

# CHAPTER 15: ARTS AND CULTURE

Fort Worth residents and visitors enjoy the arts through a variety of local organizations, special events, and programs that provide a distinctive blend of Western heritage and high culture. Within just a few miles, one is able to experience bull riding and equestrian events, as well as a night at the opera or a major museum exhibition. Many of these cultural experiences are offered in Downtown, the Cultural District, and the Historic Stockyards. In addition, unique art and cultural experiences are available within Fort Worth neighborhoods.

## EXISTING CONDITIONS AND TRENDS

The Cultural District, Downtown, and the Historic Stockyards are Fort Worth's three unique arts and entertainment districts. Together, these destinations draw a total of seven million visitors each year. Neighborhood art facilities, performing arts organizations, and public art also add to the character and culture of Fort Worth. Fort Worth's artistic and cultural activities are promoted by the festivals held throughout the city each year, in addition to the activities undertaken by the Arts Council of Fort Worth and Tarrant County.

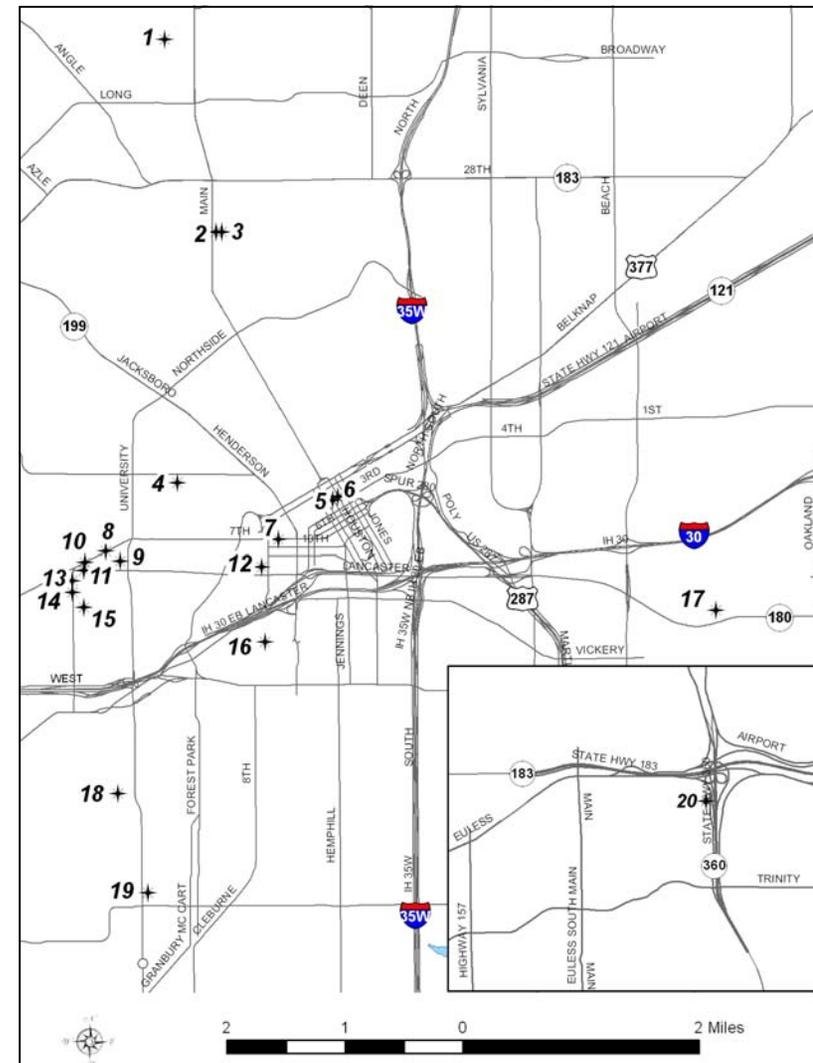
### Cultural District

No single place captures the diversity of Fort Worth more than the Cultural District, where culture is presented in its broadest sense: from the art, music, theater, and dance typically associated with cultural facilities, to agriculture, equestrian activities, horticulture, and sports.

This area, the nation's third largest cultural district, is located just west of Downtown above the banks of the Trinity River. In the late 1890s, the City of Fort Worth purchased the land south of 7th Street on both sides of the Clear Fork. In 1936, the City purchased 138 acres of the Van Zandt tract along Lancaster Avenue for Fort Worth Frontier Centennial, part of the Texas Centennial Birthday Celebration. Much of the land in the Cultural District is owned by the City of Fort Worth, including Trinity Park and Fort Worth Botanic Garden. Many of the museums in the District lease land from the City.

The Cultural District is home to several world-class art museums, including the Kimbell Art Museum, Modern Art Museum of Fort Worth, and the Amon Carter Museum. The Kimbell Art Museum was designed by Louis Kahn and opened in 1972. The 22,000 square-foot gallery space houses a variety of well-known artwork. The Kimbell is constructing an 85,150 square-foot addition on the west lawn designed by the world-renowned architect Renzo Piano. The Fort Worth Museum of Science and History, the second most popular museum in Texas, attracts more than 1.15 million visitors each year and was the first museum in Texas to top the million mark for visitors. The Museum of Science and History has recently completed construction of a new facility designed by the internationally recognized Mexican architecture firm Legoretta-Legoretta.

