



DRAFT

CHAPTER 15

ARTS & CULTURE

The arts and culture of Fort Worth construct a civic identity deeply felt by inhabitants and visitors. Fort Worth's arts and culture are reflected in local food, crafts, fashion, fine art, literature, poetry, music, theater, dance, sports exhibitions, murals, and public art. Within just a few miles, one is able to experience rodeos and equestrian events, college football, a night at the opera, or a major museum exhibition.

Fort Worth's cultural destinations, including Downtown, the Cultural District, and the Historic Stockyards draw more than seven million visitors each year. But Fort Worth's commitment to the arts and cultural expression can be seen across the city's neighborhoods in public art, home-grown performing arts organizations, grass-roots museums and art galleries, performance centers, public gardens, and historic sites, which add to the character and culture of Fort Worth.

TOURISM

Arts and cultural activities drive tourism and revenue to local businesses. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.

\$45

Average Spent per Person per Event, excluding Admission, by Audiences from within Tarrant County

\$55.75

Average Spent* per Person per Event, excluding Admission, by Audiences Traveling to Tarrant County

78%

Percentage of all U.S. Leisure Travelers are Arts & Culture and/or Heritage Travelers

SPENDING BY ARTS ORGANIZATIONS AND AUDIENCES

\$450.6 M

Economic Activity Generated Annually by Fort Worth's Nonprofit Arts Industry

14,480

Jobs Created through Arts Spending by Organizations and their Audiences

\$56 M

Generated in Local and State Government Revenue

CREATIVE INDUSTRIES ARE MAJOR EMPLOYERS

Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A thriving cultural scene helps an area to prosper when consumers drawn to cultural attractions patronize other nearby businesses. This can result in the creation of new economic opportunities and jobs.

4,233

Businesses Employ Creative and Arts Related People in Tarrant County

15,939

People in Tarrant County are Employed in Creative Industries

3.9%

Percentage of Tarrant County Business in Creative Industries

Source:

FORT WORTH CULTURE IS WIDE & DEEP

Fort Worth's strong arts community and civic culture can be seen in the built environments of Downtown, the Historic Stockyards, and the Cultural District; the City's history of philanthropy; an economy that promotes an array of tourist experiences, restaurants, and shopping districts; an active arts community who support neighborhood events, exhibition, and performance venues; and the diversity of stories told and experiences felt by the people of Fort Worth.

MUSEUMS



Main atrium with world antiquities at the Kimbell Museum of Art.

HISTORY



Statue and information panels at the John F. Kennedy Memorial.

LIVE COLLECTIONS



Tropical conservatory in the Fort Worth Botanic Garden.

FESTIVALS



Main Street Arts Festival is an annual event of original artwork sales and live music.

PUBLIC ART



Fountain plaza in front of the Chisholm Trail mural in Downtown.

PERFORMANCES



Many grass-roots arts groups perform in neighborhood libraries.

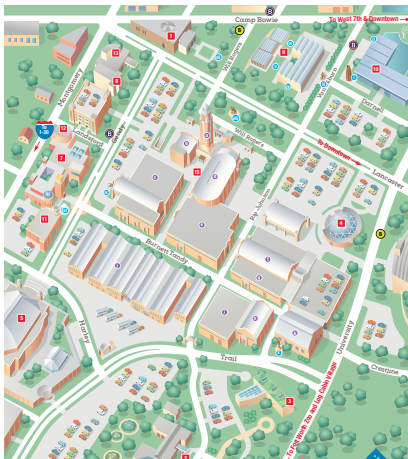
Source: All photos, City of Fort Worth, Planning and Data Analytics Department, 2021.

CULTURAL DISTRICTS IN FORT WORTH

Cultural districts are defined by Americans For The Arts as “well-recognized, labeled areas of a city in which a high concentration of cultural facilities and programs serve as the main anchor of attraction”. Cultural districts become focal points for generating businesses, attracting tourists, stimulating cultural development, fostering civic pride, and deepening cultural capacity.

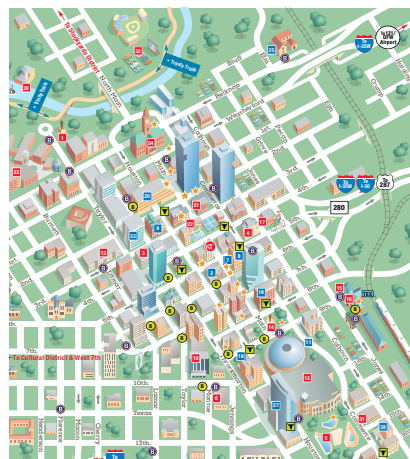
The cultural district designation is an important one, as agencies and nonprofits located inside the district will have the opportunity to apply for Texas Commission on the Arts (TCA) grants. Districts recognized by TCA are recognized by the state as a destination for arts investment and tax incentives. Only the Cultural District and Near Southside meet both of these definitions.

