

# Memorandum



CITY OF DALLAS

DATE December 29, 2010

TO **Honorable Mayor and Members of the City Council**

SUBJECT Asian American Cultural Center Master Plan Update

On Wednesday, January 5, 2011 you will be briefed on the Asian American Cultural Center Master Plan Update. The briefing material is attached for your review.

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

A handwritten signature in black ink, appearing to read 'F. Turner', with a long horizontal line extending to the right.

Forest E. Turner  
Assistant City Manager

## Attachment

c: Mary K. Suhm, City Manager  
Thomas P. Perkins, Jr., City Attorney  
Deborah Watkins, City Secretary  
Craig Kinton, City Auditor  
Judge 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 Officer  
Edward Scott, Director, Controller's Office  
Helena Stevens-Thompson, Assistant to the City Manager – Council Office  
Rick Galceran, P.E., Director, Public Works and Transportation

Asian American Cultural Center AACC

## Master Plan Update

Presented to Dallas City Council  
January 5, 2011



## Dallas Asian American Cultural Center – AACC

- Background
- Project Overview
- Public Participation
- Program of Requirements
- Financial Analysis
- Next Steps
- Appendix



## Guiding Statement

The Dallas Asian American Cultural Center Master Plan was developed with an underlying vision for a facility that will serve as a **regional arts center** offering a variety of arts programs that celebrate and promote all Asian cultures.

The Center will serve as a gathering place for North Texas' Asian communities to celebrate their artistic heritage and for the community at-large to learn and be inspired by the multiple artistic expressions of Asian and Asian-American cultures.

The Center will also serve as an integral component of the City of Dallas' cultural facilities infrastructure, joining other facilities such as the Latino Cultural Center and the South Dallas Cultural Center, providing performance and exhibition space for the benefit of the public.

## City of Dallas – Similar Cultural Facilities

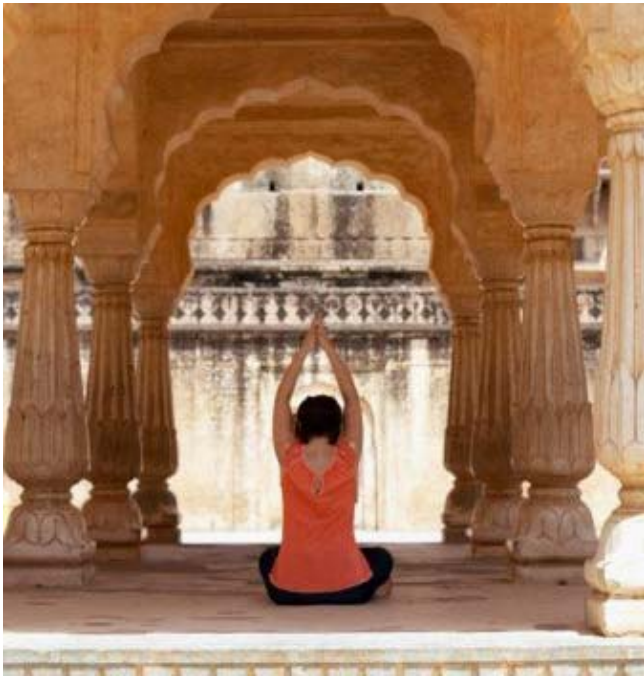


Latino Cultural Center



South Dallas Cultural Center

## 2006 Bond Program includes funding for development of an Asian-American Cultural Center Master Plan



Master plan has been prepared based upon analysis of public input and demographic data to determine

- Cultural needs
- Program of requirements
- Development and operating budgets

These elements are necessary to accommodate the programs and events envisioned for this cultural asset

## Demographics

About 300,000 people in the Metropolitan Statistical Area have Asian Pacific Islander (API) heritage; approximately 5% of the total population

