



City of Dallas

Arts and Culture Advisory Commission

**Arts and Culture Advisory Commission
October 17, 2024**

Office of Arts and Culture
City of Dallas

Agenda



- Call to Order
- Public Speakers
- Voting Agenda Items
- Briefings
- Upcoming Meetings and Events



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Voting Agenda Items



1. Approval of the September 19, 2024, Arts and Culture Advisory Commission meeting minutes.
2. Approval of FY 24-2025 Arts & Culture Advisory Commission Meeting Schedule.



FY 24-2025 ACAC Meeting Schedule



- October 17, 2024
- November 21, 2024
- December – No meeting
- January 16, 2025
- February 20, 2025
- March 20, 2025
- April 17, 2025* – Holy Thursday/Easter Weekend
 - **Proposed: April 10, 2025**
- May 15, 2025
- June 19, 2025* - Juneteenth
 - **Proposed: June 12, 2025**
- July– No meeting
- August 21, 2025
- September 18, 2025
- October 16, 2025
- November 20, 2025
- December – No meeting

ACAC meets
on the 3rd
Thursday of
each month.

Holiday*



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- A. Chair's Report – Welcome address to Commission; Commissioner Liaison Appointments; [David Small, Chair]
- B. Cultural Spotlights: The Creator House Dallas [Jaxon J. Huffman, Chief Executive Officer, King Hollis, Head of Films and TV, Megan Tully, Head of Management & Curriculum, Corey "Flex" Artis II, Head of Events & Campaigns, Victorya Lunde, Singer & Songwriter]
- C. Director's Update – FY25 OAC Division Priorities & District Newsletters Update [Martine Philippe, Director, Office of Arts and Culture]

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Commissioner Liaison Appointments



<u>Liaison</u>	<u>Count of Organization</u>
Augustine Jalomo	Avant Chamber Ballet, Junior Players, Orchestra of New Spain, The Dallas Opera
Brad Spellicy	Cara Mia, Dallas Chamber Symphony, Greater Dallas Youth Orchestra
Cimajie Best	Arts Mission Oak Cliff, Ballet North Texas, Forest Forward, Color Me Empowered
Clyde Valentin	Bandan Koro: African Drum & Dance Ensemble, Flamenco Fever, Orpheus Chamber Singers
David A. Small (Chair)	Fine Arts Chamber Players, The Sixth Floor Museum at Dealey Plaza, Uptown Players
Dr. Teresa L. Jackson	Lone Star Wind Orchestra, The Black Academy of Arts and Letters, Outloud Dallas
Grace Glover	Perot Museum, Sammons Center, USA Film Festival
J Damany Daniel	Bishop Arts Theatre Center, Kitchen Dog Theater, The Writer's Garret
Jerome Larez	Bruce Wood Dance, Creative Arts Center, Pegasus Media Project



Commissioner Liaison Appointments



<u>Liaison</u>	<u>Count of Organization</u>
Jesse Hornbuckle	African American Museum, ATTPAC, Dallas Black Dance Theatre
Jim Nugent	Artstillery, Dallas Museum of Art, Soul Rep Theatre Company
Jo Trizila	Dallas Symphony (Children's Chorus), Dallas Wind Symphony, The Flame Foundation
Krista Weinstein	Dallas Theater Center, Shakespeare Dallas, TITAS
Linda Blase	Teatro Dallas, Texas Winds, Theatre Three
Mickie Bragalone	Dallas Children's Theater, Dallas Historical Society, Art House Dallas
Sylvia Bodell	Broadway Dallas, Dallas Holocaust and Human Rights Museum, Second Thought Theatre
Tamitha Curiel	Anita N. Martinez Ballet Folkorico, Big Thought, Undermain Theatre
Vicki Meek	Turtle Creek Chorale, Verdigris Ensemble, Deep Vellum Publishing
(blank)	The Nasher Sculpture Center, The Artist Outreach



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CEO

**SOUL
SINGER**

MUSICIAN

**SINGER
SONGWRITER**

FILMMAKER

SONGWRITER

ENTERTAINER

**MUSIC
PRODUCER**

DESIGNER



The world's first venture studio,
operating in Creator Houses.

Jaxon J Huffman
CEO, Creators Capital in Creator Houses

Brett Thomas
COO, Creator House Ventures

King Hollis
Head of Film & TV Development
Creator House Ventures

Jordan Larsen
Creator, Head of AI
Creator House Austin



A real estate and I.P. opportunity
for creators and communities.

