Office of Cultural Affairs
CITY OF DALLAS

FY16-17 Cultural Vitality Program

CULTURAL EQUITY - ORGANIZATIONS (CEO)

CULTURAL EQUITY - INDIVIDUAL ARTISTS (CEA)

The City of Dallas Office of Cultural Affairs works to enhance the vitality of the city and the quality of life for all Dallas citizens by creating an environment wherein arts/cultural organizations and individual artists thrive and all people enjoy opportunities for creative expression and the celebration of our community's multicultural heritage. For FY16-17 OCA is focusing on Cultural Equity.

Our mission is to establish a cultural system that ensures all Dallas citizens and visitors have an opportunity to experience the finest in arts and culture. OCA commits to championing policies and practices of cultural equity that help empower a just, inclusive, and equitable City.

OCA Definition of Cultural Equity

The Office of Cultural Affairs (OCA) intends to address cultural equity in depth in the upcoming cultural plan. Until then, based on the comprehensive work and commitment from the Americans for the Arts, OCA has adopted the following statement as its definition of Cultural Equity;

Cultural equity embodies the values, and practices that ensure that all people – including but not limited to those who have been historically underrepresented based on race/ethnicity, age, ability, sexual orientation, gender, socioeconomic status, geography, citizenship status, or religion are represented in the development of art and culture in the City of Dallas.

Cultural Equity projects should be innovative projects or services that create active and ongoing cultural equity with people, neighborhoods and communities in Dallas.

Goals of this Initiative

- **Enhance Understanding**
- **Increase Access**
- **Connect People**
- **Invest in Underserved Communities**

Applications must align with one of the following cultural equity outcomes;

1. **Enhance understanding** of and respect for diverse cultural traditions, heritages and forms of expression
2. **Increase access** and inclusivity in the experience of art and creativity for communities that have been historically underserved
3. **Connect** individuals from diverse cultures, ages and economic means in an effort to strengthen communities and/or neighborhoods through the arts.
4. **Invests** in historically underserved communities with artists or organizations rooted to build individual capacity and economic viability

Funding Request Amounts

Organizations/Artists can apply for funding in one of the following funding levels;

1. **Organizations with Budgets under $100,000**
   Funding requests can be made from $2,500 - $10,000

2. **Organizations with Budgets from $100,001 - $1,000,000**
   Funding requests can be made from $2,500 - $15,000

3. **Organizations with Budgets over $1,000,000**
   Funding requests can be made from $5,000 - $20,000

(Funding awards can't be more than 25% of the organization's operating budget)

4. **Individual Artists and Artist Collectives**
   Funding requests can be made from $2,000 - $7,500

All funding awards will be determined by the total panel score and a funding matrix. Any organization /artist whose **total panel score is under 70%** will not be funded. See "Review of Applications" for scoring detail.

Special consideration will be given for projects that take place in a 19-zip code radius in South Dallas, as defined by the "Grow South" initiative that is spearheaded by the Mayor of Dallas. Select zip codes include: 75201, 75202, 75203, 75207, 75208, 75210, 75211, 75212, 75215, 75216, 75217, 75224, 75226, 75232, 75233, 75237, 75241, 75253, and 75270.

Special Consideration will also be given for projects that meet the criteria and happen during *Arts Month* in April 2017.

All accepted applicants will be required to do a presentation to a review panel.

Percentage of Funds Awarded

No more than 20% of the total Cultural Vitality Program will go to organizations with budgets over $1,000,000.

Important Dates

November 14, 2016:
FY16-17 Cultural Equity Applications for Organizations and Individual Artists will be available online

December 16, 2016:
Organization and Individual Artist Applications deadline

Projects must take place during the following time frame:
February 15, 2017 – September 15, 2017*

*The project start date and end date must happen during this time frame to be considered for funding

Organization / Artist Applicant Eligibility

1. Organizations/Artists will only be eligible for one award per fiscal year
2. Organizations/Artists can only submit one application consisting of one project – multiple projects will not be accepted
3. Applications must align with one of the Cultural Equity outcomes
4. Organizations must have at least a 3-year operating history
5. Individual artists must have at least 3 years' professional experience in their field and provide a resume or vita **AND** examples of their work
6. All projects must happen within the city limits of Dallas
7. The organization's or artist's administrative office must be located within the City limits of Dallas
8. Projects must be completed by September 15, 2017
9. The organization/artist must be willing and able to enter into a contract with the City and meet the requirements associated with receiving funds from the City.
10. Organizations must be a tax exempt 501c(3)
11. Any funded organization/artist must comply with regulations pertaining to federal grant recipients including, but not limited to, Title VI of the Civil Rights Act of 1964,

Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Education Amendments of 1972, the Americans with Disabilities Act of 1990, and the Drug Free Workplace Act of 1988

12. Be able to obtain and maintain during the Contract term all necessary licenses, permits, insurance and other approvals required by law for the provision of services. Contact OCA staff for more information about this.

