

# Office of Cultural Affairs

## CITY OF DALLAS

### CITY OF DALLAS OFFICE OF CULTURAL AFFAIRS 2016-17 CULTURAL ORGANIZATION PROGRAM (COP) GUIDELINES

#### General Information

##### Introduction

The City of Dallas Office of Cultural Affairs (OCA) has established a cultural system that ensures that all Dallas citizens and visitors have an opportunity to experience the finest in arts and culture. One of the City's primary roles within this system is to contract for cultural services through partnerships with nonprofit cultural organizations to leverage private support for an array of cultural programs.

This document contains guidelines, deadlines and application instructions for the Cultural Organizations Program (COP) managed by the Office of Cultural Affairs (OCA) for fiscal year 2016-17. This section provides a summary of the program and contact information for appropriate OCA staff. Please refer to the appropriate sections of this guide for more detailed information about the program.

##### Cultural Services Funding Programs

The City's goal is that all residents and visitors have the opportunity to enjoy high quality arts and cultural offerings.

All organizations performing cultural services for the City must develop, implement, and maintain affirmative operating policies that include measurable goals for the ethnic diversification of staff, board, contractors, services and programs. The achievements and goals of the organization will be monitored and evaluated by the Office of Cultural Affairs and taken into consideration in the funding process.

##### Cultural Organization Program (COP)

The Cultural Organization Program provides awards to established non-profit cultural/arts organizations for operational costs for the full range of an organization's services to the public. The COP funding process is a **two-year Application Cycle** to streamline the application and review process for COP applicants.

## **Two-Year COP Application Cycle**

- **First Year (FY16-17; application deadline April 15, 2016):** Interested and eligible applicants submit a full application for peer panel review for the FY16-17 fiscal year. The Cultural Affairs Commission will convene a peer review panel in May 2016 to review the applications. All eligible organizations currently funded and any eligible organization that would like to be considered for the COP program must apply through the Peer Panel Review process before they are eligible for the complete two year process. The Cultural Affairs Commission will make funding recommendations for the first year based on the panel rankings, program criteria and funding availability. Based on the Commission's recommendation, a one-year contract for FY16-17 will be presented to City Council for approval.
- **Second Year (FY17-18; application deadline May 12, 2017):** Organizations recommended for funding in FY16-17 that are interested in and remain eligible to receive funding in FY17-18 will need to submit a second-year application. The second-year application will not go through a peer panel review for that year. Applications will be reviewed by the Cultural Affairs Commission, Allocations Committee. Failure to submit the application by deadline will automatically eliminate the organization from consideration for FY17-18 funding. The Cultural Affairs Commission will make funding recommendations for the second year based on the panel rankings acquired through the first year peer review panels, program criteria and funding availability. Based on the Commission's recommendation, a one-year contract for FY17-18 will be presented to City Council for approval. If an organization is applying for the first time in the second year they will need to go through a panel presentation to receive a panel score.

Please note that this is a two-year application process, not a commitment to two-years of flat funding. The Cultural Affairs Commission cannot guarantee funding levels, as the Office of Cultural Affairs budget is approved on an annual basis and cannot be committed to flat multi-year funding.

The Cultural Affairs Commission and the Office of Cultural Affairs is not responsible for organizations not knowing deadlines or application processes as they will be published on the OCA website.

Each year that an organization is funded a new contract will be written with the City of Dallas.

## **First and Second Year Application Deadlines**

**All COP organizations are required to fill out an application which will be available online at [dallas.culturegrants.org](http://dallas.culturegrants.org)**

**First Year applications must be submitted via the online grant system by 6 p.m. April 15, 2016. Hard copies of grant applications will not be accepted.**

**Second Year applications must be submitted via the online grant system by midnight- May 12, 2017. Hard copies of grant applications will not be accepted.**

Information is accessible via the OCA website at [www.dallasculture.org](http://www.dallasculture.org) to find grant information click on "Programs" and then "Cultural Services Contracts."

Applicants will receive a confirmation email indicating that the application has been received and is being processed. If the confirmation email is not received within 24 hours after submitting the application, contact the OCA staff immediately.