THE CULTURAL DISTRICT



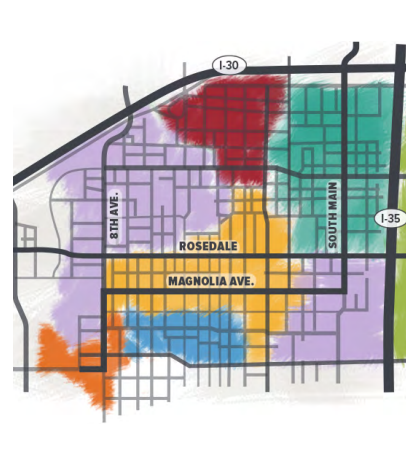
The oldest district, established prior to the 1930, the Cultural District includes a world-class collection of art and museums, as well as large performing halls, theaters and auditoriums, libraries, and planetariums. Set within large, grassy open lawns, this district invites strolls and picnics in between museum visits.

DOWNTOWN FORT WORTH



Fort Worth's city center is active day and night. It's one of the most walkable big city urban areas, where locals, downtown residents, and visitors can enjoy restaurants, shops, galleries, and performance venues — from Bass Performance Hall to small theaters.

NEAR SOUTHSIDE ARTS



Near Southside Arts was named a cultural district by The Texas Commission on the Arts in 2020. Near Southside Arts works alongside Near Southside, Inc. to create a cultural hub and a focus for local creativity and innovation, enhancing livability for residents of the neighborhood and the city overall.

HISTORIC STOCKYARDS



The Stockyards anchor the City's unique “Cowboys and Culture” identity. Residents and visitors alike embrace its historic significance as a former livestock exchange and meat packing center on the Chisholm Trail, along with its present-day nightlife and shopping opportunities.

THE CULTURAL DISTRICT

The Fort Worth Cultural District brings together one of the finest collections of museums, galleries, and theaters in America. The museums offer a range of significant artworks in permanent collections, from art of the American West, to world antiquities and modern art works.

The museums are themselves works of art by world-renowned architects. Many remarkable architects have designed the museums of the Cultural District, including Herbert Bayer (Art Center), Phillip Johnson (Amon Carter), Louis Kahn and Renzo Piano (Kimbell), Tadao Ando (Modern), Ricardo Legorretas (Science & History) and David Schwarz (Cowgirl).

8

Museums

2

Theaters

7

Celebrated
Architects

Modern Art Museum of Fort Worth
Architect: Tadao Ando



Amon Carter Museum of American Art
Architect: Philip Johnson



Museum of Science & History
Architect: Ricardo Legorretas



Kimbell Art Museum
Architect: Renzo Piano



Source: Visit Fort Worth, Inc., 2022.

DOWNTOWN

Downtown Fort Worth is a 35-block arts, shopping, and entertainment district where friendly, walkable streets are lined with beautifully restored buildings filled with restaurants, shops, galleries, and performance venues.

Bass Performance Hall is known for its magnificent architecture by David M. Schwarz featuring towering angels carved in limestone and extraordinary acoustics. Bass Performance Hall is home to the Fort Worth Opera, Fort Worth Symphony Orchestra, the Texas Ballet Theater, the Van Cliburn International Piano Competition, and various touring Broadway shows. It was built entirely with private funds. Bass Hall has received the honor of being selected as one of the top ten opera halls in the world, and number three in the United States, behind only those in New York and San Francisco.

Sid Richardson Museum is a free museum that showcases the art of the American West. While downtown, visit the JFK Tribute in General Worth Square, which honors President Kennedy's historic stay in Fort Worth.

12

Theaters and
Entertainment Venues,
including the Circle and
Jubilee Theatres, and
Scat Jazz Lounge

4

Museums and Galleries,
including Artspace
111, Bale Creek Allen
Studio, Dang Good
Candy Gallery, and Sid
Richardson Museum

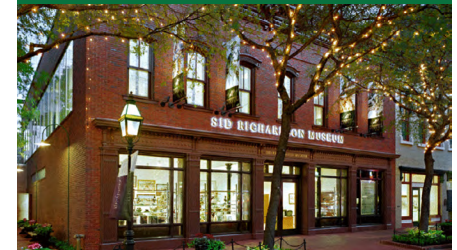
11

Significant Residential
Projects Constructed,
Planned, or Under
Construction in
Downtown in 2021

Bass Performance Hall



Sid Richardson Museum



Source: Downtown Fort Worth, Inc., 2022.