Museums in Fort Worth, 2011



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|---|--|
| 1. Vintage Flying Museum                    | 11. Fort Worth Community Arts Center         |
| 2. Stockyards Museum                        | 12. Ball-Eddleman-McFarland House            |
| 3. Texas Cowboy Hall of Fame                | 13. National Archives and Records—proposed   |
| 4. Leonard's Dept. Store Museum             | 14. FW Museum of Science and History         |
| 5. Sid Richardson Collection of Western Art | 15. National Cowgirl Museum and Hall of Fame |
| 6. Fire Station No. 1                       | 16. Thistle Hill                             |
| 7. Cattle Raisers Museum                    | 17. National Cowboys of Color Museum         |
| 8. Kimbell Art Museum                       | 18. Log Cabin Village                        |
| 9. Modern Art Museum                        | 19. Monnig Meteorite Gallery                 |
| 10. Amon Carter Museum                      | 20. American Airline CR Smith Museum         |

The success enjoyed by museums in the Cultural District has led to several new and expanding facilities that are completed, under construction, on the drawing board, or being seriously discussed. One example is the \$39 million addition to the original Amon Carter Museum, designed by Philip Johnson/Alan Ritchie Architects, which tripled the exhibition space showcasing the Museum's renowned collection of American Western art. The addition also includes an expanded research library, a beautifully-designed reading room, expanded educational facilities, and spacious new galleries for the display of traveling exhibitions.

The Fort Worth Community Arts Center has been open since November 2002. The facility is owned by the City and is under the management of the Arts Council of Fort Worth & Tarrant County ([www.artsfortworth.com](http://www.artsfortworth.com)). The 77,000 square-foot building includes the 500-seat Scott Theater and nine art galleries, and it is now home to 13 arts organizations. In its first year, over 50,000 visitors enjoyed exhibitions of contemporary art by regional artists, as well as a host of theater and other cultural events and meetings. In 2004, the Arts Council converted a former solarium space into a 120-seat flexible theatre space or "black box theater" in keeping with the adaptive reuse plan for the building. Named the Hardy and Betty Sanders Theatre, it has been used for all types of "grass roots" cultural activities. A partnership between the Council, Samaritan House, and Z's Catering resulted in the opening of a café in 2009.

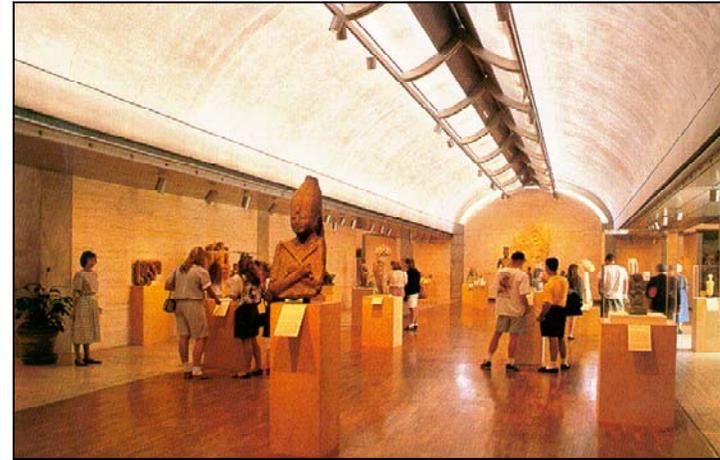
Casa Mañana Theatre is also located in the Cultural District. The theatre produces live entertainment year-round, including plays, musicals, concerts, and children's theater. Casa Mañana also presents Broadway national tours at Bass Performance Hall in Downtown. After a decade of careful planning and fundraising, a thoughtful renovation of Casa Mañana Theatre was completed in 2003 that increased the number of seats to 1,200 and created a proscenium stage.

Other Cultural District attractions include the National Cowgirl Museum and Hall of Fame, which opened in June 2002, and the \$60 million Modern Art Museum designed by Tadao Ando on an 11-acre site located just east of the Kimbell Art Museum. Simultaneously, the City completed reconstruction of the intersection at University Drive, West Seventh Street, Bailey Avenue, and Camp Bowie Boulevard. Potential future expansions include a 12,000-seat Will Rogers arena for hosting events ranging from rodeos to ice hockey.

The Fort Worth Botanic Garden is the oldest botanic garden in Texas, covering over 118 acres and exhibiting 2,500 exotic and native plants and a number of specialty gardens, such as the Japanese Garden. In 2008, the Botanic Garden was nominated for the National Register of Historic Places. A Fort Worth Botanic Garden Master Plan was approved by the City Council in 2010 to guide future decision-making within and around the garden.

The Fort Worth Zoo has been ranked one of the top five zoos in the nation. The Zoo attracts more than 1.2 million visitors each year. The Zoo completed a significant expansion of a new Reptile House in 2010.

