



City of Dallas

Arts and Culture Advisory Commission

May 15, 2025

Office of Arts and Culture
City of Dallas

Agenda



- Call to Order
- Public Speakers
- Voting Agenda Items
- Briefings
- Upcoming Meetings and Events



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Voting Agenda Items



1. Approval of the April 10, 2025, Arts and Culture Advisory Commission meeting minutes.



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- A. Chair's Report – Welcome address to Commission; Announcements, Next ACAC on June 12, 2025 [David Small, Chair]
- B. Cultural Spotlight: Perot Museum of Nature and Science [Dr. Linda Silver, Chief Executive Officer; Katherine Stenesen, Chief Development Officer]
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- D. Director's Update – Dallas Arts Month Review and Feedback [Martine Philippe, Director, Office of Arts and Culture]

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Per[]t

Museum of Nature and Science

Prepared for OAC
May 15, 2025

A BRIEF HISTORY



**The Science Place
at Fair Park**



**Dallas Museum
of Natural History**



**The Children's
Museum**

ORIGINS
One venue. One time.
October 19-March 22

FOUNDING DONORS
THE PEROT FAMILY
ALYDA HILL
DAN AND TREVOR REES-JONES
SALLY AND FORREST HUGLUND

A photograph of three children in a museum setting, interacting with a water-based science exhibit. The child on the left is a young girl with dark hair in braids, wearing a blue t-shirt and a pink backpack strap. The child in the middle is a girl with glasses and a blue headband, wearing a dark long-sleeved shirt. The child on the right is a boy with glasses, wearing a dark shirt. They are all looking down at the exhibit, which features colorful, wavy patterns and water being dispensed from small tubes. The background is slightly blurred, showing other museum displays.

OPEN DOORS, OPEN MINDS

OUR MISSION

To inspire minds through
nature and science

BY THE NUMBERS



12 MILLION

VISITORS TO THE
MUSEUM SINCE 2012



326,500

STUDENTS AND CHAPERONES
IMPACTED ON AND OFFSITE



\$2.77 MILLION

FY24 FINANCIAL AID
AWARDED



19,700

TOTAL MEMBERSHIPS
INCLUDING 5,800 COMMUNITY
PARTNER MEMBERSHIPS



150

MUSEUM
EMPLOYEES



\$23.7 MILLION

ANNUAL OPERATING
BUDGET

As of End of Fiscal Year 2024 (September 2024)

THE CRITICAL NEED FOR *INFORMAL* SCIENCE LEARNING

DATA POINTS

- Informal learning significantly enhances children's STEM learning and leads to positive learning outcomes.
- Students' social-emotional skills are positively affected when they participate in STEM field trips.
- 65-85% of students experience an increased interest in STEM after a field trip to a science museum.
- In Texas, STEM jobs are projected to grow 2x faster than the national average.
- As a trusted bridge-builder between formal and informal science education, the Perot Museum is uniquely positioned to inspire students to consider a future in STEM.
- It is especially important at this inflection point that historically under-resourced communities in North Texas have access to transformative STEM career paths.

PROGRAMMING TO MEET THE NEEDS OF OUR COMMUNITY

ONSITE PROGRAMS

- Field Trips & Onsite School Programs
- Special Exhibitions
- Thursdays on Tap
- Permanent Exhibition Halls
- National Geographic Speaker Series
- Summer Camps
- Member Activations
- Volunteers
- ConnecTEEN



THURSDAYS
ON TAP
PEROT MUSEUM

AGES 21+ | 6-10PM

Join us every week for Thursdays on Tap!

— THROUGH OCTOBER 30, 2025 —

Experience the Perot Museum after-hours with a 21+ crowd, and enjoy live music, food trucks, drinks, and outdoor games.

A unique date night for couples, a great place to meet up with friends or coworkers, and a fun experience for travelers.

