

Arts and Culture Advisory Commission Briefing

October 17, 2019



City of Dallas

Office of Arts and Culture
City of Dallas

Agenda

- Bruce Wood Dance Spotlight
- Culture Pass Briefing
- Working Group for the Recontextualization of Fair Park History and Memorial to Victims of Lynching Update
- Facilities Update: 2017 Bond Projects and Cultural Facilities Program (CFP)

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Culture Pass Dallas

CULTURE PASS DALLAS

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Culture Pass Dallas - Background

- As the 2018 Dallas Cultural Plan was kicking off, "E-Pass" was brought to Library Dept. and OAC through a presentation/competition at the Dallas Festival of Ideas
 - Ultimately not awarded funding, but LIB and OAC decided it was too good of an idea to not move forward
- Aligns with goals in both the Library master plan and Dallas Cultural Plan
 - Library Mission – to strengthen communities by connecting people, inspiring curiosity and advancing lives.
 - Manages 29 branches serving communities' need all across the city
 - OAC Mission - to ensure that all residents and visitors have opportunities to experience arts and culture throughout the City.
 - Works with arts organizations and artists to serve residents and visitors all across our City

Culture Pass Dallas - Development

- Library purchased system license and installed/integrated it into their main administrative system
- OAC met with arts organizations to present the opportunity and see how their current (and/or planned) outreach and marketing efforts could contribute to and leverage the overall system
- OAC created central website **CulturePassDallas.com** and designed marketing materials

Culture Pass Patron Video



- Patron "how to" video at <https://youtu.be/OVi6LVS11Qw>



CULTURE PASS DALLAS

DISCOVER
YOUR CITY

Discover the Arts & Culture in Dallas

[Get a Pass >>](#)

Landing page of
CulturePassDallas.com



Current Participating Organizations

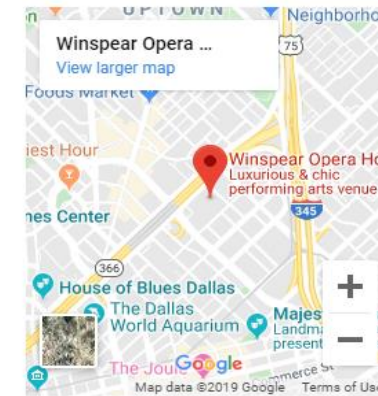
- Bath House Cultural Center
- Black Academy of Arts & Letters
- Cara Mia Theatre Company
- Dallas Chamber Symphony
- Dallas Children's Theater
- Dallas Museum of Art
- Dallas Symphony Orchestra
- Dallas Theater Center
- Dallas Winds
- Echo Theatre
- Greater Dallas Youth Orchestra
- Kitchen Dog Theater
- Latino Cultural Center
- Lyric Stage
- Majestic Theater
- Nasher Sculpture Center
- Oak Cliff Cultural Center
- One-Thirty Productions
- Perot Museum of Nature & Science
- Sixth Floor Museum
- Soul Rep Theatre Company
- South Dallas Cultural Center
- Teatro Dallas
- Theatre Three
- TITAS





TITAS/DANCE UNBOUND brings the world's cultures to Dallas and provides opportunities to experience great cultural exchange and exposure through performances, collaborations and educational outreach.

The organization is nationally and internationally recognized as an innovator and is celebrated for a commitment to artistic excellence, breaking boundaries, and serving as a catalyst for cultural collaborations. Additionally, TITAS/DANCE UNBOUND has created a unique multitude of community outreach and audience engagement opportunities coupled with the renowned international artists that TITAS brings to North Texas. TITAS's commitment to the North Texas community is well established.



For more information and a schedule of events, visit their website at titas.org

Images from the TITAS/Dance Unbound



Evergreen
information
page for each
of the
participating
organizations.





Select Language ▼
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Culture Pass Dallas - Login

Please enter your Library Card Number and PIN

Library Card Number *

27520018700928

PIN *

Enter your PIN

Login

☒ Remember Me

What is Culture Pass?

Culture Pass Dallas allows anyone with a [Dallas Public Library card](#) to sample some of the many marvelous arts and cultural events in Dallas. Theater, music, dance, museums, galleries, film, literary events and more. These free tickets are brought to you courtesy of our many Dallas arts and cultural partners who want to ensure that everyone has access to the arts.

How do I get a Pass?

Log in with your library card credentials and browse for passes by date or venue. Make your reservation and print or download your pass shortly before your visit. Remember that once you print or download your pass you cannot cancel your reservation.

[For more information and a list of offers and participating organizations](#)

Visit the [Culture Pass Dallas Main Page](#)

Login page for
the E-Pass
system.



