

## City Council Work Session Handouts

April 16, 2012

- I. Review and Discuss the North Texas Municipal Water District Water Supply Plan
- II. Review and Discuss the Cultural Arts Master Plan Update



# City of Richardson Water Supply Update

Jim Parks  
NTMWD Executive Director  
April 16, 2012



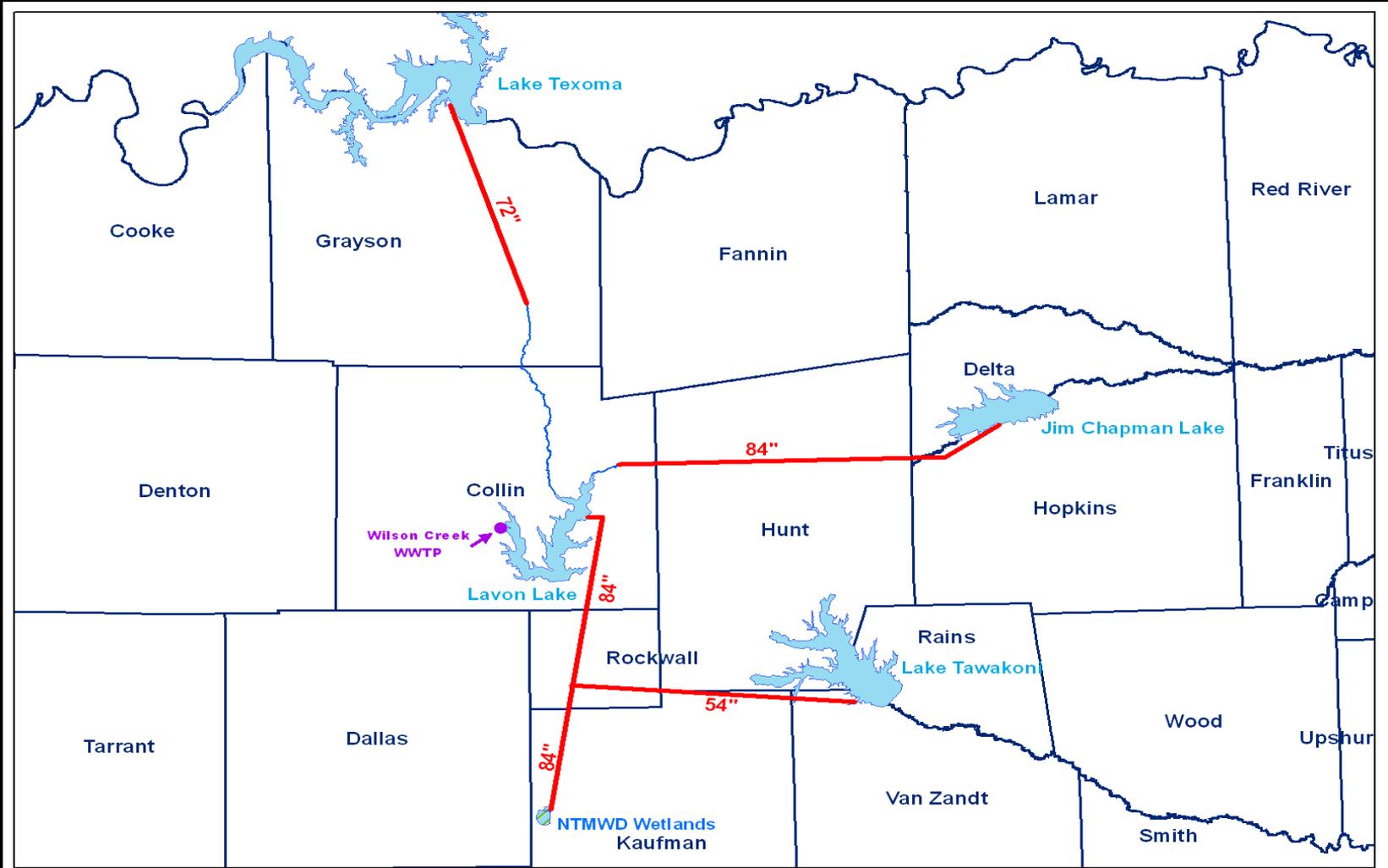
*WATER,*  
*Not oil, is the*  
*lifeblood of Texas*

James Michener,  
*Texas: A Novel*





# NTMWD Raw Water Supply Sources





# NTMWD Reservoir Elevations

## April 16, 2012

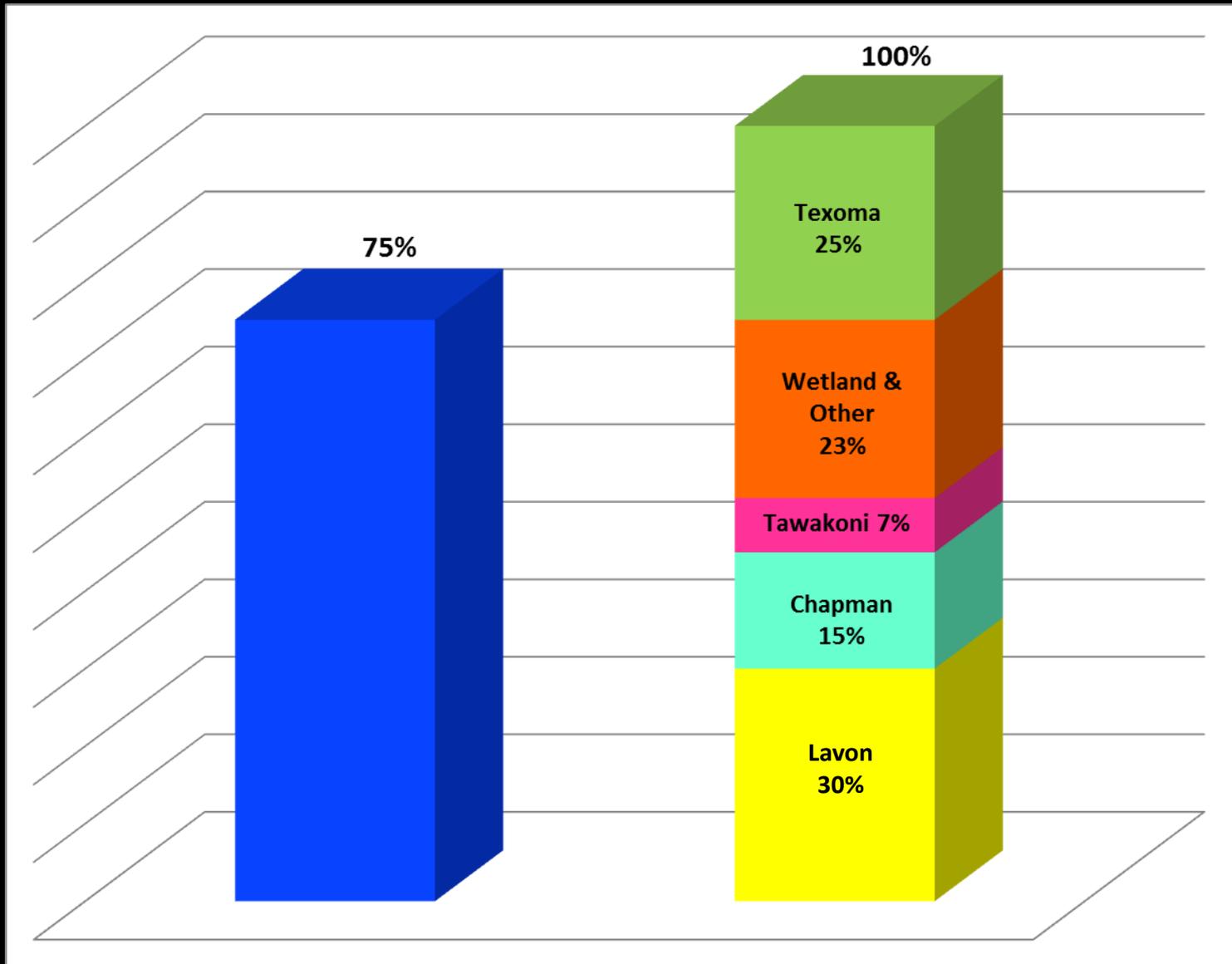
Reservoir	Conservation Pool Elevation	Current Elevation	Down	USACE/SRA Storage Capacity	NTMWD's Storage Capacity
Lavon	492.0'	492.86'	+0.86'	100%	100%
Chapman	440.0'	439.60'	0.86'	95%	86%
Tawakoni	437.5'	437.19'	0.31'	99%	53%
*Texoma	617.0'	617.43'	+0.43'	100%	100%

\*





# Supply Capacity Without Texoma



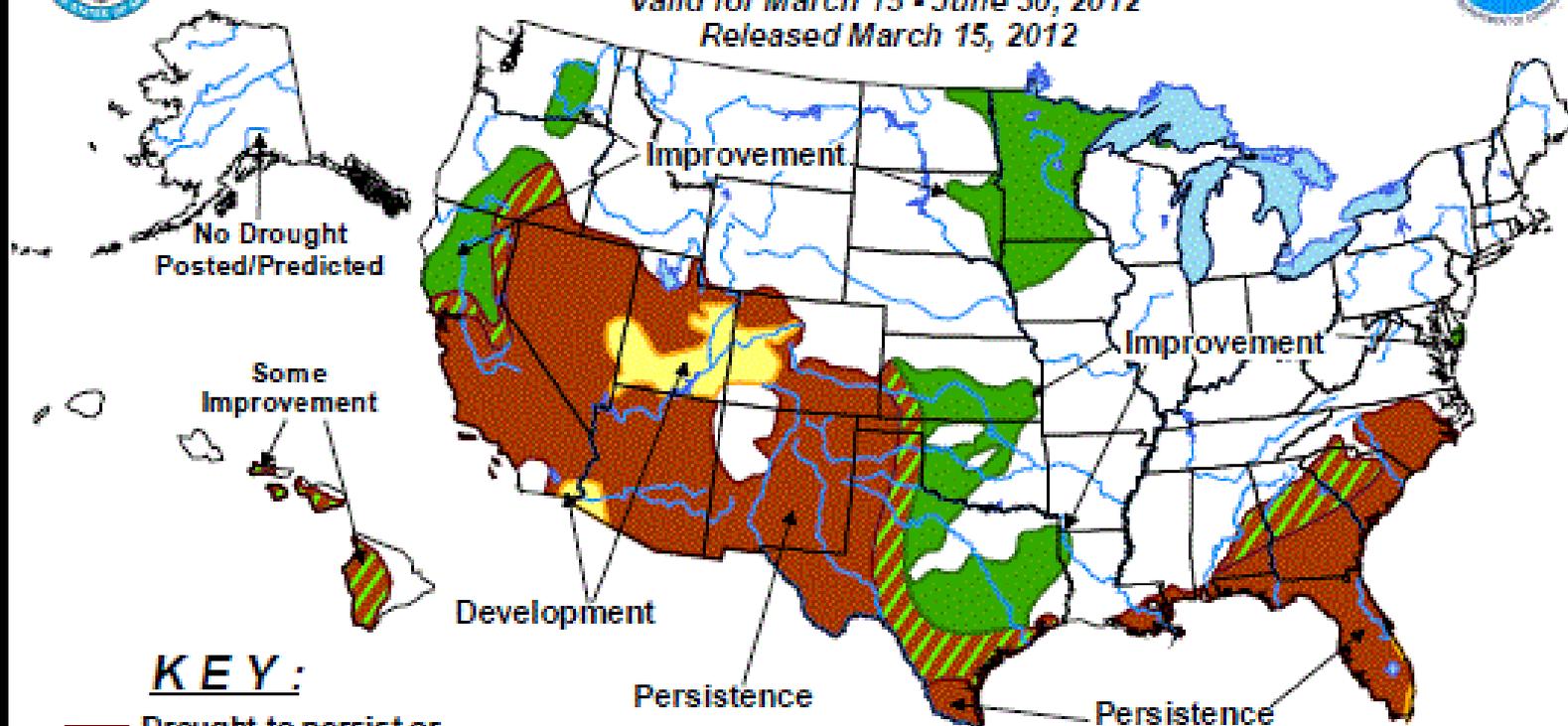


# U.S. Seasonal Drought Outlook

## Drought Tendency During the Valid Period

Valid for March 15 - June 30, 2012

Released March 15, 2012



### KEY:

-  Drought to persist or intensify
-  Drought ongoing, some improvement
-  Drought likely to improve, impacts ease
-  Drought development likely

Depicts large-scale trends based on subjectively derived probabilities guided by short- and long-range statistical and dynamical forecasts. Short-term events – such as individual storms – cannot be accurately forecast more than a few days in advance. Use caution for applications – such as crops – that can be affected by such events. "Ongoing" drought areas are approximated from the Drought Monitor (D1 to D4 Intensity). For weekly drought updates, see the latest U.S. Drought Monitor. NOTE: the green Improvement areas imply at least a 1-category Improvement in the Drought Monitor intensity levels, but do not necessarily imply drought elimination.





