

February 15, 2008

Honorable Mayor and Members of City Council
City of Dallas
1500 Marilla Street
Dallas, TX 75201

Dear Mayor and Members of City Council:

On behalf of the Cultural Affairs Commission, I thank you for the opportunity to serve the City of Dallas through service on the Cultural Affairs Commission.

The City of Dallas has a vibrant and diverse cultural community that provides over 50,000 cultural programs and events on an annual basis. Attendance to cultural events during the FY 2006/2007 fiscal year exceeded 5.3 million—evidence of the quality of the programs offered and the interest of our citizens in cultural programs.

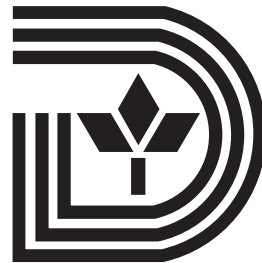
Pursuant to Sec. 8-1-1 of the City Code, enclosed please find a report of the Commission's activities for the October 1, 2006 through September 30, 2007 fiscal year. If you have any questions, please do not hesitate to contact me at (469) 556-3000.

Again, on behalf of all the members of the Cultural Affairs Commission, I thank you for the trust that you placed in us when appointing us to serve on the Commission.

Sincerely,

Judy Pollock
Cultural Affairs Commission Chair

C: Mary K. Suhm, City Manager
David O. Brown, Interim Assistant City Manager
Deborah Watkins, City Secretary
Cultural Affairs Commission Members
María Muñoz-Blanco, Director of Cultural Affairs



**City of Dallas
Cultural Affairs Commission**

**FY2006/2007 Annual Report
(October 1, 2006 – September 30, 2007)**

Cultural Affairs Commission FY2006/2007 Annual Report

Table of Contents

Vision, Mission & Guiding Principles	2
Objectives, Programs & Indicators	4
FY2006/07 Summary of Accomplishments	6
FY2006/2007 Work Program.....	8
FY2006/2007 Summary of Board Recommendations.....	9
FT2006/2007 Commission Members	10

Vision, Mission & Guiding Principles

VISION STATEMENT

Arts, Culture and the Humanities are essential to vital, healthy urban communities; we recognize that Dallas is home to people from throughout the world whose gifts of art, culture and customs are rich resources to be shared; we acknowledge that arts reflect the character of a city and its inhabitants, and that experiencing arts and culture is nourishing and life affirming; therefore, the mission of the City of Dallas through the Office of Cultural Affairs is as follows:

MISSION STATEMENT

To establish a cultural system that ensures that ALL Dallas citizens and visitors have an opportunity to experience the finest in arts and culture.

GUIDING PRINCIPLES

- Recognizing, honoring, preserving and celebrating the City's rich cultural heritage.
- Providing access to artistic and cultural activities for citizens who might otherwise not be able to participate.
- Advocating for capital and operating resources for arts and cultural organizations, programs and artists that serve the community.
- Delivering services and programs that address the needs of individuals as well as neighborhoods and communities.
- Giving priority to programs that dissolve boundaries, promote better human relationships, build a sense of community, reduce conflict, encourage cooperation and/or promote harmony.
- Devoting special attention to the development and education of children, and their families, as both arts patrons and artists.
- Encouraging and rewarding collaborations, communication and community building between and among arts groups, educational institutions, civic organizations, public agencies and private enterprise.
- Protecting and allowing creative expression, with the attendant risks of artistic failure, to freely flourish at all times in a democratic society.
- Establishing a long-range plan that addresses and funds capital needs of city-owned and/or operated facilities, and periodically reviewing/revising the plan.
- Appointing citizens to the Cultural Affairs Commission who are committed to the arts, culture and the humanities, and who are representative of the community, to develop and oversee the policies necessary to meet the City's mission.
- Overseeing an Office of Cultural Affairs that develops, implements, administers and promotes programs or initiatives that support this mission, and that reflect the City's core values of integrity, leadership, innovation, commitment, sensitivity and teamwork.

- Providing the funds and other resources sufficient to ensure the accomplishment of this mission, including efforts that strengthen arts and cultural organizations.
- Calling upon citizens or citizen groups to advise the council, the Cultural Affairs Commission, the City, and Office of Cultural Affairs in the refinement of the mission and in the execution of its policies and programs.
- Ensuring excellence by providing capital and operating resources for the Arts that are equal to or better than those provided by other leading cities in the Nation.
- Integrating the Arts into the City's Cultural Tourism and Economic Development efforts.
- Recognizing and rewarding arts and cultural organizations that demonstrate a high commitment to the mission.

