

City of Dallas

Asian American Cultural Center **AACC**

Master Plan Study

Arts Advisory Group Meeting

Work Session

July 09, 2009

Agenda

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- Introductions & Project Overview
- Program Exercise
- Wrap up and Questions & Answers



Bath House Cultural Center

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- Built in 1930 as a bath house at White Rock Lake
- Reopened in 1989 as cultural center
- 120-seat black box theater
- Two art gallery spaces
- A photography darkroom
- Multiple mixed-use spaces, including park and patio



Bath House Cultural Center
512 East Lawther Drive
Dallas, Texas 75218



Bath House Cultural Center

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- Festival of Independent Theatres (FIT)
- Premiere alternative theater space, including One Thirty Productions
- Music festivals
- Galleries showcase local and national artists
- Art workshops, craft sales, and classes
- Summer camps



Ice House Cultural Center

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Ice House Cultural Center
1004 West Page Avenue
Dallas, Texas 75208



- Oak Cliff community
- Smaller in physical size
- Dance studio
- Art gallery
- Classroom space
- IHCC community partners include Arte Oak Cliff, Alegre Ballet Folklorico, Cara Mia Theatre Company, Casa Guanajuato, The Dallas Museum of Art, and The Herculano and Elida Hernandez Foundation

Ice House Cultural Center

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- Art exhibition gallery
- Dance lessons
- Guitar lessons
- Arts and crafts classes
- Cultural festivals
 - May 5, September 16, Dia de los Muertos
- Theater workshops

Latino Cultural Center

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Latino Cultural Center
2600 Live Oak at Good Latimer
Dallas, Texas 75204



- Dedicated in September 2003
- Ricardo Legorreta, architect
- 304-seat performance hall
- Art gallery
- Multipurpose room
- Outdoor plaza
- 300 events per year

Latino Cultural Center

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- Target Second Saturdays
- Art exhibitions
- Cultural festivals
 - May 5, September 16, Las Posadas
- Dance, music, and theater performance
- Summer art, theater camps
- Film screenings
- Classes and programs

South Dallas Culture Center

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- Funded through 1982 bond program
- 24,000 square feet
- Just outside Fair Park grounds
- 100-seat black box theater
- Art gallery
- Recording studio
- Dance studio
- Classroom spaces



South Dallas Cultural Center
3400 S. Fitzhugh
Dallas, Texas 75210



South Dallas Culture Center

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- Wide variety of free youth summer camps
- Weekend classes in arts, culture, crafts
- Art exhibitions
- Poetry jams and jazz music festivals
- Film screenings
- Dance, theater, and visual arts programs and classes



Project Background

- **May 2006:** Dallas voters approve 2006 Bond Program that included \$350,000 for an Asian Cultural Center Master Plan Study
- **May 2007:** City of Dallas issued RFP for planning consultants
- **December 2008:** HOK selected as prime consultant for the project through public procurement process
- **April 2009:** Steering Committee convened

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Scope of the Project

- May through October 2009: Preparation of a master plan study for an Asian American Cultural Center
 - Coordination of community input
 - Analysis and recommendation of potential site locations
 - Preparation of cost estimates for construction phases of the project

Study completion expected by October 2009

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Geographic Focus

- South Asia
 - East Asia
 - Southeast Asia
 - Not Middle East or Russia
-
- Potential for this cultural center to be a regional asset for Dallas / North Texas

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Team Members

- City of Dallas
 - Public Works & Transportation Department
 - Office of Cultural Affairs

- Planning Team
 - HOK
 - Sustainable Places, Sustainable Organizations
 - ERA
 - Macafee

- Community
 - Steering Committee
 - Community Work Session participants (Focus Groups)
 - Town Hall meeting participants

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Community Participation

- Three levels of community participation / guidance to the project
 - Level I: Steering Committee
 - Level II: Community Work Sessions / Focus Groups
 - Includes an “Arts Advisory Group”
 - Level III: Town Hall Meetings / Community-at-large

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Community Work Sessions (Focus Groups)

- Seven distinct groups of 15 people who will serve as “focus groups” to gather ideas (community needs and interests) and review findings / recommendations
- Will be convened during the planning process
 - Work sessions will be coordinated by heritage (see next slide)
 - Arts Advisory Group will continue to have a role through the duration of the planning process

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Community Work Sessions (Focus Groups)

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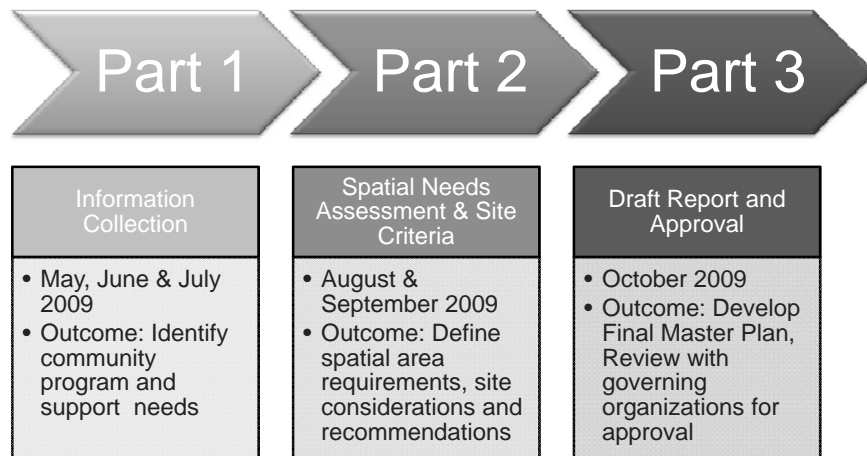
1. India
2. China
3. Philippines
4. Vietnam
5. Korea
6. Other Southeast Asia (Thailand, Laos, Cambodia, Burma, Indonesia, Malaysia)
7. Other Asian (Japan, Nepal, Pakistan, Tonga)