**NOTE: An organization that submits a substantially incomplete application at the time of the deadline, as deemed by the Office of Cultural Affairs, will receive notification via e-mail**

**as to the incomplete status of the application. This could result in the application being rejected.**

For more information about the online grant system call or email the OCA Staff below:

Charla Sanderson, Cultural Programs Manager  
[charla.sanderson@dallascityhall.com](mailto:charla.sanderson@dallascityhall.com)  
(214) 670-4065

## **Second Year Review Applications**

Applications for the Cultural Organization Program for the second year will be evaluated by the Allocations Committee of the Cultural Affairs Commission. The committee will use the base score from the previous Peer Panel Review as the base point for all COP applicants. The second year funding amount will be calculated using the prior years' score, the most current contract compliance score, and the amount of funds available to award. Funding levels are not guaranteed from year to year as these variables and available funding changes each City fiscal year.

The committee's funding recommendations will then be forwarded to the Cultural Affairs Commission for final approval. Once City Council has approved the budget, a funding letter will be emailed to all organizations.

## **Contract Compliance for the Second Year Process**

All second year organizations will be required to comply with all terms outlined in their funding contract with the City of Dallas. During the second year funding process compliance scores will be recalculated and combined with the peer panel score from the previous year. This has the potential to change the overall score and either increase or decrease the funding level of an organization depending on the amount of funds available for the second year.

Organizations in this program are required to produce an audit that has been conducted by an outside certified accountant for the recently completed fiscal year for each year that they are in this program. The second year process does not release any organization from submitting their yearly audit. Organizations are also required to complete all of the contract compliance that is outlined in the above Cultural Contract Compliance section. Failure to not produce any of the above will be considered out of compliance for that years funding and has the possibility of resulting in the loss or partial loss of the funding award.

Any major contract compliance issues such as current audits not being received or other similar items will be presented to the Allocations Committee to decide on what course of action will be taken. This will then be presented to the full Cultural Affairs Commission for approval or disapproval of funding continuation.

## **Peer Review Panel**

Applications for the Cultural Organization Program for the first year of the two year program are evaluated by a Peer Review Panel whose membership is taken from a list of qualified candidates nominated by from the field and approved by the Cultural Affairs Commission. The next Peer Review Panel will be in May 2018 for the FY18-19 fiscal year.

**Applicants must attend the Peer Review Panel meeting to present a brief organizational/project summary and answer questions from the panel.**

The Cultural Affairs Commission reserves the right to designate the scope of the peer panel members it feels best suit the mission and programming of the different Tier organizations. See Tier Organization section for a description of Tier levels.

Organizations are encouraged to submit nominations for the Peer Review Panel. A Panel Nomination Form can be downloaded from the OCA website: [www.dallasculture.org](http://www.dallasculture.org) by clicking on "Programs" and then "Cultural Services Contracts." You will find the link on the right hand side of this page.

### **Peer Review Panel Meeting**

The next COP Peer Review Panel Meetings will take place in May, 2018. Applying cultural organizations will be notified by email of their scheduled time and date for the Panel Review.

**If the notification of the panel scheduled date/time is not received by May 10, 2018, contact the OCA office immediately.**

### **Peer Review Panel Process**

**The review process is as follows:**

Proposals will be reviewed by the OCA staff for eligibility, completeness and accuracy.

After initial review by OCA staff, the proposals are evaluated by the Peer Review Panel whose membership is taken from a list of qualified candidates nominated by the field and approved by the Cultural Affairs Commission. Applicants may receive up to 100 points between the review panel and the Commission. **The total of 100 points is broken into the following;**

- **75 points** - Peer Review Panel
- **25 points** – Commission / Administrative Staff

**Applicants are evaluated by the Peer Review Panel according to the following criteria for a total possible of 75 points:**

- **Quality of Services (25 points)** – The organization exhibits a commitment to high quality standards in its artistic and cultural services.
- **Impact (15 points)** – Provides a direct impact of cultural services to the Dallas community.
- **Management (15 points)** – The organization has the fiscal stability to perform the proposed services in a reliable manner, as evidenced in its financial history, budgets and management.
- **Cultural Diversity (10 Points)** - Organization has demonstrated a commitment to cultural diversity in all aspects of its operations such as programs, audiences and outreach.
- **Overall (10 points)** – The overall evaluation of the organization's performance and benefit to the citizens of Dallas

**Applicants are also scored by the Cultural Affairs Commission and the OCA Administrative staff for a total possible of 25 points:**

- **Contract Compliance (5 points)** - Organization has shown the capacity to comply with COP contract requirements that are measured from the last complete fiscal year.

