

Dallas Museum of Art: Current Updates

QOL Arts and Culture Briefing | March 20, 2023

Presented by:

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Tamara Wootton Forsyth, The Marcus-Rose Family Deputy Director

Gowri Sharma, President, DMA Board of Trustees

A Cultural Partnership: The DMA and the City of Dallas

- **DMA is a non-profit organization offering a global collection of 25,000 works spanning 5,000 years of history**
- **The DMA as we know it today was opened in 1984. Our 370,000 sqft building is owned by the City of Dallas who also owns 7,000 works in our collection**
- **This year (2023) we celebrated our 120-year anniversary!**

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2022 Community Impact

664,710

GUESTS WELCOMED TO THE MUSEUM

16,986

VISITS CAME FROM RESIDENTS IN ZIP CODES PRIORITIZED IN THE DALLAS CULTURAL PLAN



664,710

GUESTS WELCOMED TO THE MUSEUM



40,938

NORTH TEXAS STUDENTS AND TEACHERS PARTICIPATED IN 1,000 SCHOOL PROGRAMS

1,988

EDUCATION PROGRAMS



103,059

VISITORS ATTENDED A PROGRAM



387

LOCAL ARTISTS FEATURED

38,513

VISITORS ATTENDED OFF-SITE PROGRAMS

Race/Ethnicity

American Indian or Alaska Native	2%
Asian or Asian American	8%
Black or African American	11%