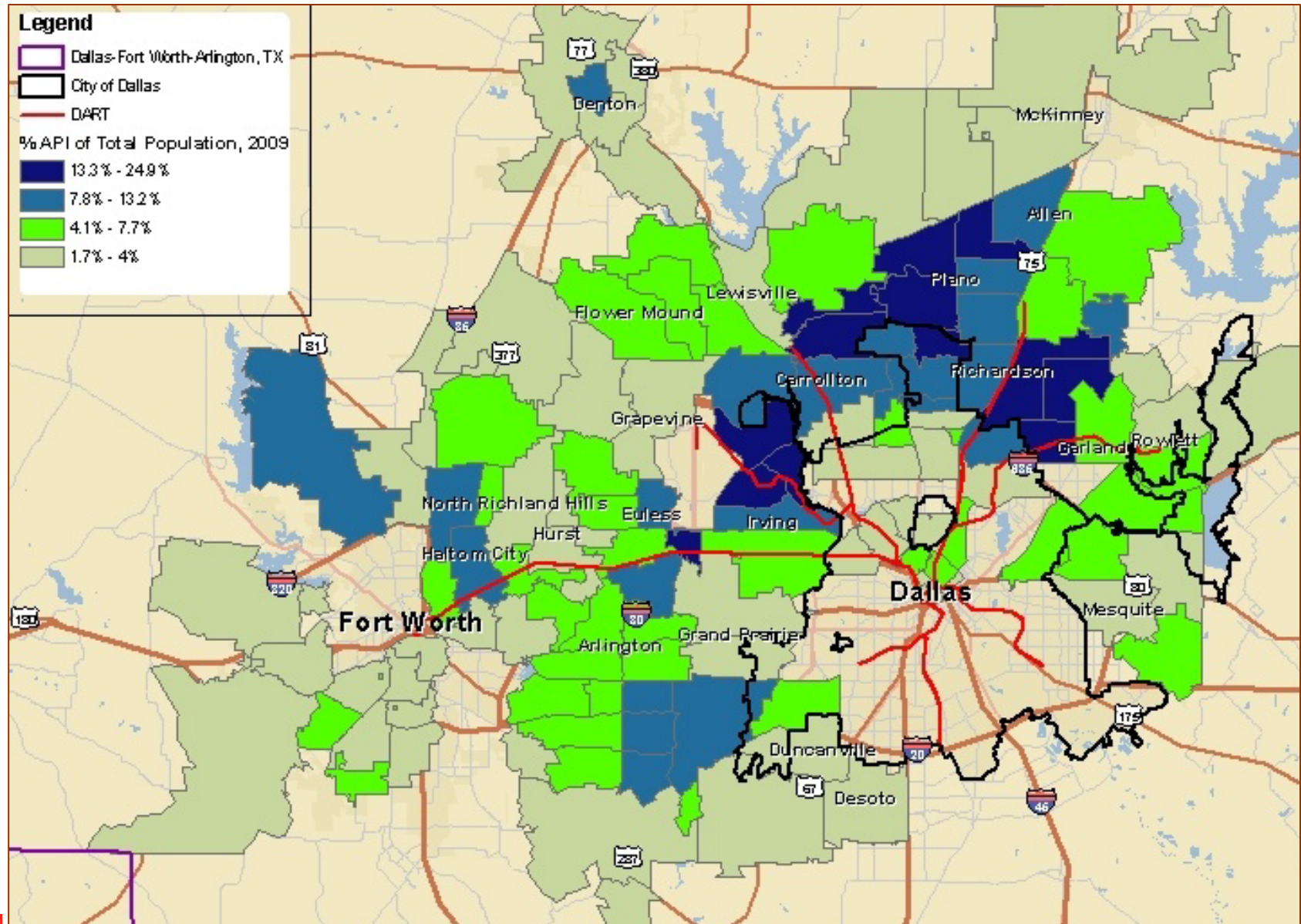
Over 30,000 people of API heritage live in the City of Dallas; about 3% of the total population