Corey "Flex" Artis II
Head of Events & Sponsorships
Creator House Dallas

Victorya Lunde
Singer, Head of Songwriting & Technology
Creator House Dallas

Megan A Tully
Actor, Head of Content Creation & Curriculum
Creator House LA and Dallas



Director Martine Philippe nominated
Creator House Dallas to participate
in the Cultural Spotlight for the Arts
and Culture Advisory Commission.

MEETING DETAILS:

DATE: October 17, 2024

TIME: 4:30PM (arrive 15 minutes early)

LOCATION: 1500 Marilla Street (Dallas City
Hall, 6FN, Park & Recreations Board Room)





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SHARK IN THE TANK





Phase 1 of my life.

Born to teenage parents who lost custody of my brother and me.



Phase 2 of my life.

Sold millions of albums and won American Music Awards.



Phase 3 of my life.

Created solutions and opportunities for teen and young adult Creators.



Phase 4 of my life.

Empowering Creators and their followers in Creator Houses.



CREATOR HOUSE DALLAS

A system designed for Creators in Dallas to thrive and giveback.





Creator House Dallas

operating system

REAL ESTATE

- Co-buy a Creator House
- Renovate on camera
- Operate profitably



CREATOR CURRICULUM

- Learn while creating
- Do while earning
- Teach your community



INTELLECTUAL PROPERTY

- Develop and pitch
- Produce and promote
- Monetize joyfully



BRAND CAMPAIGNS

- Pitch and close
- Execute and earn
- Impact and giveback



+

+

+



REAL ESTATE

Co-buy and operate Creator Houses for the future.



Creator
House[®]
DALLAS

DALLAS, TX | 5 BED 4.5 BATH | 3,621 sq ft | BUILT 1962



POOL



CARPORT



PUTTING GREEN



APP



MUSIC



FILMS



PODCASTS



BOOKS



MERCH



EVENTS





CREATOR CURRICULUM

Learn and earn while creating.



LEARN WHILE CREATING

(online and IRL)

We integrate education, mentorship, and real-world application for Creators and their family members, friends, co-creators and followers. Aspiring and established Creators benefit from a collaborative environment designed to foster creativity and increase the odds of personal and professional success and happiness.

CREATOR CURRICULUM

- Learn Life and Leadership Skills
- Identify and Develop Talent
- Create and Monetize Projects
- Pitch and Execute Campaigns
- Start and Grow Companies
- Co-Own & Operate Creator Houses

JOIN US: 8-Weeks | Every Quarter | 4x per year

Creators in Residence



Learn Life & Leadership Skills



Pitch & Execute Campaigns



Create & Monetize Content



INTELLECTUAL PROPERTY

We make it easier to create things and earn income.



CONNECT AND CREATE



CREATE AND MONETIZE PROJECTS

"Create and Monetize Projects is a hands-on course designed to turn creative ideas into revenue generating ventures. By learning through real-world experiences, you'll gain access to top industry mentors and their active pipeline of projects. Access the behind the scenes creation of a green lit project, join a team launching a new brand, co-produce content, and join a team and promote, this course will teach you how to develop your projects from concept to completion while exploring strategies to generate revenue and build sustainable success."



JAXON
Creator, EP

MEGAN
Actor, Filmmaker

VICTORYA
Singer, Songwriter

FLEX
Events Producer

ARIEL
Writer, Creative Director

Is There More?



"Creator House: Renovations" in Dallas, Texas is a dynamic twist on home transformation shows, focused on the before-and-after makeover of Creator Houses designed with the needs of each Creator in mind. The series explores how traditional homes become hubs for creator empowerment, innovation and philanthropy. Viewers gain insights into each Creators background, unique opportunities, life and renovation challenges and stunning reveals. Each Creator House not only showcases architectural excellence but also serves as a platform for Creator-led businesses and charitable causes, all highlighting the power of the creator economy in Dallas, Texas."



BRAND CAMPAIGN

Who's Zoomin' You?





We teach Creators how to help Baby Boomer business owners increase sales and attract investors.





PARTNERS | CLIENTS | SPONSORS

Join a community of support for teen and young adult Creators
and their family members, friends, co-workers and followers.





PARTNERS | CLIENTS | SPONSORS

A community of support

YOUR LOGO HERE





CREATOR HOUSE DALLAS

Teamwork makes the dream work.





