

Memorandum



DATE May 6, 2010

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT City Cultural Centers Overview Briefing

On Monday, May 10, 2010, you will be given an overview of the City Cultural Centers by Director, Maria Munoz-Blanco in the Office of Cultural Affairs. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.



Forest E. Turner
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Office
Helena Stevens-Thompson, Assistant to the City Manager



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City Cultural Centers Overview

Briefing to the Quality of Life Committee

May 10, 2010





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Purpose of the Briefing

- Provide an overview of the City-owned cultural centers managed by the Office of Cultural Affairs.



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Mission Statement

The Office of Cultural Affairs works to enhance the vitality of the City and the **quality of life** for all Dallas citizens by creating an environment wherein arts and cultural organizations can thrive so that **people of all ages** can enjoy opportunities for **creative expressions** and the celebration of our community's **multi-cultural heritage**.

Our mission is to establish a **cultural system** that ensures that ALL Dallas citizens and visitors have an opportunity to experience the finest in arts and culture.



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Dallas Cultural System

- The Office of Cultural Affairs oversees 20 City-owned cultural facilities totaling over 1.5 million square feet of cultural space.
- Three different approaches to facility management:
 - **Nonprofit Facility Partner:** An independent nonprofit cultural organization operates the facility through a long-term management agreement
 - **Resident Organization:** OCA manages the facility with a principal resident organization with long-term use agreement
 - **OCA Cultural Centers:** OCA manages and programs the facility with multiple arts partners



Nonprofit Facility Partners

- Fifteen City-owned cultural facilities are managed by our nonprofit partners through long-term management agreements or leases.
 - Management agreements or leases approved by Council; each agreement is specific to the facility, reflecting the role of the nonprofit partner in the development of the facility, and outlining both parties responsibilities.
1. AT&T Performing Arts Center / Wylie Theater
 2. AT&T Performing Arts Center / Winspear Opera House
 3. African American Museum
 4. Black Academy of Arts & Letters
 5. Black Dallas Remembered / Juanita Craft Civil Rights House
 6. Dallas Black Dance Theater / Historic Moreland YMCA
 7. Dallas County Heritage Society / Heritage Village at Old City Park
 8. Dallas Historical Society / Hall of State
 9. Dallas Museum of Art
 10. DSM Management Group / Fair Park Music Hall
 11. Dallas Theater Center / Kalita Humphreys Theater
 12. Museum of Nature & Science / Natural History Building
 13. Museum of Nature & Science / Science Place Building
 14. Sammons Center for the Arts
 15. Women's Museum



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Resident Organization

- Meyerson Symphony Center
 - Resident Arts Organization: Dallas Symphony Association
 - City staff provides facility management and operations, but does not program artistic events



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Meyerson Symphony Center

- **History**

The Meyerson Symphony Center opened its doors in September 1989 as the result of a long-standing private/public partnership between the City of Dallas and the Dallas Symphony Association. It is renowned, nationally and internationally, for its superb acoustics and elegant design. The Meyerson was designed by I.M. Pei.



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Meyerson Signature Partnership

- The Dallas Symphony Association has been the City's partner since the inception of the facility, raising more than \$50 million in private funds to match the City Bond funds allocated to its construction.
- The Symphony offers year-round programs, including classical and pops concerts, family and educational concerts, and a presenting series of touring performers.
- 80% of the events presented at the Meyerson are Dallas Symphony programs.



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Meyerson Community Partnerships

- In addition to the Dallas Symphony Orchestra, the Meyerson also hosts performances by the following organizations:
 - Dallas Children’s Chorus
 - Dallas Wind Symphony
 - Greater Dallas Youth Orchestra
 - Turtle Creek Chorale
 - Black Academy of Arts & Letters
- The Meyerson is also the home of several long-standing community events, including the Empty Bowls annual fundraiser, Vogel Alcove’s annual benefit, and the City of Dallas Council Inauguration.



