



**Office of Cultural Affairs**  
CITY OF DALLAS

## **FY17-18 Cultural Vitality Program**

**CULTURAL EQUITY – NON-PROFIT ORGANIZATIONS (CEO)**

**CULTURAL EQUITY - INDIVIDUAL ARTISTS (CEA)**

# **GUIDELINES**

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# Cultural Vitality Program (CVP)

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# Cultural Vitality Program

## INTRODUCTION

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 FY17-18 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.

## Project Definition

A project is defined as a specific one-time event or production (such as one concert, theater production, exhibit, etc.) or a project that includes a series of events using one theme or title.

## 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 2018.

**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.

**CVP FUNDING TIME LINE**

<b>November 1, 2017</b>	FY17-18 CVP Applications go online
<b>December 1, 2017</b>	<b>FY17-18 CVP Application Deadline</b>
<b>December 11, 2017</b>	CVP Applications sent to Review Panel
<b>January 3-5, 2018</b>	CVP Panel Presentations
<b>January 10, 2018</b>	CVP applicants notified of funded projects that start after February 15, 2018 and completed by September 15, 2018*

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

**NEED ASSISTANCE?**

For general inquiries or assistance, please contact the Office of Cultural Affairs cultural contract program staff:

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

**Jason Dare**  
Cultural Contracts Coordinator  
[Jason.dare@dallascityhall.com](mailto:Jason.dare@dallascityhall.com)  
214-670-4428

**Rhonda Ivery**  
Cultural Contracts Coordinator  
[Rhonda.ivery@dallascityhall.com](mailto:Rhonda.ivery@dallascityhall.com)  
214-671-8573

## **ELIGIBLE ORGANIZATIONS**

### **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, 2018
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.

## **INELIGIBLE ORGANIZATIONS/ARTISTS AND ACTIVITIES**

### **Applications will not 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

## **GENERAL APPLICATIONS GUIDELINES**

Before you begin your application, carefully read all applicable CVP program guidelines.

- Develop your application so that it addresses applicable program goals and evaluation criteria.
- Complete every required section and upload any additional required documents.
- Check your work and make sure that your financial data is accurate and complete.

All supplementary materials submitted should reflect the quality of your artistic product. Poorly produced supplementary materials, including audio or visual materials may do more harm than good.

Contact the Cultural Contracts Staff for clarification.

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

Read the guidelines, funding 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 based on how well the applicant meets the funding criteria.

Don't assume. Those 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 reviewers will as well. Applications that contain frequent typographical errors, poor grammar or misspelled words do not give a positive impression of the organization.

## **To Apply**

Go to [www.dallasculture.org](http://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**

## **SELECTION PROCESS AND CONTRACT AWARD**

### **Review of Applications**

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 is 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.

## **CONTRACTUAL REQUIREMENTS**

### **Contracts with the City**

Project awards are made by contract with the City of Dallas. Contracts will include a scope of work that details project purpose, goals, milestones, schedule and payment terms. Contracts must be signed by the vendor and city manager, and approved as to form by the city attorney. Before the City executes the contract it will be forwarded to the Office of Risk Management for review and a determination of insurance requirements. You may be required to provide proof of appropriate insurance before the contract is executed. Payment terms will be based on the scope of work, and can only be made for services rendered. There are no payments made prior to a project being started. Multiple payments based on project milestones will be considered. Invoices must be submitted to OCA in order to process payments. It may take up to 30 days from the date the invoice was received for the City to issue a check.

### **Additional Important Information**

- You will need to complete your project within the contract dates. If you need an extension you will need to contact: Charla Sanderson, Cultural Programs Manager.
- When your project is complete you will need to fill out a simple final report and provide documentation of your project to the Office of Cultural Affairs before the final payment can be made.
- If your project is not completed you will be required to return all funds back to the City.

### **Signed Contract Time Frame**

It is required that all awarded organizations provide **three** copies of their contract signature page of their contract with the wet/original signature of the responsible official for the organization/artist.

The following lists the contract process and time limits before payment can be made;

The Scope of Work (SOW) for the contract is approved by the organization/artist.