Applications <u>will not</u> be accepted for the following:

1. Activities which do not have a cultural or artistic focus
2. Projects or programming that is currently being funded by another OCA funding program that is stated in the scope of services of the funding program contract
3. Projects planned primarily for fundraising purposes
4. Activities restricted to members or which do not benefit the general public
5. College/university or school projects that are part of a course or curriculum for credit or which do not benefit the general public
6. OCA doesn't fund cash prizes or awards
7. Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
8. Activities that have occurred prior to the signing of the cultural service contract
9. Underwriting of past deficits
10. Endowments
11. Travel costs outside of Dallas
12. Lobbying, attorney's fees, fees for penalties, and fees for incorporation or obtaining tax-exempt status
13. Public art projects that take place on City property or that are determined by OCA staff that would need to go under review by the Public Art Committee.
14. New full or part time staff positions
15. Alcoholic beverages and food
16. Exhibitions or projects for personal financial gain
17. Festivals
18. Commercial (for-profit) enterprises or activities including concessions, food, t-shirts or other items

<u>Review of Applications</u>

OCA staff will first vet all application proposals to ensure for accuracy, inclusion of all material and if the project meets the criteria of the Cultural Equity Program. Only applications meeting the criteria and vetted by OCA staff will move forward to the panel for review and a presentation by the organization or individual. Organizations/artists will be notified of whether they are funded or not on a timely basis after the deadline and processing of the proposals.

A knowledgeable and trained panel of community volunteers will review the applications and be present for the applicant's presentation. They will then score them according to the criteria below.

1. Alignment with the Cultural Equity Program funding goals (15 pts)
2. Organizational and artistic history (15 pts)
3. Quality of proposed project (30 pts)
4. Capability and planning experience to complete the project (20 pts)
5. Community engagement and need for the project (10 pts)

Panel scores a total possible of 90 points

Applicants will also be scored by the OCA Administrative staff for a total possible of 10 points for the following;

- **Cultural Diversity (3 points)** – Organization/ Artist has demonstrated a commitment to cultural diversity in all aspects of its operations such as board, staff, programs, audiences and outreach.
- **Project Timeline (3 points)** – The project description and supporting documentation will be able to be completed within the funding timeline.
- **Project Budget (3 point)** – The project revenue and expenses are aligned to support successfully completing the project
- **Supplemental Material (1 points)** – Organization/Artist has provided all of the required supplemental material to support the application

Administrative points up to = 10 points

The panelist scores are forwarded to the Allocations Committee of the Cultural Affairs Commission for review. The Committee recommends a level of funding for each organization taking into consideration the panel scoring, funding budget. The funding level is determined by a funding matrix. It is the policy of the Cultural Affairs Commission to recommend funding organizations who have demonstrated excellence. Organizations/Artists who do not meet the baseline score of 70%, will not be considered for funding.

Final approval of all contracts is upon execution by the city manager following approval as to form by the city attorney.

Presentations to the Review Panel

After the initial review by OCA staff, every Organization/Artist that is applying for funding are required to make a presentation to the Review Panel. Applicant organizations must be represented at the Review Panel meeting by principal representatives, e.g. the Executive Director, Artistic Director, Board President and/or a Financial Officer or other staff as determined by the organization. Individual Artists must be present for the presentation and include other key people associated with the project if applicable. **It is**

required that all approved applicants make a presentation to the panel. If the Organization/Artists doesn't make their presentation then their application will be rejected from consideration for funding.

The presentation times will be allotted in the following manner;

5 minutes – Presentation time for the organization/artist to the Review Panel
5 minutes - Q and A time for Review panel members with the organization/artist

A notice about what type of audio-visual equipment will be available for the presentation will be sent to everyone prior to the panel dates.

Review Panels will be determined by the number and type of applications received.

