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The Trinity Trust and the City of Dallas Announce a Special Grant Awarded to the Dallas CityDesign Studio from the National Endowment for the Arts

DALLAS, TX, July 15, 2010 -- The Trinity Trust Foundation and the City of Dallas are pleased to announce an exciting grant awarded to the Dallas CityDesign Studio by the National Endowment for the Arts. A list of 21 grants was announced in Bethlehem, Pennsylvania by the Chairman for the National Endowment for the Arts, Rocco Landesman.

These grants totaling \$3 million were given through the National endowment for the Arts Mayors' Institute on City Design 25th Anniversary Initiative (MICD25). This initiative focuses on supporting creative spaces that contribute toward the livability of communities and help transform sites into lively, beautiful and sustainable places with the arts at their core. Each of the MICD25 projects takes a problem such as isolated neighborhoods or a neglected waterfront and uses the arts to solve that problem.

The Dallas CityDesign Studio was created through a generous and visionary donation given to the City in October of 2009 by Rusty and Deedie Rose. The donation came through The Trinity Trust Foundation. The Rose family is extremely pleased to learn of the NEA grant. "The format of the Dallas CityDesign Center, the programs it is implementing and the award of the \$100,000 grant from this preeminent organization, is an affirmation of the important work the studio is planning that will affect design in all areas of the City," said Deedie Rose.

The grants range in award size from \$25,000 to \$250,000 and are given to 21 communities ranging from Easton, Pennsylvania (population 26,000) to Los Angeles, California (population 9.8 million). This is the first grant program developed under Chairman Landesman's leadership.

"The CityDesign Studio would not exist without the generosity of Deedie and Rusty Rose who donated \$2 million to provide support and advice on how Dallas can develop the area surrounding the Trinity River Corridor Project", said Mary K. Suhm, Dallas City Manager. "Under the leadership of well known and respected urban planner Larry Beasley, the studio has already created thoughtful and imaginative planning as well as inspiration to areas in West Dallas."

The Dallas CityDesign Studio is focused on connecting the City of Dallas back to the Trinity River and to the heart of living through programs and design that utilize thoughtful work, by overcoming

historical neglect and physical barriers separating communities throughout the sprawling urban environment.

Currently, the Dallas CityDesign Studio is focused primarily on West Dallas and communities near Martin Luther King Boulevard. “How we work in areas of our city is paramount to creating a more sustainable public realm,” said Brent Brown, AIA, director of the Dallas CityDesign Studio. “This work has been occurring in large and small gatherings at City Hall and in living rooms in order for the studio to develop a broad understanding of the interests of those affected by change and those working to create the change.”

Over the last six months, the studio has convened community leaders, residents, local professionals, developers, investors, and various design organizations to discuss design for Dallas. Workshops and even brown bag lunches are held on a regular basis to engage as many people as possible to spark innovative methodologies and programs for the restoration of communities throughout Dallas.

The 21 MICD25 Projects:

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| Action Greensboro | Greensboro, NC | \$100,000 |
| Arts Council of Winston-Salem and Forsyth County | Winston-Salem, NC | \$200,000 |
| ArtsQuest | Bethlehem, PA | \$200,000 |
| City of Chicago Department of Cultural Affairs | Chicago, IL | \$250,000 |
| City of Dallas CityDesign Studio | Dallas, TX | \$100,000 |
| City of Kent Arts Commission | Kent, WA | \$25,000 |
| City of Los Angeles Department of Cultural Affairs | Los Angeles, CA | \$100,000 |
| City of Madison | Madison, WI | \$50,000 |
| City of Memphis | Memphis, TN | \$225,000 |
| City of Oakland Cultural Arts & Marketing Division | Oakland, CA | \$200,000 |
| City of Phoenix Office of Arts and Culture | Phoenix, AZ | \$25,000 |
| City of Rochester Department of Recreation | Rochester, NY | \$250,000 |
| Cultural Alliance of Greater Milwaukee | Milwaukee, WI | \$50,000 |
| Horace Bushnell Memorial Corporation (The Bushnell Center for the Performing Arts) | Hartford, CT | \$250,000 |
| Hudson Yards Development Corporation | New York, NY | \$100,000 |
| Indianapolis Museum of Art | Indianapolis, IN | \$200,000 |
| Lafayette College | Easton, PA | \$200,000 |
| New Jersey Community Development Corporation | Paterson, NJ | \$100,000 |
| Public Corporation for the Arts of the City of Long Beach (Arts Council for Long Beach) | Long Beach, CA | \$25,000 |
| San Francisco Arts Commission | San Francisco, CA | \$250,000 |
| Shreveport Regional Arts Council | Shreveport, LA | \$100,000 |

About The Trinity Trust Foundation and The Trinity Center:

The Trinity Trust raises private funds to implement the Balanced Vision Plan for The Trinity project in conjunction with the City of Dallas. The Trinity Trust has established The Trinity Center as the gathering place for all civic and non-profit groups working to revitalize the Trinity River in Dallas. It houses the offices of The Trinity Trust Foundation, Texas Horse Park, Groundwork Dallas and Trinity Strand Trail; and hosts meetings, workshops and events for these organizations and the Trinity Commons Foundation. The Trinity Center facilitates collaboration between these entities and the City of Dallas and encourages seamless integration of all the components of The Trinity project. More information can be found by calling 214.740.1616, by emailing info@thetrinitytrust.org, or by visiting www.thetrinitytrust.org.

This fall, The Trinity Trust is sponsoring the “Suspense is Building” educational outreach campaign. Watch for distinctive billboards, backlit SmartSigns, a DART bus wrapped in the campaign's message, *The Dallas Morning News* ads, and area radio spots. For more information, visit www.discoverthetrinity.org.

About the Trinity River Corridor Project:

The Trinity River Corridor Project is the largest and most complex public works and urban development project undertaken by the City of Dallas. First and foremost, the Trinity River Corridor Project is a flood protection solution for the City. The project consists of five major components: flood protection, transportation, recreation, environment management, and business development. The Margaret Hunt Hill Bridge, designed by internationally known architect Santiago Calatrava, is under construction and will be completed in 2011. A second Calatrava designed bridge, the Margaret McDermott Bridge (IH-30) is planned for a later date. The Trinity River Audubon Center (TRAC), a flagship location for the Texas Audubon Society, is a beautiful teaching and recreational site in the Great Trinity Forest. Gateway Parks, such as Moore Park, are under renovation and expansion, and others are being designed. More than 12 miles of new trails have been completed along with the 70-acre Lower Chain of Wetlands, and the new Pavaho Pump Station breaks ground later this summer. The Standing Wave (water feature in the Trinity River for kayak enthusiasts) will also break ground near Corinth and Eighth Streets later this summer. For project updates and to watch the bridge progress, visit: www.trinityrivercorridor.org.

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