The API population has grown at more than a 7% rate over the past decade

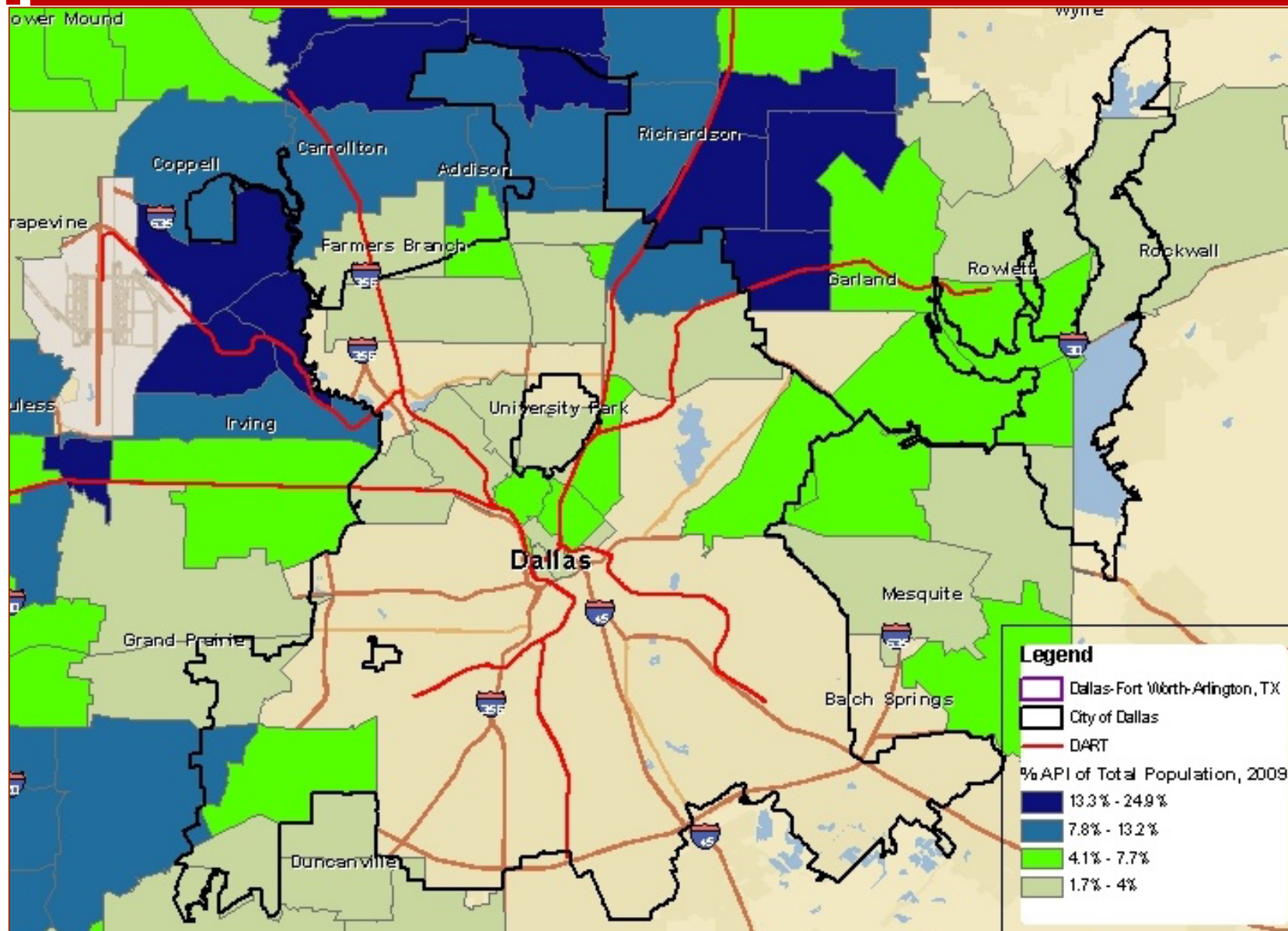




# Demographics – API Population Density, MSA, 2009







## Qualitative Analysis – Engagement



Meetings held May-Aug 2009

Steering Committee:

- Process and program review presentations

Town Hall Meetings:

- 3 held (44 attending)

Focus Groups

- 14 sessions (>100 attending)

Arts Advisory Group

- Process review presentations

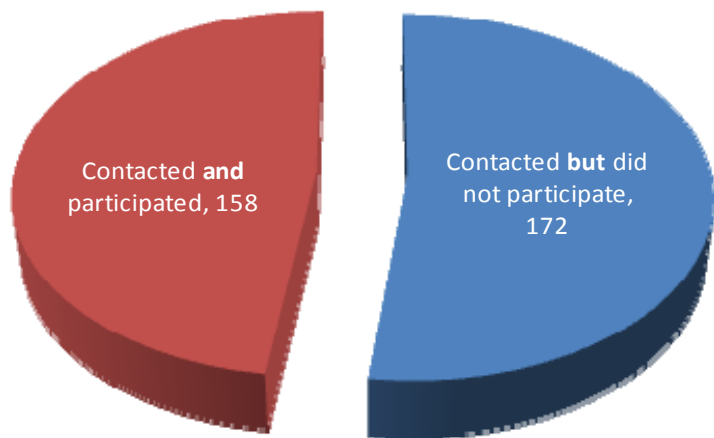
See Appendix for list of participants

## Quantitative Analysis – Participation

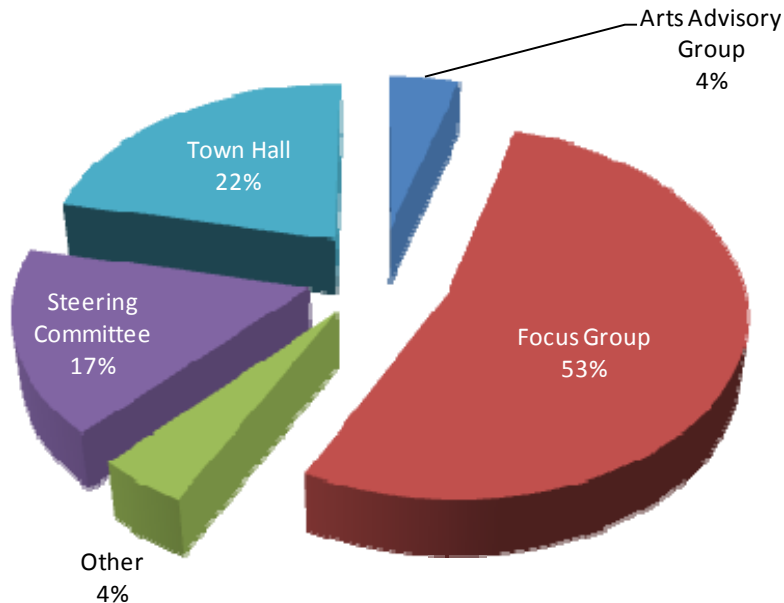
**158** Individual Participants

**290** Individual Attendances

### Participation



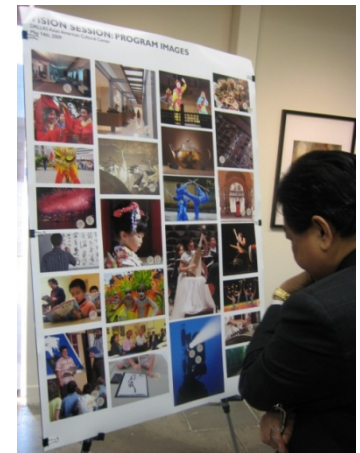
### Type of Participation



See Appendix for list of participants

## Results – Community Goals for the Center

- To promote an exchange / bridging of the cultures – Asian to American and American to Asian
- To facilitate interaction among the diverse Asian American population in North Texas, and better understanding of Asian cultures
- To create a place to showcase Asian American identity & image through performance and exhibits, learning and education
- To welcome both cultural elders and younger generations



