

Arts and Culture Advisory Commission Briefing

February 20, 2020



City of Dallas

Office of Arts and Culture
City of Dallas

Agenda

- Spotlight: Soul Rep Theatre Company
- Culture Pass Update
- City of Dallas Gift Policy Briefing
- City of Dallas General Fund Budget Overview
- Arts Month 2020

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Culture Pass – Q1 Update

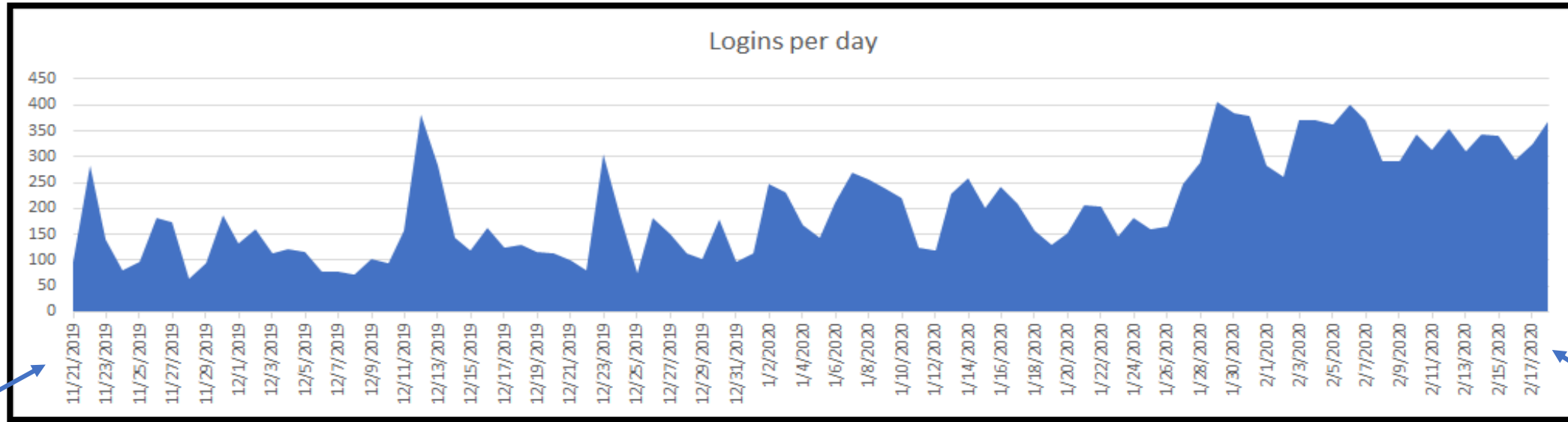
- Offers since 11/21/2019
 - 35 participating organizations
 - 75 different offers
- Offers include
 - Performances at Dallas Symphony, Soul Rep Theatre, Dallas Theater Center, Uptown Players, Kitchen Dog Theater, Bruce Wood & Dallas Black Dance
 - Admission to DMA, Perot Museum, Dallas Heritage Village, Nasher Sculpture Center & Sixth Floor Museum
 - Film screenings at Majestic Theater
 - Coming soon – Dallas Comedy House, Dallas Opera, classes at Dallas Center for Photography & others

CULTURE PASS DALLAS

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

Culture Pass

- Patrons since 11/21/2019
 - More than 13,000 users visiting the site more than 20,000 times
 - More than 18,000 logins to the system
 - 1657 passes downloaded = ~3500 tickets
 - Avg. 261 logins per day in January & February



