



- 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

May 20, 2021

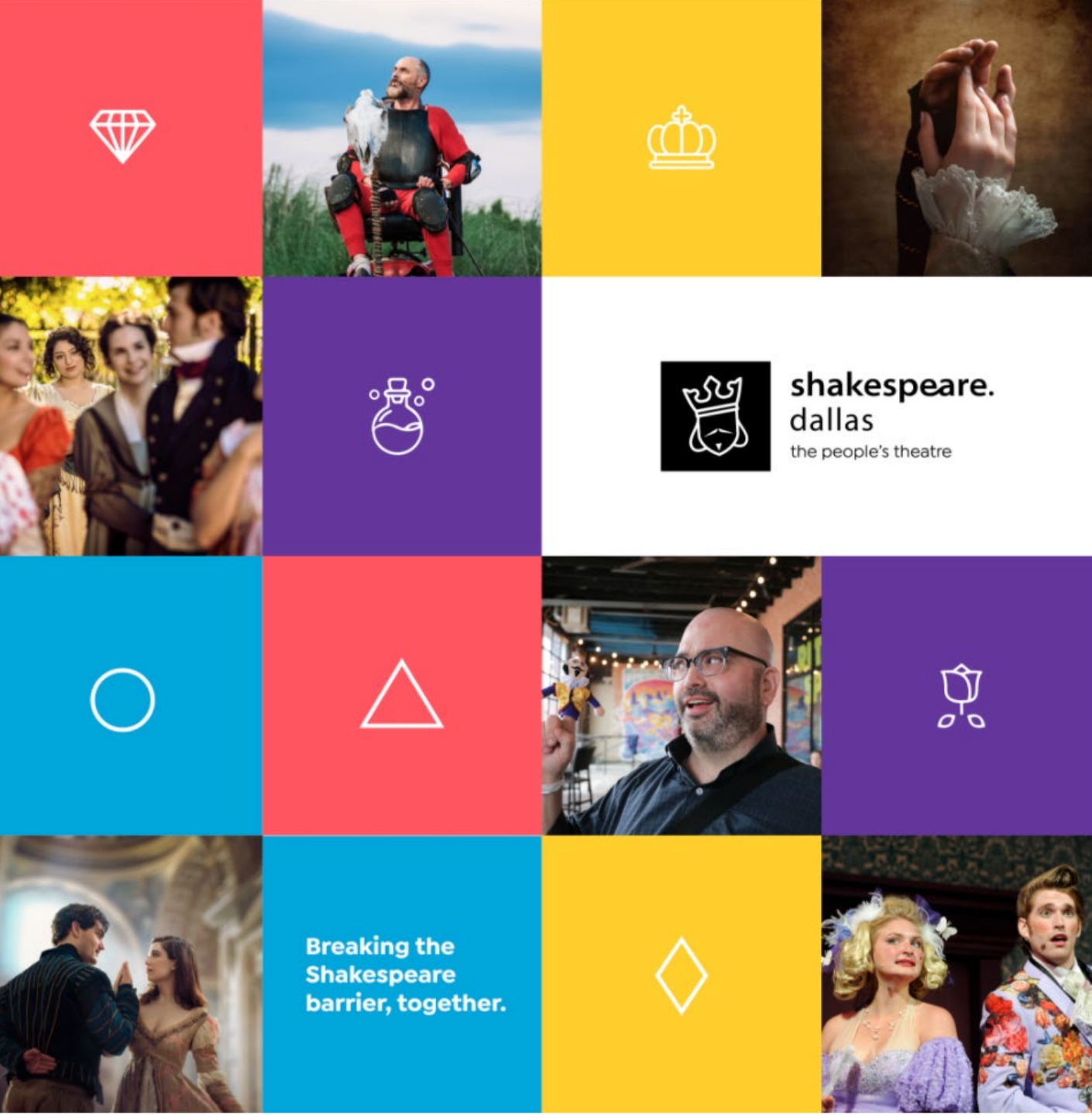
Office of Arts and Culture
City of Dallas

Agenda



- Cultural Spotlight: Shakespeare Dallas
- FY 2021-22 and FY 2022-23 City of Dallas Biennial Budget Overview
- Cultural Center Summer Programming Preview
- Fair Park Cultural Organizations Update
- Proposed Commonwealth Arts Incubator Briefing
- Return to Work Briefing





Arts and Culture Advisory Commission

Cultural Spotlight

May 20, 2021

Welcome to the People's Theatre.

In late 2020 we embarked on a process to refresh our logo and brand identity – **our first change in over 15 years.** We are delighted to be able to better reflect our mission of accessibility and our continued commitment to exploring new ways to bring Shakespeare to life.

Our chosen tagline, 'the people's theatre,' perfectly captures the heart and soul of our mission: being a positive presence in – and representation of – the communities we serve.



Programming Through a Pandemic

- 3 seasons of cancellations
- Reimagining our arts education programs
- Shifting to virtual platforms
- Launching new community-based programs such as Movies in the Park
- Rebounding from Samuell-Grand Amphitheatre winter storm damage

... Now, let's get back to the lawn!