## Results – Community Goals for the Center



- To provide flexibility for a variety of programs and events
- To create an affordable space for organizations
- To select a site in a central location that is easily accessible to the widest Asian-American population
- To allow for growth and reduce initial cost – consider a phased program



## Results – Utilization Priorities

- Events and activities that are organized, produced, and presented by the Center itself
- Programs and activities produced or presented by arts and culture organizations or artists in the Asian community, who rent the space
- Rental of space for earned income - producing cultural events





## Ultimate space requirements (full build-out) based on community input

<b>Space</b>	<b>Square Feet</b>
Theater for 500 in auditorium-style seating	7,700
Exhibit Area	4,000
Lobby / Cultural Events Area	5,500
Classrooms / Studios	3,900
Theater Support	3,100
Operations / Offices	1,100
Building Support	2,200
<b>Total Building Gross Area</b>	<b>44,000sf</b>

Total site area (including parking and open space) of approximately 9.7 Acres to be developed in phases, similar to the Latino Cultural Center

## Estimated Construction Budget

\$22 million -- for site development and the 44,000 gross square foot of building(s)

- Approximately \$500 per gross square foot
- Includes contractor's fees, general conditions, and bonds
- Includes a 15% contingency since building has not yet been designed
- Excludes land acquisition costs since a site has not been identified

## Estimated Operating Budget and Earned Income Projection

\$1 million – Annual operating budget (stabilized operating year)

\$250,000 – Reasonable annual earned income target

\$750,000 – Required annual contributed income

## City of Dallas – Cultural Facility Cost Sharing Policy

### Land Acquisition and Preparation:

- 75% maximum Public contribution
- 25% Private contribution

### Design and Construction:

- 60% maximum Public contribution
- 40% Private contribution



- **Community stakeholders form an organization to lead project development**

  - Develop a fundraising program

  - Build a management team

  - Select site



- **Funding, Operating, and Management Approaches**

  - City-owned and operated facility

  - City-owned facility operated through a management agreement with a 501(c)(3), not-for-profit community organization

  - Community-owned and operated facility

- **City share of funding for initial phase is considered in future bond program**