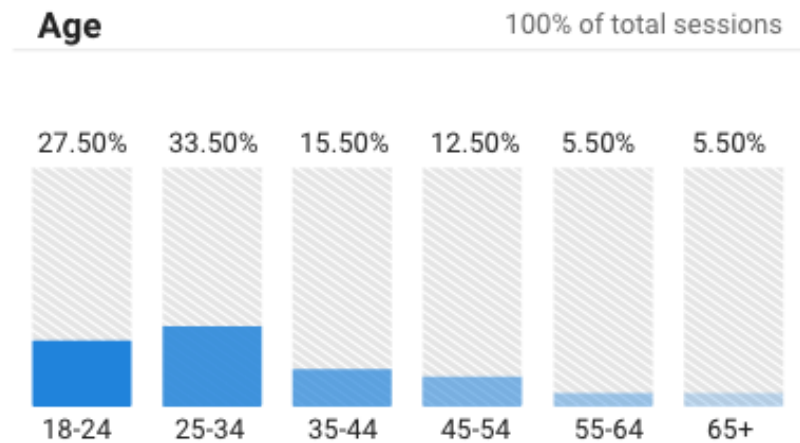
Launch

Today

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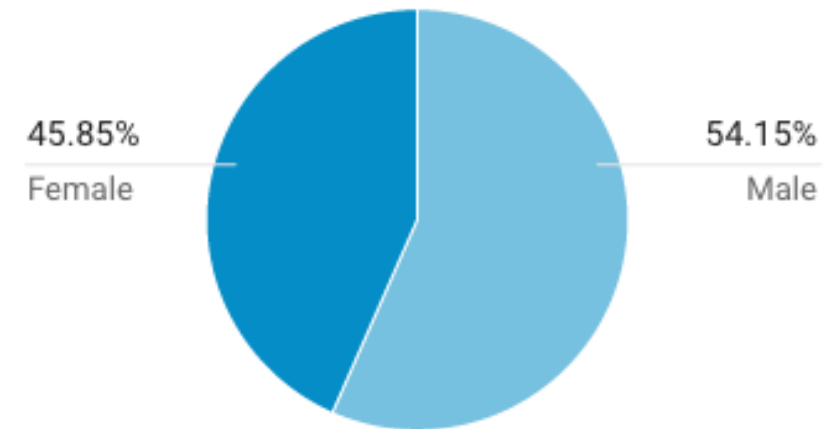
Culture Pass

