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**CITY SECRETARY  
DALLAS, TEXAS**

**City of Dallas**

*1500 Marilla Street,  
Council Chambers, 6th Floor  
Dallas, Texas 75201*

**Public Notice**

210877

**POSTED** CITY SECRETARY  
DALLAS, TX



**Quality of Life, Arts, and Culture Committee**

**October 18, 2021**

**9:00 AM**

## 2021 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
<b>ECONOMIC DEVELOPMENT</b> Atkins (C), Arnold (VC), McGough, Narvaez, Resendez, West, Willis	<b>ENVIRONMENT AND SUSTAINABILITY</b> Blackmon(C), Ridley (VC), Arnold, Bazaldua, Resendez, Schultz, West
<b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b> Mendelsohn (C), Willis (VC), Atkins, Bazaldua, McGough, Ridley, West	<b>HOUSING AND HOMELESSNESS SOLUTIONS</b> Thomas (C), Moreno (VC), Arnold, Blackmon, Mendelsohn, Ridley, Schultz
<b>PUBLIC SAFETY</b> McGough (C), Mendelsohn (VC), Atkins, Moreno, Resendez, Thomas, Willis	<b>QUALITY OF LIFE, ARTS, AND CULTURE</b> Bazaldua (C), West (VC), Arnold, Blackmon, Narvaez, Ridley, Thomas
<b>TRANSPORTATION AND INFRASTRUCTURE</b> Narvaez (C), Atkins (VC), Bazaldua, Mendelsohn, Moreno, Schultz, Willis	<b>WORKFORCE, EDUCATION, AND EQUITY</b> Schultz (C), Thomas (VC), Blackmon, McGough, Moreno, Narvaez, Resendez
<b>AD HOC JUDICIAL NOMINATING COMMITTEE</b> Resendez (C), Arnold, Bazaldua, Ridley, Thomas, West, Willis	<b>AD HOC LEGISLATIVE AFFAIRS</b> Atkins (C), McGough, Mendelsohn, Narvaez, Willis
<b>AD HOC COMMITTEE ON COVID-19 RECOVERY AND ASSISTANCE</b> Thomas (C), Atkins, Mendelsohn, Moreno, Ridley	<b>AD HOC COMMITTEE ON GENERAL INVESTIGATING &amp; ETHICS</b> Mendelsohn (C), Atkins, Blackmon, McGough, Schultz

(C) – Chair, (VC) – Vice Chair

### Handgun Prohibition Notice for Meetings of Governmental Entities

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

*"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."*

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

*"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."*

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

*"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."*

This Council Committee meeting will be held by videoconference and in the Council Chambers, 6th Floor at City Hall.

The Public is encourage to attend the meeting virtually, however, City Hall is available for those wishing to attend the meeting in person following all current pandemic-related public health protocols.

The meeting will be broadcast live on Spectrum Cable Channel 16 and online at [bit.ly/cityofdallastv](https://bit.ly/cityofdallastv). The public may also listen to the meeting as an attendee at the following videoconference link:

<https://dallascityhall.webex.com/dallascityhall/onstage/g.php?MTID=eaac15ba224ad79cc6cf6924ae7781de0>

### Call to Order

### MINUTES

1. [21-2027](#) Approval of the September 20, 2021 Quality of Life, Arts, and Culture Committee Minutes

**Attachments:** [Minutes](#)

### BRIEFING ITEMS

- A. [21-2017](#) FY 2021-22 Cultural Organizations Program Recommendations  
[Jennifer Scripps, Director, Office of Arts & Culture]

**Attachments:** [Presentation](#)

- B. [21-2019](#) VisitDallas Arts & Culture Marketing  
[Craig Davis, President and CEO, VisitDallas]

**Attachments:** [Presentation](#)

- C. [21-2020](#) Outdoor Adventures at Samuell Farm  
[Crystal Ross, Deputy Director, Park & Recreation Department; Lisa McClendon, Special Events Coordinator, Park & Recreation Department]

**Attachments:** [Presentation](#)

### ADJOURNMENT

**EXECUTIVE SESSION NOTICE**

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 21-2027

**Item #:** 1.

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Approval of the September 20, 2021 Quality of Life, Arts, and Culture Committee Minutes

# Quality of Life, Arts & Culture Committee Meeting Record

The Quality of Life, Arts & Culture Committee meetings are recorded. Agenda materials are available online at [www.dallascityhall.com](http://www.dallascityhall.com).

**Meeting Date:** September 20, 2021

**Convened:** 9:01 a.m.

**Adjourned:** 10:56 a.m.

**Committee Members Present:**

Adam Bazaldua, Chair (in-person)  
Chad West, Vice Chair (virtual)  
Carolyn Arnold (virtual)  
Paula Blackmon (virtual)  
Omar Narvaez (in-person)  
Paul E. Ridley (virtual)  
Casey Thomas, II (virtual)

**Committee Members Absent:**

**Other Council Members Present:**

B. Adam McGough (virtual)

**Presenters:**

Jennifer Scripps, Director, Office of Arts & Culture  
Krista Nightengale, Executive Director Better Block Foundation  
Jason Boso, Chef, Commissary Owner, and Food Park Operator  
Jessica Galleshaw, Director, Office of Community Care  
Joey Zapata, Assistant City Manager

## AGENDA

Call to Order (9:01 a.m.)

### A. Approval of the August 16, 2021 Meeting Minutes

**Presenter(s):** Adam Bazaldua, Chair

**Action Taken/Committee Recommendation(s):** A motion was made to approve the minutes for the August 16, 2021 Quality of Life, Arts & Culture Committee meeting.

Motion made by: Adam McGough

Item passed unanimously: X

Item failed unanimously:

Motion seconded by: Paula Blackmon

Item passed on a divided vote:

Item failed on a divided vote:

### B. Office of Arts and Culture Cultural Support Programs

**Presenter(s):** Jennifer Scripps, Director, Office of Arts & Culture

**Action Taken/Committee Recommendation(s):** The Committee discussed: industrial areas and how to grow artistic spaces in them; Encouraging outdoor programs so that it may be more accessible for the public; the need to support artists' livelihoods through project grant programs, affordable studio space, and work/live space as issues like transportation and housing, especially near transit-oriented development; The appointment of the volunteer review panels through the Arts and Culture Advisory Commission; and how the Community Artists Program supports emerging artists and their livelihood. No vote was taken on this item as it was informational.

