

Memorandum



DATE January 21, 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 AT&T Performing Arts Center: Accomplishments in the First 90 Days

On Monday, January 25, 2010, you will be briefed on the AT&T Performing Arts Center Accomplishments in the First 90 Days. 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
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
David K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager

AT&T Performing Arts Center: Accomplishments in the First 90 Days

Mark Nerenhausen
President/CEO





AT&T Performing Arts Center
Grand Opening
October 18, 2009

Partner with its resident companies, other arts, cultural, entertainment, educational and community organizations, and the City of Dallas to enhance the City's standing, broaden its opportunities and contribute to the success of the Dallas Arts District.

What They're Saying About Us

In the press



On the other hand, there is considerably diverse programming at that ATTPAC for all demographics (plus the incredible opportunity the kids at Booker T will get having the center as a neighbor).
(DallasNews.com)

Call it the American cultural happening of 2009: the recent opening of the [AT&T Performing Arts Center] will cement the city's rising status on the international arts scene. (*Conde Nast Traveler*, November)

To be this far ahead in fundraising during the worst recession of our lifetime is an amazing [feat]... Simple fact, 133 different donors gave more than \$1M each for this project...(DallasNews.com)

In the press



[It's] time to... go attend something at the center!! I am very proud of having this here in Dallas! (DallasNews.com)

Lincoln Center is still the country's premier cultural complex, but it's getting competition from an ambitious project in -- are you ready for it, New Yorkers? – Dallas. (Cathleen McGuigan, *Newsweek*, October 12)

We attended our first show at the Performing Arts Center Friday night (DTC's new musical). It looked like events were happening at the Symphony Hall, the Opera House, and the Dallas Theater Center. The area looked beautiful and it really felt like the place to be, even with the rain. I am so happy this place is here and look forward to going to more performances, especially when I can get tickets for \$20! (DallasNews.com)

In the press



I am proud of what Dallas has done. I'm looking forward to seeing my first show, "Osage County" at the Winspear this week. (DallasNews.com)

Yet together [the Winspear Opera House and Wyly Theatre] give the area the cultural stature Dallas has long been craving. (Nicolai Ourossoff, *The New York Times*, October 12)

The scene was a dream. A vision fulfilled. So now that we have the gifts, wrapped in silver and red, the best thank you notes would be not with paper and pen, but with our attendance. (Gail Sachson, Art&Seek blog, October 19)

It's not just the "artsy fartsy crowd" as you like to call them. There are of course operas and ballets, but there are also lectures, country music concerts, a MLK Day presentation tonight, among many, many other events. I have seen young and old, white, black and hispanic, wealthy and not wealthy there since it opened. Hundreds of children from schools (both public and private) all over the area have attended performances, many of whom had never done so before in their lives. (DallasNews.com)

Why They're Saying It

Grand Opening Week

October 12-18, 2009

Dedication



Dedication



Arts District-wide events



"They've created this amazing walk through the center of the arts," said Scott Whittall, 45, of Dallas... "This is such a huge day for Dallas," he said. "We're so metropolitan now – with the opening of this center, Dallas has landed."

