



**City of Dallas**

# **Dallas Cultural Plan Update**

**Quality of Life, Arts and  
Culture  
March 25, 2025**

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City of Dallas

# Presentation Overview



- Background/History
- Priorities and Strategies
- Updates
- Next Steps



**DALLAS**  
CULTURAL PLAN  
2018





# Background/History



- Following a year-long process that engaged nearly 9,000 Dallasites across the city, the Dallas Cultural Plan (DCP) was **unanimously adopted** by City Council on November 28, 2018
- The DCP provides a collective vision for the future of Dallas arts and culture

**DALLAS**  
**CULTURAL PLAN**





## EQUITY

1. Improve equity citywide through expanded and adapted programmatic offerings
2. Establish targets to improve equity in new cultural policy moving forward



## DIVERSITY

3. Create and enhance programmatic offerings highlighting and providing education related to the diversity of Dallas
4. Provide resources for improving arts and culture organizations' diversity at staff and audience levels
5. Set goals across sector for Board diversity through grants and support
6. Expand the diversity of artist candidates for public art opportunities



## SPACE

7. Expand options for affordable space for performing, literary and visual artists, including rehearsal space, performance space, studio space, exhibit space and maker space
8. Maximize the use of City facilities, especially for historically marginalized groups, and determine what changes should be made to accommodate their needs
9. Facilitate private initiatives to address space needs of artists and organizations of various disciplines
10. Encourage more public-private partnerships
11. Encourage growth of artists and organizations by providing space for the future
12. Initiate temporary public art in Dallas
13. Support events and programs that foster engagement with public art and/or public spaces



## SUPPORT FOR ARTISTS

14. Develop a "Culture of Value" establishing the arts as essential to a thriving, equitable society within the City of Dallas
15. Examine opportunities to improve communications and processes to apply for and receive funding from the City of Dallas
16. Improve affordability and quality of life for artists through policy initiatives
17. Maintain the cultural integrity of neighborhoods and address gentrification across the city in partnership with artists living in those areas
18. Work with the City of Dallas to equitably support area arts organizations and individual artists receiving funding and resources from the City



## SUSTAINABLE ARTS ECOSYSTEM

19. Optimize public contribution and benefit at each City-owned cultural facility
20. Sustainably fund deferred and proactive maintenance for City-owned cultural facilities
21. Work with partners to grow the amount of available funds for arts and culture that leverage cross-sector benefits
22. Increase equity for long-term sustainability of the entire arts ecosystem
23. Bring arts to the table in broader city initiatives
24. Incentivize better resource sharing
25. Establish and maintain a dedicated fund for public art maintenance



## COMMUNICATION

26. Support and communicate existing and new cultural experiences in Dallas
27. Build richer relationships within the arts ecosystem, with key stakeholders, and with communities to foster deeper, more meaningful engagement and communications
28. Communicate the value of arts to quality of life using both data and stories
29. Establish and present Dallas as a cultural destination with local, national and international reach
30. Develop process to ensure Dallas community access to, engagement with and education about public art
31. Develop effective communications strategies for public art in Dallas



