

Arts and Culture Advisory Commission Briefing

January 16, 2020



City of Dallas

Office of Arts and Culture
City of Dallas

Agenda

- Spotlight: Verdigris Ensemble
- Overview of Public Art Program
- OAC Organizational Announcements
- Cultural Plan Goals for Equity and Diversity
- Liaison Role of Commissioners and Assignments
- Discuss Cultural Plan Overview and Goal Setting for Commission

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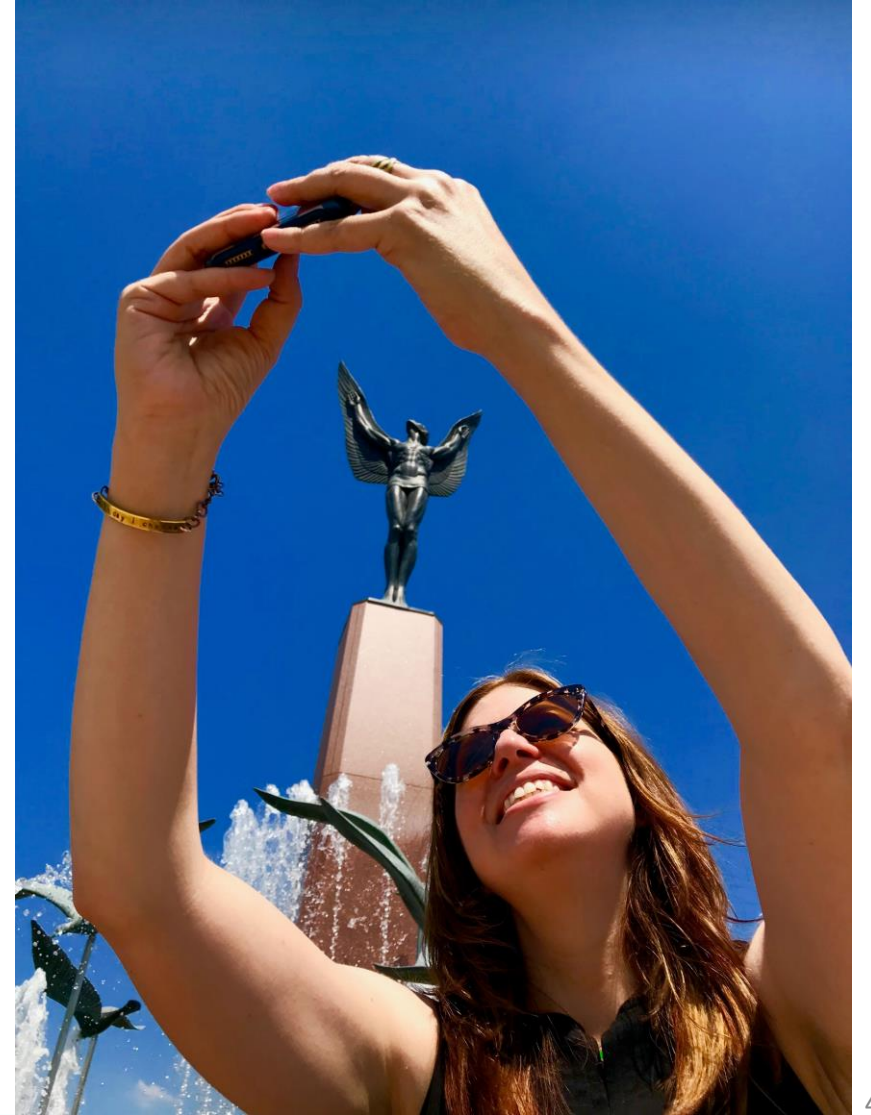
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Significance of Public Art

“I’ve always felt that art is very important to all of our lives... We thought that by putting wonderful sculpture in our buildings it would not only add beauty and an aesthetic to the buildings, but would also educate visitors and employees and give them exposure to art.”

- Raymond Nasher

Spirit of Flight, 1963 by Charles Umlauf



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Purpose of Public Art Program

- Improves the aesthetics of our communities
- Expands opportunities for residents to experience art
- Promotes tourism by providing attractive destination places
- Enhances the image of the City as a cultural center
- Creates opportunities for artists



