

Memorandum



CITY OF DALLAS

DATE September 12, 2008

TO The Honorable Mayor and Members of the City Council

Subject Tutankhamun Exhibition Briefing for 9/17/08

Attached please find the *Tutankhamun and the Golden Age of the Pharaohs* exhibition briefing to be presented at the September 17, 2008 community meeting of the Dallas City Council.

Please let me know if you have any questions.

A handwritten signature in cursive script that reads "D. O. Brown".

David O. Brown
Interim Assistant City Manager

C: Mary K. Suhm, City Manager
Deborah Watkins, City Secretary
Tom Perkins, 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
Ramon Miguez, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Frank Libro, Public Information Office



DALLAS MUSEUM OF ART
TUTANKHAMUN
AND THE GOLDEN AGE OF THE PHARAOHS

October 3, 2008–May 17, 2009



Presented by
Northern Trust

Briefing to Dallas City Council
September 17, 2008

Purpose of the Briefing

- To update the Dallas City Council on the exhibition *Tutankhamun and the Golden Age of the Pharaohs*
- Exhibition will be on view at the Dallas Museum of Art from October 3, 2008 until May 17, 2009



Background



- The Dallas Museum of Art has a long-term agreement with the City of Dallas for the operation and management of the City-owned building
- The facility was built in 1984 by means of a public/private partnership, with the DMA raising over \$27.6 million for construction in order to match the City's bond contribution of \$24.8 million
- The Hamon Wing, completed in 1993, was privately funded by the DMA

Background (cont.)

- Per the long-term agreement, City support includes utilities and building support and an annual cultural services contract
- In FY07/08, City support represented approximately 10% of the DMA's operating budget
- The DMA raises the balance of our operating budget through fundraising and earned revenue
- Over 641,000 people visited the DMA last year





TUTANKHAMUN

AND THE GOLDEN AGE OF THE PHARAOHS

October 3, 2008–May 17, 2009



Exhibition Background

- **1976-1979:** *Treasures of Tutankhamun* exhibition traveled to 6 U.S. cities, featured 55 of the objects found in the tomb of Tutankhamun, and drew over 8 million visitors
- **2004:** The Egyptian Supreme Council of Antiquities began working with National Geographic, AEG Exhibitions, and Arts and Exhibitions International to develop a new exhibition, *Tutankhamun and the Golden Age of the Pharaohs*

Exhibition Background (cont.)

- *Tutankhamum and the Golden Age of the Pharaohs* has been viewed by 5 million people:
 - Los Angeles County Museum of Contemporary Art (2005)
 - Fort Lauderdale, Museum of Art (2006)
 - Field Museum, Chicago (2006)
 - Franklin Institute in Philadelphia (2007)
 - London O2 (2008)
- Exhibition is returning to the U.S. for a three city tour, premiering in Dallas
- Two other venues not yet announced





Expected Economic Impact

- \$70-\$100 million in direct spending
- A total local economic impact of \$60-\$80 million
- An additional 1,500 jobs during the 6 month period
- \$5 million in local taxes, of which \$900,000 will be hotel taxes
- 150,000-200,000 room nights (2.1 nights per visit)
- 50% from out-of-state visitors, 16% out-of-town visitors who stay in hotels
- 1 million people will attend the exhibition

(Data from research conducted by the firm Global Insights working with the Dallas Convention & Visitors Bureau using the tourism impact model)

Exhibition Highlights

- Discovery of Tutankhamun's tomb considered one of the most important archeological discoveries of 20th Century
- Encore tour features objects never seen outside of Egypt
 - 130 extraordinary artifacts more than 3,000 years old from the tomb and other major sites
 - 50 of Tutankhamun's burial objects
- Also on view will be the photographs taken by Harry Burton, the photographer who accompanied Howard Carter and documented the excavation of Tutankhamun's tomb



Impact on DMA



- Attendance goal is 1 million
- Exhibition open 7 days a week from 8am to 8pm
- Remainder of Museum, normal hours
- Exhibition runs for 32 weeks
- Requires 125-150 additional staff
- Fleischner Courtyard will become staging/ticketing area
- Staff parking will move offsite to maximize public parking at DMA

Civic and Educational Impact

- Economic Impact to the City
- Impacts awareness and access to DMA, the Dallas Arts District, and the City of Dallas
- Working in partnership with Downtown Dallas, the Dallas Convention and Visitors Bureau, and the City of Dallas
- Extensive teaching resources available online at TutandTeachers.org
 - 2 teacher preview events and 3 in-depth workshops planned



Tourism Partnerships



- Eleven partner hotels are offering packages that maximize comfort and convenience for Dallas visitors
 - Adolphus Hotel
 - Fairmont Hotel
 - Hampton Inn Dallas North
 - Hilton Anatole Hotel
 - Hyatt Regency Dallas
 - Renaissance Dallas Hotel
 - The Ritz-Carlton Dallas
 - Sheraton Dallas Hotel
 - W Dallas Victory
 - The Westin City Center Dallas
 - The Westin Galleria Dallas

Underwriting Support

- National sponsor
 - **Northern Trust**
- Official airline
 - **American Airlines**
- Local promotional sponsor
 - **Dallas Convention & Visitors Bureau**





Marketing/PR

- DMA advertising starts 9/22/08, including TV, radio, print, and outdoor
- Dallas Convention & Visitors Bureau promoting *Tutankhamun* exhibition in outer markets, including other major Texas markets, Oklahoma, Arkansas, Louisiana, and New Mexico
- Promotional partnerships negotiated with Kroger, State Fair of Texas, American Airlines, DART, and others
- *Dallas Morning News* special insert drops 9/21/08

Parking Logistics

- DMA and Nasher staff parking offsite to maximize public use of DMA garage (~ 400 spaces)
- Partnering with Star Parking to provide access to 17 parking lots located within walking distance of DMA
- Partnering with the City of Dallas to provide School and Tour bus parking at the City-owned Brewery lot
- Valet parking will be available at the Museum's ceremonial entrance on Flora Street
- Encouraging the use of public transportation via promotional partnership with DART
- Parking information will be available at DallasMuseumofArt.org/Tut





City Support

City Working Group

- Convention & Event Services
- Cultural Affairs
- Equipment & Building Services
- Emergency Management
- Fire & Rescue
- Park & Recreation
- Police
- Public Information
- Public Works & Transportation
- Streets

City Support (cont.)

Facility Support

- New elevator and existing elevator modernization (completed 8/2008)
- Hardscape and landscape work along St. Paul side of the DMA (completed 6/2008)
- Additional on-site facility personnel planned for FY08/09 to address facility needs during exhibition
- Additional support for projected increase in utilities due to expanded public hours of operation





City Support (cont.)

Public Safety

- Police and Fire & Rescue Departments have worked closely with the DMA on the planning, including on-site visits
- Fire Plan and Evacuation Plans are in place
- Departments will use on-duty resources in the target area contiguous to DMA
- Departments consulted with their peer departments in other host cities and no major incidents were reported in those cities
- DMA private security and off-duty officers will be onsite

City Support (cont.)

Visitor Support

- Wayfinding signage for pedestrians from DART stations (Pearl and St. Paul) and from parking areas
- Offsite parking for shuttle buses at City-owned lot at 700 McKinney



Public Information

www.DallasMuseumofArt.org/Tut
www.visitdallas.com





Questions & Comments



An Exhibition from



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The Dallas Morning News
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