What's on Tap

- LIVE MUSIC
- LOCAL FOOD TRUCKS
- LOCAL BREWERY
- FULL MUSEUM ACCESS
- OUTDOOR GAMES
- LIMITED CAPACITY

Get Tickets

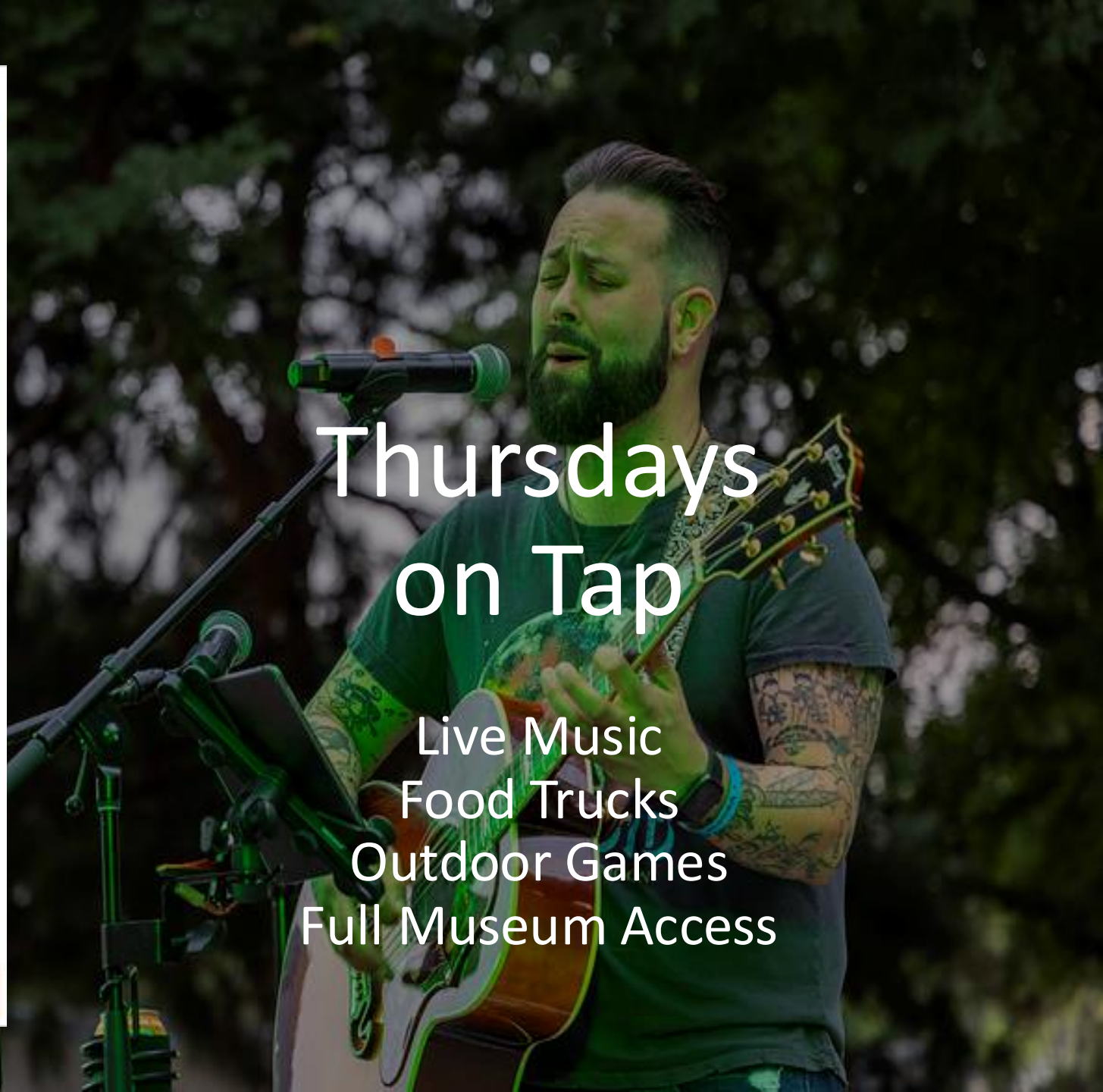
Member \$5

Non-Member \$25



Thursdays on Tap

Live Music
Food Trucks
Outdoor Games
Full Museum Access



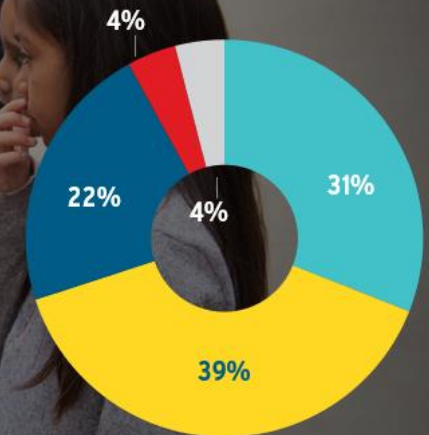
PROGRAMMING TO MEET THE NEEDS OF OUR COMMUNITY

OFFSITE PROGRAMS

- TECH Trucks
- School Outreach Programs
- Community Partners Membership Program & Outreach



TECH Truck Outreach



TECH Truck Diversity

- White
- Hispanic or Latino
- Black
- Asian
- Other or Multiple

DIVERSIFYING OUR IMPACT

EXPANDING OUR REACH

- \$2.7 million awarded in financial aid
- Diverse representations in exhibits and programs
- Community Partner memberships
- Bilingual exhibit halls
- The Whynauts bilingual STEM education series