2021 Summer Season **The Wars of the Roses**



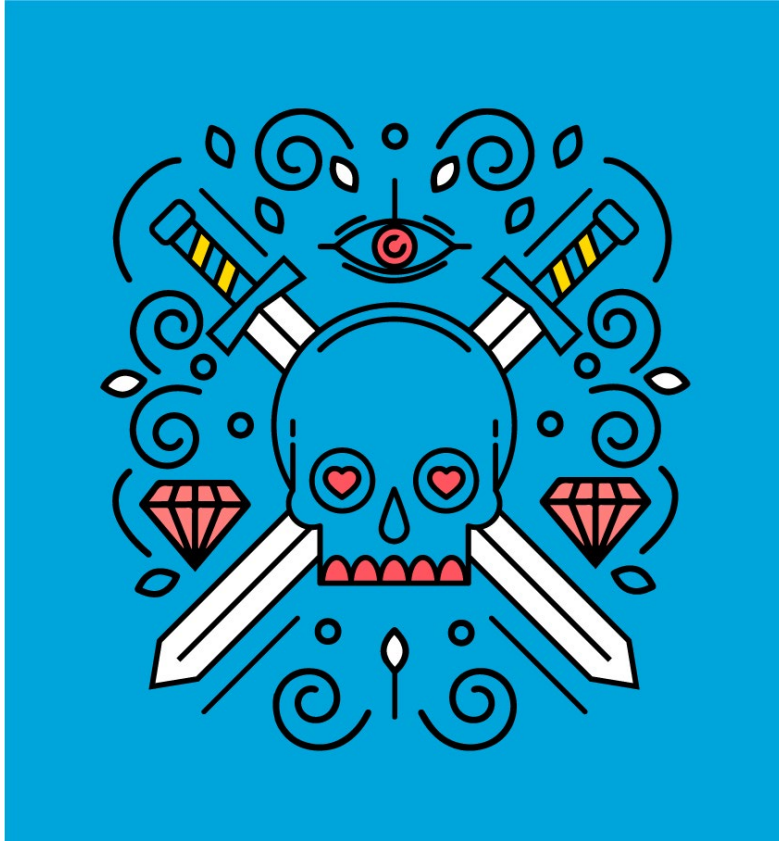
Journey across 63 years of history between 1422 and 1485 with an abridged staged reading of Shakespeare's 4 history plays: Henry VI Parts I, II and III and Richard III.

WHEN: May 22 - 23 at 12pm

WHERE: Samuell-Grand Amphitheatre

DIRECTED BY: Jenni Stewart

2021 Summer Season **Hamlet Project**



16 actors and 16 solo performances inspired by Shakespeare's Hamlet. The catch? Only 24 hours to prepare. Featuring original monologues written by Migdalia Cruz and Erik Ehn.

WHEN: June 3 - 13 at 8:15pm
(Thursdays - Sundays)

WHERE: Samuell-Grand Amphitheatre

2021 Summer Season **Complete Works of William Shakespeare (Abridged)** [Revised]



Written by the Reduced Shakespeare Company and directed by Raphael Parry. 3 actors parody Shakespeare's entire canon of works in comically shortened form.

WHEN: June 30 - July 24 at 8:15pm
(Thursdays - Sundays)

WHERE: Samuell-Grand Amphitheatre

DIRECTED BY: Raphael Parry

Additional Programming

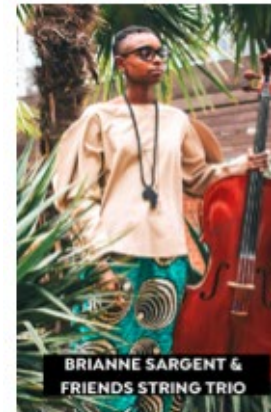
Shakespeare Unlocked and Romeo and Juliet Unlocked. Nearly 3,000 students reached to date.

Shakespeare Decoded. 6 podcast episodes released.

Summer Camps. In person at Lake Highlands Church and Bishop Dunne Catholic School.

Co-Productions. Community collaborations.

- Echo Theatre (Apr)
- Laughter League – Circo Metropolis (May)
- Front Yard Concerts – Music in the Park (June)
- Junior Players – 12th Night: A Rock Musical (Aug)
- Theatre Three – Rocky Horror Picture Show (Oct)



... plus book clubs, drama classes, new events and more

50th Season

- Commences Fall 2021 with **Romeo and Juliet** at Samuell-Grand Amphitheatre
- **Twelfth Night** in Winter 2022 at Moody Performance Hall
- **A Midsummer Night's Dream** and **Hamlet** round out the 50th Season in Summer 2022
- 50 Stories for 50 Years
- Commemorative Events



Thank You for Your Support



Be Bold and Resolute, Y'all!