**2 Points: Monthly Reports (submitted by the 15<sup>th</sup> of each month)**

2 = 75% - 100%

1 = 51% - 74%

0 = 50% or below

**2 Points: Audit Submitted by Deadline**

(6 months after the close of the organization's fiscal year)

- 2 = 100% Audit submitted on time
- 0 = Audit submitted after the deadline

**1 Point: Insurance Valid**

- 1 = 100% insurance renewal submitted
- 0 = Insurance renewal not submitted

- **Fiscal Management (10 points)** – Organization has performed in a reliable manner in the past in terms of fiscal condition and sustainability.

**3 Points: Operating Performance (averaged over a three year audit period)**

- 3 = Revenue exceeded Expenditures
- 0 = Expenditures exceeded Revenue

**5 Point: Financial Health**

(Derived from the current application fiscal condition section and overview of 3-year audit history)

- 5 = Organization actively working to improve financial health
- 3 = Organization is holding steady
- 0 = Organization is in financial decline

**2 Points: Risk Tolerance**

Working Capital and Liquidity (Liquid assets from the most recent audit year)

- 2 = Organization has 3 months or more of liquid assets to cover operating expenses
- 1 = Organization has 1 month of liquid assets to cover operating expenses
- 0 = Organization has no liquid operating funds

- **Board and Staff Diversity (10 points)** – It is the City of Dallas' cultural policy to contract with cultural organizations that demonstrate a commitment to diverse community representation on their boards and staffs.

- 5 = Up to 5 points total for Staff Diversity
- 5 = Up to 5 points for Board diversity

The panel's rating and recommendation are forwarded to the Cultural Affairs Commission for review. The Commission recommends a level of funding for each organization taking into consideration the panel rating, funding projections, contract compliance and fiscal management of organizations currently funded. **It is the policy of the Cultural Affairs Commission to recommend funding organizations who have demonstrated excellence. Organizations who do not meet the baseline panel score will not be considered for funding.**

The Commission's recommendation is then forwarded to the City Council through the City Manager's Office as part of the OCA annual budget request. The recommended allocation will receive approval or modification by the City Council in October of each year.

## **Presentations to the Panel**

Every organization that is applying for funding must make a presentation to the Peer 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.

The presentation times will be allotted in the following manner;

**2 minutes** – Organization will be introduced to the panel members by a Commission member

**5 minutes** – Presentation time for the organization to the Panel

**10 minutes** - Q and A time for panel members with the organization

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

## **Funding**

All funding levels are determined by the total panel score and the availability of funding for the year. A funding matrix is used to determine the funding levels for organizations. This funding matrix is used by the Allocations Committee of the Cultural Affairs Commission to determine funding levels.

These recommendations are reviewed (in sequence) by the Allocations Committee of the Cultural Affairs Commission, the full Cultural Affairs Commission, and the City Manager prior to City Council approval of the budget. Once the City Council has authorized the budget, a letter of notification will be emailed to the applicant. Awards are not final until budget approval by City Council in September.

## **Cultural Services Contract Compliance**

Upon City Council approval of the budget, a cultural services contract will be signed by the organization's Director and Board Chair. The contract includes the following requirements:

### **Scope of Services**

Services that are to be provided to the City (including community outreach) will be fairly specific in number and type to be provided. Should it become necessary to alter the contracted services during the contract term, a written request must be submitted and approved by the OCA Director before the changes are implemented.

### **Schedule of Payments**

Organizations that **manage city-owned facilities** will receive payments through monthly reimbursements upon receipt of invoices and compliance with contract terms and City policies. **However, the first payment should not be expected before January 1, 2017.** A percentage of the allocation will be withheld pending the City's receipt and approval of the final narrative and financial reports.

Upon receipt of the executed contract, organizations that **do not manage city-owned facilities** and that are in full compliance with prior year's contract requirements are required to submit an invoice for up to 50% of the contract amount.