- Marketing commitments in Spanish language website and advertising (15% of budget)



EVERYDAY DISCOVERY

ACTIVE SCIENCE

- Active fossil digs in West Texas
- Paleontology lab fossil preparation
- International research partnerships on Perot Museum collections



SPECIAL PROJECTS

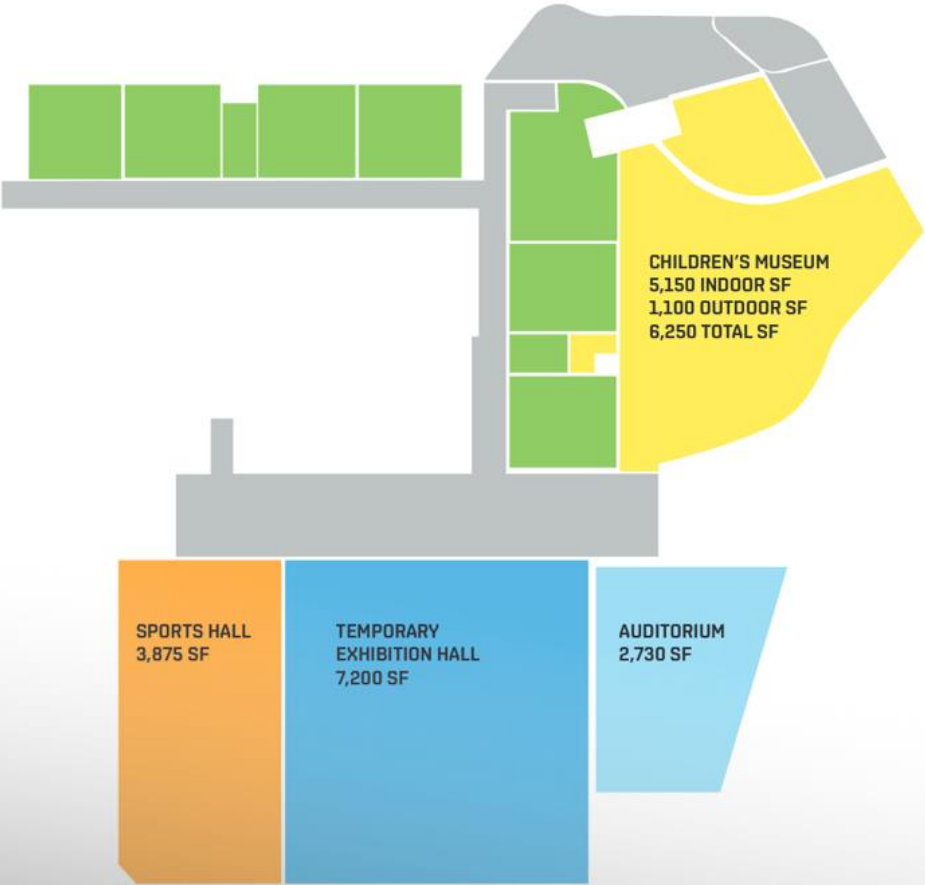
The image shows the entrance to the Moody Family Children's Museum. A large, multi-colored rainbow arches over the entrance, creating a tunnel effect. Above the rainbow, a large, white, fluffy cloud is mounted on the wall. On the cloud, the words "MOODY FAMILY" are written in blue, and "CHILDREN'S MUSEUM" is written in larger, bold blue letters. To the left of the cloud is a yellow ghost-like figure, and to the right are two pink rocket ships. A man in a red shirt and a woman are walking through the rainbow tunnel. The background is a dark, textured wall.