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Biennial Budget Process



- Since 2017, the City Manager has presented a balanced biennial budget to City Council each year
 - City Council adopts only first year of biennial along with property tax rate in accordance with state law
 - Second year of biennial is not adopted, but rolls forward and becomes starting point for developing subsequent biennial
- Last summer, the City Manager presented balanced budgets for FY21 (adopted 9/23/20) and FY22 (planned year)
- CFO and Budget Office are currently updating FY22 revenue and expense projections and developing plan for FY23
 - FY22 numbers will change as budget development/refinement continues
 - City Manager will present balanced biennial budget to City Council on August 10, 2021



General Fund Revenue for FY22



- General Fund budget primarily supported by property tax (57%) and sales tax (21%)
- Planned budget assumed 3.5% growth in property tax revenue but may not be achieved; now anticipate commercial values will decline
 - Certified values will be released on 7/26
- Planned budget assumed 4.4% growth in sales tax revenue
 - Actual revenue received thus far in FY21 indicates economy is rebounding quicker than anticipated
- Federal funds, primarily from the American Rescue Plan Act, will offset lost revenue and ensure stabilization of General Fund (pending further guidance from U.S. Treasury)



General Fund Revenue for FY22



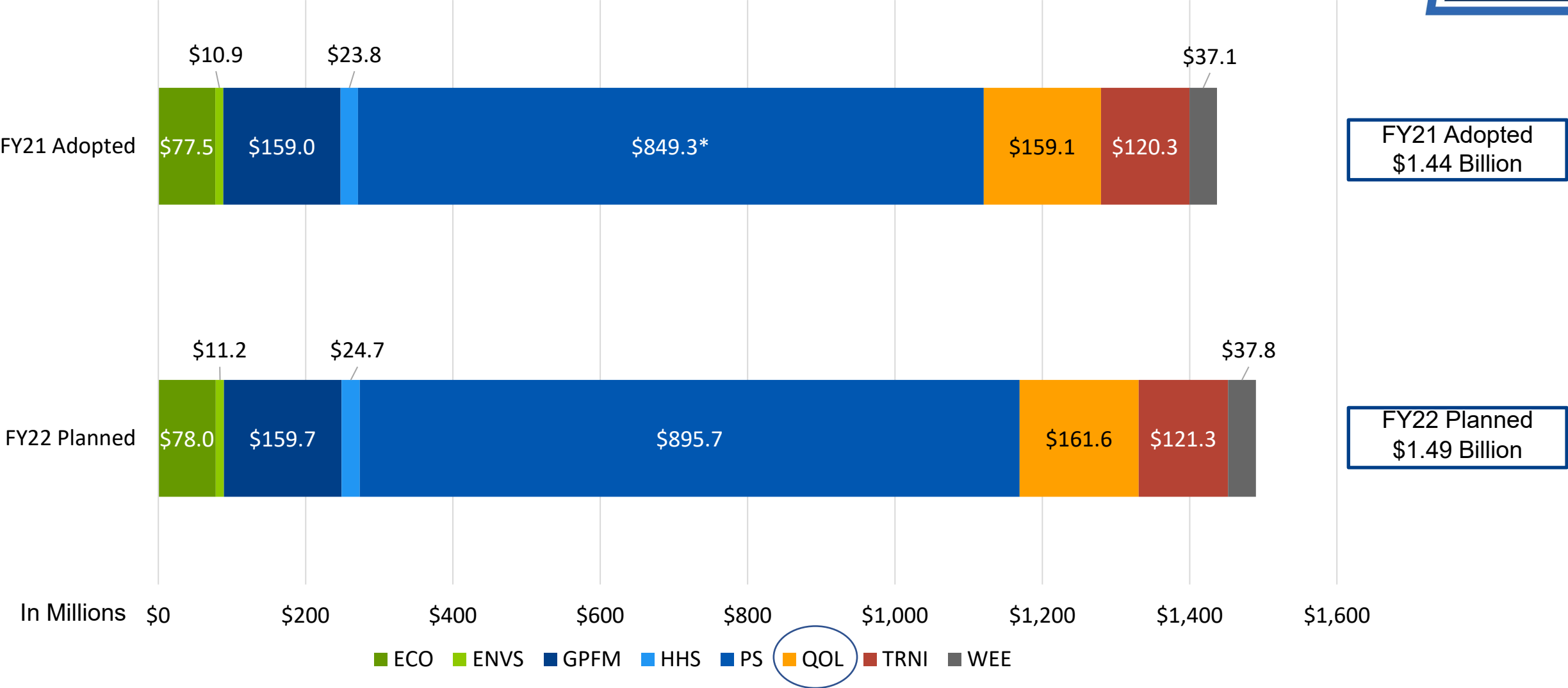
Source	FY19 Actuals	FY20 Actuals	FY21 Budget	FY21 Forecast*	FY22 Planned**
Property Tax	\$729,595,992	\$789,114,183	\$825,006,993	\$825,006,993	\$853,700,364
Sales Tax	313,460,750	310,737,497	296,324,365	312,609,784	309,328,700
Franchise and Other	135,697,060	120,944,398	115,907,401	119,543,561	117,675,235
Charges for Service	101,378,260	92,493,689	105,618,133	99,706,859	112,986,578
Fines and Forfeitures	35,826,127	24,313,182	23,554,646	24,065,069	30,352,701
Operating Transfers In	24,092,615	25,694,604	42,410,021	42,523,563	38,662,108
Intergovernmental	10,178,117	15,669,512	12,111,533	12,214,046	11,830,681
Miscellaneous	10,010,286	7,529,784	6,716,212	6,276,905	7,062,182
Licenses and Permits	6,593,687	4,485,774	5,023,871	4,941,758	5,330,772
Interest	8,025,690	5,399,335	4,366,308	1,175,871	4,366,308
Total GF Revenue	\$1,374,858,584	\$1,396,381,958	\$1,437,039,483	\$1,448,064,408	\$1,491,295,629

*FY21 forecast is based on data through 2/28/21 (Budget Accountability Report).