Culture Pass Dallas - Implementation

- Currently working with each organization to get their evergreen information and “offers” entered
- Goal is to have enough “offers” to launch, joint press release from LIB and OAC will be sent – approx. November 1st
- Grass roots marketing at each of the library branches
 - Posters
 - Flyers
 - Stuffers (bookmarks and ¼ page flyers)
- Links on LIB and OAC websites
 - Grass roots marketing to neighborhood organizations

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Updated on the Working Group

- The City Council approved not removing any of the Confederate imagery at the park, but rather recontextualizing these so that visitors see them in a full context
- Fair Park Recontextualization:
 - Hosted a series of public meetings and received online input from March to May 2019
 - Preliminary scope of work for additional interpretation with seven key themes/"stories" that need contextualization and interpretation:
 - Native American land and origins in the area
 - Confederate imagery at Fair Park
 - The Hall of Negro Life and the 1936 Centennial
 - Segregation Era Events
 - Integration of the State Fair of Texas (including but not limited to Mrs. Juanita Craft's leadership)
 - Impact of expansion of the Fair on surrounding areas
 - Latinx cultural history at the Fair
- Next step: This project was not funded, and so OAC will be working with Fair Park First to identify resources to fund and support this plan and scope of work
- Working Group scope of work includes:
 - New signage at Fair Park to tell the full history of the Park and contextualize the images of the Confederacy found there
 - Initiating a public art commission to memorialize the victims of racial violence in Dallas
 - Preparing and submitting our application to the Equal Justice Initiative (EJI) in Montgomery, AL, to place historic markers at the sites of two Dallas County lynchings that are documented as having occurred during their period of focus (1877-1950) and to claim our Dallas County Memorial for permanent public display and acknowledgement

Update on the Working Group – Fair Park

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Update on the Working Group – EJI

- The Mayor's Task Force and City Council did not mandate any actions related to the Equal Justice Initiative (EJI)
 - The National Memorial for Peace and Justice in Montgomery, AL, opened in April 2018
 - EJI only began accepting applications in 2019 for the Monument process
- The Working Group and OAC staff elected to pursue this project and have worked with stakeholder groups to prepare our application for submission by the end of November
- Next Step: Public meetings hosted with partner Remembering Black Dallas in November

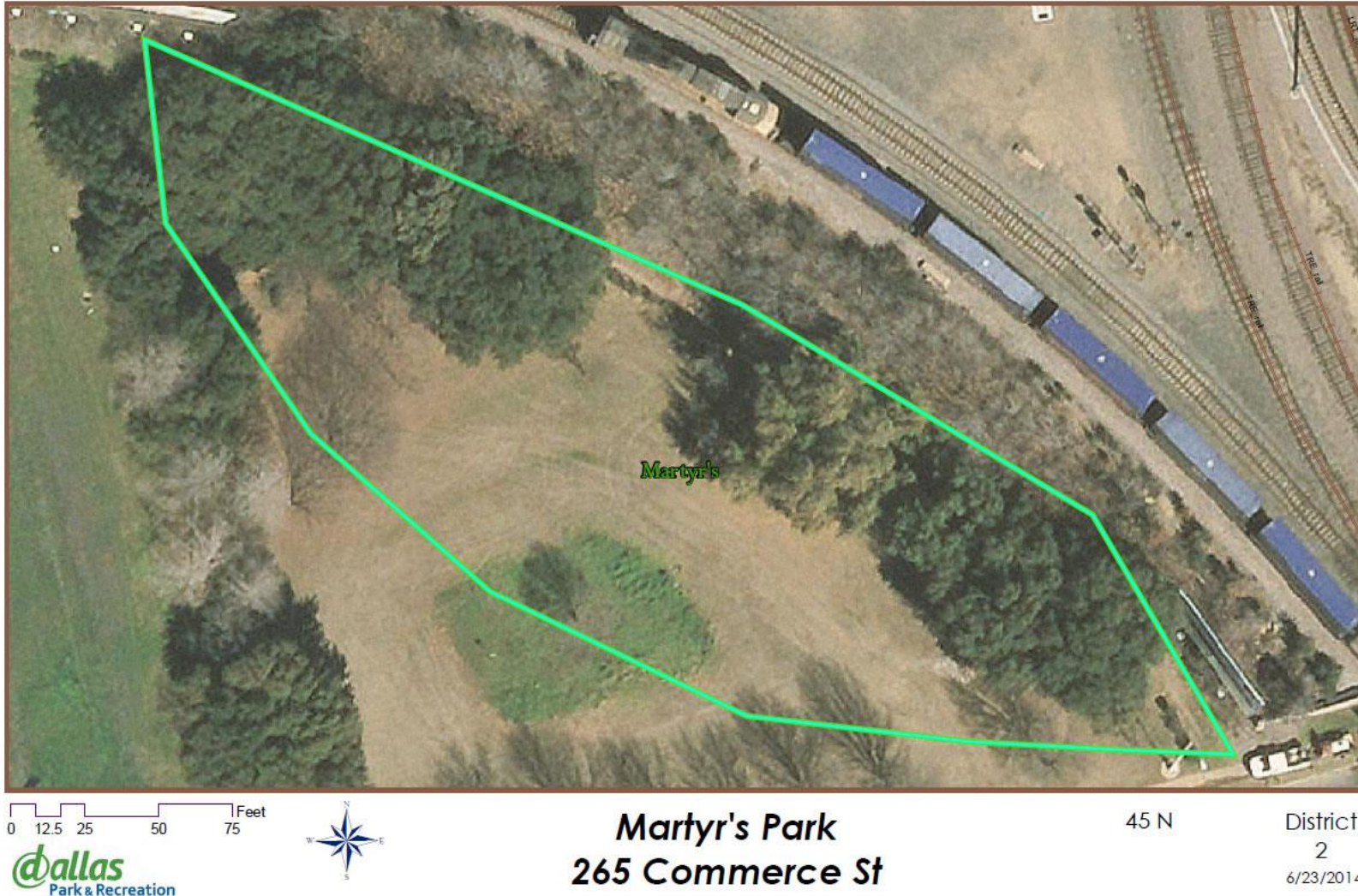
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Update on the Working Group – Memorial to Victims of Racial Violence

