



- The meeting has not yet begun
- Commissioners have been muted upon entry to minimize excess “noise”
  - If Commissioners dial in, the host will unmute you but please mute yourself from your end to minimize noise disruptions
  - Public speakers will be unmuted following the Call to Order from the Chair
- The meeting will begin once we have reached quorum and the Chair calls the meeting to order
- Please refrain from discussing any business before the meeting has been called to order





**City of Dallas**

# **Arts and Culture Advisory Commission Briefing**

**January 21, 2021**

Office of Arts and Culture  
City of Dallas

# Agenda



- Cultural Spotlight: Cry Havoc Theater Company
- Peru Consulate Briefing
- Cultural Venues Update: Current Usage and Federal Funding
- FY 2019-20 Cultural Programs – Review of Key Metrics
- Bond Projects Update



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# Venue Update – Majestic Theater



- Historic 1,644 seat theater built in 1921 hosting a variety of concerts, performing arts and corporate events presented by national and local artists, promoters, and nonprofit arts organizations
- Heavily impacted by pandemic due to majority programming of national tours that are not currently on the road
- Recent Activity includes
  - Professional Film shoots:
    - “Miracle Moment” video shoot
    - “Simple Science” (7-day rental) wrapped last weekend
    - Private video shoot in early February
  - Upcoming prospective events
    - Current negotiations to act as location for tour rehearsals Feb – May (artists tba)
    - Dallas Black Dance Theatre video shoot
    - Canadian Entertainment Co. video shoot
- Traditional programming currently expected to gradually resume in June and ramp up into the Fall
- The Majestic Theater will celebrate its Centennial year, beginning in April - but with public events planned for September



# Venue Update – Moody Performance Hall



- 749 seat proscenium theater opened in 2012 in the Dallas Arts District to provide a home for local emerging and mid-sized performing arts organizations, representing diverse heritages and artistic disciplines of our community
- Continues to provide alternate services to local groups including providing space for recording, streaming, and rehearsal
  - Recent activity includes:
    - Recordings: Dallas Black Dance Theatre, Avant Chamber Ballet, BTWHSPVA (Arts Magnet), Lone Star Wind Orchestra
    - Film/Photography shoots: VisitDallas video shoot, VG photography
  - Upcoming prospective events:
    - Recordings: Ballet North Texas, Orchestra of New Spain, Lone Star Wind Orchestra, New Texas Symphony Orchestra, and American Baroque Opera Company
    - Live Streams: Chamber Music International and Dallas Chamber Symphony
- Audience programming currently projected to gradually resume in April/May



# Federal Coronavirus Relief Funds



- On December 8, 2020, City Council approved the remaining CARES reimbursement contracts of \$1.5M for COVID-19 expenses with 20 of OAC's cultural organization partners
- Funded items and services (e.g., HVAC upgrades, COVID testing and safety training) to help venues more safely welcome back cultural workers and audiences
- Reimbursement contracts with these federal funds require a high level of documentation and audit trail, and OAC team held a virtual training for all 20 organizations on December 11
- All organizations' reimbursement submissions, for expenses incurred prior to December 30, are due on January 22 in order to meet City and federal reporting deadlines
  - Submissions include Federal certifications related to the transactions being reimbursed, and an invoice, receipt, and proof of payment for each item or service being reimbursed





# Federal Coronavirus Relief Funds



## Example reimbursable expenses

- Upgrades to HVAC systems for increased sanitization
- Electrostatic sprayers
- Hand sanitizer stations
- Social distancing equipment and signage
- Acrylic barriers for audiences and performers



# Federal Shuttered Venue Operator (SVO) Grants



- The second round of Federal COVID relief included an appropriation for \$15 Billion for Small Business Administration (SBA) grants of up to \$10 million to small live entertainment venues and related small businesses
  - The effort, commonly referred to as "Save our Stages" was championed by Senators Klobuchar, Cornyn and Schumer
  - Eligible businesses include concert venues, movie theaters, museums, and live venue operators and producers
  - Entities owned by state and local governments are eligible if they have less than 500 employees (such as the Moody Performance Hall and Majestic Theater)
- Importantly, these funds are structured as grants, not loans



