

## BOND TALKING POINTS

### Cultural Facilities

The City of Dallas owns a large number of quality arts and culture venues – from neighborhood cultural centers to architecturally and historically significant structures, and everything in between. These are all workhorse facilities that handle hundreds of thousands of visits each year from every corner of our city. They generate jobs, tourism, economic impact and tax revenue – an incredible and immediate ROI. To protecting this investment through critical repairs, deferred maintenance, and updates – the 2024 Bond Program must be a significant year for cultural facilities. **6%** of the bond program should be dedicated for this purpose. There are no new facilities being built with these bond funds. It is all about taking care of what we have.

### 15 Cultural and Performing Arts Facilities submitted for 2024 Bond Program

- AT&T Performing Arts Center (campus and garages)
- Annette Strauss Square
- Bath House Cultural Center
- Dallas Black Dance Theatre (Historic Mooreland YMCA)
- Dallas Museum of Art
- Kalita Humphreys Theater
- Latino Cultural Center
- Majestic Theatre
- Moody Performance Hall
- Oak Cliff Cultural Center
- Sammons Center for the Arts
- South Dallas Cultural Center
- Winspear Opera House
- Wylie Theatre

### CULTURAL FACILITIES NEEDS INVENTORY

- 2017 \$89M – only \$14.2M in bond
- 2024 \$120M (projected) – only \$15M proposed
- 2025 \$140M (projected)

6% is needed to get facilities caught up and through the next 5 years.

### CULTURAL FACILITY BOND PROGRAMS 1995-2017

The last *significant* cultural facilities piece in a bond program was **17 years ago** in 2006 at \$60M. This was 4% of the total \$1.3B package primarily to fund the construction of the Moody Performance Hall.

- **1995 Bond: No cultural facilities piece**
- **1998 Bond: \$10M (2%) of the \$543M total**
- **2003 Bond: \$28.9M (5%) of the \$579M total (Significant year for the arts)**
- **2006 Bond: \$60M (4%) of the \$1.3B total (Significant year for the arts)**
- **2012 Bond: \$0 (0%) of the \$642M total**
- **2017 Bond: \$14.2M (1%) of the \$1.05B total**
- **2024 Bond: City Bond office recommended \$15M (2%) Arts Community requesting 6%**

In 2017, arts community was told it was not a significant year for the cultural facilities and to wait until the 2022 program, which was delayed to 2024 by Covid.

## **SIGNIFICANT COSTS**

- These are Unique buildings with unique needs.
  - Heavily used both in front and back of house. They are public facing serving neighborhoods, rehearsal and creative spaces, large audiences, large exhibitions and productions, arts education and community programs, and more
  - They constantly need building envelope, HVAC, and basic repairs and maintenance
  - Museum and gallery spaces must protect art work and priceless collections
  - Many are architecturally and historically significant and iconic showcases needing extra care
  - Audience needs – maintaining to handle public safety, large audiences, seating, carpeting, concessions, restrooms, arts education spaces, and more.
  - Artist needs – Security, dressing rooms, costume and set workshops, rehearsal spaces, performance spaces
  - Production needs – Set safety, rigging, lighting, sound, stage safety, fire safety, fly space, and more

## **RETURN ON INVESTMENT**

Cultural facilities are one of the best investments for bond money

- Generate economic impact
- Generate tax revenues
- Directly and indirectly support tens of thousands of jobs
- Attract corporate relocations and talent
- Cultural tourism
- Boost property values
- Serve hundreds of thousands of people annually

## **NEW CITY PARADIGM**

- We've all heard the saying "Dallas is good at building new things. It's not good at taking care of them." We must turn this around.
- This bond program should:
  - Tackle critical, immediate needs
  - Include ongoing maintenance and updates
  - Values and strengthens existing contracts, commitments and relationships with cultural partners
- This Arts Request for the Bond Program focuses on taking care of what we have with no no new projects
- Reject the strategy of waiting until things fall apart to fix them
  - If equipment fails and a light falls on a performer, artists won't want to use the space
  - If rain is dripping on an audience, they won't attend performances
  - If our iconic facilities are run down and not maintained, tourism drops
  - If people are not coming to our facilities, tax revenues drop, other businesses impacted
- Cannot let needs go unaddressed until 2029 for another bond program to get the cultural facilities caught up
- The longer you let things slide, the more expensive it will be to fix them up
  - We spent decades ignoring Fair Park, and now are spending hundreds of millions over another decade to get caught up. Don't repeat mistakes