HISTORIC STOCKYARDS

A century after the establishment of this stopping point along the legendary Chisholm Trail, Fort Worth's Historic Stockyards still embody the history and western heritage of the city. The entire stockyards area is on the National Register of Historic Places.

Cultural activities for the entire family can be found at the Stockyards, including a working train, a cattle drive, western shopping, live music, events, restaurants, and historic walking tours. Stockyards Station is a depot for the Tarantula Steam Train, an 1896 locomotive that retraces a portion of the Chisholm Trail through a one-hour narrated ride.

The Stockyards Form-Based Code District was adopted in May 2017 after several years of intensive community planning to respond to the challenge of protecting Fort Worth's heritage through guided urban development.

300

Acres in the Stockyards District, including Meatpacking Sites and Several Historic Neighborhoods

1944

Peak Year for the Livestock Industry, including Employment at the Swift and Armour Meatpacking Facilities

23

Acres Affected by the 380 Agreement to Develop and Redevelop the Stockyards in 3 Phases between 2018 and 2024



Source: Hotel Drover, 2021.

NEAR SOUTHSIDE ARTS

Near Southside Arts received cultural district designation from the Texas Commission on the Arts (TCA) in 2020. Near Southside Arts, a 501(c)3 cultural district management entity, and other nonprofits inside the district will be able to apply for TCA grants, and the district itself will be recognized by the state as a destination for arts investments.

Near Southside Arts hosts arts-centric community events and cultural initiatives benefitting Fort Worth's Near Southside since 1987, including ArtsGoggle, Open Streets, Friday on the Green, and Park(ing) Day that together attract over 100,000 attendees from around North Texas annually. In addition, the Near Southside neighborhood is home to many of Fort Worth's notable theaters, live music venues, recording studios, chef-led restaurants, and art schools. Near Southside Arts is aligned in mission and governance with Near Southside, Inc., which has led economic and community development initiatives since 1996.

20

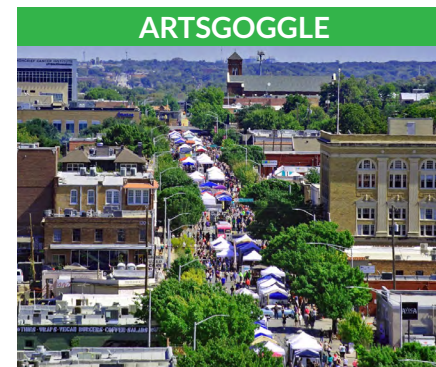
Years Near Southside, Inc. has Placed Cultural Investment at the Center of its Revitalization

4

Annual Neighborhood Events: ArtsGoggle, Open Streets, Friday on the Green, and Park(ing) Day

100,000

Attendees Attracted to the Events in Near Southside Cultural District Annually.



Source: Near Southside, Inc., 2021.



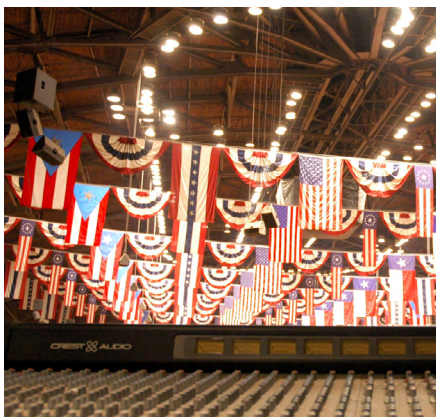
VENUES

Fort Worth's local economy is bolstered by its many arts and cultural venues. The city is known regionally and internationally for hosting high profile events that attract visitors and vendors from around the world, generating significant revenue for the community. The following is a list of the city's most important arts and culture venues: world-class museums and performance halls, community theaters, and arts centers.

- Kimbell Art Museum
- Modern Art Museum of Fort Worth
- Amon Carter Museum and Stadium
- Modern Art Museum
- National Cowgirl Museum and Hall of Fame
- Fort Worth Community Arts Center
- Scott Theater
- Hardy and Betty Sanders Theatre
- Casa Mañana Theatre
- Will Rogers Memorial Center
- Bass Performance Hall
- Rose Marine Theatre
- Galleria de las Rosas
- Hip Pocket Theatre
- Arts Fifth Avenue
- Victory Arts Center
- Fort Worth Botanic Garden

65

Performing Arts Groups in Fort Worth

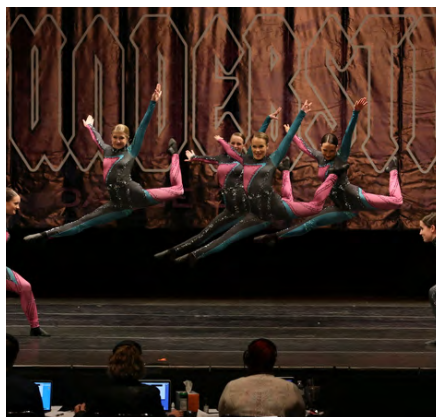


Will Rogers Memorial Center features a coliseum, auditorium, exhibit halls, meeting rooms, stages, and an amphitheater. Capabilities include equestrian events and national dance competitions.

