



City of Dallas

Allocations Committee

October 3, 2024

Office of Arts and Culture
City of Dallas

HAPPY (fiscal) NEW YEAR!



- Welcome to 2025, Commissioners!
- In FY24, your votes supported hundreds of artists and organizations, and their work brought arts experiences to millions of people
- New Year's is a good time for resolutions. As staff, we've been thinking: what would we like to do differently this year?
 - We'll spend this and the next two months' meetings thinking about this with you as well. Keep those thoughts coming!
- **THANK YOU** for your service to our City.



Agenda



- ArtsActivate Changes for 2026 Guidelines
- COP Changes for 2026 Guidelines
- Review of Culture of Value 2024: Learnings
- Staff Updates



Context: ArtsActivate Program



- ArtsActivate is the program that has the **least barriers to entry**, and gets the **most applicants** out of any funding program at OAC
 - Open to more applicants: Individual artists, artist collectives, and 501c3s (not only arts!)
 - No revenue or portfolio requirements
 - Allows ALAANA artists, but does not fund only ALAANA artists (*CAP and Culture of Value are ALAANA only*)
- Last year, ArtsActivate artists (66)/orgs (66) completed 132 projects



What we Learned Last Year: ArtsActivate 2024



- With fewer barriers to entry, at least 25% of all artists/org that come through this program are new every round. This means:
 - Extensive training/orientation time every round
 - Significant ask of panelist time
 - Artist expectation alignment is important (i.e. payment as reimbursement, not up-front check)
- Fewer than 40% of projects were funded every round. Organizations had even lower percentage rate because award amounts are higher.
- While all districts were represented in a project, most apply to do projects in areas that are historically important to their art, or their home districts
- ArtsActivate is a great entry point for artists to learn about other programs (CAP, Culture of Value, and even COP)



What's happening now? ArtsActivate 2025



- Round 1 awardees are working through the contract process
 - Non-funded applicants have received scoresheets (if requested)
 - OAC staff is in progress of scheduling and completing requested 1-1 conversations with staff before Round 2 applications close



What's Next? Guidelines for 2026



Perceived need	OAC Proposed Solution/Clarification	Justification (<i>Racial Equity Plan, Cultural Plan</i>)
COP organizations often are competing with organizations that do not have access to that funding. Additionally, we have challenges determining what is “in scope” of COP. We need to clarify eligibility.	OAC proposes that COP organizations receiving above \$70K cannot apply (currently \$100K) OR those who have “capped out” by revenue their COP award, and therefore lost funding from the year before	Cultural Plan
Panelists scores even more significantly outweigh administrative scores (which means that “solid” projects that may not be as flashy are not always selected by panel.)	OAC proposes moving scoring back to 70 panel, 30 staff. While the breakdown will be shared next month, this will likely look like leaving Cultural Plan scoring (5 points) with panelists, but adding a new administrative score to allow staff to score higher projects with higher executability	Cultural Plan
Last year, 11 organizations/individuals were funded twice, and our overall “funding rate” was less than 40% each round.	OAC proposes raising funding caps but limiting all applicants to funding once per year. Alternatively, we could build in “bonus points” for applicants who attended a scoresheet review session to help new applicants get funded.	



What's Next? Guidelines for 2026



Perceived need	OAC Proposed Solution/Clarification	Justification (<i>Racial Equity Plan, Cultural Plan</i>)
Our current typology points penalize projects in the arts district, but still do not encourage artists to apply in less artist-heavy districts.	OAC would like to work with the Library to include the Equity Impact Assessment tool as 5 points in the guidelines, to remove the penalty from some Arts District projects while not de-incentivizing projects in less artist-heavy districts.	Racial Equity Plan* *Next month, OAC will bring a comparison of how this might have impacted equity in this program
Not all artists have their own publishing/social media following. Need better way to advertise ArtsActivate projects and make them open to a broader public.	Make “GoSeeDFW” mandatory as “deliverable 2,” rather than just a flyer.	



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Context: Cultural Organizations Program



- Last year, Cultural Organizations Program supported 52 organizations
- COP is the program that has the **most barriers to entry**
 - Open to fewer applicants
 - Revenue and employee requirements
 - Extensive application



What we Learned Last Year: COP 2024



- Funding award amounts are not clear to applicants, and do not always have specific rules for increases/decreases in the guidelines
- Organizations in this program often overlap with other funders; there is room for OAC/TACA/ATTPAC collaboration
- We heard that the reason organizations come back for this program is the operational funding, which is different than any other funder in the City. Additionally, fewer funders are supporting the arts post-pandemic.
 - This program continues to grow in terms of interested applicants every year, and more extensive funding requests. More applicants means more review volume, which requires more extensive panel, staff, Commission, and organization time.



What's happening now? COP 2025



- Applicants were notified of funding decisions in-progress last week and this week, after ACAC's final vote
 - Applicants will be given scoresheets and an opportunity for a conversation with staff/their Commissioner before COP applications for 2026
- Applicants will be given a survey at the end of October to inform our upcoming guideline process
- Contract process will start as soon as it's passed by City Council.
- Organizations will be eligible for first checks (50% of award) as early as 1/1/2024, *if* they have completed the City's risk/insurance review, signed their contract, completed three monthly reports, and completed their scope of work for the first three months.