**MOODY FAMILY
CHILDREN'S MUSEUM**

**Transforming the Moody
Family Children's Museum**

Under this proposal, the Moody Family Children's Museum will expand to nearly 11,000 square feet.

ORIGINAL LAYOUT



TRANSFORMED LAYOUT

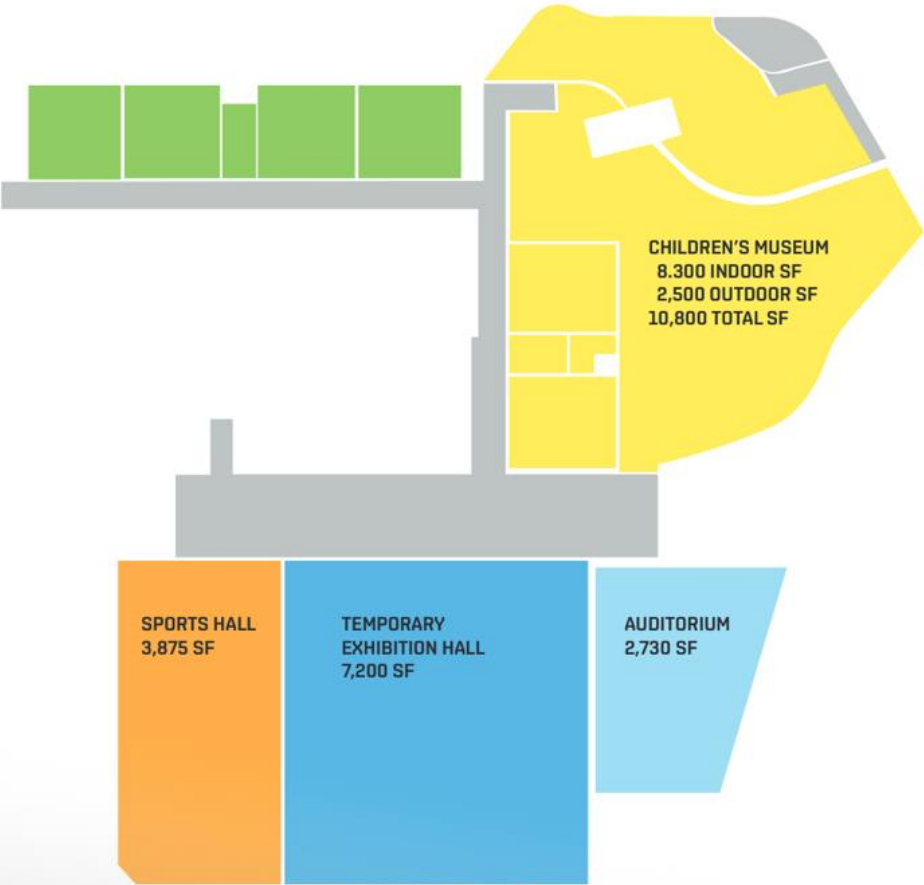


Exhibit Hall Space Allocation - Moody Family Children's Museum

BRUNS



NorthernLight

Bruns is a world class production company specialized in engineering, producing and installing innovative and interactive exhibitions for museums and visitor experiences. Since 1963, Bruns has built a formidable reputation in the international museum world. We have been a reliable partner for museums world wide for 60 years.

NorthernLight is a design firm world leading in the development and design of innovative interactive exhibitions and experiences for museums, brands and public spaces. With our projects, we aspire to touch hearts, change minds and activate hands. In 25 years, we have successfully completed 250 projects in 30 countries.



