

# Memorandum



CITY OF DALLAS

DATE December 1, 2011

TO Honorable Members of the Arts, Culture & Libraries Committee:  
Ann Margolin (Chair), Delia Jasso (Vice Chair), Tennell Atkins, Vonciel Jones Hill, Jerry Allen

SUBJECT City Performance Hall Reservations Update

In preparation for the September 2012 opening of the City Performance Hall, the Office of Cultural Affairs is taking reservations for the use of the space during the 2012/2013 cultural season.

An initial deadline of October 1, 2011 was set to encourage mid-size and small Dallas organizations to turn in their facility requests for the September 2012-August 2013 period. OCA received requests for 57 rental dates (goal for inaugural year is 109 dates). Reservations from smaller groups typically come in closer to the event date, so we expect additional reservations as the opening date nears. Additionally, OCA staff is currently discussing test run events with several arts organizations; these will be at no cost to the arts group and will serve to test the facility systems and operational procedures.

Staff will survey the 70 organizations that participated in the master planning process to assess their continued interest in the facility.

Reservations are now open to all interested entities (corporate and nonprofit groups as well as individuals) and are being handled on a first-come, first-reserved basis. Marketing efforts have included: printing and distribution of informational postcards; attendance at the 2011 Dallas Convention & Visitors Bureau annual meeting to distribute information about the space to meeting and special events planners; and purchasing ad space in a meeting planner's publication to promote the space availability to this potential group of customers.

If you have any questions or require additional information, please do not hesitate to contact me.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata  
Assistant City Manager

cc: Mary K. Suhm, City Manager  
Rosa A. Rios, Acting City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
C. Victor Lander, Administrative Judge  
Stephanie Pegues Cooper, Assistant to the City Manager

A.C. Gonzalez, First Assistant City Manager  
Ryan S. Evans, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Maria Muñoz-Blanco, Director of Cultural Affairs