



- 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

August 13, 2020

Office of Arts and Culture
City of Dallas

Agenda



- FY 2020-21 and FY 2021-22 OAC Budget Update
- FY 2020-21 Cultural Organizations Program (COP) Allocations
- Briefing: Culture of Value Micro-Project Grant
- Cultural Plan Task Force Update



FY 2021 and FY 2022 Budget Overview



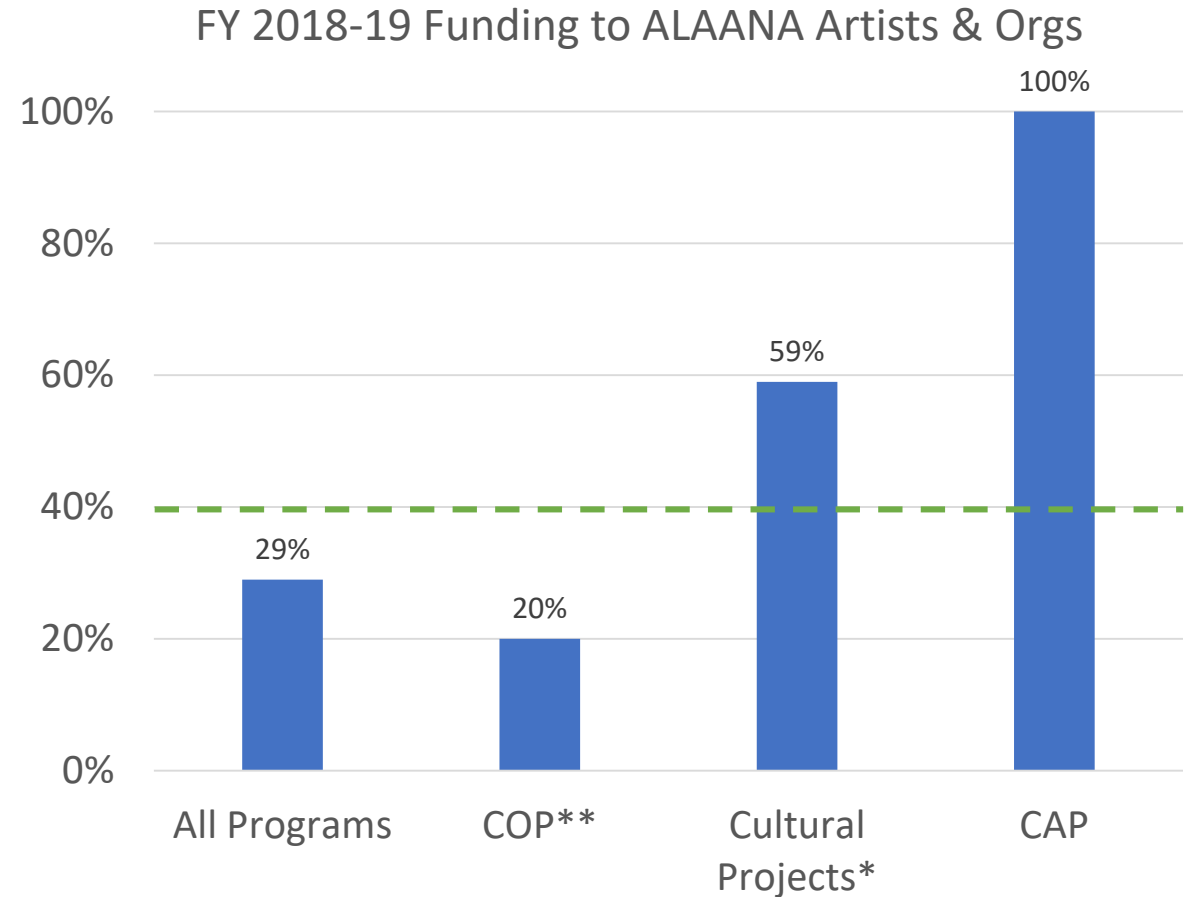
- The City's FY 2021 budget is a R.E.A.L. Change budget which represents many hard choices that respond to social, economic, and public health realities in the context of a long history of systemic racism (R.E.A.L.= Responsible, Equitable, Accountable, Legitimate)
- OAC budget is lower than current FY 2020 budget by approximately \$1.6 million: \$1.1 million from General Fund and \$0.5M from Hotel Occupancy Tax (HOT)
- OAC revenue budget is also lower by ~\$1M due to projected lower venue rentals
- OAC reduction recommendations to City Manager grounded in Cultural Plan, with Equity as the lens:
 - Reducing investments in buildings to minimize reductions to cultural service contracts, which are direct investments in the artists and organizations that serve our community
 - Largest reductions in COP while trying to maintain funding programs that have larger percentage funding to ALAANA artists and organizations (ArtsActivate, CAP)
 - Repositioning services and org chart to be more responsive to virtual and “pop-up” support, and less tied to individual buildings
- All budget items are subject to appropriations by City Council



