



City of Dallas

Arts and Culture Advisory Commission

**Arts and Culture Advisory Commission
October 19, 2023**

Office of Arts and Culture
City of Dallas

Recommendation in Support of Initiation of Public Art Project at Old East Dallas Work Yard Park in CD 2



ACTION ITEM
RECOMMENDATION IN SUPPORT OF INITIATION OF THE OLD EAST DALLAS WORK YARD PARK PUBLIC ART PROJECT, LOCATED AT 4900 ALTON AVE, DALLAS, TX 75214, CD 2

COMMITTEE:	Public Art Committee
MEETING DATE:	October 3, 2023
COUNCIL DISTRICT:	District 2
FUNDING SOURCE:	Parks and Recreation 2017 Bond Fund for Public Art
PLANNED COMMISSION:	\$95,000

SUBJECT

Recommendation in support of the initiation of the Old East Dallas Work Yard Park Art Project, located at 4900 Alton Ave, Dallas, TX 75214 in Council District 2.

BACKGROUND

The Office of Arts and Culture Public Art will request the submission of qualifications from artists or artist teams to design, fabricate and install a work of public art at Old East Dallas Work Yard Park. Public Art Staff will gather input from members and stakeholders of the community to define the scope of the project, including content, theme and style, followed by a Request for Qualifications.

Old East Dallas Work Yard is a 2.4 acre neighborhood park, established in 1981. Amenities include a pavilion, playground, picnic tables and trails

ESTIMATED SCHEDULE OF PROJECT

Request for Qualifications	Spring 2024
Artist Selection	Summer 2024
Project Completion	Summer/Fall 2025

FISCAL INFORMATION

Commission:	\$95,000.00
Financing:	Parks and Recreation 2017 Bond Fund for Public Art

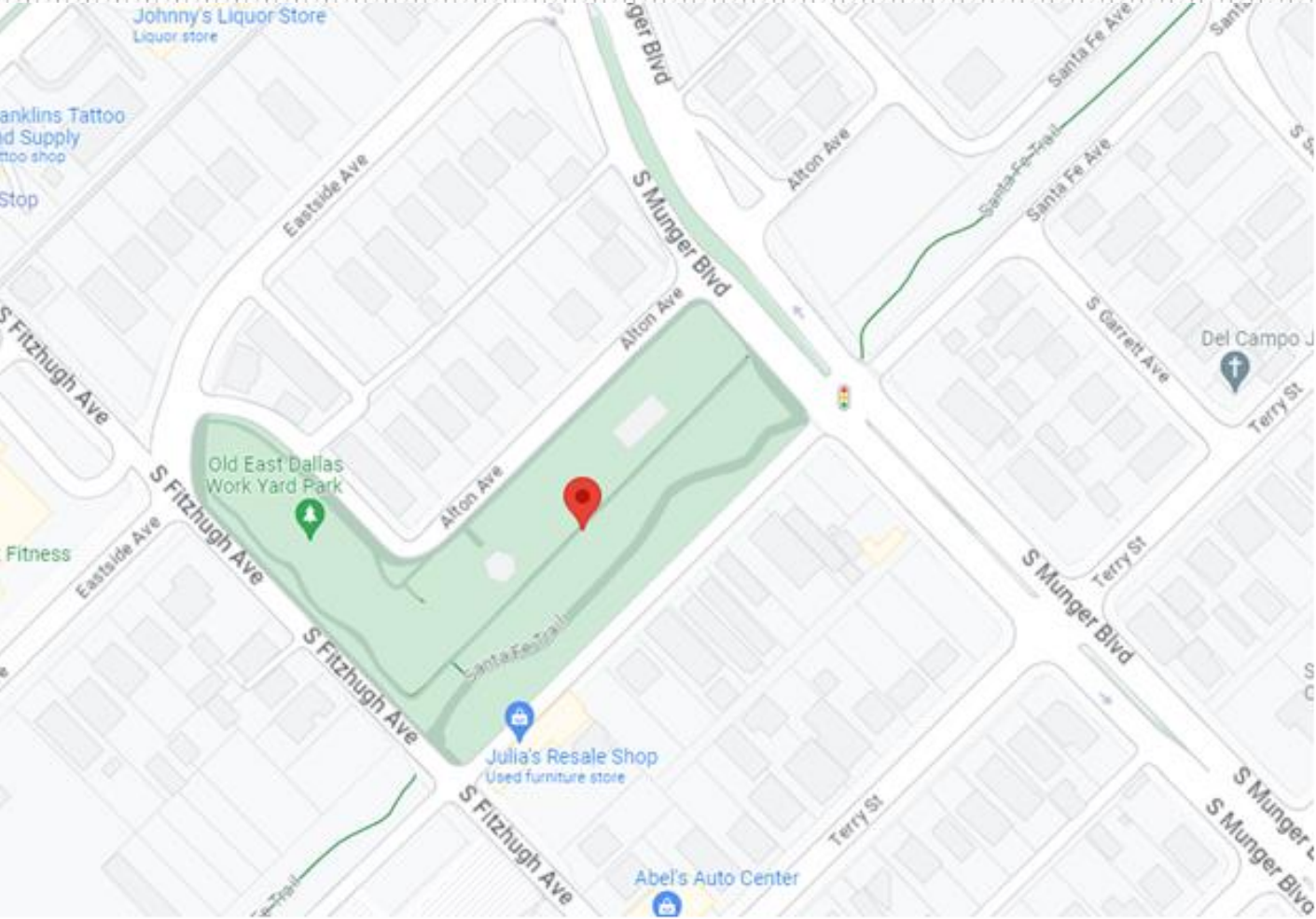
LOCATION

4900 Alton Ave, Dallas, TX 75214



Old East Dallas Work Yard Park in CD2

4900 Alton Ave, 75214



Agenda



- Cultural Spotlight: Kim Noltemy
- Culture Pass Dallas
- Chair's Report
- Status Report Update – Annual Report Committee
- Facility Report Update – Cultural Planning and Equity Committee