- Patron info
 - 66 zip codes
 - Average age 43



Gender

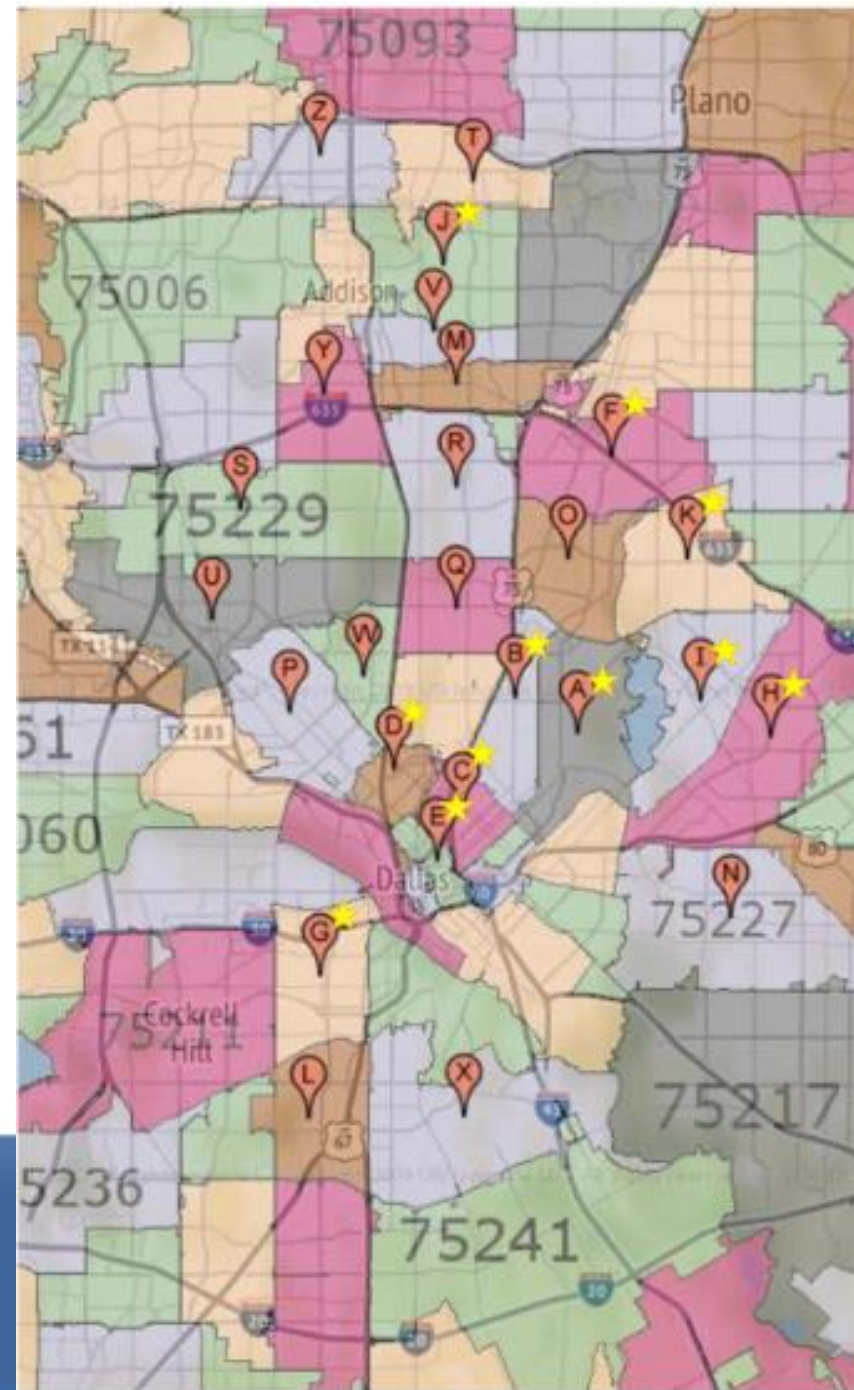
100% of total sessions



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Culture Pass

- Reservations by Zipcode as of 2/18/2020
- Zip codes listed by number of reservations
 - A = most reservations
 - Z = fewest reservations
 - Starred markers are zip codes with >3% of reservations



A.	75214	162	9.72%
B.	75206	142	8.52%
C.	75204	120	7.20%
D.	75219	102	6.12%
E.	75201	80	4.80%
F.	75243	73	4.38%
G.	75208	68	4.08%
No Postal Code		65	3.90%
H.	75228	61	3.66%
I.	75218	60	3.60%
J.	75248	54	3.24%
K.	75238	53	3.18%
L.	75224	42	2.52%
M.	75240	42	2.52%
N.	75227	40	2.40%
O.	75231	38	2.28%
P.	75235	31	1.86%
Q.	75225	28	1.68%
R.	75230	28	1.68%
S.	75229	25	1.50%
T.	75252	24	1.44%
U.	75220	23	1.38%
V.	75254	23	1.38%
W.	75209	17	1.02%
X.	75216	16	0.96%
Y.	75244	16	0.96%
Z.	75287	16	0.96%

Culture Pass

- Press coverage

D Magazine

NEWS

Get Free Museum, Concert, and Theater Tickets Using Your Dallas Library Card

The city has introduced Culture Pass, a program that provides free tickets to concerts, theater, museums, and films.

Dallas Morning News

If you have a library card, you can have symphony tickets thanks to the public library

Culture Pass is a good idea that reflects Dallas' can-do spirit

Dallas Observer

Bernadette Peters' Weekend Show Is the Exact Reason Why You Should Get a Culture Pass

CAROLINE PRITCHARD | JANUARY 29, 2020 | 4:00AM



Golden Globe- and Tony award-winning performer Bernadette Peters held the Meyerson in the palm of her hand this Saturday night, and all you



needed to see it was your Dallas library card.

Culture Map

ALL ACCESS

How to get free arts and culture tickets with your Dallas Public Library card

By [Lindsey Wilson](#) Nov 26, 2019, 11:27 am

For Dallasites who want to attend a concert or visit a museum, cost is no longer a barrier. A new partnership between the City of Dallas Public Library and Office of Arts and Culture has resulted in **Culture Pass**, a program that supplies free tickets to an array of arts and cultural experiences in Big D.