FY 2021: Cultural Services Contracts



- COP proposed cut of \$480K (10%) – largest decrease in funding programs due to largest gap vs. Cultural Policy ALAANA funding goal of 40% by 2023
 - HOT also currently only funds COP, and is projected to be down by \$0.5M
- Project grants total \$813K - increase of \$38K above current budget
 - ArtsActivate: \$600K
 - Culture of Value: \$213K
- CAP is fully funded at \$410K
- New Accountant III added and paid via HOT



*Cultural Projects in FY 2018-19 were through Cultural Projects Funding and Cultural Vitality Program

**COP ALAANA designation for FY 2018-19 was based on self identification only



FY 2021: Cultural Venues



- ATTPAC funding will be decreased in line with COP organizations (10%)
- Some decreases in expenses due to delayed Moody re-opening for public events due to limited seating capacity (pre-COVID max of 750 vs. 2000 at Majestic)
 - “Savings” put towards minimizing cuts to cultural service contracts
 - Moody team pivoting to support the venue as a recording studio for streaming performances and pop-up technical support at locations around Dallas (e.g., Fair Park bandshell, park pavilions)
- Services/hours maintained at South Dallas and Latino Cultural Centers
- Services/hours reduced at Bath House and Oak Cliff Cultural Centers – will open in 2021, likely by appointment



FY 2021: Public Art



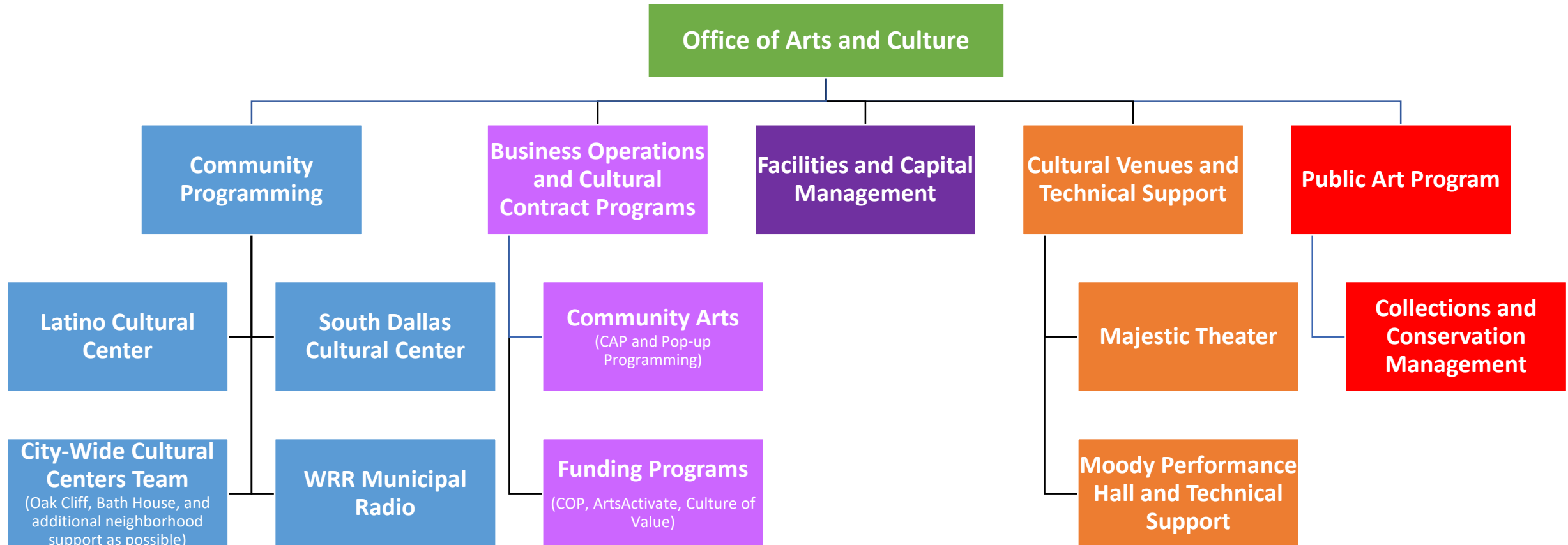
- Public Art (bond) team will add two bond-funded coordinators to the current team of one manager and two coordinators
- Public Art Conservation and Collection Management will maintain \$160K budget and staffing to ensure care of collection and stewardship of grant money (NPS grant for Hall of Negro Life, potential NEA grant)