Creator House | Dallas

Leadership Team



BRETT THOMAS
COO, Head of Curriculum
Creator House Ventures



JAXON J HUFFMAN
CEO, Creators Capital venture studio
operating in Creator Houses



KING HOLLIS
Head of Film & TV Production
Creator House Ventures



COREY "Flex" ARTIS II
Head of Events & Sponsorships
Creator House Dallas



MEGAN A TULLY
Actor, Head of Content Creator
House Dallas + LA



ARIEL FRANKLIN
Creative Director Creator
House Dallas



VICTORYA LUNDE
Singer, Head of Songwriting & Tech
Creator House Dallas



WAYS WE IMPACT THE DALLAS CULTURAL PLAN

to reduce the gap between the economic growth and the creative economy in Dallas.



CREATOR CURRICULUM

- Learn while creating
- Do while earning
- Teach your community



INTELLECTUAL PROPERTY

- Develop and pitch
- Produce and promote
- Monetize joyfully



- Pitch and close
- Execute and earn
- Impact and giveback



THANK YOU!
We look forward to seeing you at





EXHIBITS

Reach and Influence



FOUNDERS REACH & IMPACT

Curated for the benefit of the Arts and Culture in Dallas, Texas.





JAXON J. HUFFMAN

CEO, Creators Capital, operating
in Creator Houses

Creator Economy Entrepreneur

- 35 years of entertainment and media tech experience
- Has worked with four generations of creators
- Worked with Fortune 500 companies
- Network includes 1 Billion connections on LinkedIn
- Founded Creators Capital, the 1st venture studio for creators
- Author of **CREATE:** The life you deserve
- Host of World's **Brightest Creator** podcast



BIOGRAPHY

"Meet Jaxon J. Huffman, a visionary leader uniquely qualified to spearhead the Creators Capital venture studio in Creator Houses and revolutionize the Creator Economy. From overcoming adversity as a homeless teen to dazzling on global stages, Jaxon's entertainment and entrepreneurial prowess and transformative journey epitomize resilience and creativity. With a network spanning millions, Jaxon is not just building empires; he's shaping a future where creativity reigns supreme and creators are the architects of innovation and progress."

for full bio + testimonials



/ jaxonjhuffman

REACH

Followers | 22,704

1st Connections | 20,652

2nd Connections | 1,050,000

3rd Connections | 1,010,000,000

One of the most connected people, in the most influential industries, in the world. **A true Linked-Influencer.**

VALUE PROPOSITION TO CREATORS

"Power your creative vision with Creators Capital. Partner with us in Creator Houses for unparalleled mentorship, resources, and opportunities. Unlock your path to success in life and business."

VALUE PROPOSITION TO BRANDS

"Elevate your brand's reach and resonance with Creators Capital. For unparalleled impact and sales success. Tap our exclusive network of influential creators and leaders both online and IRL."

CLIENTS | PARTNERS | SPONSORS

+ companies that employ thousands of leaders in Jaxon's network



UNIVERSAL MUSIC GROUP



AT&T



NETFLIX





THE CHALLENGE | THE SOLUTION

Creators can shift the world from conflict to connection.





THE CHALLENGE

We are now living in the creative age. Creative young people can help the City of Dallas advance but there are challenges and obstacles holding them back.



THE SOLUTION

July 2023, Business leaders and influential creators in Dallas purchased Creator House Dallas to empower local Creators and the communities they lead.

LAUNCH DATE
JANUARY 2nd, 2025

Creator House Ventures is headquartered in Dallas, Texas.





MISSION | VISION

Billions of people live in a relational civilization.



A company with a 1000 year plan by Jaxon J. Huffman



**CREATORS
CAPITAL**

CREATOR UNICORN

FOUNDATION

Mentors, Creators + Followers, Donors
Empower the Youth.

Venture Studio + Creator Curriculum
Creators | Projects | Campaigns | Companies

CREATOR HOUSES

VENTURES

Real Estate + Intellectual Property
Investing for the Future.

DIALOG LIFE SKILLS

Better Relationships + Improved Mental Health
+ Career Success + Joyful Aliveness

MISSION

Use the power of creativity and influence
to help civilization advance.

VISION

All people have the resources
and support to overcome and thrive.