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

Culture Pass Next Steps

- Continue to add groups and offers
- Train organization staff to enter and monitor their own events and share feedback with OAC (negative and positive)
- Find ways to promote Culture Pass without cannibalizing ticket sales
- Target zip codes and areas for marketing/outreach/awareness – especially in “pink” and “green” areas
 - Senior centers
 - Neighborhood Associations
 - Community/District events
 - Summer seasonal “push”

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City of Dallas Gift Policy

- City of Dallas Gift Policy requires that members of boards and commissions report gifts and complimentary tickets in accordance with applicable state law and city reporting requirements
- A board and commission member may not accept any cash, check, or negotiable instrument, nor may the solicit or accept any gift or benefit received in exchange for taking official action or exercise of discretion
- Members shall file a sworn (notarized) annual gift disclosure statement for the year ending December 31, 2019, with the City Secretary no later than 5:00 pm on April 30, 2020
 - Members who did not serve on the Commission in calendar year 2019 do not need to submit a report
 - If no gifts or tickets were received by the Commissioner or his/her spouse, domestic partner, or dependent children, the Commissioner is not required to file an annual gift disclosure statement

COP Ticket Requests

- COP contracts include up to four tickets for OAC per event for staff and Commissioners to evaluate the management, operations, and cultural services of funded organizations
 - To enable as many Commissioners and staff to attend and evaluate the organizations as possible, we ask that each person request no more than two (2) tickets
- Tickets should be reported on the annual gift disclosure form if their value meets the gift policy definitions (\$50 or cumulative more than \$100 in a calendar year)
- To request tickets, please reach out to the organization directly and copy Glenn Ayars so that we can ensure contract compliance with the four-ticket limit
 - Additionally, copying OAC staff helps the organization verify current Commissioner status
 - OAC will email the COP organization contact list to Commission quarterly

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City of Dallas Gift Policy

- For further details, please see the gift policy and the reporting forms (also included in your packet)
- Forms and the policy are available electronically on the City Secretary's website:
 - <https://dallascityhall.com/government/citysecretary/Pages/CC-forms.aspx>

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Purpose

- Review background of the City's biennial budget process
- Discuss outlook for FY 2020-21 and FY 2021-22
- Review preliminary budget development schedule

Budget Process Overview

- The City's fiscal year begins on October 1 and ends on September 30
- The annual budget is developed as a biennial budget: the first year of the budget is proposed (FY 2020-21) at the same time as the second year is planned (FY 2021-22), and both years are balanced
- The FY 2020-21 budget (planned last year) will be reviewed to determine if revenue and expense forecasts remain appropriate
- The FY 2021-22 budget will be planned based on adjustment requests (enhancements) or needed reductions
- City Manager will recommend balanced biennial budget to Council on 8/11/2020