Sky, 2013 by Brower Hatcher and Marly Rogers

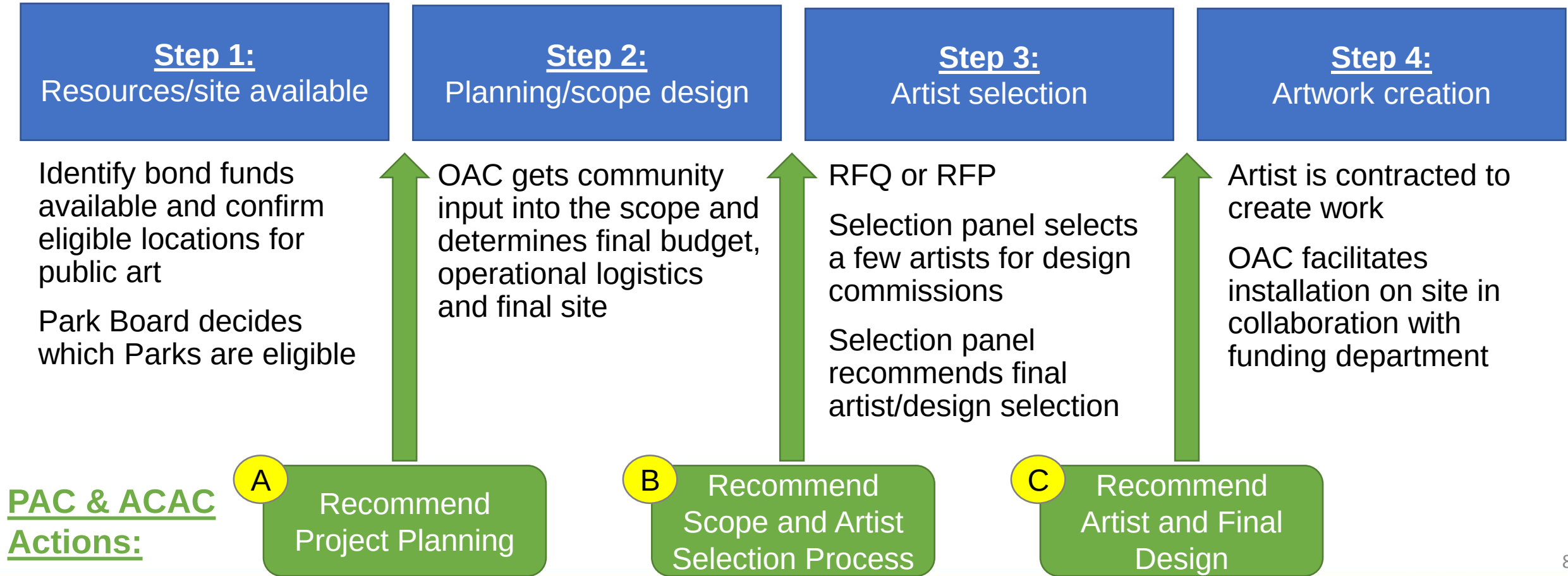
Background: Collection

- The collection is comprised of 300 pieces
 - 49% commissions and donations 1990-present
 - Heritage works (51%) were completed prior to the Percent for Art Program in 1989 and most are at Fair Park
- Public art is displayed in parks, libraries, fire stations, recreation centers, and many more public locations
 - New artwork commissions are funded through percentage of bond funds
 - Donations and loans are accepted via Arts and Cultural Donation Policy

Background: Review and Approval

- Public Art Committee (PAC) makes recommendations to the Arts and Culture Advisory Commission (ACAC)
 - 11 members: 8 appointed by the ACAC and 3 ACAC at-large members
 - Votes on three recommendations during the Public Art process:
 - Project planning
 - Project initiation (scope and artist selection process)
 - Artist/design selection
- The ACAC regularly reviews and votes on recommendations from PAC
- Park Board must approve projects on park property
- City Council must approve contracts where required per the Public Art Ordinance

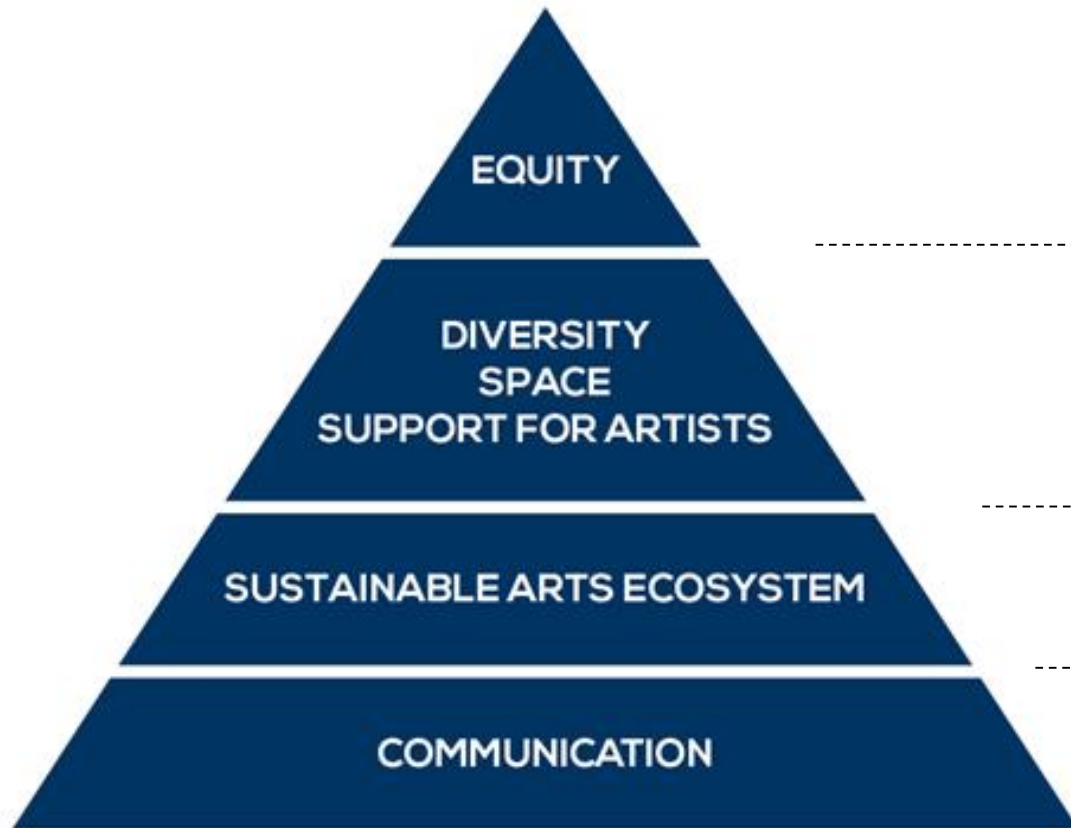
Process Overview: New Installations



Conservation and Maintenance:

- Conservation and maintenance funded by General Fund since 2015
- \$160,000 budget
 - Two works, *Freedman's Memorial* and *The Dallas Piece* by Henry Moore require annual maintenance each year of \$37,000
 - 75 works in the collection are in need of conservation work

