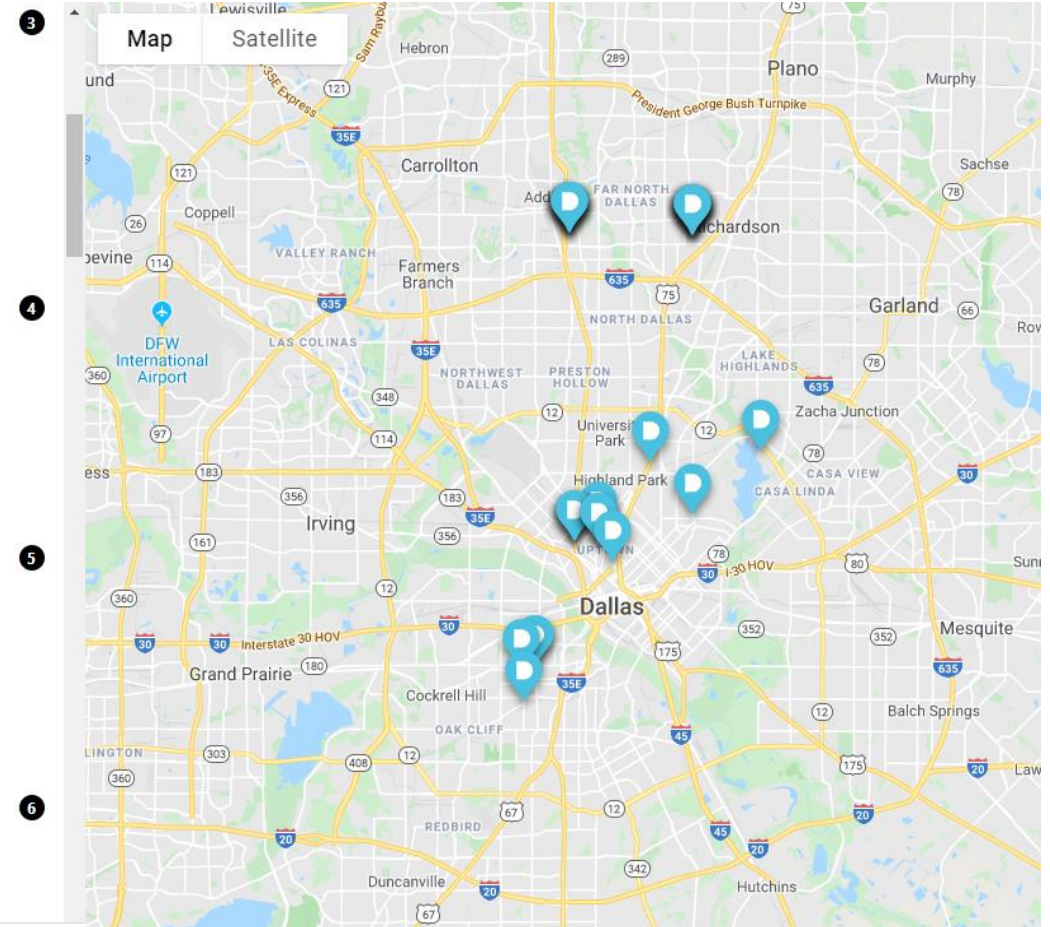
Lat: 32.8408750 | Lon: -96.7153650
521 E Lawther Dr, Dallas, TX 75218, USA
Last updated Nov 14, 2019 • Added Nov 12, 2019



Al Biernat's North Blue Bar & Lounge

Meetings / Meetups | Events

Subsidized space available



SpaceFinder Dallas



Space Details

Amenities

Venue Info

Type

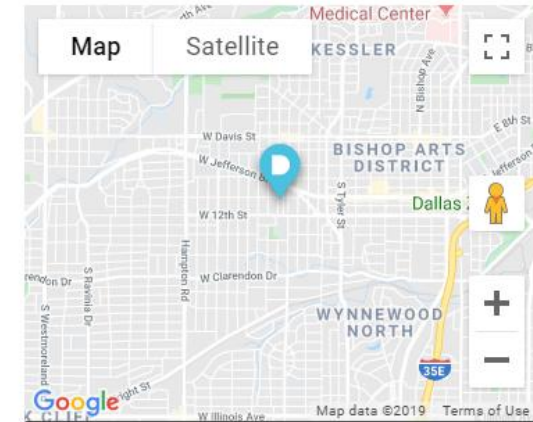
Performance, Rehearsal, Exhibition, Studio Art,
Meetings / Meetups, Workshops / Classes, Events,
Screening