Asian American Cultural Center

AACC

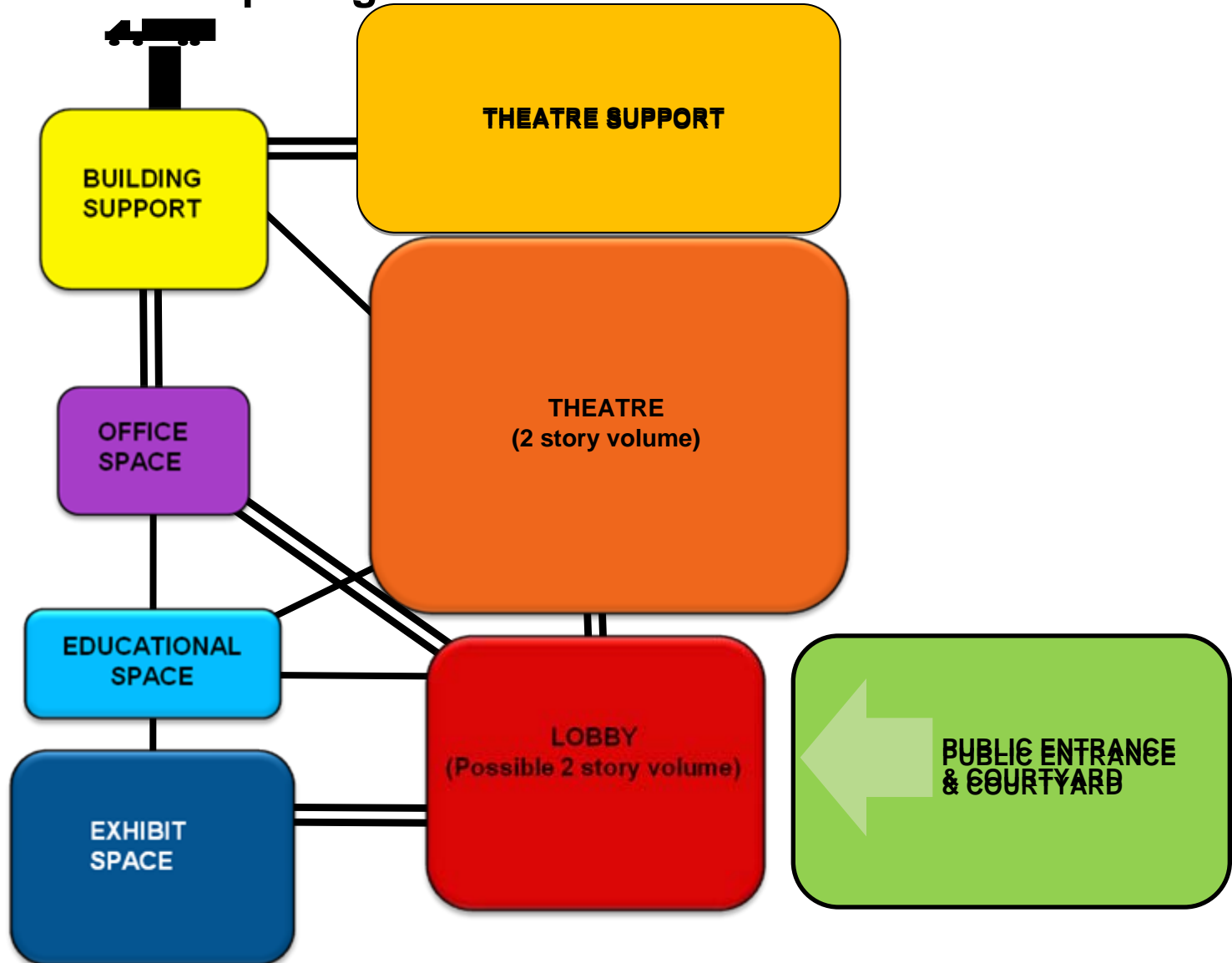
Master Plan Update

Appendix

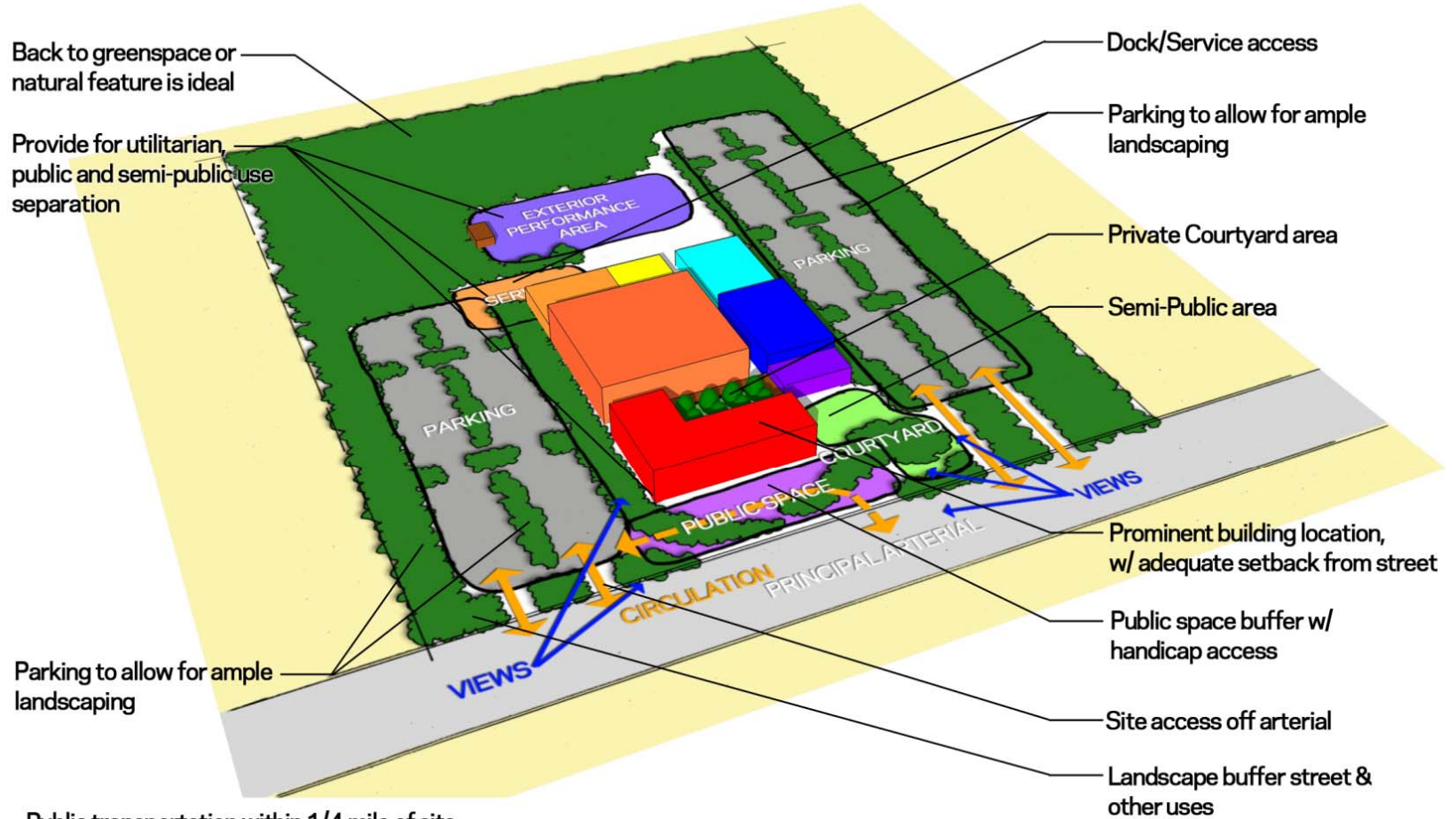




## Functional Relationship Diagram



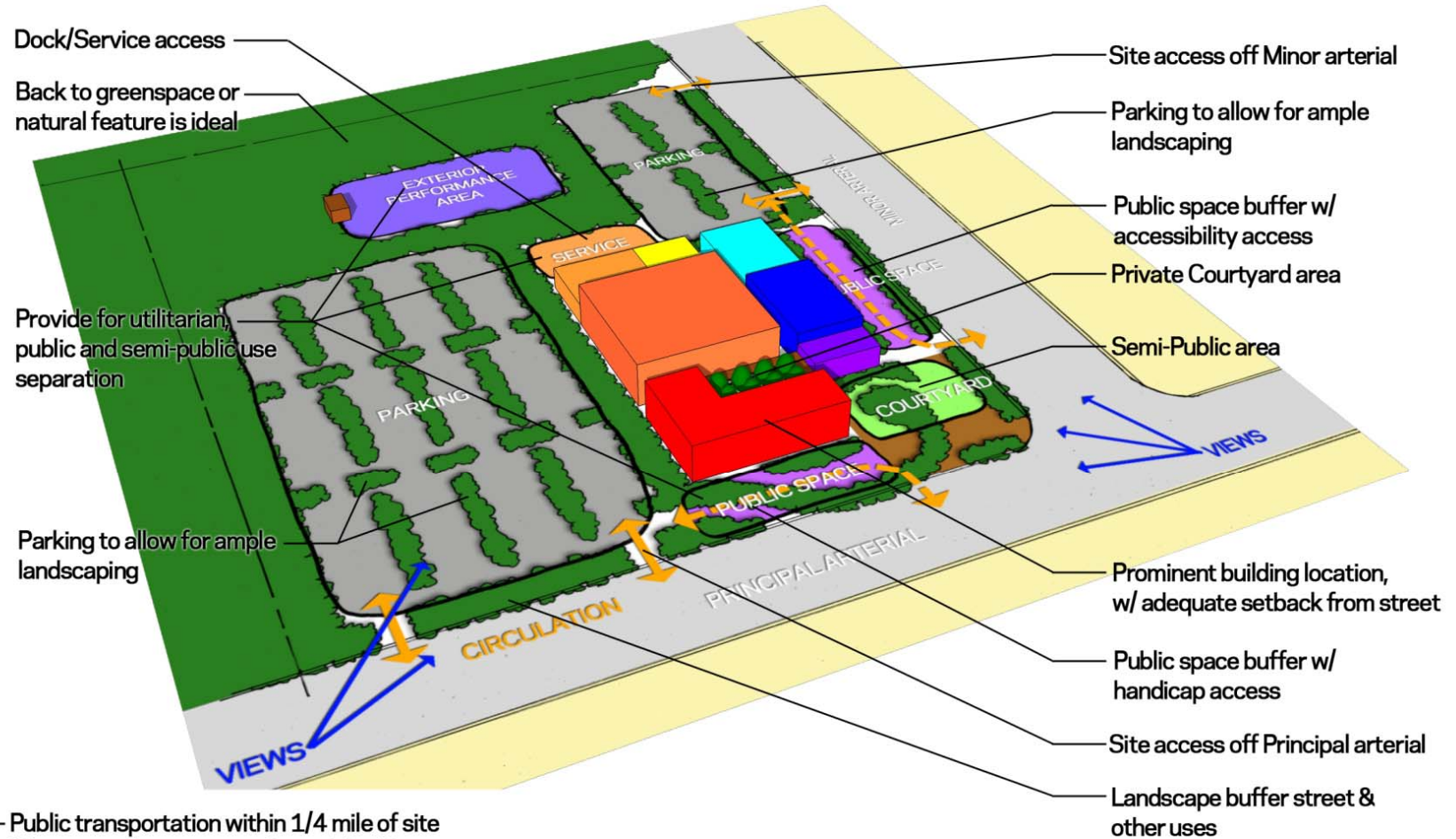
## Building Massing Example: Mid-block site



- Public transportation within 1/4 mile of site
- Maximize solar exposure through building orientation
- \*Site and Buildings are diagrammatic spatial representations only, not intended to show actual design.

## MID-BLOCK TREATMENT

## Building Massing Example: Corner Site



- Public transportation within 1/4 mile of site
- Maximize solar exposure through building orientation
- \*Site and Buildings are diagrammatic spatial representations only, not intended to show actual design.

