



WHY INVEST IN THE ARTS IN DALLAS?

City Support for the Arts

The City of Dallas **Office of Arts & Culture:**

- Supports over **170+** Dallas artists and cultural organizations of all genres, shapes, sizes citywide through contracted services, commissions and programmatic support.
- Owns and/or operates **19** arts and cultural venues and facilities throughout Dallas.
- Maintains a **450-work** Public Art collection.
- Attendance at OAC-supported events and venues now tops **5 million a year.**

The **FY23 OAC Budget** is \$22.5 million

- A mix of General Fund (79%) and Hotel Occupancy Tax (21%) support.
- That is **.64%** of the City's \$3.5 billion operating budget.

Roadmap for Today and our Future

DALLAS CULTURAL PLAN

PRIORITIES

Equity
Diversity
Space

Support for Artists
Sustainable Arts Ecosystem
Communication

<http://dallasculturalplan.com>
Dallas City Council approved unanimously
November 28, 2018

Office of Arts & Culture Mission:
Support and grow a sustainable cultural ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.

Arts and Education

Arts education promotes creativity, critical thinking, innovation, collaboration, problem solving and communication for students.

Research by the **Texas Cultural Trust** shows Texas students highly engaged in the arts are:

- **112%** more likely to score well on standardized tests
- Likely to have **3.3%** greater attendance rate compared to peers not engaged in the arts
- Are twice as less likely to drop out
- **20%** more likely to attend college
- **42%** more likely to attend a four-year college or university

Arts and an Equitable City

The Dallas arts community growth has been uneven across neighborhoods, ethnicities and disciplines.

The **Dallas Cultural Plan** works to address these challenges along with issues of systemic racism, poverty, inequality and gentrification.

- *By investing in arts and creative placemaking, we can provide more access to diverse cultural experiences and bring many of these to all corners of our city.*
- *Programs that uniquely support African, Latinx, Asian, Arab and Native American (ALAANA) artists and organizations.*
- *Grow stronger and meaningful diversity in staff, management and board leadership of Dallas arts organizations.*



The Dallas cultural landscape celebrates the best of who we are. It has come to define our city. In addition to this sector's direct spending and employment, its economic ripple effect supports local paychecks, jobs, restaurants, hotels, retail, tourism, city and state tax revenues, property values, corporate relocations, attracts talent, boosts education outcomes, fights blight, and invigorates neighborhoods.

2015 Arts and Economic Prosperity Study – City of Dallas Nonprofit Arts Sector

- **Economic impact: \$891 million** (Sector growth indicated \$1 billion+ by 2020)
- **FTE Jobs: 33,000**
- **Visitors/Tourism: 3,490,360**
- **Generated \$45 million** in local tax revenue (ROI = Twice OAC budget investment)

COVID AND THE ARTS

The COVID pandemic derailed the sector's momentum, forcing closure of all cultural venues. For most groups, this meant **a year without significant earned revenue**. These nonprofits are small, local businesses with many staff and artists residing in Dallas.

- **\$95.5 million** in direct economic losses
- **1,000 + jobs lost**
- **3 million** in lost attendance
- **Collapse in cultural tourism**

COVID Arts Impact Survey Results, March 13, 2020 through Nov. 31, 2020

During COVID, the City maintained funding levels to most arts groups, ensuring that many of them survived. Continued support is critical to help these institutions get back on their feet.

2024 BOND PROGRAM

The needs inventory for cultural facilities is projected to hit **\$133 million** by 2024, yet they have not been in a bond program in a significant way **since 2006**.

- *Arts facilities are Dallas showcases. If not maintained, patrons, tourists and artists won't come*
- *Arts venues generate tax revenue, support jobs, attract cultural tourism and boost property values*
- *2024 Bond Program focus is taking care of what we have, **not** on building new venues*

To make a dent, cultural facilities must be included at a significant amount (3-5% of total bond).

2023 ARTS VOTE/DALLAS AGENDA:



A world-class cultural destination needs a world-class commitment to the arts!

- 1. Recognize arts and culture as a vital part of Dallas's identity and economy.**
- 2. Continue support for the Office of Arts & Culture through both General Fund and Hotel Occupancy Tax, including achieving the full 15% of HOT dedicated to the arts in FY2026.**
- 3. Inclusion of cultural facilities in the 2024 Bond Program at a significant level.**
- 4. Personally advocate for the arts. Commit to attending an arts program every quarter.**
- 5. Encourage departments to partner with the arts on solutions for challenges facing Dallas.**
- 6. Ensure arts and culture are part of the City's legislative agenda in Washington and Austin.**