

Memorandum



CITY OF DALLAS

DATE November 7, 2017

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scot Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **FY 2017 Report of AT&T Performing Arts Center's Additional Services**

On Monday, November 13, 2017, you will be briefed on the FY 2017 Report of AT&T Performing Arts Center's Additional Services. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment:

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billierae Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)
Jon Fortune, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

FY2017 Report of AT&T Performing Arts Center's Additional Services

**Quality of Life, Arts and Culture Committee
November 13, 2017**

**Jennifer Scripps, Director
Office of Cultural Affairs
City of Dallas**



Purpose

- Report on the services provided by the AT&T Performing Arts Center during the initial year of the contract for expanded services



Background

- In October 2016, City Council approved the third amendment to the use agreement between the City and AT&T Performing Arts Center (ATTPAC)
- Provided for increased financial support of \$1.5M per year for 10 years in exchange for additional artistic and managerial services to benefit and expand the capabilities of the broader arts sector
- In this initial year, the value of total services provided was \$1.95M

Performance Space = \$136,843

- Performance spaces are somewhat limited in Dallas, so this funding allows smaller groups an opportunity for greater exposure to market to new audiences, in addition to performing in the Arts District
- ATTPAC presents the Elevator Project:
 - Utilizes the ATTPAC campus: 6th Floor Studio Theatre at the Wylie Theatre, Hamon Hall at the Winspear Opera House, and Sammons Park
 - Several of the works presented have been U.S. or world premieres
 - Participating artists and groups have included:
 - Denise Lee (cabaret)
 - Max Hartman (music)
 - Prism Co (theatre)
 - Melody Bell (spoken word/storytelling)
 - Danielle Georgiou Dance Group (dance)
 - American Baroque Opera Cabaret (opera)

4



Performance Space = \$136,843 (cont.)

- Co-presented *Public Works – The Tempest* with the Dallas Theater Center
 - Provided rehearsal space, performance space, and operational support
- Provided reduced-cost performance space to arts groups:
 - Kitchen Dog Theater
 - Turtle Creek Chorale
 - Dallas International Film Festival
 - Dallas Choral Society
 - TACA
- Presented student performances on the Sammons Community Stage

Dallas Arts Month = \$383,054

- Arts Month is a citywide celebration of the rich diversity, high quality of offerings, and availability of cultural experiences across Dallas
- ATTPAC supported all aspects of expanding Dallas Arts Week into a month-long celebration of the arts
 - 156 events presented by 55 arts groups
- Arts Month marketing provided by ATTPAC:
 - 6 full-page ads in the *Dallas Morning News*
 - 37 commercial spots on WFAA television
 - Dedicated Arts Month e-blasts
- Co-presented free community event featuring Bandaloop, the vertical dance company
 - Event was enjoyed by ~22,500 people

6



Ticketing = \$53,711

- For smaller arts groups, ticketing services can be time-consuming and technically challenging to administer in a cost-effective manner
- ATTPAC provides discounted or free ticketing services to small and midsize arts organizations
 - 14 groups used the TicketDFW system to ticket 39 events and performances
- Three groups have now signed up for ATTPAC to ticket their entire seasons:
 - Dallas Bach Society
 - New Texas Symphony Orchestra
 - Avant Chamber Ballet
- Continuing to market this services to all 161 eligible organizations

7



Marketing = \$1,009,428

- Marketing arts events is a constant challenge for arts organizations which are always trying to increase awareness, sell tickets and subscriptions, and reach new audiences
- ATTPAC created and sends the twice-monthly dedicated Culture Calendar eblasts sent to ATTPAC mailing list of dedicated arts-goers:
 - 100+ groups participated
 - 717 marketed events, classes and performances
- Features the OCA Culture Calendar prominently on the ATTPAC.org homepage



Access to the Arts = \$301,184

- Partners with 13 Dallas social services agencies to provide complimentary tickets
 - 1,867 tickets in FY16-17
- Hosts the Let's Talk event with the Dallas Police Department, which fosters dialogue between law enforcement and teens in communities, providing technical and operational support
- Welcomes DISD high school students via the Open Stages and Backstage Spotlight programs
 - 1,754 tickets from 12 high schools
 - Also pays for buses, lunches, teaching artist
- Provides OCA Rush Tickets to artists and arts-based employees
 - 532 employees registered
 - 246 tickets used (prices are \$25 and below)

9



Parking = \$65,636

- Provided free parking in the Lexus Silver Garage for 10 City of Dallas events, including:
 - Mayor's Creative Conversation
 - The Arts and Economic Prosperity Study 5 Report results
 - Reception for Police Chief U. Renee Hall
 - Budget Town Hall meetings



Summary (as of 11/3/17)

| Services: | Q1 | Q2 | Q3 | Q4 | TOTAL: |
|--------------------|------------------|------------------|------------------|------------------|--------------------|
| Performance Space: | \$0 | \$23,894 | \$98,632 | \$14,316 | \$136,843 |
| Arts Month: | \$0 | \$49,979 | \$333,075 | \$0 | \$383,054 |
| Ticketing: | \$8,018 | \$19,747 | \$18,759 | \$7,187 | \$53,711 |
| Marketing: | \$53,095 | \$374,188 | \$327,275 | \$254,871 | \$1,009,428 |
| Access to Arts: | \$44,428 | \$144,836 | \$60,475 | \$51,446 | \$301,184 |
| Parking: | \$3,340 | \$9,776 | \$34,760 | \$17,760 | \$65,636 |
| TOTAL: | \$108,881 | \$622,420 | \$872,976 | \$345,579 | \$1,949,857 |