## CORNER TREATMENT

# Dallas Asian American Cultural Center

## SUMMARY OF PUBLIC PARTICIPATION STRATEGIES

### Quantitative Analysis

Last Name	First Name	Participation	Affinity	Type of Participation	Affiliation
Alarakhia	Zahara	Yes	India	Steering Committee	Dallas Asian American Bar Assn
Alcordo	Chris & Mila	Yes	Philippines	Focus Group	
Almerdo	Sal	Yes	Philippines	Focus Group	
Amadar	Monalisa	Yes	Pan-Asian	Arts Advisory Group	Diwa Theater Co
Andrew	Keith	Yes	Unknown	Focus Group	
Balenquit	Lilian	Yes	Philippines	Focus Group	
Bashir	Samar	Yes	Pakistan	Steering Committee	Asian Contractors Assn
Bishop	Marevi	Yes	Philippines	Focus Group	
Canson	Josephine	Yes	Philippines	Focus Group	
Chae	JR	Yes	Korea	Focus Group	
Chang	Laura	Yes	Korea	Focus Group	
Chatterjee	Rahul	Yes	India	Focus Group	Bengali Assoc of DFW
Chaudhry	Rajesh	Yes	India	Focus Group	
Choe	Chong	Yes	Korea	Steering Committee	Korean American Coalition-DFW Chapter
Chou	John	Yes	China	Focus Group	
Choudhury	Mustak	Yes	India	Focus Group	
Chu	Wilson	Yes	China	Steering Committee	Haynes Boone
Cowart	Ron	Yes	Pan-Asian	Other	City of Dallas Crisis Intervention
Daum	Leslie	Yes	Unknown	Town Hall	
Daum	RJ	Yes	Unknown	Town Hall	
de la Rosa	Emelita D.	Yes	Philippines	Steering Committee	GDAACC Past Chair
Devarajan	Dr. Venkat	Yes	India	Arts Advisory Group	Indian Fine Arts Academy
Ding	Sheng Yao	Yes	China	Town Hall	US China Chamber
Dodge	Tisha	Yes	Japan	Focus Group	
Dress	Katherine Chang	Yes	China	Focus Group	
Dutia	Renee	Yes	India	Focus Group	
Flanigan	Polly	Yes	Thailand	Other	Buddhist Center of Dallas
Flanigan	Polly	Yes	Thailand/Laos	Steering Committee	Dallas Police Department
Floresca	Eddie	Yes	Philippines	Focus Group	
Floresca	Louie	Yes	Philippines	Focus Group	
Ford	Carrie	Yes	Pan-Asian	Arts Advisory Group	Crow Collection of Asian Art
Fulton	Suzy	Yes	Japan	Focus Group	Asian American Bar Assn
Gabrillo	Linda	Yes	Philippines	Focus Group	
Garcia	Daly	Yes	Philippines	Focus Group	
Garcia	Leo	Yes	Philippines	Focus Group	
Gautam	Prakash	Yes	Nepal	Focus Group	
Ghelani	Jitu	Yes	India	Town Hall	
Goel	Samir	Yes	Pan-Asian	Town Hall	Asian American City Employees Assn
Griffin	Shirley	Yes	Philippines	Focus Group	
Gu	David	Yes	China	Steering Committee	
Hammill	Leona	Yes	Unknown	Other	Dallas Asian American Bar Assn
Hanson	Caren	Yes	China	Focus Group	
Hoffand	Amy	Yes	Pan-Asian	Arts Advisory Group	Crow Collection of Asian Art
Hong	Dr. Sunhee	Yes	Korea	Steering Committee	DFW Asian American Citizens Council
Hsueh	Robert	Yes	China	Steering Committee	GDAACC Founding Chair
Huang	Kang	Yes	China	Focus Group	
Hui	Sinclair	Yes	China	Town Hall	
Hussain	Faiz	Yes	Bangladesh	Focus Group	
Hwang	Julie	Yes	China	Focus Group	Asian Film Foundation of Dallas (Film Festival) Greater Dallas Indo-American Chamber of Commerce
Iyer	Hari (Harry)	Yes	India	Town Hall	
Jabillo	Edwin	Yes	Philippines	Focus Group	
Jackson	Cory	Yes	Unknown	Town Hall	
Jacobs	Jarvis	Yes	Philippines	Focus Group	
Jain	Anant	Yes	India	Steering Committee	India Assn of NTX, TX Fed AA Chamb
Jeang	WeiWei	Yes	China	Other	

# Dallas Asian American Cultural Center

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Last Name	First Name	Participation	Affinity	Type of Participation	Affiliation
Johnson	Karen Gren	Yes	Japan	Steering Committee	
Joshi	Gouri Raj	Yes	Nepal	Focus Group	Nepalese Society Texas
Jumaoas	Gal	Yes	Pan-Asian	Steering Committee	GDAACC
Jung	Suzie	Yes	Korea	Focus Group	Greater Dallas Korean Chamber
Kallos	Kay	Yes	Unknown	Town Hall	
Kanbaydi	Yoshi	Yes	Japan	Town Hall	
Kao	Linda	Yes	China	Steering Committee	GDAACC Past Chair
Karmachanya	Sundar	Yes	Nepal	Town Hall	
Keowlay	Leck	Yes	Laos	Town Hall	
Kim	Eunice	Yes	Korea	Other	Dallas Asian American Bar Assn
Kim	Hoyoung	Yes	Korea	Other	GDAACC Staff
Kirpilani	Keerti	Yes	India	Focus Group	
Koduvathir	Boban	Yes	Unknown	Town Hall	
Ku	Charles	Yes	China	Town Hall	
Kwong	Kenny	Yes	Singapore	Focus Group	DFW Singapore Club Gardeners in Community Development
Lambert	Don & Tiah	Yes	Malaysia	Focus Group	
Lee	Alyssa	Yes	Philippines	Focus Group	
Lee	Hanhee	Yes	Korea	Steering Committee	
Lee	John	Yes	Philippines	Focus Group	
Lee	Michael	Yes	Korea	Steering Committee	Dallas Korean Chamber of Commerce
Lee	Steve	Yes	Unknown	Town Hall	
Lee	Johnny	Yes	China	Town Hall	Chinese Community Center
Leong	Steve	Yes	Malaysia	Focus Group	
Li	Fulchu	Yes	China	Town Hall	
Li	Jane	Yes	China	Town Hall	
Lin	Lani	Yes	Unknown	Town Hall	
Liu	Esau	Yes	China	Steering Committee	GDAACC Chair-elect
Lopez	Marnabelle	Yes	Philippines	Focus Group	
Lundston	Narisa	Yes	Philippines	Focus Group	
Macaraeg	Blessie	Yes	Philippines	Focus Group	
Macaraeg	Oscar	Yes	Philippines	Focus Group	Filipino-American Assn of NTX
MacDonald	Nina	Yes	Philippines	Focus Group	
Mago	A.K.	Yes	India	Focus Group	Greater Dallas Indo-American Chamber of Commerce Organization of Chinese Americans DFW
Mak	Lily	Yes	China	Focus Group	
Mallari	Elna M.	Yes	Philippines	Focus Group	
McCoy	Edith	Yes	Philippines	Focus Group	
McDermott	Grace	Yes	Pan-Asian	Town Hall	Asian American Community Alliance for the Arts
McFarland	Anna	Yes	Japan	Focus Group	Japan-America Society of DFW
Meek	David	Yes	Unknown	Town Hall	
Miao	Mei	Yes	China	Focus Group	
Mobin, Pres.	Hashmat	Yes	Bangladesh	Focus Group	Bangladesh Association of North Texas
Nguyen	Jennifer	Yes	Vietnam	Steering Committee	Saigon Mall
Ong	Perry	Yes	Philippines	Focus Group	
Padilla	Olive	Yes	Philippines	Focus Group	
Parcon	Merna	Yes	Philippines/Pacific Isl	Focus Group	Maharlika Dancers
Park	Charles	Yes	Korea	Focus Group	
Parker	Jennifer	Yes	Unknown	Town Hall	
Patel	Paresh	Yes	India	Focus Group	BAPS Charities
Patel	Purni	Yes	India	Focus Group	
Patro	Loknath	Yes	India	Town Hall	
Payne	Lynette	Yes	Japan	Focus Group	
Pich	Peter	Yes	Cambodia	Town Hall	Cambodian American Association of
Pita	Dr. David	Yes	Thailand	Focus Group	Thai Community Center of NTX
Quinagoran	Alma	Yes	Philippines	Focus Group	