Parking

Onsite parking (free)
Street parking (free)

CONTACT THIS SPACE

Availability Calendar (off-site)



Open in Google Maps

Arts Mission Oak Cliff

<https://www.artsmissionoc.com/>

410 S Windomere Ave, Dallas, TX 75208, USA

Sally Diamond

Contact@artsmissionoc.com

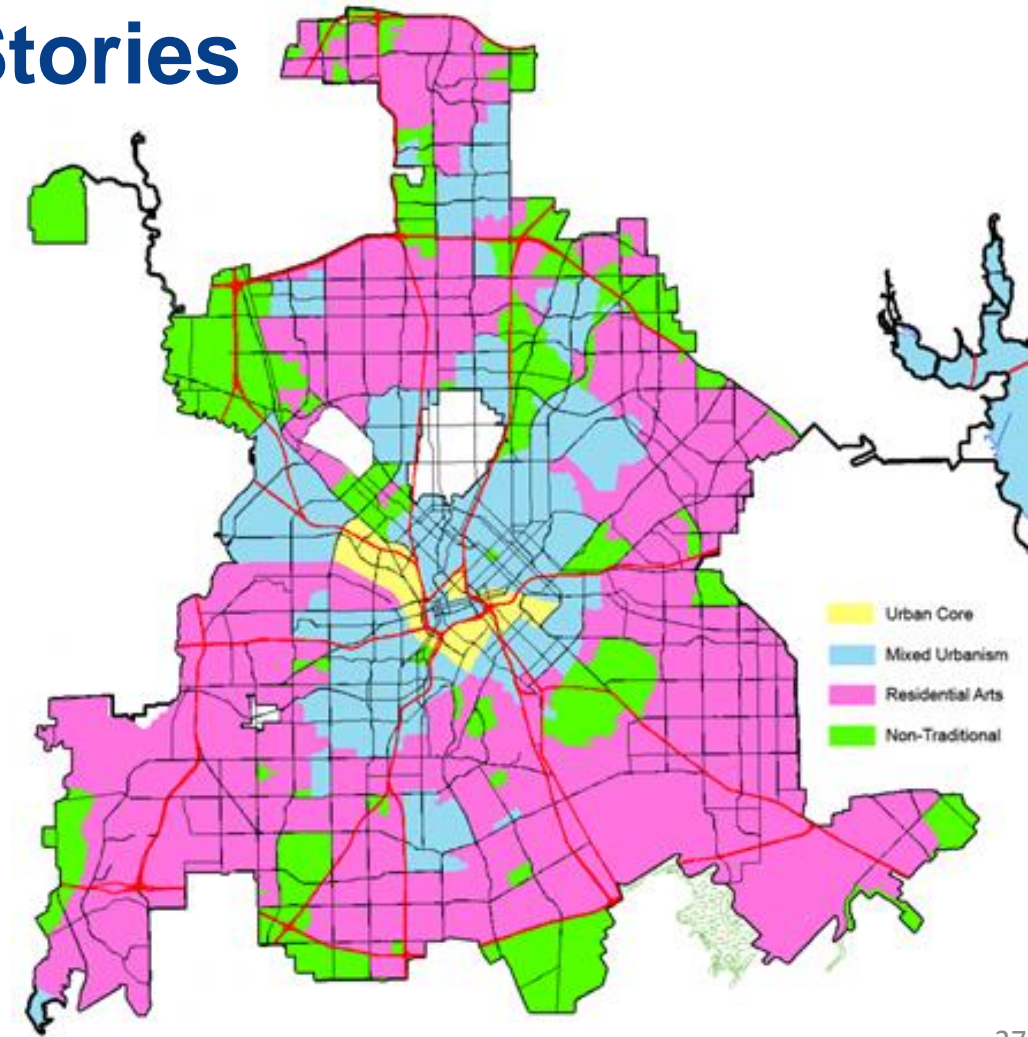
For a more specific response, go to the website
and complete the rental questionnaire.
www.artsmissionoc.com