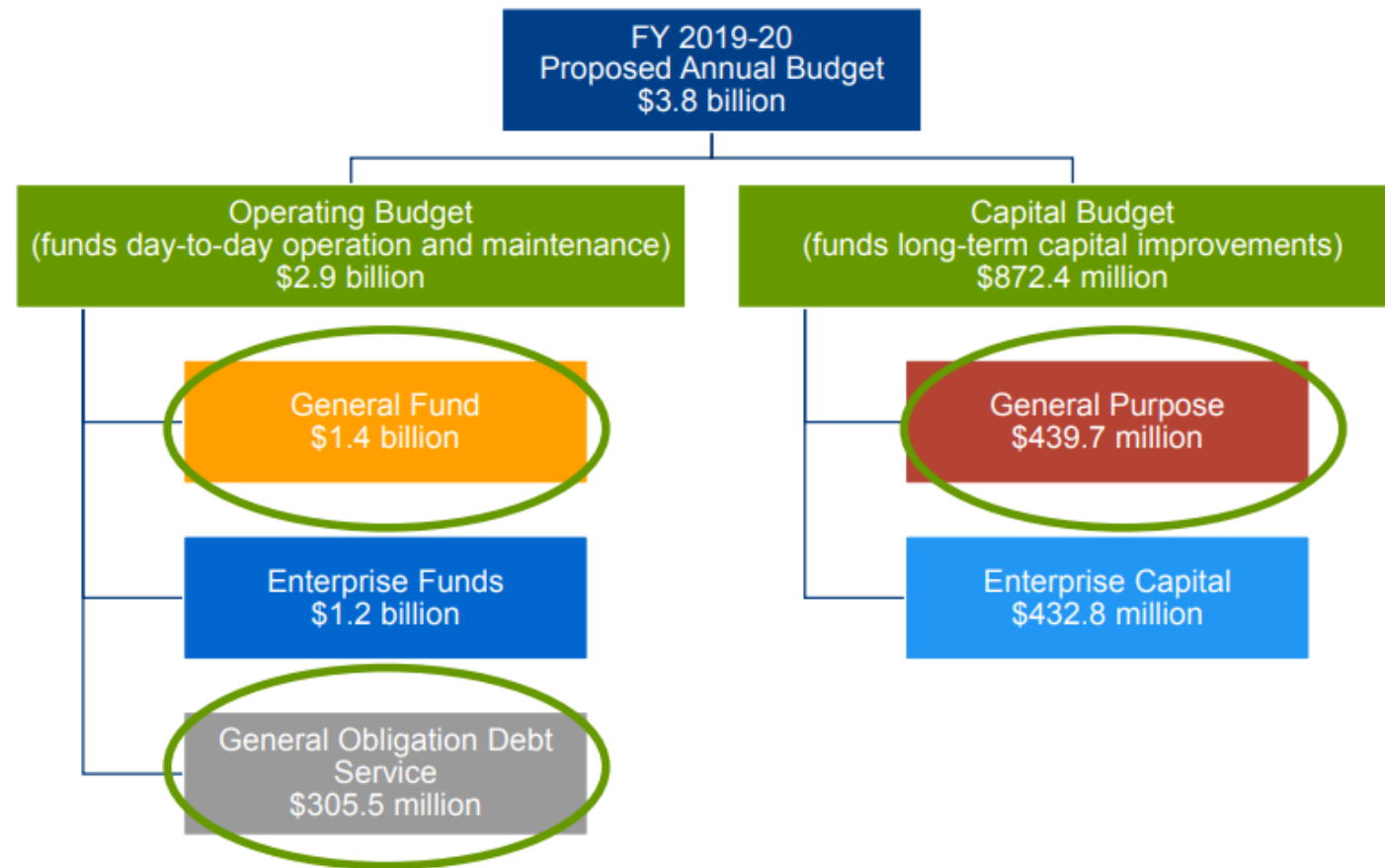
Upcoming Budget Influences

- FY 2021 projected to be at a deficit based on updated forecast
- Known FY 2020 public safety expenditure increases
- Property tax revenue forecast revised as a result of tornado damage
- Texas Property Tax Reform and Transparency Act of 2019 (SB2) will cap the City's ability to grow property tax revenue at 3.5% instead of 8% without seeking voter approval
- SB2 impacts FY 2021 budget for the first time
 - Although property tax values were forecast* to grow 7.6% for FY 21, City will be unable to take advantage of all growth without voter approval

