
Culture, Arts & Recreation **Key Focus Area Team**

**Council Planning Session
January 16, 2008**



Team Members

- Richard Abernethy City Manager's Office
- Dee Castillo Convention Center
- Elva Rodríguez Curl City Manager's Office
- David Fisher Office of Cultural Affairs
- Zarin Gracey Office of Financial Services
- Reggie Hurd Park and Recreation
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Roadmap

- Envisioned Future
- Council Objectives
- Strategy Map
- Factors, Strategies & Data
- Links to other KFAs



Envisioned Future



We envision a City where the Citizens of and visitors to Dallas experience and enjoy the benefits of a vibrant, innovative, diverse and collaborative system of cultural, arts and recreational opportunities.

Envisioned Future

- In short, a city where:
 - People **ENJOY** where they live, work and play.
 - People are **ENRICHED...**
 - People feel **CONNECTED...**
 - People feel **FULFILLED...**
 - People **LOVE** living, working and playing in Dallas.



Council Objectives

Objective	Most Current Data Available
<p>1. Develop Fair Park as a successful, year round venue by the end of 2008: increasing non-State Fair attendance and bringing at least 2 additional sporting events to the Cotton Bowl.</p>	<p>Fair Park is in the midst of a capital improvement program to encourage additional year-round use. Overall attendance for FY 07 was up by 3% from FY 06 while museum attendance increased by 62%. New DART rail station is scheduled to open in fall of 2009 and Cotton Bowl improvements will increase seating capacity to 90,000. Management is in discussions with other universities, the US Soccer League and concert promoters to attract additional major sporting and entertainment events.</p>
<p>2. Be in the top tier for Zoos in 5 years</p>	<p>2006-07 attendance grew by over 8% - the second best year on record – with plans to grow annual attendance to 1 million within 5 years. Bond projects and other exhibits will raise zoo's stature.</p>
<p>3. Complete the implementation of the Library master plan by 2012</p>	<p>The plan was approved in 2001 and \$101.7M has been approved in bond funding. Full implementation is targeted for 2012.</p>

Council Objectives

Objective	Most Current Data Available
<p>4. Take steps to establish a “world-class” Downtown including:</p> <ul style="list-style-type: none"> • increasing population downtown • enhancing the Farmer’s Market • completing Master Plan and marketing plan for Arts District • attracting one major department store by 2010 • completing downtown streetcar plan 	<p>Farmer’s Market is getting ready to open Shed 2, a 27,000 sq. ft. renovation with permanent on-site restaurant, 6 smaller restaurants and 40 vendors.</p> <p>Arts District development is on time and on budget, scheduled to open major facilities in October of 2009 and City Performance Hall by 2011.</p> <p>DART is completing transit study that will work in collaboration with the downtown streetcar plan</p>
<p>5. Gain consensus on development direction for Reunion Arena by end of 2008.</p>	<p>Events scheduled through June 2008. Staff will be briefing Council on several options to move forward.</p>

Council Objectives

Objective	Most Current Data Available
<p>6. Develop marketing plan for City's major cultural and recreational aspects by 2010.</p>	<p>Each department & division has been marketing their services independently.</p> <p>Departments are presently working in collaboration with PIO to develop a City-wide strategic marketing plan.</p>
<p>7. Implement Trinity project including:</p> <ul style="list-style-type: none">• parkway to relieve traffic congestion and improve air quality• improve citizen impression of parks by 2010	<p>Design phase of parkway began Oct. 2006. Environmental Impact Study due in 2009.</p> <p>In the 2007 Citizen Survey, 55% of citizens rated parks as "good" or above. Target is 65% by 2010.</p>

Key Factors

**Destinations
Programs
Marketing & Public Engagement**

**Diversity
Sustainability
Innovation**

Diversity

Cultural, Ethnic, Gender,
Age, Geographic /
Neighborhood

Sustainability

Partnerships, Community
Involvement, Preservation
& Conservation

Innovation

Technology, Strategic
Planning, Best Practices

Destinations

(the places people go)

Appealing Venues • Accessibility • Safety

Programs

(the things people do)

Quality • Demand • Value

Marketing & Public Engagement

Awareness • Appreciation • Relevance

Culture, Arts & Recreation

Enhances the Quality of life in Dallas by supporting and providing a vibrant, innovative, diverse and collaborative system of cultural, arts and recreational opportunities for both residents and visitors.

DESTINATIONS

Objectives & Strategies

COUNCIL OBJECTIVES

Enhance/develop Fair Park, Dallas Zoo, Library System, “Downtown”, Farmer’s Market, Arts District, Reunion Arena, Trinity River

STRATEGY

Create, support, operate and/or improve the **destinations** where people encounter, enjoy, or participate in cultural, arts, and recreational activities.