Source: Will Rogers Memorial Center, 2021.

30+

Arts Venues in Fort Worth



FESTIVALS & EVENTS

The numerous festivals and events that occur year-round in Fort Worth add to the vibrancy of cultural experiences. Some, like the Main Street Arts Festival and ArtsGoggle have a national draw. Other local art, music, and food festivals and events bring activity and build community within neighborhoods.

- Fort Worth Film Festival
- Magnolia Street Festival
- Hispanic Festival
- Chisholm Trail Round-Up
- Fort Worth Fourth
- Parade of Lights
- Juneteenth
- Cinco de Mayo
- Concerts in the Garden
- Fort Worth Music Festival
- ArtsGoggle
- Mayfest
- Pioneer Days
- Main Street Arts Festival

75,000

People Attend Pioneer Days on Average

500,000

People Attend the Main Street Arts Festival Annually

390,000

People Attend Mayfest Annually



Street scene from ArtsGoggle, a public event held annually in the Near Southside neighborhood.

Source: Near Southside Arts, Inc., 2021.

The City of Fort Worth's role in arts and culture focuses on the installation and maintenance of public art, the protection of local historic sites, support for multicultural events and celebrations, arts related economic development, and overall community development and revitalization efforts. Arts Fort Worth initiated a process to update the 2002 Cultural Plan and presented an updated plan to City Council in 2015 which was accepted by City Council resolution.

The 2014 Cultural Plan Update was grounded in fact finding research, interviews with civic and cultural leaders, and comments recorded at public meetings held in all City Council Districts. It includes a financial analysis to help understand the health of the arts sector, and three national "best practices" field reviews aimed at learning about various kinds of fund raising, education, and economic development initiatives.

CULTURAL PLAN VISION

"Arts and culture are central to the values, traditions, economic vitality, and aspirations of our community."

GOALS

- 1** Align and coordinate arts education resources to support K-16 curricula as well as lifelong arts learning.
- 2** Strengthen the economic vitality of the city through investment in arts and cultural amenities and facilities.
- 3** Design and implement public and private funding mechanisms to support and sustain Fort Worth's cultural sector.
- 4** Foster inclusive diversity and engagement in Fort Worth's cultural life.
- 5** Align cultural marketing to make access and inclusion fundamental aspects of the arts and cultural infrastructure of Fort Worth.
- 6** Build strong ongoing coordination, communication, and connections between and among arts and cultural groups and the general public.

Source: Fort Worth Public Art, 2021.



"Flight" by Dan Corson, 2021, is in the Fort Worth Public Art commissioned collection.

KEY THEMES

- 1** Education
- 2** Economic Development & Urban Revitalization
- 3** Funding for Arts & Culture
- 4** Diversity & Inclusion
- 5** Messaging & Marketing
- 6** Strengthened Cultural Ecology

FORT WORTH PUBLIC ART COLLECTION & LEGACY COLLECTION

The City of Fort Worth enjoys a notable collection of public art spanning more than 100 years of creative work, including contemporary commissions, acquisitions, gifts, legacy monuments, memorials, sculptures, and murals. The collection is both a significant financial investment and a meaningful cultural asset.

Each year, new art is commissioned that expresses an artist's dialogue with a specific site and the community. These commissioned works make up the Fort Worth Public Art (FWPA) Collection. The most recent 2021 commission introduced FWPA's first "iconic" public project when it premiered audio/visual artworks by internationally renowned new media artists Refik Anadol and Quayola on the facades of Pioneer Tower in the Cultural District.

The Legacy Collection of City-owned historic artworks and gifts to the City was created by the City Council to distinguish it from the collection of artworks commissioned through the Fort Worth Public Art (FWPA) process. The oldest sculpture in the collection, the Al Hayne Monument on West Lancaster Avenue, dates from 1893.