**Payments may be delayed or withheld at the discretion of the City if determined that the organization is not in full compliance with the terms of the contract.** All financial obligations of the City shall be subject to appropriation of funds by the City Council. Contractors agree and

understand that the full scope of services and/or amounts payable under the contract is subject to amendment and revision. Any such revision shall be accomplished pursuant to the pertinent sections of the Dallas City Code.

### **Audited Financial Reports**

An audit that has been conducted by an outside certified accountant for the recently completed fiscal year must be submitted by all funded organizations to the OCA. Audits should be available, and sent no later than six months after the completion of the organization's fiscal year. Failure to meet audit deadlines may result in the withholding of contract payments. *First time applicants must submit an audit prior to contract execution.*

Any major contract compliance issues such as current audits not being received or other similar items will be presented to the Allocations Committee to decide on what course of action will be taken. This will then be presented to the full Cultural Affairs Commission for approval or disapproval of funding continuation.

### **Proof of Insurance**

Insurance requirements are included in the contract. A Certificate of Insurance must be submitted to the City whenever a policy expires and is renewed. Funds cannot be released without evidence of the required insurance. Proof of insurance must meet the specific terms of the COP contract. Failure to meet insurance requirements will be reported to the Cultural Affairs Commission and could possible result in contract termination. (For more information on insurance coverage and amounts required, please contact Charla Sanderson at 214.670.4065 or email to [charla.sanderson@dallascityhall.com](mailto:charla.sanderson@dallascityhall.com).)

### **FORM 1295 – Certificate of Interested Parties**

The Texas Legislature enacted H.B. 1295, which amended the Texas Government Code **to prohibit** a governmental entity or state agency, from entering into certain contracts with a business entity unless the business entity files a disclosure of interested parties form with the Texas Ethics Commission. Form 1295 entitled a "Certificate of Interested Parties" which is to be filled out online by an authorized agent of the business entity doing business with the governmental entity. Form 1295 can't be file with the City until **after** the contract has been approved by City Council.

A completed Form 1295, as required by the Texas Ethics Commission (TEC) must be generated and submitted electronically through the TEC's website:

[https://www.thics.state.tx.us/whatsnew/elf\\_info\\_form1295.htm](https://www.thics.state.tx.us/whatsnew/elf_info_form1295.htm)

#### **Step 1: Obtain the identification number for your contract**

Section 3 of Form 1295 requires you to provide the identification number used by the City to track your contract. This number will be generated by the City after the contract has been approved by City Council. You can obtain the identification number from OCA at that time.

#### **Step 2: Create a user profile on the Texas Ethics Commission's website**

Create your user profile on the TEC website. You can find a four minute instructional video here:

<https://www.ethics.state.tx.us/filinginfo/videos/Form1`295/FirstLogin-Business/Form1295Login-Business.html>

#### **Step 3: Log on to your account to electronically to file the form (aka "Create a Certificate")**

File your Form 1295 on the TEC website. You can find a three-minute instructional videos here: <https://www.ethics.state.tx.us/filinginfo/videos/Form1295/CreateCertificate/CreateCertificate.html>

#### **Step 4: Print the completed form and have it notarized**

Print the completed Form 1295, have it signed by an authorized official and have it notarized.

#### **Step 5: Submit Form 1295 to the appropriate City contract**

Submit your completed form to OCA. Upon receipt of your Form 1295, the City will electronically file an acknowledgment with the TEC that we have received your form.

**\*Please note that City employees may not give a business entity advice on how to fill out the Form 1295.**

### **Complimentary Tickets**

Cultural organizations may make available up to four (4) complimentary tickets per event, program, production, exhibition or other activity sponsored by the organization to the Office of Cultural Affairs for the purpose of allowing City staff or City board and commission members to assess the management and operation of city-owned facilities within their jurisdiction and to oversee city sponsored events associated with and related to their respective board and commission duties and functions. This requirement applies to organization's regular programming only and not to special fundraising events. Additionally, the organization may provide free tickets to promotional activities to the Director for distribution to the general public at various OCA facilities. This section is subject to the "Gift Policy for Board and Commission Members," approved by City Council on September 17, 2008, per Resolution Number 08-2506, as amended on April 7, 2010, by Resolution No. 10-0847.