FY 2021: Organizational Changes



- OAC currently has 52 full-time positions of which the current state is: 33 active employees, 5 employees working in Housing, 8 employees furloughed and 6 vacancies
- An additional 16 ushers are furloughed
- WRR has 9 active employees and 1 furloughed



FY 2022 Planned Budget Overview



- Second year of biennium (FY 2021-2022) is currently projected flat for General Fund
- Increase in OAC budget for operating expenses related to Juanita Craft House and Latino Cultural Center Phase II (multiform theater) after completion of construction
- OAC has gotten preliminary approval for a paid diversity internship program to increase pipeline of students of color in the cultural sector
- HOT is forecast to recover more in FY 2022, and allocation to arts and culture and preservation increases from 3.5% to 5%
 - FY 2021 projection is \$1.2M
 - FY 2022 projection is \$2.8M



FY 2020-21 Budget Development Schedule



Date	Activity
August 11	Budget Workshop: (1) City Manager's recommended budget and (2) R.E.A.L. Change and Action (part 1)
August 13-27	Budget town hall meetings (virtual)
August 19	Budget Workshop: R.E.A.L. Change and Action (part 2)
August 26	Budget public hearing
September 2	Budget Workshop: Council amendments (straw votes anticipated)
September 9	Budget Workshop: Adopt budget on first reading
September 16	Budget Workshop: Council amendments (if necessary); notice of public hearing on property tax rate for 2020 tax year (if necessary)
September 23	Budget Workshop: Public hearing on tax rate (if necessary); adopt tax rate; and adopt budget on second reading
October 1	Begin FY21



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FY 2020-21 COP Process



- Overview – COP budget is down by 10%
 - As reference, COP budget decreased by 35% after 2008 recession, and peer cities are facing cuts of 25-40% or more due to dramatic decreases in their HOT revenues
- COP is intended as general support for a full season of cultural services by established cultural organizations, and contracts are for “services”
 - COP organizations are held to a higher standard than all other funding programs for programming, fundraising, management and policies, and financial audits – and reporting corresponds with this higher expectation
- “Typically” scored by 70% panel review of proposed services + 30% admin scoring related to contract compliance, financial metrics, and Cultural Plan diversity goals
 - Admin scores include reporting on board, staff and audience diversity
- COVID amended guidelines shifted to admin-only scoring (30 points)
- Allocations has been discussing COP scenarios continuously since June and met earlier this week in a special-called meeting to finalize a recommendation



FY 2020-21 COP Timeline



FY 2020-21 COP Timeline

April 27	FY 2020-21 COP application due date
May 12 – 15	Originally scheduled panel review dates (Commission notified of intent to forego panels on April 24)
May 21	ACAC: COP Amended Guidelines due to COVID-19 recommended
June 10	Allocations: Preliminary COP scenario discussion
June 10	City Council: COP Amended Guidelines approved
July 8	Allocations: Preliminary COP scenario discussion and review
July 15	COP applicants submitted supplemental data and programming updates
August 5	Allocations: Finalized COP scenario discussion; recommendation deferred to August 10
August 10	Allocations: Final COP funding review and recommendation
August 13 (today)	ACAC for COP funding recommendation (planned)
August - October	Contract/scope preparation & execution (planned)
September 9	General Fund and OAC budget to be adopted on First Reading by City Council
Monday, September 21	FY 2020-21 COP Allocation to Quality of Life Committee (planned)
Tuesday, October 13	City Council vote on FY 2020-21 COP Allocation (planned)



Allocations Committee's COP Recommendation



- Overall budget for FY21 is \$4.33M, down 10% vs. current year
- Organizations' funding decreases range from 0% - 13.75%
- FY 2021 services (events) projected to be down by 57% vs. FY 2020 contracted services; this includes all proposed virtual events