DALLAS SYMPHONY OVERVIEW

October 2023

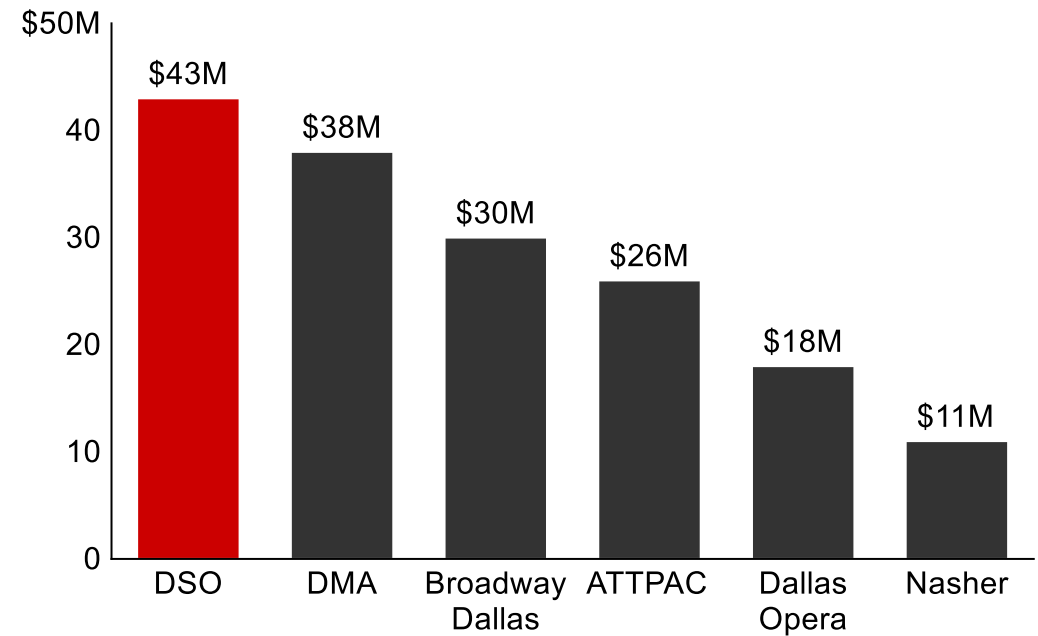
DSO is Dallas's Largest Arts Institution

DSO is a pillar of Dallas' cultural landscape

- **Largest performing arts organization** in Southwest US
- Each season has **200+ concerts** serving **~240K patrons** and **2M+ virtually**
- Over **20 educational and community** engagement programs
- Engages **~224 full time employees** across the DSO and Meyerson
- Internationally renowned music director and world-class musicians

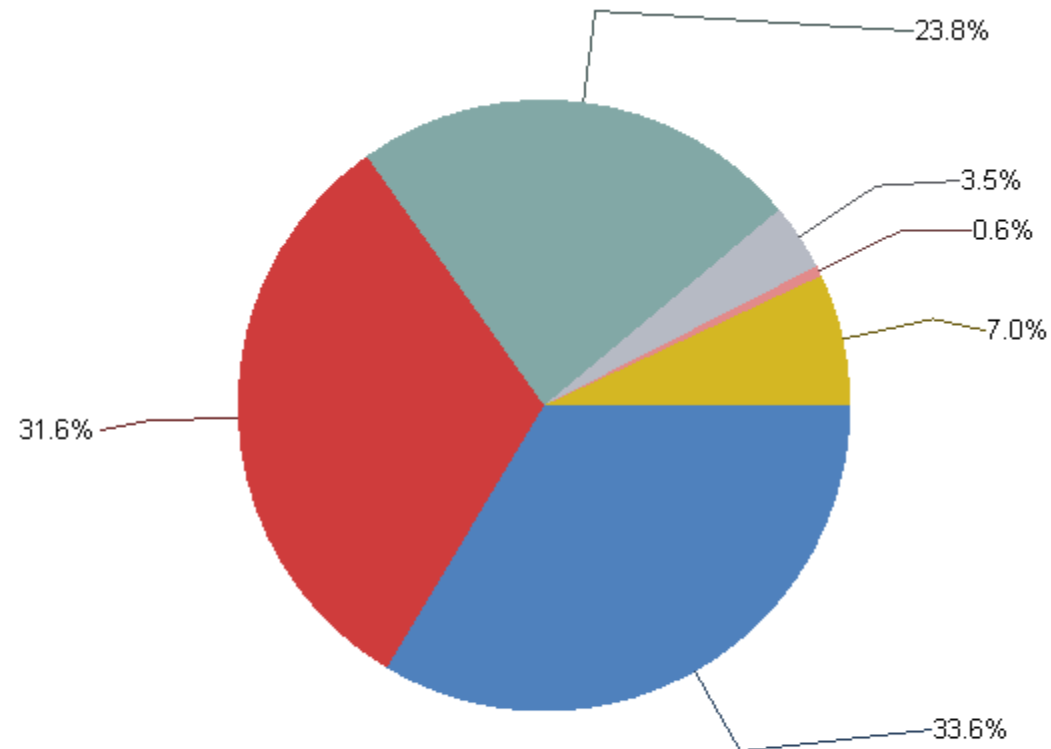
Largest arts institution based on 2022 budgets