Leveraging the Six Priorities of the 2018 Cultural Plan



- Understand where the need for public art is via better use of data
 - Creating Memorial to Victims of Racial Violence
 - Addressed Confederate Monuments (2017 to present)
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- Hosted three public art workshops (in partnership with Fort Worth) to educate and develop emerging artists
 - Seven projects in-process that celebrate Dallas' diversity
 - Supporting mural projects across City, including not on City-owned land
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- Working with partners such as *Inspire Art Dallas* on conservation efforts
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- "Public Art Finder App" at Love Field with all 23 pieces will launch in Spring 2020
 - Working to digitize and share the public art archives on OAC website

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OAC Organizational Announcements

- To fully implement the Dallas Cultural Plan, a new Community Arts Manager position was added and funded by the General Fund for the FY 2019-20 year
- Rhonda Ivery named as the first Community Arts Manager to program arts in underserved Residential and Non-Traditional (“pink” and “green”) areas of Dallas
 - 16 years of City service (Office of Special Events, Convention Center, and OAC as the Cultural Programs Coordinator over the Community Artists Program (CAP))
 - CAP is a roster of artists that OAC funds to supply cultural services (e.g., workshops, performances, classes) upon request at any free and open to the public event in Dallas
- Gerardo Robles named as the new Cultural Programs Coordinator over the Community Artists Program
 - 7 years of City service (Oak Cliff Cultural Center)

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Baseline - FY 2018-19 measures of equity and diversity

- The Dallas Cultural Plan passed unanimously in November 2018
- Fiscal Year 2018-19 is the first full year of data toward the 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 organizations funded through COP, 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”)

*Note: ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Cultural Policy.

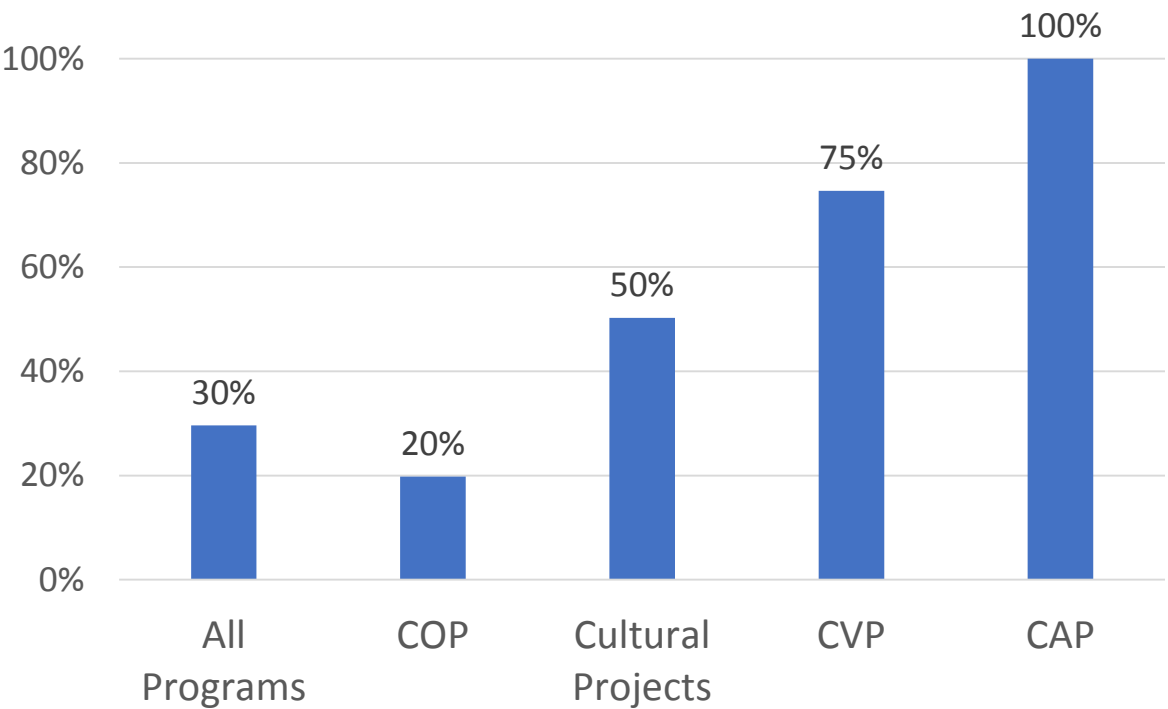
FY 2018-19 Funding Programs Overview

Funding Program	Description	FY 2018-19 Budget	Number of contracts	Average contract size
COP - Cultural Organizations Program	Operational support program for established arts and culture organizations	\$4.9 M	34	\$143,000
Cultural Projects Funding*	Broad project-based support (2 rounds)	\$480,000	61	\$7,900
CVP – Cultural Vitality Program*	Community/neighborhood focused project-based funding	\$300,000	34	\$8,800
CAP – Community Artists Program	Roster of culturally/ethnically specific artists and organizations who can be requested by the community to perform free of charge	\$345,000	27	\$12,800
Totals		\$6,025,000	156	\$38,600