# Conditions Impacting Supply

- Climatological Conditions
  - Types of Drought
    - Meteorological – less than average precipitation
    - Agricultural – affects crop production
    - Hydrological – reservoirs fall below statistical average
  
- Loss of Lake Texoma
  - 28% of total supply
  - Zebra mussel infestation





# Zebra Mussel Considerations





# What are they?

- Invasive species native to Europe & Asia



<http://www.wearlon.com/Ezmussel.htm>

- First found in Great Lakes in 1988

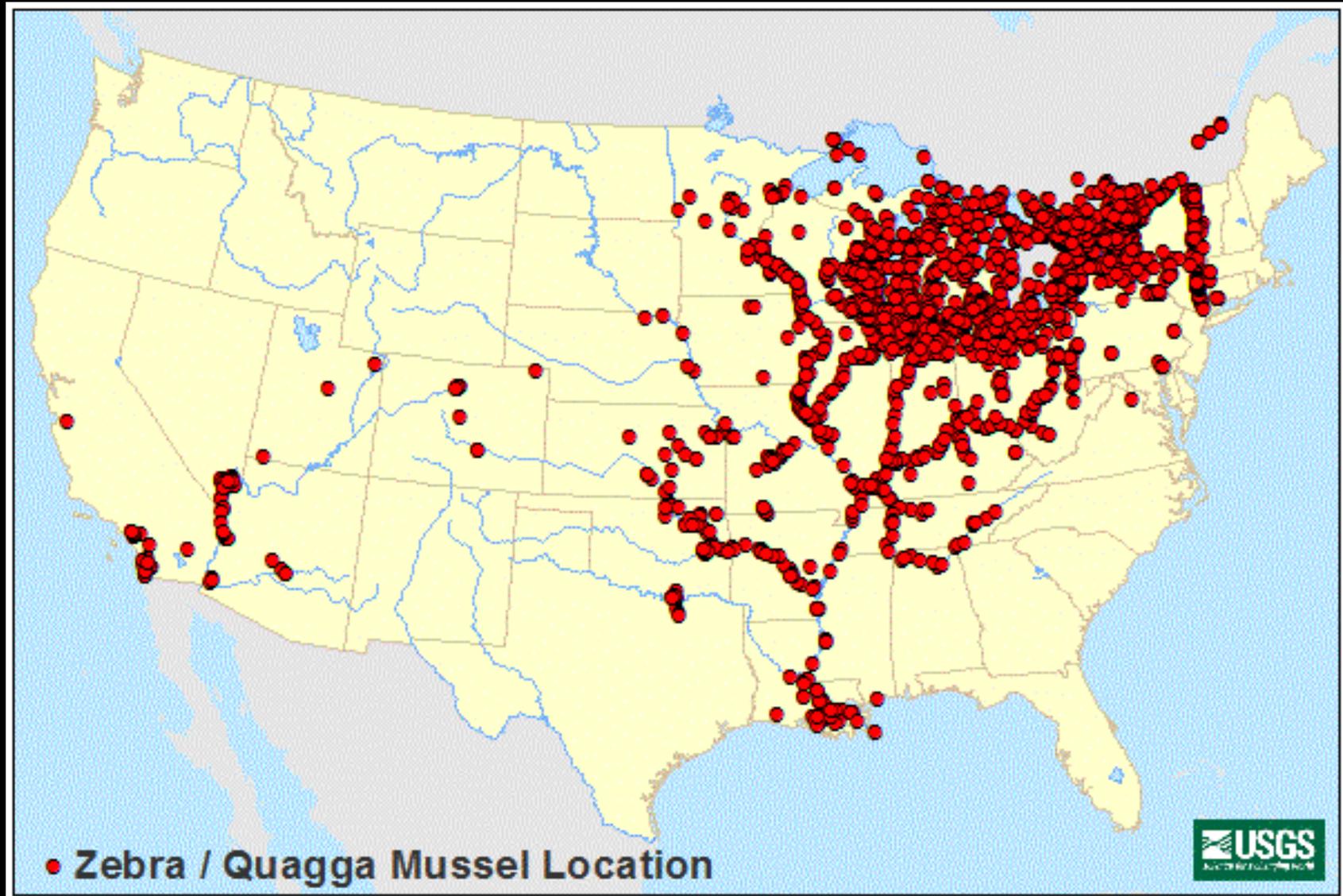


Michigan Sea Grant



<http://www.jaxkayakfishing.com/phpBB/topic16749.html>







# Chronology

- Apr. 3, 2009 - Zebras found in Texoma by TPWD
- July 17, 2009 - NTMWD stopped pumping @ Texoma
- Aug. 3, 2009 - TPWD found zebras in Sister Grove Creek
- Feb. 15, 2011 - USACE instructed NTMWD not to pump Texoma water until a program was implemented and approved by the USACE that prevented the spread of the mussel to the Trinity River basin.
- Lacey Act, Executive Order 13112 and CWA Sec. 404 Permit
- U.S. Congressional delegation is assisting NTMWD
  - Apr. 9<sup>th</sup> delegation letter asks USACE to expedite 404 permit for pipeline and interim transfers from Texoma
  - Mar. 16<sup>th</sup> NTMWD letter to Congressman Sessions requests help with legislation that grants relief from Lacey Act
- Alternatives have been evaluated and extending the Texoma pipeline has been determined to be best solution





# Texoma Pump Station



**NTMWD Lake Texoma  
Raw Water Pump Station**

**80-100 ft. of water depth**

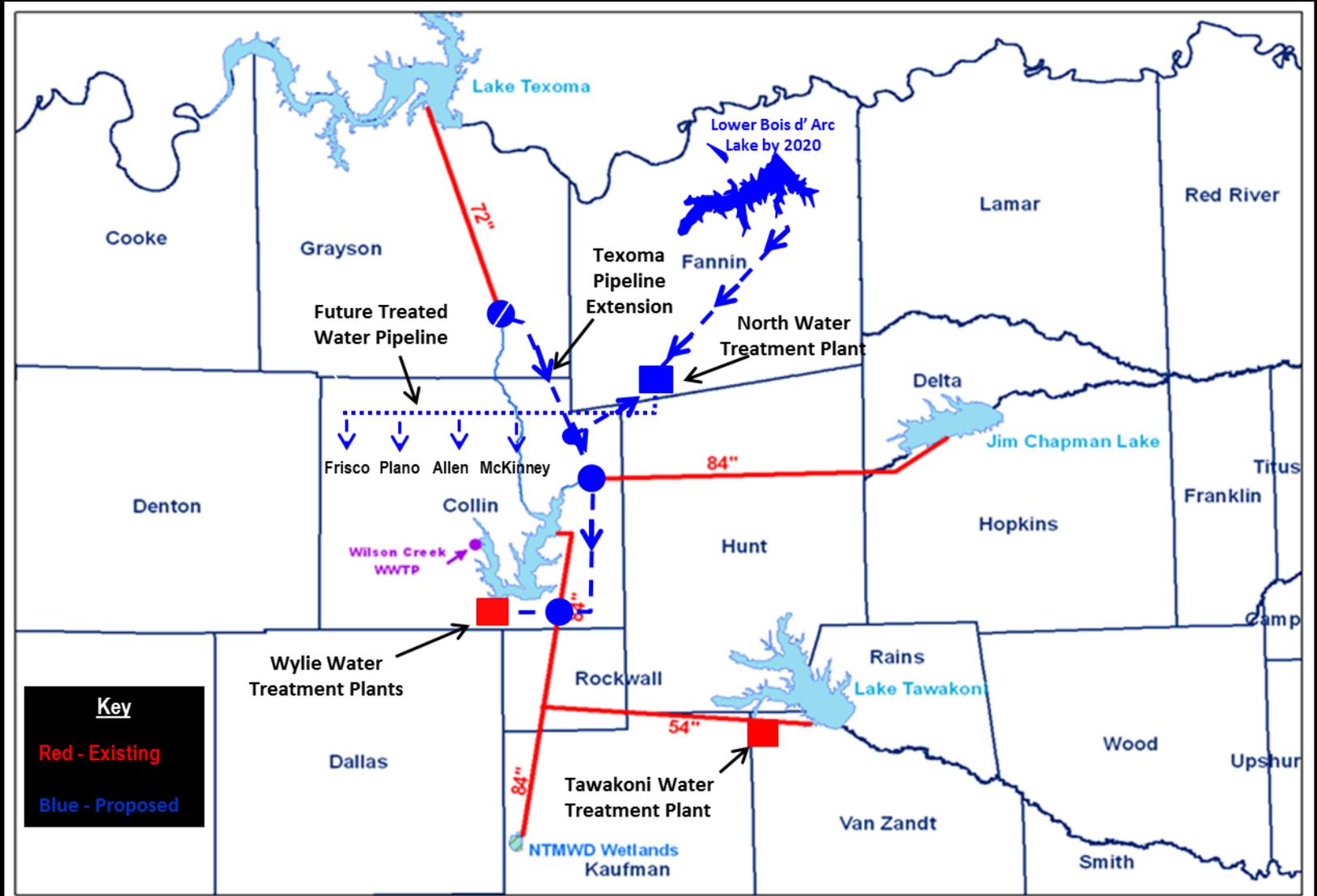
**90 MGD pumping capacity**

**Expanding to 125mgd**





# NTMWD Raw Water Supply Sources





# Path Forward





# Strategies Approved by NTMWD Board to Address Shortages

- **Implement Drought Contingency Plan**
  - Stage 3 - March 29, 2012
- **Authorized short-term water purchases**
  - 60 mgd at estimated cost of \$14 million per year
- **Approved extension of Texoma pipeline**
  - Complete fall 2013      Estimated cost \$300 million
- **Main stem Trinity pump station to Wetland**
  - Complete fall 2013      Estimated cost \$65 million





# System Modeling

- Early January modeling is obsolete !
- Outside consultant is running several new models based on changed conditions
  - Improved lake conditions
  - Improved climate conditions forecast
  - Temporary loss of Texoma supply
  - Earlier construction of Main Stem Pump Station
  - Short-term purchase of additional supply
  - Retaining Stage 3 water reduction goal of 10%
- Based on recently changed conditions we will re-evaluate wholesale rate projection for FY 12/13