### C. Mobile Food Vending Ordinance Proposed Updates

**Presenter(s):** Krista Nightengale, Executive Director, Better Block Foundation; Jason Boso, Chef, Commissary Owner, and Food Park Operator

**Action Taken/Committee Recommendation(s):** The committee discussed: how the ordinance change would benefit food vendors, as well as the City's enforcement of current ordinances; The proposed pilot for mobile food units on City right-of-way; The need to maintain health and sanitation standards. Staff will provide the Committee with a status within 30 days on those items that can be implemented by the end of the year and those that require additional time.

**Briefing Memorandums**

**D. Senior Services – Senior Ombudsman Program and Senior Dental Program Contracts Renewals**

**Presenter(s):** Jessica Galleshaw, Director, Office of Community Care

**Action Taken/Committee Recommendation(s):** Staff explained the increases in renewal contracts are not an increase to the budget, but the entire allocation for the fiscal year.

**E. Texas Commission on the Arts Cultural Districts in Dallas**

**Presenter(s):** Joey Zapata, Assistant City Manager

**Action Taken/Committee Recommendation(s):** The Committee did not have discussion on this item.

Adjourn (10:56 a.m.)

**APPROVED BY:**

**ATTESTED BY:**

**Adam Bazaldua, Chair**  
Quality of Life, Arts & Culture Committee

**Juan Garcia, Coordinator**  
Quality of Life, Arts & Culture Committee



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 21-2017

**Item #:** A.

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FY 2021-22 Cultural Organizations Program Recommendations  
[Jennifer Scripps, Director, Office of Arts & Culture]





**City of Dallas**

# **FY 2021-22 Cultural Organizations Program Recommendations**

**Quality of Life,  
Arts & Culture Committee  
October 18, 2021**

Jennifer Scripps, Director  
Office of Arts and Culture  
City of Dallas

# Purpose



- To provide the Quality of Life, Arts & Culture Committee an overview on Cultural Organizations Program (COP) funding recommended by the Arts and Culture Advisory Commission for FY 2021-22
- Total budget for COP is \$5.1 million – \$1.6M (24%) from HOT

## Arts and Culture Advisory Commission

Place	Commissioner	Place	Commissioner
1	Augustine Jalomo	10	Kathy Stewart
2	Linda Blase	11	Krista Weinstein
3	Ella Goode Johnson*+	12	Jo Trizila*
4	Jesse Hornbuckle*	13	Vacant
5	Priscilla Rice*	14	Zach Hess
6	J Damany Daniel	15	VACANT (Chair)
7	Phillip Collins	16	Grady McGahan (At-large)
8	Brad Spellicy*	17	Vicki Meek (At-large)
9	Mickie Bragalone*	18	Vacant

+Allocations Committee Chair  
\*Allocations Committee Member



Commission membership as of September 23, 2021 vote to recommend

# OAC Cultural Support Programs



Funding Program	Description	FY 2021-22 Budget
COP - Cultural Organizations Program	Operational support program for established arts and culture non-profits	\$5.1 M
ArtsActivate	Project-based support for artists and non-profits aligned to Dallas Cultural Plan goals (3 funding rounds)	\$775,000
CAP – Community Artists Program	Roster of ALAANA artists and organizations who can be requested by the community to perform free of charge	\$410,000
<b>Total</b>		<b>\$6,285,000</b>

\*Note: ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Dallas Cultural Policy



## Cultural Organizations Program (COP) Background



- Funding program for cultural services with established Dallas-based non-profit arts/cultural organizations to support an array of programs that include concerts, plays, exhibitions, performances, workshops, and other cultural services
- Program guidelines, eligibility, and review process aligned with Dallas Cultural Plan goals and are approved annually by City Council
  - Process established by the City's Cultural Policy adopted by City Council on November 28, 2018
- Organizations complete application through an online grant system



# FY 2021-22 COP Award Process



- FY 2021-22 COP Guidelines approved by Council on March 24, 2021
- \$5.1 million budget – growth of ~\$200K (4.4%) from FY 2021
- Applications reviewed and scored by a wide selection of community panelists who are highly engaged with the Dallas arts ecosystem
- Funding recommendations rigorously reviewed and unanimously recommended by the Allocations Committee and unanimously approved by the Arts and Culture Advisory Commission in September 2021



# FY 2021-22 COP Outcomes



- 43 total organizations from a variety of disciplines recommended for funding
  - 36 returning organizations
  - 7 new organizations
    - Smaller orgs with annual budgets of \$100K-\$500K
    - Largest addition of new organizations into the program since OAC's inception in 1989
- All COP organizations continue to produce much needed year-round services for Dallas residents and visitors



# 43 COP Organizations



## Revenue under \$1 Million

- African American Museum
- Anita N. Martinez Ballet Folklorico
- Avant Chamber Ballet\*
- Bruce Wood Dance Co, Inc
- Cara Mia Theatre
- Children's Chorus of Greater Dallas
- Color Me Empowered\*
- Creative Arts Center of Dallas
- Cry Havoc Theater Company
- Dallas Chamber Symphony
- Dallas County Heritage Society
- Dallas Historical Society
- Dallas Wind Symphony
- Deep Vellum Publishing\*
- Fine Arts Chamber Players
- Greater Dallas Youth Orchestra
- Kitchen Dog Theater
- Lone Star Wind Orchestra
- Orchestra of New Spain\*
- Shakespeare Festival of Dallas
- Teatro Dallas
- Texas Winds Musical Outreach, Inc.
- The Black Academy of Arts and Letters
- The Flame Foundation\*
- The Women's Chorus\*
- The Writer's Garret
- Theatre Three, Inc
- Turtle Creek Chorale, Inc.
- Undermain Theatre
- USA Film Festival
- Verdigris Ensemble\*

## Revenue \$1M - \$5M

- Bishop Arts Theatre Center
- Dallas Black Dance Theatre
- Dallas Children's Theater
- Junior Players Guild
- Sammons Center for the Arts
- TITAS