Appendix: Ticketing

Arts groups and events ticketed via TicketDFW:

- Anita N. Martinez Ballet Folklorico
- Avant Chamber Ballet
- Cry Havoc
- DACAC
- Dallas Area Cultural Advocacy Coalition (Arts Advocacy Day)
- Dallas Arts District (Annual Breakfast)
- Dallas Bach Society
- Dance Council of North Texas
- Echo Theatre
- Jewish Community Center
- Metropolitan Woods
- New Texas Symphony Orchestra
- OCA – Mayor’s Creative Conversation
- Turtle Creek Chorale
- Word Space

12



Appendix: Marketing (1 of 3)

Groups which have listed events in Cultural Calendar and eblasts:

- 29 Pieces
- Academy of Bangla Arts and Culture
- African American Museum of Dallas
- AIA Dallas
- Arts District Chorale
- Avant Chamber Ballet
- Bandan Koro
- Bath House Cultural Center
- Beckles Dancing Company /
Arga Nova Dance Company
- Big Thought
- Bishop Arts Theatre Center /
TeCo Theatrical Productions □
- Black Academy of Arts and Letters, Inc. (TBAAL)
- Booker T. Washington High School
- Bruce Wood Dance Project
- Business Council for the Arts
- Calavera Theatre Company
- Cara Mia Theatre Company
- Chamber Music International
- Children's Chorus of Greater Dallas
- City of Dallas - Office of Cultural Affairs
- Complete Works of William Shakespeare
- Contemporary Ballet Dallas
- Creative Arts Center of Dallas
- Crow Collection of Asian Art
- Dallas Architecture Forum
- Dallas Area Cultural Advocacy Coalition
- Dallas Art Dealers Association
- Dallas Art Fair
- Dallas Arts District
- Dallas Bach Society
- Dallas Black Dance Theatre
- Dallas Chamber Symphony
- Dallas Children's Theater
- Dallas City Performance Hall / Moody Performance Hall
- Dallas Contemporary
- Dallas Heritage Village
- Dallas Historical Society
- Dallas Holocaust Museum
- Dallas Institute of Humanities and Culture
- Dallas Jazz Piano Society
- Dallas Museum of Art
- Dallas Neo-Classical Ballet
- Dallas Summer Musicals
- Dallas Symphony Orchestra
- Dallas Theater Center



Appendix: Marketing (cont.)

- Dallas Theater Center
- Dallas Winds
- Dance Council of North Texas
- Danielle Georgiou Dance Group
- DMA Arts & Letters Live
- Earth Day Texas
- Echo Theatre
- Fine Arts Chamber
- Friends of the Bath House Cultural Center
- Greater Dallas Youth Orchestra
- Jewish Community Center of Dallas
- Junior Players
- Kadampa Meditation Center of Texas
- KERA
- Kitchen Dog Theater
- Latino Cultural Center
- Lone Star Wind Orchestra
- Lyric Stage
- Majestic Theatre
- Metropolitan Winds
- Mexico Institute
- Meyerson Symphony Center
- Michelada Think Tank
- Museum of Geometric and MADI Art
- Nasher Sculpture Center
- New Texas Symphony Orchestra
- North Texas Food Bank
- North Texas Master Naturalists
- Oak Cliff Cultural Center
- Oak Lawn Band
- One Thirty Productions
- Orchestra of New Spain
- Orpheus Chamber Singers
- Pegasus Theatre, Inc.
- Perot Museum of Nature and Science
- Resounding Harmony
- Resource Center Dallas - Phil Johnson Library
- Sammons Center for the Arts
- Shakespeare Dallas
- Soul Rep Theatre Company
- South Dallas Cultural Center
- Teatro Dallas
- Teatro Flor Candela
- Texas Ballet Theater
- The Dallas Opera
- The MAC

Appendix: Marketing (cont.)

- The Writer's Garret
- Theatre Three, Inc.
- TITAS Presents
- Turtle Creek Chorale
- Undermain Theatre
- Uptown Players
- UT Dallas- University Theater
- Video Association of Dallas
- Voices of Change
- WingSpan Theatre Company
- Women's Chorus of Dallas
- WordSpace



Appendix: Access to the Art

- Key Dallas ISD schools participating in ATTPAC's Education Programs include:
 - Booker T. Washington HS for the Visual and Performing Arts
 - David W. Carter HS
 - Moises E. Molina HS
 - L.G. Pinkston HS
 - W.W. Samuel HS
 - Sunset HS
 - Thomas Jefferson HS
 - Woodrow Wilson HS
 - W. T. White HS
- Two Richardson ISD high schools will be added for the 2017-2018 school year



FY2017 Report of AT&T Performing Arts Center's Additional Services

**Quality of Life, Arts and Culture Committee
November 13, 2017**

**Jennifer Scripps, Director
Office of Cultural Affairs
City of Dallas**