## Kimbell Art Museum



The Kimbell Art Museum, designed by Louis Kahn, has 22,000 square feet of gallery space that will be expanded to 85,150 feet by 2013. The Kimbell houses world renowned art work. (Source: City of Fort Worth, 2009.)

## Modern Art Museum of Fort Worth



The Modern Art Museum of Fort Worth, designed by acclaimed Japanese architect Tadao Ando, opened in December 2002 in the Cultural District. It embodies the principles of classical Japanese architecture while employing modern Western techniques. The museum features 53,000 square feet of gallery space, a 1.5-acre pond, a cafe overlooking the water, and a 250-seat auditorium. (Source: City of Fort Worth, 2009.)

The Will Rogers Memorial Center is a multi-purpose entertainment complex covering 45 acres under roofs. Located in the heart of the Cultural District on a little over 85 acres of land, this City-owned center generates more than \$200 million from an estimated 2.5 million visitors each year. Livestock and equestrian activities, among other events, are held at the 5,900-seat Will Rogers Coliseum, home of the world's oldest indoor rodeo and the annual Fort Worth Stock Show and Rodeo. This unique three-week long event attracts over 900,000 people annually. The "Stock Show" has been a Fort Worth tradition for over a century. A new addition to the complex – the Western Heritage Parking Garage – was completed in 2010 and features artist Mike Mandel's large scale mosaic tile murals with iconic images of the cowboy and cowgirl and other rodeo imagery.

Completed in 1990, the Fort Worth Cultural District Master Plan provides a comprehensive look at the Cultural District. While many of the plan's recommendations have been implemented, others will need to be reviewed or revised, and specific implementation plans may be necessary. Major redevelopment projects are nearing completion in the West 7th/University and Trinity Park urban villages, including the Museum Place, West Seventh, and South of Seventh developments.

### **Downtown**

Downtown is a multicultural, progressive, active urban center that capitalizes on its cultural resources. It serves as a major entertainment center with a variety of museums, historical exhibits, live entertainment venues, movie theaters, a world-class performing arts hall, ongoing cultural activities, and colorful festivals. In 1995, Downtown Fort Worth was awarded the prestigious James C. Howland Award for Urban Enrichment by the National League of Cities.

Sundance Square, a 16-block collection of graciously restored and replicated turn-of-the-century storefronts, has preserved the architecture and rich heritage of its colorful past. With the support of Fort Worth's Bass family, the area was renovated in the 1980s and has since turned Downtown into a vibrant destination with office, retail, and entertainment establishments. Today, Sundance Square encompasses a variety of retail uses, restaurants, live theaters, museums, movie theaters, and new and converted housing.

The Nancy Lee and Perry R. Bass Performance Hall serves as an important symbol of one of the most successful downtown revitalization efforts in the country. Built entirely with private funds, the \$67 million, 2,056-seat facility is the first-ever permanent home of the Fort Worth Symphony Orchestra, Texas Ballet Theatre (formerly the Fort Worth-Dallas Ballet), Fort Worth Opera, and the Van Cliburn International Piano Competition. In 2007, Bass Hall held the first ever Fort Worth Opera Festival. The festival was such a success that in 2008 it included three new operas at Bass Hall, and a fourth opera at the Scott Theatre. In another demonstration of commitment to the community, the Bass family developed an education program that provides an opportunity for every Tarrant County student to visit Bass Hall each year. The 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.

### **Special Events in Sundance Square**



Sundance Square is a vibrant area with residential, entertainment, and retail elements. This engaging urban center is the location of many festivals and other activities, including Super Bowl events in February 2011. (Source: City of Fort Worth, 2011.)

### **Bass Performance Hall**



The Nancy Lee and Perry R. Bass Performance Hall in Downtown enhances Fort Worth's culture through its promotion of art and architecture. It has been selected as one of the ten best opera houses in the world, and was ranked third in the United States by *Travel and Leisure Magazine*, March 1999. (Source: City of Fort Worth, 2009.)

The Caravan of Dreams building, formerly a popular music venue, has been renovated to accommodate a western-themed restaurant. The building also includes a roof top Grotto bar, a 212-seat theater, conference facilities, and Etta's Place, a bed and breakfast facility. The Jubilee Theatre, on Main Street, is a 100-seat house that produces year-round plays and musicals reflecting the African-American experience. The Sid Richardson Collection of Western Art provides an array of exhibits, attracting both residents and tourists. In addition, Circle Theatre, located in the Sanger Building basement in Sundance Square, adds to the live entertainment Downtown.

The Fort Worth Convention Center completed a \$75 million, two-phase expansion and renovation in May 2003. In 2009, the City of Fort Worth completed construction of an eleven-story parking garage across the street from the Convention Center, featuring a collaborative design by Jacobs Facilities, Inc., and artist/jazz musician Christopher Janney, who was selected through the Fort Worth Public Art program. Visitors hear the sounds of Fort Worth as they ride in glass elevators overlooking Houston Street.

Lancaster Avenue became an "Avenue of Light" in 2009, with the installation of a series of 35-foot tall glowing stainless steel sculptures in the median of Lancaster Avenue. Inspired by the rich Art Deco detailing of the Texas & Pacific Railroad Terminal lobby, the lighted sculptures created by Cliff Garten Studios, will help reinvigorate the south side of Fort Worth's already impressive Downtown.