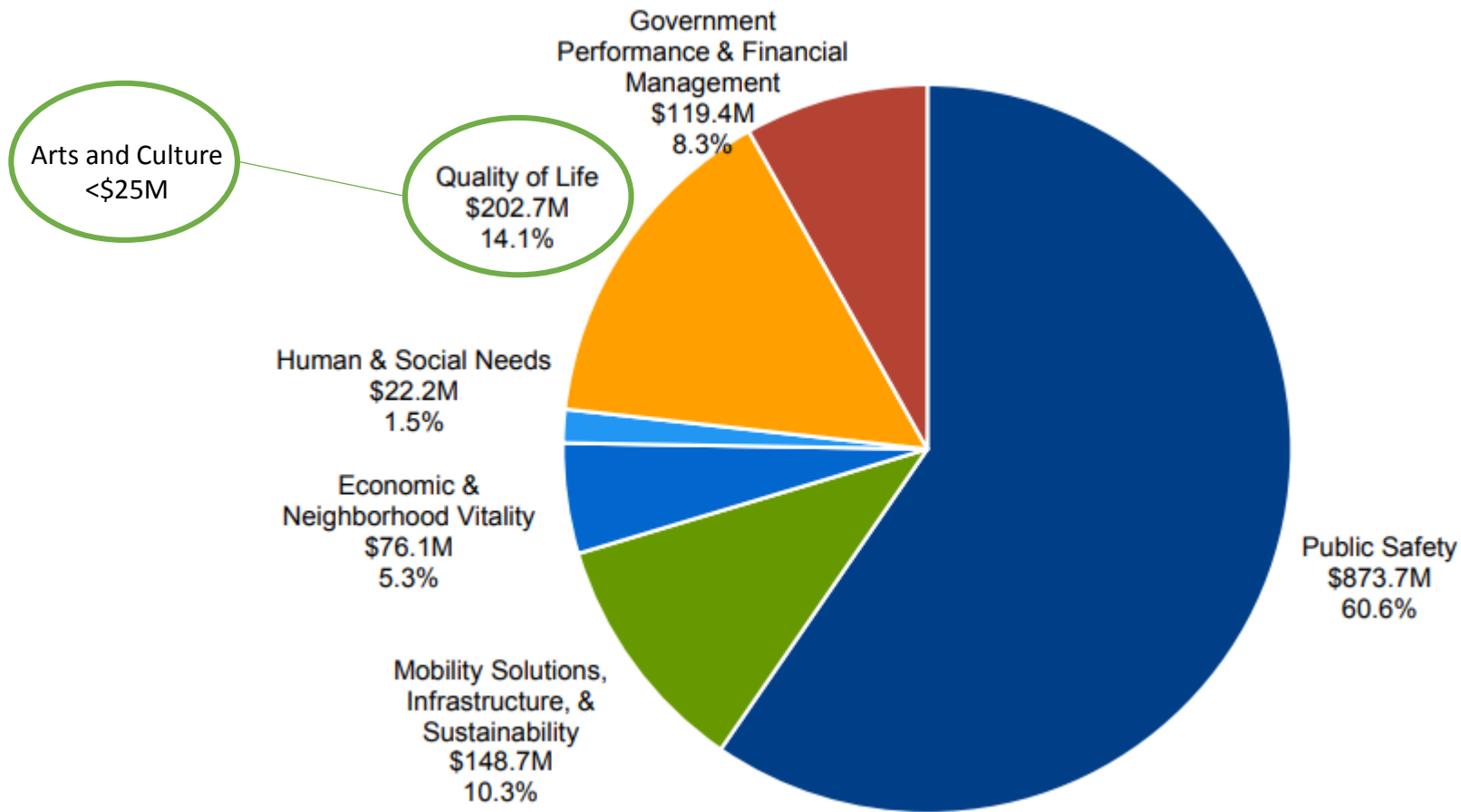
* Forecast as of 6/18/19

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Background – FY 2019 Proposed Budget