30

Public Artworks
Installed at City
Facilities in 2021

148

Public Artworks
Donated or
Commissioned

55

Public Artworks in the
Legacy Collection



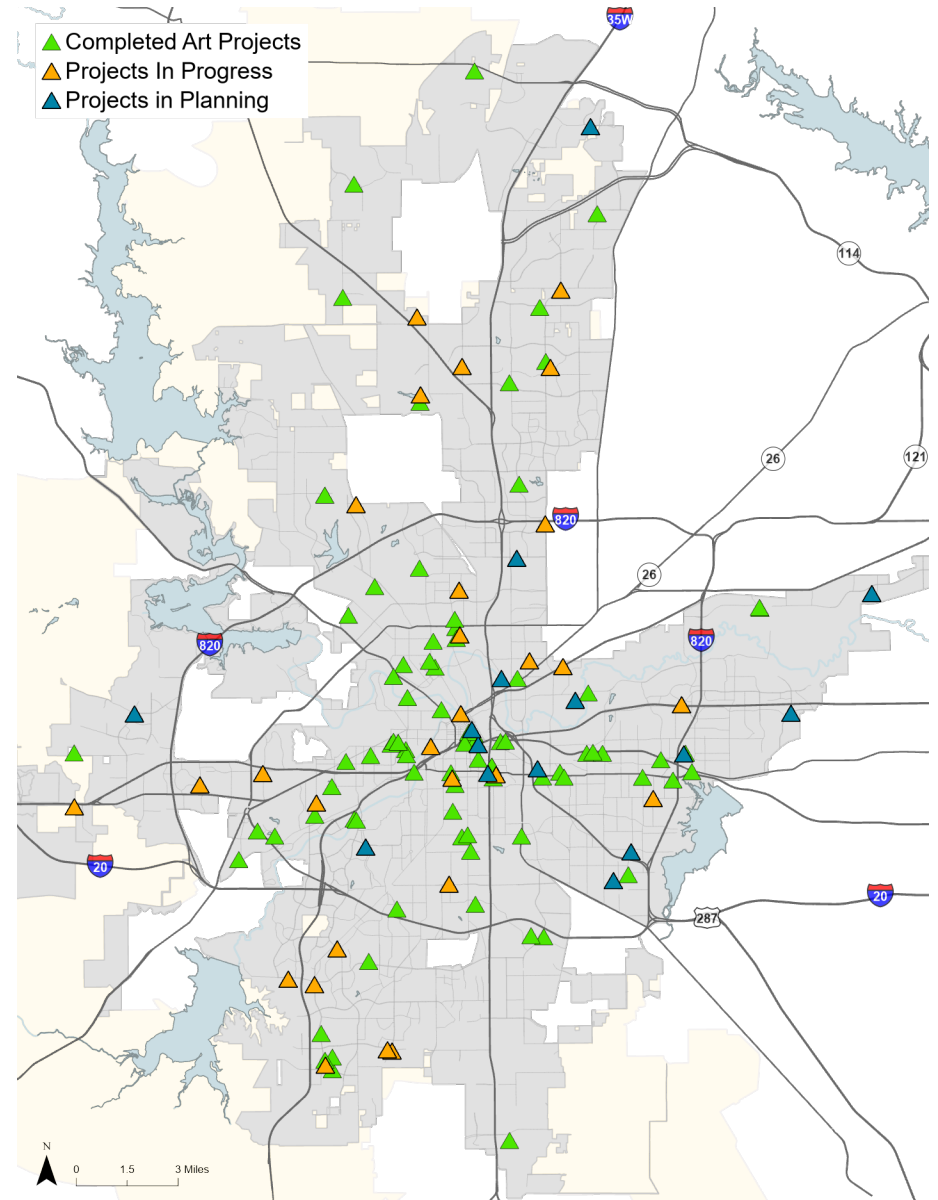
"Legacy" by John Yancey, 2021 is in the commissioned collection.



"Runnels" by Gene Owens, 1970, is in the legacy art collection.

Source: Fort Worth Public Art, 2021.

FORT WORTH PUBLIC ART PROJECT LOCATIONS



FORT WORTH PUBLIC ART VISION

City Council established the Fort Worth Public Art program to create an enhanced visual environment for Fort Worth residents, to commemorate the city's rich cultural and ethnic diversity, to integrate the design work of artists into the development of the City's capital improvements, and to promote tourism and economic vitality in the city through the artistic design of public spaces.

2005

The Year FWPA's First Commissioned Artworks were Installed

\$23 M

Value of the Fort Worth Public Art Collection in FY 2021

\$6.8 M

Bond Program Funds for Public Art in the FYPA Collection for FY 2022

Sited in publicly accessible locations throughout the city, Fort Worth Public Art's artworks represent an expansive range of sizes, shapes, and materials, each with specific requirements for maintenance and care. In addition, there have been murals initiated by the Park & Recreation Department Graffiti Abatement Program, and murals initiated by community artists.