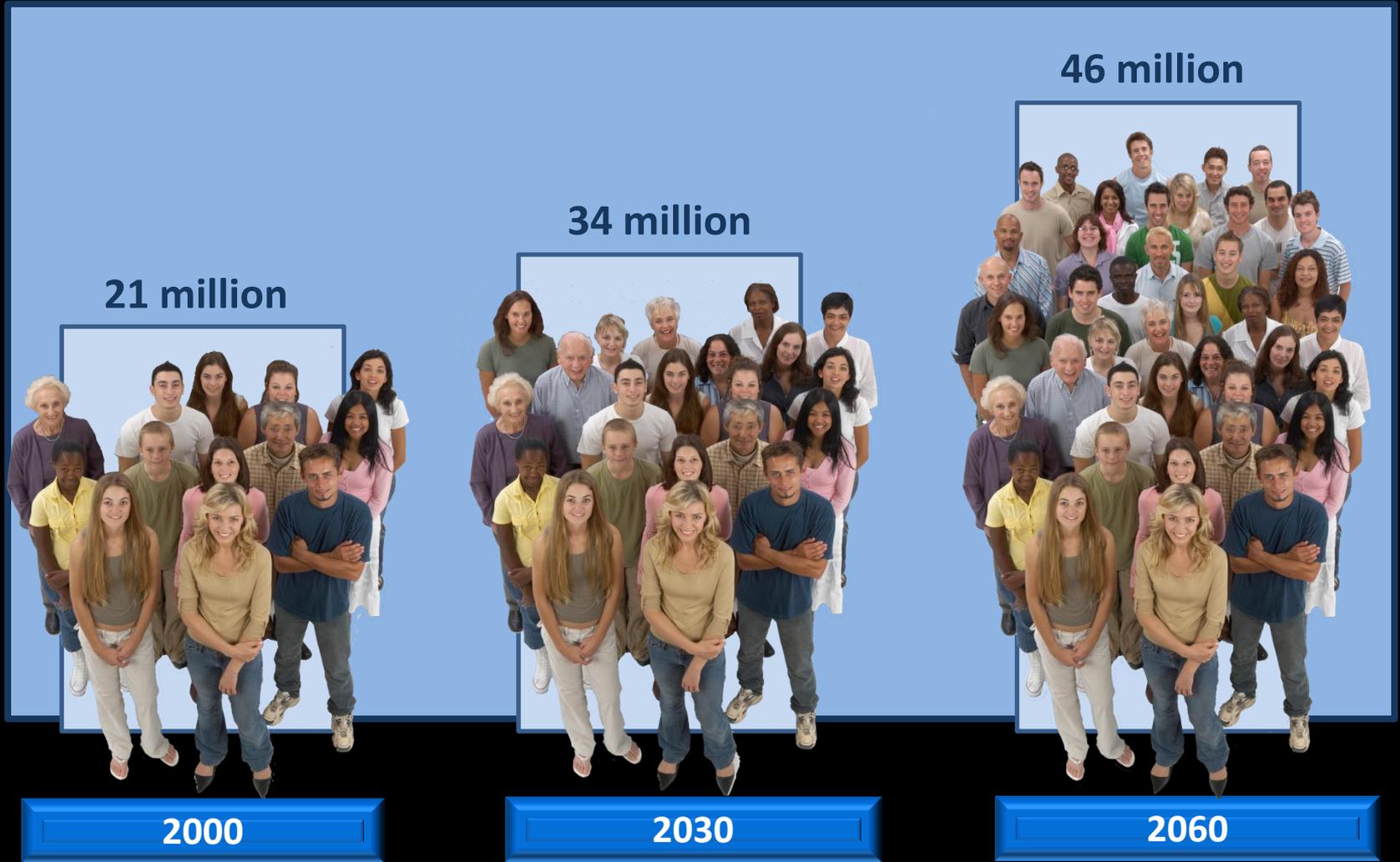


# State Water Planning





# Texas Population Projections





# State Water Planning Process

- In 1997, **Texas Legislature** passed **Senate Bill 1**, which mandated a State Water Plan
- Designated **Texas Water Development Board** to set rules and oversee planning effort
- Divided the State into **16 planning regions**
- Seated representatives of **11 water interest groups**
- Required development of **water plan every five years**





# Background – Regional Water Planning Areas

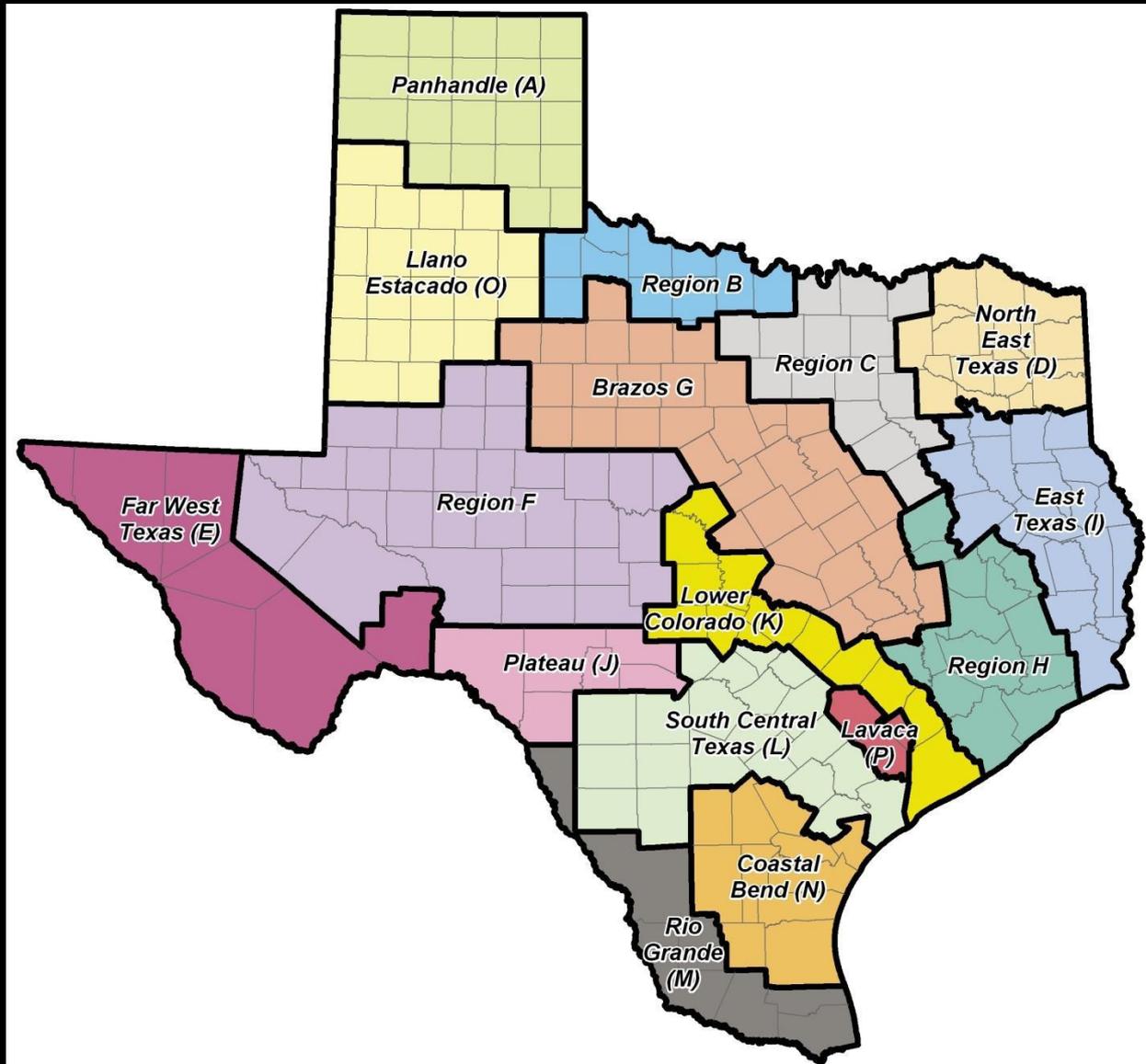
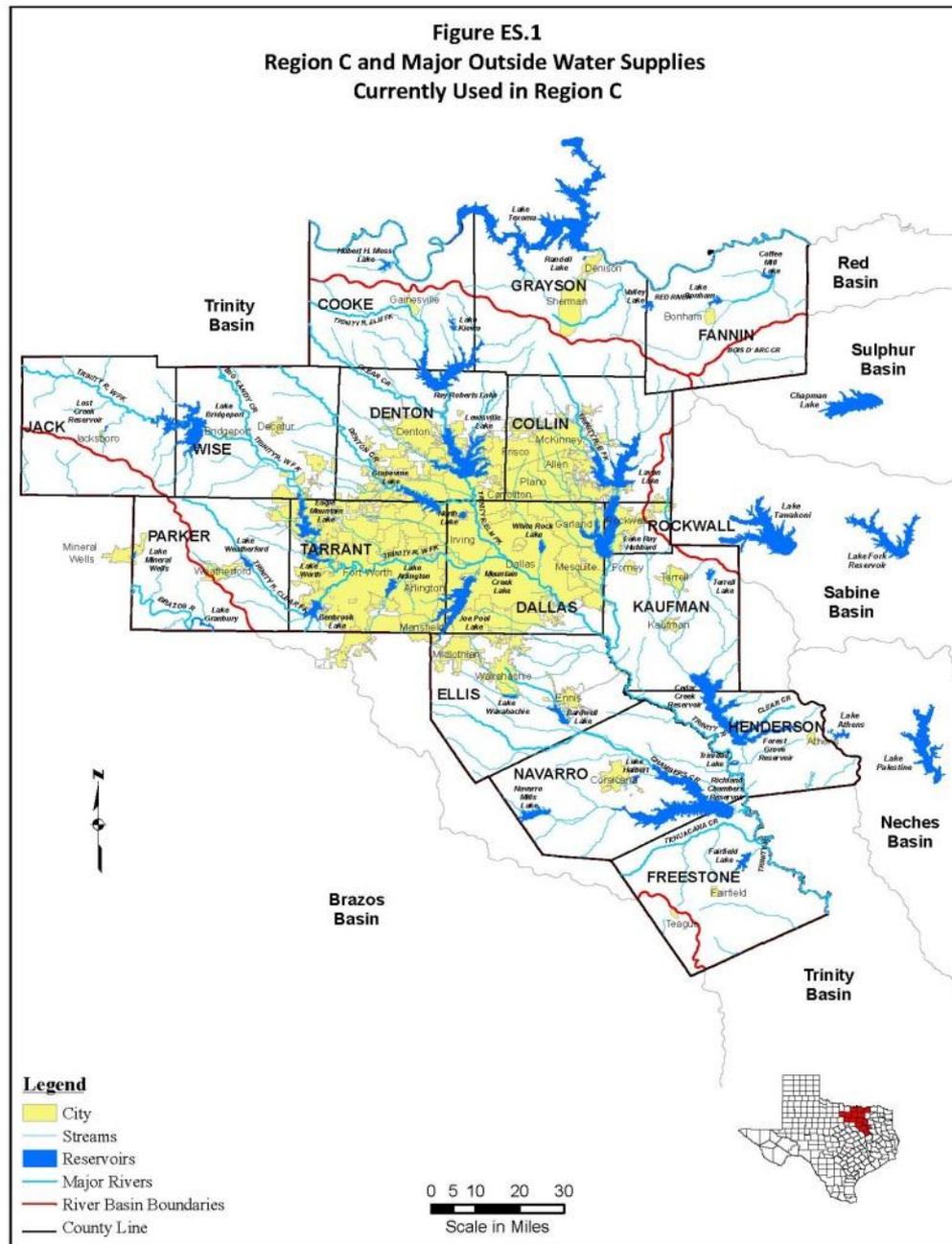