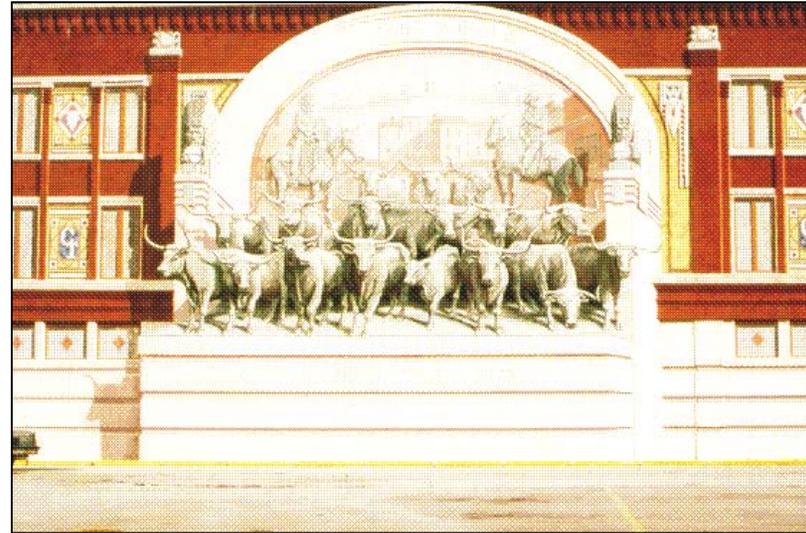
### **Historic Stockyards**

Showcasing Fort Worth's western heritage, the Historic Stockyards is one of the most unique and colorful arts and entertainment areas in the state. 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.

Western shopping, restaurants, and saloons characterize the area, including the legendary White Elephant Saloon, Cowtown Coliseum, and the Stockyards Hotel. Stockyards Station is a festival marketplace and depot for the Tarantula Steam Train, an 1896 locomotive that retraces a portion of the Chisholm Trail through a one-hour narrated ride. The 165,000 square-foot space offers a selection of merchandise ranging from art works and antiques to clothing, gourmet items, and music. The Stockyards is also home to the Spanish-style Livestock Exchange Building and Billy Bob's Texas, known internationally as the "World's Largest Honky-Tonk", which attracts more than 700,000 visitors each year.

The Fort Worth Herd Program began in June 1999, coinciding with the City's 150<sup>th</sup> anniversary celebration. The romance and mystique of cowboys and cattle lives on through The Herd in the Fort Worth Stockyards. The Herd of sixteen Longhorns is driven twice daily down East Exchange Avenue. The purpose of the Fort Worth Herd Program is to entertain and educate visitors, as well as provide an

### **Chisholm Trail Mural**



Art in public places, such as the Chisholm Trail Mural by Richard Hass, add to the visual character in Fort Worth. (Source: City of Fort Worth, 2009.)

### **Fort Worth's Historic Stockyards**



Fort Worth's Historic Stockyards offers a unique experience of Old West History. (Source: City of Fort Worth, 2009)

authentic interpretation of the history of the cattle industry and its impact on the growth and prosperity of Fort Worth.

Rodeo Plaza (a portion of North Commerce Street between Exchange Avenue and Stockyards Boulevard) underwent a pedestrian-friendly transformation in 2009. Artist Steve Teeters created hand-forged steel street lights, “spur” benches, “belt” sculptures, a “tooled leather” gate and archway, and other design enhancements to complement the streetscape improvements designed by Huitt-Zollars, Inc.

Through the years, many studies and plans have been developed for the Historic Stockyards, with a new master plan developed by private sector stakeholders in 2010. In addition, the Historic Stockyards features prominently in the Northside Economic Development Strategy Report completed by the City in 2011. More information on this plan is included in Chapter 10: Economic Development. Finally, an urban design plan has been developed for North Main Street and a Historic Marine Urban Village Master Plan has been adopted that will create a more attractive and economically viable corridor from the Stockyards to Downtown. More details on these plans are provided in Chapter 14: Urban Design, as well as in Chapter 10.

### **Neighborhood Arts Facilities**

In addition to the three primary arts and entertainment districts located in Fort Worth, neighborhood arts facilities are also available to residents and visitors, further enhancing and reflecting the city’s character and culture.

The City-owned Rose Marine Theatre and the adjacent Galleria de las Rosas on North Main Street are currently managed by the Artes de la Rosas, (formerly called the Latin Arts Association) a nonprofit organization. The complex includes a 150-seat theatre, office space, rehearsal and dressing rooms, and exhibition space for arts groups.

The Hip Pocket Theatre, located on the south side of Lake Worth, has staged more than 150 plays, including 80 world premieres.

Arts Fifth Avenue, which is located in south Fort Worth in the eclectic, historic Fairmont neighborhood, is a grass roots arts center that provides all types of visual arts classes, tap dance and drumming classes, as well as arts events attended by the community at large.

Further south is the Victory Arts Center, a former convent that has been developed into market rate housing for the “creative community and arts patrons.” Potential exists at this location for an outdoor sculpture garden that would be available to both tenants and the public.