# Shuttered Venue Operator Guidelines:



- SBA applications are still not posted, but general parameters are:
  - First Priority (first 14 days) – Entities with 90% revenue loss: based on a comparison of revenue in the final three quarters of 2020 that was 10 percent or less of revenue in the last three quarters of 2019 due to the pandemic. This round will include Moody and Majestic.
  - Second Priority (second 14 days) – Entities with 70-90% revenue loss
- Grant Amounts: Grants to eligible entities shall be the lesser of 45% of 2019 gross revenue or \$10 million
- Grantees may use grants to cover March 1, 2021 through December 31, 2021 expenses for: payroll costs, rent, mortgage principal and interest, utilities, worker protection expenditures, payments to independent contractors of up to \$100,000 per independent contractor, and other ordinary and necessary business expenses





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# Overview



- The Dallas Cultural Plan (DCP) and an updated Cultural Policy were unanimously adopted by Dallas City Council on November 28, 2018
- Based on the input of over 9,000 residents during the year-long process, the DCP identified six priority areas for the Dallas arts ecosystem: Equity, Diversity, Space, Support for Artists, a Sustainable Arts Ecosystem, and Communication
- Both the Plan and the Policy provided in the Statement on Cultural Equity that: *Annually, the Office of Arts and Culture will summarize its own support for artists and arts organizations, highlighting measures of equity and diversity*
  - This statement was developed by the Equity Task Force in the summer of 2018, approved by the Steering Committee of the Dallas Cultural Plan in August 2018, approved by the Arts and Culture Advisory Commission in September 2018, and approved by Dallas City Council in November 2018





# FY 2019-20 Key Metrics



- The “baseline year” of data from FY 2018-19 was previously briefed to Commission in January 2020
- FY 2019-20 is the second full year of data on progress towards the DCP goals
- Key equity goals for 2023 in the Cultural Plan and Policy are:
  - At least 40% of cultural services funding to ALAANA\* organizations or Artists
  - Board diversity goals for COP organizations, tiered by operating budget size:
    - At least 10% diversity – budgets of \$500K-\$1M
    - At least 20% diversity – budgets of \$1M-5M
    - At least 30% diversity – budgets of \$5M and up
  - Pilot and track the neighborhood impact of new programs that increase the number of cultural experiences outside of Urban Core neighborhoods (outside the “yellow”)



# FY 2019-20 Key Takeaways



- The COVID-19 pandemic, starting on March 13, 2020, in Dallas, had an adverse impact on live, on-location art experiences across both Dallas and the entire country as well as on cultural workers
- 2020 spawned vast experimentation by organizations and artists with new formats – e.g., virtual and socially-distanced cultural experiences
- These new formats and audience consumption habits may outlast the pandemic – but how to integrate them into an overall mission/model for each art form and organization remains to be seen
- COP organizations collectively had great success in reaching large audiences virtually - but ALAANA audience percentages have not budged
- Small and mid-size COP organizations made progress towards the 2023 board diversity goals
- ArtsActivate and CAP programming made progress on ALAANA audience percentages, but with reduced audience sizes compared to the prior year



# FY 2019-20 Funding Programs Overview



Funding Program	Description	FY 2019-20 Budget	# of contracts	Avg contract amount
COP - Cultural Organizations Program	Operational support program for established arts and culture organizations	\$4.9 M	34	\$145,000
ArtsActivate 2020	Project-based support aligned to Dallas Cultural Plan goals (3 rounds)	\$797,425 <small>(Includes funds from Community Arts for Artist Residencies)</small>	92	\$8,700
CAP – Community Artists Program	Roster of ALAANA artists and organizations who can be requested by the community to perform free of charge	\$345,000	34	\$11,000
<b>Total</b>		<b>\$6,093,930</b>	<b>162</b>	<b>\$37,600</b>