2022 budgets for Dallas arts institutions (\$M)



Source: DSO; Nonprofit 990 filings

PATRON DEMOGRAPHICS | AGE

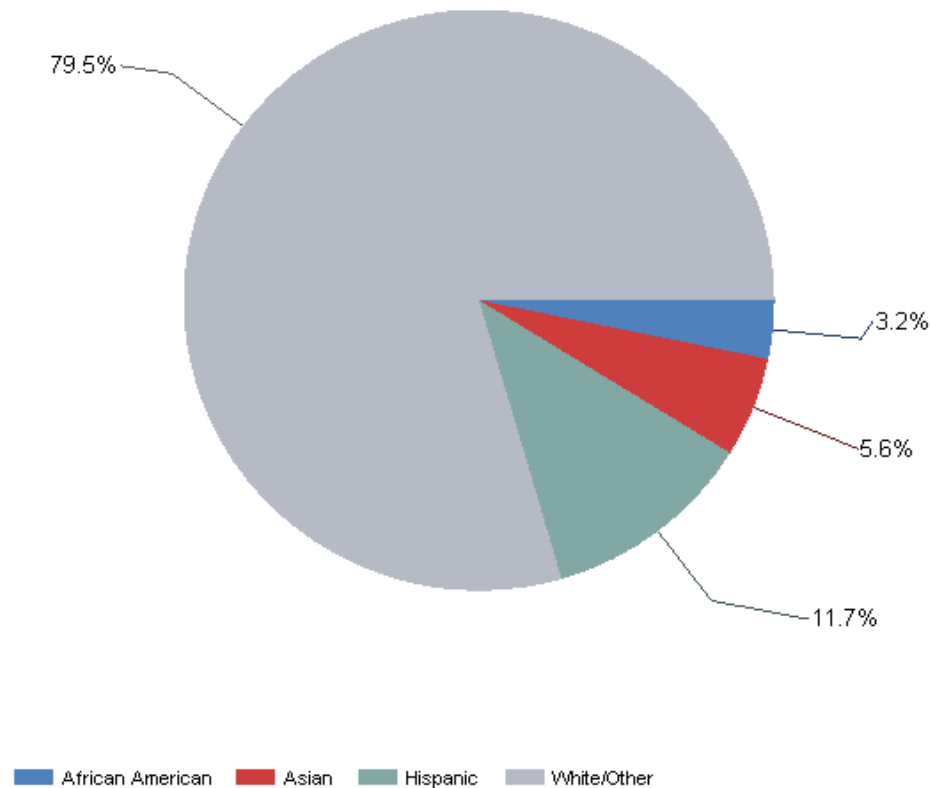


- GEN X, Y and Z make up 60% of our FY22 patrons compared to only 52% of arts attendees in North Texas

Baby Boomers (Born 1946-1964) Generation Z (Born after 1997) Silent (Born 1928-1945)
Generation X (Born 1965-1980) Greatest Generation (Born prior to 1928)

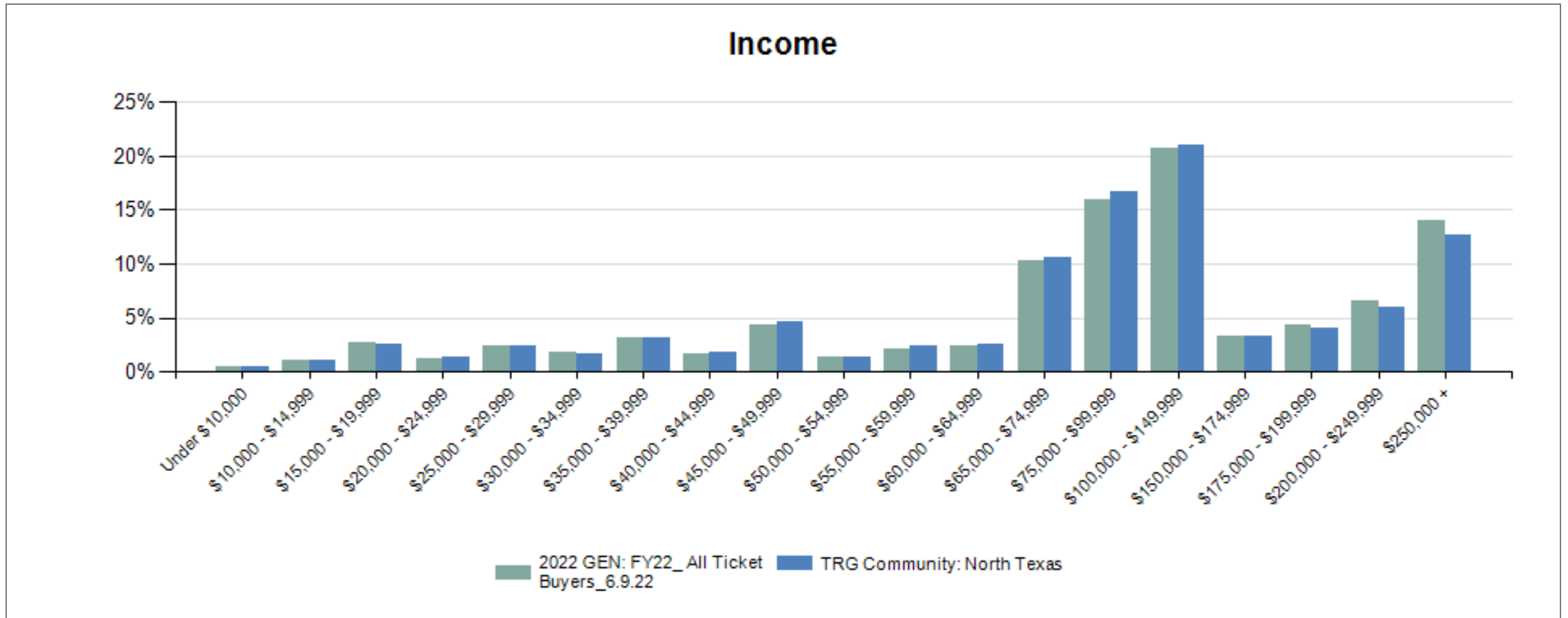
Based on TRG Data Center Segment Demographic Comparison report