### **Credit Line**

**Organizations awarded City of Dallas contracts for cultural services must acknowledge the OCA support in publications, programs, press, press releases, season brochures, lobby displays, advertising and every other mode of public communications. (See Logo and Credit Line)**

#### **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

### **Monthly COP Report**

A monthly report listing activities and programs presented by the organization, the total attendance at each activity and supporting information must be submitted by the 15th day of each month (reporting the prior month's activities) to OCA.

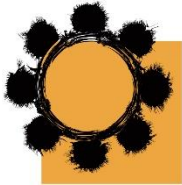
### **Final Report**

A final evaluation report of a summary of activities for the contract period must be submitted to OCA by October 15, 2017. Failure to submit the report in a timely manner or submission of an incomplete report may result in delayed payment of the final contract installment as well as payment on future contracts. **This form is online at [dallas.culturegrants.org](http://dallas.culturegrants.org). All Supplemental material should be submitted online as well.**

### **Logo and Credit Line**

**Arts organizations and artists awarded City of Dallas contracts for cultural services must include the following credit line and logo in publications, programs, press releases, season brochures, lobby displays, advertising and every other mode of public communication:**

***“(Name of your organization/program) is supported in part by the City of Dallas Office of Cultural Affairs.”***



**Office of Cultural Affairs**  
CITY OF DALLAS

It is imperative 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. All contractors must recognize the OCA in the same manner in which it recognizes other contributors in terms of benefits, type size on publications, and frequency of acknowledgment.

The OCA logo can be downloaded from our website: [www.dallasculture.org](http://www.dallasculture.org), click on “Programs” and then “Cultural Services Contracts” scroll down to the bottom of that page to the OCA logo. You will find several versions there to download.

## **COP 2016-17 FUNDING TIME LINE**

This funding cycle requires each organization to participate in the Peer Panel Review as well as submitting a completed application.

<b><u>February 16, 2015</u></b>	<b>COP FY16-17 applications online - <a href="http://dallas.culturegrants.org">dallas.culturegrants.org</a></b>
<b><u>April 8, 2016</u></b>	<b><u>COP Applications Due online by 6:00pm.</u></b>
<b><u>May, 2016</u></b>	<b>Peer Review Panels</b>
<b><u>June, July, August 2016</u></b>	Allocations Committee Review Applications
<b><u>August, 2016</u></b>	COP funding recommendations are completed by the Allocations Committee of the Cultural Affairs Commission.  Cultural Affairs Commission approves COP funding recommendations
<b><u>September, 2016</u></b>	<b>City Council approves FY 2016-17 City Budget</b> COP organizations are notified of funding levels
<b><u>October 15, 2016</u></b>	<b>FY16-17 COP Final Reports and September COP monthly report due</b>
<b><u>October, 2016</u></b>	<b>City Council approves FY 2016-17 COP Contracts</b> COP Organizations sign contracts Contracts go to City Council to be approved
<b><u>January, 2017</u></b>	COP organizations receive initial payment (Subject to change) (Additional payments are made according to the contract terms)
<b><u>October 15, 2017</u></b>	<b>COP Final Reports due for FY 2016-17</b>

**The Funding Period for FY16-17 is October 1, 2016 – September 30, 2017**

### **GENERAL APPLICATION GUIDELINES**

1. Before you begin your application or second year application, carefully read all applicable program guidelines.
2. Develop your application so that it addresses applicable program goals and evaluation criteria.
3. Complete every required form and upload one copy of any additional required documents
4. Check your work and make sure that your financial data is accurate and complete.

5. All supplementary materials submitted should reflect the quality of your artistic product. Poorly produced supplementary materials, including audio or visual materials can do more harm than good.
6. **Please limit your online supplemental material to the following;**
  - No more than 1 catalog
  - No more than 1 brochures
  - No more than 1 critical reviews or newspaper clippings
  - No more than 1 programs or playbills
  - Photos and video clips
7. Contact the Cultural Contracts Staff for clarification. The OCA staff can review your application with you prior to the submission date. Please contact;
 

Charla Sanderson, Cultural Programs Manager  
[charla.sanderson@dallascityhall.com](mailto:charla.sanderson@dallascityhall.com)  
 (214) 670-4065
8. **Remember to submit the names of potential panelists to serve on the panels that make up the peer review process.** We are always searching for new panelists that represent diversity and excellence in all disciplines. A Panel Nomination Form is available for downloading at our website: [www.dallasculture.org](http://www.dallasculture.org). Click on “Programs” and then “Cultural Services Contracts” You will find the link on the right hand side of this page.