Meyerson Attendance

- In FY08/09, attendance to the MSC totaled 286,910.
- YTD, attendance to MSC has increased by 15% over last year.

| Month | FY08/09 | FY09/10 | FY09/10 |
|-----------|---------|---------|---------|
| October | 33,755 | 29,285 | |
| November | 28,471 | 35,850 | ↑ |
| December | 35,592 | 34,610 | |
| January | 22,008 | 25,926 | ↑ |
| February | 25,549 | 34,389 | ↑ |
| March | 26,143 | 41,787 | ↑ |
| April | 31,052 | | |
| May | 26,981 | | |
| June | 27,106 | | |
| July | 3,647 | | |
| August | 5,516 | | |
| September | 21,270 | | |



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OCA Cultural Centers

- Referred to mainly as the “cultural centers,” these facilities are located in neighborhoods and have a distinct mission and cultural focus:
 - Bath House Cultural Center
 - Latino Cultural Center
 - South Dallas Cultural Center
 - Oak Cliff Cultural Center



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Bath House Cultural Center

- **Mission**

The Bath House Cultural Center is dedicated to fostering the growth, development, and quality of multicultural arts within the city of Dallas by emphasizing innovative visual and performing arts as well as other multidisciplinary arts events.

- **Brief History**

The oldest of the city's cultural centers, the Bath House opened its doors as a cultural center in 1981. The 1930 Art Deco structure was first built to provide lockers and changing rooms for swimmers at White Rock Lake.



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Bath House Signature Programs

- **Festival of Independent Theaters**

Now in its 12th year, the critically acclaimed festival features new works by Dallas' edgier independent theater companies. Named "Best Cultural Buffet" by *D Magazine*.

- **One Thirty Productions**

Dallas's only matinee series created in 2008 as an affordable theater experience for senior citizens. The quality of the productions have been lauded with a Dallas/Ft Worth Theater Critics Forum award and a nomination for a National Theater Critics Forum Award. One Thirty Productions plays to over 2,500 patrons each season.

- *Well-Traveled But Not Well-Known* (May 1-22) World Premiere
- *Sanders Family Christmas* (December 1-18)



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Bath House Signature Programs (cont.)

- **Día de los Muertos Exhibition (Day of the Dead)**
Celebrated for the last 23 years, this annual exhibition features over 50 artists working in traditional and contemporary styles to celebrate, explore, and honor people, things, and ideas that have “passed on.” Many Dallas school children tour this exhibition to learn about the “Day of the Dead” traditions.
- **El Corazón Exhibition**
This passionate and eclectic exhibition featuring a wonderful variety of creations inspired by the human heart has been a standing tradition at the Bath House for 16 years.



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Bath House Partnerships

- The Bath House features many multi-cultural visual and performing arts events each season but has several long standing partnerships with companies in the areas of music, theater and dance:
 - Echo Theater
 - WingSpan Theater
 - Elledancework
 - Performing Arts Initiative
 - Shakespeare Festival of Dallas
 - Barefoot Brigade
 - Meadows school of the Arts
 - Audacity Theatre



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Bath House Community Support

- **Friends of the Bath House**

The mission of the FBHCC is to foster community support for the preservation of the landmark building, provide assistance with the programming at the Bath House Cultural Center, and enhance the awareness of both among the citizens of the community and the Dallas area.

- Peninsula Neighborhood Association
- Bath House Advisory Council



Bath House Attendance

- In FY08/09, attendance to the BHCC totaled 26,266.
- YTD, attendance to BHCC has increased by 6% over last year.

| Month | FY08/09 | FY09/10 | FY09/10 |
|-----------|---------|---------|---------|
| October | 2,322 | 2,764 | ↑ |
| November | 2,737 | 3,078 | ↑ |
| December | 1,450 | 2,158 | ↑ |
| January | 2,454 | 1,546 | |
| February | 2,151 | 2,005 | |
| March | 2,263 | 2,671 | ↑ |
| April | 2,615 | | |
| May | 2,056 | | |
| June | 1,498 | | |
| July | 2,495 | | |
| August | 1,481 | | |
| September | 2,744 | | |



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Latino Cultural Center

- **Mission**

To serve as a regional catalyst for the preservation, development, and promotion of Latino and Hispanic arts and culture.

- **Brief History**

Established in 2003, the LCC is the outcome of a master plan completed in 1998. The facility, located at 2600 Live Oak, was designed by renowned architect Ricardo Legorreta.



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LCC Signature Programs

- **Target Second Saturday**

Established in 2006, this monthly family event features a children's theater production, arts and crafts workshops, dance or movement classes, and a Spanish-language film.

- **Día de los Muertos (Day of the Dead)**

Established in 2006, this family-friendly festival features an array of programs that include an exhibition of *altares* created by local artists and music on the plaza.

