



# WHY INVEST IN THE ARTS IN DALLAS?

## City Support for the Arts

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

- Supports over 200 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 300-work Public Art collection.

The FY21 OAC budget is \$20 million

- That is .0067% of the City's \$2.97 billion operating budget.
- A mix of General Fund and Hotel Occupancy Tax support.
- Budget levels have been impacted by COVID-related reductions in FY21 and FY20

## 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 a 3.3% greater attendance rate compared to peers not enrolled in the arts.*
- *15% higher pass rates on standardized tests.*
- *Are twice as less likely to drop out.*

Dallas arts organizations provide arts education programs to hundreds of thousands of students in all grades each year.

During the pandemic, arts organizations have pivoted to meet districts' requests to provide arts education virtually.

## 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

Dallas Cultural Plan as a Best Practice  
**"CHARLOTTE LOOKS TO DALLAS, OTHER CITIES AS ROLE MODELS..."**  
*Charlotte Business Journal headline*

## 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 and help the arts address systemic issues of 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 arts organizations.*



Arts and culture define today's Dallas. In addition to this sector's direct spending and employment, its wide economic ripple effect supports local paychecks and jobs, restaurants, hotels, retail, tourism, City and State tax revenues, property values, corporate relocations, attracting 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 \$1billion+ by 2020)*
- *FTE Jobs: 33,000*
- *Visitors/Tourism: 3,490,360*
- *Generated \$45 million in City tax revenue (ROI = more than twice OAC funding level)*
- *These numbers are more than double the median for similar cities (population one million or more)*

*2015 Arts and Economic Prosperity Study, Americans for the Arts*

## COVID AND THE ARTS

The COVID pandemic derailed the sector's momentum, forcing closure of all cultural venues. This has meant **a year without significant earned revenue**. A few facilities have safely reopened, though at greatly reduced capacity. Many groups have created virtual programming to keep our families entertained and educated during shutdown. These nonprofits are small, local businesses with many staff and artists residing in Dallas. To ensure these institutions are here to help rebuild our economy and foster healing, continued support is critical.

- \$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*

” “The impact of the pandemic on the arts in Dallas - financial, human and cultural - continues to be staggering. We're encouraged that our organizations are resilient and finding ways to engage the community. But these losses are not sustainable and no one is expecting a return to normal anytime soon.”

*Terry Loftis, The Arts Community Alliance*

” “These are small businesses sustaining major revenue and job losses. I worry that many of our organizations are reaching a tipping point. This is going to be a very difficult year.”

*Lily Weiss, Dallas Arts District*

## 2021 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 economic recovery.**
- 2. Continue support for the Office of Arts and Culture through both General Fund and Hotel Occupancy Tax.**
- 3. Include significant funding for City-owned arts and cultural facilities in the next bond program.**
- 4. Advocate for the arts.**
- 5. Encourage City departments to partner with the arts in creating solutions to challenges facing our city.**
- 6. Ensure arts and culture are part of the City's legislative agenda.**