Destinations

(the places people go)

Appealing Venues • Accessibility • Safety

SUB-STRATEGIES

	SUB-STRATEGIES
1	Be appealing, accessible, and safe
2	Utilize resources effectively and efficiently (technology, equipment, staff)
3	Reflect the City’s and/or neighborhoods’ needs and demographics
4	Foster collaborations and partnerships
5	Support the Programs in/at the Destination

Special Considerations



Special consideration will be given to offers that:

- Support the City of Dallas brand with neighborhood-based, as well as “Signature” Destinations
- Support shared use of public facilities – by different populations and/or for different uses
- Improve mobility & connectivity for people in Downtown and among Dallas’ “signature” destinations, especially as it relates to:
 - Transportation
 - Marketing (awareness of other related events)
 - Access (e.g. a passport ticket amongst destinations)
- Foster cooperation, collaboration and partnerships in the creation, operations and/or improvement of Dallas cultural, arts and recreational destinations
- Support the City’s “green” initiatives

PROGRAMS

Objectives & Strategies

COUNCIL OBJECTIVES

Enhance/develop Fair Park, Dallas Zoo, “Downtown”, Farmer’s Market, Arts District, Trinity River and other cultural and recreational programs.



STRATEGY

Create, support, operate and/or improve the cultural, arts, and recreational **programs**, opportunities and activities that people encounter, engage and participate in.

Programs
(the things people do)
 Quality • Demand • Value

SUB-STRATEGIES

	SUB-STRATEGIES
1	Have the highest quality, be in demand, and of good value
2	Take place in neighborhoods across the City as well as in centralized “destinations”
3	Embrace technological solutions, best practices and continuous improvement
4	Attract & support vibrant, innovative, diverse and collaborative individuals or organizations who bring their unique talents to the Citizens and Visitors of Dallas
5	Engage corporate and/or private sector sponsorship, participation or partnership
6	Foster accessibility – physical, affordability & perception of feeling welcome

Special Considerations



Special consideration will be given to offers that:

- Increase self-awareness and instill self-esteem through fostering an understanding of residents' history and cultural heritage
- Foster cross-cultural exchange and understanding of our City, our people and our diverse cultures by showcasing community stories & traditions
- Increase cultural, arts, and recreational offerings in Downtown Dallas with events of national and international appeal
- Offer citizens and visitors exposure to new and diverse art forms, activities or opportunities
- Involve educational and/or learning enrichment components
- Are revenue generating or self-sustaining

MARKETING and PUBLIC ENGAGEMENT

Objectives & Strategies



COUNCIL OBJECTIVE

Increase attendance at Fair Park, Farmer's Market, increase population downtown, develop/complete marketing plans for Arts District and City's major cultural and recreational aspects.

STRATEGY

Interest and engage the public in our programs and destinations through **public engagement**, accessible **information**, and **marketing** efforts.

Marketing & Public Engagement
Awareness • Appreciation • Relevance

SUB-STRATEGIES	
1	Instill awareness of, foster appreciation for, and demonstrate the importance and relevance of Culture, Arts and Recreation in our lives
2	Support accurate information to residents/visitors that is accessible in a variety of appropriate ways using appropriate mediums
3	Support and give opportunities for people to provide input, advice, and/or feedback regarding their needs, the success of the programs, and their desires for changes to programs and destinations
4	Promote and support volunteer opportunities & citizen participation
5	Support and seek out partnerships & collaborations to support marketing – both in large scale and grass-roots efforts

Special Consideration – Marketing and Public Engagement



Special consideration will be given to offers that:

- Increase awareness of programs/services that are associated with/promote the City of Dallas brand
- Support new technologies and techniques of Marketing and Engagement
- Support the shared use of resources, technology and distribution channels
- Increase or support tourism efforts

COMMON FACTORS ACROSS ALL STRATEGIES:

Diversity



Sustainability



Innovation



Diversity

Cultural, Ethnic, Gender,
Age, Geographic /
Neighborhood

Sustainability

Partnerships, Community
Involvement, Preservation
& Conservation

Innovation

Technology, Strategic
Planning, Best Practices

Destinations

(the places people go)

Appealing Venues • Accessibility • Safety

Programs

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Quality • Demand • Value

Marketing & Public Engagement

Awareness • Appreciation • Relevance

Culture, Arts & Recreation

Enhances the Quality of life in Dallas by supporting and providing a vibrant, innovative, diverse and collaborative system of cultural, arts and recreational opportunities for both residents and visitors.