# Strategy Overview

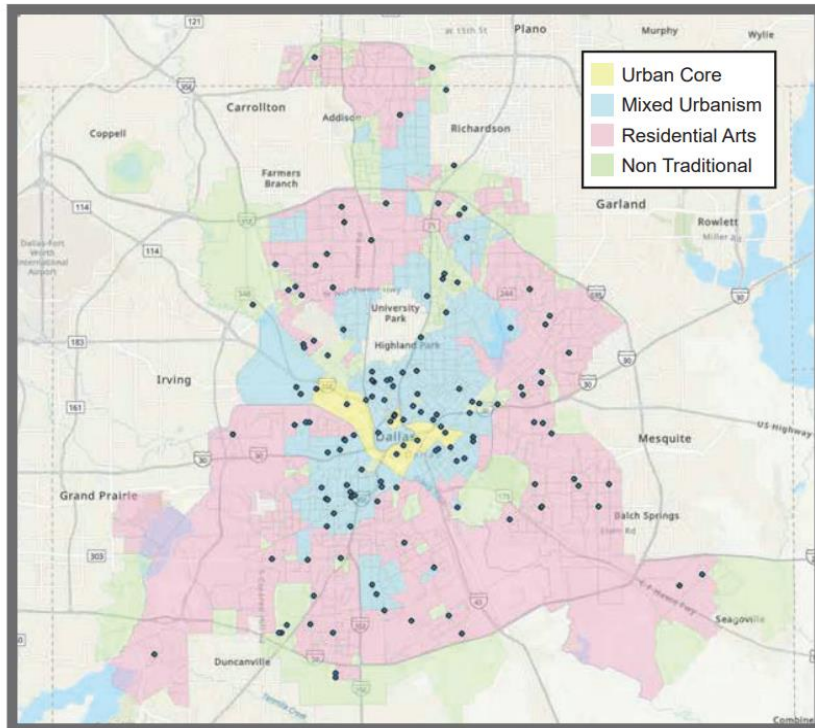


**#1:** Improve equity citywide through expanded and adapted programmatic offerings

**#2:** Establish targets to improve equity in new cultural policy moving forward

## ArtsActivate 2024 Impact

Event Locations on Cultural Typology Map



Events & Attendance by Cultural Typology

Typology	Number of Events	Attendance
Urban Core	86	136,743
Mixed Urbanism	535	37,619
Residential Arts	311	13,508
Non-Traditional	112	8,900
<b>TOTAL</b>	<b>1,044</b>	<b>196,770</b>



# Strategy Overview



**#3:** Create and enhance programmatic offerings highlighting and providing education related to the diversity of Dallas

**#4:** Provide resources for improving arts and culture organizations' diversity at staff and audience levels

**#5:** Set goals across sector for Board diversity through grants and support from OAC

**#6:** Expand the diversity of artist candidates for public art opportunities



## PUBLIC ART INFORMATION SESSION

Join the City of Dallas Office of Arts and Culture Public Art Division and artist **Peyton Harshfield** for a virtual community information session about the upcoming public art project at **Tipton Park**. Harshfield will unveil her designs and share insights into her creative process. This is a fantastic opportunity to learn about the artwork, explore the public art process, and ask any questions you may have.

**When:** 5:30 to 6:30 p.m., Wednesday, March 12, 2025

**Meeting link:** [bit.ly/3EYdkIB](https://bit.ly/3EYdkIB)

More info on the Dallas Public Art Program: [dallasculture.org/publicart](https://dallasculture.org/publicart)



Arts & Culture





# Strategy Overview



**#7:** Expand options for affordable space for performing, literary and visual artists, including rehearsal space, performance space, studio space, exhibit space and maker space

**#8:** Maximize the use of City facilities, especially for historically marginalized groups, and determine what changes should be made to accommodate their needs

**#9:** Facilitate private initiatives to address space needs of artists and organizations of various disciplines



# Strategy Overview



**#10:** Encourage more public-private partnerships

**#11:** Encourage growth of artists and organizations by providing space for the future

**#12:** Initiate temporary public art in Dallas

**#13:** Support events and programs that foster engagement with public art and/or public spaces





# Strategy Overview



**#14:** Develop a “Culture of Value” establishing the arts as essential to a thriving, equitable society within the City of Dallas

**#15:** Examine opportunities to improve communications and processes to apply for and receive funding from the City of Dallas

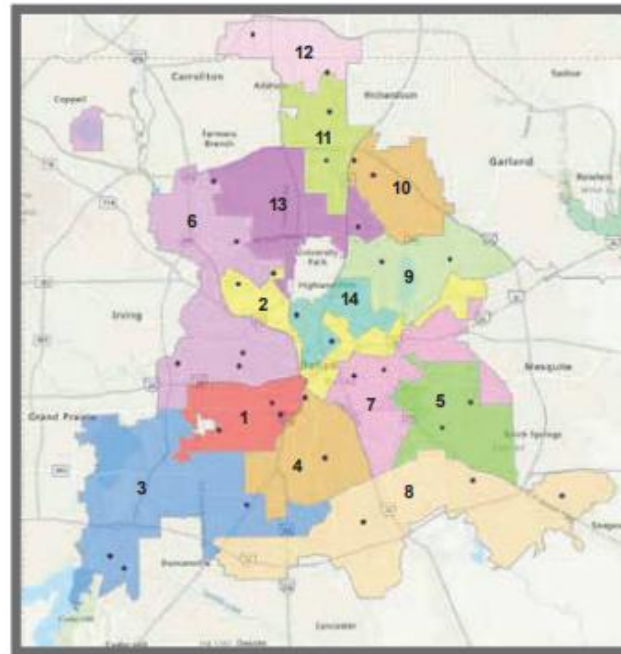
**#16:** Improve affordability and quality of life for artists through policy initiatives

**#17:** Maintain the cultural integrity of neighborhoods and address gentrification across the city in partnership with artists living in those areas

**#18:** Work with the City of Dallas to equitably support area arts organizations and individual artists receiving funding and resources from the City

## Culture of Value 2024 Impact

Event Locations by Council District



Number of Events & Attendance by Council District

Council District	Number of Locations	Attendance
1	3	232
2	2	115
3	3	92
4	2	26
5	2	51
6	4	58
7	2	70
8	3	95
9	2	60
10	2	30
11	2	85
12	2	85
13	2	80
14	2	74
<b>TOTAL</b>	<b>33</b>	<b>1,153</b>