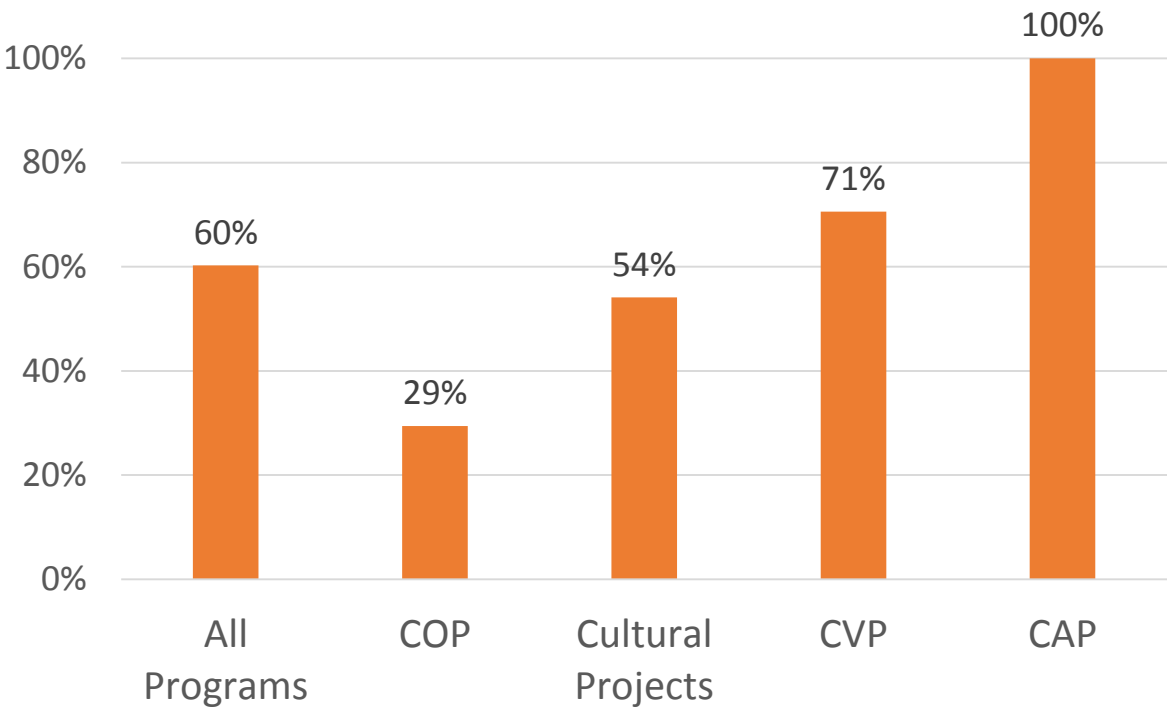
*Note: Cultural Projects Funding and CVP were combined in FY 2019-20 (the current FY) into ArtsActivate

Baseline: FY 2018-19 ALAANA funding and number of contracts

FY 2018-19: Total \$ (Funding) to ALAANA artists & organizations



FY 2018-19: Number of contracts with ALAANA artists & organizations



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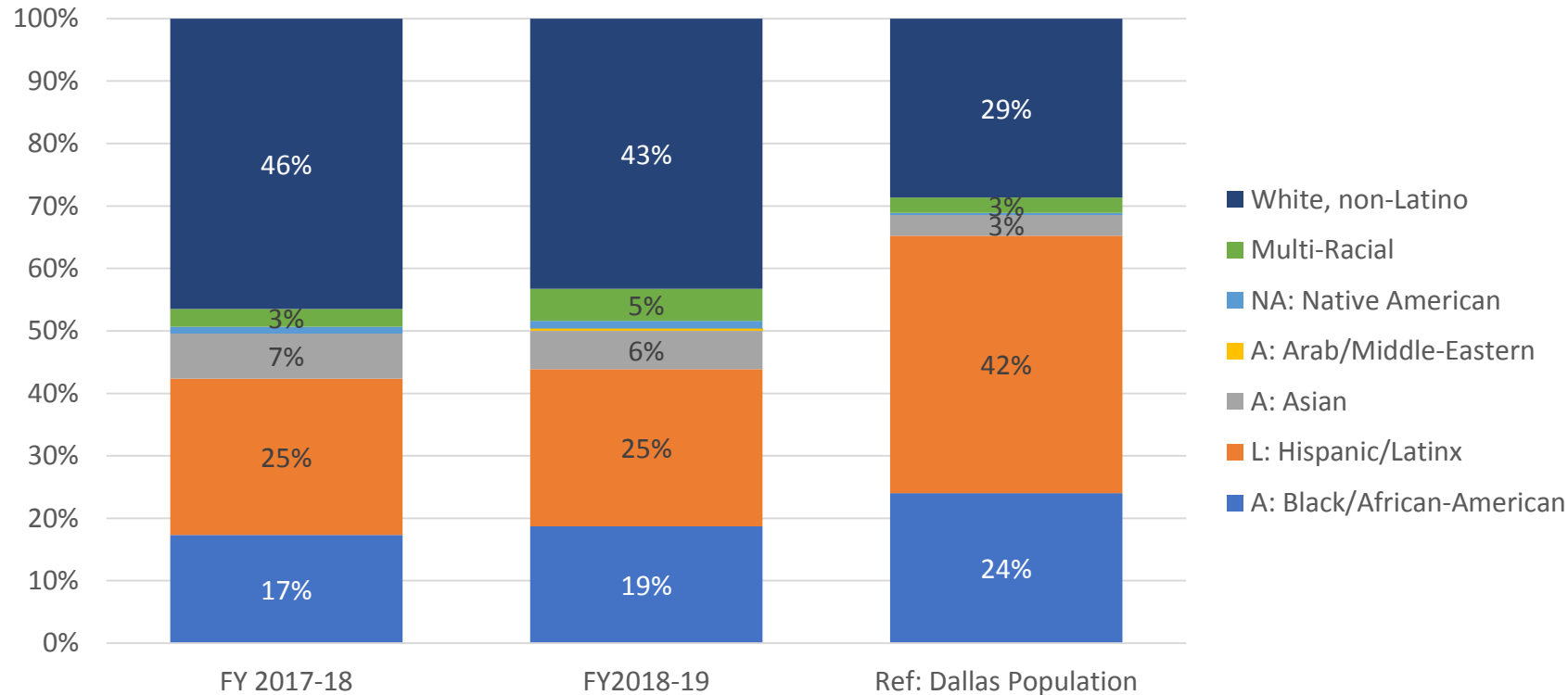
OAC is also monitoring audience diversity across our funding programs