PATRON DEMOGRAPHICS | RACE



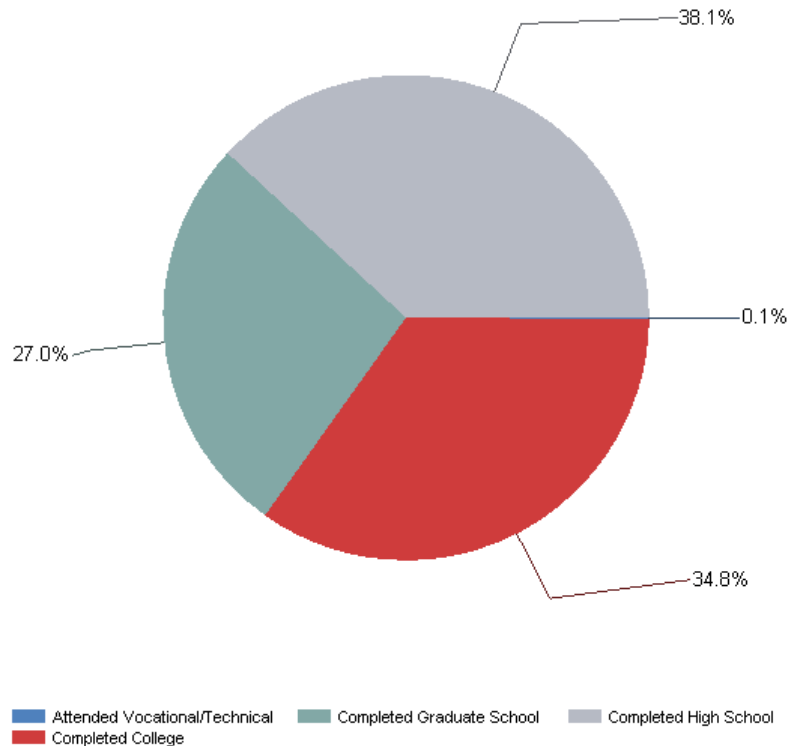
- DSO patrons in FY22 skewed slightly more diverse than arts attendees in North Texas, mostly driven by a larger share of our Hispanic Patron Base (2.5pts)

PATRON DEMOGRAPHICS | HHI



PATRON DEMOGRAPHICS | EDUCATION

- More than 60% of our patrons are college educated; almost half of those have an advanced degree



Economic Impact | DSO and audience spend in 2022 generated economic, employment, household, and tax revenue impact