**FY22 revenue projections will change as additional analysis is conducted and before a balanced budget is presented on 8/10.



General Fund Expenses by Strategic Priority



*Public Safety in FY21 adopted budget includes \$27M in reimbursements from Coronavirus Relief Fund. Adding the reimbursement to the General Fund allocation for Public Safety in FY21 (\$876.3M) is more comparable to FY22 planned amount (\$895.7M).



Planned FY22 OAC increases

(from FY21 and FY22 Biennial, presented in August 2020)



- City will lead by example and increase minimum wage for permanent, part-time, seasonal, and temporary City employees to \$15/hour (\$907K) and continue implementation of non-uniform employee compensation study (\$913K)
 - OAC Ushers will experience pay raise to a minimum of \$15/hour
- Latino Cultural Center is planned to add a second technician and operating expenses for the completion of its second theater space, the Phase II Multi-Form Theater
- OAC is adding paid internship funding for five college/graduate students with a focus on students of color to diversify the pipeline for technical and cultural workers
- OAC share of HOT will increase from 3.5% to 5%



FY22 Considerations



- FY22 planned budget serves as starting point for developing FY22 and FY23 biennial budget to present to City Council on 8/10
- Revenue and expense forecasts will change as additional information becomes available and analysis is completed
- Property values will not be known until 7/26, and we anticipate commercial values will decline
- Guidance from U.S. Treasury on eligible uses of American Rescue Plan Act (ARPA) funds will inform how federal funds can be used to stabilize revenue losses
- Ongoing input from residents and City Council provides guidance



Community Engagement



- City hosts three public hearings during City Council meetings every year: 3/24, 5/26, 8/25
- For last four years, staff have also engaged residents in the spring through community meetings and online survey
- Due to ongoing COVID-19 restrictions, City Manager will host three Citywide tele-town hall meetings (TTHM) this year
 - Monday, 5/24, 6-7 p.m.
 - Tuesday, 5/25, 9-10 a.m.
 - Tuesday, 5/25, 5-6 p.m.
- Residents can register for TTHMs at tthm.wufoo.com/forms/city-of-dallas-teletownhall-registration-form/



Budget Calendar (Subject to Change)



- June 16 – City Council briefing on American Rescue Plan Act
- August 10 – City Manager will present recommended balanced budget for FY 2021-22 and FY 2022-23
- August 12 – Arts and Culture Advisory Commission will be briefed on proposed City Manager's Budget with OAC specifics
- August 12 – 26 - City Council Members to host budget town hall meetings
- August 18 – City Council Budget Workshop
- August 25 – City Council Budget Public Hearing
- September 1 – City Council Budget Workshop - Amendments
- September 9 – City Council Adopt Budget/Tax Rate on 1st Reading
- September 14 – City Council Budget Workshop – Amendments
- September 22 – City Council Adopt Budget on 2nd Reading
- October 1 – Beginning of FY 2021-22



Agenda



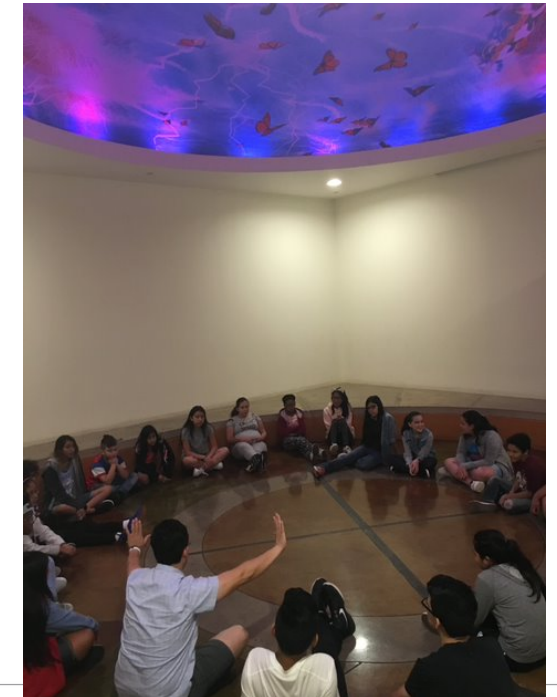
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Cultural Center Summer Camps



- New Request for Proposals Process
 - Generated 28 project/camp proposals
 - Reviewed by Center managers
 - *All 4 Centers* will have new artists & organizations providing camp experiences
- Most of the camps will run June 28 – July 9



Cultural Center Summer Camps



- Bath House
 - Creative Arts Center mural project
 - Education and artistic component
 - Tour to Deep Ellum
 - Laughter League
 - Movement, theater, clowning, acrobatics
- Oak Cliff Cultural Center
 - Creative Arts Center mural project
 - Education and artistic component
 - Tour to Deep Ellum
 - Cara Mia Theatre Co.
 - *School of Yes!*



Cultural Center Summer Camps



- Latino Cultural Center
 - Out Loud (new organization)
 - Multi-disciplinary – film, paint, storytelling, photography, spoken word
 - Jori Jackson
 - Dance