Anita N. Martinez Ballet Folklorico, Inc.	\$68,796	Dallas Museum of Art	\$943,885	TeCo Theatrical Productions, Inc. (Bishop Arts Theatre Company)	\$101,004
Big Thought	\$605,479	Dallas Theater Center	\$65,434	Texas International Theatrical Arts Society	\$62,915
Cara Mia Theatre Co.	\$57,258	Dallas Wind Symphony	\$47,811	Texas Winds Musical Outreach, Inc.	\$48,748
Children's Chorus of Greater Dallas	\$51,073	Fine Arts Chamber Players	\$45,717	The Black Academy of Arts and Letters, Inc.	\$177,644
Creative Arts Center of Dallas	\$39,538	Greater Dallas Youth Orchestra	\$49,571	The Bruce Wood Dance Co., Inc.	\$26,730
Cry Havoc Theater Co.	\$22,275	Junior Players Guild	\$57,571	The Dallas Opera	\$133,036
Dallas Black Dance Theatre, Incorporated	\$175,039	Kitchen Dog Theater Company	\$40,194	The Shakespeare Festival of Dallas	\$91,131
Dallas Chamber Symphony	\$48,000	Museum of African American Life & Culture*	\$66,504	The Writer's Garret	\$40,292
Dallas Children's Theater	\$142,506	Perot Museum of Nature and Science	\$660,574	Theatre Three, Inc	\$78,847
Dallas County Heritage Society (Dallas Heritage Village)	\$97,669	Premier Lone Star Wind Orchestra	\$22,275	Turtle Creek Chorale, Inc.	\$26,730
Dallas Holocaust and Human Rights Museum	\$59,400	Sammons Center for the Arts	\$84,185	Undermain Theatre	\$40,660
Dallas Historical Society*	\$36,435	Teatro Hispano de Dallas	\$71,586	USA Film Festival	\$48,448

* denotes a Park and Recreation/Fair Park First-funded cultural organization

Allocations Committee's COP Recommendation



Recommendation from Allocations comes with the following considerations, all built into formulas:

1. No organization should see an increase versus current year funding
2. Organizations should not go far below a “baseline” in funding set by tier
 - Tier 1 (<\$500K) - \$22.5K; Tier 2 (\$0.5-1M) - \$30K; Tier 3 (\$1-5M) - \$40K; Tier 4 (>\$5M) - \$60K
3. Decreases by admin scoring (30 possible points) should be “spread” by 1% per quartile, with comparisons made to peer Tier orgs only
4. Largest organizations (\$1M+) should take a larger (3%) cut on average than smaller organizations due to the large organizations’ increased capacity
5. Centering in Equity – after calculations related to steps 1-4 completed, a 1% cut and redistribution to organizations who serve audiences that are $\geq 70\%$ ALAANA, which reflects Dallas’s demographics (10 organizations)



FY 2020-21 COP Contracts: Next Steps



- Current year (FY 2019-20) contracts must be completed prior to execution of new contracts; scope of services for current year will need to be amended to reflect impact of pandemic on services
- COP groups will need to document changes since March 13 via a contract amendment; combined virtual programming and in-person programming not to exceed 92% of initial contract amount
 - E.g., if a group initially proposed a full season of 100 cultural services and will have 50 of its originally planned activities by September 30, then combined virtual activities can “make up” for up to 42 equivalent activities (50 original, in-person + 42 virtual equivalents = 92 services)
- Goal of 92% is due to budget constraints, especially around HOT projected collections (\$1.7M) vs. actuals (~\$1.2M)
- Actual services are trending down by 10% YTD versus projections, even when including all virtual services
- Council date for FY 2019-20 amendments TBD



FY 2020-21 COP Planned Next Steps



- Today: Commission vote on FY 2021 contract amounts
- Friday, August 14: notify COP organizations of recommended funding amounts and begin scope development for FY 2021 contracts
- Mid-August – September: Scope development with COP organizations
- September – October: Contract preparation and execution (pending Council approval)
- Monday, September 21: Brief FY 2020-21 COP to Quality of Life, Arts and Culture Committee
- Tuesday, October 13: City Council vote on FY 2020-21 COP contracts



Allocations Committee's COP Recommendation



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Culture of Value Micro-Grants