/ PRELIMINARY

1 DSO + Audience Spend Economic Impact

For 2022, DSO and audience spend generated **~\$107M in economic impact**

2 DSO + Audience Spend # of FTEs generated

For 2022, DSO and audience spend generated **~3k FTEs**

3 DSO + Audience Spend Household Income generated

For 2022, DSO and audience spend generated **~\$51M in household income**

4 DSO + Audience Spend Tax Revenue generated

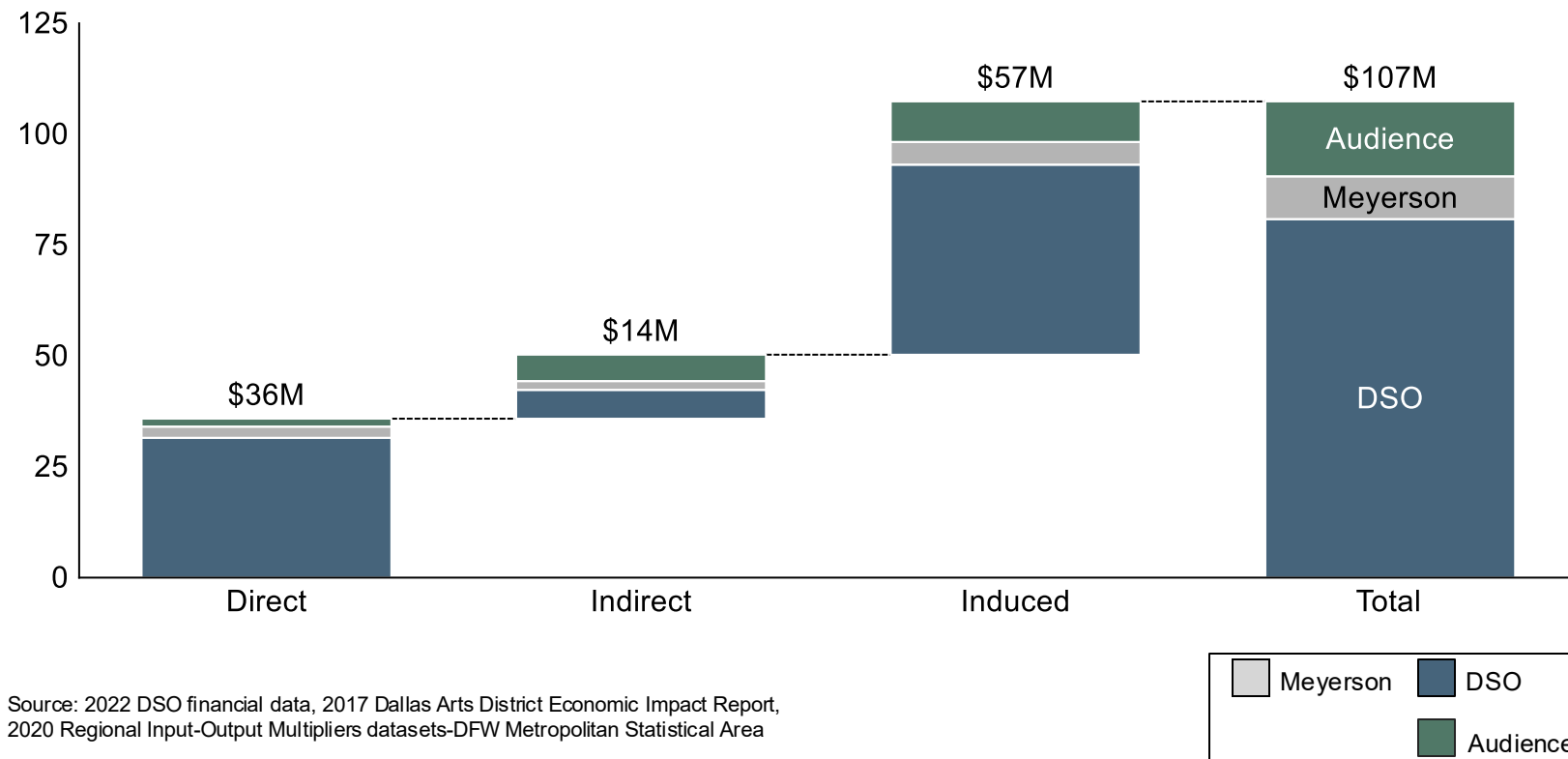
For 2022, DSO and audience spend generated **~\$5M in state and local tax revenue**