- South Dallas Cultural Center
 - 2Inspirepeace: Hip Hop Heal - The Summer Mix Tape
 - Bandan Koro: West African Dance and Drumming
 - The Smart Project: Graphic Design and Photography
 - Musically Me Unlimited: Music Camp



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Fair Park Cultural Organizations



- Contracts with three cultural organizations in Fair Park were historically under Office of Arts and Culture responsibility: African American Museum, Dallas Historical Society, and DSM Management, Inc. (Dallas Summer Musicals at Music Hall)
- In FY 2016-17, ~\$400K was transferred from OAC's budget to Park and Recreation's budget to consolidate all Fair Park budgets under one department; COP process and funding recommendations continued under OAC
- In 2018, the City awarded a contract to Fair Park First for management of Fair Park, and responsibilities for funding and contracting with Fair Park cultural organizations transferred to Fair Park First
- Total amounts recommended: \$399,095 (\$290,000 in utilities and maintenance reimbursements for DSM, \$72,660 for COP cultural services to African American Museum, and \$36,435 for COP cultural services to Dallas Historical Society)



Fair Park Cultural Organizations



- The Fair Park First contract currently calls for the Director of Arts and Culture to make a funding recommendation annually for the two Fair Park orgs in COP
- Dallas Historical Society and African American Museum submitted all application documents for FY 2020-21 COP on time, and are up to date with monthly reporting to OAC
- However, Fair Park First never initiated contracting with these organizations
- The proposed amendment to the Fair Park First contract moves responsibility for contracting and funding for the three Fair Park cultural organizations back to OAC
 - Park Board briefed on these changes March 25th and considered final draft amendment today, May 20
 - City Council consideration is scheduled for June 9



Fair Park Cultural Organizations



- If the Fair Park First amendment is approved by City Council on June 9, OAC plans to take the two COP contracts for African American Museum and Dallas Historical Society to Council at the next agenda meeting on June 23
- Due to legal requirements, the COP guidelines would need to be amended to allow for partial-year contracting (from June 9, 2021 – September 30, 2021)
- Going forward, OAC has asked for the funding for all three organizations to be provided in OAC's FY 2021-22 General Fund budget
 - African American Museum and Dallas Historical Society would be eligible for increased funding through COP, subject to timely completion of application, normalized panel score above 70%, and City Council approval
 - DSM's utility and maintenance reimbursements are capped at \$290,000 annually until 2029, subject to appropriations, through the multi-year agreement



Next Steps



- Vote to recommend amendments to the FY 2020-21 COP Guidelines for Fair Park Cultural Organizations to allow for June – September 2021 contracting
- Vote to recommend allocations for African American Museum and Dallas Historical Society for the June – September 2021 period



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Commonwealth Development Site History



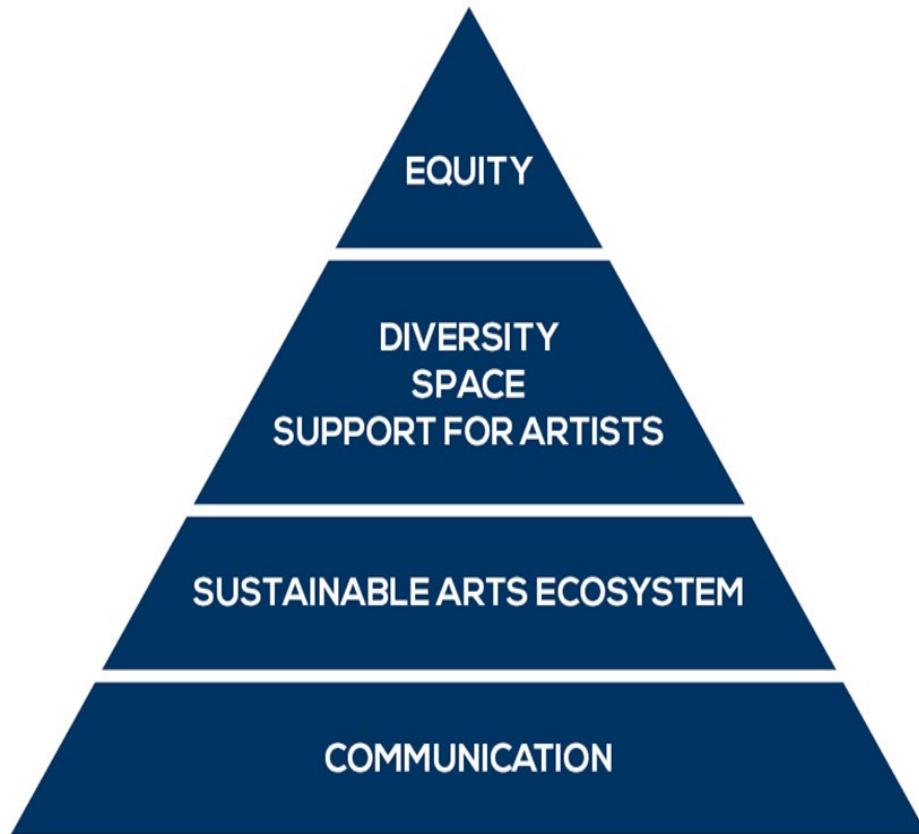
- 3.721 acres located at 3111 North Stemmons Freeway in an industrial-warehouse district in northwest Dallas (District 6)
- Purchased in November 2008 with approximately \$5 million of bond dollars for the then-planned Trinity River toll road
- Deemed surplus property
- Conferred with bond counsel to allow for potential new uses