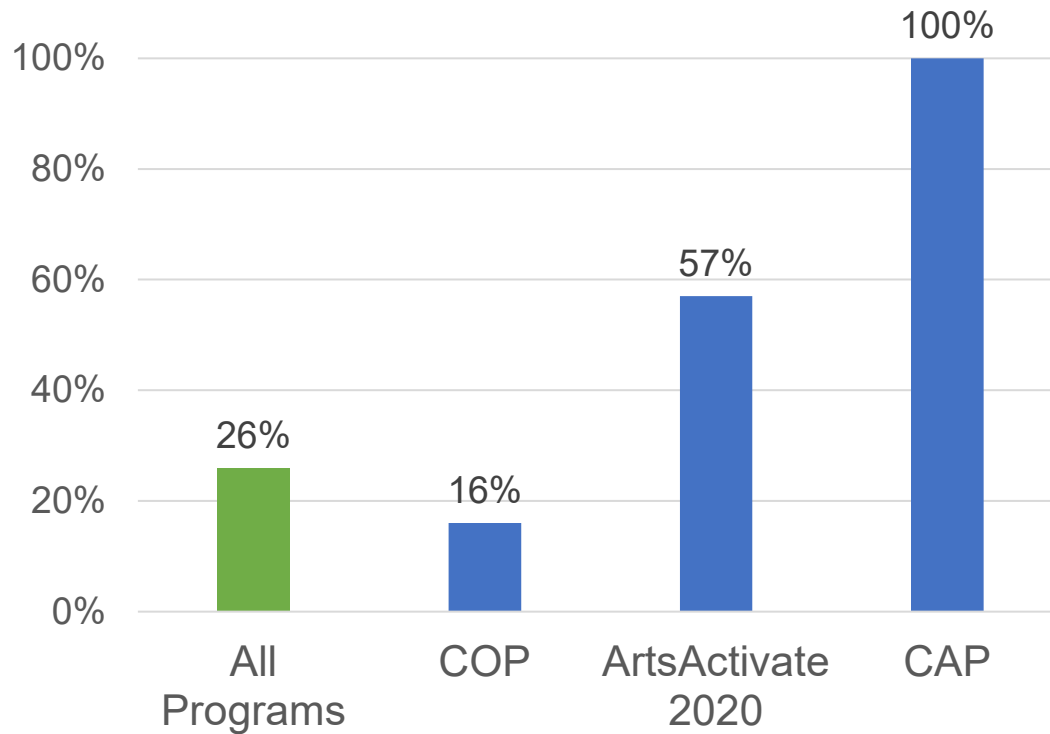
- COVID-19 restrictions and a City expense freeze deferred execution of more than 1/3 of ArtsActivate contracts to FY 2020-21, slowed demand for CAP services, and resulted in service reductions by COP organizations and contract reductions of 8% for COP organizations



# FY 2019-20 Funding and Activity Summary



**FY 2019-20: Total \$ (Funding) to ALAANA artists & organizations**



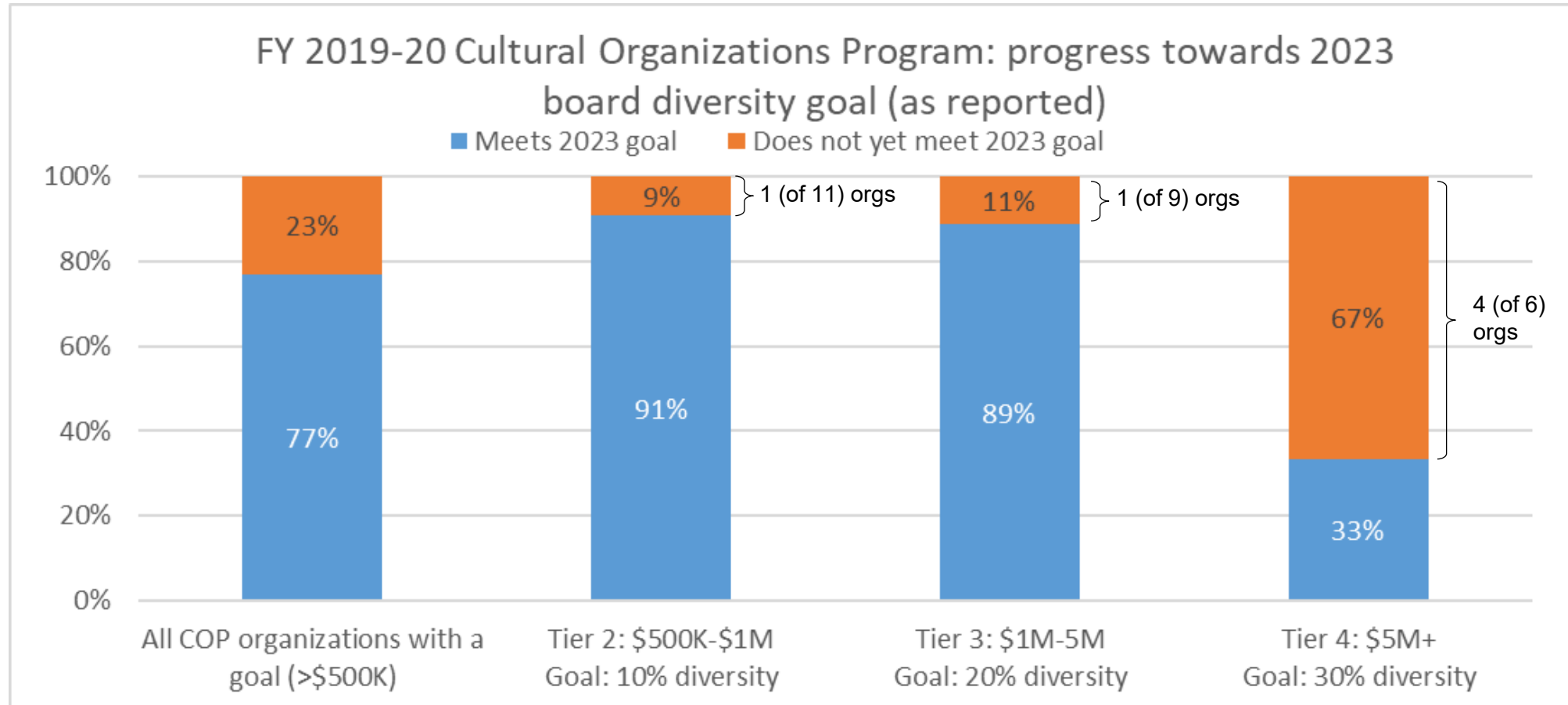
FY2020	Adopted Budget	Total # of Services	Total attendees
COP	\$4.9M	37,220	9,042,676 (86% virtual)
ArtsActivate	\$797,425	789	85,810 (32% virtual)
CAP	\$345,000	366	32,047 (13% virtual)