# Strategy Overview



**#19:** Optimize public contribution and benefit at each City-owned cultural facility

**#20:** Sustainably fund deferred and proactive maintenance for City-owned cultural facilities

**#21:** Work with partners to grow the amount of available funds for arts and culture that leverage cross-sector benefits

**#22:** Increase equity for long-term sustainability of the entire arts ecosystem

**#23:** Bring arts to the table in broader city initiatives

**#24:** Incentivize better resource sharing

**#25:** Establish and maintain a dedicated fund for public art maintenance





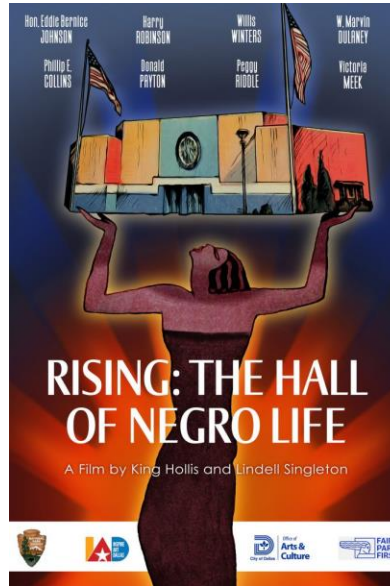
# Strategy Overview



**#26:** Support and communicate existing and new cultural experiences in Dallas

**#27:** Build richer relationships within the arts ecosystem, with key stakeholders, and with communities to foster deeper, more meaningful engagement and communications

**#28:** Communicate the value of arts to quality of life using both data and stories



## Social Media Handle @DallasCulture

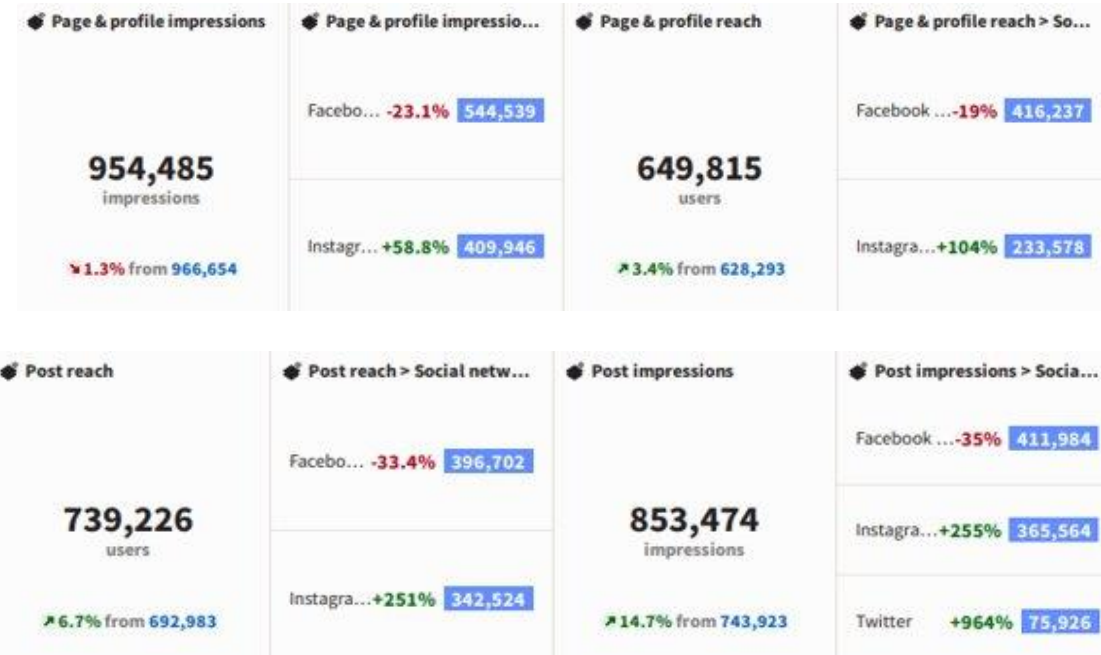
(Oct. 1 '23 - Sept. 15 '24)

Total Followers: **+10.8%** (23,481 -> **26,024**)

New Followers: **+145%** (1,735 -> **4,250**)

Total Media Mentions (10/17/23 - 8/12/24): **900+**

Total Newsletter subscribers: **3,700+**







# Strategy Overview

**#29:** Establish and present Dallas as a cultural destination with local, national and international reach

**#30:** Develop process to ensure Dallas community access to, engagement with and education about public art

**#31:** Develop effective communications strategies for public art in Dallas

**CONNECT TO THE CULTURE**  
SIGN UP FOR THE OAC NEWSLETTER TODAY!

**City of Dallas**  
Arts & Culture

**City of Dallas Strategic Public Art Collection**

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**CITY OF DALLAS**  
PUBLIC ART COLLECTION