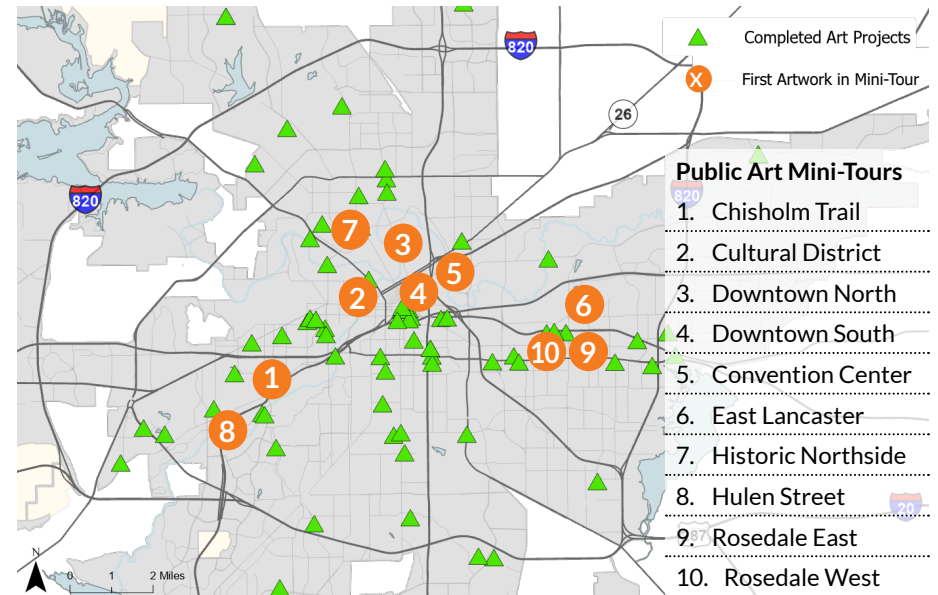
Exposure to the elements, including pollution, long-term water exposure, extreme temperature changes, inclement weather, as well as vandalism have a negative effect on outdoor artworks. The City's commitment to caring for the collection is guided by a robust Collection Management Plan, outlined in the Fort Worth Public Art Master Plan Update, which assures that artworks are regularly inspected, maintained, and repaired as necessary.



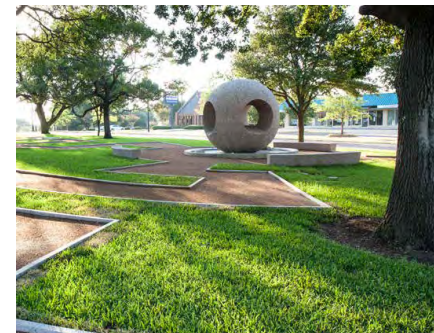
Artists and their artwork, Jill Bedgood, left, and Oscar Alvarado, right.

Source: Fort Worth Public Art, 2021.

FORT WORTH PUBLIC ART MINI-TOURS



A portion of Fort Worth Public Art's collection of public art has been grouped into 10 individual mini-tours for self-guided exploration. Each mini-tour is a group of three artworks within approximately less than a 5 minute drive apart.



Earth Fountain, 2016, Philippe Klinefelter, on the Hulen Street mini-tour.



Blue Lines, 2010, Ralph Helmick, on the Rosedale Avenue mini-tour.

PUBLIC ART MASTER PLAN UPDATE, 2017

The Public Art Master Plan Update was approved by the City Council in October 2017 — the result of an extensive public process that started over a year earlier in June 2016. The consulting team worked with the Art Commission, City leadership, and the staff of the Arts Council to engage a broad cross-section of the community in assessing the existing public art program and envisioning the future. The consultants conducted over 40 individual interviews and focus groups, along with several public meetings and an on-line survey. In addition, a talented team of local artists engaged participants at a variety of events throughout the city, moving beyond those traditionally engaged in the arts and gathering input from residents in all communities.

PUBLIC ART MASTER PLAN VISION

“Public art helps to define Fort Worth’s character as a vibrant and sustainable 21st Century city by celebrating its storied history, contributing to its iconic destinations, shaping its distinct neighborhoods, and honoring its close connection to nature.”

Five overarching goals will assist Fort Worth Public Art in planning and prioritizing resources as it works to realize this vision over the next fifteen years:

- 1 Commission diverse and artistically excellent site-integrated artworks that are freely accessible for all to enjoy.
- 2 Build a more robust communication and community engagement process, providing a range of opportunities for residents and visitors to contribute to and enjoy the City’s public art collection.
- 3 Collaborate with private institutions and donors to develop iconic, destination-quality artworks in prominent gathering places.
- 4 Support and promote its local artist community, helping to celebrate and highlight the unique and diverse talents of local and regional artists.
- 5 Work to expand the number of entities engaged in commissioning public art by seeking public and private sector partners.