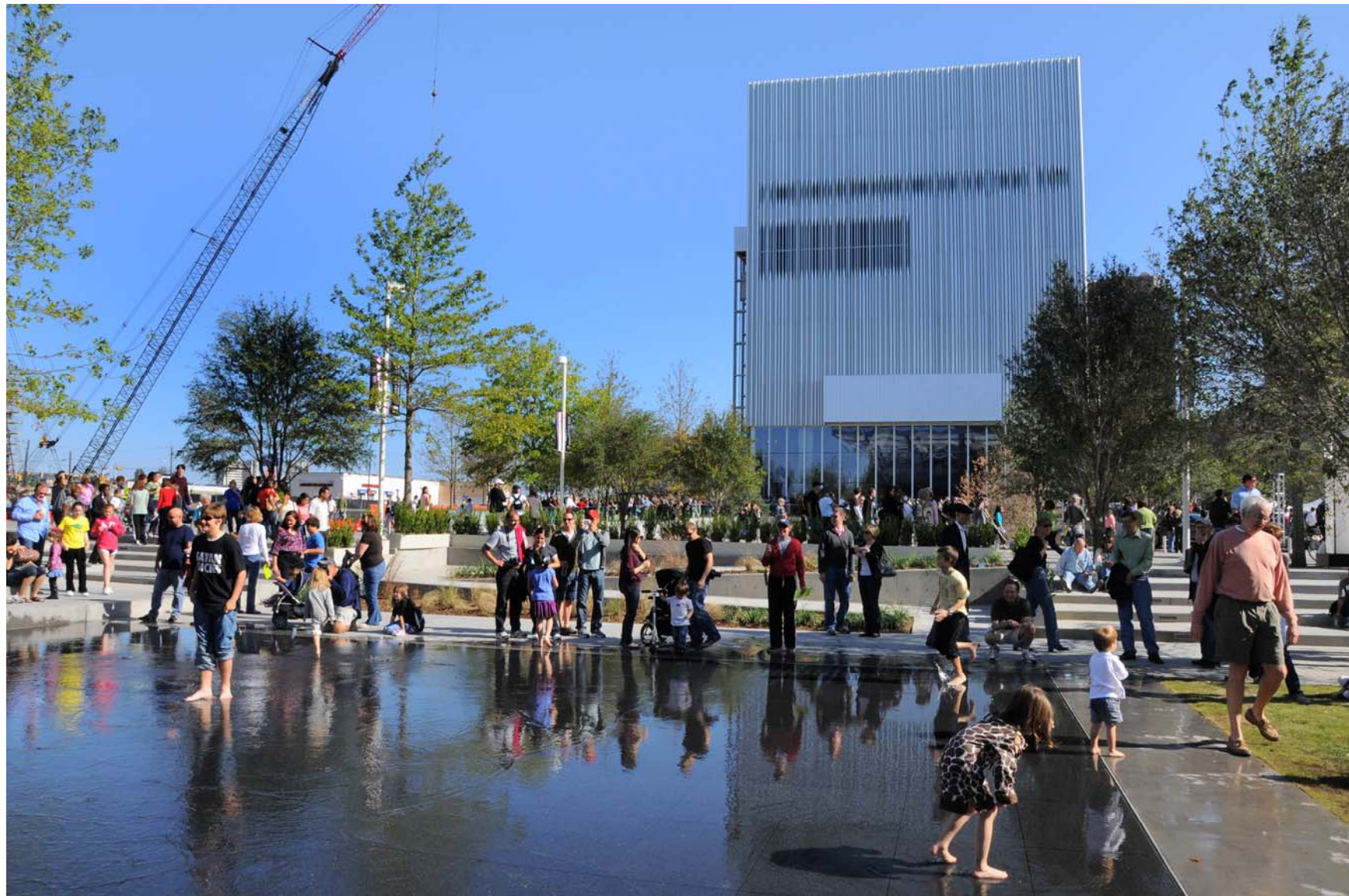
- The Dallas Morning News, October 19

Free tours





Spotlight Sunday



Free Architecture Forums



David Sanborn



The gorgeous weather cooperated with various artistic enterprises at the giant civic open house...There must have been tens of thousands of people spilling in and out of all the Arts District's venues. It was a carnival atmosphere...





30+ Community performances



Nestor Torres



45,000+ visitors





Even better...it was a great manifestation of democracy in action...Kids frolicked in the little water element in front of the Winspear...At Booker T, students performed for friends and families...The DSO gave a brilliant and moving interpretation of Beethoven's Ninth...

Fun for all



The First 90 Days

Key facts to date

- 90 Days of Operation
- 212 Events
- 119 Ticketed Events
- 93 Non-Ticketed Events (meetings, dinners, etc.)
- 21 Major tours hosted



As of January 17, 2010

Key facts to date

- **93,000+** patrons
- **800** Volunteers
- **150** Media Personnel
- **71%** of total ticket buyers were **NEW BUYERS**
- **120** Buses dropping students at the Center