Neighborhood schools, colleges and universities, churches, library branches, Boys and Girls Clubs, United Community Centers, shopping centers, and other facilities host performing and visual arts activities, as well as arts education programs. To sustain these activities, additional public and private support is needed.

### **Longhorns and Mural**



Longhorns and Mural 6/12/1999 by Luther Smith is one of 50 images in the Herd Photography Collection, donated to the City of Fort Worth in 2004. (Source: Arts Council of Fort Worth, 2009.)

### **Performing Arts Organizations**

Major performing arts organizations providing artistic and cultural resources to citizens and tourists of Fort Worth include: Texas Ballet Theatre (formerly the Fort Worth-Dallas Ballet), Casa Mañana, Fort Worth Opera Association, Fort Worth Symphony Orchestra Association, Van Cliburn Foundation, Circle Theatre, Kids Who Care, Imagination Celebration, Jubilee Theatre, Stage West, Texas Boys Choir, Texas Girls Choir and Youth Orchestra of Greater Fort Worth, Ballet Concerto, Ballet Folklórico Azteca de Fort Worth, Contemporary Dance/Fort Worth, Cowtown Opry, Fort Worth Civic Orchestra, and Texas Wind Symphony. There are over 65 performing arts groups in Fort Worth.

### **Festivals**

The numerous festivals and events that occur year-round in Fort Worth add to the vibrancy of cultural experiences. The Main Street Arts Festival—currently, the third-ranked fine arts festival in the country—is a marketplace of food, arts, crafts, and live entertainment along Downtown Fort Worth’s historic Main Street that attracts an average of 500,000 visitors each year. In 2008, the Main Street Art Festival was expanded to include *OFF MAIN!*, which featured films, lectures, seminars, and performances in several performance halls throughout Downtown. Mayfest, a family festival on the banks of the Trinity River, is now a Fort Worth tradition, drawing as many as 390,000 visitors per year. In September of each year, Pioneer Days attracts an average of 75,000 people to the Stockyards National Historic District to celebrate the early days of the cattle industry and the pioneers who settled on the banks of the Trinity River.

In 1998, the first annual Fort Worth Film Festival was held in Downtown Fort Worth. The first annual Magnolia Street Festival was also held in 1998 and a Hispanic Festival was held in 2000 in Downtown. Other annual festivals include Chisholm Trail Round-Up, Shakespeare in the Park, Fort Worth Fourth, Parade of Lights, Juneteenth, Cinco de Mayo, and Concerts in the Garden, and Jazz on the Boulevard. In addition, Fort Worth South sponsors Arts Goggle, a semi-annual art and music experience located simultaneously in many venues/across the Near Southside.

### **Public Art**

Fort Worth enjoys a legacy of collecting art for public benefit that began in the 19<sup>th</sup> century with the Fort Worth Public Library. In 2001, the 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. Funding is provided by a 2 percent line item in City general obligation bond program propositions, as well as an annual allocation of 2 percent of cash-funded capital projects in the operating budget of the Water and Sewer Fund. The Fort Worth Art Commission oversees the program, and the Arts Council of Fort Worth and Tarrant County, Inc. provides professional management services and maintains the Fort Worth Public Art Collection, including works of public art which pre-date the program.

### **Blue Lines**



Blue Lines, by Ralph Helmick, at Polytechnic Heights Neighborhood Police Center. (Source: Arts Council of Fort Worth, 2011.)

### **Letters**



Letters, by Sandra Fiedorek, at Northwest Branch Library. (Source: Arts Council of Fort Worth, 2011.)

The *Fort Worth Public Art Master Plan*, adopted by City Council in 2003, set the stage for a top notch program based on national best practices. Subsequently, City Council adopted fund-specific plans, including: *Public Art Plan for the 2004 Capital Improvement Program (CIP)*; *Public Art Plan for the 2008 CIP*; *Public Art Plan for the Critical Capital Needs Program*, and *Public Art Plan for the Water Fund*, which established an interest-bearing Conservation Fund and an annual process to allow the Fort Worth Art Commission to recommend new public art projects and initiatives to bring public art into areas of the city not affected by bond programs. For detailed information visit [www.fwpublicart.org](http://www.fwpublicart.org) and click the “About” link.

Fort Worth Public Art’s first commissioned artworks by artists Donald Lipski and Vernon Fisher at the Fort Worth Convention Center were completed in 2005. Almost 30 new public artworks have been installed at City facilities throughout Fort Worth. The first two projects resulting from the *Community ID: Public Art in Neighborhoods* initiative were installed in 2010: *Nature’s Essence* by Eliseo Garcia at Overton Park; and, *Prairie Wind* by Michael Pavlovsky at CP Hadley Park. Fort Worth Public Art’s first mural project was installed at the Northside Community Center in 2010. Entitled *The Rebirth of Aspiration*, the mural was the result of a summer workshop with talented community youth led by artist Manuel Pulido.

