



WHY INVEST IN THE ARTS IN DALLAS?

City Support for the Arts

The City of Dallas Office of Cultural Affairs:

- Supports **170+ Dallas artists** and cultural organizations of all genres, shapes, sizes and locations through contracted services, commissions and programmatic support.
- Owns and/or operates **23 arts and cultural venues and facilities throughout Dallas.**
- Maintains **over 300 works** throughout the city in its collection of Public Art

The FY2019 budget for the OCA is \$22 million. Less than 1% of the \$2.788B City's Operating Budget.

Arts Investment Has High ROI

The economic impact of the nonprofit arts & culture industry in the city of Dallas alone is **\$891 million** supporting **33,554 jobs.**

The creative economy helps generate **over \$45 million** in local tax revenues. That's a 100% ROI on the **\$22 million** investment the City of Dallas budgeted to its Office of Cultural Affairs last year.

The nonprofit arts and cultural economy attracts attendance of more than 4.6 million a year. **43% of those patrons are visitors** from outside Dallas.

The arts and culture build a creative class. They attract entrepreneurs, corporate relocations and jobs to Dallas.

Arts and Education

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

Research by the Texas Cultural Trust shows that students enrolled in arts courses have:

- 3.3% greater attendance rate (about a week) compared to peers not enrolled in the arts.
- 15% higher pass rates on standardized tests
- 50% lower dropout rates

Dallas arts organizations provide a wide range of robust arts education programs serving **hundreds of thousands of students in all grades each year.** Many programs are free of charge.

Arts and an Equitable City

Growth in the city's arts community has been uneven across neighborhoods, ethnicities and disciplines.

Neighborhoods near the urban core, such as Deep Ellum and Bishop Arts, have seen approximately **20% employment growth** in creative industries since 2010, compared to 5-10% in further-out neighborhoods, such as Red Bird and Vickery Meadows.

By investing in the arts and creative placemaking, we can provide more access to cultural experiences and bring many of these to *all* corners of our city. The arts can help address systemic issues of poverty, inequality and gentrification.

WHAT IS DALLAS DOING TO SUPPORT THE ARTS?



DALLAS CULTURAL PLAN

EQUITY

DIVERSITY

SPACE

SUPPORT FOR ARTISTS

SUSTAINABLE ARTS ECOSYSTEM

COMMUNICATION

In 2018, the City of Dallas, through its Office of Cultural Affairs, produced the new Dallas Cultural Plan. Over the course of a year, and with the participation of more than **9,000 Dallas residents at 150+ meetings**, the Plan established six key priorities, listed to the left.

- Creates one coordinated vision for Dallas' Arts & Culture ecosystem. <http://dallasculturalplan.com>
- Creates a road map for implementation and identifies resources and strategies to sustain and support a diverse and thriving cultural ecosystem
- Respects and supports the work of hundreds of artists. From small and rising organizations to the city's historic institutions; the Plan celebrates their diverse sizes, genres, histories, impacts and origins, welcoming and supporting them all

ARTS VOTE/DALLAS AGENDA:



The Arts are vital to every city's culture and identity. **To be a world-class destination, we need a world-class commitment to the Arts.**

- A mayor and councilmembers who will be strong advocates for our cultural community throughout Dallas and beyond, and ensure the Cultural Plan does not collect dust on a shelf.
- The new Cultural Plan calls for increasing the portion of the city's Hotel Occupancy Tax (HOT) that helps fund arts and culture to align more with peer cities. This will:
 - Fund and sustain a cultural tourism marketing campaign attracting visitors to Dallas
 - Begin addressing millions in deferred maintenance at our city's historic cultural venues
 - Promote arts programs that add vibrancy and enhance the quality of life for all.
- A 5% increase (\$1M) in the FY19-20 OCA budget from the General Fund to implement the programs approved in the Dallas Cultural Plan, This will help achieve equity in supporting artists and organizations who supply unique and diverse cultural experiences throughout our city.



"Cities are in an all-out war for creative talent and that, in the future, this will be the dividing line that separates cities that thrive from cities that lag."

– Richard Florida, Author of *The Rise of the Creative Class*



"The arts lift us up and make life worth living. ... Dallas would not be the burgeoning international arts destination that it has become in recent years without our residents, artists, arts organizations, businesses and our philanthropic community coming together to elevate the creative industry and our city's cultural vibrancy."

– Mayor Mike Rawlings , City of Dallas

Brought to you by the **Dallas Area Cultural Advocacy Coalition**, a grassroots coalition mobilized to elevate the Arts in Dallas in order to ensure the City continues to grow as a global cultural destination.



DALLAS AREA CULTURAL ADVOCACY COALITION