	FY 2017-18		FY 2018-19	
	Total Participants	% ALAANA Participants	Total Participants	% ALAANA Participants
All Support Programs (as reported):	5,969,333	53%	5,900,679	57%
Cultural Organizations Program (COP)	5,558,085	53%	5,674,685	56%
Cultural Projects Funding	354,441	52%	147,060	65%
Cultural Vitality Program (CVP)	19,063	73%	42,459	72%
Community Artists Program (CAP)	37,057	77%	36,450	80%
<i>City of Dallas - Population Estimates from US Census as of July 1, 2018*</i>	1,345,047	71%	1,345,047	71%

*Note: ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Cultural Policy.

Audiences reached partially reflect Dallas population; largest gap is in reaching Latinx audiences across all programs

All Funding Programs: FY 2017-18 and FY 2018-19 Participants



- Total participants roughly equal (5.9M) in both FY 2017-18 and FY 2018-19
- Arab/Middle-Eastern participant demographic option added by OAC in FY 2018-19
- Largest “gap” for OAC and our partners to address is in Latinx participation

Note: Arab/Middle-Eastern tracking began in FY 2018-19, but there is no census benchmark for this population; Percentages <1% not labeled above; Native American includes the Census categories American Indian/Alaskan Native and Native Hawaiian/Pacific Islander; Dallas Population is from Census Bureau for the city of Dallas from 2018.

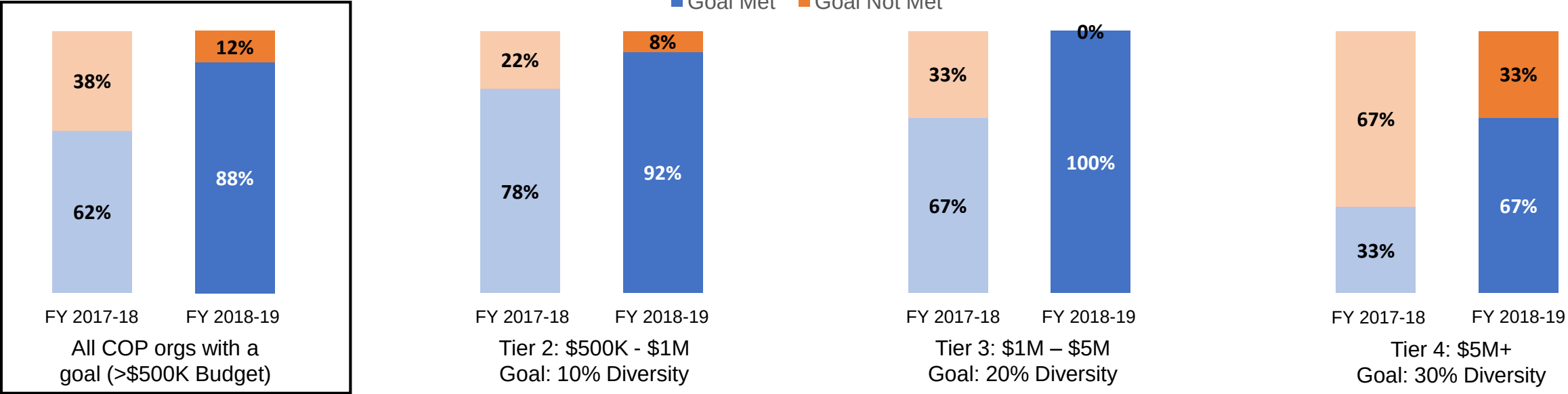
Workforce: COP organizations grew both in total workforce and diversity of these individuals

	FY 2017-18		FY 2018-19	
	Number of People	% ALAANA	Number of People	% ALAANA
COP Workforce	3,340	43%	4,155	49%
Employees (Full- and part-time)	1,205	40%	1,340	48%
Contract labor	2,135	45%	2,859	49%
<i>City of Dallas - Population Estimates from US Census as of July 1, 2018*</i>	<i>1,345,047</i>	<i>71%</i>	<i>1,345,047</i>	<i>71%</i>

Improvements noted in board composition

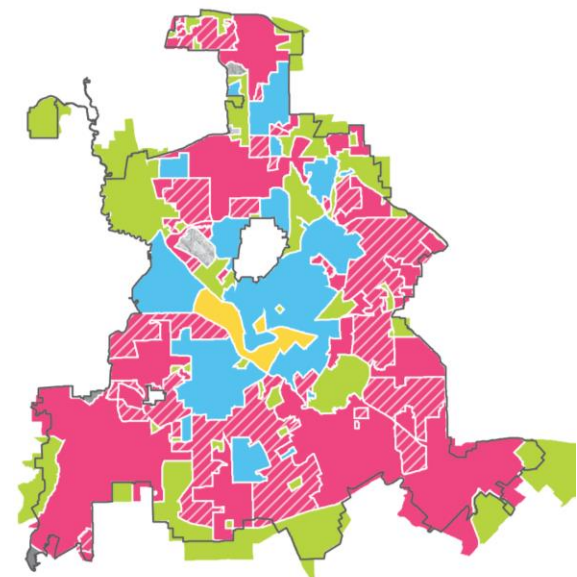
- The current average COP board is composed of 31% ALAANA members
- 88% of COP organizations have achieved or surpassed the 2023 board goal (vs. 62% in FY 2017-18)