Dallas Cultural Plan Implementation:



Priorities



Related Strategies

Improve equity citywide through expanded and adapted programmatic offerings

Expand options for affordable space

Maintain the cultural integrity of neighborhoods and address gentrification across the city in partnership with artists living in those areas

Encourage more public-private partnerships

Build richer relationships within the arts ecosystem, with key stakeholders, and with communities to foster deeper, more meaningful engagement and communications



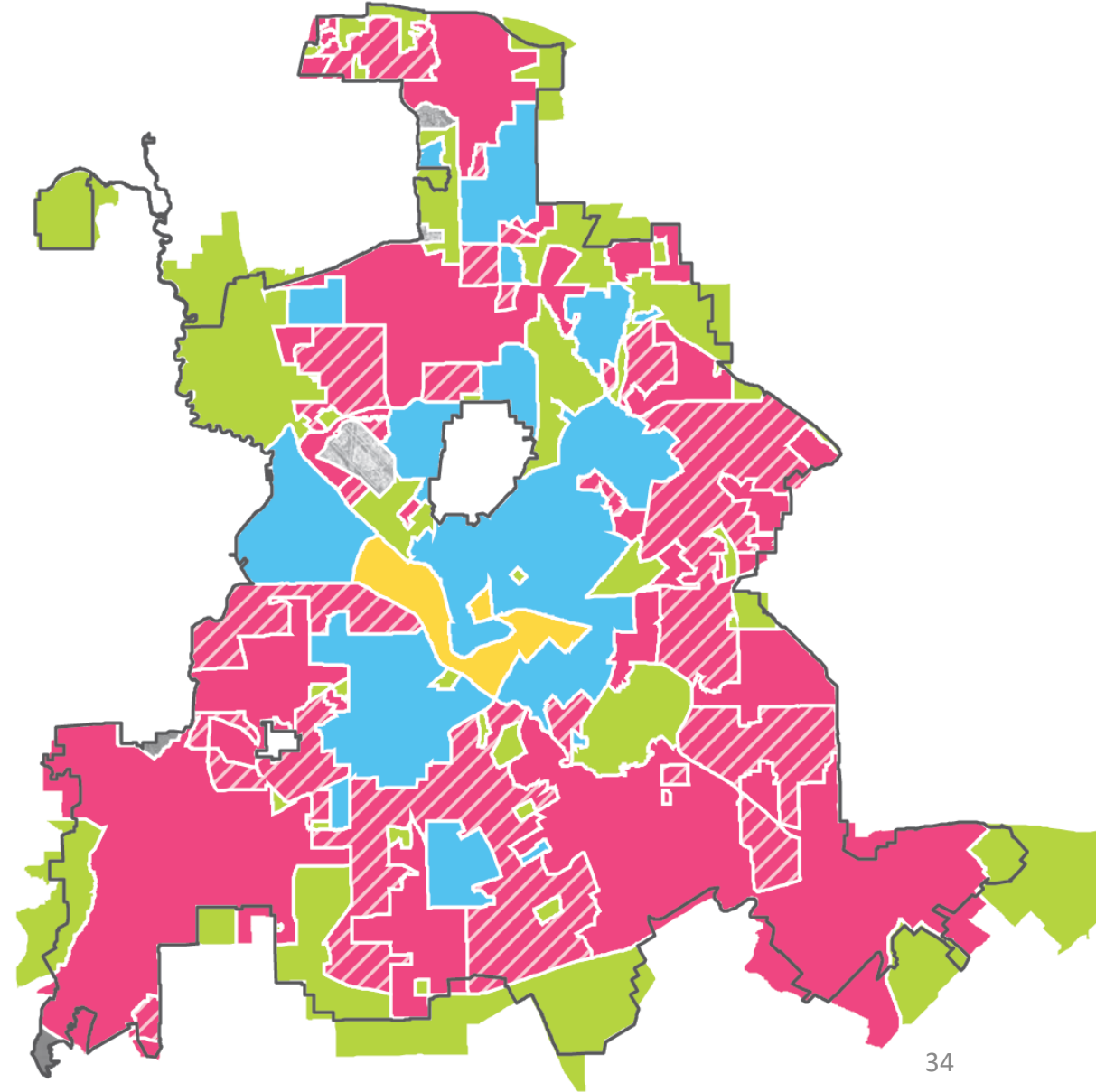
Geography Traditionally Determined Access:



Based on arts-related locations, investments, 2017 OAC spending, and other neighborhood attributes, the Dallas Cultural Plan defined four neighborhood typologies:

- A. Urban Core Arts Destinations
- B. Mixed Urbanism Arts Explore
- C. Residential Opportunities for Arts
- D. Opportunities for Arts in Non-Traditional Spaces