Bo Burgmans
Managing Director Bruns

The collaboration between Bruns and Northernlight dates back over 25 years. In the course of these years, we have successfully completed many design-build projects worldwide of a similar scale to Children's Museum of the Perot Museum of Nature and Science. The Bruns-NorthernLight team is excited and inspired to take on this great project!



Peter Slavenburg
Director and co-founder NorthernLight





Floor Plan



Entrance



Duplo Waterfall, Rollaround, Makery, and Imaginarium

Real examples of climbing sculpture by Toshiko Horiuchi MacAdam







SOCCER/FÚTBOL EXHIBITION

MARCH - SEPTEMBER 2026

SOCCER | FÚTBOL

MORE THAN A GAME | MÁS QUE UN JUEGO

MAR - SEPT 2026



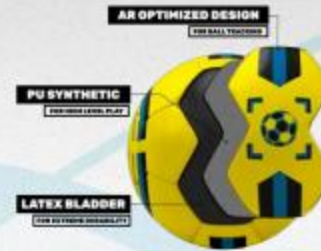
IMPACT OF THE GAME

Next, guests will step into a larger exhibition space filled with interactive displays exploring the history and cultural impact of soccer. This area may feature objects and memorabilia, offering glimpses into the game's evolution, iconic moments, and global influence. Topics may include stadium design, fandoms, rivalries, the psychology of competition, and the sport's role in social responsibility and sustainability. Vibrant flags, posters, and graphics will celebrate teams and nations from around the world.



C.L.E.A.T.S.

The next section, C.L.E.A.T.S. (Coaching Lab for Excellence in Athletics, Technology, and Science), highlights the intersection of soccer with science, technology, and innovation. Guests will explore topics such as material sciences, game strategy, and data analytics, discovering the many careers in soccer beyond playing. Various supporting roles, from sports medicine to engineering, are showcased through interactive displays, allowing guests to engage with the science and strategy that shape the game.



PLAYER STATS					
STRYKER	RECOVERIES		TOTAL PASSES		COSMO
	3.6	7.7	94.1	51.9	
	1 st	1 st	19	10.7	
	15 th	15 th	5 th	5 th	
DISTANCE COVERED (KM)		PASSES IN FINAL THIRD			
2 nd	10.94	11.2	1 st	1 st	

THE ACADEMY

Next, guests will enter The Academy, a hands-on training ground where they can put their skills to the test. This is where learning meets action, as guests apply concepts from C.L.E.A.T.S. through physical activity and friendly competition. They'll have the chance to kick a ball, measure their performance, and explore human movement with unique games they won't experience anywhere else.



