

# Memorandum



CITY OF DALLAS

DATE October 20, 2017

Honorable Members of the Quality of Life, Arts & Culture Committee:

TO Sandy Greyson (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT Responses to Committee Questions Regarding FY 2017-18 Cultural Contracts Allocations

On October 9, 2017, the Quality of Life, Arts & Culture Committee was briefed on the Cultural Affairs Commission's Recommendations for FY 2017-18 Cultural Contracts Allocations. The following are responses to the Committee's questions that required additional research.

**Question:** What services does Big Thought provide to the City through the cultural services contract?

**Response:**

For over 10 years, Big Thought has been leading a nationally recognized partnership between the City and DISD to bring quality arts learning (both in-school and out-of-school) to the children and youth of Dallas. While funded through the Office of Cultural Affairs, Big Thought also works extensively with the Dallas Public Library and Park and Recreation Department, and with many of the cultural partners OCA supports.

Through its programs like Learning Partners, Thriving Minds and Dallas City of Learning, and with the support of the City of Dallas and numerous foundations, corporations, school districts and over 330 partners, Big Thought leads, leverages, and creates programs and partnerships that work to close students' opportunity gap through creative educational programs.

To highlight a few specific services, in FY 2016-17 Big Thought programmed a new summer camp at Red Bird Mall and continued support of after-school activities at OCA's cultural centers: Bath House Cultural Center, Latino Cultural Center, Oak Cliff Cultural Center, and South Dallas Cultural Center.

In total, Big Thought's programs serve over 140,000 children annually, providing over 1.7 million hours of creative educational programs.

Additional information about Big Thought's services:

- 85% percent of those attending Big Thought's Thriving Minds After-School program, and 97% of those attending the Thriving Minds Summer Camp are economically disadvantaged

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- Academic Impact: Many students participating in Big Thought programs increased their writing abilities, performed better on state mandated tests and started school with a meaningful advantage in math
- Socio-Emotional Impact: 52% of students assessed showed positive gains in Relationship Skills competency
- Instructional Impact: 71% of instructional observations in 2014-2015 were ranked proficient to advanced, a 20% increase from 2013-2014

**Question:** What is the composition of the Public Art Committee of the Cultural Affairs Commission? How did the three at-large members of the Cultural Affairs Commission become the standing members of the Public Art Committee?

**Response:**

The Public Art Committee was established by ordinance in September 1988, and its membership composition was amended several times between then and 1994. The Public Art Committee is currently composed of the three at-large members of the Cultural Affairs Commission and eight members appointed by the Cultural Affairs Commission (Dallas City Code Section 2-102 (2)). This make-up of the committee has been in place since January 1994.

A *Dallas Morning News* article from February 10, 1994, indicates the at-large Cultural Affairs Commission members were designated to the Public Art Committee by the City Council to broaden representation from the entire City as a response to concerns over the makeup of the Public Art Committee.

Please let me know if you have questions or require additional information.



Joey Zapata  
Assistant City Manager

C: Honorable Mayor and Members of the City Council  
T.C. Broadnax, City Manager  
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