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Planning Process

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Benchmarking: Small Center Example

Asian American Cultural Center, Austin, Texas

www.asianamericanccc.com

- Size: 12,000sf, 2.73 acres,
1,500sf outdoor pavilion
- Established 1980, 5 years to plan
- Staff: 12 full time
- Cost: \$2M (1985) to remodel existing building
 - All private money
- Annual Budget: not available
- Programs
 - Pre-school
 - After school programs
 - Language, cooking, music, wellness classes
 - Karaoke
 - Sports
 - Saturday elderly program (different Saturdays for different countries)
 - Lectures
 - Event rentals
 - Community events
- Special conditions: in part for-profit

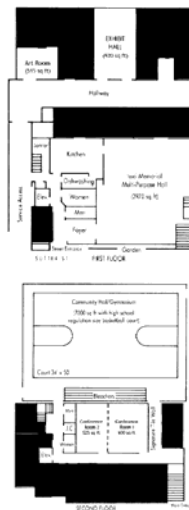


Benchmarking: Mid-Sized Center Example

Japanese Cultural and Community Center of Northern California, San Francisco, CA

www.jccnc.org

- Size: 17,500SF
- Established 1973, built in 1986, addition 1988
- Staff: 11
- Cost: \$4M (1986)
- Annual Budget: \$1.68M
 - Public support (grants, membership, etc.) \$1.16M
 - Program revenue \$313k
 - Investment income \$193k
 - Special events \$99k
- Programs
 - Cultural Arts & Crafts Programs
 - Computer Programs
 - Martial Arts & Fitness Programs
 - Music & Dance Programs
 - Social Activities
 - Sports & Recreation Programs
 - Special Programs
 - Youth Development Programs
 - Artist-in-Residence Program
- Tenants
 - Japanese Community Youth Council
 - Japanese American History Archives
 - Kimochi, culturally sensitive care for seniors
 - Nobiru Kai, bilingual/bicultural community services



Benchmarking: Larger Center Example

Wing Luke Asian Museum, Seattle, Washington

www.wingluke.org

- Size: 60,000sf
- Established 1967, relocated twice, new museum 2008 (10 years to plan)
- Staff: 29
- Cost: \$23.2M (2008) to remodel existing historic building
- Annual Budget: \$1.25M (2007—before new museum)
 - Public support (grants, membership, etc.) \$650k
 - Program revenue \$52k
 - Investment income \$195k
 - Special events \$353k
- Programs
 - Permanent and temporary exhibits
 - Performing arts
 - Film screenings
 - Lectures
 - Book club
 - Curriculum-oriented tours for schoolchildren
 - Special events
 - Gift shop
- Special conditions: Historic immersion tours



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Programs

- Break for Program Development Exercise

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Next Steps for Arts Advisory Groups

Arts Advisory Group Next Steps:

- Plan to attend the next meetings
 - Thursday August 27th, 3:00 PM at the Latino Cultural Center
 - Tuesday October 13th, 3:00 PM at the Latino Cultural Center
- Connect with your community and gather their input!



Community Participation: Steering Committee

Members –

- **Galileo Jumaos** - Greater Dallas Asian American Chamber of Commerce
- **Esau Liu** - Greater Dallas Asian American Chamber of Commerce
- **Tailim Song** - City of Dallas CAC
- **Sam Yang** - City of Dallas CAC
- **Lt Paul Thai** - Dallas Police Department
- **Wilson Chu** - Haynes Boone
- **David Gu** - Meridian Office Systems
- **Linda Kao** - SMU Cox School of Business
- **Esther Wu** - Crow Collection
- **Zahara Alarahkia** - Dallas AA Bar Assn
- **Hari (Harry) Iyer** - Greater Dallas Indo-American Chamber of Commerce
- **Anant Jain** - TX Federation of AA Chambers
- **Robert Hsueh** - Hsueh Law
- **Michael Lee** - Dallas Korean Chamber of Commerce
- **Devarati "Dev" Rastogi** - URS Corp
- **Rocky Vaz** - City of Dallas Intergovernmental Affairs
- **Karen Gren Johnson** - Jones Day
- **Phillip Shinoda** - Community
- **Chong Choe** - Korean American Coalition-DFW Chapter
- **Samar Bashir** - Asian Contractors
- **Emelita de la Rosa** - Pamana Foundation
- **Polly Flanigan** - Dallas Police Department
- **Jennifer Nguyen** - DFW Asian American Citizens Council
- **Thien Thai** - State Farm Insurance
- **Thanh Cung** - Dallas Police Department
- **Daeho Hwang** - DRI & Associates