Source: Fort Worth Public Art, 2021.

“HOW WOULD YOU LIKE
TO BE INVOLVED WITH
FWPA?”

54%

Respondents Would Like to
Attend a Workshop/Class/Tour

52%

Respondents Would Like
to Participate on an Artist
Selection Panel

17.6%

Respondents Would Like to
become a Public Art Docent

LOCATION SPECIFIC PUBLIC ART PLANS

Fort Worth Public Art has identified transportation corridors or parks where there is potential for a series of public art projects to be developed over time. Each of these have a location specific master plan in place. Several projects have come to fruition along East Lancaster Avenue and Lake Como Park (pictured this page) and the first projects for North Beach Corridor are currently underway.



Dedication of Lake Como’s public art “Do Something Good For Your Neighbor” by RDG Dahlquist Art Studio in 2021.

ARTS FORT WORTH

Arts Fort Worth, formerly known as the Arts Council of Fort Worth, is a nonprofit organization contracted by the City of Fort Worth to manage the Fort Worth Public Art program. The Fort Worth Community Arts Center is also Arts Fort Worth — a dynamic arts complex with theaters, galleries, studios and office suites — managed on behalf of the City of Fort Worth. Arts Fort Worth has the following roles:

- Management of the Fort Worth Public Art (FWPA) Program
- Administration of Fort Worth's Neighborhood Arts Program
- Professional collection management and oversight services
- Management of a competitive grants program
- Community engagement programming and events
- Managerial arts assistance to constituents county-wide

20-Year

Partnership between the City of Fort Worth and Arts Fort Worth.

\$950,000

Annual Operating Grants Provided by Arts Fort Worth.

35+

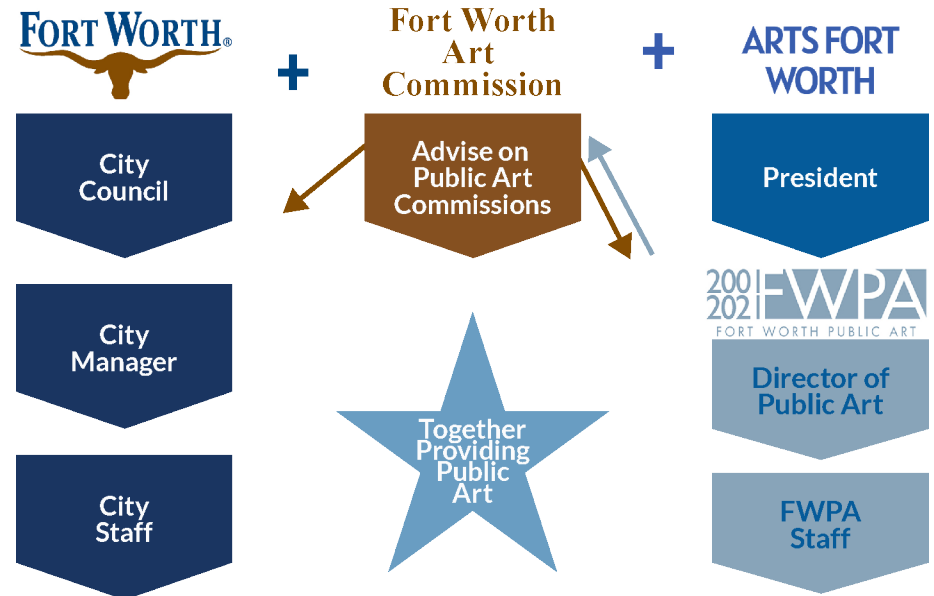
Arts Organizations Receiving Grants Provided by Arts Fort Worth.

FORT WORTH PUBLIC ART PROGRAM

In 2001 the City of Fort Worth established a process to commission artworks through the Fort Worth Public Art (FWPA) program. Under contract with the City, Arts Fort Worth's public art staff administers all aspects of the Fort Worth Public Art program and its projects, including program planning, project planning, artist selection process, coordination with departments, contracts, budgets, invoicing, approvals, community engagement and education, documentation, registration, and installation.

Fort Worth Public Art's 5-Year Plan is the key to building on the program's success. FWPA establishes a 5-Year Plan based on the ideas in the Public Art Master Plan, the list of proposed CIP projects, and input from the Mayor, City Council members, and the public. Each 5-Year Plan establishes a vision and schedule for projects launching over the coming five years, and includes the Annual Work Plan for the following fiscal year. Decisions regarding which artwork should be commissioned by the City is coordinated by the Art Commission in association with Arts Fort Worth.