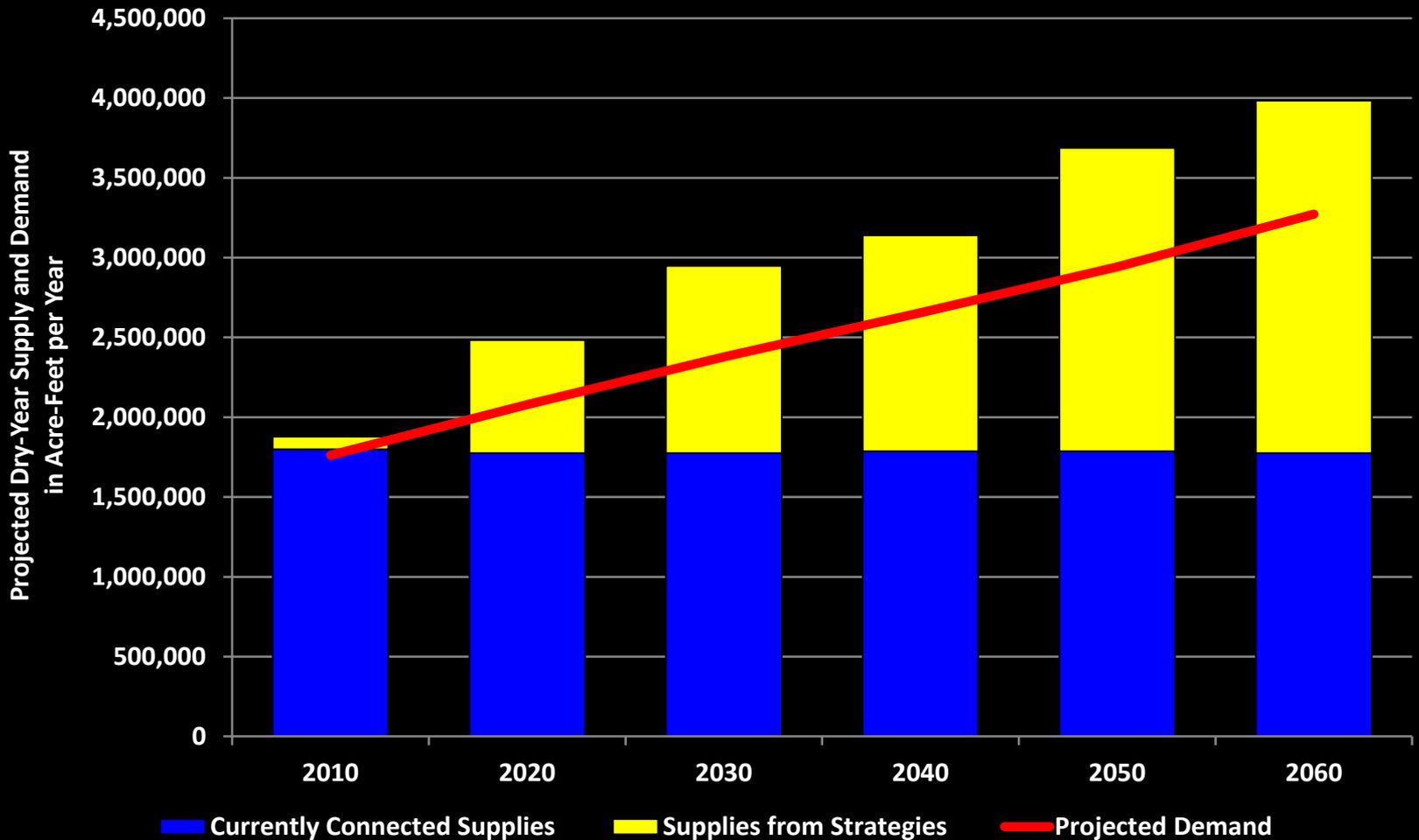


Figure ES.1  
Region C and Major Outside Water Supplies  
Currently Used in Region C