COP Organizations – Board Diversity Goal YoY Comparison

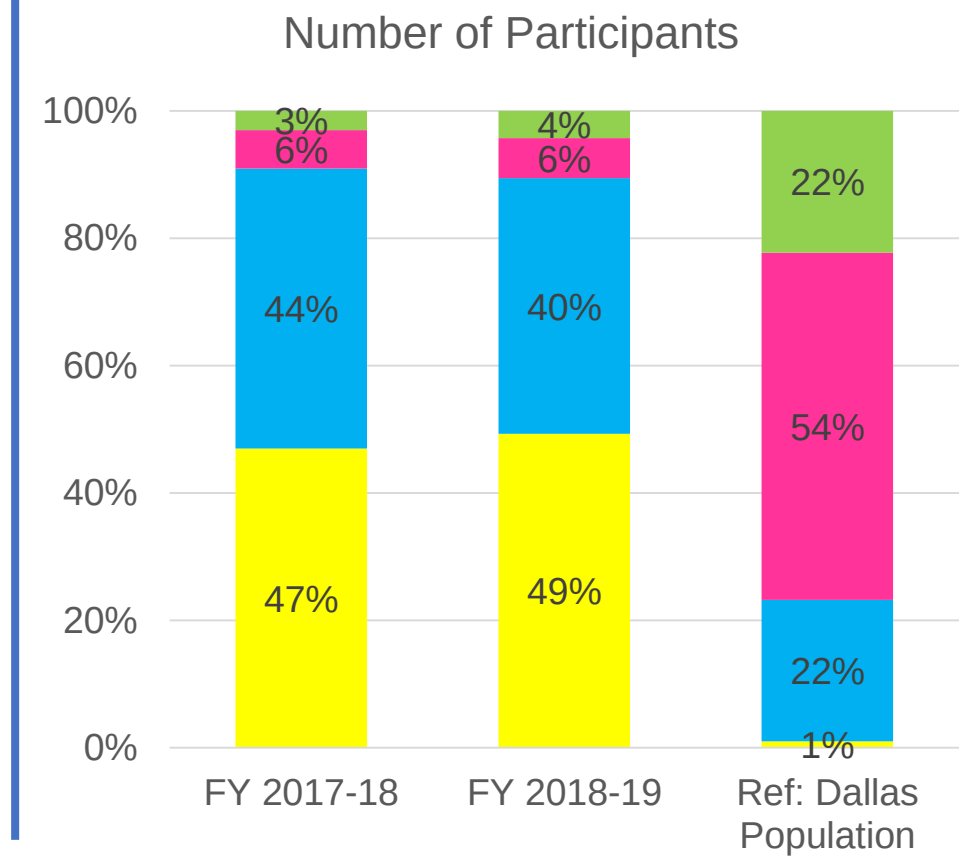
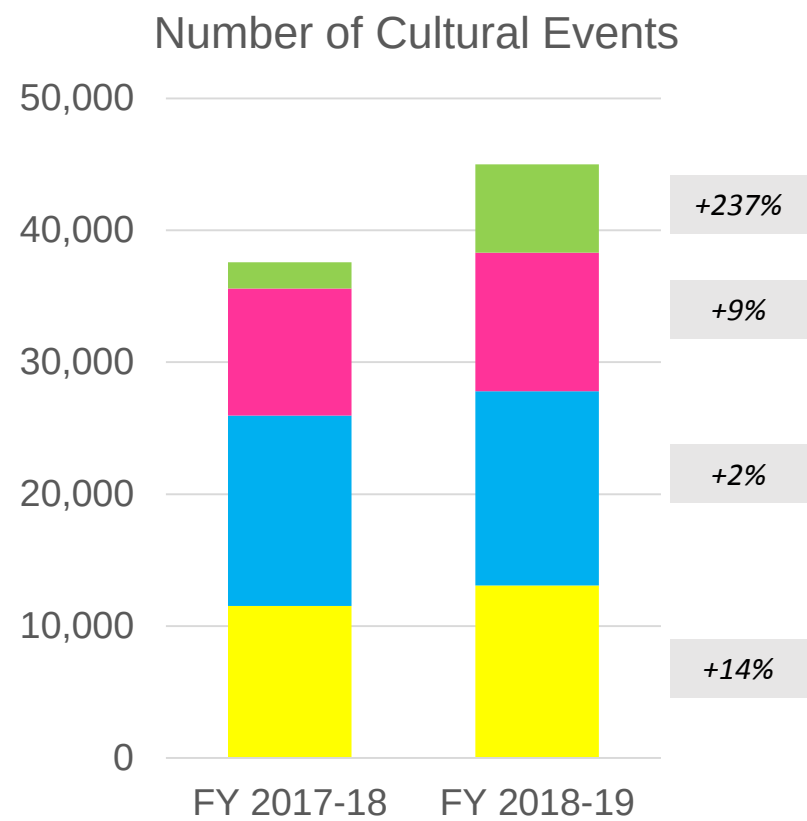


*Note: Tier 1 (under \$500K) does not have a board diversity goal; ALAANA is African, Latinx, Asian, Native American, Arab.
For full definitions, please see the Cultural Policy.