## **CULTURAL ORGANIZATION PROGRAM (COP)**

### **FUNDING GUIDELINES**

The Cultural Organization Program (COP) distributes funding to established non-profit Dallas arts organizations for annual operating support.

#### **Eligible Organizations**

#### **Organizations must meet the following criteria to qualify for COP funding**

1. Must be a non-profit 501(c) (3) corporation for at least 3 years.
2. Must be an established City of Dallas arts organization with an operation history of at least three years and administrative offices in the City of Dallas.
3. Must have an annual operating budget of at least \$100,000, based on prior year’s actual expenses. If not available at the time of application, an audited financial statement must be provided to the City before the organization may enter into a contract for organizational support.
4. Must have at least one paid part-time Director/Manager staff person hired upon award of City contract and employed throughout the 12-month contract period.
5. Must produce a season of programs, exhibitions, and/or performances for the public.
6. Must work to have a diverse community representation on the Board of Directors.
7. Must be in compliance with local, state, and federal laws prohibiting discrimination.
8. Must demonstrate community outreach programs.
9. Must work to demonstrate commitment to cultural diversity in all aspects of the organization’s operations and programming.
10. The primary focus of the organization’s operation is to provide services to the residents in the City limits of Dallas and activities take place within the City limits of Dallas.
11. The organization’s administrative offices must be located permanently within the City of Dallas.

12. Comply with regulations pertaining to federal grant recipients including 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.
13. 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.

### **First Time Applicants**

First time applicants must schedule a meeting with OCA staff at least one month before the application deadline.

**Note:** Throughout these guidelines and proposal forms, the term first-time applicant refers to applicants submitting proposals to the program for the first time, as well as to applicants that have applied in the past but are not currently funded through the program.

In addition to the funding requirements, first-time COP applicants should submit one copy of the following:

- Charter and by-laws.
- Status as a non-profit 501(c) (3) corporation. A copy of the organization's Internal Revenue Service letter of determination must be submitted with the completed proposal form. Failure to submit this IRS letter will result in disqualification of the proposal.

**Exception:** A new organization in its first three years of existence may apply on the proposal deadline without providing the required IRS letter of determination as long as: (a) the organization provides a completed copy of IRS **Form 1023** and attachments as evidence that it has applied to the IRS for its 501(c) (3) status, and (b) if recommended for funding, provides the actual IRS letter of determination before the contract can be presented to the City Council

### **Funding Limits**

#### **Organizations managing or occupying city-owned cultural facilities through long-term management contracts or long-term use agreements:**

- Direct (cash) payment for services is provided through an annual supplemental agreement to the long-term management contract or use agreement. Contract amounts may be tied to administrative, programmatic, or facility-related costs.
- Additional facility-related indirect support may be provided on behalf of the organization by the Office of Cultural Affairs or other City departments per the terms of the long-term contract.
- Total City direct payment through the COP, combined with indirect support of an organization through the OCA and Equipment and Building Services Department (EBS), is considered part of the organization's annual operating budget. **The total City support amount should not exceed 25% of the applicant's audited operating expenses for its most recently completed fiscal year.**
- For purposes of calculating the 25% figure, the EBS contribution is based upon amounts actually expended by that department during the previous fiscal year for ongoing structural maintenance of a facility. It should not reflect amounts expended for one-time major repair projects. Increases in operating expenses resulting from the opening of a new or renovated city-owned facility managed by a cultural organization for the City shall be considered, in addition to the organization's actual prior year operating revenue, when determining the organization's contract award through COP. In such instances, the contract award may equal up to 25% of the managing organization's anticipated operating revenue for the year in which the new or renovated city-owned facility becomes operational. **\*By limiting the City allocation to no more than 25% of an organization's prior fiscal year audited revenue, the City will also be providing no more than**

**25% of the funded organization's operating budget during the year for which support is awarded.**

### **Organizations that do not manage city-owned facilities:**

- Direct (cash) payment of services is provided through an annual cultural service contract between the City and the organization, which may be used, for administrative, programmatic, or facility-related costs. **The total City support amount should not exceed an amount greater than 25% of the applicant's audited operating revenue for its most recently completed fiscal year.** (Organizations participating in Community Arts Program (CAP) in addition to COP may receive up to an additional 25% through the CAP programs.) This percent represents the contractor's audited operating revenue for its most recently completed fiscal year at the time the COP proposal is submitted to the City.