DSO Economic Impact | DSO and audience spend economic impact totals ~\$107M

/ PRELIMINARY

Commentary

2022 Total DSO Spend (in \$M)

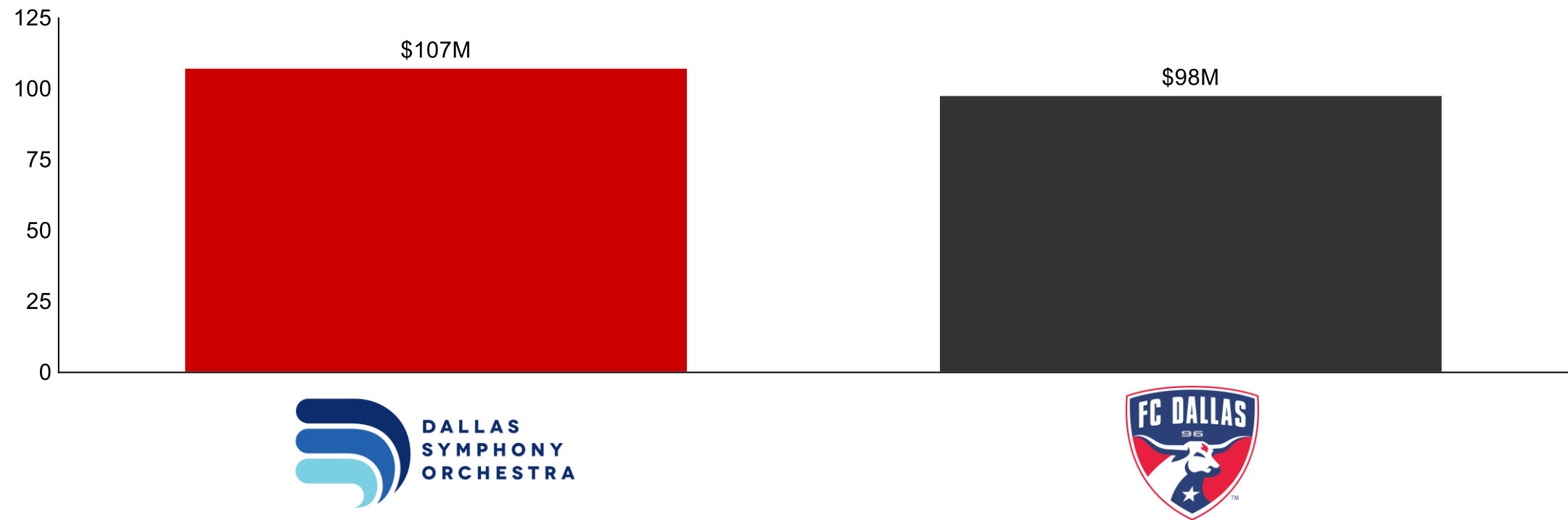


- Economic impact has ~\$81M from DSO base operations, ~\$10M from Meyerson, ~\$17M Audience spend
- Audience spend ~16% of total – majority of audience from induced
- Induced spend is 53% of DSO's

INSPIRE

Benchmark: DSO had a greater impact on the DFW economy in 2022 than FC Dallas

2022 Economic Impact (\$M)



Note: FC Dallas economic impact calculated using 2022 revenue and economic multiplier for DFW spectator sports teams

Source: 2022 DSO financial data, 2017 Dallas Arts District Economic Impact Report, 2020 Regional Input-Output Multipliers datasets-Dallas-Fort Worth-Arlington Metropolitan Statistical Area; Forbes

DSO offers 200+ Free Concerts Outside the Meyerson, along with free programs for 35,000 students annually

- Education programs include Youth and Family concerts, School visits, teacher training, Young Musicians, Young Strings, Instrumental Competition and video access for classrooms and families.
- Community programs include Symphony Cares (hospitals), Parks Concert Series with full orchestra, Concert Truck twice per year, collaborations with Zoo, Arboretum, Klyde Warren Park and other parks around the city.
- Free digital content
- Dia de Las Muertos and Juneteenth Concerts
- Brain Study with UTD – new in fall 2024
- Education Center – launch in September 2024

Young Musician and Young Strings program participants are predominantly Hispanic; 800+ kids **>95% are students of color**

Young Strings



Students of color

Young Musicians



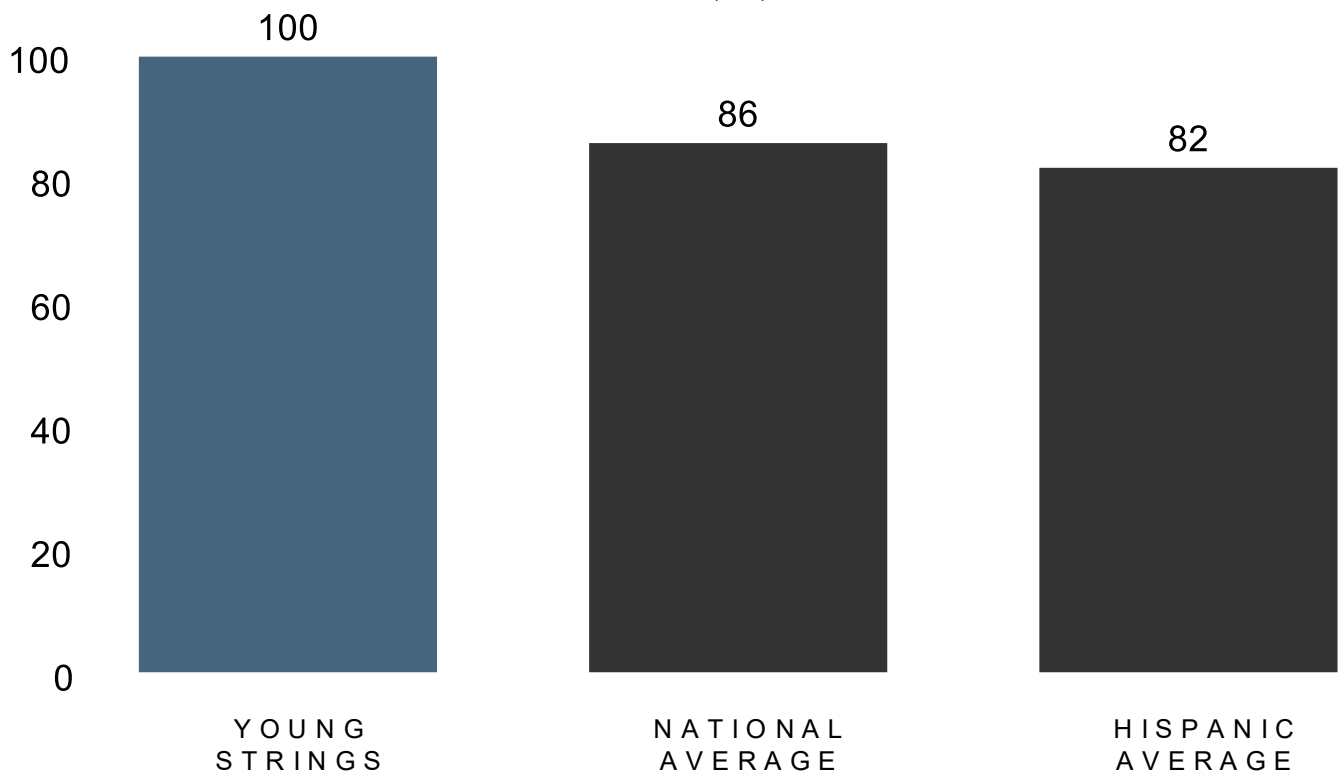
Students of color

Students in programs see **higher graduation rates**



Young Strings HS graduation rate 14 p.p. higher than average

HIGH SCHOOL GRADUATION RATES (%)