High-capacity venues in Urban core; strategic interventions beginning to make a difference in the “pink” and “green”



- Non-traditional Opportunities
- Residential Opportunities
- Mixed Urbanism to Explore
- Urban Core Arts Destinations



ArtsActivate Round 1 and 2 in FY 2019-20 year to date

- ArtsActivate funds arts and cultural programs by artists, artist collectives, and non-profit organizations with awards of up to \$15,000 for artists and up to \$20,000 for organizations
- The total budget for all 3 rounds of ArtsActivate in FY 2019-20 is \$775,000
 - R1 awarded \$319,680 to 12 artists and 21 organizations
 - R2 awarded \$251,045 to 11 artists and 19 organizations
 - R3 is open now through February 3, and has a remaining budget of \$204,275
- The program guidelines and application were designed to align with Cultural Plan goals, including scoring related to neighborhood typologies and better communication with artists
- All districts have a mix of typologies, with underserved areas in each district

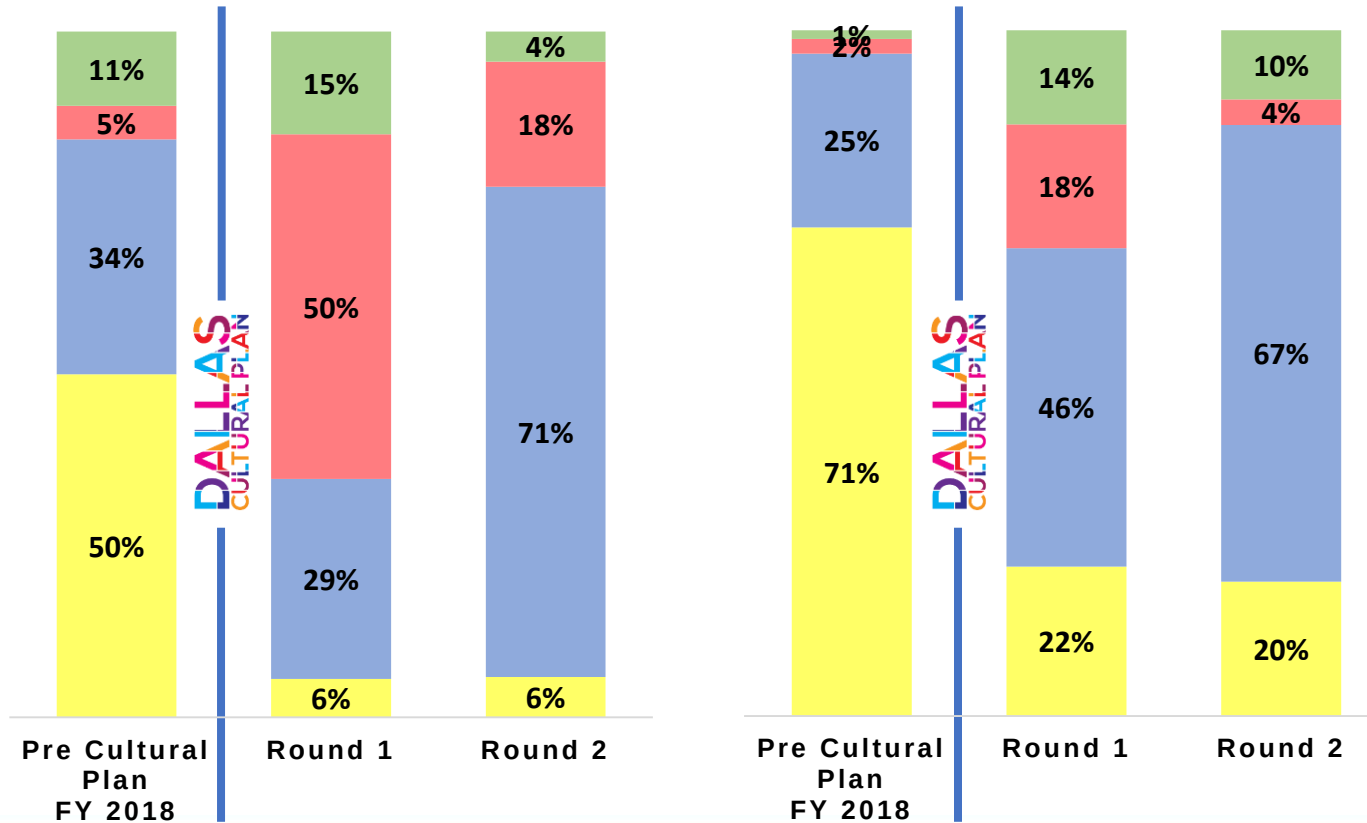
ArtsActivate 2020 – Round 1 and Round 2

EVENTS

Urban Core Mixed Urbanism Residential Arts Non Traditional

ATTENDANCE

Urban Core Mixed Urbanism Residential Arts Non Traditional



Pre-Cultural Plan

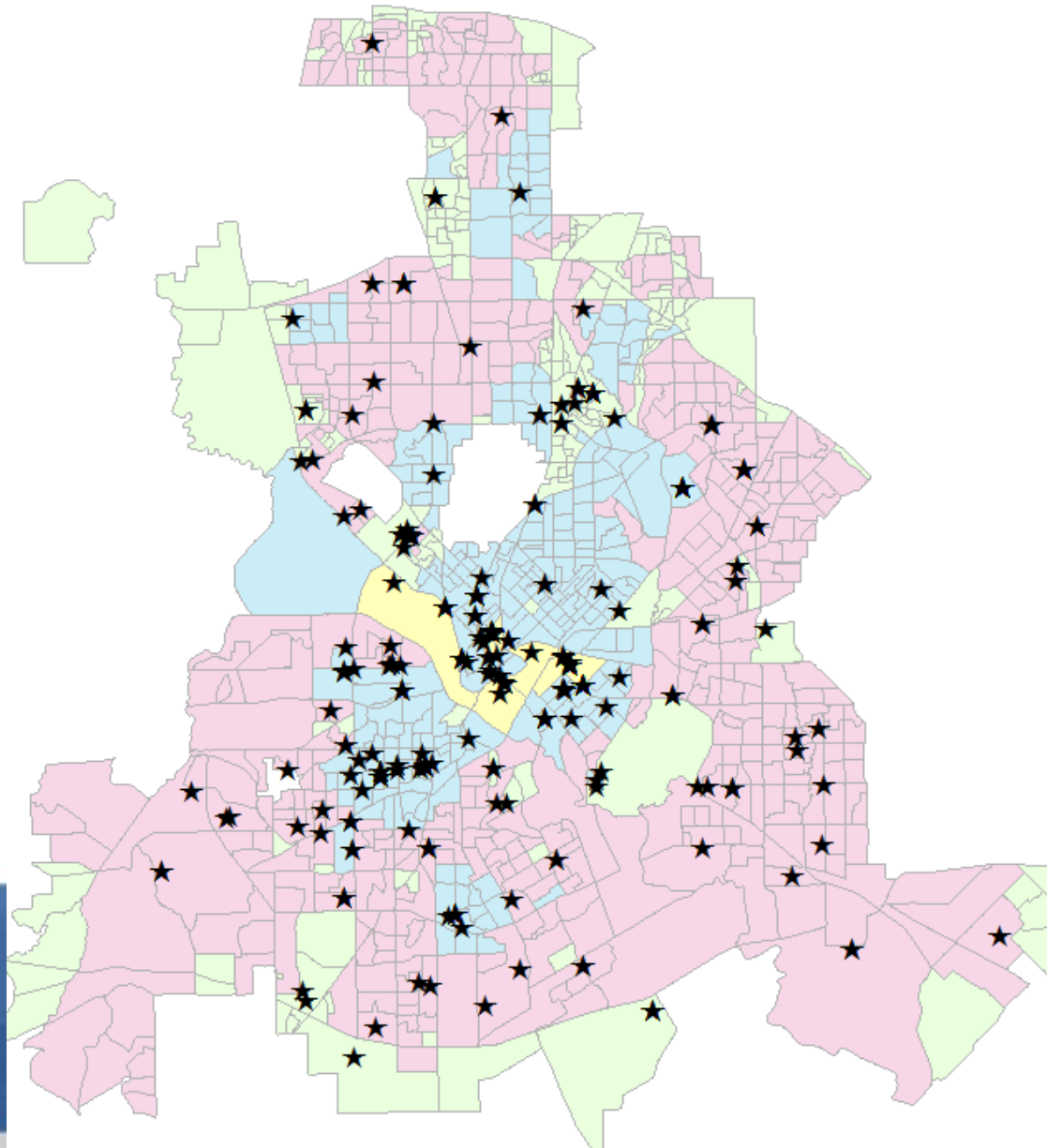
- Majority of events and attendance in Urban Core (yellow)
- Very low activation in “pink” and “green” areas



Post-Cultural Plan

- More than half projected events in “pink” and “green” areas
- Attendance distribution has grown from 3% in “pink” and “green” areas to 14-32%

ArtsActivate – Round 1 and Round 2 locations



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Liaison Overview

- The liaison role is defined in Cultural Policy
- Commission liaisons are assignments that serve as a way for arts OAC-supported organizations to have a direct relationship with a designated Commissioner
- Liaison assignments are made by the Commission Chair
- Key responsibilities:
 - Meet with organization leader (e.g., Executive Director/CEO, board chair, artistic director) to learn about what they do, who they serve, and their goals and vision
 - Sign up for emails, follow their marketing channels (e.g., social media)
 - Attend and champion their arts experiences
 - Regularly submit liaison reports for the Commission to Commission Coordinator (Anne Marie Gan)

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Liaison Overview – Key Watchouts