### **Ineligible Activities for Organizational Support**

**City funds allocated cannot be used to pay direct costs for:**

1. Activities which do not have a cultural or artistic focus or whose primary focus is religious
2. Projects planned primarily for fundraising purposes
3. Activities restricted to members or which do not benefit the general public
4. Tuition expenses
5. College/university or school projects that are part of a course or curriculum or which do not benefit the general public
6. Fellowships/grants to individuals
7. Scholarships, cash prizes or awards
8. Out-of-city travel
9. Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
10. Purchase of artwork
11. Activities that have occurred prior to the execution of the cultural service contract
12. Underwriting of past deficits
13. Endowments
14. Non-contract related services, lobbying, attorney's fees, fees for penalties, and fees for incorporation or obtaining tax-exempt status
15. Activities of Dallas based organizations that occur outside of the City limits are ineligible.
16. Alcoholic beverages and food
17. Public art projects that take place on City property or that are determined by staff to be under review by the Public Art Committee.

### **Cultural Diversity**

It is the intent of the City's cultural policy to contract with cultural organizations that demonstrate a commitment to diverse community representation on their boards and staffs. In addition, the organizations are expected to demonstrate a commitment to cultural diversity in all aspects of their operations and programming.

### **Cultural Affairs Commission Liaison**

Funded COP organizations will be assigned a liaison from the Cultural Affairs Commission whose duties will be outlined per organization needs. The liaison assignment will depend on the availability of the Commissioners.

## **Probation**

Organizations that fail to provide contractual services or meet program eligibility and reporting requirements may be placed on probation. Failure of an organization to satisfactorily address the City's concerns within a period of the probation may result in a recommendation of "no funding" for the next fiscal year.

## **Revisions**

Once the contract has been signed, any changes in the project (either programmatic or financial) must be approved in advance by the Director of the Office of Cultural Affairs. The contractor must submit a written request for approval of any changes.

## **Tier Structure**

All COP grant applicants will be reviewed in Tier levels based on their adjusted revenue budget from the previous year's official audit records. There will be one review panel for each Tier level. Each panel will consist of a diverse group of people knowledgeable in the visual arts, dance, theatre, music, literature, film and other fields as pertains to the organizations in that Tier. The Tier Levels are as follows;

**Tier I - \$500,000 and Under**

**Tier II - \$500,001 - \$999,999**

**Tier III - \$1,000,000 – and up**

**Tier IV – City Owned Facilities**

## **Helpful Tips for Preparing Your Application**

- Read the guidelines, grant application instructions and criteria before beginning the application process.
- Plan your narrative following the questions and funding criteria. Plan your answers carefully to avoid repetition.
- Write to the funding criteria. Remember all applications are reviewed and scored based on how well the applicant meets the funding criteria.
- Don't assume. The panelists who review your proposal may have no knowledge of your organization or its programming. Make sure you describe existing and proposed programs in detail. The application should stand on its own merits.
- Avoid generalizations. Rather than stating, "We have operated a successful series of concerts for the last four years," use numbers to prove your case. For example, "We have produced six plays with 10-performance runs for the last four years to audiences ranging from 75 to 100 per each performance.
- Proofread. Before submitting your application, have at least one person proofread it. If the reader has questions, it is likely, the panel will as well. Applications that contain frequent typographical errors, poor grammar or misspelled words do not give a positive impression of the organization.