- In 2010, LCC will also feature a special performance of *Rosita's Day of the Dead*, a bilingual comedy performed by Ruby Nelda Pérez, in which the titular character deals with both the living and the dead while preparing traditional Mexican food for the Día de los Muertos.



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LCC Signature Programs (cont.)

- **Día del Niño**

New initiative in 2010, day-long festival inspired in long-standing tradition in Mexico and many Latin American countries. Held April 25, more than 900 people attended.

- **LCC Presents**

Featuring state and national Latino touring theater, music and dance artists who are not often seen by Dallas audiences

- Tish Hinojosa (June 12)
- Son del Barrio (September 25)
- Manuel Ramos (October 17)
- In prior years, LCC has presented Repertorio Español, José Limón Dance Company, Inti-Illimani and many other national touring artists



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LCC Signature Programs (cont.)

- **Maestros Tejanos**

Established in 2008, this annual exhibition showcases the work of a Latino visual artist with strong Texas ties

- Celia Alvarez Muñoz on view from May 6-August 28, 2010
- In prior years, artists featured in this series include Benito Huerta (2008) and Tina Fuentes (2009)

- **Hecho en Dallas / Made in Dallas**

Annual juried competition, open to artists from Dallas and the DFW area, juried by local curators.

- In 2010, 138 DFW artists entered, the most ever in the seven years the juried competition has been held; 38 were selected by the jury.



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LCC Partnerships

- **Core Organizations**

A group of 10 Dallas Latino arts organizations that were instrumental in the development of the Center and who are committed to presenting their artistic productions annually at the LCC:

- Alegre Ballet Folklórico
 - Anita Martinez Ballet Folklórico
 - Cara Mia Theater
 - Conte de Loyo Flamenco Dance Theatre
 - Daniel de Córdoba Bailes Españoles
 - Evolution Tango
 - Mexico Institute
 - Ollimpaxqui Ballet Company
 - Teatro Dallas
 - Vistas Film Festival
- International Partners such as the Mexican Consulate, Peruvian Consulate, Spanish Consulate



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LCC Partnerships (cont.)

- **Mexico 2010 Events**

LCC is collaborating with the Consulate of Mexico in Dallas to present programs that celebrate the bicentennial of Mexico's Independence (1810) and centennial of the Revolution (1910):

- *La Doña* Film Series (May 21 & 22)
- Exhibitions *El Ojo Fino / The Exquisite Eye* and *Estampas de la Independencia* (September 11-November 24)
- Encore presentation of Teatro Dallas' *Leona Vicario* (September 17-18)



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LCC Community Support

- Media Sponsorships
 - Dallas Morning News & Al Día
 - Univision Radio and Television
- Corporate partners
 - Target
 - American Airlines
 - Dieste
 - Macy's Foundation
- Friends of the LCC



LCC Attendance

- In FY08/09, attendance to the LCC totaled 24,523.
- YTD, attendance to LCC has increased by 18% over last year.

| Month | FY08/09 | FY09/10 | FY09/10 |
|-----------|---------|---------|---------|
| October | 2,722 | 2,790 | ↑ |
| November | 2,748 | 2,572 | |
| December | 1,565 | 3,254 | ↑ |
| January | 1,401 | 1,106 | |
| February | 1,257 | 1,586 | ↑ |
| March | 1,838 | 2,755 | ↑ |
| April | 2,342 | | |
| May | 4,836 | | |
| June | 1,444 | | |
| July | 1,225 | | |
| August | 1,650 | | |
| September | 1,495 | | |



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South Dallas Cultural Center

- **Mission**

To present excellent cultural programs reflecting the contributions of Africa to world culture.

- **Brief History**

The SDCC first opened its doors in June 1986, before the OCA was in existence, through the efforts of the Park Board, City Council, African American artists and community leaders. An expansion and renovation was completed in 2007.



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South Dallas Signature Programs

- **Summer Arts at the Center**

Now in its 14th year, this summer arts institute serves South Dallas DISD students ages 5-17 years. The program teaches African American history using the arts as the vehicle for learning.

- **Soul Children's Theatre**

Established in 2009, this resident company presents plays on the African Diaspora experience by African Diaspora playwrights and authors.

- **An Evening of Spoken Word**

Monthly open mic event hosted by Fort Worth National Poetry Slam Champion Michael Guinn.



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South Dallas Signature Programs (cont.)

- **Arthello Beck Gallery**

Features local, regional & nationally recognized visual artists from around the African Diaspora.