- The Mayor's Task Force and City Council originally focused on Allen Brooks in their direction for a memorial. Based on much more research, the Working Group expanded this focus to recognizing a much larger list of victims
- Five possible sites for the Memorial were evaluated
- On September 24, 2019, the Working Group recommended that the public artwork be located at Martyr's Park (265 Commerce Street)
- On October 1, 2019, the Public Art Committee recommended the initiation of the project, a memorial for victims of racial violence
- Seeking vote to recommend for Martyr's Park from Arts and Culture Advisory Commission
- Next steps: the Park Board will be asked to approve Martyr's Park location for this memorial at the October 24, 2019, meeting
- Budget guidance of \$100,000 (plus 20% for administrative costs per the Public Art Policy) was discussed by City Council but ultimately deferred. This will require final approval in 2020

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Update on the Working Group – Memorial to Victims of Racial Violence



Key considerations:

- Park named to honor victims of racial violence from 1860 lynching of three African-Americans
- Based on in-depth research of the site, this was supported by Remembering Black Dallas
- Close proximity (5 min walk) to Dealy Plaza and Sixth Floor Museum and the new Holocaust Museum
- Visible from major roadway

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Facilities Update: 2017 Bond Projects

- Proposition F Cultural and Performing Arts: \$14.23M
- Rehabilitates 9 of the City's cultural and performing arts facilities
 - 7 of the 9 projects are underway
 - South Dallas Cultural Center and Oak Cliff Cultural Center estimated to begin January 2020
- Bond Program Office manages each project
 - Receives 8% of each project for administration fees



Facilities Update: 2017 Bond Projects



- Dallas Heritage Village: \$250,000
 - Roof replacement of the Sullivan House
 - Request for Competitive Seal Proposals issued and closed
 - Tentative date for City Council approval of contract is December 2019



- Bath House Cultural Center: \$1,500,000
 - Bringing restrooms and kitchen into ADA compliance, complete electrical and plumbing improvements and improve usability of lower level area
 - Scope of work approved by the Landmark Commission
 - Request for Competitive Sealed Proposals issued October 2019

Facilities Update: 2017 Bond Projects



- Sammons Center: \$900,000
 - Roof and facade repairs
 - Request for Competitive Sealed Proposals issued and closed – staff is currently reviewing and ranking
 - Tentative date for City Council approval of contract is December 2019



- Dallas Black Dance Theater: \$900,000
 - Waterproofing and exterior restoration of windows, doors and façade
 - Request for Competitive Sealed Proposals to be issued November 2019
 - Tentative date for City Council approval of contract is February 2020

Facilities Update: 2017 Bond Projects



- Kalita Humphrey's Theater: \$525,000
 - Electrical improvements, repair of the water damage to the rooftop access, repair of water infiltration leaks, and repair/replacement of rooftop chiller and ductwork
 - Scope of work approved by the Landmark Commission in staff review
- Dallas Museum of Art: \$6,000,000
 - Waterproofing and exterior building drainage. There will also be some work on the server room's mechanical and building controls, along with the replacement of the fire alarm panel



Facilities Update: 2017 Bond Projects

- Meyerson Symphony Center: \$3,800,000
 - Replacing the roof, elevator, water infiltration, controls, and reverberation door controller system
 - Request for Competitive Sealed Proposals issued October 2019
 - Tentative date for City Council approval of contract is December 2019



Facilities Update: Cultural Facilities Program (CFP)

- Cultural Facilities Program supports and funds investment in long-term improvements, renovation or major repairs of cultural facilities owned and operated by arts organizations in an amount up to \$200,000
 - Participants were identified in FY18 and FY19 to include:
 - Dallas Children's Theater – Project is complete
 - Creative Arts Center – Project is under contract
 - Kitchen Dog Theater has accepted, but not entered into contract
 - Theatre Three and TeCo Theatrical Productions declined their contracts and these funds will be used in OCA's facility budget line

Looking Ahead –

- ArtsActivate Round 2: applications open October 14 – November 11
- Dallas Cultural Plan: A Year in Review and Look Forward –
Wednesday, November 20, 3pm at Dallas Children's Theater
- Arts and Culture Advisory Commission – Thursday, November 21,
4:30pm
- City Council: Quality of Life, Arts and Culture Committee (Date TBD)



Office of
Arts & Culture