



Sarah Lamb: Candidate for Dallas City Council-District 9

## ARTS & CULTURE QUESTIONNAIRE FOR CITY COUNCIL CANDIDATES

Please take a moment to answer the DACAC Arts & Culture Questionnaire for City Council Candidates. Be as thorough as possible as these responses will be shared not only with the general membership, but also with the public and posted in its entirety online at [DallasNeedstheArts.com](http://DallasNeedstheArts.com). Provide your answers in the space indicated; space will automatically adjust to accommodate your complete answers.

Please return these completed questionnaires to [AVD@ArtsDallas.org](mailto:AVD@ArtsDallas.org) as soon as possible. Thank you!

#DallasNeedstheArts #ArtsVoteDallas #TXArtsMatter

### YOU AND THE ARTS

*Give us a sense about your relationship with the arts.*

**QUESTIONS:** Is there an arts genre or form you particularly enjoy, and what is it? What arts and cultural events or performances have you attended in the last year? What arts organizations or commissions have you supported as a Board member, volunteer, contribution or season ticket holder. Please list cultural groups and experiences, even if not in Dallas.

I grew up in the San Francisco Bay Area where the Arts are not only diverse, but well supported. While attending San Francisco State University, my husband and I frequently attended the San Francisco Opera and the San Francisco Symphony. When we moved to Dallas and started a family, we were delighted to see a multitude of offerings in terms of performance art. In particular, I love the Dallas Bach Society, the Symphony Orchestra, The Dallas Opera, and the Perot Museum of Nature and Science. There are a variety of Arts offerings for our youth, which is vital for cultivating an appreciation at an early age. My children love attending the Perot Museum, and we look forward to taking them to The Dallas Opera's children's performance offerings in the near future.

### ADVOCACY

*The role of an elected leader is in large part being a cheerleader for the City of Dallas and the things that make our city special. Dallas mayors such as Annette Strauss and Mike Rawlings, and former Councilmember Veletta Lill understood the importance of the arts to the city's economic development, tourism, vibrancy, cultural brand and quality of life. (See attached one-pager.) They made the arts a centerpiece of their agenda and legacy.*

**QUESTION:** What role do you envision for yourself as an elected Dallas leader when it comes to the arts? Where will arts and culture fit within your priorities? And what are the ways you would advocate for the arts in and out of Dallas?

I would like to see more resources allocated towards the Arts. I am a proponent for seeing an increase of our HOT money to be used towards better funding our Arts and Cultural Programs. I grew up in a town where we had weekly "Jazz in the Plazz" and "Music in the Park". These were open to the public and free of admission. I would like to see our city support and expand district focused arts programs. District-9 is known for its unique and established neighborhoods. I would like to see local artists from my district commissioned to create gateway monuments that will showcase both the talents of our artists, as well as, the uniqueness of our neighborhoods.

It is important for me to ensure that the arts are approachable to all. I would like to see the city subsidize the admissions for our arts and cultural centers, and museums so that all income brackets can experience these amenities regardless of economic means.



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**EQUITY**

*The 2018 Dallas Cultural Plan - just approved **unanimously** by the City Council - placed Equity at the top of priorities for the arts. This includes equity in funding, providing cultural experiences in underserved parts of our city, supporting both the new and emerging arts community as well as our historic institutions. Additional resources will be required to reach this goal.*

**QUESTION:** Given the many needs of the city, how will you support the goal of sustaining and growing the City's current investment in the arts, and ensure the Cultural Plan does not gather dust on the shelf?

Considering that the OCA receives less than 1% of the City of Dallas Budget, I would like to see a greater percentage of the Hotel Occupancy Tax (HOT) go to the Arts. The 2.6% of the HOT tax received by the OCA is not enough. We need to put Visit Dallas and their marketing function out for RFP (Request for Proposal), and look at other opportunities for other entities to take over the Dallas tourism marketing. I believe by putting the Visit Dallas contract out for RFP we can obtain a better contract which is not only more efficient, but effective as well. This will also allow us an opportunity to free up some HOT money that can be allocated to the OCA.

**HOTEL OCCUPANCY TAX**

*To help fund its implementation, the Cultural Plan calls for an increase in the arts portion of the City's Hotel Occupancy Tax (HOT) to align with peer cities. HOT funds are paid by tourists, not Dallas taxpayers. Currently, 2.6% is dedicated to the arts (about \$1.6M.) Houston is 19%, San Antonio is 11%, Austin is 15%.*

**QUESTION:** Would you support a *significant* increase of the arts portion of the HOT to create and sustain a major cultural tourism marketing program, repairs and maintenance of neglected cultural venues, and increased support for arts programs that add to the cultural vibrancy and attractiveness of Dallas as a destination?

Yes. Please see above.

**ARTS IN YOUR DISTRICT**

Name three areas of your council district where you think arts and cultural programs and experiences are most needed and would be welcomed the most.

- 1) I would like to see a seasonal weekly community focused performance arts program that can help highlight our local artists and neighborhood shopping centers.
- 2) I would like to see District-9 artists commissioned banners to be displayed along some of our well traveled thoroughfare, such as Garland Road. I would also like to see District-9 artists commissioned gateway monuments to highlight the uniqueness and charm of our neighborhoods.
- 3) I would like to see small stage theaters installed in our district to help facilitate creativity and promote the arts.



DALLAS AREA CULTURAL ADVOCACY COALITION

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*Please return completed questionnaire to [AVD@ArtsDallas.org](mailto:AVD@ArtsDallas.org) as soon as possible.*

*Join us for a Candidate Reception for all Mayoral and City Council Candidates at The Perot on 4/29 from 6:30 - 8:30 PM*