- Henry Howard (May 15-June 26)
- Emanuel Gillespie (July 17-August 28)

- **Jammin' At the Center**

One of the oldest jazz series in North Texas, this monthly event features local and Texas Jazz musicians. Starting in 2010, the series is presented in affiliation with the AT&T Performing Arts Center.



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South Dallas Signature Programs (cont.)

- **Film Festivals**

Through its long-standing partnership with Black Cinemateque Dallas, the SDCC hosts four signature film series: Black Women's Film Festival (March); Black Men's Film Festival (May); Short & Sweet Film Festival (April); and Queer Film Series (monthly screenings).

- **South Dallas Dance Festival**

Established in 2000 in partnership with Beckles Dancing Company, this annual fall festival is a harmonious blend of community and professional dance, displaying a variety of dance genre including African, Afro-modern, jazz, and tap.



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South Dallas Partnerships

- **Resident Companies**
 - Beckles Dancing Company
 - Exhibit Dance Collective
 - A Dance Expression
 - Os Malandros de Mestre Touro Capoeira
 - Black Cinematheque Dallas
 - Queer Film Series
 - The Third Eye
- SDCC cultural partners also include Teatro Dallas (International Theater Festival) and Dallas Public Library (Tulisoma Book & Arts Fair).



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South Dallas Partnerships (cont.)

- **National Performance Network**

The SDCC is the only North Texas cultural organization invited to be a member of NPN, a national organization that supports the commission and presentation of new work by performing artists, both emerging and established, across the U.S.

- SDCC will host the NPN annual meeting in Dallas in December 2010
- NPN support has enabled the SDCC to present in Dallas award winning national artists such as Teo Castellanos (Miami), Progress Theater (Atlanta), Hannibal Lokumbe (New Orleans), and Kalamu ya Salaam (New Orleans).

- The SDCC also has international partnerships with the Associação Artística e Cultural Diáspora and Teatro Avatar (Bahia, Brazil), African Heritage Diaspora Trail (Bermuda), and Miramax Corporation (Senegal).



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South Dallas Community Support

- Media Partnerships
 - Dallas Weekly, Dallas South News, Radio One, DallasBlack.com
- Corporate Partners
 - Intuit Corporation
 - Matthews Southwest
 - Target
 - Reach Media
 - Williams Fried Chicken
 - Capital One
- South Dallas Cultural Center Association



South Dallas Attendance

- In FY08/09, attendance to the SDCC totaled 21,863.
- YTD, attendance to SDCC has increased by 7% over last year.

| Month | FY08/09 | FY09/10 | FY09/10 |
|-----------|---------|---------|---------|
| October | 2,042 | 1,361 | |
| November | 1,578 | 1,987 | ↑ |
| December | 804 | 1,877 | ↑ |
| January | 1,951 | 1,538 | |
| February | 1,634 | 2,320 | ↑ |
| March | 2,135 | 1,772 | |
| April | 2,615 | | |
| May | 2,118 | | |
| June | 2,698 | | |
| July | 1,598 | | |
| August | 1,848 | | |
| September | 842 | | |



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Oak Cliff Cultural Center

- **Mission:**

To promote arts and cultural events that reflect the diversity of Oak Cliff and the surrounding neighborhoods.

- **History:**

This new center is scheduled to open in August 2010. The property was acquired and renovated with funds from the 2003 Bond Program. It replaces the Ice House Cultural Center, a leased facility programmed by OCA from 1999-2009.



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Oak Cliff Partnerships

- Building on the successful events of the Ice House Cultural Center, the program planned for the Oak Cliff Cultural Center will include exhibitions of Oak Cliff and Dallas artists; workshops and classes for youth and families.
- Big Thought / Thriving Minds partnership for June 2010 summer camp.



- High level of satisfaction:
 - 82% of citizens rated the opportunities to attend arts and cultural events in Dallas as “excellent” or “good” (arts ranked second after shopping)
 - 70% of the residents surveyed rated the appearance of arts and cultural centers and facilities in the City as “excellent” or “good”
 - 61% of those surveyed rated the accessibility of arts and cultural centers and facilities as “excellent” or “good”

Source: 2009 Citizen Survey



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Information?

- www.dallasculture.org
 - Each center has its own section with events calendar
 - Citizens can sign-up for monthly e-newsletter produced by each center with details on upcoming programs
- Facebook
 - www.facebook.com/dallasculture