Race/Ethnicity

Hispanic or Latinx	20%
Multiple Races/Ethnicities	4%
White or Caucasian	49%

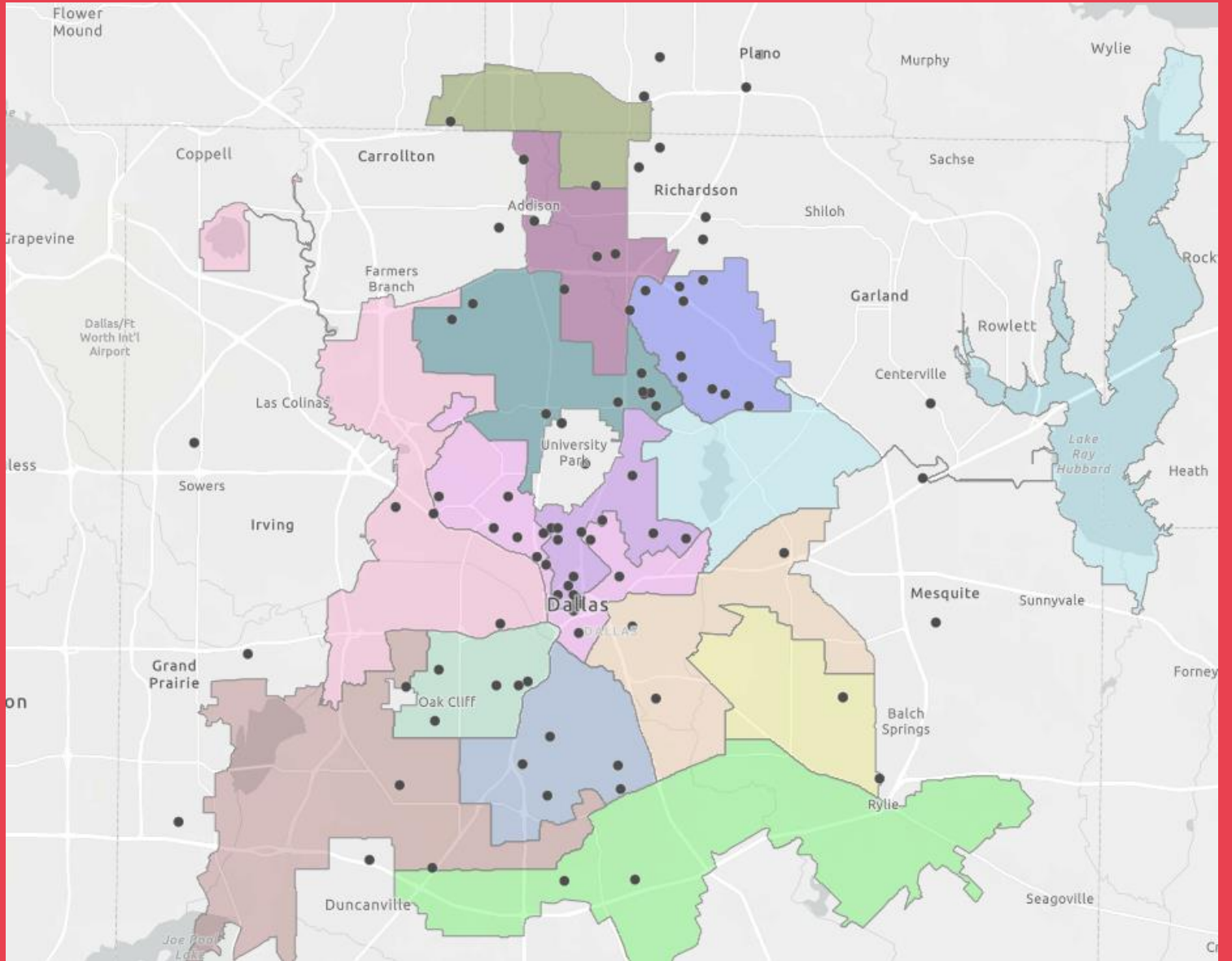
2022 Community Outreach

38,513

VISITORS ATTENDED
OFF-SITE PROGRAMS



DMA
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FY22 Education Partners by Dallas City Council Districts

Economic Impact



DMA
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DALLAS ARTS DISTRICT

The Arts + Culture Sector of Dallas, which includes the Dallas Museum of Art, is a

\$395.8M

industry, tripling its economic impact in 5 years.

The Arts and Culture sector of Dallas generated

\$45M

in City tax revenue.

ROI=more than twice OAC funding level.

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Current Updates

**Tamara Wooten Forsyth, The
Marcus-Rose Family Deputy
Director**

- **Security updates**
- **August Flood
updates**





Security Measures Already in Place:

- Concourse Security Officer Post
- CCTV system
- C-Cure 9000 Alarm System
- High Roof and Walls
- Building Patrols
- Personnel
- Key Control Log

Updated Security Measures:

- Changed our security post and patrol procedures
- Installed additional alarms and security cameras
- Created Crisis Communications Plan and Committee
- Requested outside vendor quotes for perimeter security (i.e. bollards, gates, bullet resistant glazing, security film, etc.) and submitted to Office of Art and Culture

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Threat, Risk, and Vulnerability Assessment (TRVA)



Findings and Responses:

1. Procedural and Strategic
2. Personnel
3. Systems and Facility



Procedural and Strategic

- Staff-wide training
- Ability to respond to changing threats

Personnel

- New Chief of Security and Operations Officer
- New Director of Security

Systems and Facility

- Perimeter hardening (bollards, gates, ballistic film, etc.)
- Upgraded and modernized security and fire control systems



August 2022 Flooding Update

- Jan 25th – Emergency City Council budget appropriation approved
- Next few weeks – Additional C3 and Reves demo to begin
- Reves Gallery – investigation to determine root cause of the flooding
- Building Services Division working on contract with Corgan Architects

What's next

Gowri Sharma, DMA Board of
Trustees President

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REIMAGINING THE DALLAS MUSEUM OF ART INTERNATIONAL DESIGN COMPETITION

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ARTS / MUSEUMS / NEWSY

The Dallas Museum of Art Announces an International Architect Competition for a Major 'Reimagining'

What It Means for the Arts District Icon

BY CAITLIN CLARK // 02.20.23



The Dallas Museum of Art

Architectural Record

**Dallas Museum of Art Launches Global Competition
for Major Campus Overhaul**

The Architect's Newspaper

Everything's Bigger in Texas

Dallas Museum of Art launches design competition for campus expansion project

By Kristine Klein • February 16, 2023 • Architecture, News, Southwest

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The Dallas Morning News

ARTS ENTERTAINMENT • VISUAL ARTS

Dallas Museum of Art launches design competition to 'reimagine' its campus

The DMA will consider potential architects from around the world, museum officials
for a project budgeted at \$150 to \$175 million.



The Dallas Museum of Art announces Thursday a design competition for its campus in the Arts District. A first stage of massing is due
March 15, from those wishing to be considered for the job. (Staff/Art Krowler / Staff Photographer)



Architect Selection Competition Timeline

- February 2023 – Competition launch
- March 2023 – Qualifications due
- April 2023 – Announcement of five finalists
- May 2023 – Finalists introduced to community
- August 2023- Community design exhibition

Questions?

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