Other recently completed works include: Sandra Fiedorek’s *Letters* at the Northwest Branch Library; Ralph Helmick’s *Blue Lines* at Polytechnic Heights Neighborhood Police Center; *Freedom Train* by Jeff Gottfried at the T & P Terminal; and *Night Song* by Connie Arisemendi and Laura Guaranzuay, which is integrated into the Rolling Hills Radio Tower. Many more projects are in progress, including a TxDOT funded I-30 Monument and a new project commemorating Stop Six community history.

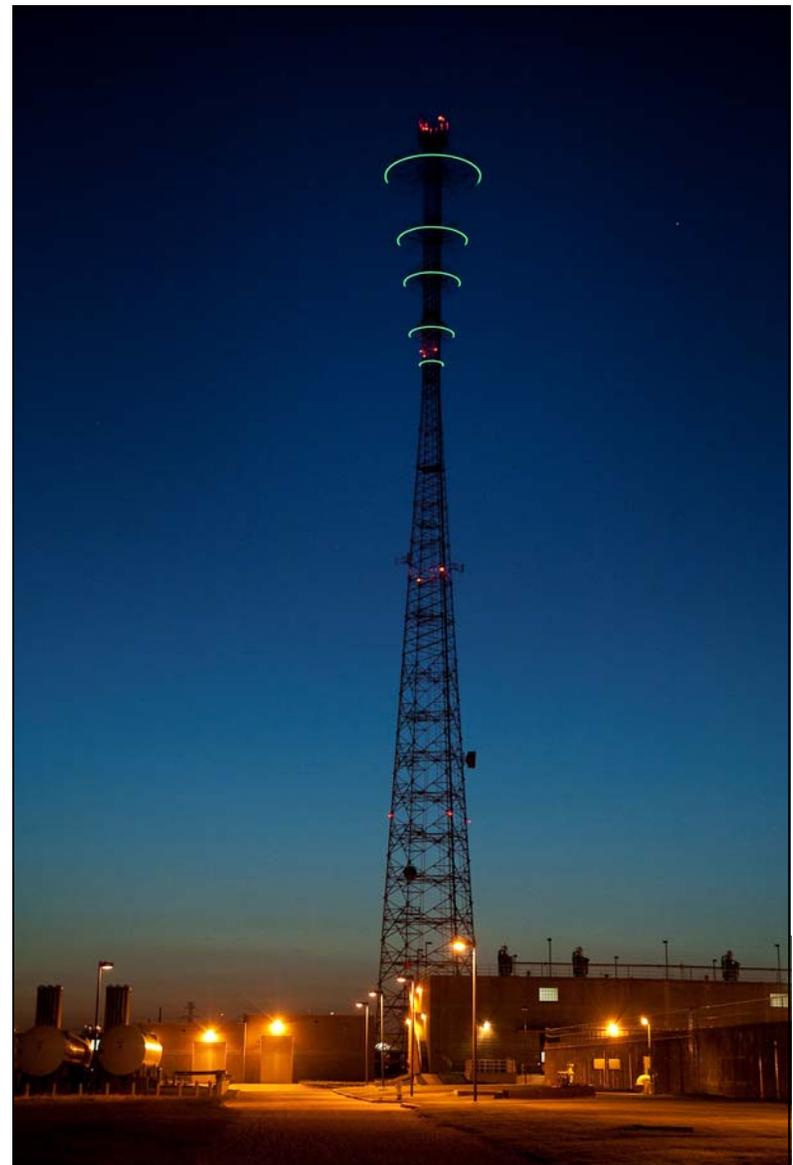
In addition, the program is responsible for maintenance and conservation of the Fort Worth Public Art Collection, including 37 public artworks owned by the City of Fort Worth which predate the program. The oldest sculpture in the collection dates from 1893: the *Al Hayne Monument* on West Lancaster Avenue, which is currently undergoing major restoration.

### **Arts Council of Fort Worth and Tarrant County**

The agency responsible for funding and leading arts programs and events for the citizens of Fort Worth is the Arts Council of Fort Worth and Tarrant County. The Arts Council receives financial support from 1,500 individuals, 170 corporations, 20 foundations, and state, county, and city governments, including the City of Fort Worth. The Council provides annual operating grants totaling more than \$950,000 to 35 arts organizations; administers Fort Worth’s Neighborhood Arts Program, which sends the arts out into underserved neighborhoods; and provides managerial assistance to constituents county-wide.

The Council also manages the City’s Public Art Program and the City-owned Fort

## Night Song



Night Song by Connie Arisemendi and Laura Garanzuay at the Rolling Hills Water Treatment Plant Radio Tower. (Source: Arts Council of Fort Worth, 2011.)

Worth Community Arts Center. The Council's primary goal is to facilitate access to a broad range of arts and cultural activities. The Neighborhood Arts Program currently serves Northside, Southside, Polytechnic, Stop Six, Como, and other underserved areas.