The Vision, Mission and Guiding Principles are adopted in the *City of Dallas Cultural Policy* (adopted by City Council November 2002).

Objectives, Programs and Indicators

OBJECTIVES

The Cultural Affairs Commission is an advisory body to the City Council in accordance to Section 8-26 of the Dallas City Code.

The Commission has 18 members appointed by the Mayor and Council and is composed of citizens who share a common interest in the development of the cultural system for the Dallas community. During FY2006/2007, the Commission was chaired by Laura Estrada, with Chris Wells serving as vice chair thru 11/01/2006, and Gail Sachson beginning her service as vice chair on 12/04/2006.. The Commission is actively engaged in the implementation of the City's Cultural Policy to ensure that citizens and visitors to Dallas have access to a broad and diverse array of arts and cultural programs.

The main objectives of the Commission's work are as follows:

- Make recommendations regarding the establishment and implementation of cultural policies for the City of Dallas
- Make recommendations concerning the expenditure of city funds on cultural programs, facilities and organizations
- Make recommendations to create opportunities for all citizens of the city to have access to the arts and the means of cultural expression
- Serve as an ex-officio non-voting liaison in the governing boards of the institutions funded through the Cultural Organizations Program.

The Commission works with the City of Dallas Office of Cultural Affairs, a city department, in the implementation of the Cultural Policy and its programs.

PROGRAMS

The Cultural Affairs Commission and the Office of Cultural Affairs oversee the following program areas:

- **Cultural Services Contracts:** The City contracts for services with Dallas nonprofit cultural organizations and individual artists to support a wide variety of arts and cultural programs, including concerts, plays, exhibitions, lectures, workshops and festivals. Cultural Services are procured through four main categories: Cultural Organizations Program, Cultural Projects Program, Cultural Tourism Initiative, and Neighborhood Touring Program. A technical assistance and facility subsidy category, called LEAP, is also offered.
- **Cultural Centers and Facilities:** The City operates five cultural centers that provide professional quality space for the performance and presentation of arts and cultural events. These facilities include the Bath House Cultural Center, Ice House Cultural Center, Latino Cultural Center, Meyerson Symphony Center and South Dallas Cultural Center (closed for renovation during the fiscal year but offering programs in satellite locations). Additionally, the Office of Cultural Affairs manages nine long-term use and management agreements with nonprofit cultural organizations for the operations and programming of city-owned cultural facilities, including the African American Museum; Dallas Heritage Village at Old City Park; Dallas Historical Society (Hall of State); Dallas Theater Center (Kalita Humphreys Theater); Dallas Museum of Art; DSM Management Group (Fair Park Music Hall and Majestic Theater);

Museum of Nature & Science (includes both the Museum of Natural History and Science Place), Sammons Center for the Arts; and the Women’s Museum.

- **Public Art Program:** The City’s Public Art Program, established by City Council in 1988, commissions site-specific public artworks for city facilities using a percentage of City Bond funds allocated for capital improvement projects (0.75% for street, storm drainage, utility or sidewalk improvements and 1.5% for all other capital improvements, with certain exemptions specified by Ordinance).

- **Other:** The Office of Cultural Affairs provides oversight for WRR Radio, a city-owned commercial radio station that broadcasts classical music 24/7 to the DFW region. OCA also oversees the City’s Cable Systems operation, managing the Public, Education and Government access channels. The Public channels are operated by iMedia Network, a nonprofit corporation under contract to the City. The Education channels are operated through partnership with the Dallas Independent School District, Richardson Independent School District, and Dallas Community College. OCA working in collaboration with the Public Information Office and Communication & Information Services Department operates the Municipal Channel, which broadcasts City Council meetings and community bulletin boards.

INDICATORS

The success of the efforts of the Cultural Affairs Commission is demonstrated by the following indicators:

▪ Number of people served	5,367,209
▪ Number of youth served	2,126,742
▪ Number of arts and cultural events held in Dallas during the year	52,472
▪ Private sector funds leveraged by city investment	\$67,070,054
▪ Number of public art projects completed	9
▪ Number of public art conservation projects completed	41
▪ Percentage of Commission meetings with quorum	100%
▪ Average attendance to Cultural Commission Meeting	92%

FY2006/2007 Summary of Accomplishments

Cultural Affairs Commission Meetings

The Cultural Affairs Commission held monthly regular meetings throughout the fiscal year. Eight scheduled meetings took place, with quorums at all meetings.

