



- 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

March 25, 2021

Office of Arts and Culture
City of Dallas

Agenda



- Cultural Spotlight and Strategic Plan Briefing: Dallas Museum of Art
- Arts Month 2021 Preview
- Majestic Centennial Update
- Dallas Cultural Plan Update: Pilot Non-Profit Residency Program for Cultural Organizations
- Shuttered Venue Operators Grant Status Update





Arts and Culture Advisory Commission

March 25, 2021



INTRODUCTIONS

- Agustin Arteaga, The Eugene McDermott Director
- Gowri Sharma, DMA Trustee and Strategic Plan Co-Chair
- Tamara Wootton Forsyth, The Marcus-Rose Family Deputy Director



THROUGH THE YEAR – 2020 to Now



FROM CLOSURE TO REOPENING

- March 14, 2020: Closed Museum to the public
- August 14, 2020: Reopened with limited capacity and days/hours
- March 17, 2021: Expanded days/hours



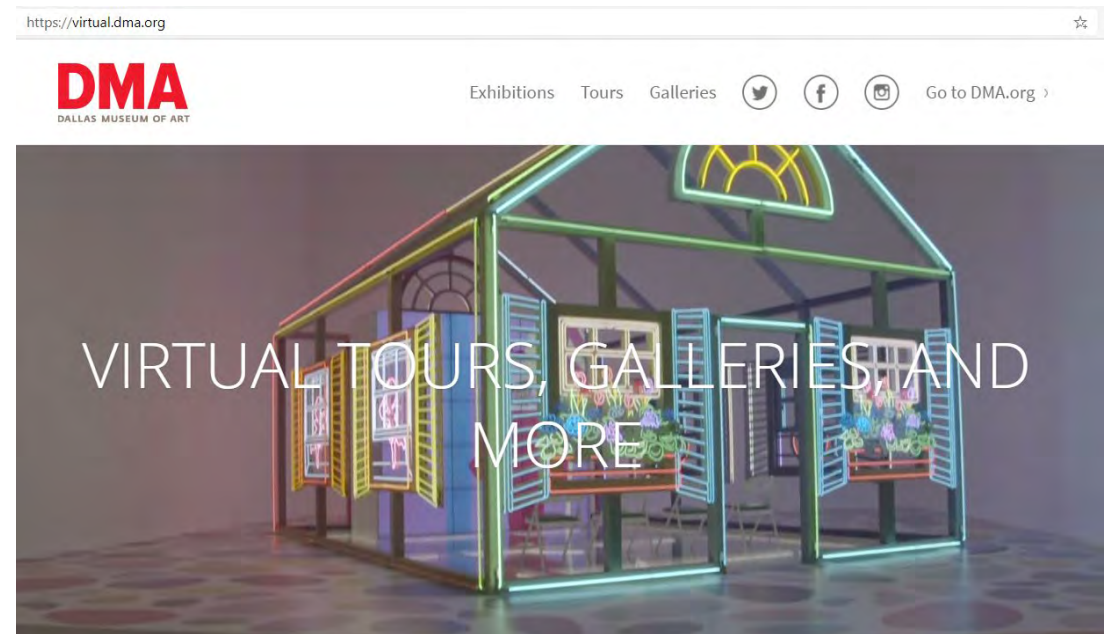
PUSHING FORWARD: STAFF

- No lay-offs or furloughs
- 250 employees who reside in all of Dallas Council districts



PUSHING FORWARD: DIGITAL CONTENT

- Museum Mondays Newsletter
- virtual.dma.org website
- Tours, talks, and activities
- Virtual programs



PUSHING FORWARD: EXHIBITIONS

- Extended, Postponed/
Cancelled, and New Exhibitions
- Recently opened:
 - *Curbed Vanity: A Contemporary Foil by Chris Schanck*
 - *Frida Kahlo: 5 Works*
 - *Devoted: Art and Spirituality in Mexico and New Mexico*
 - *Cubism in Color: The Still Lives of Juan Gris*