SpaceFinder Dallas – Next Steps

- System is now live
- Currently have 34 spaces listed – only 566 left to enter
- After finalizing the City-owned spaces (OAC, Library, Parks etc.), will begin aggressive outreach to additional spaces
- Steering Committee, arts community members, and patrons can help by connecting us to spaces and contacts

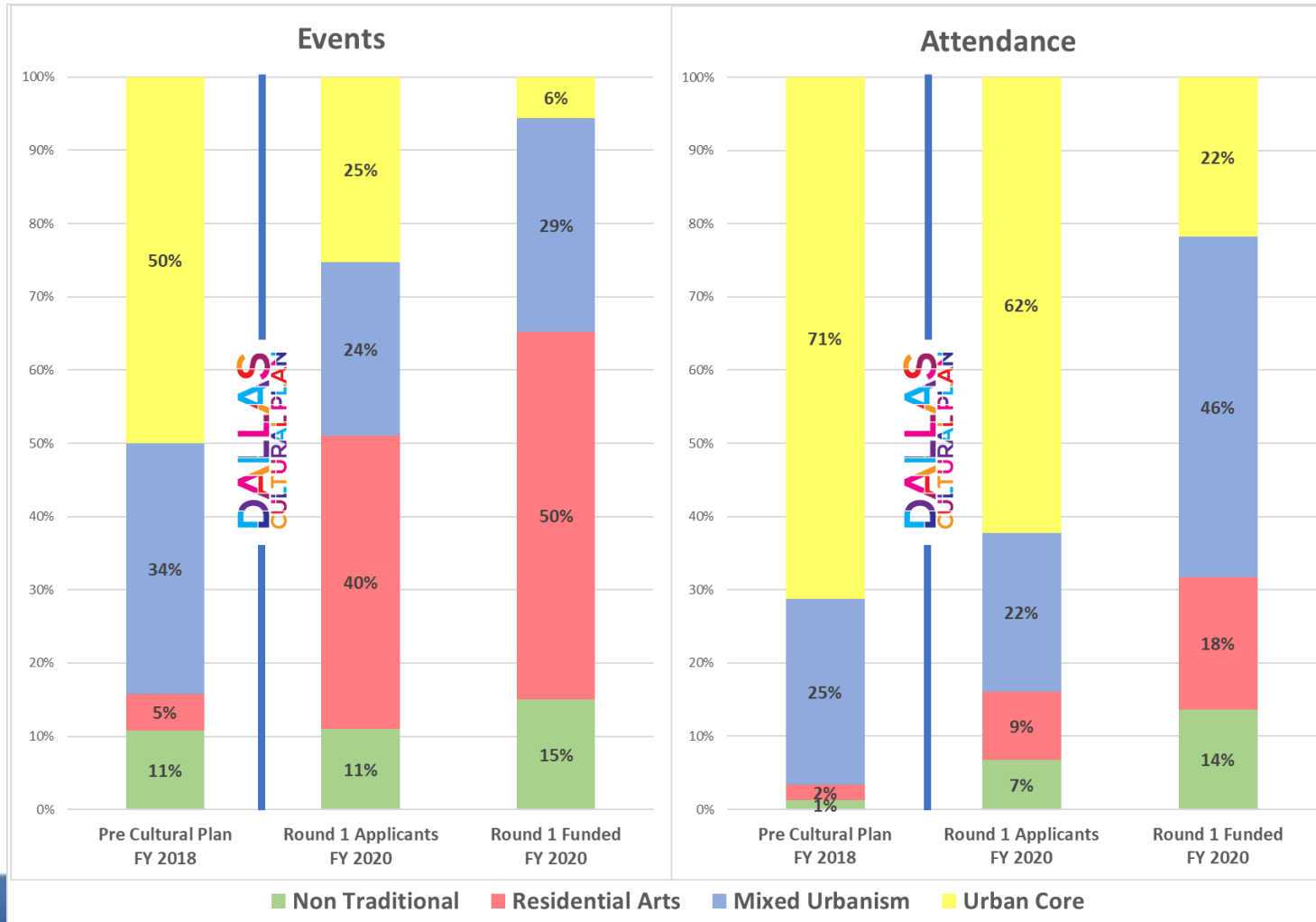
ArtsActivate and Neighborhood Stories

- ArtsActivate
 - Project-based funding program
 - Open to individual artists, artist collectives, and non-profit organizations
 - Consolidation of all prior project funding programs
 - Three rounds of applications
 - Connect with communities and neighborhoods
- Dallas Cultural Plan Activation
 - Leverage applicants to provide more programming outside Urban Core
 - Engage applicants with Plan priorities and strategies
 - OAC's efforts to implement DCP