Strategies Recap

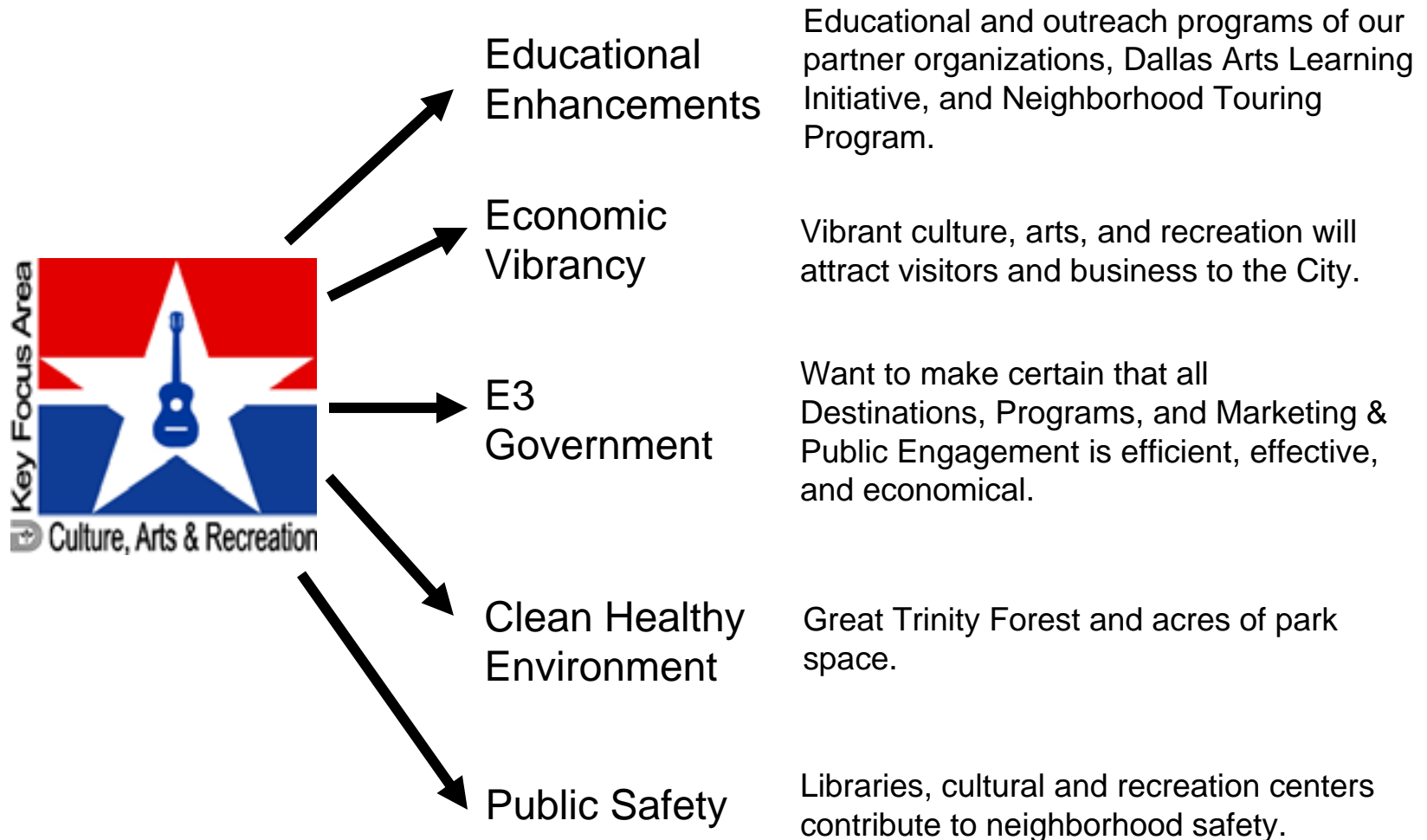
The Culture, Arts and Recreation Team is looking for offers that create, support, operate and/or improve Dallas':

DESTINATIONS that are appealing, accessible and safe – **the places people GO** to participate in Cultural, Arts and Recreational activities

PROGRAMS that are high quality, in demand, and a good value – **the things people DO** in Dallas for leisure, for fulfillment, for relaxation, for enrichment, and to be more connected

MARKETING & PUBLIC ENGAGEMENT that **instills awareness** of Dallas' Culture, Arts and Recreation programs and destinations, **fosters appreciation** for them, and then **demonstrates the importance and relevance** of Culture, Arts and Recreation programs and destinations in our lives and in the life of our City

Links to Other KFAs



Envisioned Future Recap



The citizens of and visitors to Dallas experience and enjoy the benefits of a vibrant, innovative, diverse and collaborative system of cultural, arts and recreational opportunities.

People LOVE living, working and playing in Dallas.