

Why An Arts Master Plan?

The drive to create the Arts Master Plan (AMP) flows from the mission of the DDA, and from the Dallas 2030 Community Vision. The 2030 vision says:

We celebrate our community and its identity through our arts, culture and history.

An important part of the DDA's mission springs from that:

The mission of the Dallas Downtown Association is to encourage and inspire the arts, restoration, economic vitality and community spirit in the historic downtown district.

Though the downtown core is obviously a key beneficiary of any project to promote arts in the community, the DDA believes that the involvement of the entire community—both within and beyond the boundaries of downtown—is essential for success. Thus, the plan is meant to enlist many organizations and individuals in the effort.

A wise and collaborative Community Arts Master Plan can be our roadmap to help define and cultivate the revival of our art, history and culture—our heart, center and soul.

The AMP is not directive in nature and does not incorporate enforcement mechanisms. The intent of the AMP is simply to provide strategic guidance to the community for its embrace of the arts, culture and history in a unifying vision of our strengths, potentials and creativity.

We are however confident that the recommendations and observations coming from the 11 elements in this AMP will be adopted—in whole or in part—as a guiding document by various groups including but not limited to the City Council, the DDA, the Urban Renewal District, the Dallas Arts Association and probably others. Among other things, these groups should find that reference to elements of an approved AMP is likely to be very helpful in planning and successfully applying for a variety of cultural grants.