To make arts and cultural activities more accessible to the citizens of Fort Worth, a community-driven Arts and Cultural Plan for Greater Fort Worth, commissioned by the Arts Council of Fort Worth & Tarrant County, was completed in May 2002. The Arts Council worked with the Wolf, Keens & Company, Inc. consulting group from Cambridge, Massachusetts, and a 50-member planning committee on this plan. To develop the plan, more than 225 community leaders were interviewed. The effort resulted in a detailed, action-oriented plan providing specific priorities and recommended actions in key areas, such as sustaining cultural organizations, facilities, neighborhood cultural development, arts in education, and funding. The plan includes a prioritized list of goals and objectives. The following are among many findings identified in the Arts and Cultural Plan for Greater Fort Worth:

- Despite the extraordinary reputation of Fort Worth's cultural organizations, many of them are significantly undercapitalized.
- The private sector's support of arts and culture is extensive. However, local government support is only 2.3 percent of cultural organizations' total income.
- The plan recommended an additional \$2 million per year in public sector funds for the arts.
- Fort Worth cultural institutions have enjoyed strong support from the private sector over the years, although corporate support is not as high as in comparable cities, at 4.3 percent of total income.
- Building organizational capacity is important to all of Fort Worth's cultural organizations, but especially to small and mid-sized groups.
- Increasing the number of art facilities of different sizes is essential.
- Providing opportunities to encounter the city's cultural diversity is necessary for creating common understanding.
- It is essential that non-arts organizations, such as local faith-based and human services organizations, sponsor arts and cultural events, venues, and programs.
- Establishing neighborhood arts centers as permanent homes for local organizations is important.
- Establishing a training program on how to start, operate, and maintain community arts programs and space is necessary.
- Cultural organizations often have a difficult time establishing connections with ethnic communities to establish broader, more diverse participation in the arts.

## GOALS AND OBJECTIVES

The City should collaborate with private and non-profit organizations to achieve the following goals and objectives.

### Fort Worth Community Arts Center



The former Museum of Modern Art building is now home to the Fort Worth Community Arts Center under the management of the Arts Council of Fort Worth & Tarrant County. (Source: Arts Council of Fort Worth & Tarrant County, 2009.)

### Amon Carter Museum



The design of the expansion of the Amon Carter Museum complements the original shellstone building, built in 1961. The original building, designed by Philip Johnson, remains intact. (Source: Philip Johnson/Alan Ritchie Architects, 2009.)

Retain, preserve, and enhance the best of Fort Worth's cultural past and present.

- Conserve the City's collection to museum level standards.
- Support public art as a valuable asset to the community.
- Complete 10-15 new public art projects each year and continue to maintain and conserve the Fort Worth Public Art Collection.
- As budgets allows, increase public sector support of the arts by a minimum of \$2 million per year.
- Commission public art of the highest quality throughout the city according to the Fort Worth Public Art Master Plan, as well as the Public Art Plans for the 2004 CIP, the 2008 CIP, Critical Capital Needs Program, and the Water Fund.
- Involve artists in the design of major infrastructure.
- Encourage public entities and private developers to commission public art.
- Provide artist training and public educational programming.

Improve and update cultural resources in the Cultural District.

- Update the Cultural District Master Plan.
- Renovate the Will Rogers Auditorium and Coliseum in phases.
- Determine the feasibility of raising private funds to construct a band shell/ amphitheater within or near the Cultural District, as described in the 1990 Cultural District Master Plan. Another possible location, recommended by the Arts and Cultural Plan for Greater Fort Worth and addressed in both the Trinity River Master Plan and the Downtown Master Plan, is on the river in the Downtown area.
- Explore the feasibility of building a new arena with 10,000 to 12,000 seats. A potential location is the City-owned site on Harley Avenue adjacent to the Will Rogers complex.

Improve and ensure the continued success of the Historic Stockyards.

- Cooperate with property owners and other stakeholders to implement the 2010 Stockyards Master Plan.
- Work with all stakeholders annually to support implementation of the Northside Economic Redevelopment Strategy Report.

The Arts Council of Fort Worth and Tarrant County has the following goals:

- Increase both public and private sector funding for the arts.
- Continue to develop the Fort Worth Community Arts Center building into a multipurpose cultural center, affordable and accessible to the entire community.
- Advocate for exemplary arts in the Fort Worth community.
- Expand the reach and effectiveness of existing programs.

## **POLICIES AND STRATEGIES**

The following policies and strategies are either in progress or suggested as a means of implementing the arts goals of private and nonprofit organizations and the City.

### **Intimate Apparel & Pearl Earrings**



Donald Lipski's *Intimate Apparel & Pearl Earrings*, composed of over 400 donated hats on steel armature, is located in the Fort Worth Convention Center. (Source: Arts Council of Fort Worth, 2009.)

### **Western Heritage Parking Garage Mosaic Murals**



Western Heritage Parking Garage Mosaic Murals by Mike Mandel at Western Heritage Parking Garage. (Source: Arts Council of Fort Worth, 2011.)

## Policies

- Encourage the development of Fort Worth's unique art and cultural experiences.
- Encourage coordinated arts opportunities for children throughout the city.
- Provide an effective and inclusive tourism strategy that recognizes the full range of cultural assets and uses them to the best advantage of the entire community.
- Provide opportunities for Fort Worth residents to engage in arts and cultural activities, events, and organizations regardless of their ethnicity, economic status, or location.