## Revenue over \$5M

- Big Thought
- Dallas Holocaust and Human Rights Museum
- Dallas Museum of Art
- Dallas Theater Center
- Perot Museum of Nature and Science
- The Dallas Opera



\*new organization recommended for funding

# FY 2021-22 COP Funding Recommendation



	Organization	Recommended Funding	Percent of Budget	Revenue Size
1	Anita N. Martinez Ballet Folklorico, Inc.	\$53,250	25%	<\$1M
2	Avant Chamber Ballet, Inc.*	\$23,000	9%	<\$1M
3	Cara Mia Theatre Co.	\$67,482	9%	<\$1M
4	Children's Chorus of Greater Dallas	\$59,415	8%	<\$1M
5	Color Me Empowered*	\$23,000	23%	<\$1M
6	Creative Arts Center of Dallas	\$43,363	7%	<\$1M
7	Cry Havoc Theater Company	\$26,500	13%	<\$1M
8	Dallas Chamber Symphony	\$50,224	9%	<\$1M
9	Dallas Historical Society	\$36,435	4%	<\$1M
10	Dallas Wind Symphony	\$50,035	6%	<\$1M
11	Deep Vellum Publishing, Inc.*	\$23,000	6%	<\$1M
12	Fine Arts Chamber Players	\$51,180	25%	<\$1M
13	Foundation for African-American Art (African American Museum)	\$92,660	11%	<\$1M
14	Greater Dallas Youth Orchestra	\$58,367	7%	<\$1M
15	Kitchen Dog Theater Company	\$44,564	7%	<\$1M
16	Pegasus Musical Society (Orchestra of New Spain)*	\$22,500	9%	<\$1M
17	Premier Lone Star Wind Orchestra	\$22,500	8%	<\$1M
18	Sammons Center for the Arts	\$98,370	13%	<\$1M
19	Teatro Hispano de Dallas	\$77,467	25%	<\$1M
20	Texas Winds Musical Outreach, Inc.	\$58,646	13%	<\$1M

\*new organization recommended for funding



# FY 2020-21 COP Funding Recommendation



	Organization	Recommended Funding	Percent of Budget	Revenue Size
21	The Black Academy of Arts and Letters, Inc.	\$186,450	25%	<\$1M
22	The Bruce Wood Dance Co., Inc.	\$27,000	4%	<\$1M
23	The Flame Foundation*	\$22,500	18%	<\$1M
24	The Shakespeare Festival of Dallas	\$102,156	11%	<\$1M
25	The Verdigris Ensemble*	\$22,500	18%	<\$1M
26	The Women's Chorus of Dallas*	\$23,000	16%	<\$1M
27	The Writer's Garret	\$45,196	25%	<\$1M
28	Theatre Three, Inc.	\$87,420	14%	<\$1M
29	Turtle Creek Chorale, Inc.	\$27,000	3%	<\$1M
30	Undermain Theatre	\$44,594	5%	<\$1M
31	USA Film Festival	\$56,567	22%	<\$1M
32	Dallas Black Dance Theatre, Incorporated	\$210,935	5%	\$1M-\$5M
33	Dallas Children's Theater	\$169,222	4%	\$1M-\$5M
34	Dallas County Heritage Society (Dallas Heritage Village)	\$104,769	8%	\$1M-\$5M
35	Junior Players Guild	\$65,257	5%	\$1M-\$5M
36	TeCo Theatrical Productions, Inc. (Bishop Arts Theatre Center)	\$115,782	10%	\$1M-\$5M
37	Texas International Theatrical Arts Society	\$71,314	6%	\$1M-\$5M



\*new organization recommended for funding

# FY 2020-21 COP Funding Recommendation



	Organization	Recommended Funding	Percent of Budget	Revenue Size
38	Big Thought	\$682,664	10%	\$5M+
39	Dallas Holocaust and Human Rights Museum	\$68,000	1%	\$5M+
40	Dallas Museum of Art	\$1,073,896	3%	\$5M+
41	Dallas Theater Center	\$75,007	1%	\$5M+
42	Perot Museum of Nature and Science	\$744,489	3%	\$5M+
43	The Dallas Opera	\$152,500	2%	\$5M+



## Next Steps



- Request Quality of Life, Arts and Culture Committee recommend approval by City Council at the October 27, 2021 agenda meeting
  - Resolution authorizing the City Manager to execute contracts with cultural organizations for a year of cultural services (total not to exceed \$5,160,176)
- Approval of this item will allow OAC staff to begin executing contracts and to disburse funding to COP organizations as soon as possible





# **FY 2021-22 Cultural Organizations Program Recommendations**

**Quality of Life,  
Arts & Culture Committee  
October 18, 2021**

Jennifer Scripps, Director  
Office of Arts and Culture  
City of Dallas





# Appendix



# COP: Goals and Requirements



- Program goals
  - Provide general operating support to established non-profit cultural organizations for a year-long program of cultural events in Dallas
  - Further the goals of the Dallas Cultural Plan
- Key requirements
  - Established Dallas-based arts and culture non-profit organization, with an operating history of at least three years, producing a season of cultural programming for residents and visitors
  - Minimum annual operating budget of at least \$100,000
  - Maintain at least one full/part-time staff member
  - Submit monthly event and attendance reports, audited financial statements, and comply with all contractual requirements
- City support is limited to a percentage of an organization's annual audited revenue, as approved by Council in annual COP guidelines
  - Org revenue under \$1 Million: City maximum 25% of revenue
  - Org revenue \$1M-\$5M: City maximum 15% of revenue
  - Org revenue over \$5M: City maximum 10% of revenue





# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 21-2019

**Item #:** B.

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VisitDallas Arts & Culture Marketing  
[Craig Davis, President and CEO, VisitDallas]