As of January 17, 2010

Key facts to date

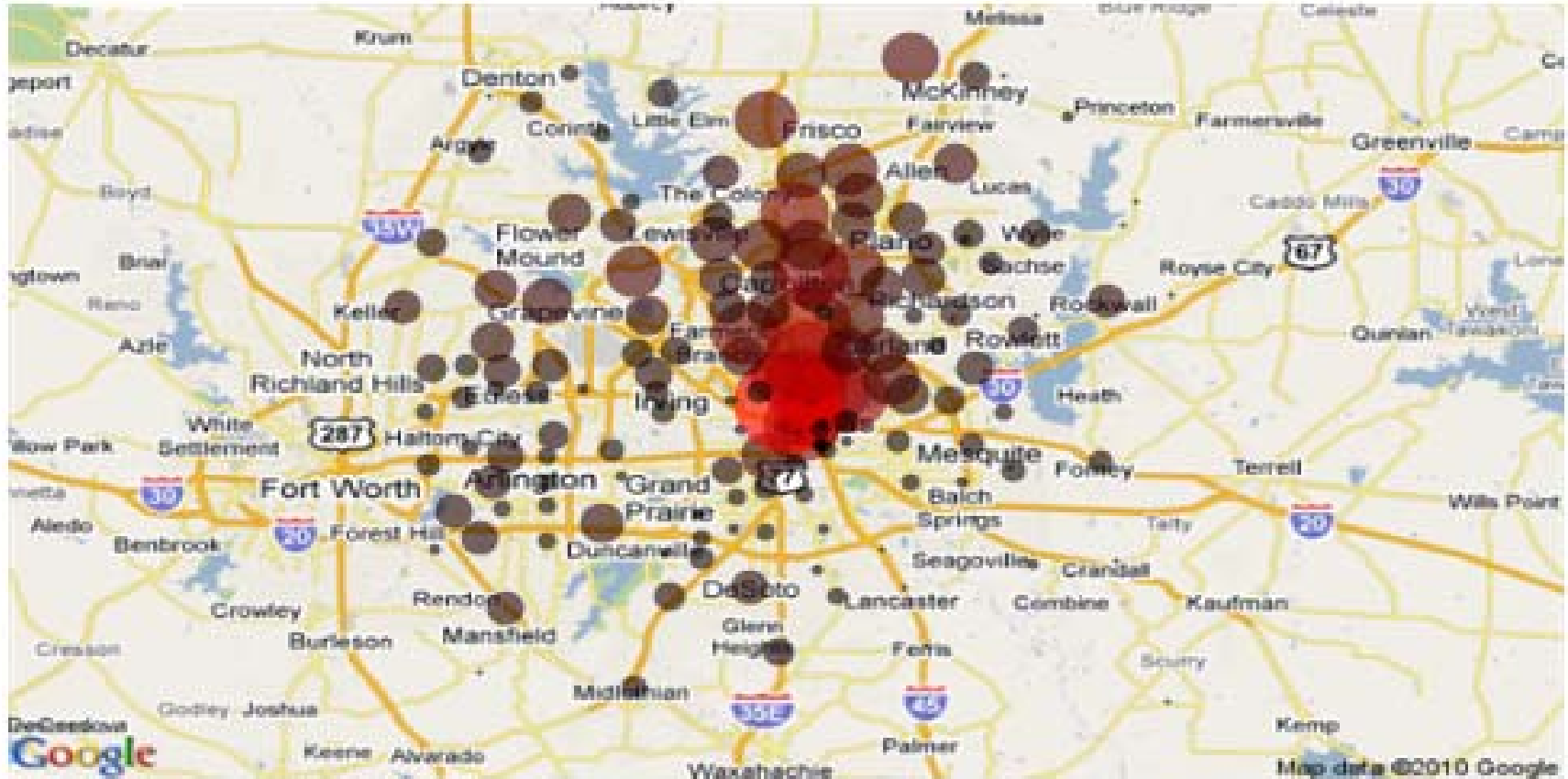
Sales Represented by:

- **1,657 Zip Codes**
- **887 Cities**
- **Every State**

Traveling from as far away as:

- **Fairbanks, AK**
- **Honolulu, HI**
- **Calgary, AB**
- **Middlesex, London**
- **Blaxland, Australia**

Key facts to date



As of January 17, 2010

Variety of performances

- **Shakespeare:** Otello and Midsummer Night's Dream
- **Portuguese Blues:** Mariza
- **Tchaikovsky:** the Nutcracker
- **Hollywood:** Hilary Swank in lecture
- **Television:** Glory Days filming (a football-themed show)
- **Ultrasonic Rock Orchestra:** rock opera
- **Country:** Flatlanders

Variety of performances

- **Hip Hop:** Hip Hop Broadway
- **Bossa Nova:** Oscar Castro-Neves
- **World Affairs:** Dr. Condoleezza Rice
- **Jazz:** Al Jarreau and Ramsey Lewis; Manhattan Transfer
- **Modern Dance:** Complexions and Dallas Black Dance Theatre Winter Series
- **Classic Film:** Phillip Glass with Dracula
- **Broadway:** Billy Crystal in 700 Sundays; South Pacific and August: Osage County
- **Dickens:** A Christmas Carol

Impact on Quality of Life

Quality of Life Impact



- **Education**
- **Tourism**
- **Positive publicity for Dallas**
- **Local business**
- **Downtown image**
- **New community partnerships**

More to Come

Annette Strauss Artist Square



Scheduled to open in 2010



Annette Strauss Artist Square



City Performance Hall

Scheduled to open in 2011





Aerial view of the Dallas Arts District showing the AT&T Performing Arts Center's Dee and Charles Wyly Theatre (left) and Margot and Bill Winspear Opera House (right).
Photo by Iwan Baan.

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Mark Nerenhausen
President/CEO