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COMPLETE

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**Q1**

NAME:

Jesse Moreno

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**Q2**

**District 2**

COUNCIL DISTRICT

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**Q3**

YOU AND THE ARTS Give us a sense about your relationship with the arts (Some ideas to consider) • What art form or cultural organization do you particularly enjoy? • Are your family members involved in the arts? • Share favorite cultural experience in the last two years? • What virtual arts programs have you and your family enjoyed during the pandemic?

I have a special place for theater. Growing up in grade school, I participated in bell choir; I was then part of the theater program at Woodrow Wilson High School. My family and I now enjoy the Dallas Children's Theater. We recently enjoyed The Concert Truck at the park, and we have picked up art kits from the Latino Cultural Center.

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**Q4**

ADVOCACY The support of our elected City leaders is important to ensuring arts and culture remain a priority at City Hall and part of the civic dialogue. QUESTION: How have you advocated for the arts community and/or how will you do that going forward?

During my tenure on the Dallas Park Board, I advocated for more public art in our city parks. I also pushed for more dollars for maintenance of those pieces. When selecting artists to commission those works, I would encourage the use of local talent.

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**Q5**

**SUPPORT & RECOVERY** Prior to COVID, the Dallas creative economy was on track to have an economic impact surpassing \$1B a year, a vital business sector. The pandemic derailed that momentum. Arts facilities were the first to close and will be among the last to reopen at full capacity. The city's nonprofit arts and cultural community has lost more than \$95M and over 1,000 jobs, and cultural tourism has virtually stopped. City support has been critical to keeping these institutions alive. Even in a tough budget year, this need remains. **QUESTION:** Will you work to see that City support continues and how will you ensure arts and culture play a key role in the Dallas economic recovery?

Absolutely, arts have a positive impact on our local economy from tourism to being part of the local job market. We cannot afford to make cuts in our arts and culture. We've come a long way to be more inclusive, and we can't go backward now.

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**Q6**

**EQUITY AND NEIGHBORHOODS** The top pillar of the Dallas Cultural Plan is Equity, with a goal of ensuring arts and culture are accessible in communities that have been historically underserved. And we know when arts are purposefully embedded in the community, they can fight urban blight and create vibrant neighborhoods. **QUESTION:** How will you keep the focus on equitable access to the arts; and specifically where and how would you like to see art used to address challenges in your City Council District. (Some ideas to consider)• Murals• Underpass transformation• More opportunities for ALAANA artists in underserved communities• Popup cultural centers• Neighborhood performances• Economic incentives for developers to create affordable galleries, workshop spaces and artists' housing

We have many blank walls around the city that would make perfect canvases for murals. Murals are great ways to show the history of a community.

Deep Ellum has had much success with this type of art; it allows local artists to share their gift with the entire city. We can also do more to partner with TxDOT, for instance, to do more of this kind of work.

Enjoying art shouldn't have to be expensive nor should it be inaccessible to the residents of Dallas.

This is a great way to bring art to specific part of the community that may not typically have it; it also can tap into a different market and allow artists to present something that wouldn't otherwise be presented.

I feel this is one of the best ways to capture an audience that already exists, building trust with a community and working with them to bring performances could really transformative. When Dallas developed its Cultural Plan, this was one thing residents kept saying: They wanted art throughout all of Dallas.

We know we have an affordable housing crisis in Dallas. Working with developers to provide a space for artists could really help close the housing gap that we have while also proving an amity to the development. As mentioned earlier, it's critical we continue to be creative in creating space for our local artists to practice their crafts.

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**Q7**

**PARTICIPATION** The Dallas arts and cultural community is diverse and growing and contains a range of genres, ethnicities, locations and more. Every group, especially those serving your district, is honored when elected officials attend a program, visit our organizations, or even stop by a monthly DACAC meeting to say hello. **QUESTION:** Will you commit to attending local programs (performances, exhibitions, classes) or meeting with a Dallas arts organization on a regular basis? What would that look like?

Yes, of course. It's important to my family to both experience local art and to support those who create it. I would work closely with my appointee to the Arts and Culture Advisory Commission to keep my ear to the ground, too.

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