# VisitDallas Arts & Culture Marketing

Quality of Life Briefing  
Oct. 18, 2021

VISITDALLAS



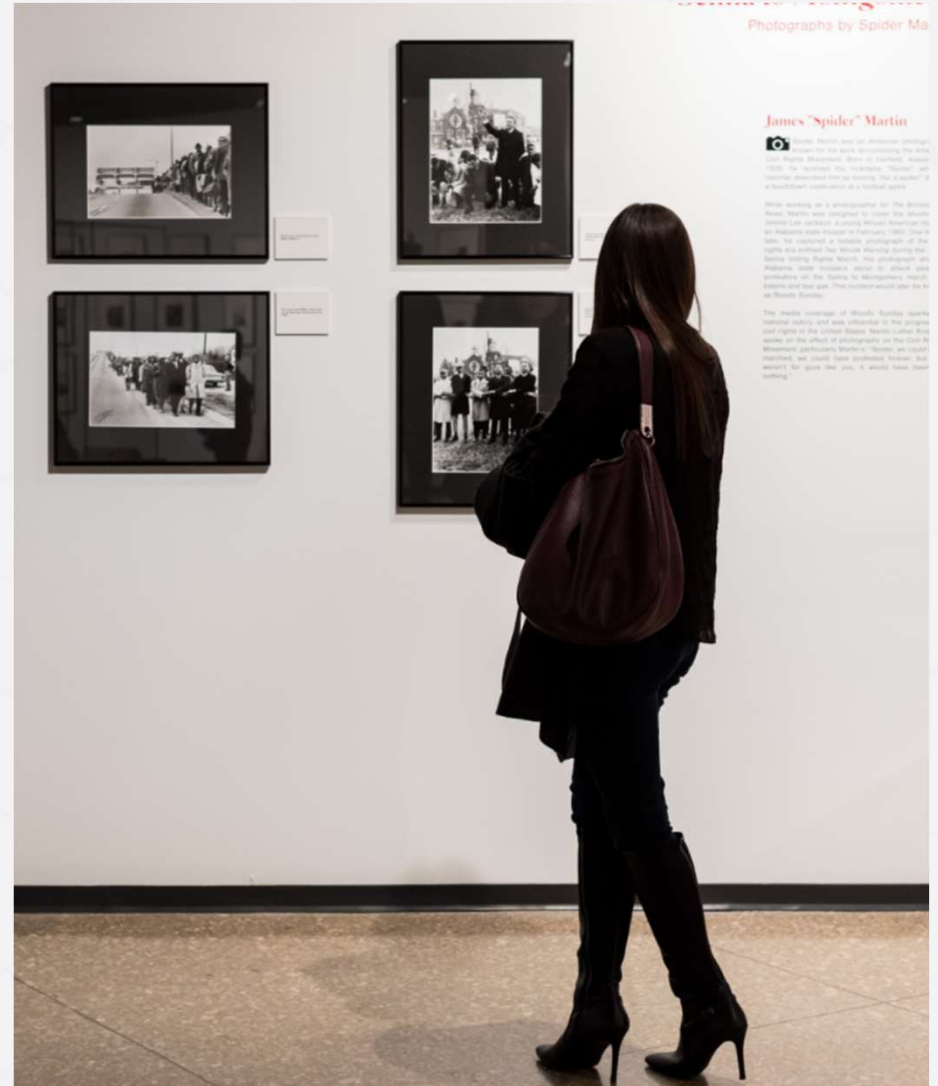


# PRESENTATION AGENDA

1. Find Your All Campaign
2. Arts & Culture Video Series
3. Music Friendly Cities
4. "Dallas Now" Blog on VisitDallas.com
5. Tourism District Funding
6. Riverfront Jazz Festival

Let's co-create a cultural experience.

*"It's our cultural product that gives Dallas its competitive edge."*





## Key Insight

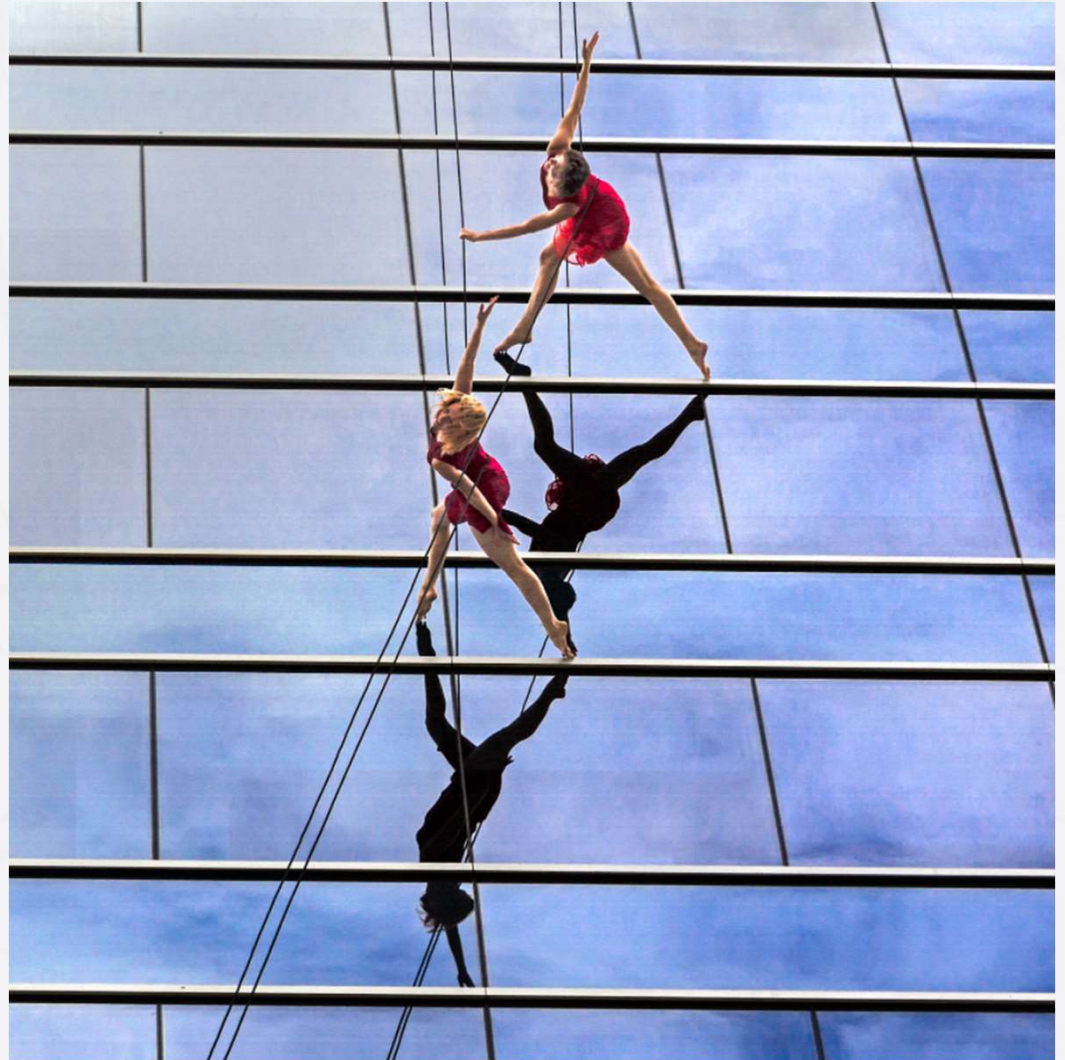
*The cultural experiences that make Dallas different are the things that will differentiate us from other destinations and compel people to choose to travel here.*