- Program to support ALAANA* artists and arts and culture organizations through Arts Endowment funds for a cultural project serving the residents of Dallas
- Proposed projects should further a “Culture of Value” that the arts are essential to a thriving, equitable society within the city of Dallas (Cultural Plan – Support For Artists, Strategy 14)
- \$213K over 2 rounds (pending appropriations); \$3K max award
- Four artist engagement meetings held; learned that they would like info sessions and “How-Tos” from OAC staff to assist in application
- Round 1: August 31 – September 14
- Round 2: September 28 – October 12
- Future meetings:
 - English Info Session – Wednesday, August 19 @5:30PM
 - Spanish Info Session – Wednesday, August 26 @5:30PM



*ALAANA means African, Latinx, Asian, Arab, and Native American. This also includes Native Hawaiian and Pacific Islander (category as defined by the US Census Bureau).

Agenda



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Cultural Plan Task Force



- Group of seven Commissioners is re-visiting the 2018 Cultural Plan to recommend where to “lean in” to timely solutions that address the history of systemic racism and pandemic implications for the cultural sector
- Continues the work begun in the February special-called meeting at the Central Library; first meeting was in July
- Report planned for November – the two-year anniversary of the Plan
- Members are Chair Santiago, Vice Chair Collins (D7), and Commissioners Rice (D5), Spellicy (D8), Bragalone (D9), Meek (at-large), and Ferrell-Ortiz (at-large)



Cultural Plan Task Force: July Meeting



- In July meeting, task force members shared needs they have been hearing in their communities
- Equity and Diversity: ALAANA definitions, terminology/emphasis, MWBE goals, bilingual/Spanish-only communications
- Space: Increased need for outdoor and virtual spaces to safely perform/exhibit and experience work across Dallas
- Support for Artists: Supporting artist experiments and learning around building virtual and outdoor experiences
- Sustainable Arts Ecosystem: HOT and economic impacts, federal and state bills (e.g., Save Our Stages Act) and advocacy
- Communications: Supporting increased communication of individual artist projects and bilingual efforts by OAC



OAC Work to Pivot and Respond



SpaceFinder Dallas

- Added new space category - "Outdoor Spaces"
- Reviewed existing entries and added new category
- Worked with Park & Rec. to identify City-wide outdoor spaces where events could take place (e.g. Parks, Recreation Centers, Multi-Purpose Centers)