The Commission has three working committees: Administration & Finance Committee; Long Range Planning Committee; and Public Art Committee. Committees met as needed to conduct business through the year. Committee chairs serving during FY2006/2007 were Matt Jansha (Administration & Finance); Diana Marquis (Long Range Planning); and Roslyn Fitch (Public Art).

Cultural Affairs Commission Community Involvement

Each commissioner served as liaison with three cultural organizations, attending board meetings and performances or events presented by those organizations.

Cultural Affairs Commission Chair Laura Estrada represented the Commission on the Development Committee of Arts Magnet Campaign for the Booker T. Washington School for the Visual & Performing Arts; the President's Advisory Council of the Dallas Center for the Performing Arts Foundation; and the Steering Committee of the Dallas Arts Learning Initiative.

Cultural Services Contracts

The Cultural Affairs Commission monitored eight peer review panels convened to review and rate applications for the Cultural Organizations Program. Commissioners served as chair / co-chair non-voting facilitators of these panels. Commissioners also monitored the Cultural Projects Program and Neighborhood Touring Program panels.

The Commission's funding recommendations for FY2006/2007 included \$4,296,303 to 45 organizations in the Cultural Organizations Program; \$315,700 to 64 organizations in the Cultural Projects Program; \$274,315 to support performances, workshops and other community events with 75 artists / arts groups through the Neighborhood Touring Program; \$43,250 to 5 organizations to support technical assistance; and \$200,500 to 15 organizations in the Cultural Tourism Initiative.

The Commission began to review the Cultural Policy during the FY2006/07 period. Activities completed include a stakeholder survey and meetings with cultural organizations to solicit their comments on policy issues relevant to the review. The Commission did not finalize recommendations on changes to the Cultural Policy.

Cultural Centers and Facilities

The Cultural Centers served over 394,105 people through the presentation of over 4,400 cultural programs. Commissioners supported the work of the Cultural Centers by attending events and attending local advisory boards meetings.

Public Art Program

The Commission's Public Art Committee met monthly through the fiscal year, recommending artists for projects at the Bath House Cultural Center; Dallas Black Dance Theater; Fire Stations #33, #39 and #42; Main Street Garden Park; Homeless Assistance Center, Dallas Animal Shelter; Uptown State Thomas/Maple Routh Streetscape; and Forest Green Branch Library. These

recommendations were unanimously endorsed by the full Commission. Six artist contracts were presented for City Council approval during the fiscal year (detailed on page 9).

Partnerships

The Commission continued its partnership with the Dallas Convention & Visitors Bureau for the 4th annual CityArts Festival, held in June 2007 in the Dallas Arts District.

Other

The Cultural Affairs Commission supported the work of the Office of Cultural Affairs staff in the adoption of the new Budgeting for Outcomes process.

The Cultural Affairs Commission supported the Office of Cultural Affairs joining with the Stanford Group Company to create the Stanford Financial Excellence in the Arts Award in Dallas. Stanford will invest \$50,000 in the initiative that will provide unrestricted grants to three arts organizations that show sound fiscal management. Grants in the total amount of \$45,000 are awarded to three organizations (\$10,000-small; \$15,000-medium; and \$20,000-large) based on the size of their budget.

FY2007/2008 Work Program

The Cultural Affairs Commission will continue its work supporting the development of a vibrant cultural system that provides opportunities for citizens and visitors to enjoy high quality arts and cultural programs in the Dallas Arts District, Fair Park and community locations throughout the City. The Commission's work program for FY2007/2008 includes the following key areas:

- **Cultural Policy Review:** The Cultural Affairs Commission, working through its Long Range Planning, Public Art, and Administration & Finance Committees, will continue the review of the Cultural Policy.
- **Cultural Services Contracts:** No changes anticipated in the Commission's work in the Cultural Services Contracts for FY2007/2008. The Commission will continue to be involved in the monitoring of peer review panels and making recommendations to Council regarding funding for cultural contracts.
- **Cultural Centers and Cultural Facilities:** The Commission will assist the Office of Cultural Affairs in the implementation of the 2006 Bond Program, participating in community meetings for the design of the City Performance Hall.
- **Public Art Program:** The Commission will continue its oversight of ongoing projects in the Public Art Program. The Commission will work with City Staff to develop a plan for upcoming projects funded through the 2006 Bond Program.