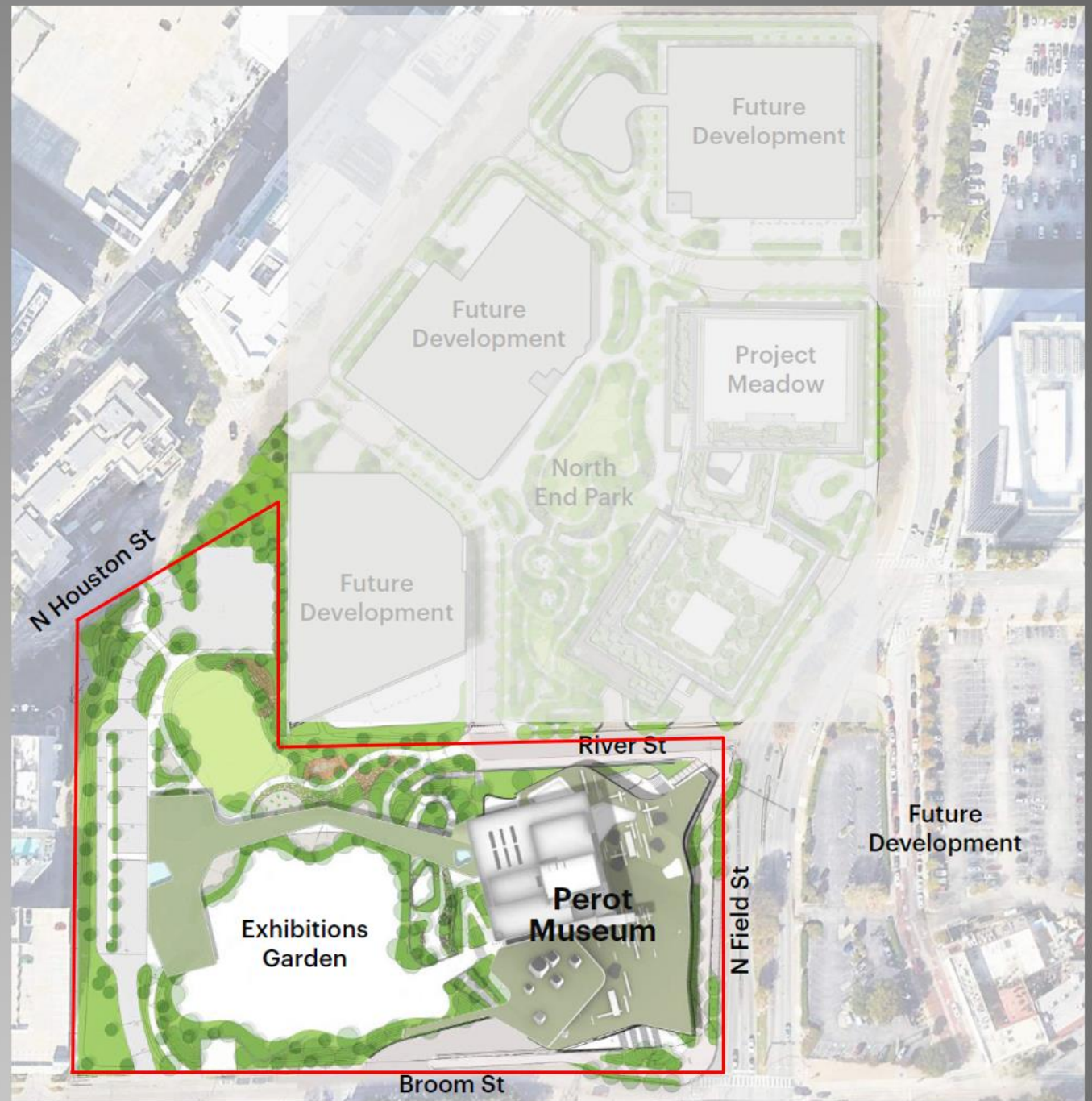
A BOLD VISION FOR OUR FUTURE



ACTIVATING OUTDOOR SPACE

- Key pillar identified through process led by Visioning Committee Co-Chairs – David Corrigan and Carolyn Perot Rathjen
- Develop a welcoming, natural outdoor space with world-class interactive exhibitions where members of our diverse communities can come together to explore, learn, and play.
- Capitalize on opportunity to integrate with neighbor, North End development (new Goldman Sachs HQ), and better serve community
- Improve Museum flow and visitor experience after 10 years of use
- Create expanded earned revenue opportunities for the Museum