# Our key message:

***Dallas is alive with culture.***

- Diverse food experiences live here.
- Diversity in the arts live here.
- Diversity in music lives here.
- The cultural producers that make it all happen live here, too.

***While other cities have culture,  
Dallas IS culture.***



# Considerations

- Showcase “experiences” over “places.” Use the imagery to tell travel stories that re-enforce our theme of rich cultural diversity.
- Draw our cultural producers in as well. We want to convey this not simply a city of great food and culture, but one of fascinating chefs, artists, musicians, and more.
- Avoid the old “hats and boots” stereotypes. This is a modern, cosmopolitan city with unmatched diversity.
- Look at every experience through the filter of how unique it is to Dallas.



Everyone has an "ALL."

Your "all" is the thing you really love doing when you can spare a moment away from life's obligations.

Where can you find your "ALL?" In Dallas, of course.

VISIT  DALLAS® & FIND YOUR ALL



# ALL the reasons we love ALL

- We are an inclusive city, where ALL are welcome
- North, South, East or West – in every corner of Dallas ALL races, beliefs and cultures are celebrated
- Dallas serves up ALL types of experiences from big attractions to hidden gems
- With our arts presence, music scene, and rich cultural experiences we are challenging ALL preconceived notions about our city



# Campaign Creative Team

This new campaign is ALL about diverse cultural experiences, so that just naturally fit with our commitment to DEI with our entire production, from locations and cast, to vendor partners.



King Hollis, Director



Inti St. Clair, Photographer



To tell the story of our city, we filmed and photographed every square inch of it.

- East Dallas
- South Dallas
- Downtown
- Uptown
- Harwood District
- The Cedars
- Deep Ellum
- Fair Park
- Oak Cliff
- Design District
- Arts District
- Victory Park



Print



North, South, East or West Dallas. Every corner of our diverse city has vibrant neighborhoods waiting for you to shop, stroll and eat your way through. Whatever your all is, you'll find it here. Go to [VisitDallas.com](https://www.visitdallas.com) to plan your trip and learn how we're staying safe this summer.

*Bishop Arts District*

VISIT **DALLAS** & FIND YOUR ALL

Print



VISIT **DALLAS** & FIND YOUR ALL

Print



VISIT **DALLAS** & FIND YOUR ALL

Print



Where else can you dine in an enchanting restaurant that's also a samurai art museum, followed by dancing and people-watching in the heart of the LGBTQ+ community? Whatever your all is, you'll find it here. Go to [VisitDallas.com](https://www.visitdallas.com) to plan your trip and learn how our city is staying safe this summer.

VISIT **DALLAS** & FIND YOUR ALL

Print



Lounging poolside with a cocktail in the middle of a bustling downtown with live music and museums just a short walk away? Yes, please. Whatever your all is, you'll find it here. Go to [VisitDallas.com](http://VisitDallas.com) to plan your trip and learn how we're staying safe this summer.

Waterproof Bar,  
The Statler Hotel, Downtown

VISIT **DALLAS** & FIND YOUR ALL

OOH



OOH





OOH



# Digital



**DISCOVER  
DALLAS  
FUN**

**VISIT DALLAS**  
& FIND YOUR ALL



**SEE  
DALLAS  
ART**

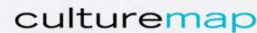
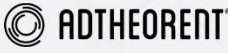
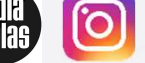
**VISIT DALLAS**  
& FIND YOUR ALL



**CATCH  
DALLAS  
SHOWS**

**VISIT DALLAS**  
& FIND YOUR ALL

**A diverse and inclusive media mix ensures we reach all facets of our various audience segments.**



*Not all Black, Hispanic/Latino, and LGBT outlets are purchased directly. Many are specific inventory rotations accessed through technology/programmatic partners.*



# Dallas Art Inspires

- We have completed production of a series of eight videos spotlighting our cultural creators.
- Feature significant artists and creators from Dallas, profiling more than 30 locations.
- An extension of the new leisure campaign; primarily digital and social uses.
- Launch this week on VisitDallas.com and our social channels.



# Dallas Film & Creative Industries

- Now certified as a Texas Music Friendly Community.
- Announced our name change from the Dallas Film Commission to the Dallas Film & Creative Industries Office. Industry sectors include Film/TV, Advertising, Animation/Interactive, Literature, Music, and Photography.
- Launched a brand-new website and digital directory. Also launched a new video targeted to creative industries professionals. [DallasCreates.com](http://DallasCreates.com).





# Arts & Culture on VisitDallas.com

- 38 original blogs featuring Arts & Culture on VisitDallas.com in 2021
- The VisitDallas.com blog – “Dallas Now” – sees 75,000 pageviews per month
- Blogs are amplified on social media and Pinterest



## ARTS & CULTURE

### What to do in Dallas this January

Ashley Turner · Jan 6, 2021

Celebrate the new year by rediscovering the city we know and love.



## ARTS & CULTURE

### Dallas Attractions With Accessibility Options

Angela Roe · Feb 23, 2021

Those with disabilities or supporting others needing accessibility features can visit these attractions and still relish the full experience.



