



Legislation Details (With Text)

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Title:	Authorize the Fourth Amendment to the Contract for the Dallas Museum of Art, located at 1717 North Harwood Street, to extend the term of the contract for an additional two years from May 1, 2021 to May 1, 2023 - Financing: No cost consideration to the City				
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STRATEGIC PRIORITY: Quality of Life

AGENDA DATE: January 13, 2021

COUNCIL DISTRICT(S): 14

DEPARTMENT: Office of Arts and Culture

EXECUTIVE: Joey Zapata

SUBJECT

Authorize the Fourth Amendment to the Contract for the Dallas Museum of Art, located at 1717 North Harwood Street, to extend the term of the contract for an additional two years from May 1, 2021 to May 1, 2023 - Financing: No cost consideration to the City

BACKGROUND

The City and the Dallas Museum of Art (DMA) entered into a contract for old Dallas Museum of Fine Arts building in Fair Park on October 30, 1972. This contract was amended by the parties on September 12, 1984, to reflect the move into the new art museum facility in the Arts District location, which is a City-owned facility whose construction was funded through a public/private partnership to which the City contributed \$24.8 million and the DMA contributed \$20 million.

In October 1990, a second amendment was approved by City Council to authorize the development of the Hamon Building, which was fully funded by the DMA. In May 2011, a third amendment was approved by City Council to extend the term of the contract through April 30, 2021 and update the terms of insurance and liability

The City provides maintenance and utilities for the building, while the DMA provides a year-round season of exhibits and programs, such as the Arts and Letters Live literary series, that typically serve over one million people annually. General admission to the DMA has been free since 2013, and the DMA typically serves over 60,000 children in over 3,500 programs, reaching over 500 schools in more than 90 school districts annually.

Following City Council adoption of the 2018 *Dallas Cultural Plan*, the Office of Arts and Culture (OAC) has been systematically addressing priorities, strategies, and tactics identified in the plan with the input of over 9,000 Dallas residents. Of these items, “Optimizing the public contribution and benefit at City-owned facilities” (Sustainable Arts Ecosystem Priority, Strategy 19) has led to the renegotiation of the Meyerson agreement with the Dallas Symphony Association, the new resident company agreements with Cara Mia Theater Co. and Teatro Hispano de Dallas at the Latino Cultural Center, and the renewed lease of the Kalita Humphreys Theater to the Dallas Theater Center with fundraising and master plan deliverables.

In late 2019, the OAC began discussions on contract terms with the DMA for the period following the current term expiration of April 31, 2021. Due to COVID-19, these discussions halted in March as the OAC and the DMA adjusted to fulfilling their missions under changing public health and a challenging philanthropic environment. The DMA building closed in March in accordance with State of Texas regulations, and during the closure period served the Dallas community through virtual programming and free art kits distributed in partnership with the Dallas Public Library. The museum building reopened to the public on August 14, 2020 with free, timed general admission tickets and numerous public health precautions.

This proposed action to authorize a two-year extension of the DMA contract will allow the City and the DMA to continue longer-term extension negotiations as both parties re-adjust to new economic and operating circumstances. If the short-term extension is approved, the Office of Arts and Culture anticipates bringing forth a new, longer-term contract in early 2023.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On October 30, 1972, City Council authorized a contract with the Dallas Museum of Art for the operation of an art museum in Fair Park.

On September 12, 1984, City Council authorized the first amendment to the contract with the Dallas Museum of Art by Resolution No. 84-2917.

On October 10, 1990, City Council authorized the second amendment to the contract with the Dallas Museum of Art by Resolution No. 90-3227.

On April 27, 2011, City Council authorized the third amendment to the contract with the Dallas Museum of Art by Resolution No. 11-1117.

FISCAL INFORMATION

No cost consideration to the City.