New
Commission by
Dallas-Based
Artist
Jammie Holmes

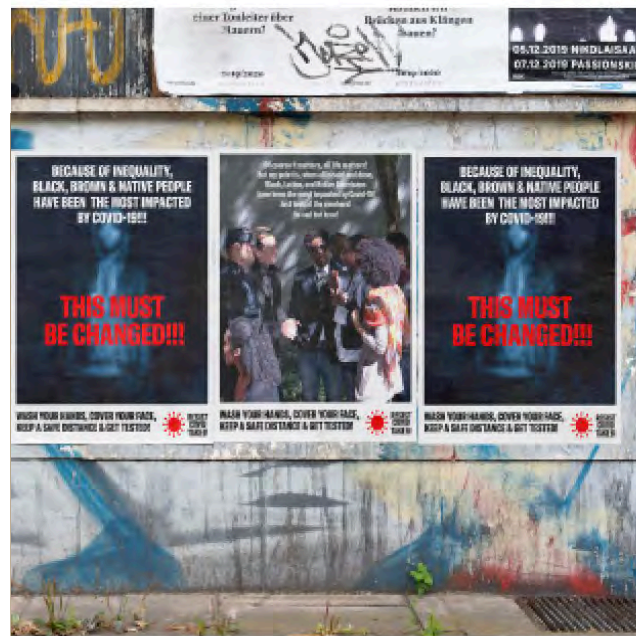


PUSHING FORWARD: OUT IN THE COMMUNITY

- Community-Distributed Art Kits
- Online Offerings
- To-Go Art Kits
- DISD Virtual School Programs