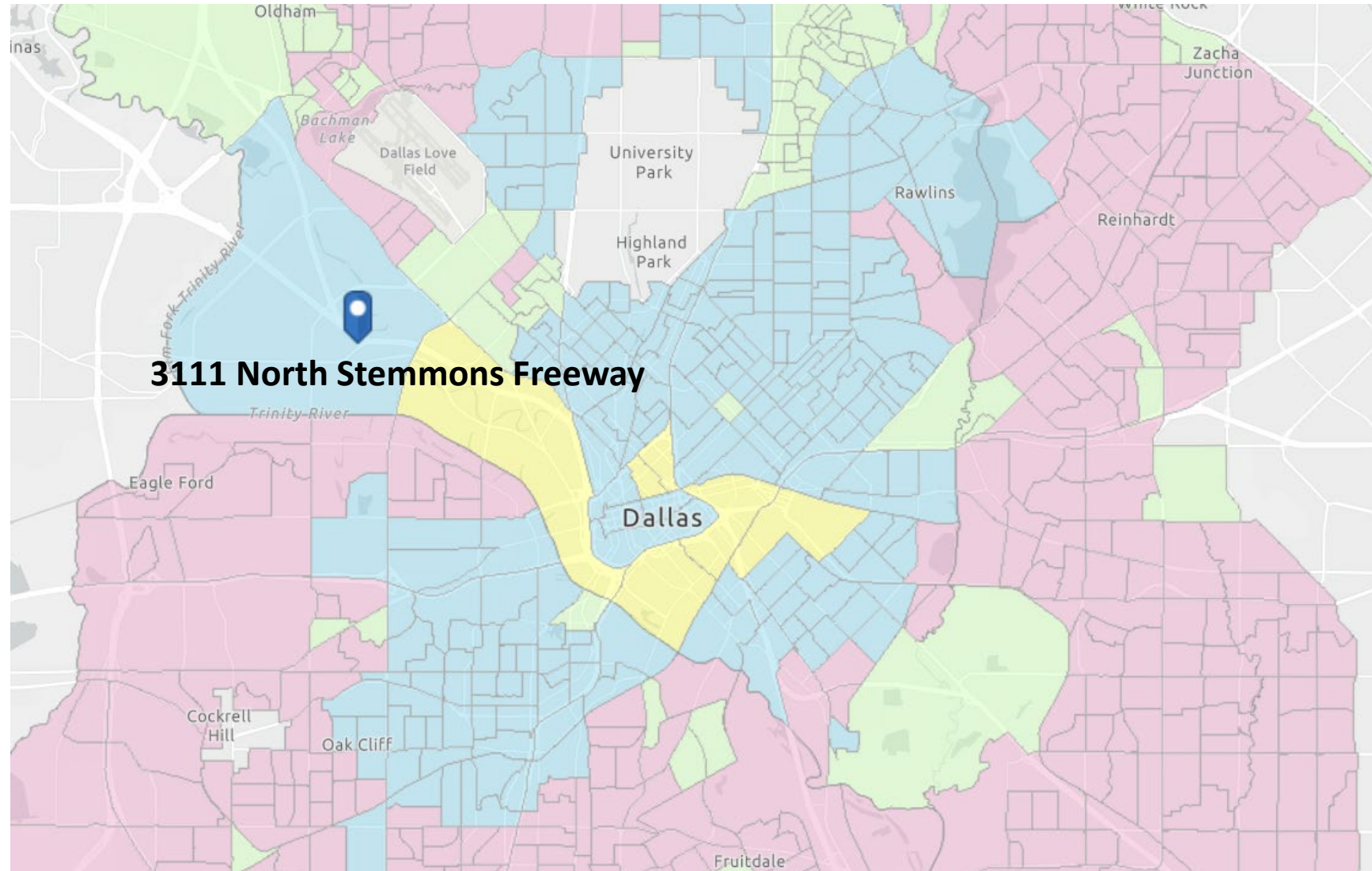
By segmenting Dallas by intensity of arts present, OAC is working to better direct resources, connect stakeholders and spread arts experiences and resources more equitably.



Geography Traditionally Determined Access:



The proposed Commonwealth Development is in the Mixed Urbanism Arts Exploration Area, and borders pink and green neighborhoods.



Procurement Timeline



- Request for Competitively Sealed Proposal advertised in Fall 2019 for an arts incubator space
- Two proposals received
- The Sammons Center for the Arts was the most advantageous proposer



Key Terms of the Agreement



- 3.721 acres located at 3111 North Stemmons Freeway
- Contract with developer for the development, operation, and management of performing arts centers
- Provide artists and art groups with capacity building tools, resources, and support
- 40-year term with 2 consecutive 5-year extension terms
- **No** budget impact on the General Fund



Vision for the Project



- West Dallas Arts Fusion - a three-part facility complex designed for performing and visual arts
 - Building One – Black Box Theater Complex
 - 2 black box theaters with seating up to 200 in one and 100 in the other
 - Restaurant
 - Building Two – Arts Incubator
 - Offices, meeting space, and exhibition space
 - Space for filmmakers, songwriters, poets, literary arts, web-based arts, comedy and improv, and movement-based arts
 - Building Three – Affordable live/work housing for artists
 - Proposed in 2nd phase



Conceptual Plans



**Aerial View from
Commonwealth & Iron Ridge**



Project Timeline (Tentative)



