



Office of Cultural Affairs Policy for Naming Cultural Facilities

Presented to the
Quality of Life Committee
January 9, 2006



Purpose of Briefing

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

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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

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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?