Carrie Mae Weems: A DFW Collaboration



PUSHING FORWARD: EQUITY, DIVERSITY, INCLUSION



PUSHING FORWARD: STRATEGIC PLANNING



THE CONTEXT

THE DMA'S CURRENT STATE

- BUILDING FROM STRENGTHS,
STARTING TO TRANSFORM

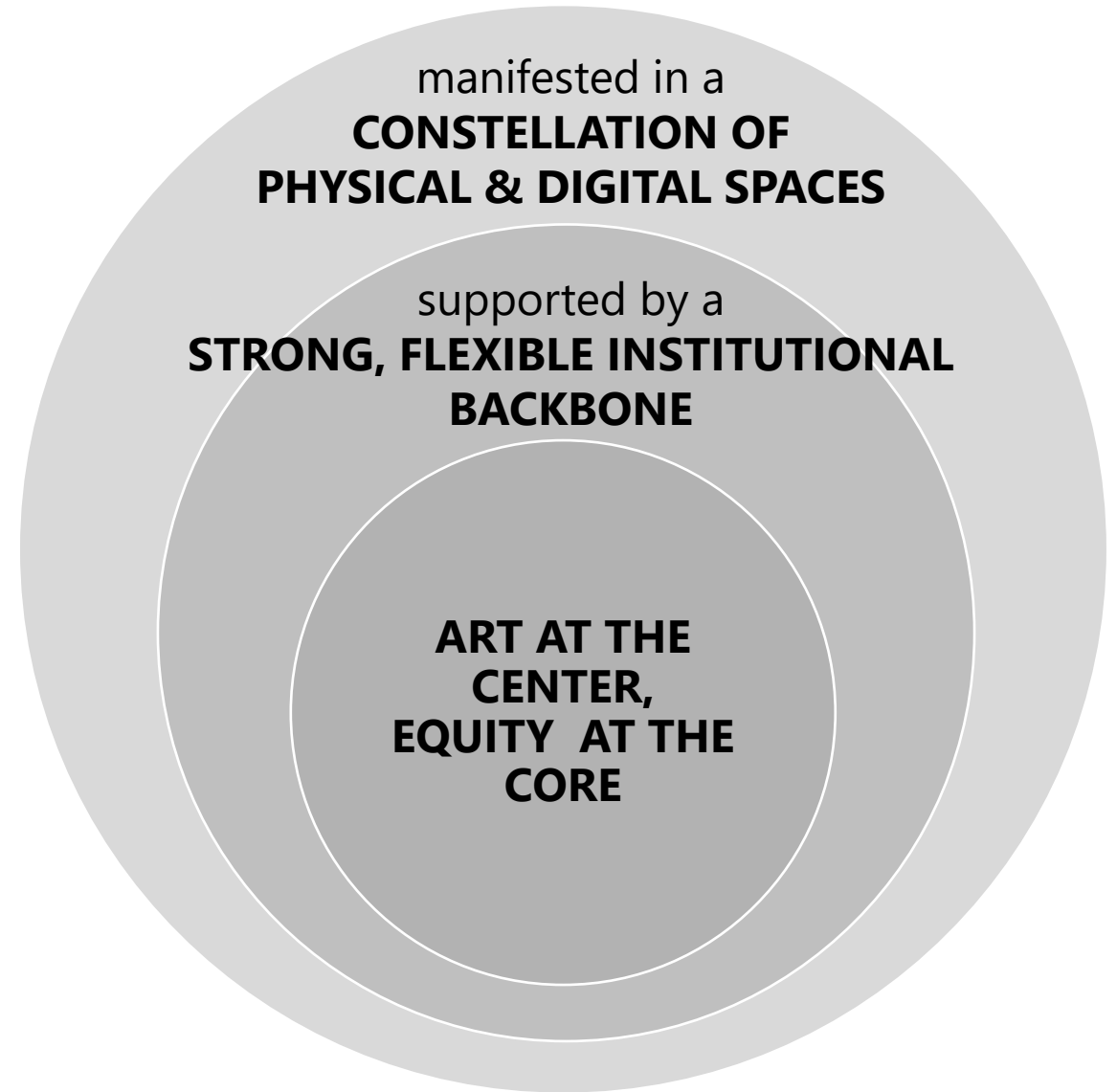
THE CHALLENGES OF 2020

- LIVING IN TROUBLED WATERS

THE OPPORTUNITY

- TAKING A LEAP FORWARD

CORE COMMITMENTS



ART AT THE CENTER, EQUITY AT THE CORE

- A New DMA Canon
- Dynamic Avenues to Explore Art
- Visitor Experience that Builds Belonging
- Reanimated DMA Brand



STRONG, FLEXIBLE, & FLUID INSTITUTIONAL BACKBONE

- Audiences Reflective of our Communities
- Broadened Partnerships
- Responsive Internal Systems



CONSTELLATION OF PHYSICAL & DIGITAL SPACES

- Transformed Campus
- Expanded Digital Presence



THE PLAN IN ACTION



QUESTIONS



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Arts Month 2021 Preview:



Key Events:

- 4/3 - ART 214 citywide exhibit (free)
 - 5 locations – 181 artists
 - By appointment attendance
 - Art214dallas.com
- 4/16 - Arts District Party (free)
 - Strauss Square
- 4/20 - Arts Advocacy Day
- 4/26 - Creative Conversation (virtual and free)
 - "**The Arts and Justice**" featuring panelists:
 - Byron Sanders (Big Thought)
 - Carine Rice (Junior Players)
 - Christine Drennon (Urban Studies Program, Trinity University)
 - Sydnee Freeman (Designing Justice + Designing Spaces)
 - John Creuzot - (Dallas County District Attorney)
 - Steve Pickett – moderator - (CBS)



Arts Month 2021 Preview:



- Community Artist Program Showcases
 - 4/3 - Drive-In Dance Eggs'travaganza
 - Kleberg Rylie Recreation Center
 - 4/10 - 2nd Annual Leap for Jazz Concert
 - Beckley Saner Recreation Center
 - 4/16-18 – Community Artist Showcase
 - Fair Park Band Shell
 - 4/25 - Theater on the Lawn
 - Annette Strauss Square
- These and MANY events presented by the Cultural Centers and our partners are compiled at: dallasartsmonth.com



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Majestic Centennial – April 11, 2021



- The Majestic Theater is officially almost 100 years old!
- Opened on April 11, 1921, at a cost of more than \$2M, The Majestic Theater opened as the flagship theater for the Interstate Theater Chain
 - 1920s saw Harry Houdini, Mae West, Bob Hope and Duke Ellington perform at The Majestic
 - During the 1960s, The Majestic hosts more movie premiers than Hollywood
 - The day of the Kennedy Assassination is the only day the theater was closed during this era
 - Until the 1970s, Elm Street was Dallas' Theater Row, but The Majestic closes in 1973
- 1976: The Majestic was gifted to the City of Dallas
- 1979: Voters approved a \$4M proposition to restore the theater
- 1983: The Majestic Theater reopened with Liza Minnelli in concert and was managed by the Dallas Park and Recreation Department
- 1990s: The Majestic Theater was home to Dallas Summer Musicals, Dallas Black Dance Theatre, and many other shows that were better suited to this smaller venue (as compared to the Music Hall at Fair Park)
- TODAY: The Majestic presents an eclectic mix of national tours, musicians, comedians, dance groups, Broadway theater, corporate events, graduation and other community events