**The Scope of Work must be approved by the organization/artist no later than one week after receiving them.**

- Organizations receive the Insurance Requirements from Risk Management per their contract and SOW.  
**Organizations/artists have up to 30 days from the day they receive the Insurance Requirements to provide their Certificate of Insurance (COI) to OCA.**
- Contracts are sent to the organization/artist for signatures.  
**Signed contracts must be returned to OCA no later than two weeks after they are received.**
- When signed CPP-SP contracts have obtained a memorandum of compliance from the Office of Risk Management stating insurance requirements have been met, CPP-SP contracts go to City Hall for the signatures of the City Manager and the City Attorney. (City Hall signatures normally take from 4-6 weeks)
- When the contract has been returned to OCA and has been approved by the Purchasing department the first invoice is sent to the organization/artist upon completion of contract deliverables.
- Organizations/artists that don't adhere to the above stated time frames for SOW approval, contract signature pages or providing their COI can risk termination of their CPP-SP funding as determined by OCA staff.

### **Invoices**

Payments will be made in installments as determined by the time frame and scope of work of the project. A portion of the funding will be held until the final report is submitted.

### **Insurance**

Insurance coverage will be required for most funded FY17-18 CPP-Special Support organizations. Funds cannot be released without evidence of the required insurance. Proof of insurance must meet the specific terms of the contract. **As soon as the coverage requirements are made from Risk Management, funded organizations/artists will be notified.** Failure to meet insurance requirements will be reported to the Cultural Affairs Commission and could possibly result in contract termination. (For more information on insurance coverage and amounts required, please contact Jason Dare at 214.670.4428 or email to [jason.dare@dallascityhall.com](mailto:jason.dare@dallascityhall.com).)

Below is a sample of the types of insurance that may be required, but not limited to:

### **General Liability**

Commercial General Liability Insurance including, but not limited to, Premises/Operations, Personal & Advertising Injury, Products/Completed Operations, Independent Contractors and Contractual Liability with minimum combined bodily injury (including death) and property damage limits. The following endorsements shall be added in favor of the City of Dallas: 1) Additional Insured, 2) Waiver of Subrogation and 3) 30-Day Notice of Cancellation.

### **Auto Liability**

If vehicles will be used in the performance of services under the contract - Business Automobile Liability Insurance covering owned, hired, and non-owned vehicles, with a minimum combined bodily injury (including death) and property damage limit. The following endorsements shall be added in favor of the City of Dallas: 1) Additional Insured, 2) Waiver of Subrogation and 3) 30-Day Notice of Cancellation.

### **Workers' Compensation**

If the Artist's employees are performing services under the contract at a City owned facility - Workers' Compensation within the regulations of the Texas Workers' Compensation Act as well as Employers Liability. The following endorsements shall be added in favor of the City of Dallas: 1) Waiver of Subrogation and 2) 30-Day Notice of Cancellation.

### **Abuse and Molestation**

If the organization is doing programming for children under 18 years of age or senior citizens.

### **Certificates of Insurance**

Certificates of Insurance must be written by a company licensed to do business in the State of Texas at the time the policy is issued and be acceptable by the City.

All insurance contracts and certificate(s) of insurance will contain and state, in writing, the following required provisions:

- a. Name the City of Dallas and its officers, employees and elected representatives as additional insureds to all applicable coverages.
- b. State that coverage shall not be canceled except after thirty (30) days written notice to:
  - (i) Office of Cultural Affairs, Attention: Charla Sanderson, Project Manager, 1925 Elm #400, Dallas, Texas 75201 and
  - (ii) Director, Office of Risk Management, 1500 Marilla, 6A-South, Dallas, Texas 75201.
- c. Waive subrogation against the City of Dallas, its officers and employees, for bodily injury (including death), property damage or any other loss.
- d. Provide that the organizations insurance is primary insurance as respects the CITY, its officers, employees and elected representatives.

- e. Ensure that all certificates of insurance identify the service or product being provided and name the City department shown in **REQUIRED PROVISIONS** as the Certificate Holder.
- f. 30 day cancellation clause obligating the insurance company to notify the Office of Cultural Affairs of cancellations or material changes.

### **Final Reports:**

All artists/non-profit arts and cultural organizations that are awarded funding will be required to do a final summary report of the project and provide documentation of the work. Final payment will not be made until the final report and documentation is received in the OCA office and approved.

### **Becoming a Vendor**

You must become a vendor in the City system before a contract can be executed. 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 if you are funded. 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 will be in your contract.** Please email the vendor number to:

[charla.sanderson@dallascityhall.com](mailto:charla.sanderson@dallascityhall.com)

### **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.

### **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](http://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

### **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 and equity in all aspects of their operations and programming.

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.

After you have submitted your application be sure and print out or save a copy for yourself.