## DIVERSE

### Deep in the Heart of Dallas with M\*Knight

Dalila Thomas · Mar 26, 2021

The multi-hyphenate dishes on his Dallas favorites.

# Cultural Event Incentives

- In FY 2021 the Dallas Tourism Public Improvement District (DTPID) supported 41 events totaling more than \$648 thousand
- For FY 2022, DTPID has pre-approved 79 events for more than \$1.7 million
- During the lifetime of the program, DTPID has supported over 576 events and funded over \$8.7 million in Cultural Event Incentives





# Riverfront Jazz Festival

- VisitDallas is a sponsor of the TBAAL Riverfront Jazz Festival
- DTPID Funding
- Media support
- Robust online content
- Downtown signage



## MUSIC & CONCERTS

### Jazz Takes Center Stage Over Labor Day Weekend

David C. Justin · Aug 19, 2021

Local legends, international sensations and promising young artists share their love of music at the 4th Riverfront Jazz Festival



# Thank You!

VISIT  DALLAS<sup>®</sup>

**Craig T. Davis, CDME**  
President & CEO

[craig@visitdallas.com](mailto:craig@visitdallas.com)  
214-571-1000



# City of Dallas

1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201

## Agenda Information Sheet

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**File #:** 21-2020

**Item #:** C.

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Outdoor Adventures at Samuell Farm  
[Crystal Ross, Deputy Director, Park & Recreation Department; Lisa McClendon, Special Events Coordinator, Park & Recreation Department]



**City of Dallas**

**Outdoor Adventures at  
Samuell Farm  
Quality of Life Committee  
October 18, 2021**

Lisa McClendon, Special Events Coordinator  
Park and Recreation  
City of Dallas

# PRESENTATION OVERVIEW



- History of Samuell Farm and the Outdoor Adventures program
- Overview of Adventure Camp at Samuell Farm
- Future Outdoor Adventures programming at Samuell Farm
- Projected Budget



# HISTORY OF SAMUELL FARM



- 1981: City opened Samuell Farm as a working pioneer farm.
- 2001: Samuell Farm becomes a passive park
- 2020: Park board requests PKR programming at Samuell Farm; approves initial funding to support facility repairs and programming needs.
- June – August 2021: Adventure Camp



# HISTORY OF OUTDOOR ADVENTURES PROGRAM



- Began in 2016 made possible by a grant from Texas Parks and Wildlife; developed and implemented by a committee of recreation staff members
- Core adventure programming includes: overnight camping, mountain biking, kayaking, fishing, archery, geocaching, nature photography
- Offered primarily to the youth and families of Dallas at recreation centers and throughout Dallas parks
- 3,800+ participants have experienced an adventure with DPARD



# ADVENTURE CAMP AT SAMUELL FARM (Phase 1)



## First Adventure Camp at Samuell Farm

- 9 Weeks
- Ages 7 – 15
- 8:30 am – 5:30 pm
- \$75/week (Dallas residents); \$100/week (non-residents)
- Activities for campers include core adventures plus arts and crafts, camp songs and skits, team building, environmental education
- Served 172 Dallas Residents; 57 non-residents = total 229
- Unique enrollments: 132 campers

The flyer for 'Outdoor Adventure Camp!' features a green border and includes several photographs of campers participating in activities like tenting, archery, and biking. The text on the flyer provides the following details:

- Dallas Park & Recreation**
- Outdoor Adventure Camp!**
- SAMUELL FARM, 100 US-80, MESQUITE, TX 75149**
- June 7th - August 6th**
- Monday - Friday | 8:30am - 5:30pm**
- Ages 7-15**
- Register Now!**
- \$75 Dallas Resident Per Child/Per Week**
- \$100 Non Dallas Resident**
- 214-671-0421**
- www.dallasparks.org**

A note on the flyer states: 'Counselor in Training positions available for 16 & 17yr olds.'



## BENEFITS OF SUMMER CAMP



- Develop independence by overcoming challenges
- Appreciation for diversity
- Increase social skills
- New skills and likes developed through exposure to new things
- The intangibles
  - Self confidence
  - Trustworthiness
  - Responsibility
  - Empathy
  - Developing an ethical compass