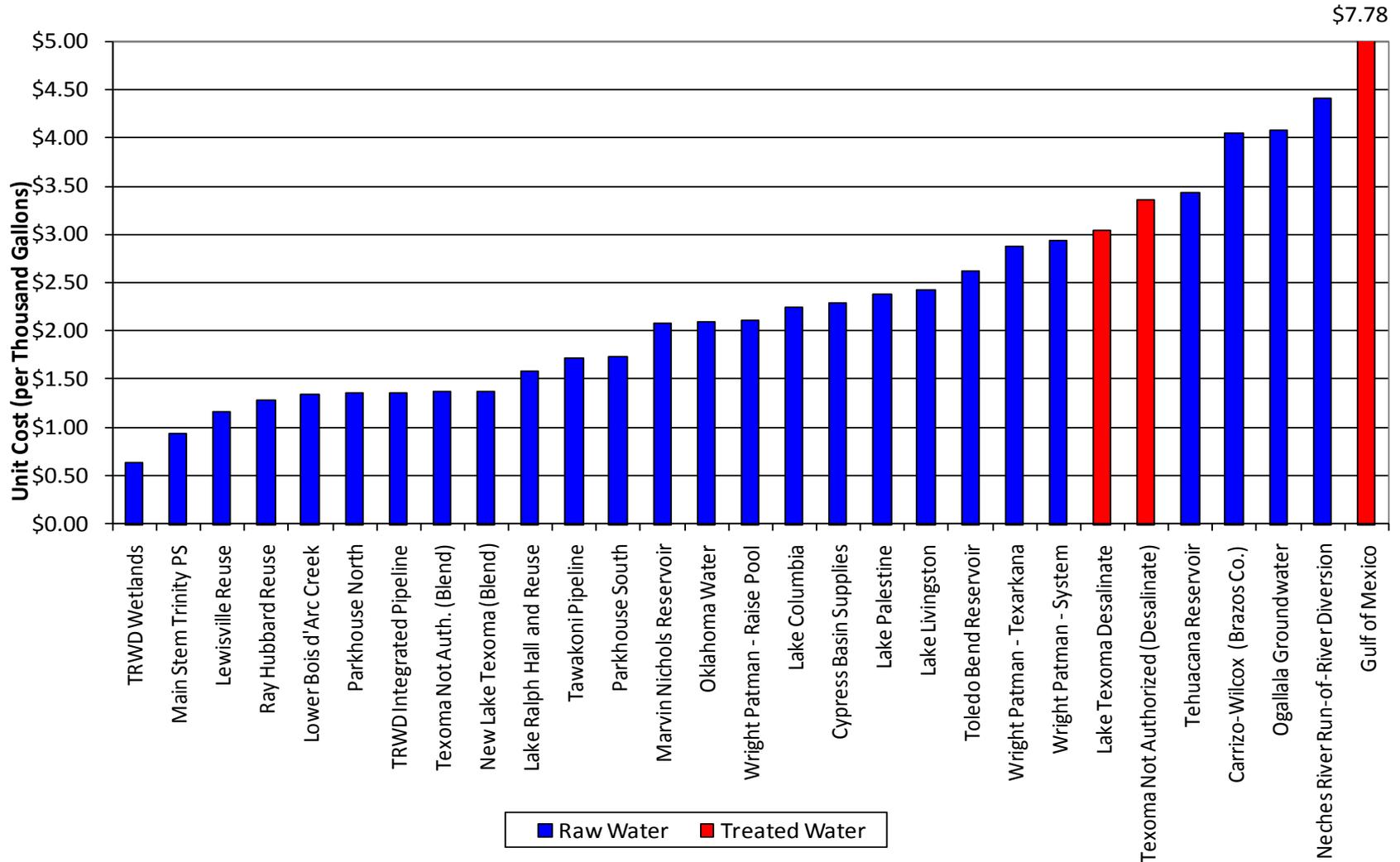




# Supply and Demand for Region C with the Development of New Supplies

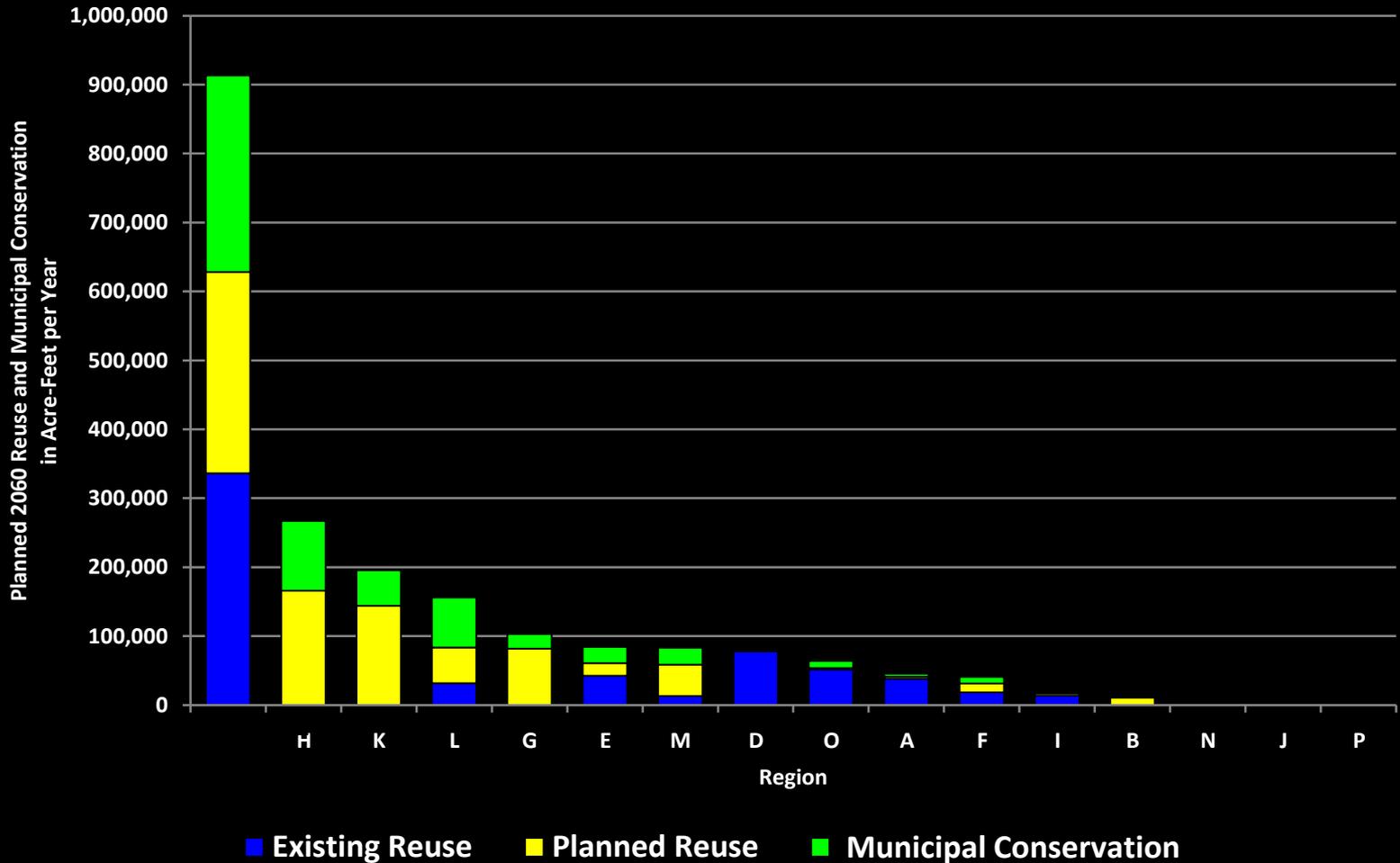


# Unit Costs of Potentially Feasible Major Strategies for Region C



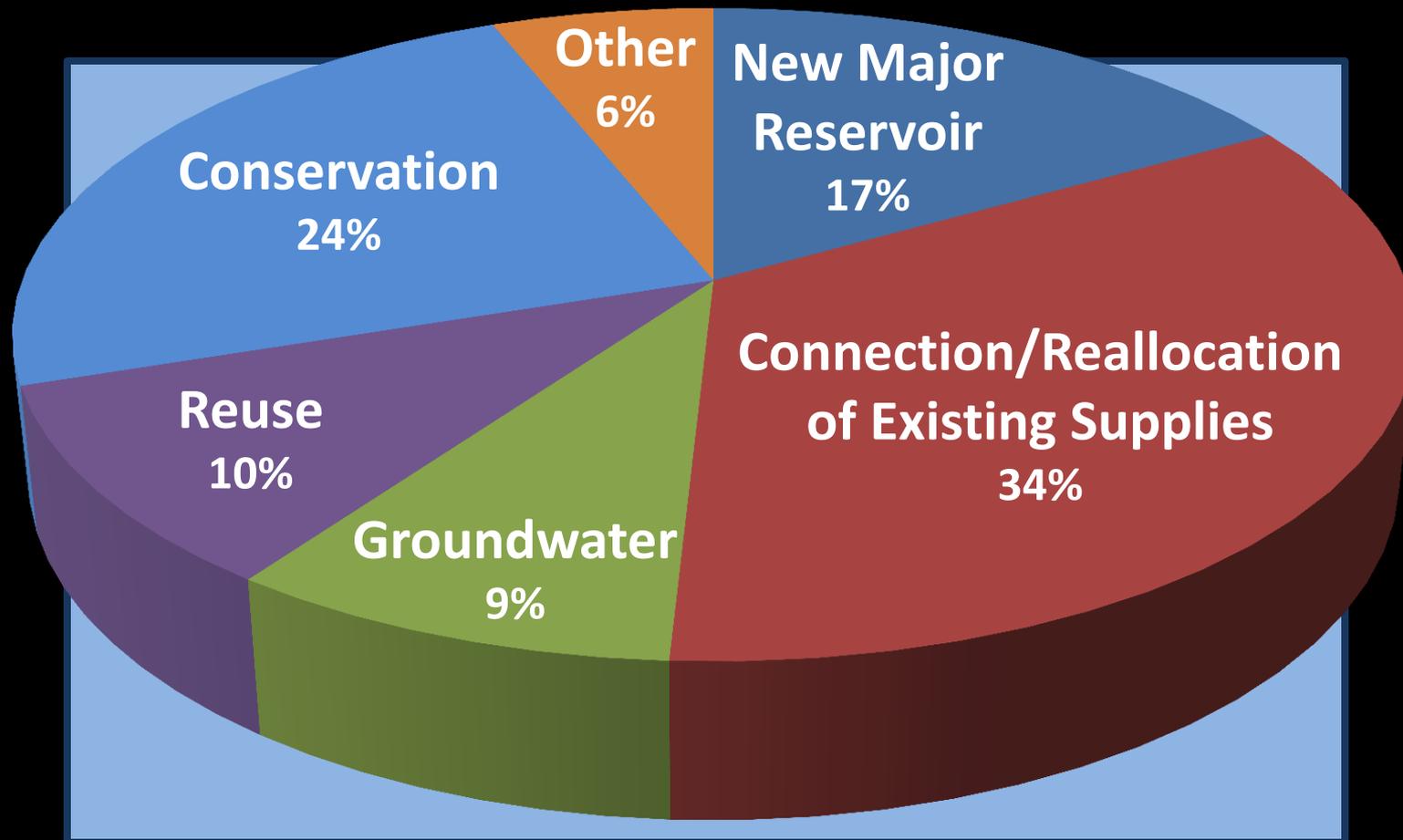


# Planned 2060 Reuse and Municipal Conservation Supplies by Region





# New Supplies – 2012 Water Plan





# Recommended WMSs for Region C

Strategy	Supplier	Supply (Ac-Ft/Yr)	Supplier Capital Cost
Toledo Bend Reservoir	NTMWD	200,000	\$1,239,762,000
	TRWD	200,000	1,937,420,000
Marvin Nichols Reservoir	NTMWD	174,840	830,894,000
	TRWD	280,000	2,371,116,000
	UTRWD	35,000	225,628,000
TRWD Integrated Pipeline	TRWD	179,000*	702,008,000
Lower Bois d'Arc Creek Reservoir	NTMWD	123,000	615,498,000
Oklahoma Water	NTMWD	50,000	208,624,000
	TRWD	50,000	441,548,000
	Irving	25,000	194,825,000
	UTRWD	15,000	96,083,000
Lake Palestine	DWU	111,776	887,954,000
New Lake Texoma (Blend)	NTMWD	113,000	336,356,000
Wright Patman Lake - Raise Flood Pool	DWU	112,100	896,478,000
TRWD Wetlands	TRWD	105,500	212,416,000
Tawakoni Pipeline	DWU	77,994	496,243,000
Lake Ralph Hall and Reuse	UTRWD	52,437	286,401,000
Main Stem Trinity River Pump Station	DWU and NTMWD	41,029	142,567,000
<b>Region C Total</b>		<b>1,766,676</b>	<b>\$12,121,821,000</b>

\* The TRWD Integrated Pipeline is not a new supply to the region and is not included in the Region C Total supply.





# Socio-Economic Impacts in Region C of Not Meeting Projected Demands

Year	Income (\$ Millions)	State and Local Taxes (\$ Millions)	Jobs Lost	Population Losses
2010	\$2,682.23	\$129.50	23,808	12,490
2020	6,668.39	340.74	52,165	28,278
2030	15,687.26	847.87	131,257	73,478
2040	24,553.45	1,287.96	206,836	111,021
2050	33,440.87	1,671.87	270,935	148,215
2060	<b>\$61,457.79</b>	<b>\$3,059.54</b>	<b>546,676</b>	<b>244,179</b>

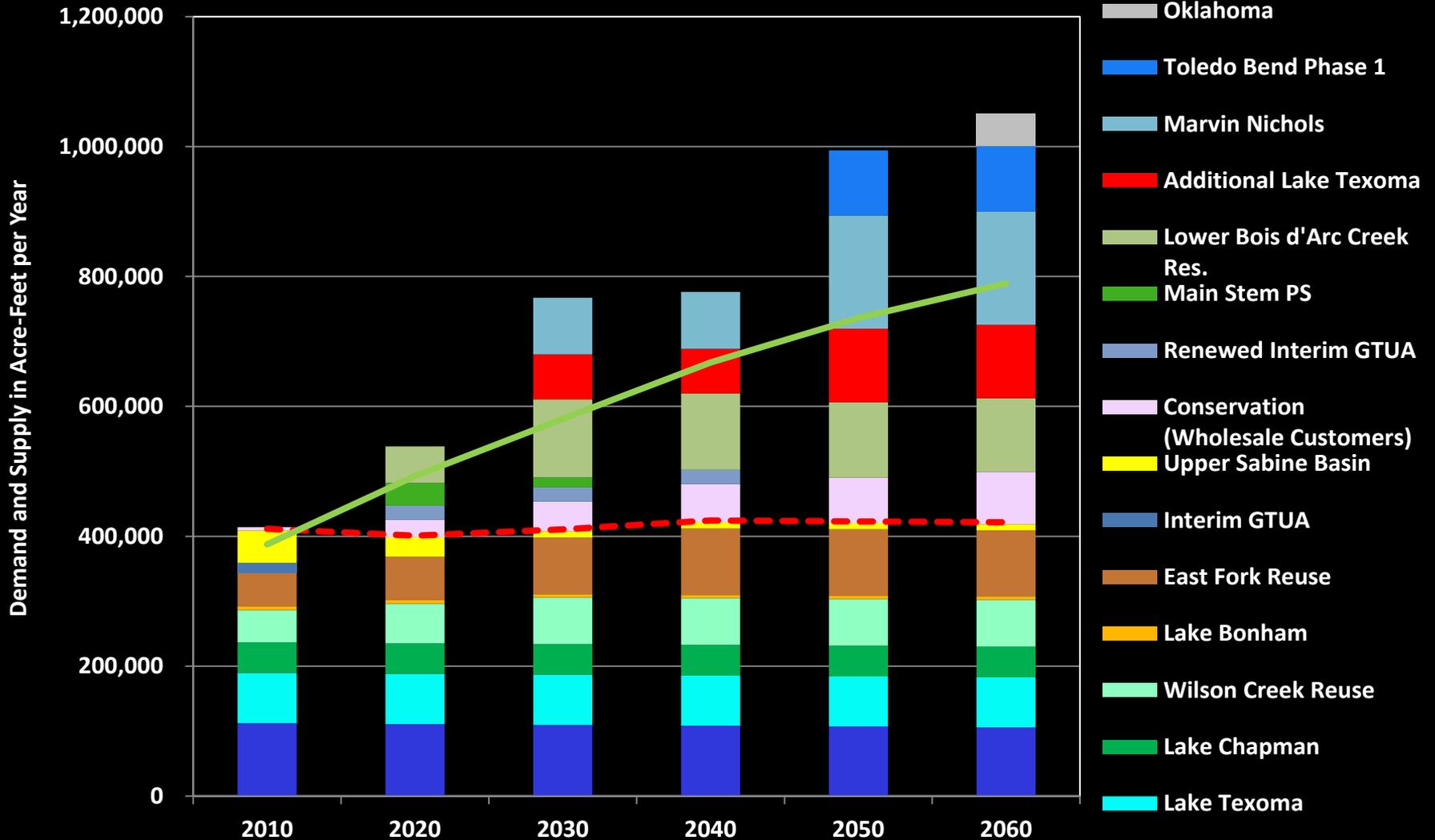




# NTMWD Water Plan

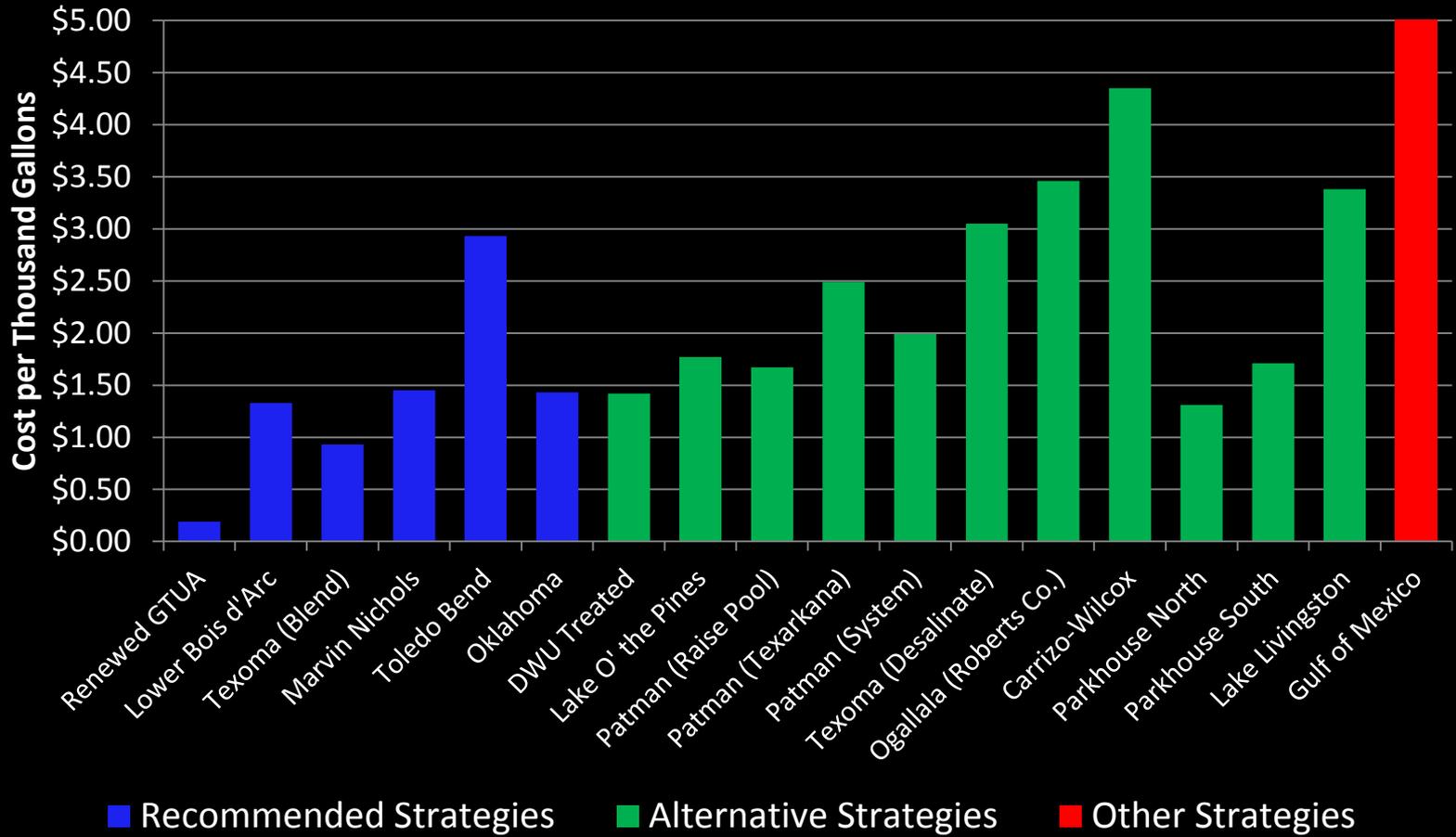


# Recommended WMSs for NTMWD





# Unit Costs of Potentially Feasible Strategies for NTMWD





# 2012 State Water Plan for NTMWD

<b>Water Management Strategy</b>	<b>Supply (Ac Ft/Yr)</b>	<b>Online (Year)</b>	<b>NTMWD Share of Capital Costs</b>
Lower Bois d'Arc Creek Reservoir	123,000	2020	\$615,498,000
Additional Lake Texoma	113,000	2025	*\$152,900,000
Marvin Nichols Reservoir	174,840	2030	\$830,894,000
Toledo Bend Reservoir	200,000	2060	\$1,239,763,000





