



AT&T Performing Arts Center and Dallas Theater Center Announce Plans to Combine Organizations and Strengthen the Future of Theater in Dallas

Partnership will expand artistic opportunities, strengthen arts education, support local artists, and position Dallas as a national leader in the performing arts.

DALLAS, Texas (July 28, 2026) —The AT&T Performing Arts Center (AT&T PAC) and Dallas Theater Center (DTC) today announced exploratory plans to combine their organizations in a bold, forward-looking partnership designed to strengthen the future of the performing arts in Dallas while preserving the distinct artistic identities and missions of both institutions.

At the core of uniting AT&T PAC and DTC is a desire to create more great programming for more people, expanded education opportunities for more students, sustained support for local artists, and ensure that Dallas continues to thrive as one of America's great performing arts cities.

“By coming together, we are able to achieve much more than either of us could do on our own,” said Kevin Moriarty, Dallas Theater Center Executive Director. “Not only will this innovative model benefit our audiences, artists, students and our city, it also strengthens and expands our combined ability to meet the opportunities and challenges of the future.”

“The performing arts industry has been undergoing profound systemic change nationwide,” said Warren Tranquada, president and CEO of the AT&T Performing Arts Center. “Stagnation is not an option. Two major Dallas institutions are coming together in a proactive way to write our future, creating a new artistic and business model that can set the stage for strength and sustainability in North Texas and beyond.”

Under a unified AT&T PAC organization, led by president and CEO Warren Tranquada, DTC will continue to produce bold, innovative theater under the leadership of Enloe/Rose Artistic Director Jaime Castañeda building on its history of national recognition, including the 2017 Tony Award for Outstanding Regional Theatre. AT&T PAC will continue presenting world-class performances, touring Broadway and its Elevator Project. This alignment will bring a broader range of lasting theatrical

experiences, more ambitious productions, and added opportunities to enjoy exceptional live performance.

"Dallas Theater Center will keep creating the bold, adventurous theatre that defines us while expanding the kinds of stories we can tell, the artists we can collaborate with, and the audiences we can serve," said Castañeda.

The alignment of organizations also reinforces the vision behind the Dallas Arts District and its importance to the success of downtown Dallas.

"The arts play a critical role in our city, especially in creating a vibrant downtown." said Mayor Eric L. Johnson, who applauded the innovative efforts. "This is a bold step for these signature cultural institutions, one that distinguishes Dallas as a national change leader and helps ensure our Arts District continues to be an economic, cultural and tourism engine for Downtown."

Education is a cornerstone of the combined vision. Together, AT&T PAC and DTC will build on their award-winning programs, including student matinee performances and after-school/summer theater programs to backstage tech training, dance engagement, leadership training and community workshops. Aligning resources and expertise will greatly expand access to the performing arts, with a long-term goal of ensuring every student in North Texas experiences live theater as part of their education.

This alignment also supports Dallas artists. DTC will remain a member of the League of Resident Theatres (LORT) and produce more exceptional theater with its Diane and Hal Brierley Resident Acting Company. This will create more opportunities for actors, directors, designers, playwrights, musicians, technicians, and other creative professionals. AT&T PAC will keep providing critical resources for Dallas artists and cultural organizations with collaborative marketing, ticketing services, and premiere performance spaces.

For audiences, there will be no interruption to performances, subscriptions, memberships, or programming during the transition. Patrons can expect the same high-quality experiences they know and value. They will have more ticketing options, such as creating personalized packages across multiple art forms, more flexible exchanges, and new membership opportunities.

The AT&T Performing Arts Center and Dallas Theater Center come to this with a long history of partnership. Since AT&T PAC's opening in 2009, DTC has been one of its five esteemed resident companies. DTC's home is in the Dee and Charles Wyly Theatre. The combined organization will bring finance, marketing, HR, fundraising and ticketing under the AT&T PAC umbrella.

Founded in 1959, Dallas Theater Center commissioned and built the Frank Lloyd Wright-designed Kalita Humphreys Theater as its historic home, where it continues to

produce theater today. The combined organization will operate and steward the Kalita under its existing agreement with the City of Dallas.

Combining the two organizations is subject to approval of their individual boards. They are now entering a due diligence and capital fundraising phase through the summer and fall, with the official approval and uniting expected to occur at the beginning of 2027.

Media resources including frequently asked questions (FAQs), photos, video and updates about the transition, is available [HERE](#).

Chris Heinbaugh
Chief Advocacy Officer, AT&T Performing Arts Center
Chris.Heinbaugh@attpac.org
214-507-1460

Gibson Dunn & Crutcher and Foley & Lardner are representing Dallas Theater Center in this initiative, and Haynes Boone is representing the AT&T Performing Arts Center.

Media Contact:

About the AT&T Performing Arts Center

The nonprofit **AT&T Performing Arts Center** is a 10-acre downtown cultural campus in the heart of the **Dallas Arts District**. Its iconic venues include the **Margot and Bill Winspear Opera House, Dee and Charles Wyly Theatre, Annette Strauss Square**, and the welcoming green space, **Elaine B. and Charles A. Sammons Park**.

Since its opening in 2009, the Center has presented world-class performing artists, touring Broadway productions, comedy, speakers, and – in partnership with **TITAS/DANCE UNBOUND** - the world's finest dance companies. The Center also provides premier performance spaces for its five esteemed resident companies: **Anita N. Martinez Ballet Folklorico, Dallas Black Dance Theatre, The Dallas Opera, Dallas Theater Center** and **Texas Ballet Theater**. Through its celebrated **Elevator Project**, the Center provides stages for small and emerging Dallas arts organizations.

The Center also provides a diverse range of award-winning arts education programs serving students in Dallas and Richardson ISDs. These include **Open Stages, Backstage Spotlight, Young Women's Leadership Conference, North Texas Ballet Folklorico Contest** and **Disney Musicals in Schools** presented by the **Moody Foundation**.

Additionally, the Center provides a range of free community programming and festivals at its downtown Arts District campus and at other locations throughout Dallas.

Discover something new at the Center. Learn more at www.attpac.org.

About Dallas Theater Center

Dallas Theater Center (DTC) is one of the leading regional theaters in the country and the recipient of the 2017 Regional Theatre Tony Award. DTC is committed to producing theater with resident artists that illuminate diverse experiences and spark collaboration and dialogue. Founded in 1959, DTC is a resident company of the AT&T Performing Arts Center and presents its annual season at the Dee and Charles Wyly Theatre, and at its historic home, the Kalita Humphreys Theater, the only freestanding theater designed and built by Frank Lloyd Wright.

Under the leadership of Executive Director Kevin Moriarty and Enloe/Rose Artistic Director Jaime Castañeda, DTC produces a year-round subscription series of classics, musicals, and new plays and an annual production of *A Christmas Carol* for more than 50,000 North Texas residents annually. DTC's productions have been seen on Broadway and at theaters nation-wide. Additionally, the theater's Department of Public Works produces extensive education programs, including the National Arts and Humanities Youth Program Award-winning Project Discovery, a partnership with SMU Meadows School of the Arts, and many community collaborations. DTC is also the home of the Diane and Hal Brierley Resident Acting Company, which features twelve resident artists who perform in every season.

For more information: www.DallasTheaterCenter.org