Source: Fort Worth Public Art, 2021.



FORT WORTH ART COMMISSION

The Fort Worth Art Commission is an advisory body that makes recommendations to the City Council regarding the Fort Worth Public Art program. The nine member commission oversees the implementation of the Fort Worth Public Art master plan, including project planning, artist selection, design review, and collection management. The commission also recommends fund-specific public art plans and the program's Annual Work Plan. The public is welcome to attend Fort Worth Art Commission meetings.

148

Public Artworks in the Fort Worth Public Art Collection

45

New Commissioned Artwork Projects Underway in FY 2022.

\$11 M

Value of New Commissioned Art Projects Underway

STRATEGIES***Education***

- Provide a mechanism to assist arts and cultural organizations to partner effectively with the Fort Worth Independent School District as well as the community's other public, private, parochial, and charter schools.
- Design and coordinate collaboration between arts organizations and local public and private school systems.
- Provide dual credit and/or higher education pathways for students interested in pursuing college degrees in an arts or arts-related field.

Economic Development & Urban Revitalization

- Develop a comprehensive cultural facilities master plan.
- Explore options to learn from or replicate the different cultural presentation models developed in neighborhoods by organizations like Near Southside, Inc. and Near Southside Arts.
- Foster options for creativity in the workplace to assist in workforce development.
- Review City zoning and other regulations to assess ways to make it easier for artists and creative businesses to operate.
- Develop an artists space clearinghouse to assist local visual and performing artists in finding available space.

Funding for Arts & Culture

- Build and strengthen the coalition in support of the Arts Funding Task Force's recommendations for arts funding levels and the establishment of a Fort Worth cultural trust (a public-private, community-wide endowment for arts and culture).
- Establish a significantly endowed Fort Worth Cultural Trust to accept funds from both the public and private sectors.
- Provide incentives for mergers, strategic partnerships, and fiscal sponsorships to discourage redundant 501(c)(3) corporate structures.
- Devise a campaign to cultivate individual donors in newly developed areas outside the traditional areas that have a concentration of arts supporters.

Diversity & Inclusion

- Provide leadership to facilitate and ensure inclusive representation among the boards, staffs, and volunteers of cultural organizations.
- Increase engaged representation in arts and culture by all communities to build stronger community involvement in arts and culture in Fort Worth.
- Encourage "experience" packaging of the arts to address entertainment priorities of younger audience members.
- Develop and promote a comprehensive list of nontraditional arts presentation venues — churches, community centers, libraries, and parks — to improve access to programs.
- Develop an ongoing series of discussions to address issues of diversity, including gender, race, ethnicity, religion, age, ability, sexual orientation, socioeconomic status, veteran status, cultural expression, linguistic heritage, national origin, color, and gender identity and to increase awareness of arts and cultural traditions that may be associated with them.

Messaging & Marketing

- Develop a comprehensive and ongoing advocacy and awareness campaign that highlights and profiles the educational, economic, and community benefits of arts and culture.
- Strengthen the capacity of local arts and cultural organizations to utilize social media in marketing efforts.
- Continue to work with area chambers and other economic development entities (e.g., Visit Fort Worth, the Fort Worth Convention and Visitors Bureau) to align their messaging about arts and culture with that of the cultural sector.
- Link messaging to the Blue Zones initiative to emphasize the role arts and culture plays in building a healthy, vibrant community.

STRATEGIES (CONT.)***Strengthened Cultural Ecology***

- Expand Arts Fort Worth's mission to become the backbone organization responsible for moving the collective agenda for arts and culture articulated in the 2014 Cultural Plan Update and the Fort Worth Public Art plan.
- Build Arts Fort Worth staff to develop the organization's capacity and ability to respond to community demands.
- Establish an arts and cultural information clearinghouse (to include Cultural Data Project data, organizational program offerings, information on potential board members/volunteers, data on participation and impact, as well as education data) to create and build public awareness of arts and cultural programming and its social, educational, and economic impact.
- Convene artists and arts and cultural organizations bi-annually for a "State of the Arts" report to share the current landscape based on collected data, determine what additional or different data is needed, and identify collaboration and advocacy priorities for the upcoming year.
- Develop a virtual "resource center" (that will ultimately have a physical component) for smaller arts and cultural organizations and artists to obtain information about grants and fellowships and training in business and technical areas.
- Continue the public process undertaken by 2014 Cultural Plan Update and the Fort Worth Public Art plan to ensure on-going public input and assessment that tracks implementation of this Plan with a review and update of the entire Plan in five years.