# Lower Bois d'Arc Creek Reservoir

## Fannin County, TX

**Area:** 16,526 acres

**Storage:** 367,609 ac-ft

**Supply:** 113 MGD

**Average Depth:** 22 ft

**Maximum Depth:** 70 ft

**Lake Elevation:** 534 ft msl

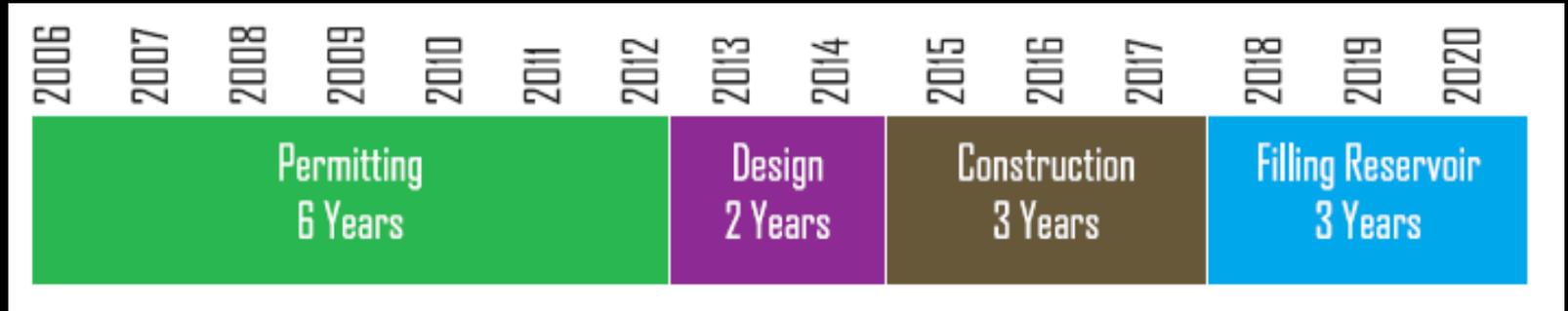
**Owner & operator:** NTMWD

**Not a USACE reservoir**





# Lower Bois d'Arc Reservoir Schedule





# Questions



# Cultural Arts Master Plan Update

## Priority Setting for the Cultural Arts Plan



City of Richardson  
City Council Worksession  
Monday, April 16, 2012

**Lord**  
Cultural Resources

# Overview

- **Review of Cultural Arts Planning Process**
- **State of Culture Report**
- **Initial Recommendations: List of Priorities**
- **Next Steps**

# Review of Cultural Arts Planning Process

## **Phase 1: Needs Assessment & Initial Recommendations**

A 360° review of the cultural arts environment in which the City of Richardson operates.

## **Phase 2: Community Outreach**

Involvement of Richardson's community – its residents, artists, cultural arts organizations, civic leaders, and broad-based stakeholders – through a variety of methods.

## **Phase 3: Setting Direction**

Development of long-term goals, objectives and strategies for achieving both in a Cultural Arts Master Plan.

# State of Culture Report

- **Introduction**
- **Trends in Cultural Planning**
- **State of Culture: Facilities**
- **State of Culture: Funding**
- **Cultural Participation: Demographics**
- **Cultural Participation: Attendance Analysis**
- **Summary of Public Engagement Findings**
- **Impact of Culture Citywide**

# Introduction

## What has been studied . . .

- **Citywide Plans:** 2009 Comprehensive Plan; Rail Station-Area Land Use Review – 2011 Update; Summary of Revenues and Expenditures, Hotel/Motel Tax Fund; among others
- **Arts Grants Data:** Budgets and attendance figures of 26 community organizations for the period 2009-2012
- **Statistical Data:** Sources including the 2010 US Census, and Richardson Economic Development Partnership demographics
- **Community Consultations,** including: a Public Forum with over fifty participants; Interviews; and 7 Special Focus Groups with diverse constituencies
- **Cultural Inventory Data:** via primary and secondary research

# Trends in Cultural Planning

- **Cultural Participation**
- **Cultural Facilities and Space Usage**
- **Cultural Tourism**
- **Role of the City: Capacity Building & Facilitation**



# Trends in Cultural Planning

## Cultural Participation

### The cultural participant:

- Has overabundance of activities to choose from.
- Has increasing niche cultural tastes.
- Seeks a meaningful and multi-tiered cultural experience.
- Pursues social opportunities through culture.
- Is aging.
- Has limited leisure time.



# Trends in Cultural Planning

## Cultural Facilities and Space Usage

### Cultural spaces aim to:

- Accommodate diverse needs of audiences
- Invest in multi-tiered marketing strategies
- Accommodate earned income opportunities
- Be flexible and multi-purpose
- Offer social amenities

8 Example: Multi-purposed space at  
Seattle Public Library.

Creating Cultural Capital



# Trends in Cultural Planning

## Cultural Tourism

### The new profile of the cultural tourist/traveler:

- Is most likely to visit museums and historic sites
- Increasingly interested in cultural land/townscapes
- Attracted by blockbusters and special events
- Takes frequent short trips
- Seeks a personal experience
- Regards the City-as-Stage

Example: Smart phone app with self-guided tour through town.



# Trends in Cultural Planning

## Role of City: Capacity Building, Facilitation

**Given declining government funding and the increase in volunteer-led cultural organizations, city's role has moved to:**

- Capacity building: to ensure sustainable models.
- Facilitation: to encourage collaborations.



Example: City of Seattle Cultural Heritage Festival Grants Program

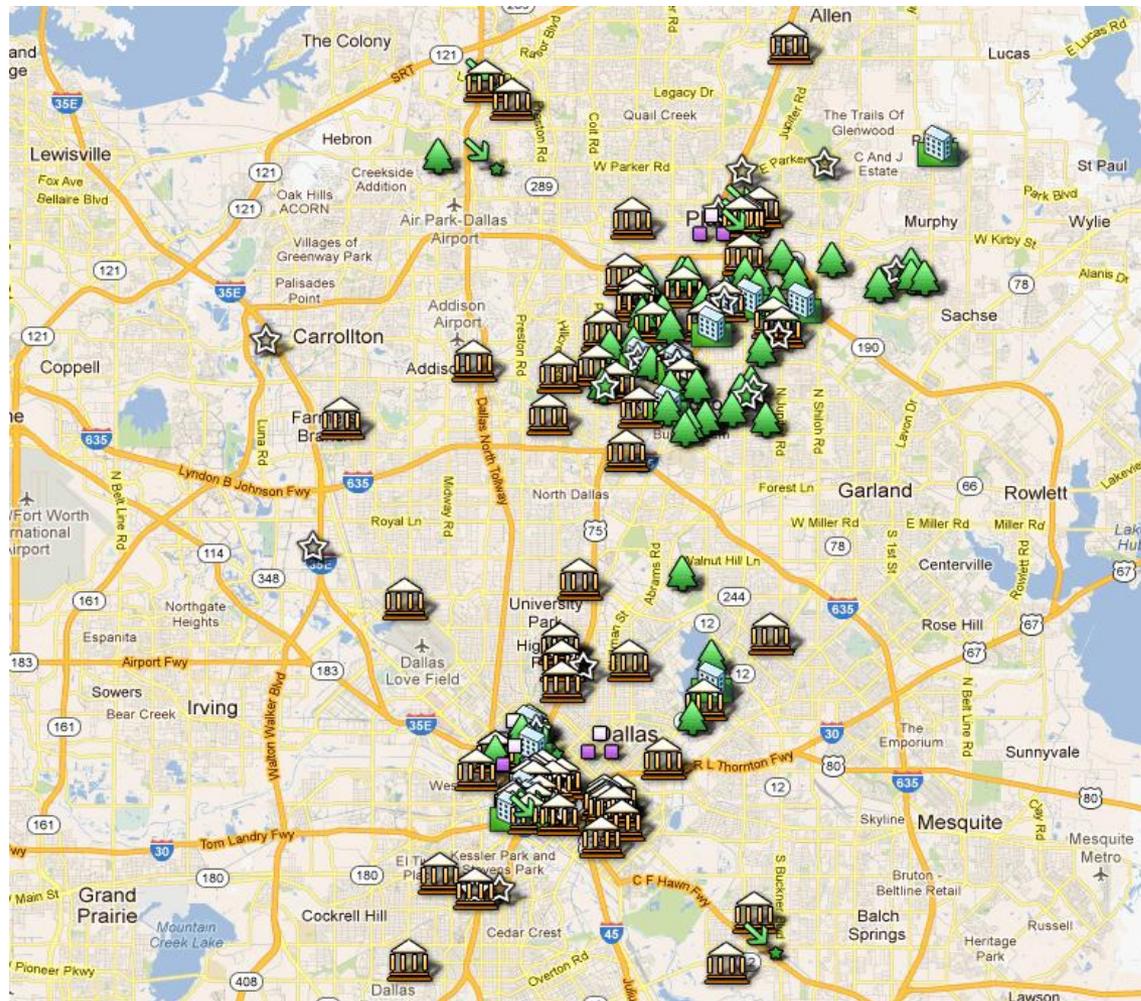
# State of Culture: Facilities

## Context

- **The inventory was based on:** public participation, a review of facilities and/or other assets officially designated as culture by the City and its neighboring jurisdictions, and a review of the City's existing GIS datasets.
- Using a preliminary set of categories, these assets were **organized by location and mapped** using Google's Fusion Tables, a publicly accessible mapping system. Icons were assigned based on categories assigned to each cultural asset.
- The overall results include, in addition to those listed in Richardson, **assets from other cities included also.**

# State of Culture: Facilities

## Cultural Asset Regional Map



- Located along **Telecom Corridor, DART.**
- Regional **clusters** are relatively close to each other.
- A number of assets also **dispersed** outside of clusters.

# State of Culture: Facilities

## Richardson Cultural Inventory

Category	Name
Cultural institutions/orgs	AIR (Arts Incubator of Richardson)
Cultural institutions/orgs	Dallas Chinese Community Center
Cultural institutions/orgs	Eisemann Center for Performing Arts and Corporate Presentations
Cultural institutions/orgs	Elite Cultural Center (ECC)
Cultural institutions/orgs	Friends of the Richardson Public Library
Cultural institutions/orgs	North Texas Auto Museum
Cultural institutions/orgs	Repertory Company Theatre
Cultural institutions/orgs	Richardson Theatre Centre
Cultural institutions/orgs	Richardson Civic Art Society
Cultural institutions/orgs	Richardson Community Band
Cultural institutions/orgs	Richardson Public Library
Cultural institutions/orgs	Richardson Reads One Book
Cultural institutions/orgs	Richardson Symphony Orchestra
Cultural institutions/orgs	Richardson Woman's Club
Cultural institutions/orgs	The Rich-Tone Chorus
Cultural institutions/orgs	Tuzer Ballet
Cultural institutions/orgs	Texas Persian Cultural Center
Cultural institutions/orgs	Raindrop Turkish House, Dallas
Cultural institutions/orgs	The Mexico Institute - Mexican Cultural Center of Dallas
Cultural institutions/orgs	UT Chamber Singers
Cultural institutions/orgs	Talent 'n More Dance Centre
Cultural institutions/orgs	Toby's School of Dance
Cultural institutions/orgs	Sway Dance Center
Cultural institutions/orgs	Tuzer Dance School

Category	Name
Cultural institutions/orgs	New World Dance Center / New World Ballet Company
Cultural institutions/orgs	Quiggly's Clayhouse
Cultural institutions/orgs	The Bonny Studio
Cultural institutions/orgs	Nan Phillips Art Glass and Figurative Sculpture
Districts	Brick Row
Districts	Eastside Richardson
Events and Entertainment	Cottonwood Art Festival
Events and Entertainment	Heights Recreation Center
Events and Entertainment	Huffhines Art Trails
Events and Entertainment	Huffhines Recreation Center
Events and Entertainment	Richardson's Family Fourth Celebration
Events and Entertainment	Santa's Village
Events and Entertainment	Senior Citizens Center
Events and Entertainment	Wildflower! Arts & Music Festival
Events and Entertainment	The Multicultural Center, SS23 at UTDallas
Events and Entertainment	University Theatre Gallery at UTDallas
Events and Entertainment	Visial Arts Building at UTDallas
Events and Entertainment	Jonsson Performance Hall at The UTDallas
Events and Entertainment	University Theatre at UT Dallas
Events and Entertainment	Alexander Clark Center (formerly Conference Center), UT Dallas
Historic Properties	Miss Belle's Place
Historic Properties	Owens Spring Creek Farm and Museum

# State of Culture: Funding

## Context

Consultants analyzed:

- Budgets and attendance figures of **26 community organizations** for the period 2009-2012.
- Grant application forms 2012 for **City Council awards**, as provided by the City.

