Purpose of Briefing

• Background on proposed Policy for Naming of Cultural Facilities
• Process used to develop the proposed Policy
Background

- No current policy for naming cultural facilities
- Currently, facilities reflect
  - geographic location (i.e. South Dallas Cultural Center)
  - primary constituents (i.e. Latino Cultural Center)
  - or major donor (i.e. Morton H. Meyerson Symphony Center)
Background (continued)

• Policy developed by Long Range Planning Committee of the Cultural Affairs Commission with OCA staff
• Modeled after the existing policy for the Park & Recreation Department
• Cultural Affairs Commission voted to recommend proposed Policy for adoption to City Council at November 17, 2005 meeting
• If adopted, policy will become an amendment to the existing City of Dallas Cultural Policy, last adopted November 2002
Summary of Policy

• The Cultural Affairs Commission would recommend names to the City Council
• This Policy applies to new and existing cultural facilities
• Officially named cultural facilities may not be renamed for 50 years
• Copy of Policy attached to briefing presentation
Summary (continued)

• Cultural facilities may be named for:
  ➢ Geographic locations or historic facilities
  ➢ Individuals or groups who have made exceptional contributions or major donations
Summary (continued)

• Qualifications for naming
  - Individuals must be deceased at least 12 months before recommendation is made or at least 70 years old
  - Have provided significant service to the community
Summary (continued)

- Policy procedure
  - Community-based organization submits application to Office of Cultural Affairs
  - Long Range Planning Committee considers application
  - OCA solicits community input
  - Long Range Planning Committee considers public input and submits recommendation to Cultural Affairs Commission
Summary (continued)

- Commission submits recommendation to appropriate City Council Committee for review
- Upon approval by City Council, requesting organization will enter into a naming rights agreement with the City
- City Council agenda for approval on January 25, 2006
Questions or Comments?