Final Reports

All funded applications will be required to complete a final report or summary of the project, a final budget of how the funding was spent and provide documentation of the work. This must be completed and approved before final payment can be made.

To Apply

Go to www.dallasculture.org click on "Programs" and then "Cultural Contract Services" - on the right hand side of that page look for – "To access the Online Cultural Application" that will link you to the online applications. Information that will be needed to apply;
1. Date(s) of the project
2. Description of the project and its merit to be funded which includes the location, timeframe and details as to how the project will be produced
3. Marketing and promotion plans for the project
4. The project ability to reach new or expanded audiences
5. Proposed budget for the project
6. **Individual Artists are required to submit resumes or vitas and two pieces that are representational of the artist's work.**
7. **Organizations are required to include a history of the organization and at least two supplemental materials that represent and showcase the organizations work.**
8. **Organizations will also need to provide their IRS non-profit status documents**

Becoming a Vendor
Before we can process any payment you must become a vendor in the City system. This is basically setting up an account for you in the City system to be able to cut a check. You will need to do this before we can process your contract unless you already have a vendor account. It is very easy to do; Go to the City of Dallas website: http://dallascityhall.com

On the top of the home page look for "Business" and open the drop down box. On the left side you will see, "Licenses and Permits." Under this heading you will see "City Vendor Registration." Click on that and it will link you to the Vendor page. Once you have finished, the system will create a vendor number for you. We will need that number for part of your contract paperwork. **Be sure that the name and address that you put in the vendor system are the same as what is in your contract.** Please email the vendor number to: charla.sanderson@dallascityhall.com   or jason.dare@dallascityhall.com

Contracts with the City
Once we have your signed contract and vendor number we have paperwork on our end that goes with your contract to City Hall for the signatures of the City Manager and the City Attorney. Once they have signed and the contract comes back to OCA (usually takes 3 weeks to process contracts at City Hall).

Payment is portioned into several invoices. The first invoice can be sent when a determined portion of the project is completed.

Final approval of all contracts is upon execution by the city manager following approval as to form by the city attorney.

Additional Important Information

- You will need to complete your project within the contract dates.
- When your project is complete you will need to fill out a final report and provide documentation of your project to the Office of Cultural Affairs before final payment can be made.
- If your project is not completed you will be required to return **all funds** back to the City.

Insurance
Depending on the project, an organization or artist might be required to provide insurance coverage for the project. This is determined by Risk Management at City Hall. The organization/artist is responsible for acquiring the correct insurance or permits needed for the project.

If the organization or artist is working with children under the age of 18 a background check will be required prior to a contract being written.

Proof of Insurance will need to be provided prior to signing the contract.

You can contact Jason Dare – Jason.dare@dallascityhall.com
for more information or suggested insurance companies.

Logo and Credit Line

Arts organizations and artists awarded City of Dallas contracts are asked to include the following credit line and logo and also include this in any social media about the project:

"(Name of your organization/artist) is supported in part by the City of Dallas Office of Cultural Affairs"
It is important that the residents of Dallas know that their local tax dollars make it possible for them to enjoy the caliber of arts produced in this City.

The OCA logo can be downloaded from our website: www.dallasculture.org, click on ""Programs" and then "Cultural Services Programs" scroll down to the bottom of the page where you will find several different downloadable versions of the OCA logo.

Social Media Recognition for your Funded Project with OCA

In social media promotions related to any project being funded you can tag City of Dallas Office of Cultural Affairs and utilize preferred hashtags when appropriate. See Dallas Culture handles, preferred hashtags and recommendations for social media engagement below.

Twitter
- Through professional and/or personal accounts follow Dallas OCA Twitter account
  https://twitter.com/dallasculture
- When making posts about your project tag us in your tweet by using our handle @dallasculture
- Include the hashtags: #dallasculture #liveart #oca

Facebook
- Through professional and/or personal pages, "like" the City of Dallas Office of Cultural Affairs
  Facebook page https://www.facebook.com/dallasculture
- When making posts about your project, tag in them @City of DallasOffice of Cultural Affairs
- Tag @City of DallasOffice of Cultural Affairs in any photos/videos you post related to your project. Be sure to share photos on the Dallas Culture page as well
- Utilize the #dallas culture #liveart #oca hashtags on Facebook posts of your project

Technical Help

For Technical Help or any questions please email:

Charla Sanderson – charla.sanderson@dallascityhall.com
Jason Dare – Jason.dare@dallascityhall.com