## COP Definitions

### **OPERATING REVENUE**

**Admissions:** Funds earned from subscription, group and single ticket sales

**Tuition/Workshop Fees:** Funds earned from adult/student attendance

**Contracted Services Revenue:** Funds earned from sponsors for performances, exhibitions, residencies, optional services and consultations

**Auxiliary Activities:** Funds earned from concessions, gift shop sales, parking, publications, rentals and advertising

**Memberships:** Funds earned from services provided to members

#### **Government Grants:**

**Federal** (i.e. NEA, NEH, IMS, CDBG)

**State** (i.e. TCA and TCH)

**Local** (funds from other municipalities, NOT City of Dallas)

**Endowments:** Funds distributed from the organization's own endowment fund if used in the operating budget

**Interest:** Revenue from interest-earning accounts or investments

**Other Income:** Grants from TACA, The 500, Inc., revenue from galas and sources other than those listed above

### **OPERATING EXPENSES**

**Personnel Salaries/Benefits:** The total amount of wages and benefits for full or part-time employees of your organization (not consultants, see below). Include FICA, health insurance costs, pension and other employee-related benefit costs

**Administrative/General:** Wages/Benefits paid to employees involved in administrative and general support of the organizations, such as executive director, financial officer, development staff, clerical staff and other administrative support personnel. NOTE: If an employee's time is split between Administrative, Artistic, Technical and or Program Services, be sure to allocate the wages/benefits to the proper categories

**Artistic:** Wages/Benefits paid to employees as curators, artistic directors, conductors, choreographers, composers, graphic artists, actors, dancers, singers, musicians, instructors, designers, video artists, film makers and photographers

**Technical/Production:** Wages/Benefits paid to technical management staff and such employees as technical directors; stage, lighting and sound crews; wardrobe; preparators; video and film technicians

**Program Services:** Wages/Benefits paid to program services staff and such employees as program coordinators and outreach staff

**Outside Professional Services:** Honoraria, stipends, commissions or fees to any person not on the organization's salaried staff. These services may be in any of the four areas of administrative, artistic, technical/production or program services described above

**Travel:** All costs directly related to organization's personnel travel, guest artists, consultants, etc. Include fares, lodging expenses, food, taxis, gratuities, per diem, tolls, parking, mileage, personal vehicle allowances, and car rentals

**Shipping:** Freight charges for visual art exhibitions, and performance materials/items

**Telephone/Internet:** Fees for local and long distance calls, installation, and repairs

**Equipment Rental:** Costs for rented office equipment and production equipment (cameras and lighting)

**Space Rental:** Include offices, rehearsal, theater, gallery, hall, warehouse or other fees paid for use of buildings

**Utilities:** Electricity, gas, water

**Other Rentals:** Rental fees for visual arts exhibitions and films, other performance/exhibition materials

**Marketing/Promotions/Printing:** Fees for printing and mailing (including postage and mailing service costs) of announcements, mailers, brochures, catalogs, tickets, programs, and/or costs for newspaper and broadcast advertising used to encourage attendance at events and to encourage earned or unearned income

Do Not include payments to individuals or firms that belong under Personnel Salaries/Benefits or Outside Professional Services

**Supplies/Materials:** Cost of office supplies, scripts, scores, photographic supplies, materials for sets/props/costumes, food and maintenance supplies

**Insurance:** Property, casualty, liability insurance. Call Charla Sanderson at (214) 670-4065 if you have any insurance questions

**Other:** Any operational expenses not covered above. For groups using cash based accounting, non-capital debt reduction should be reported here

## **INSTRUCTIONS FOR OTHER SECTIONS**

**Cultural Diversity Information:** The City's Cultural Policy states that "the cultural diversity of the City's population should be reflected in the boards, staffs, and programs of all cultural organizations receiving City support." In compliance with *City Council Resolution #89-1167*, all organizations benefiting from public funds should develop, implement, and maintain Affirmative Operational Policies that provide equitable access



to all residents of Dallas. Policies should include ethnic diversification of the organization's board, personnel, contracts, services, and programming. For reporting ethnicity, use the following abbreviations:

**AA = African American**

**A = Asian**

**L = Latino**

**N = Native American**

**PI = Native Hawaiian or Other Pacific Islander**

**W = White, Non-Latino**

**O = Other**

**Strategic Plan:** A Strategic Plan is an organization's process of defining its strategy or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people. Strategic planning is the formal consideration of an organization's future course.

In many organizations, this is viewed as a process for determining where an organization is going over the next year or more, typically 3-5 years, although some extend their vision to 20 years.

In order to determine where it is going, the organization needs to know exactly where it stands, then determine where it wants to go and how it will get there. The resulting document is called the "strategic plan."

**Please make sure to print a copy of the application and all attachments for your records!**