Tietze Park Tietze Park

Outdoor Spaces

Lat: 32.8228200 | Lon: -96.7608100

2700 Skillman Dallas, TX 75201

Last updated Aug 10, 2020 • Added Aug 10, 2020



Beckley Saner Recreation Center Beckley-Saner Park

Outdoor Spaces

Lat: 32.7141120 | Lon: -96.8247410

114 W Hobson Ave, Dallas, TX 75224, USA

Last updated Aug 10, 2020 • Added Aug 10, 2020



LOW AVAILABILITY

Cedar Ridge Nature Preserve Cedar Ridge Nature Preserve Picnic Areas

Meetings / Meetups | Outdoor Spaces

Lat: 32.6380300 | Lon: -96.9574600

7171 Mountain Creek Pkwy, Dallas, TX 75249

Last updated Aug 10, 2020 • Added Aug 10, 2020



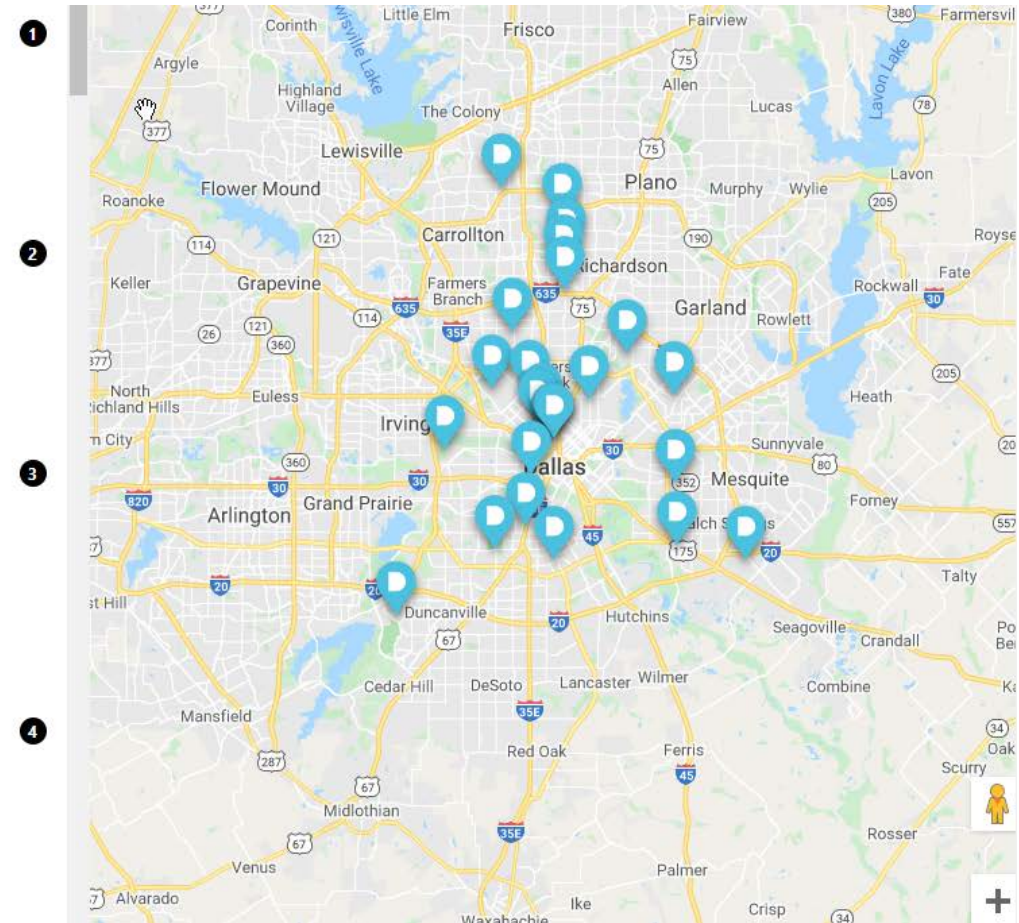
Kleberg Rylie Recreation Center Kleberg Rylie Park

Outdoor Spaces

Lat: 32.6855670 | Lon: -96.6012850

1515 Edd Rd. Dallas, TX 75253

Last updated Aug 7, 2020 • Added Aug 7, 2020



OAC Work to Pivot and Respond



SpaceFinder Dallas

Next Steps

- Adding in additional details and additional spaces
 - Park Pavilions
 - Parking lots
 - Rooftop patios or decks
 - Cultural Center spaces
 - LCC Plaza
 - OCCC "Sunset" Drive-in
 - SDCC lawn
 - Moody lawn
 - Bath House basement and lakeside event areas
- Send space ideas to David or Barbie
- Target "public" date is first week of September



Tietze Park

Outdoor Spaces

Lat: 32.8228200 | Lon: -96.7608100
2700 Skillman Dallas, TX 75201
Last updated Aug 10, 2020 • Added Aug 10, 2020

1



Beckley Saner Recreation Center **Beckley-Saner Park**

Outdoor Spaces

Lat: 32.7141120 | Lon: -96.8247410
114 W Hobson Ave, Dallas, TX 75224, USA
Last updated Aug 10, 2020 • Added Aug 10, 2020

2



Cedar Ridge Nature Preserve **Cedar Ridge Nature Preserve Picnic Areas**

Meetings / Meetups | Outdoor Spaces

Lat: 32.6380300 | Lon: -96.9574600
7171 Mountain Creek Pkwy, Dallas, TX 75249
Last updated Aug 10, 2020 • Added Aug 10, 2020

3



Kleberg Rylie Recreation Center **Kleberg Rylie Park**

Outdoor Spaces

Lat: 32.6855670 | Lon: -96.6012850
1515 Edd Rd. Dallas, TX 75253
Last updated Aug 7, 2020 • Added Aug 7, 2020

4



OAC Work to Pivot and Respond



OAC Online Artist Directory

- Evergreen content submittable and editable by the artists
- Allows for multiple images and video clips to be part of the listing
- Special section for "Special Pandemic Services" for artists to list "pivoted" services they may be providing (e.g. lawn concerts, custom face masks, online classes)
- Field will be removed post-pandemic, leaving the rest of the artists' information intact.