**Arts & Culture**  
City of Dallas





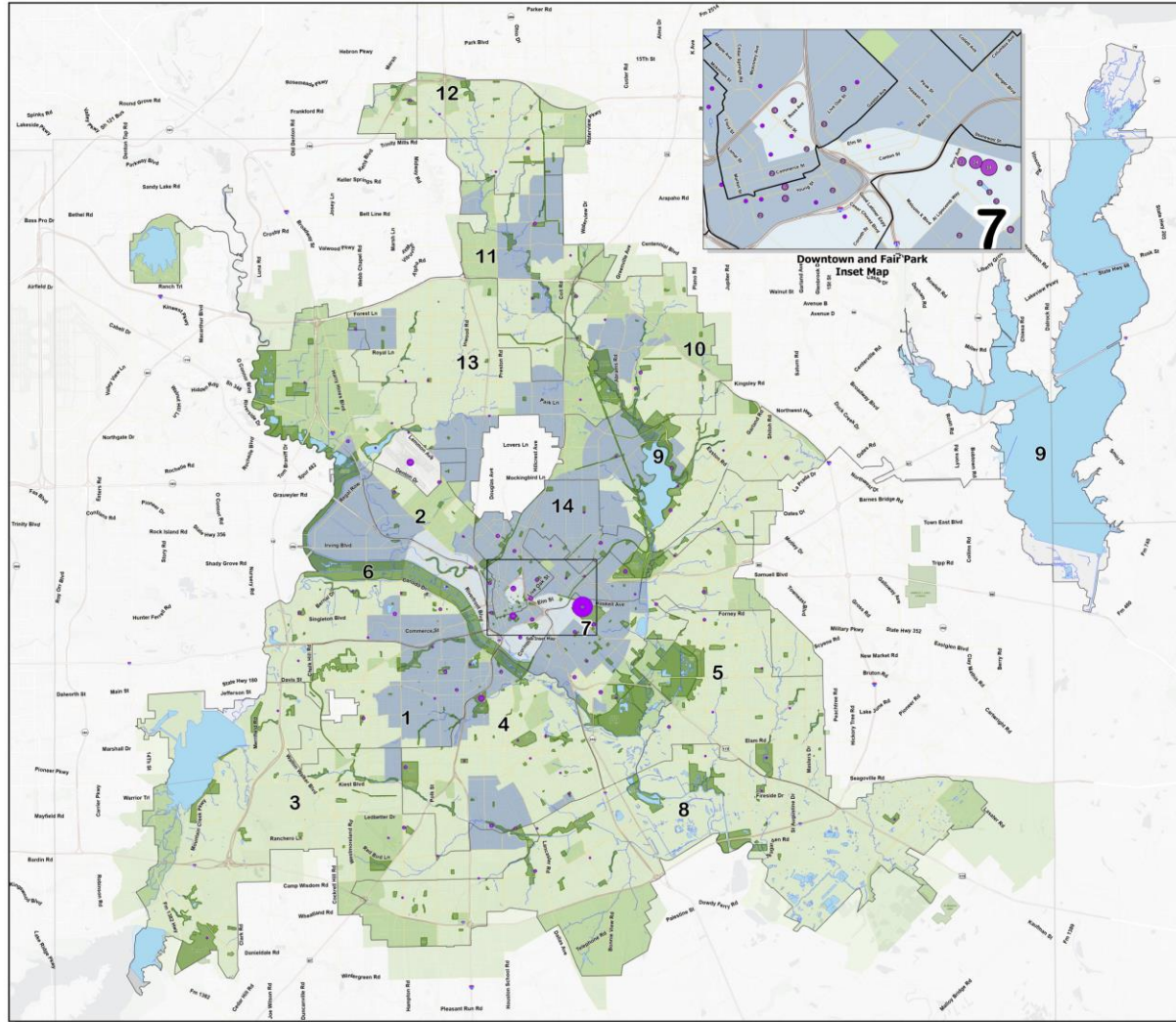
# Alignment with Quality of Life



- Create efficiencies and alignment across departments in providing educational, arts, and recreational activities
- Provide spaces and materials that make Dallas residents proud of their city
- Raise awareness of programs that connect, educate, and inspire residents



# Potential Goals for Vibrant Portfolio



## Public Art Installations with Neighborhood Topologies



Data Source  
City of Dallas, Office of Cultural Affairs

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- Interdepartmental partnerships with LIB, OEI, PKR & TPW to amplify work and audience
- Experiences planned in each council district





# Next Steps



- Collaborate with ACAC work group and community stakeholders on developing next iteration of the Dallas Cultural Plan
- Impactfully utilize HOT funding to advance OAC initiatives
- Gain meaningful insight from the QOLAC Committee to guide the work of the OAC from a Quality of Life lens





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