# Dallas Asian American Cultural Center

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Last Name	First Name	Participation	Affinity	Type of Participation	Affiliation
Ramirez	Nap	Yes	Philippines	Focus Group	
Ramos	Preay	Yes	Philippines	Focus Group	
Rastogi	Devarati "Dev"	Yes	India	Steering Committee	
Rattana	Medd	Yes	Laos	Focus Group	Lao American Association of Dallas
Rivero	Dr. Angelina	Yes	Philippines	Focus Group	NTX Assn of Philippine Physicians
Rivero	Manuel	Yes	Philippines	Focus Group	NTX Assn of Philippine Physicians
Santiago	Edgar	Yes	Philippines	Focus Group	
Scabes	Narvas	Yes	Unknown	Town Hall	
Sebastian	P. Thomas	Yes	India	Town Hall	
Sengsay	Charlene	Yes	Vietnam	Focus Group	State Farm Insurance (AsiaNET ERG)
Shah	Jay	Yes	India	Town Hall	
Sharma	Raj	Yes	India	Focus Group	Greater Dallas Indo-American Chamber of Commerce
Shinoda	Phillip	Yes	Japan	Steering Committee	
Simon	Jacob	Yes	Unknown	Town Hall	
Smith	Carol	Yes	Philippines	Focus Group	
Song	Tailim	Yes	Korea	Steering Committee	City of Dallas CAC
Sury	Thiagarajan	Yes	India	Town Hall	India Assn of NTX
Syed	Akram	Yes	India	Town Hall	India Assn of NTX, past chair
Syed	Sanober	Yes	India	Focus Group	
Tan	Albert	Yes	China	Arts Advisory Group	Haynes Boone
Thai	Paul	Yes	Cambodia	Steering Committee	GDAACC Board
Thai	Thien X	Yes	Vietnam	Steering Committee	GDAACC
Thankappan	Haridas	Yes	India	Town Hall	
Tipay	Dr. Leo	Yes	Philippines	Focus Group	
Toor	Irfan	Yes	Pakistan	Focus Group	
Tran	Tung	Yes	India	Arts Advisory Group	Diwa Theater Co
Tsai	Margaret	Yes	China	Focus Group	
Tsao	William	Yes	China	Town Hall	Taiwanese Chamber of Commerce of DFW
Venkataraman	Kumar	Yes	India	Arts Advisory Group	SMU Cox
Wang	Meilan	Yes	China	Focus Group	Marco Polo World Foundation
White	Lely	Yes	Indonesia	Focus Group	Indonesian Community Assn
Wong	George	Yes	China	Focus Group	Applied Data Resources Inc
Wu	Esther	Yes	China	Steering Committee	Crow Collection
Wu	Shirley	Yes	China	Focus Group	
Xin	Derek	Yes	China	Town Hall	US China Chamber
Yadao	Zayda	Yes	Philippines	Focus Group	Philippine Community Center
Yang	Sam	Yes	China	Steering Committee	City of Dallas CAC
Yiu	Henry	Yes	China	Focus Group	
Yoo	Tina	Yes	Korea	Focus Group	
Youngblood	Susan	Yes	Philippines	Focus Group	
Zhao	Peng	Yes	China	Focus Group	
Zo	Jay	Yes	Korea	Arts Advisory Group	Dallas Korean Cultural Foundation