# State of Culture: Funding

## Arts Commission Goal



*“To help create a vibrant and viable arts community in which diverse, high quality arts opportunities are available to Richardson residents and visitors.”*

The Arts Commission will issue arts financial assistance to nonprofits that *“should serve residents of or visitors to Richardson and should be open and accessible to the public.”*

# State of Culture: Funding

## Grant Analysis

- **The City is a critical source of revenue for these orgs:**
  - City funding represents 12% of their overall revenue sources.
  - City funding represents 54% of total Gov't & Foundation revenues.
- **The City is very committed to Cultural Arts:**
  - City grant value has increased by 24% over the last 5 years, despite economic turmoil.
  - In 2011 the City awarded about 90% of all the funds requested.
  - Each institution requested an average of \$18,196.

# State of Culture: Funding

## Grant Analysis

- **BUT, distribution of funds is unbalanced:**
  - 66% of cultural arts organizations inventoried do NOT receive city funding.
  - 4 institutions alone receive 60% of all available city funding: Richardson Symphony (25%), Repertory Company Theatre (15%), Richardson Theatre Centre (12%), and Chamber Music International (7%).
  - The remaining 40% of funding is divided among 22 institutions.

# State of Culture: Funding

## Revenue Analysis

### Revenues Structure among Grantees:

Revenue Sources	2011	Variation 2010-11
Earned	46%	+14%
Contributed	30%	<b>+33%</b>
Gov't & Foundation	24%	-3%
Total	100%	+18%

- **Earned revenues are the main source of funding (46%).**
- **Typically, orgs are seeing higher earned income (50-60%) and contributed income.**
- **Earned and Contributed income are on the rise (2010 vs. 2011), while Gov't & Foundation revenues are declining.**

# State of Culture: Funding

## Revenue Analysis

- **Strong performance in a time of fiscal constraint:**
  - Revenues have increased by 18% on average from 2010 to 2011. They are expected to increase by 5% in 2012.
  - Total average revenue was \$99,323 per institution in 2011.
- **Some (50%) Correlation between Revenues and Attendance**
  - The higher the Revenues of an institution, the higher the Attendance is likely to be.
  - Gov't Revenues are most correlated to Attendance (65%) : it is very likely that orgs with higher gov't revenues will have higher attendance.

# Cultural Participation: Demographics

## Population Overview

- **Richardson's population is comparatively older**
  - Population under 24 represents 31%, vs. 36% in Texas and 34% in the US.
  - Older population (65 and over) represents 13%, vs. 11% in Texas and 13% in the US.
- **Richardson is more ethnically diverse**
  - White population is smaller than that of Texas and the US: 67% vs. 70% and 80%.
  - Very significant Asian community: 15% vs. 4% in Texas and US.
  - Large Hispanic community, but smaller than the State average: 18% vs. 38%.

# Cultural Participation: Demographics

## Education and Household Income

- **Educational Attainment in Richardson is very high**
  - Half of the population over 25 has a graduate degree or higher (vs. 25% in Texas and 30% in the US)
  - Enrollment in UT Dallas has increased by 70% since 2000, reaching 17,128 students in 2011, 70% of which are full time.
- **Household Income is also very high**
  - Median household income is 25% higher than that of Texas and the US, at \$60,059.
  - Unemployment rate in Richardson and Texas is lower than the national average (7.10% vs. 9.10%).

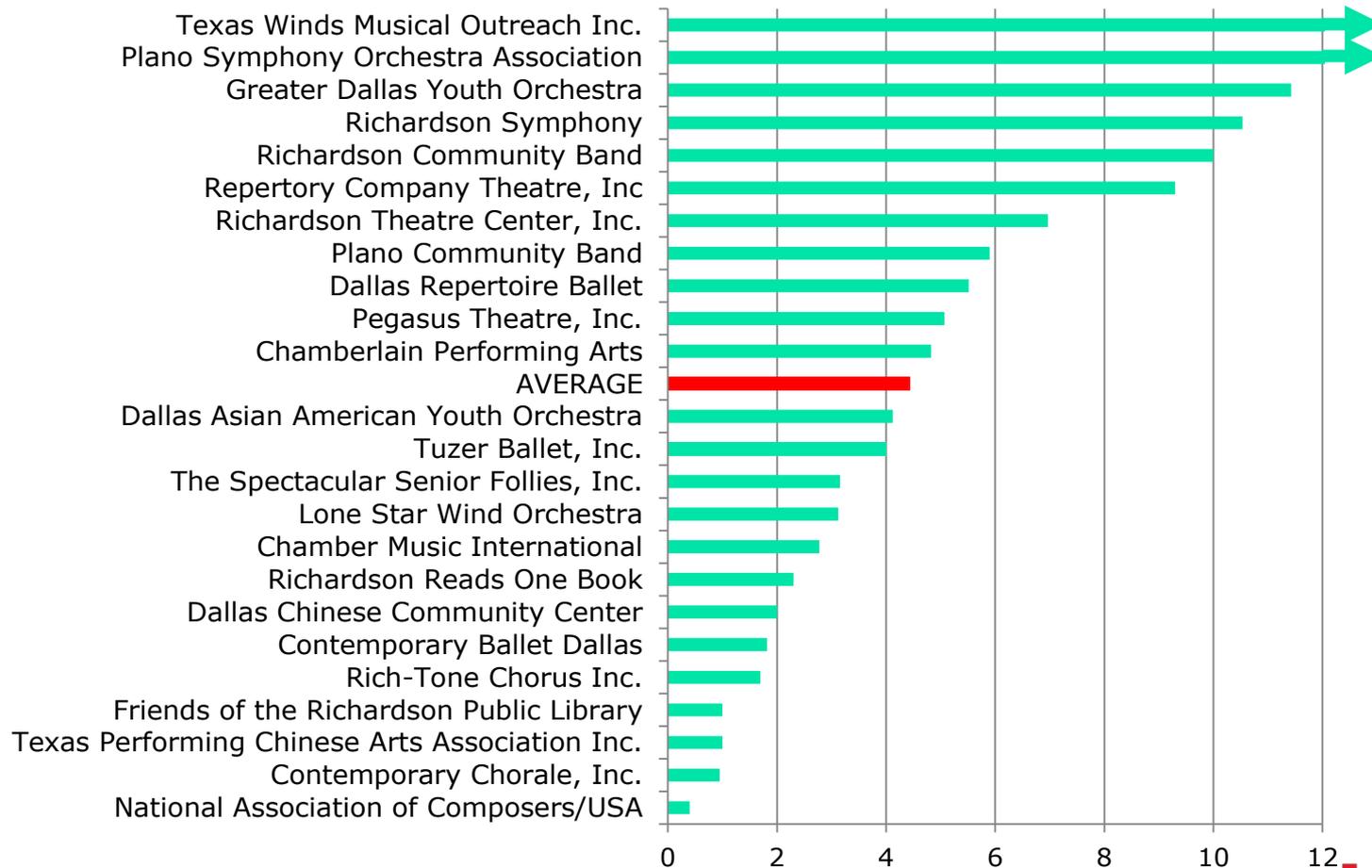
# Cultural Participation: Attendance

## Attendance Analysis

- **Among grantees, attendance is on the rise:**
  - It is projected that attendance will increase in 2012 by 6%, to an average of 4,700 among grantees.
  - Of the 26 institutions analyzed, only 3 project lower visitation in 2012 than in 2011 (another 3 are N/A).
- **Institutions with highest attendance:**
  - Texas Winds Musical Outreach (44,200)
  - Plano Symphony Orchestra Association (23,332)
  - Greater Dallas Youth Orchestra (11,426)
- **Institutions with lowest attendance:**
  - National Association of Composers/USA (400)
  - Contemporary Chorale (950)
  - Texas Performing Chinese Arts Association (1,000)
- **Average attendance** in 2010-11 was 4,448.

# Cultural Participation: Attendance

## Attendance to Richardson's Cultural Org's



-No attendance data was available for Richardson Civic Art Society and Al-Khitab Christian Compassion Mission.  
-Texas Winds Musical Outreach received 44,200, visitors, and Plano Symphony Orchestra Association 23,332.

# Summary of Public Engagement Findings

## Community Consultation Methodology

- **A Public Forum** was held on November 29 at Richardson City Hall. The meeting was attended by **over fifty** city residents, public officials and members of the Arts Commission.
- **7 Special Focus Groups** in diverse locations around Richardson, focusing on a diverse constituency:
  - University of Texas at Dallas students and faculty
  - Representatives of the Cultural Sector
  - Educators
  - Arts Organizations
  - Current class of Leadership Richardson
  - Young professionals (with and without kids)
  - Multicultural groups

# Summary of Public Engagement Findings

## Key Findings: Cultural Assets

1. Richardson is perceived by its residents as excelling in the presentation of **performing arts**, especially theatre, musical theatre and live music concerts.
2. Richardson's cultural life is valued for its **focus toward families**.
3. Residents cited **festivals, outdoor activities and parks** as signature features of Richardson's cultural life.
4. Richardson has a significant **international population** valued for enriching the cultural life of the community. However, city residents have **low awareness** about the cultural activities of this segment of the population.

# Summary of Public Engagement Findings

## Key Findings: Improvements in Current Cultural Offerings

5. Though residents have access to formal and informal arts and culture education within the city, many choose to engage in these activities **elsewhere in the Metroplex**.
6. Interviews indicated that **stronger collaboration is needed** to reach Richardson's potential—among cultural and educational institutions, across sectors and with multicultural communities.
7. Overall, **capacity building among existing organizations** is perceived as a vital area of focus, particularly concerning financial sustainability and nurturing new generations of cultural participants.

# Summary of Public Engagement Findings

## Key Findings: Desired Cultural Offerings

8. Cultural programming and special events occurring in diverse locations throughout the year would inspire the feeling that culture can happen **anywhere in the city and anytime.**
9. Residents desire **more visual arts facilities** in Richardson, both for creation and presentation.
10. Both **public spaces and public art** are perceived to be lacking in Richardson. Residents view these areas as opportunities to create a cultural identity that currently is missing.
11. Not all of Richardson's residents are being fully served by local arts and culture. **Embracing diversity** will be crucial moving forward.

# Impact of Culture Citywide

## Context

### Close examination of the following plans and studies:

- Rail Station-Area Land Use Review – 2011 Update
- 2009 Comprehensive Plan, City of Richardson, TX
- North Central Texas Council of Governments Employment Projection
- 2011-2012 City of Richardson, Arts Grant Funding Guidelines
- 2011-2012 City of Richardson, Arts Funding Grants Timeline
- Community Services Overview
- City of Richardson, Summary of Revenues and Expenditures, Hotel/Motel Tax Fund
- Richardson Major Employers, Excel Spreadsheet
- 2011 City of Richardson, Multi-Year Financial Plan, General Fund Summary
- Richardson Economic Development Partnership, <http://www.telecomcorridor.com>
- Richardson CIP Status Reports, Capital Needs Inventory, City Hall budget information, <http://www.cor.net/default.aspx?id=7012>

# Impact of Culture Citywide

## Common among plans and cultural policy

- Improve the **quality of life** for residents.
- Improve the **employment and business opportunities** for a diversified labor market.
- **Position to visitors** seeking to experience the city's unique culture.