- Arts Incubator – Construction Begins Summer or Fall 2023
- Arts Incubator Grand Opening – Fall 2025
- Theater Complex – Construction Begins Fall 2025
- Theater and Restaurant Grand Opening – Summer 2027
- Affordable Artist Live/Work Studios – Construction Begins Fall 2027 (zoning change required)
- Affordable Artist Live/Work Studios Grand Opening – Summer 2029



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Return to Work



- As of Monday, May 10th, OAC staff returned to offices as part of the Wave 3 of the City of Dallas Return to Work overall plan
- Office capacity limited to 75%, meaning staggered work schedules and some remote working continues
 - In light of the new order from Gov. Abbott limiting local government requirements for masking, starting Saturday masks will be strongly encouraged.
 - Meetings will remain fewer than 8 participants and socially distanced
 - Visitors are not allowed in the offices
 - Many other protocols are in place where appropriate (temp checks, smaller capacity in major venues, etc.)



Return to Work



- City Council piloting hybrid meetings in May and June 2021
- Wave 4 for the City of Dallas, planned for August 2021, will likely include:
 - 100% capacity of employees onsite
 - In-person City Council meetings and most staff services
 - Codified and enhanced remote work capabilities for future
- The Park Board room, where ACAC usually meets, is going to be remodeled and reconfigured to allow for ACAC in-person/hybrid meetings (timing TBD)



Looking Ahead



- City Council:
 - May 26 – City Council Agenda Meeting (FY 2021-22 Budget Hearing, FY 2021-22 Community Artists Program Guidelines, Legge Bath House Public Art Contract)
 - June 14 – City Council Inauguration (hybrid)
- Commission and Committees:
 - June 3 - Allocations Committee
 - June 8 - Public Art Committee
 - June 17 - Arts and Culture Advisory Commission Meeting
 - July – no Arts and Culture Advisory Commission Meeting or Public Art Committee Meeting



Looking Ahead



DSO - Symphony in the City

- May 31, 8:15 pm – Flag Pole Hill
- June 3, 8:15 pm – Kidd Springs Park
- June 15, 8:15 pm – Paul Quinn College

Arts in the Park presented by the Friends of Northhaven Trail

- June 12, 9 – 11am
- Intersection of Northhaven Trail and Edgemere Road
- CAP artists Mitotiliztli Yaoyollohtli and Bandan Koro

The poster is for the Dallas Symphony Orchestra's 'Symphony in the City' series. It features a green background with illustrations of a harp, a cello, a drum, and a trumpet. The text is in white and yellow. The Dallas Symphony Orchestra logo is in the top left, and the website DALLASSYMPHONY.ORG/PARKS is in the top right. The title 'SYMPHONY IN THE CITY' is in large yellow letters, with '21 22' in pink. Below it, it says 'FREE CONCERTS FOR THE PUBLIC' and 'MICHELLE MERRILL CONDUCTS'. The poster lists three concerts: May 31, 2021 at Flag Pole Hill; June 3, 2021 at Kidd Springs Park; and June 15, 2021 at Paul Quinn College. It also includes logos for the Methodist Health System and GFT Charity, and a note that the DSO is supported in part by funds from the Office of Arts and Culture, City of Dallas.

DALLAS SYMPHONY ORCHESTRA DALLASSYMPHONY.ORG/PARKS

SYMPHONY IN THE CITY 21 22

FREE CONCERTS FOR THE PUBLIC
MICHELLE MERRILL CONDUCTS

MON MAY 31, 2021 | 8:15PM
MEMORIAL DAY AT FLAG POLE HILL CONCERT & FIREWORKS
8100 DORAN CIRCLE,
DALLAS, TX 75238
RAIN | MORTON H. MEYERSON
SITE | SYMPHONY CENTER

THU JUNE 3, 2021 | 8:15PM
KIDD SPRINGS PARK
711 WEST CANTY STREET,
DALLAS, TX 75208
NO RAIN SITE
SPONSORED BY
METHODIST DALLAS MEDICAL CENTER
AND GFT CHARITY

TUE JUNE 15, 2021 | 8:15PM
PAUL QUINN COLLEGE
3837 SIMPSON STUART ROAD,
DALLAS, TX 75241
RAIN SITE | TIGER'S DEN GYMNASIUM

Methodist HEALTH SYSTEM **GFT CHARITY**

The DSO is supported in part by funds from the Office of Arts and Culture, City of Dallas



Make Music Day Dallas – June 21

- **Make Music Day** is a free celebration of music around the world on June 21st. Launched in 1982 in France as the *Fête de la Musique*, it is now held on the same day in more than 1,000 cities in 120 countries.
- Completely different from a typical music festival, **Make Music** is open to anyone who wants to take part. Every kind of musician — young and old, amateur and professional, of every musical persuasion — pours onto streets, parks, plazas, and porches to share their music with friends, neighbors, and strangers. All of it is free and open to the public.
- Some of the events we are working on (all of these are still tentative):
 - Ukulele clinic and play-along with the Uke-ladies on the porch of the Bath House
 - Percussion class and parade from Oak Cliff Cultural Center to Bishop Arts
 - CAP artists at several locations
 - Drum circle/percussion classes
 - Guitar class/play-along session
 - Jazz jam with local jazz musicians
 - “Side by side” strings play-along with local strings players
- More information to come!