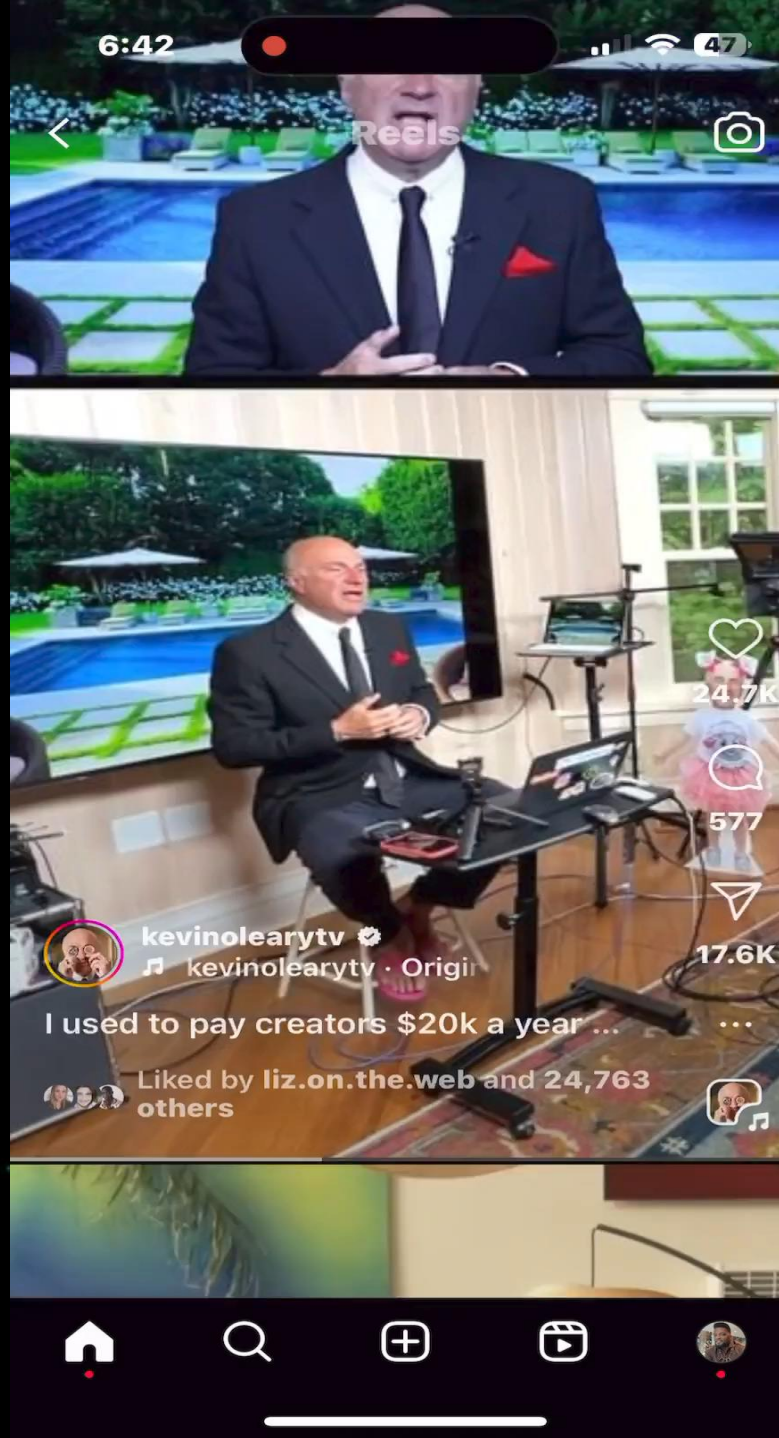
There's a creator loving shark in the tank.





"My number 1 increase in cost is social media and customer acquisition."

Artists, storytellers, videographers, photographers, editors, animators...



I used to pay creators \$20K per year, now I have to pay some of them half a million."

Kevin O'leary

Entrepreneur and Investor, Shark Tank on ABC.

<https://vimeo.com/1019980157/1a9edee46f>



**CREATORS
CAPITAL**

**IS THE WORLD'S FIRST VENTURE STUDIO IN CREATOR HOUSES FOR INFLUENTIAL CREATORS,
BUSINESS LEADERS, SPONSORS, DONORS, AND INVESTORS. WE DEVELOP TALENT, CREATE
PROJECTS, AND GROW COMPANIES THAT ADVANCE CIVILIZATION.**

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Upcoming Meetings and Events



- Culture Plan & Equity Committee, Committee Chair, Vicki Meek – (October 31, 2024)
 - Park & Rec Board Room
- Allocations Committee, Committee Chair Mickie Bragalone – (November 7, 2024)
- Public Art Committee, Committee Chair Krista Weinstein – (November 12, 2024)
- Annual Reports Committee, Committee Chair Jim Nugent – (November 13, 2024)
- Arts and Culture Advisory Commission, Chair David Small – (November 21, 2024)





City of Dallas

Arts & Culture