# Impact of Culture Citywide

**YET, opportunities exist for responding to gaps in other plans where culture can be included:**

- **No land use is categorized for specific cultural uses.** Identifying a cultural district could be one solution.
- Arts and culture are **not specifically featured as part of the economic development/convention and visitors strategy**, yet they share many overlaps.
- Plans do not currently **consider all cultural participants** coming to Richardson (nonresidents – both visitors and commuting employees)

# Impact of Culture Citywide

## Economic Development Overview

- **Critical advantages:** Telecom Corridor identity; labor force; diversified business base.
- Strategy is to **boost high technology, “cluster effect” of over 700 companies, and quality of life.**



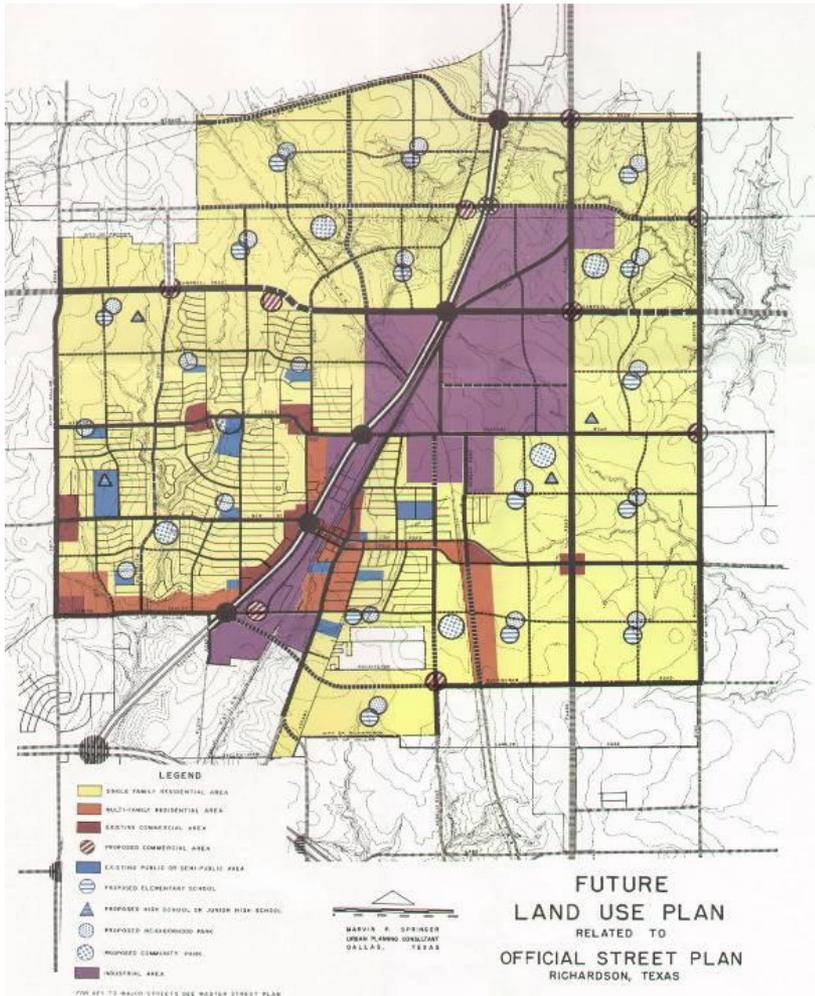
# Impact of Culture Citywide

## Rail Station-Area Land Use Review – 2011 Update

- Emphasizes Richardson's commitment to developing **pedestrian-oriented** mix of uses.
- **University of Texas Dallas** is undergoing major expansion.
- **Galatyn Park Station** exemplifies this with the Eisemann Center for Performing Arts and extensive hotel, office and venue space.
- The **rail corridor** as a whole has office and increasingly residential and retail density.

# Impact of Culture Citywide

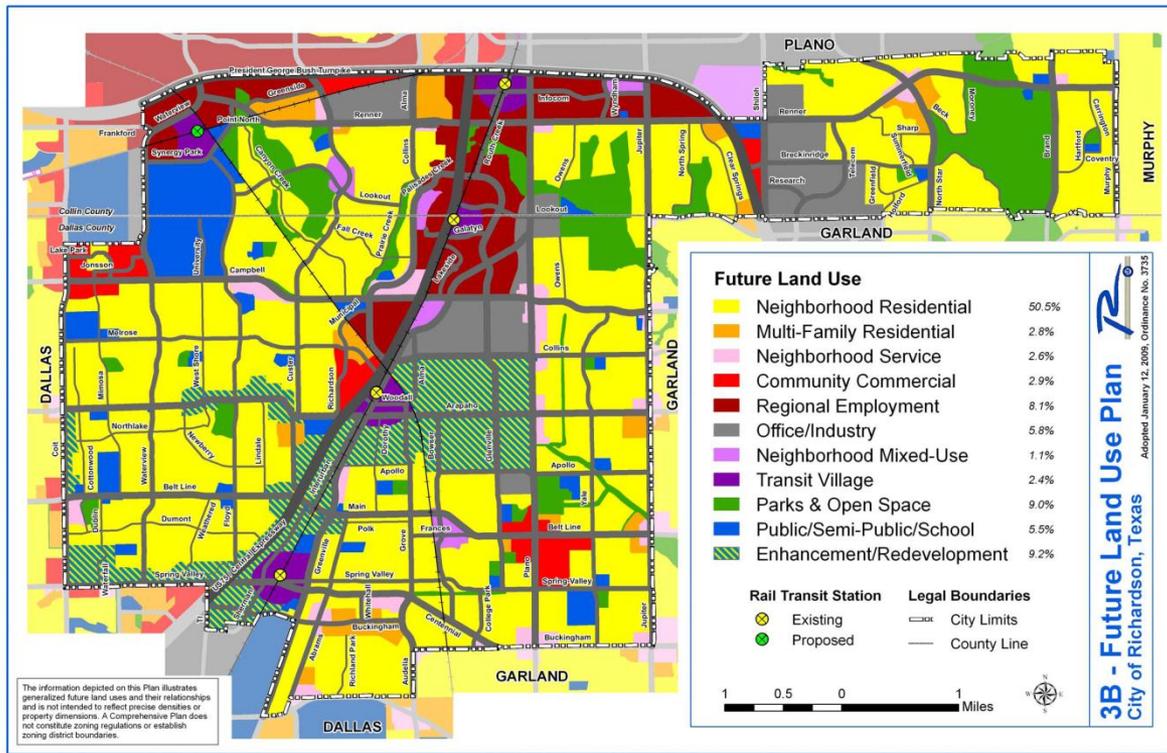
## 2009 Comprehensive Plan City of Richardson



Current plans encourage land mixed-use districts and development patterns that favor increased non-residential intensity and residential density in selected areas around the corridor.

# Impact of Culture Citywide

## 2009 Comprehensive Plan City of Richardson



No specific future land use areas focus on culture or creation of a cultural district per se, unless culture is implicitly considered a type of “Retail/Commercial,” which is focused along major transportation corridors.<sup>34</sup>

# Impact of Culture Citywide

## North Central Texas Council of Governments Employment Projection

- The North Central Texas Council of Governments (NCTCOG) has projected that Richardson will have **faster employment growth** than population growth, with an employment-to-population ratio of Richardson nearly closing the gap with Dallas CBD in 2030.
- **Top taxpayers** in Richardson include companies in: telecommunications (AT&T, Verizon, Fujitsu, Nortel); financial services (Bank of America), and electronics (CISCO Systems, Texas Instruments).

# Initial Recommendations: List of Priorities

## Context and Purpose for Priorities

- 1. Based on** public consultation, analysis of available data, review of nationwide trends, study of existing plans and citywide objectives in Richardson
- 2. Purpose is twofold:**
  - (1) identify elements of Richardson's cultural potential, and
  - (2) highlight the major cultural needs facing Richardson as it moves forward.



# Initial Recommendations: List of Priorities

**Priority: Apply Richardson's Focus on Innovation to Cultural Arts**

**Priority: Focus on Strength in Numbers: Cultural Clusters**

**Priority: Seize the Potential Impact of Arts Commission**

**Priority: Cultivate New Generation of Cultural Arts Participants**

**Priority: Plan Effective Cultural Tourism Strategy**

**Priority: Raise Awareness of Citywide Cultural Arts Offerings**

(Please note that priorities are not listed in any particular order.)

# Initial Recommendations: List of Priorities

## Priority: Apply Richardson's Focus on Innovation to Cultural Arts

- Richardson boasts major **economic assets** linked to technology.
- **UT Dallas** is launching high-tech arts facility.
- Current cultural and city assets lend themselves to **technological applications**: festival, performing arts, transit.
- Key to **sustainable** culture in Richardson: support from corporations, commuting employees.



(Please note that priorities are not listed in any particular order.)

# Initial Recommendations: List of Priorities

## Priority: Focus on Strength in Numbers - Cultural Clusters

- Current assets are linked by a **transportation corridor**.
- **Festivals** are a main venue of Richardson's cultural participation – depend on outdoor clusters.
- **Collaboration** is cited as a potential strength to current cultural sector.
- Cultural clusters can tap into **regional tourism**.



(Please note that priorities are not listed in any particular order.)

# Initial Recommendations: List of Priorities

## Priority: Seize the Potential Impact of Arts Commission

- Need for culture to be at the table on **citywide** issues.
- Need for cultivating **emerging organizations**, capacity building among existing organizations.
- Need for **diversifying cultural arts participation**.

(Please note that priorities are not listed in any particular order.)

# Initial Recommendations: List of Priorities

## Priority: Cultivate New Generation of Cultural Arts Participants

- Attendance of **performing arts** is among older demographic.
- **UT Dallas** has a thriving arts scene – how to support, expand, and broaden reach citywide.
- **Newcomers** seek cultural gateway & effective marketing to participate in culture as producers, supporters, spectators.
- **Cultural arts organizations** rely on evolving generation of participants.

(Please note that priorities are not listed in any particular order.)

# Initial Recommendations: List of Priorities

## Priority: Cultural Tourism Plan

- **Amenities** exist to generate revenue through cultural tourism (transportation, hotels, restaurants).
- Performing arts center, festivals major draw – **how to extend the experience?**
- Requires **collaboration** within city, hospitality, private sector, cultural sector.
- Cultural tourism presents a **quantifiable economic impact** of culture in Richardson.

(Please note that priorities are not listed in any particular order.)



# Initial Recommendations: List of Priorities

## Priority: Raise Awareness of Citywide Cultural Arts Offerings

- Richardson boasts an abundance of cultural arts offerings, spanning geography, niche groups, and content. **How to celebrate the city's breadth?**
- Public engagement revealed a **lack of awareness** of existing resources.
- Trends point to **one-stop shop** marketing tools to reach cultural participant with limited leisure time.
- Richardson is located within a culture-rich region. How can its **cultural brand** stand out?

(Please note that priorities are not listed in any particular order.)

# Summary of Public Engagement Findings

## Key Findings: Cultural Assets

1. Richardson is perceived by its residents as excelling in the presentation of **performing arts**, especially theatre, musical theatre and live music concerts.
2. Richardson's cultural life is valued for its **focus toward families**.
3. Residents cited **festivals, outdoor activities and parks** as signature features of Richardson's cultural life.
4. Richardson has a significant **international population** valued for enriching the cultural life of the community. However, city residents have **low awareness** about the cultural activities of this segment of the population.
5. Though residents have access to formal and informal arts and culture education within the city, many choose to engage in these activities **elsewhere in the Metroplex**.
6. Interviews indicated that **stronger collaboration is needed** to reach Richardson's potential—among cultural and educational institutions, across sectors and with multicultural communities.
7. Overall, **capacity building among existing organizations** is perceived as a vital area of focus, particularly concerning financial sustainability and nurturing new generations of cultural participants.
8. Cultural programming and special events occurring in diverse locations throughout the year would inspire the feeling that culture can happen **anywhere in the city and anytime**.
9. Residents desire **more visual arts facilities** in Richardson, both for creation and presentation.
10. Both **public spaces and public art** are perceived to be lacking in Richardson. Residents view these areas as opportunities to create a cultural identity that currently is missing.
11. Not all of Richardson's residents are being fully served by local arts and culture. **Embracing diversity** will be crucial moving forward.

# Initial Recommendations: List of Priorities

**Priority: Apply Richardson's Focus on Innovation to Cultural Arts**

**Priority: Focus on Strength in Numbers: Cultural Clusters**

**Priority: Seize the Potential Impact of Arts Commission**

**Priority: Cultivate New Generation of Cultural Arts Participants**

**Priority: Plan Effective Cultural Tourism Strategy**

**Priority: Raise Awareness of Citywide Cultural Arts Offerings**

(Please note that priorities are not listed in any particular order.)

# Next Steps

- **Seek feedback and approval of Key Findings and Set of Priorities**
- **Interviews w/Heart for the Arts Award Recipients underway now**
- **City Council Interviews – May 1**
- **Review of Best Practices**
- **May/June**
  - **Charrette**
  - **Community Survey**
  - **Public Forum**
- **Final Report – Summer**
- **Ongoing Implementation**

