

## ***Frequently Asked Questions (FAQs)***

These FAQs are designed to help answer your questions about the proposed merging of the **AT&T Performing Arts Center (AT&T PAC)** and **Dallas Theater Center (DTC)**.

### ***What and Why***

#### **What will this combined organization look like?**

- **AT&T Performing Arts Center** will be the unified organization. All departments and employees will be part of the combined organization which will be led by AT&T PAC president and CEO Warren Tranquada. AT&T PAC will continue its role presenting world-class artists and performances through Center Presents, Broadway at the Center and the Elevator Project, overseeing facility operations and will remain steward of its iconic, 10-acre campus in the Dallas Arts District.
- **Dallas Theater Center**, under the visionary leadership of Enloe/Rose Artistic Director Jaime Castañeda, will become the producing division of the combined organization focused on creating bold, innovative theater, building on its history of national recognition, including the 2017 Tony Award for Outstanding Regional Theatre. Its productions and seasons will continue to carry the Dallas Theater Center brand. It will remain a member of the League of Resident Theaters (LORT), the largest professional theatre association in the United States.
- We are building a strong and sustainable business model that will support our goals of providing more great theater for more people, expanded education, improved patron service and supporting Dallas artists.

#### **Why are DTC and AT&T PAC making this move?**

- The nonprofit arts industry is undergoing profound systemic change nationwide. Audience behavior is changing. This shift has been underway for years, but was accelerated by COVID. Government support is shrinking as well. Doing nothing is not an option. Instead, AT&T PAC and DTC have joined together to write our own future and create a model that sets the stage for strength and sustainability and positions Dallas as a leader on the national stage.
- For our organizations, this is a natural evolution. DTC played a critical role in the AT&T PAC origin story. We have a long history of friendship and partnership. DTC has been a resident company since AT&T PAC's founding, and DTC's home is in the Dee and Charles Wyly Theatre.

#### **For audiences, what does this mean for tickets, shows and seasons?**

- For our patrons, nothing changes in the near future. All your tickets are good and currently scheduled shows and seasons will proceed as expected.

- In the future, audiences can expect one combined ticketing operation, the ability to customize performance packages across multiple art forms, and enhanced membership programs.

**Will *A Christmas Carol* continue?**

- Yes. Dallas Theater Center will continue to produce *A Christmas Carol* at the Wyly Theatre. This beloved holiday tradition remains an important part of DTC's artistic identity and connection with audiences across North Texas.

**What about the Elevator Project?**

- AT&T PAC will continue to produce the Elevator Project, now completing its 11<sup>th</sup> year.

**What is the opportunity for each organization's education programs?**

- We see tremendous potential for growth and impact in the combined organization's education programs. Both organizations have strong, established programs. Some programs have similar missions and theatrical alignment, and others carve out unique spaces in dance and leadership training through the arts. By combining, we see potential to have one of the most impactful arts education programs in Texas.

**Will DTC remain a resident company?**

- DTC will no longer be a resident company. It will now be the producing division of AT&T PAC.

**What does it mean for AT&T PAC's remaining resident companies and presenting partners?**

- Nothing changes in AT&T PAC's relationships or long-term contracts with its valued stakeholders.

**Will you be including other resident companies or arts organizations in your combined organization?**

- We currently have no plans to include other resident companies or arts organizations.

**What will this mean for the Diane and Hal Brierley Resident Acting Company?**

- The Diane and Hal Brierley Resident Acting Company will continue to play a central role in Dallas Theater Center productions and artistic identity. The company remains an important part of DTC's commitment to producing theater, developing artists, and investing in creative talent.

**Will this impact the Moody Fund for the Arts?**

- AT&T PAC will continue its stewardship of the Moody Fund for the Arts which just awarded a record \$475,000 in grants to a record 70 small Dallas arts organizations. The Moody Fund for the Arts is a permanently restricted endowment funded in perpetuity for this purpose.

**What will Kevin Moriarty's role be in the combined organization?**

- Kevin Moriarty will continue leading Dallas Theater Center through the transition and play a significant role in the integration process. Once the merger integration is complete, he will conclude his tenure at DTC, with the unified organization led by AT&T Performing Arts Center President and CEO Warren Tranquada and Dallas Theater Center's artistic work continuing under Enloe/Rose Artistic Director Jaime Castañeda.

**As this initiative progresses, we will keep our patrons and the media informed on updates and news through our regular email outreach and social media.**