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ArtsActivate 2020 – Round 1



Pre-Cultural Plan

- Majority of events and attendance in Urban Core (yellow)
- Very low activation in “pink” and “green” areas

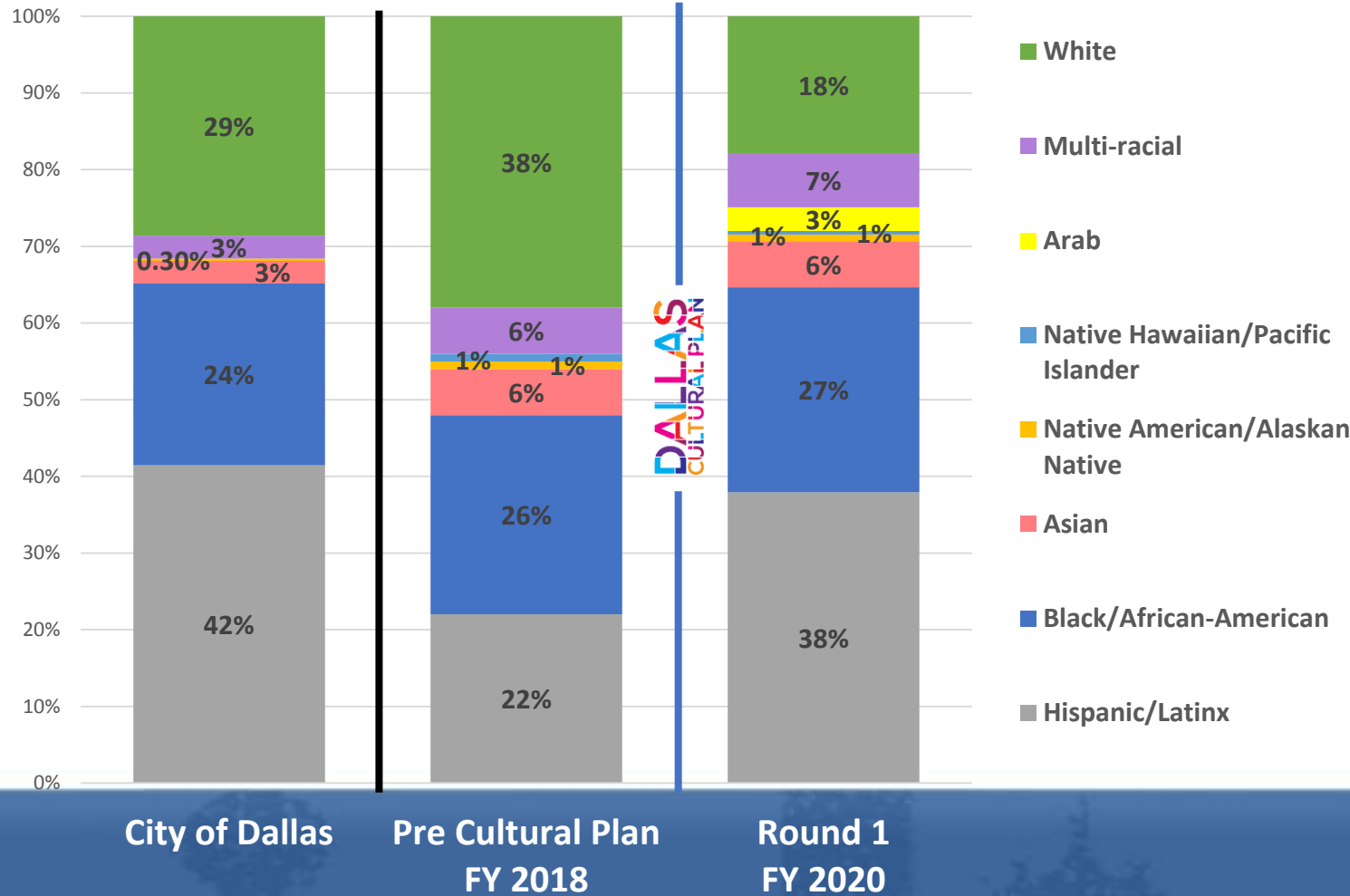


Post-Cultural Plan

- More than half projected events in “pink” and “green” areas
- 10-times the projected attendance in “pink” and “green” areas after final funding recommendations