Majestic Centennial – April 11, 2021



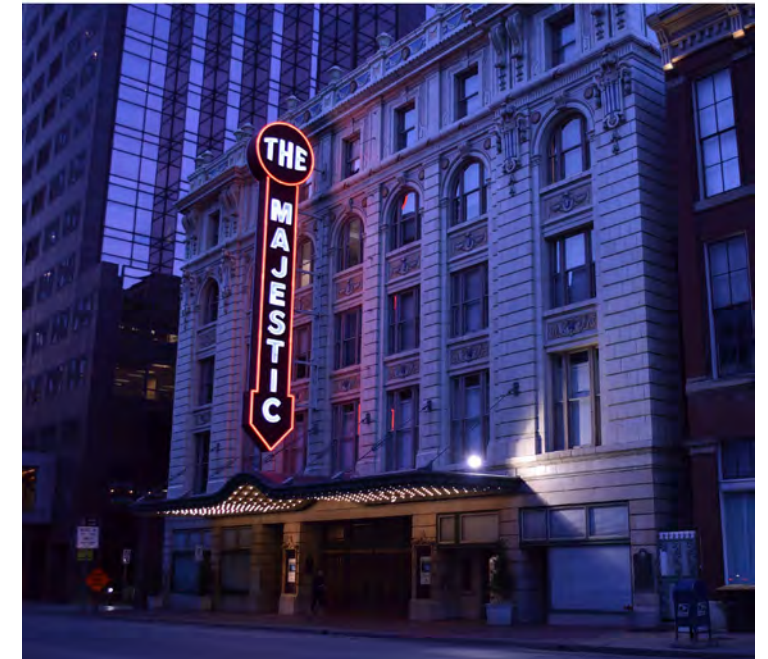
- Key components of the Centennial Celebration include:
 - Lower-level improvements with addition of historic exhibit
 - Acquisition of collection of Majestic artifacts, now in care of City of Dallas archivist
 - Documentary film in production – will premiere on KERA on Sunday, April 11th!
 - Centennial Events:
 - Gala Dinner honoring the Hoblitzelle Foundation on Saturday, September 18th
 - Family Event on Sunday, September 19th featuring building tours, performances and outdoor event in Pacific Plaza Park
 - Gala Concert to be held in April 2022 – date TBD
 - Creation of a Friends of The Majestic Theater group to advocate for this treasured space and make it accessible for more smaller Dallas arts groups to utilize



Majestic Centennial – April 11, 2021



Majestic Centennial – April 11, 2021



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Non-Profit Residency Pilot Program



- Pilot program to address Cultural Plan needs identified for greater resident access to arts in neighborhoods, equity and diversity of artists funded, and support for artists
- Targets non-profit cultural organizations with ALAANA programming with budget of <\$150,000
 - Each contract will be \$20,000, with five contracts awarded
- Organizations will provide two 8-week residencies (16 touchpoints) in two separate Council Districts
 - Emphasis on pink and green areas of Dallas Cultural Plan's Typologies Map
 - Locations will be pre-approved by OAC staff before contracting to ensure coverage of 10 different Council Districts without an OAC cultural center
 - Workshops will be free to participants
- Applications currently in review by resident panel, and scores will go to Allocations Committee for recommendation in April



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Federal Shuttered Venue Operator (SVO) Grants



- Recap: 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
 - \$1.5B was added by the American Rescue Plan Act in March 2021, bringing total funding to \$16.5B
 - The effort was commonly referred to as "Save our Stages"
 - Eligible businesses include concert venues, movie theaters, museums, and live venue operators and producers
 - Entities owned by local governments are eligible if they have less than 500 employees (such as the Moody Performance Hall and Majestic Theater)
- SBA will open applications on April 8, 2021, and OAC is planning on applying
- American Rescue Plan Act allowed organizations to apply for both 2nd PPP loan and SVO, with the SVO amount reduced by the amount of the second PPP loan if both are awarded – previously, organizations had to choose



Looking Ahead



- April - Arts Month
 - <http://www.dallasartsmonth.com>
- City Council:
 - April 21 – City Council Briefing on Dallas Cultural Plan
- Commission and Committees:
 - April 1 – Allocations Committee
 - April 6 – Public Art Committee
 - April 15 – Arts and Culture Advisory Commission Meeting