FY2006/2007 Summary of Board Recommendations

During the fiscal year, the Cultural Affairs Commission made the following recommendations on cultural funding and cultural policy to City Council:

Cultural Contracts

The Cultural Affairs Commission recommended \$4,296,303 in contract awards for FY2006-2007 through the Cultural Organizations Program. City Council adopted the Cultural Organizations Program recommendations on October 25, 2006 (06-2975). The Commission's funding recommendations for FY2006/2007 also included \$315,700 to 64 organizations in the Cultural Projects Program; \$274,315 to support performances, workshops and other community events with 75 artists / arts groups through the Neighborhood Touring Program; \$43,250 to 5 organizations to support technical assistance; and \$200,500 to 15 organizations in the Cultural Tourism Initiative.

Cultural Facilities Naming Policy

The Cultural Affairs Commission considered one application for the naming of an existing cultural facility under the Cultural Facilities Naming Policy approved by City Council on April 26, 2006. The application was submitted by The Coalition for the Concerned Citizens for the Arts, through the Artist & Elaine Thornton Foundation for the Arts, Inc. The Commission's review of the application, consistent with the Naming Policy, included one public meeting to gather community feedback on the proposal.

The Commission's recommendation to City Council was to **(1)** maintain South Dallas Cultural Center as the official name of the cultural center located at 3400 South Fitzhugh; **(2)** deny the petition to rename the cultural center as the Arthello Beck, Jr. Cultural Arts Center; and **(3)** name a gallery located in the cultural center as the Arthello Beck, Jr. Gallery. City Council approved a resolution adopting the Commission's recommendation on June 13, 2007 (07-1752).

Public Art

The Cultural Affairs Commission recommended the following contracts for City Council approval during this fiscal year:

- Contract with John Chipman Christensen to fabricate and install a site-specific artwork in the median in front of the Bath House Cultural Center (\$80,000; approved by City Council on March 28, 2007; 07-0956)
- Contract with Gordon Huether + Partners, Inc. to fabricate a site-specific artwork for the facade of the Homeless Assistance Center (\$155,000; approved by City Council on March 28, 2007, 07-0957)
- Contract with Graphic Content, Inc. for the design and fabrication of a site-specific artwork for the new Fire Station No. 33 (\$38,488; approved by City Council on April 25, 2007; 07-1343)
- Contract with Meridian Energy Systems, Inc. for the fabrication and installation of a site-specific public artwork for the new Dallas Animal Shelter (\$123,000; authorized by City Council on April 25, 2007; 07-1344)
- Contract with Montage 48/61 for the fabrication and installation of a site-specific artwork for the Forest Green Branch Library located at 9015 Forest Lane (\$48,000; approved by City Council on May 23, 2007, 07-1525)

- Contract with Bruce Taylor for the fabrication and installation of a site-specific artwork for the new Fire Station No. 42 (\$31,784; approved by City Council on August 22, 2007)

FY2006/2007 Cultural Affairs Commission Membership

Place 1

Fernando Dubove (appointed 1/06/2006)

Place 2

Phillip Collins (appointed 10/12/2005)

Place 3

Diana Marquis (reappointed 1/18/2006)
Long Range Planning Chair

Place 4

Patricia Mays (reappointed 9/21/2005)

Place 5

Alberta Blair-Williams (appointed 9/21/2005)

Place 6

Daniel Hernández (appointed 10/26/2005)

Place 7

Kathryn Mitchell (reappointed 11/16/2005)

Place 8

Gail Terrell (reappointed 12/5/2005)

Place 9

Jennifer Posner (appointed 2/07/2007)

Place 10

Chris Wells (resigned 11/1/06)
Tom Nowak (appointed 6/6/2007)

Place 11

Leslie Parker (resigned 5/18/2007)

Place 12

Sam Yang (appointed 10/26/2005)

Place 13

Matt C. Jansha (reappointed 1/18/2006)
Administration & Finance Chair

Place 14

Carol B. Davis (appointed 8/23/2006)

Place 15

Laura Estrada (reappointed 10/12/2005)
Chair

Place 16

Roslyn Fitch (reappointed 10/19/2005)
Public Art Committee Chair

Place 17

Ambrosio Villarreal (appointed 1/18/2006)

Place 18

Gail Sachson (reappointed 10/12/2005)
Vice-Chair

Cultural Affairs Commission
c/o Office of Cultural Affairs
1925 Elm Street, 5th Floor
Dallas, TX 75201
(214) 670-3687
www.dallasculture.org



City of Dallas

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