ArtsActivate 2020 – Round 1

Attendance: Race/Ethnicity



Pre-Cultural Plan

- Major gap in arts and culture attendance by Hispanic/Latinx population



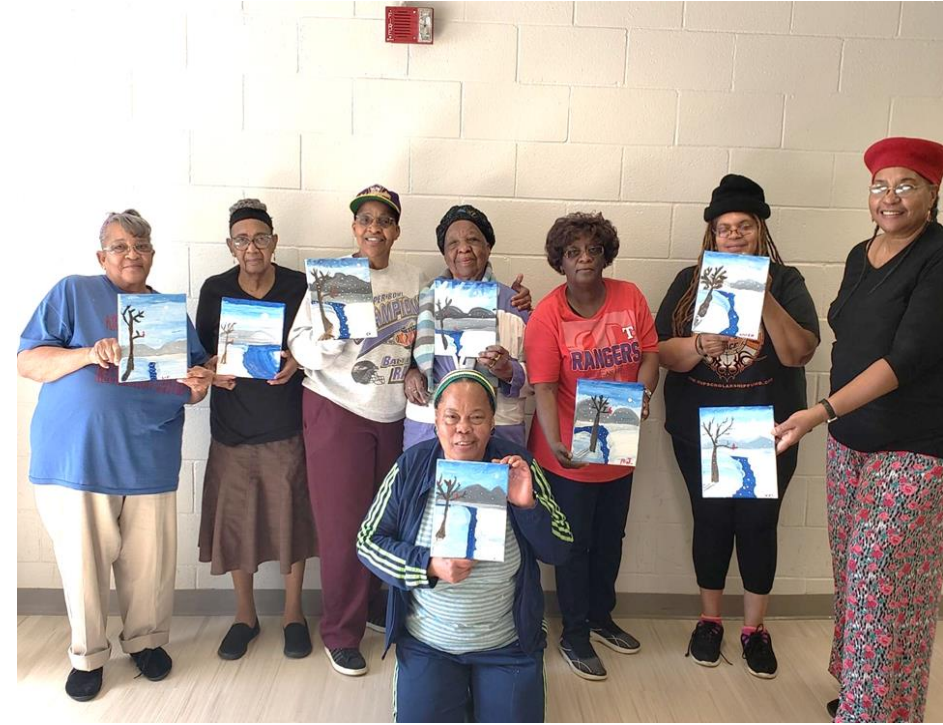
Post-Cultural Plan

- Significant increase in projected attendance by Hispanic/Latinx population at arts and culture events



Community Artist Program (CAP)

- Community hosts request free artistic/cultural services - request form is online (dallasculture.org)
- Events must be free and open to the public
- Current CAP Roster of 33 artists & organizations
- Past CAP programming has included:
 - Teen programming partnership with Parks Department
 - Senior movement workshops
 - Visual Art workshops at Deaf Action Center



Arts & Rec Live! Neighborhood Tour – Pilot Program



- Collaboration between OAC, Parks, and Library
- Socio-cultural programming in Dallas Neighborhoods
- Approximately 280 residents served
- More neighborhoods in 2020

Artist Statement

- Kat Edwards
- Rodrigo Fuentes



OAC Preview of Year Two – List in Progress

- Kalita Updated Master Plan Effort underway
- Artist Micro-Residencies in City departments – Year Three applications opening in Q1 of 2020
- Artist residencies at Mildred Dunn Recreation Center, managed by South Dallas Cultural Center
- Craft House work to repair structures: RFP or RFQ launching in Q1 of 2020
- Library black box improvements and further activation of all five
- Dallas Arts Month – Community Beer partnership to promote artists
- Application to Texas Commission on the Arts for cultural district at Fair Park and South Dallas
- And more...

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Closing and Next Steps

- Continue to discuss, engage, advocate, and collaborate with us to further the Dallas Cultural Plan – keep it an evolving and living effort
- Share your learnings and experiences with those who aren't here today – fellow artists, volunteers, staff, boards, etc.
- Keep on creating and supporting meaningful arts and culture with our community