## Strategies

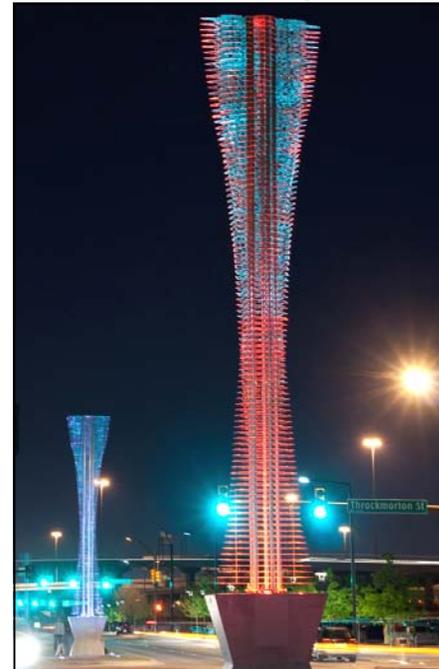
- Encourage public-private partnerships in arts philanthropy.
- Encourage increased private and public sector support for the arts.
- Encourage countywide coordination of promotion/resource sharing for festivals.
- Encourage reuse of vacant storefronts for arts and performing exhibition spaces.
- Match performing groups with new and existing spaces.
- Encourage non-profit and private arts organizations to work closely with historic preservation organizations to reuse historical buildings for cultural centers, assisting in neighborhood revitalization.
- Support the Arts Council's objective to provide arts organizations with managerial and technical assistance through the establishment of an arts incubator in the Fort Worth Community Arts Center.
- Support the Arts Council's objective to encourage cost-effective programming and advertising collaborations among arts groups.
- Recognize and utilize the improved Fort Worth Water Gardens as a valuable asset for cultural experiences.
- Enter into discussions with existing artist groups to more fully determine the needs of these groups.
- Include arts and culture as integral components of land use planning and long-range revitalization strategies.
- Encourage non-arts organizations, such as community development corporations and faith-based, human services, and economic development organizations, to sponsor arts and cultural venues, programs, and events.

## **PROGRAMS AND PROJECTS**

### Programs

- The Arts Council of Fort Worth and Tarrant County awards a variety of grants to nonprofit arts groups based in the City of Fort Worth. Approximately \$950,000 is distributed in grants to nonprofit arts groups by the Arts Council on an annual basis.
  - General operating grants support an organization's overall operations.
  - Neighborhood Arts Program grants fund performances in underserved, low-income neighborhoods.
  - Arts Participation Grants are aimed at expanding arts audiences, and give

### **Avenue of Light**



Lancaster Avenue became an "Avenue of Light" in 2009, with a series of 35-foot tall glowing stainless steel sculptures by Cliff Garten Studio. (Source: Planning and Development Department, 2009.)

### **Rodeo Plaza Streetscape Enhancements**



Streetscape enhancements at Rodeo Plaza in the Stockyards by Steve Teeters. (Source: Arts Council of Fort Worth, 2009.)

priority to projects that address multi-ethnic populations or individuals under 32.

- Mini Grants focus on professional development for arts groups with budgets of less than \$750,000.
- The Fort Worth Public Art Program promotes public exposure to a broad range of visual art. This type of program enhances public spaces with art that is integrated into the built environment. Two percent of capital improvement project funds is allocated for public art. The City Council initiated this program through an ordinance approved in October 2001.
- The Fort Worth Community Arts Center, a City-owned building managed by the Arts Council, provides a wide array of visual and performing arts opportunities for artist and arts organizations as well as the general public. The building can also be rented for a myriad of public events including weddings and parties.

### **Projects**

- The Wayfinding project will help provide a continuity of quality, image, and definition along the corridors connecting the Cultural District, Downtown, and Historic Stockyards.
- The Texas and Southwestern Cattle Raisers Museum will be opening a new location in the Cultural District in the future. Efforts are currently underway to raise the funds to build the new museum.
- The Museum of Science and History has expanded its exhibit space from 30,000 to 50,000 square feet.
- A new sports arena or coliseum is proposed for the Will Rogers Memorial Center. Funding and location are not yet determined. A potential location is the south side of Harley Avenue, across from the Will Rogers livestock barns.
- Visit [www.fwpublicart.org](http://www.fwpublicart.org) for a complete list of public art projects.

### **Capital Improvement Projects**

Capital improvement projects that have been identified for the next 20 years are listed in Appendix D and Appendix E with estimated costs, completion dates, and potential funding sources.

## **National Cowgirl Museum and Hall of Fame**



The National Cowgirl Museum and Hall of Fame opened in June 2002 in the Cultural District. (Source: Planning and Development Department, 2009.)

## **Casa Mañana**



Originally built in 1958, Casa Mañana is a professional theatre landmark in Fort Worth, providing live productions for adults and children. A \$4.7 million renovation in 2003 transformed the structure into a 21st-century theater, creating a new 11,400 square foot steel-and-glass lobby to accommodate capacity crowds, and a stage and audience chamber featuring a modified thrust/proscenium stage configuration. The notable geodesic dome roof, designed by architect Buckminster Fuller, remains intact. (Source: Gideon Toal, 2003.)