- Individual liaisons are not an extension of OAC staff and cannot speak on behalf of the Commission, the OAC, or the City
- Processes and guidelines for funding programs may change from year to year, so please always refer the organization's questions to OAC professional staff
- Commissioners must adhere to the City's Code of Ethics, the City's Gift Policy, and the Code of Conduct relating to City Boards and Commissions (Chapter 8), and must recuse themselves in cases of Conflict of Interest as defined in the Commission's Rules of Procedure and the Cultural Policy

Next Steps

- Liaison assignments are on the handout
- Cultural Programs Manager Glenn Ayars will be sending out letters to notify the organizations and introduce you next week
- We encourage you to experience these organizations' arts events this Spring

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General requests

How do people feel about...

- Short bios and a photo for the website – to allow us to put “names with faces”?
- Communications with Council offices and other stakeholders?
 - Public art meetings
 - Council voting items in your district
 - City-wide arts offerings
- What else can we do as Commissioners and arts advocates?

February “Ask”

- Today’s briefings touched on our Public Art and Allocations work, but in order to advance the 2018 Cultural Plan most effectively, would a special-called meeting before the regular February 20th Commission meeting be helpful?
 - Ethics training
 - Equity training
 - What topics are most pressing?
- Goal-setting to advance the Cultural Plan

Other advocacy (Sustainable Arts Ecosystem)

- Arts Advocacy Day – April 21, 2020 at noon at the Latino Cultural Center
- Setting a state-level advocacy goal/strategy and developing supporting tactics – possibly to support more cultural districts in Dallas
- Arts and Economic Prosperity VI – Economic Impact Study by Americans for the Arts coming soon

Looking Ahead –

- City Council:
 - Tuesday, January 21 – Quality of Life, Arts and Culture Committee - Briefing on Public Art
 - Wednesday, January 22 - Bond Program Items for Bath House Cultural Center
 - Wednesday, February 12 –Bond Program Item for Meyerson Symphony Center and Sammons Center
- Commission:
 - Tuesday, February 4 – Public Art Committee
 - Wednesday, February 12 – Allocations Committee
 - Thursday, February 20 – Arts and Culture Advisory Commission Regular Meeting
- Monday, February 3 – Application Deadline - Third (and Final) Round of ArtsActivate Funding Program for FY 2019-20



Office of
Arts & Culture