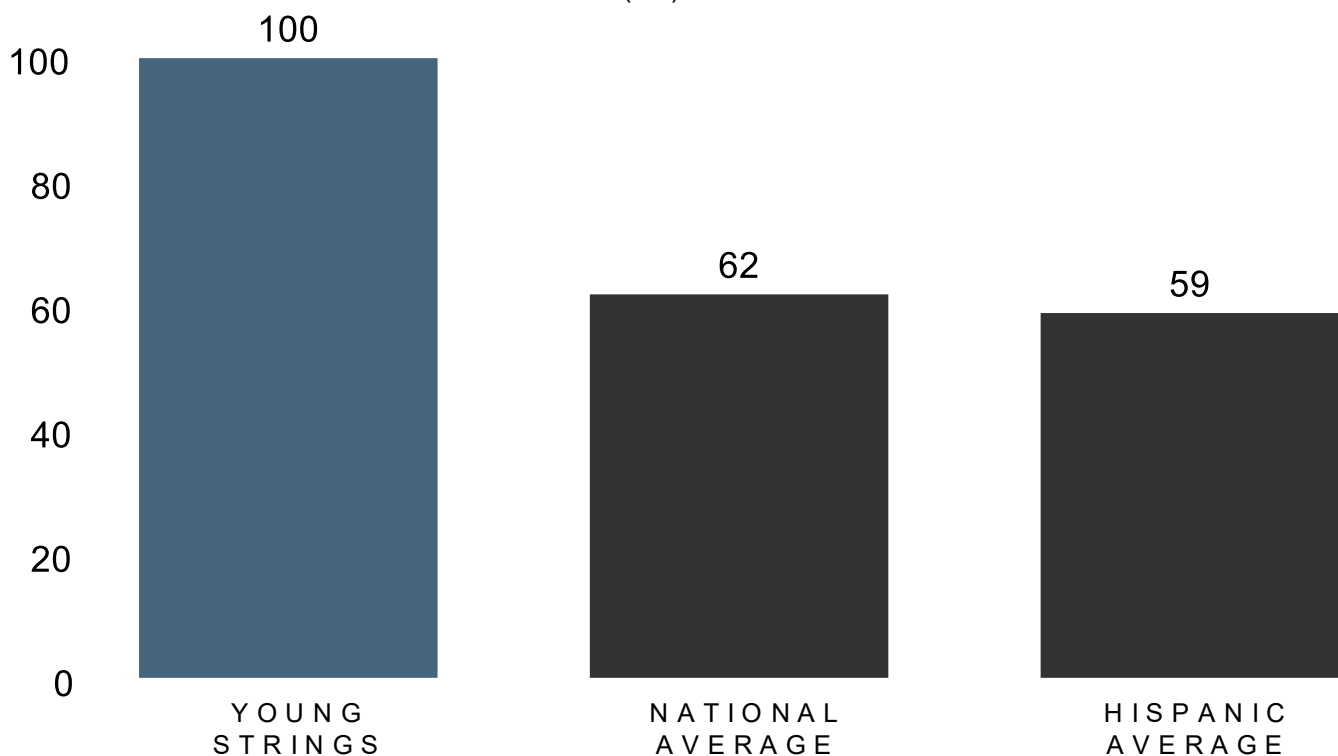


Source: DSO, Bureau of Labor Statistics, National Center for Education Statistics

Students in programs see **higher college acceptance rates**

College acceptance rate dramatically higher than average

COLLEGE ACCEPTANCE RATES (%)



