

## *What is the Arts Master Plan?*

The Dallas Community Arts Master Plan (AMP) is a collaborative project led by the Dallas Downtown Association (DDA) in association with numerous partners, both in and out of the community. Its purpose is to stimulate, encourage and coordinate the expression of art in our community.

Crucial to this effort is the understanding that "art" does not just mean painting, sculpture and the like. Architecture, performing arts, arts education and many others are all elements of the rich tapestry that is the community's cultural heritage. All of these fall within the scope of the AMP.