# ADVENTURE CAMP



Fishing at West Pond



Camp Olympics



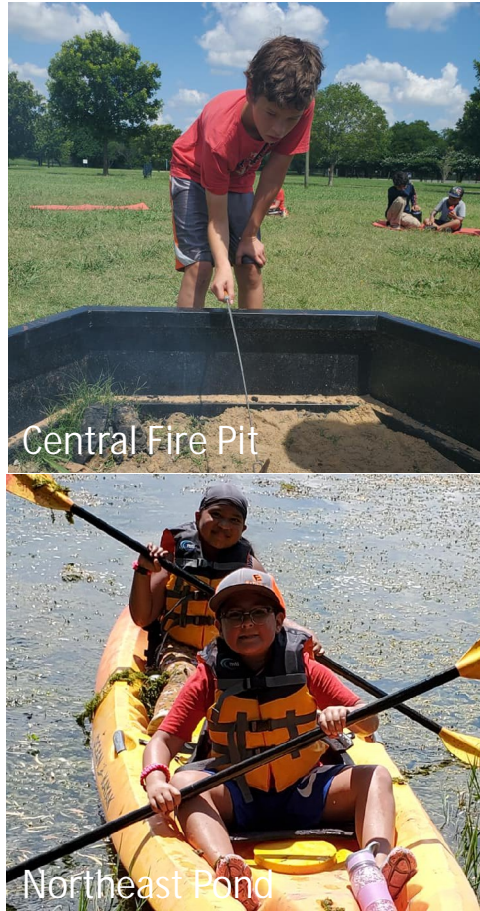
Challenge Course



# ADVENTURE CAMP

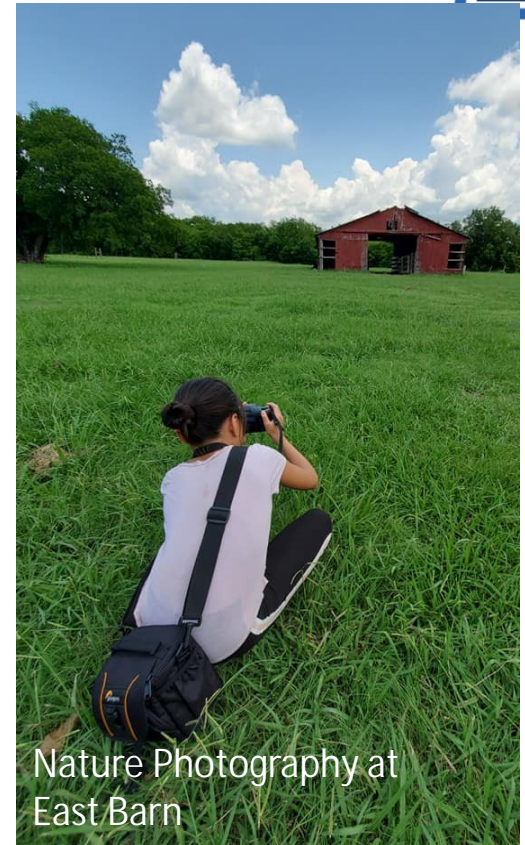


Archery at Northwest Field



Central Fire Pit

Northeast Pond



Nature Photography at East Barn



# ADVENTURE CAMP



Mountain Biking Skills Course



Kayaking at Northeast Pond



Samuell Farm Trail System



# OUTREACH PROGRAMS

Trinity River Audubon Center and Dallas Park and Recreation Park Rangers



# ADVENTURE CAMP SURVEY



- Distributed online through Survey Monkey to parents and guardians
- 29% return rate
- Evenly distributed response among age groups
- 40% heard about Adventure Camp by word of mouth, followed by social media and email
- 88% felt the cost matched the value of the program



# ADVENTURE CAMP SURVEY RESULTS



- 100% of parents felt their camper learned something new at Adventure Camp
  - 100% of parents felt their camper enjoyed Adventure Camp
  - 100% of parents would recommend Adventure Camp
  - 52% of parents would be interested in transportation provided to and from a Dallas Recreation Center
- 
- Accessibility was rated 4.7 out of 5 stars
  - Safety was rated 4.9 out of 5 stars
  - Friendliness of staff was rated 4.9 out of 5 stars



# ADDITIONAL SURVEY COMMENTS, FEEDBACK, SUGGESTIONS



- Very well done.
- Love, love, love.
- I love this and feel like this is exactly what summer camp should be – and I'm glad it's very affordable!
- This was my grandson's last week of camp and he enjoyed every day he went. It was the best experience for him.
- This camp experience was unforgettable.
- No feedback – you all did an amazing job.
- See you soon in a couple of weeks! With both of my kids this time!
- Very satisfied and excited with the experience my grandson will get this summer.
- My kids really liked it. They even went for two weeks and my daughter cried the last day.
- Nothing to add - It's awesome. I love the experiences the camp had to offer and he loves it as well.



# HOW CAN ADVENTURE CAMP BE IMPROVED?



- Offering a week of campers to experience a stay away from home in camp housing.
- Not sure – my son loved it and couldn't stop talking about it and singing all the team songs each day!
- More birding centered activity – maybe even engaging with the Dallas Zoo Crane project or having animal encounters of some kind. I was super impressed with the quality of the camp staff, the facilities. For a first year camp, I am blown away and so excited about the growth in the future.
- This was a better than expected experience.
- Stocking pond with fish to catch.
- A shuttle from a Dallas rec center would be awesome but I know that might be hard to manage.
- My son loved it 'as is' so I would say no improvement is needed at this time.





## WHAT'S NEXT? (Phase 2)



Year-round Outdoor Adventures programming at Samuell Farm will consist of:

- Daily Programming
- Special Events
- Seasonal Camps
- Adventure Packages
- STEM Programming/Field Trips
- Samuell Farm Canteen and Equipment Rentals



# DAILY PROGRAMMING



- Ongoing Adventure Classes and Clinics
- Senior Program Division Adventures
- Fall Family Series
- Spring Family Series

Choose an adventure the whole family can enjoy!



## OUTDOOR ADVENTURES FALL FAMILY SERIES

**Samuell Farm: 100-US 80, Mesquite**

- ✓ Nature Photography (Sep. 11th)
- ✓ Archery (Oct. 30th)

**White Rock Lake: Boat Ramp, Dallas**

- ✓ Kayaking\* (Sep. 25th)

**Harry Moss Park: 7601 Greenville Ave, Dallas**

- ✓ Mountain Biking\* (Oct. 9th)

\*Mountain bike participants must be able to confidently ride a bicycle.  
\*Kayaking Participants must be able to swim.



REGISTER ONLINE OR IN-PERSON AT ANY DALLAS REC CENTER.  
ALL EQUIPMENT PROVIDED.  
PARENT/GUARDIAN MUST BE AN ACTIVE PARTICIPANT.

**PROGRAMS BEGIN SEP 11TH!**

214-671-0421 [www.dallasparcs.org](http://www.dallasparcs.org)



## SPECIAL EVENTS

- Specialty Programs
- Mountain Bike Maintenance Clinic
- Outdoor Cinema Series
- Seasonal Family Camping Trip to Cedar Hill State Park (Fall)/ Samuell Farm (Spring)
- It's My Park Day
- BioBlitz 2021
- Fishing Derbies



**\$5 Per Person**

OUTDOOR ADVENTURES INVITES YOU TO

# SPOOKY ARCHERY

SAMUELL FARM: 100 US-80 MESQUITE, TX  
OCTOBER 30TH, 2021  
3:30 PM - 5 PM  
AGES 7 AND UP

ENJOY A TRADITIONAL ARCHERY CLASS WITH A SPOOKY TWIST

214-671-0421 [WWW.DALLASPARKS.ORG](http://WWW.DALLASPARKS.ORG)

The poster features a central illustration of a blue spiderweb on a black background. Inside the web are various Halloween-themed items: a jack-o'-lantern, a candy corn, a lollipop, a bone, and several candies. Surrounding the web are two white ghosts, a yellow spider hanging from a string, and several yellow stars. A QR code is located in the bottom left corner.