OFFICE OF ARTS AND CULTURE ARTIST DIRECTORY

Home / Office of Arts and Culture Artist Directory

[Suggest an artist](#)

Search

Who I Am

[Filter](#)

Artists Found: 7



[Marty Ray](#) (edit)

Visual artist

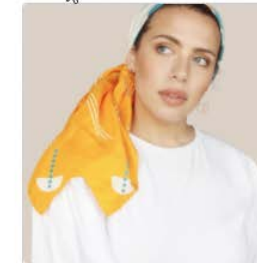
[View Details](#)



[Jose Vargas](#) (edit)

Visual artist, exhibitions curator, art installation

[View Details](#)



[Barbie Bernier](#) (edit)

Actor, Model, Writer, Social Media Marketer

[View Details](#)



[Bruce R. Coleman](#) (edit)

Theatrical Director, Costume and Scenery Designer, Playwright, Visual Artist (Drawing and Painting), Illustrator.

[View Details](#)



OAC Work to Pivot and Respond



OAC Online Artist Directory SCHEDULE

- Open to artists - 8/17/20
- Publicly advertised - 8/24/20
- Directory live at:
<https://dallasculture.org/artist-directory-2/>
- Enter artists at:
<https://dallasculture.org/enter-an-artist/>

Jose Vargas

 : Visual artist, exhibitions curator, art installation



Login and Edit Show/hide

Recover login and password Show/hide

 Who I Am

Mixed Media Artist

Painter

Photographer

Visual Artist

 Contact

Artist Overview

Jose Vargas is an independent exhibition curator and visual artist who lives in Dallas, Texas. Jose has displayed his paintings, photographs and mixed media artwork extensively in local and regional art venues. Jose is known for starting the annual tradition of the *El Corazon* and *La Virgen de Guadalupe* exhibitions, two popular gallery shows in Dallas. He has organized both shows for the City of Dallas Office of Arts and Culture since 1993 and has received praise for his curatorial work.

Special Pandemic Services

Services during the pandemic include curatorial work, art commissions, and art consulting.

Artist Bio & Experience

In addition to curating art exhibitions, Jose Vargas also works with art photography, prints, acrylic painting, and mixed media. Since 1992, Jose has participated in over 160 exhibitions, in both collective and solo projects. Jose started an art exchange program with La Galeria de la Mision de Senecu, in El Paso, TX, in 2017. He was the Gallery Coordinator at the Ice House Cultural Center in Oak Cliff. The center closed in 2009. Presently, he provides exhibition installation assistance at the Bath House Cultural Center and the Oak Cliff Cultural Center in Dallas.



Looking Ahead (1 of 3)



- City Council:
 - August 13 – August 27 - Budget Town Hall Meetings
 - Full schedule at: <http://www.dallascitynews.net/virtual-town-hall-meetings-fy-2020-21-proposed-budget>
 - Monday, August 17 – Quality of Life, Arts and Culture Committee – Briefings on Public Art and CAP
- Commission and Committees:
 - Tuesday, September 8 – Public Art Committee
 - Wednesday, September 23 – Allocations Committee
 - Thursday, September 17 – Arts and Culture Advisory Commission Meeting



Looking Ahead (2 of 3)



- Funding Programs:
 - Wednesday, August 19 – Culture of Value Round 1 Info Session (English)
 - Wednesday, August 26 – Culture of Value Round 1 Info Session (Spanish)
 - August 31 – September 14 – Culture of Value Round 1 Application Period
- Upcoming OAC Programming:
 - August Fridays: African-American virtual artist series presented by SDCC
 - August Wednesdays: Latino/a virtual artist chats presented by LCC
 - Ongoing Senior “Popsicles in the Park” events/item distributions by Park and Recreation and Community Arts (art activities, live music for drive-through events) through September 3
 - Take-home art kit distributions have been ongoing since June 14 start at SDCC, and will continue; next event will be August 26 at Hampton-Illinois Branch Library
 - Weekly Friday 11am storytimes in collaboration with the Library
 - Hispanic Heritage Month (September 15 – October 15) activities by LCC and SDCC to be announced



Looking Ahead (3 of 3)



- Museum re-openings:
 - August 14 - Dallas Museum of Art
 - August 14 – Dallas Holocaust and Human Rights Museum
 - August 20 – Nasher Sculpture Center
 - September 18 – Crow Museum of Asian Art
 - Mid-September – Sixth Floor Museum at Dealey Plaza
 - TBA – African American Museum, Perot Museum
- Performing arts venue re-openings:
 - Majestic Theater and Moody Performance Hall planning for safe re-opening is underway
 - Moody Performance Hall is currently developing a new offering – support for filming of performances by partner organizations