Activating the Museum's Outdoor Space



Aerial

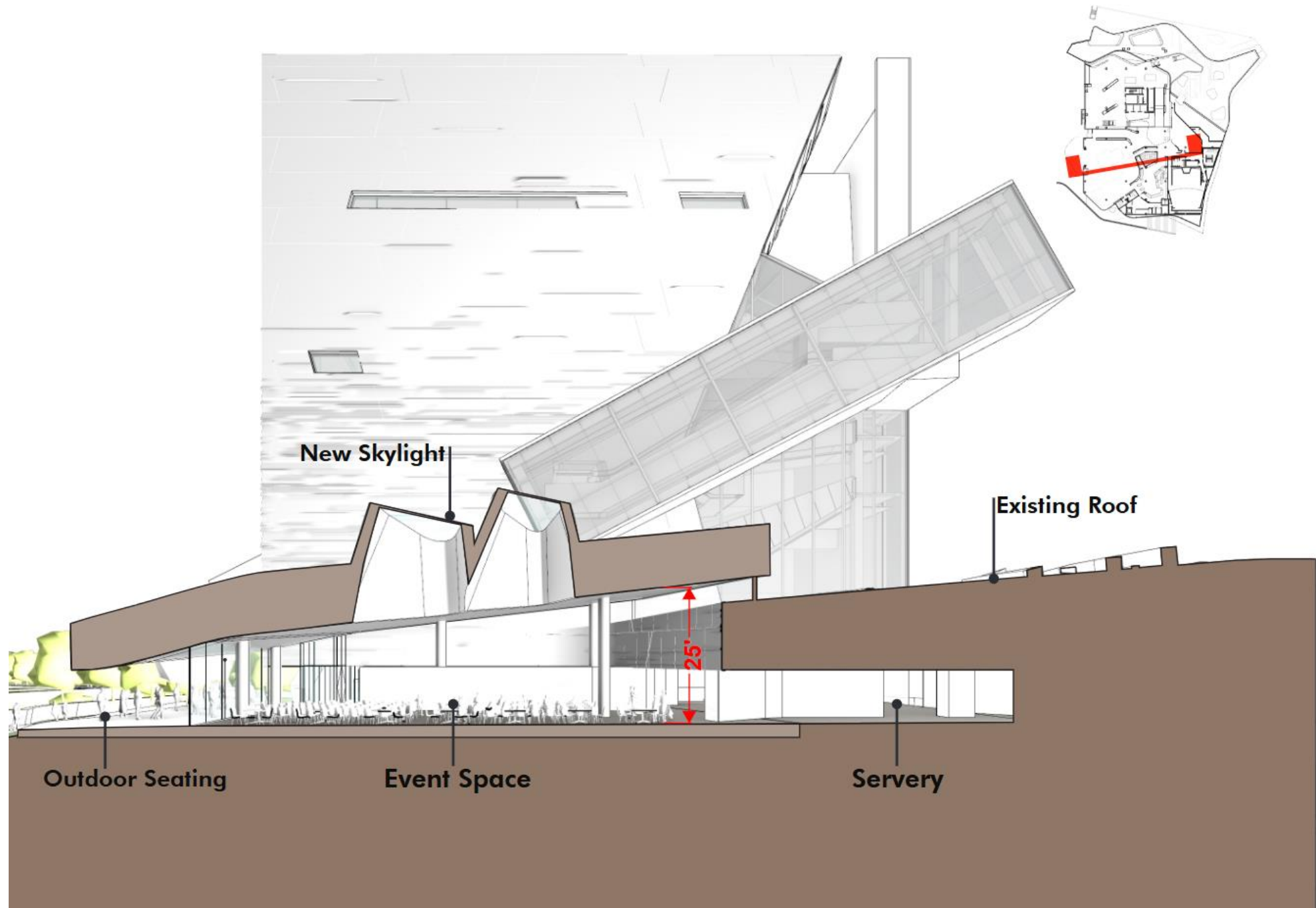






100% Schematic Design - Updated Landscape Site Plan







Public Realm



CAMPAIGN MILESTONES

2025

Campaign: Quiet phase of five-year campaign with \$72 million secured toward working goal of \$185 million.

Construction: Complete schematic design and outdoor exhibit plans

2026

Campaign: Transition to public phase upon securing \$100 million in commitments (spring/fall)

Construction: Tentative groundbreaking for outdoor exhibition (fall)

2027

Campaign: Initiate final fundraising phase

Construction: Expansion construction fully underway

2028

Campaign: Successfully conclude fundraising efforts

Grand Opening: Unveil outdoor exhibition to the public

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Upcoming Meetings and Events



- *AAPI Heritage and Dragon Boat Festival – Bath House Cultural Center from 10 a.m. to 4 p.m. on May 18, 2025*
- *CAP Applications Closing – May 26, 2025*
- Cultural Plan & Equity Committee, Chair Vicki Meek – (May 29, 2025)
- Public Art Committee, Committee Chair Krista Weinstein – (June 3, 2025)
- Allocations Committee, Committee Chair Mickie Bragalone – (June 5, 2025)
- **Arts and Culture Advisory Commission, Chair David Small – (June 12, 2025)**





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Arts & Culture