# FY 2019-20 COP Board Composition



- 77% of COP organizations (20 out of 26) have achieved or surpassed the 2023 board goal (vs. 62% in FY 2017-18)



\*Note: Tier 1 (under \$500K) does not have a board diversity goal; ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Cultural Policy.



# FY 2019-20 Audience Diversity



- FY20 saw an increase in participants vs. the prior year, with some ALAANA participant percentage growth in ArtsActivate and CAP offset by lower participant numbers
- COP had the most success in growing virtual audiences during the initial period of COVID-19
- Work remains to reach proportionate ALAANA participation through OAC programs

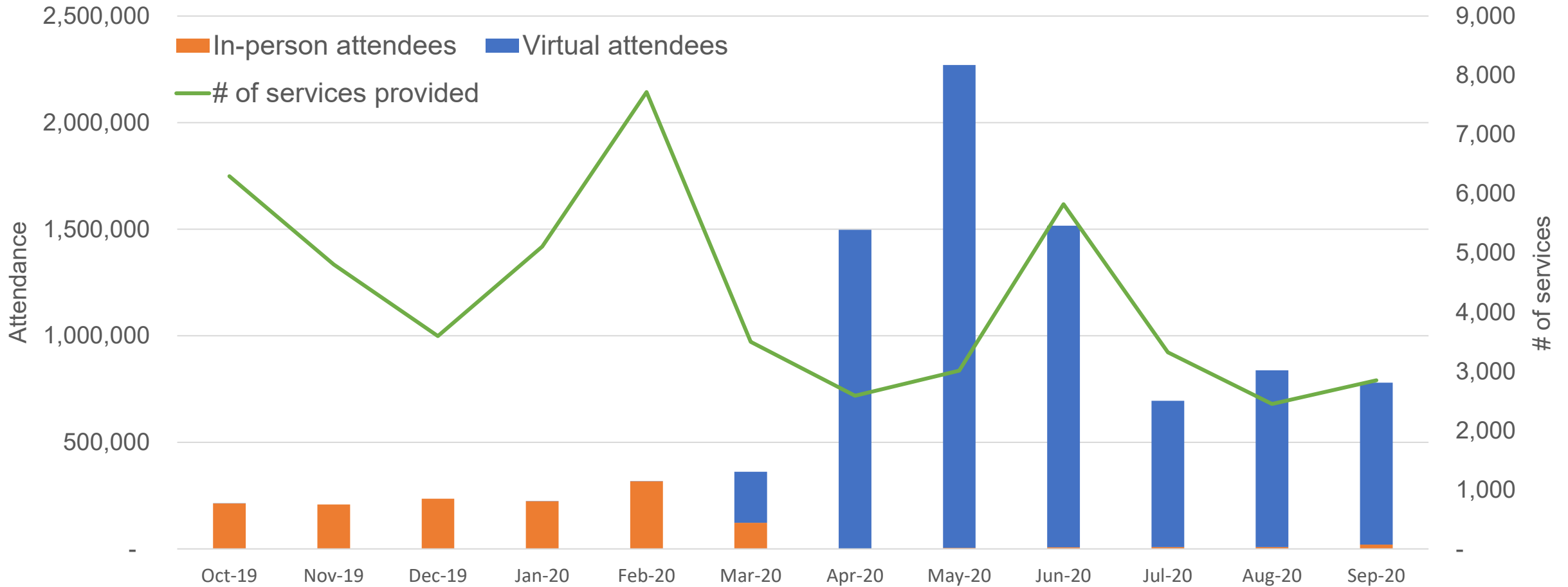
	FY 2018-19		FY 2019-20		
	Total Participants	% ALAANA Participants	Total Participants	% ALAANA Participants	% Virtual Participants
<b>All Support Programs (as reported):</b>	<b>5,900,679</b>	57%	<b>9,160,533</b>	56%	85%
Cultural Organizations Program (COP)	<b>5,674,685</b>	56%	<b>9,042,676</b>	56%	86%
ArtsActivate/Project-based funding (Cultural Projects and CVP in FY19)	<b>189,519</b>	67%	<b>85,810</b>	70%	32%
Community Artists Program (CAP)	<b>36,450</b>	80%	<b>32,047</b>	87%	13%
<b>City of Dallas - Population Estimates from US Census as of July 1, 2019*</b>	1,343,573	71%	1,343,573	71%	N/A



