

Proposal to Name City Performance Hall

Cultural Affairs Commission
April 20, 2017

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Office of Cultural Affairs
City of Dallas



Background/History

- Dallas City Performance Hall (CPH), which opened in September 2012, was the last major performing arts venue to open on Flora Street
- CPH was built with bond funds and cost ~\$40M
- CPH serves approximately 50-60 groups and host ~230 events annually
- Many of the tenants of CPH are the smaller performing arts organizations that lack a dedicated venue but can fill 400-700 seats
- CPH is owned by the City of Dallas and operated by OCA staff
- A 2015 study by Intemark commissioned by OCA estimated the value of a corporate sponsorship to be \$250,000 to \$350,000 annually, but no one has expressed serious interest

2



Purpose

- Proposal to rename City Performance Hall as the Moody Performance Hall in recognition of a \$10M endowment, the Moody Fund for the Arts, to be established for the small arts organizations supported by the OCA



Key Considerations (1 of 3):

- The material deal points were pre-negotiated with the donor by AT&T PAC. City staff has worked to improve the terms of the Moody Fund for the Arts (MFA) and the naming agreement, but only the naming agreement is a contract with the City of Dallas.
- The \$10M Moody Fund will be a restricted endowment fund managed by the Dallas Center for the Performing Arts Endowment, Inc., which manages several restricted funds that make up the AT&T PAC endowment. All rules governing this fund are called “Exhibit A” in the grant agreement.
- The gift will be structured as \$1M per year for 10 years paid to the MFA.
- Initially, \$100,000 will be distributed, with individual grants made up to \$15,000. Eventually \$350,000 to \$400,000 will be distributed annually.
- Last year, OCA provided \$1,675,343 in support to organizations under \$1M. If you assume \$350,000 from MFA, this would be 21% incremental funding. If you assume \$400,000 from MFA, this would be 24% incremental funding.



Key Considerations (2 of 3):

- Naming will be in perpetuity and conform with the OCA's Cultural Facilities Naming Policy adopted by Council Resolution in March 2006
- Design and construction of new naming marquee signage will be paid for by AT&T PAC and approved by the City. Responsibility for signage maintenance will be the responsibility of the City.
- The naming agreement does not preclude other areas of the building or future additions from being naming opportunities, as long as the overall site is the Moody Performance Hall for all time
- Importantly, the day-to-day operations of the hall will not change

5



Key Considerations (3 of 3):

Organizations eligible to apply to the Moody Fund for the Arts are the OCA-support arts organizations with annual budgets less than \$1M

The Moody Fund for the Arts (MFA) will provide critical funding for:

- Commissions of original works and artistic collaborations:
 - If the collaboration is among qualifying small group(s) and non-qualifying larger organization(s), the grant request must come from, and the award must go to, the qualifying small group
- Support for new works, innovative programs and offsetting rent and production costs at Moody Performance Hall.
- Programs, projects and exhibitions that address important issues of cultural equity and community access to the arts.
- Programs that create and deliver cultural experiences to all parts of Dallas.
- Operating, staff and marketing support for new initiatives
- Support of production costs and capacity building
- Hosting artist in residency programs
- Other projects deemed important to the vibrancy of the arts in the city

Priority will be given to works or programs to be held at Moody Performance Hall and/or by arts organizations that regularly utilize the venue.

Submissions are to include metrics of success and accountability.

MFA grants are *not* eligible to fund:

- Debt repayment from prior year's programs
- Benefits or fundraising events
- Projects that take place prior to the fund's grant notification dates



Further Adjustments based on Commissioner Feedback:

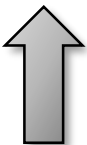
- Feedback from the CAC briefing on 4/13 was extremely instructive and focused on several key areas:
 - Securing the public benefit of this gift and long-term governance of this fund
 - Making sure that the grants complement and consider the CAC's funding priorities
 - Understanding the grant-making process that the Moody Fund will follow



- The City Attorneys will provide the metrics for providing a public benefit
- Each year the Investment Committee and Executive Committee will assess the return on investment and determine the amount to be awarded that year and the cap on grant awards.
- The CAC Chair will now co-appoint *each* member of the Advisory Review Panel (previously, it was just one of five members)
- Each January, prior to the start of the submission process, the CAC will meet to discuss current priorities and opportunities and offer recommendations to the MFA for setting funding priorities.



GRANT AWARDS ANNOUNCED
Notice is sent to grant awardees
June - An annual grant announcement event at MPH



EXECUTIVE COMMITTEE

ENDOWMENT BOARD OF DIRECTORS
Legal Compliance Review



OFFICE OF CULTURAL AFFAIRS
Director
No term limits

CULTURAL ADVOCATE
Jointly chosen by OCA and AT&T PAC Rep
Limited to 2 - 2 year terms

AT&T PERFORMING ARTS CENTER
Representative
Appointed by AT&T PAC Chair
Limited 2- 3 Year Terms



ADVISORY REVIEW PANEL

PANELIST
Cultural Affairs Commissioner
Chosen by CAC Chair & OCA Director

PANELIST
Arts Advocate
Chosen by Executive Committee & CAC Chair

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Chosen by Executive Committee & CAC Chair

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ANNUAL CALL FOR SUBMISSIONS
February 20 - Fund will begin accepting submissions
March 15 - Submission deadline

Governance and Oversight:

- As a separate, private 501(c)3, the Moody Fund for the Arts will:
 - Manage the \$10M gift forever dedicated to the benefit of the OCA-supported small arts organizations (per Exhibit A to grant agreement). This fund is answerable to the Texas State Attorney General and to the Moody Foundation
 - File an IRS 990 Form each year detailing what it has earned and spent
 - Utilize the due diligence process of the OCA to identify the eligible groups but not have to adhere to the City policies for what is funded (funding caps and other guidelines, staff development and travel awards, artists-in-residencies, etc.)
 - Report annually to both OCA and the Moody Foundation which organizations applied, received awards and the funding amounts

9



Schedule and Key Dates:

- April 13, 2017 – Special Briefing to the Cultural Affairs Commission
- April 20, 2017 – Cultural Affairs Commission Meeting – vote to recommend at regularly scheduled CAC meeting
 - The vote is to recommend naming the hall as the Moody Performance Hall in recognition of the establishment of the \$10M Moody Fund for the Arts
- May 15, 2017 – Briefing and Recommendation to the Arts, Culture, and Libraries Committee
- May 24, 2017 – City Council Agenda Meeting, full vote

10



Questions/Comments:



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