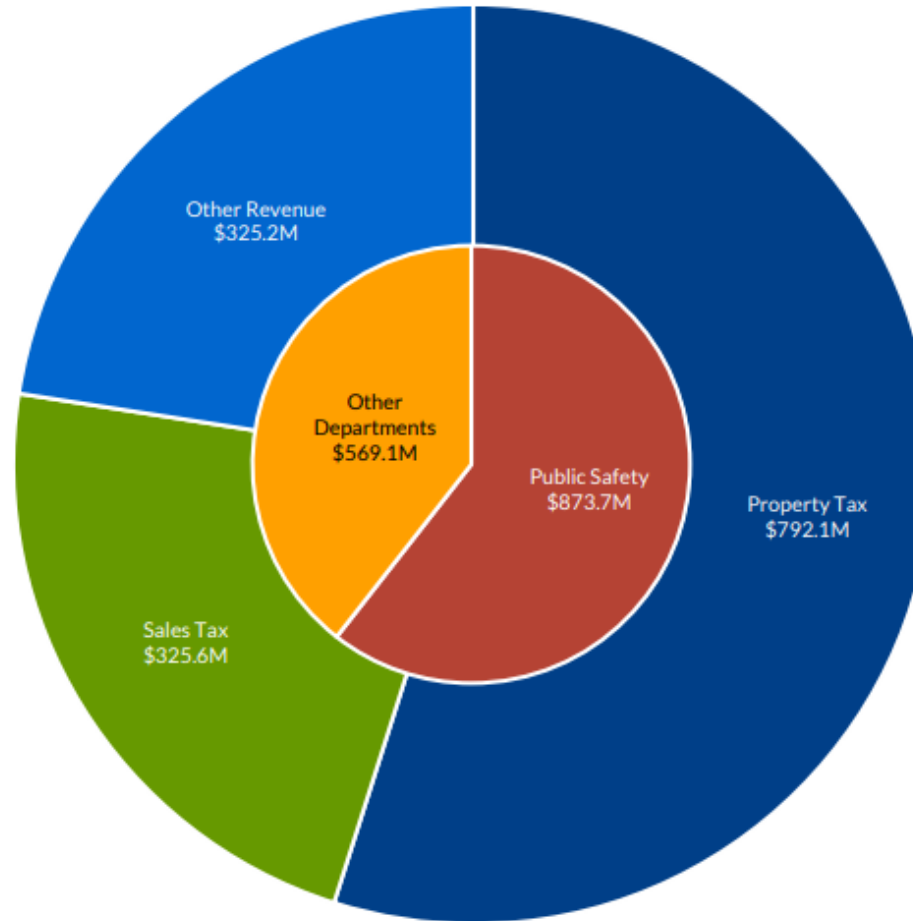


General Fund Expenses



General Fund Expense and Revenue

100% of General Fund property tax + 25.1% of sales tax is needed to fund the Public Safety strategic priority, including Police, Fire, Courts, Jail, and Judiciary



Preliminary Schedule – FY 2020-21 and FY 2021-22

Budget Development

Date	Activity
February 19, 2020	Council Retreat: strategic direction from City Council
March 2-27, 2020	Community Engagement Meetings
March 25, 2020	Budget Public Hearing
July 24, 2020	Appraisal districts certify tax roll (7/25/20 on Saturday)
August 11, 2020	Budget Workshop: City Manager's Recommended Budget
August 13 – 27, 2020	Town Hall Meetings
August 26, 2020	Budget Public Hearing
September 2, 2020	Budget Workshop: Consider Amendments
September 9, 2020	Adopt Budget on First Reading
September 16, 2020	Budget Workshop: Consider Amendments
September 23, 2020	Council Agenda: Adopt budget on Second Reading; hold tax rate hearing and adopt tax rate, resolution ratifying tax rate, adopt code changes, adopt fee ordinance, adopt PCA, and approve other budget-related items, if any
October 1, 2020	Fiscal year begins

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Arts Month – Select Highlight Events



- March 12 – Community Beer Label Launch
- March 26 – Arts Month Press Conference, 10AM
- April 6 - Creative Conversation
- April 17 - Arts District Changing Perspectives Block Party
- April 19 - AVANCE Latino Street Fest
- April 21 - Arts Advocacy Day and SpaceFinder Dallas Public Launch and Mixer
- Other Key events: Nasher Prize, Soluna Festival, DJAM at Moody, TITAS/Chang Mu Dance Company, Dallas Art Fair, Black Violin at Strauss Square, Memorias Flamencas at Wyly, EarthX at Fair Park

Arts Month – Art 214 Exhibit Openings

- March 26 – Moody Performance Hall
- April 4 – South Dallas Cultural Center
- April 25 – Oak Cliff Cultural Center
- April 30 – Latino Cultural Center



Looking Ahead –

- City Council:
 - Wednesday, February 26 – COP Guidelines for FY 2020-21
- Commission:
 - Tuesday, March 3 – Public Art Committee
 - Wednesday, March 4 – Allocations Committee
 - Thursday, March 26 – Arts and Culture Advisory Commission Meeting
- Arts Month:
 - Thursday, March 12 - Community Beer Variable Label Launch
 - Thursday, March 26, 10am – Arts Month Press Conference (Music Hall at Fair Park)



Office of
Arts & Culture