# SIGNATURE EVENTS

- **Holiday at the Farm (Dec 2021):** It's a holiday celebration at the farm! Go on a hay ride, visit the holiday market with goods from local Artisan vendors, make s'mores over a campfire, take a photo with Santa, decorate an ornament, compete in the gingerbread house contest and so much more!
- **Farm Fest (Apr 2022):** Bring the entire family for Farm Fest! 'Touch a Tractor,' enjoy a farmers market from local vendors, experience goat yoga or play with animals in the petting zoo, explore the farm on a hay ride, enjoy cooking and gardening demonstrations and dive into fresh culinary cuisine!

214-671-0421 www.dallasparks.org

Dallas Park & Recreation

OUTDOOR ADVENTURES  
INVITES YOU TO THE 1ST ANNUAL  
**HOLIDAY AT THE FARM**

**Dec. 11th, 2021 • 4pm - 8pm**  
SAMUELL FARM: 100 US - 80, MESQUITE, TX

Join us for  
**Pictures with Santa**  
**Arts & Crafts • Artisan Gift Market**  
**Live Performances • Sweets & Treats**  
**and much, much more**





## SEASONAL CAMPS



The poster features five circular photos of children participating in various outdoor activities: hiking, archery, mountain biking, and kayaking. The Dallas Park & Recreation logo is in the top left, and the Outdoor Adventures logo is in the top right. The location is listed as Samuell Farm: 100 US-80, Mesquite, TX. The main title is 'OUTDOOR ADVENTURES WINTER BREAK CAMP' in large blue letters. Below the title, the dates are 'DECEMBER 20 - 23 & DECEMBER 27 - 30' and the time is '9AM - 4PM'. A QR code is located to the right of the dates. Pricing is listed as '\$80 Dallas Residents Per Child/Week' and '\$100 Non Dallas Resident'. At the bottom, contact information includes the phone number '214-671-0421' and the website 'www.dallasparcs.org'.

Dallas Park & Recreation

*Samuell Farm: 100 US-80, Mesquite, TX*

# OUTDOOR ADVENTURES WINTER BREAK CAMP

DECEMBER 20 - 23  
&  
DECEMBER 27 - 30  
9AM - 4PM

\$80 Dallas Residents  
Per Child/Week  
\$100 Non Dallas Resident

214-671-0421 [www.dallasparcs.org](http://www.dallasparcs.org)

- Thanksgiving Break Adventure Camp
  - This seasonal camp is all things outdoors with a special focus on hiking, mountain biking and kayaking! Campers will also enjoy arts & crafts and sports & games. Ages 7-15
    - November 22 - 24
- Winter Break Adventure Camp
  - It's our thrilling adventure camp over winter break! Campers will participate in all our adventure activities including archery, kayaking, mountain biking, survival skills and more. Ages 7-15
    - Session 1: December 20 - 23
    - Session 2: December 27 - 30



# ADVENTURE PACKAGES

- Small and Big Adventure Packages
- Corporate Team Building Programs

BIRTHDAY PARTIES    CORPORATE RETREATS    SPECIAL EVENTS

## Adventure Packages!



Small Adventure Package - \$250

- 2.5 hours
- Fishing
- Nature Photography
- Geocaching
- Use of party room
- Set up and clean up
- Special T-shirt for birthday child\*

Large Adventure Package - \$300

- 3 hours
- Archery
- Mountain Biking
- Kayaking
- Use of party room
- Set up and clean up

All activities are led by certified staff!



Dallas Park & Recreation

PACKAGES AVAILABLE SATURDAYS  
AT SAMUELL FARM: 100-US 80,  
MESQUITE

214-671-0421    www.dallasparks.org



## STEM (FIELD TRIP) PROGRAMS

- Booking Fall 2021; Coming Spring 2022
- Outdoor Adventures at Samuell Farm can provide your next field trip or education enhancement by connecting children with nature through outdoor programming. Sessions are booked based upon 25 students per class. Choose from:

INTO THE WILD: It's a modern-day treasure hunt in the great outdoors using GPS devices. Students will learn the concepts of latitude and longitude, develop a deeper understanding of how GPS works and learn the 7 Leave No Trace principles prior to adventuring out to find hidden caches around the farm.

NATURE THROUGH THE LENS: Photography is powerful and capturing nature through the lens leads to a deeper appreciation for the natural world. This program, heavily founded on conservation principles, teaches students photography techniques to capture images that tell a story about the wonderful natural world around us. Students will receive a color print of their favorite picture.



# THE SAMUELL FARM CANTEEN



- Get snacks, drinks, Samuell Farm apparel, souvenirs and more at the new Samuell Farm Canteen. Hourly equipment rentals for use at the farm are also available during canteen hours.

## Merchandise:

- OA/SF t-shirts and hats
- OA/SF water bottles
- Fishing bait
- Ice
- Snacks
- Drinks

## Rental Equipment:

- Mountain bikes
- Kayaks
- Fishing Poles
- Camping Equipment





# PROGRAM RESOURCES



## Program Staffing

- 6 Park staff

## Facility/Program Needs

- Security System/Network Connection
- Wooden Gaga ball pit
- Kayak/Fishing Dock
- Permanent Outdoor Archery Range
- PMO/DORBA – Samuel Farm Trail System
- Low Ropes Course
- Grey storage building for use

## Major Needs for Long-Term Consideration

- Big Red Barn (Renovated/Replaced)
- Amphitheater
- Dining Hall
- High Ropes Course



## EXISTING PARTNERSHIPS

- Texas Parks and Wildlife
- Dallas Off Road Bicycle Association (DORBA)
- Trinity River Audubon Center
- Dallas Zoo
- Dallas Arboretum
- DPARD Park Rangers
- DPARD Urban Biologist
- Dallas Animal Services



# PROJECTED BUDGET



## PROJECTED EXPENSE

FY21-22: \$302,775

FY22-23: \$252,775

## PROJECTED REVENUE

FY21-22: \$213,000

FY22-23: \$236,160

(Funding Source: Samuell Multi-Year Fund (Trust))



## NEXT STEPS



- Recruit qualified and motivated staff
- Develop a finalized price list of program fees to include Dallas resident and non-resident rates
- Identify scholarship opportunities
- Propose rental and additional fees to the Park and Recreation Board
- Finalize marketing strategy with the PKR Marketing and Communications Team





# Dallas Park & Recreation