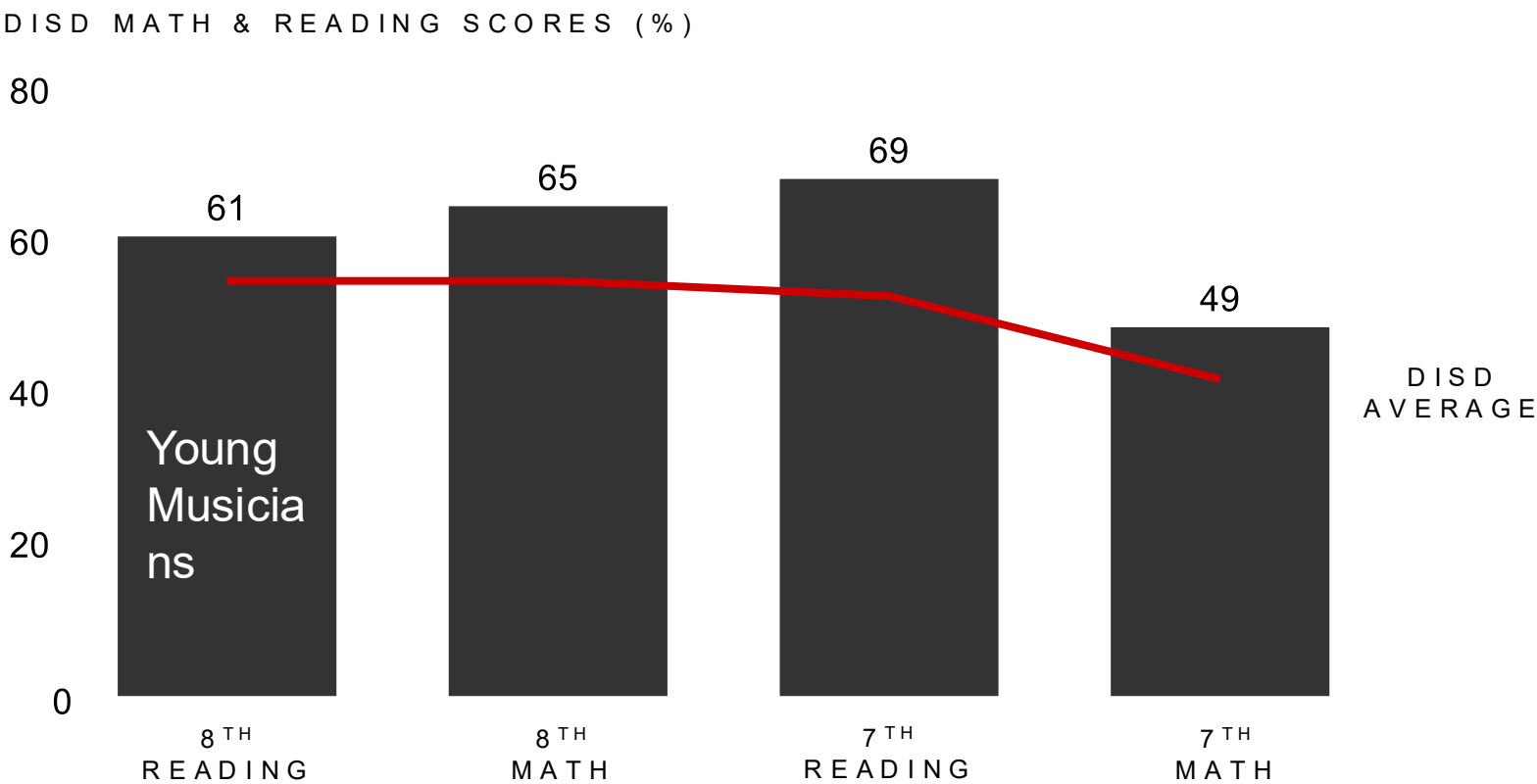
Source: DSO, Bureau of Labor Statistics, National Center for Education Statistics

Students in programs see **higher test scores**



Source: DSO, Dallas ISD

Young Musicians students score higher on average



Agenda



- Cultural Spotlight: Kim Noltemy
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- Chair's Report
- Committee Reports – Annual Report Committee
- Director's Update





City of Dallas

Culture Pass Re-launch

**ACAC Meeting
October 19, 2023**

Ashley Guevara
Sr. Public Information Officer
Office of Arts & Culture
City of Dallas

Agenda



1. History of Culture Pass
2. Purpose and Goal
3. Organizational Participation
4. Resident Participation
5. Anticipated Launch Timeline



History of Culture Pass

History of Culture Pass



- Partnership between the Dallas Public Library, Office of Arts & Culture, and Dallas Arts Organizations
- Culture Pass idea came from the [Dallas Festival of Ideas](#).
- The idea of Culture Pass was spearheaded by local artist and organizer [Erica Felicella](#), and although the project did not win the competition the **Dallas Public Library** and the **Office of Arts & Culture** thought it was such a great and equitable idea for the city that they decided to champion it forward into existence.

CULTURE PASS DALLAS

DISCOVER
YOUR CITY



Purpose and Goal

Purpose and Goal



- Dallas Culture Pass is designed to provide access to residents to help in experiencing arts and culture programming across Dallas.
- Dallas Culture Pass is designed for Dallas Arts Organizations to reach more audiences and promote individual programming.



Organizational Participation

Organizational Participation



Common Pain Points:

1. Complicated process/software
2. Confused on what the program is
3. The need for placing limits/parameters for tickets



Organizational Participation



We will work to...

1. Create a robust **marketing campaign**
2. Schedule periodic **feedback Check-ins** with participating organizations
3. Provide **training** for the software and Cust. Service Rep's info
4. Provide **metrics** of the program's utilization
5. Offer **English** and **Spanish accessibility** of the program sign-up
6. Help organizations **define programming** and **parameters** for Culture Pass



Resident Participation

Resident Participation



Timeline





Thank you!

Questions?

Ashley Guevara

ashley.guevara@dallas.gov



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Liaison Report and Commission Protocol



Liaison Reports

- The Dallas Winds – Commissioner Trizila
- Dallas Childrens Theater – Commissioner Bragalone
- Orchestra New Spain – Commissioner Jalomo

Commission Protocol



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Events, Commission and Committees:

- Cultural Planning and Equity Committee, Chair Vicki Meek - (January 25, 2024)
- Annual Report Due Date, Chair Jim Nugent (February 1, 2024)
- Allocations Committee, Chair Mickie Bragalone - (February 1, 2024)
- Public Art Committee, Chair Krista Weinstein - (February 6, 2024)
- Arts and Culture Advisory Commission, Chair David Small – (February 15, 2024)