# FY 2019-20 Impacts of COVID-19 - Virtual



FY 2019-20 Funding Programs attendance (bar) and number of services (line)



# Open questions as we move into 2021



- What are the financial models for virtual or socially-distanced programming that will allow for them to continue?
- Will experiments in virtual programming build new “traditional” in-person audiences for artists and organizations?
- When (and how) will audiences return?
  - OAC is anticipating a potential attendance decrease this fiscal year, due to reluctance to return and virtual programming “fatigue”
- What are the longer-term impacts of the pandemic on cultural workers and organizations?
- How will philanthropy and private resources continue to shift?
- How do systemic issues (e.g., internet access and opportunity barriers) make accessing ALAANA audiences even more challenging?
- How does programming in the virtual realm potentially increase the stature of arts and arts organizations in our city far beyond Dallas?



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# OAC Bond Projects



- **Bath House Cultural Center** renovations are complete



Exterior Photos





# OAC Bond Projects



- **Bath House Cultural Center** renovations are complete



Interior Photos





- **Dallas Black Dance Theatre**

- Underway and tentative completion expected April 2021
- Scope of work includes waterproofing and exterior restoration of windows and doors

- **Dallas Heritage Village**

- Sullivan House roof repairs are complete
- Electrical panel work is underway





- **Dallas Museum of Art**
  - Underway and tentative completion expected August 2021
  - Scope of work includes renovating public restrooms, elevators and addressing water infiltration and drainage issues
- **Kalita Humphreys Theater**
  - Substantial completion expected by January 31, 2021
  - Scope of work includes electrical improvements, repairs of the water damage to the rooftop access and water infiltration leaks



- **Meyerson Symphony Center**
  - Underway and tentative completion expected May 2021
  - Scope of work includes fire alarm system upgrade and the repair of water infiltration
- **Oak Cliff Cultural Center** repairs are complete
  - Replaced rooftop units of the Heating Ventilation and Air Conditioning system



# OAC Bond Projects



- **Sammons Center** renovations are complete



**Brick parapet above cast stone replaced-restored to eliminate thru wall leaking at the 4<sup>th</sup> floor interior**



**New main entrance doors and repaired canopy with improved panels.**





# OAC Bond Projects



- **Sammons Center** renovations are complete



**Accessible entrance to Meadows Hall with  
auto door, pole light fixtures, and canopy**



# OAC Bond Projects



- **South Dallas Cultural Center**
  - Start date delayed until October 2022
- **Latino Cultural Center Phase II – 2006 Bond Program**
  - Underway and tentative completion is March 2021





# Looking Ahead



- City Council:
  - January 27 – Grant acceptance (\$50K) from Hillcrest Foundation for the Juanita Craft House, acceptance of matching donations from Inspire Art Dallas (\$10K) and Fair Park First (\$7.5K) for the Hall of Negro Life project (NPS African American Civil Rights Grant)
- Commission and Committees:
  - February 2 – Public Art Committee
  - February 4 – Allocations Committee
  - February 18 – Arts and Culture Advisory Commission Meeting