COP Scoresheets 2025



- Panel Score (up to 70 points) + Admin Score (up to 30 points) = Total Score (up to 100 points)
- Panel Score:
 - Total panel score
 - Score in all three sections (*public benefit, access & impact, organizational capacity*)
 - Average score that others in the same peer group received (both total panel and in each section)
- Admin Score:
 - Total admin score
 - Breakdown of each section (*contract compliance & financial viability, organization program management, adherence to Cultural Policy diversity criteria*)
- Total Score
 - Total score
 - Average score that others in the same peer group received
- For organizations who received below an 85%: personalized written feedback and/or suggestions
- For all organizations: offer to discuss scores for 30 minutes with OAC staff and/or commissioner, if available, in November. Organizations with lowest scores and/or funding cuts will be prioritized.



What's next? COP Clarifications 2026



Perceived need	OAC Proposed Solution/Clarification	Justification (<i>Racial Equity Plan, Cultural Plan, etc.</i>)
COP is a constantly-growing administrative burden to organizations, panelists, and staff. Additionally, the scores are not always directly related to the award amount, if the organization is returning.	OAC proposes changing the COP program to be multi-year. Organizations would apply fully (with panel) every three years. In “off” years, organizations would need to provide updated information for administrative scores only. Guidelines this next year will state that 2025-26 will be the first year of a three-year plan.	• Stable planning for organizations over a multi-year period • Higher emphasis on administrative scores, especially in years 2 and 3 • Allows staff time to review the program and implement bigger changes <i>without</i> disruption to organizations • Significantly lightens workload for organizations, panelists, ACAC, and staff
Organizations at lower tiers are “capping out” with one challenging year.	OAC would like to provide more flexibility to those organizations by broadening funding level restrictions. Tiers for review would stay the same, but multiple tiers would have a higher funding cap (i.e. Tiers 1, 2, and 3 would have a 30% cap)	• Allows OAC to match the cultural policy more closely, which has broader tiers • Helps organizations maintain equitable access to OAC funding



What's next? COP Clarifications 2026



Perceived need	OAC Proposed Solution/Clarification	Justification (<i>Racial Equity Plan, Cultural Plan, etc.</i>)
It would be helpful to clarify how we can use HOT funding next year in the guidelines.	OAC proposes adding language about “all main programming open to the public for residents and visitors” to help justify HOT with even more data in the future. (Currently, we do this in monthly reports.)	• Cultural Plan
Organizations in COP are assuming that OAC marketing will cover all events, which is not sustainable for OAC staff.	Clarify language that OAC will amplify organizations’ marketing, especially events submitted on time in monthly reports, but will not create new materials from scratch.	



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Context: Culture of Value



- We ran Culture of Value twice, crossing funding years 2023 and 2024: once during the pandemic (66 artists, funded by NEA), and once funded by OAC (34 artists, funded by OAC). Both times, this program served ALAANA artists/orgs, especially individual and small organizations
- Culture of Value is known for **speed, efficiency**, and **one-time, one-day** “microgrant” projects
- In this latest round, OAC worked with the Library and Parks & Rec departments to **match projects with sites**.
 - This helped artists because it removed most of the need for insurance, and helped speed up the Risk Assessment/Requisition(contract) process.
- OAC also shared out **collective marketing**, rather than asking artists to market their own individual projects.



Culture of Value 2024 Projects



Artist Quotes: Culture of Value 2024



- All artists/orgs were asked in their final report: *"Culture of Value was a pilot program this year. What can we do better next year?"*
- Responses included:
 - "We would like to have been put in the location's monthly events as well as putting up our flyers at the location. We would like also to have **more time to market the event.**"
 - "More time to promote events and **better communication with the venues** where the events took place would be good. Overall, it was a good experience!"
 - "Having the funding really alleviated the stress from the organization. **We were able to focus on the delivery of the program.** This is much appreciated."
 - "This was a great way to celebrate the literary talent in Dallas."
 - "This was perfect!"/"This was great! **I look forward to next year's COV.**"



What we Learned: Culture of Value 2024



- OAC supported **34 ALAANA artists and organizations**, **35% of whom were new** to OAC programs
- This program was very fast-paced for the artists, organizations, DPL, and PKR teams
- What we can do differently:
 - Mandatory DPL and PKR team orientations
 - Marketing takes time; continue to have 4–5-week program run, but open contracts 3 weeks prior to the start of the COV month.
 - Provide the opportunity for funded projects to share specific pictures or graphics for us to create personalized marketing and share ahead of time.
- Panels were composed of OAC, PKR, and DPL staff. Next year OAC may also consider adding our arts panelists.
- This program is a great “pipeline” for OAC artists to learn OAC processes



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New Funding Team member: Meet Katherine!



- **Katherine Haskel** joined the OAC Funding Team on 10/2/2024 as our second Senior Contract Compliance Administrator.
- Katherine comes to OAC with an extensive background in the arts, nonprofit management, education, and DEI. (She has even worked at two of our COP organizations!) Katherine holds advanced degrees in Sociology, Historic Preservation (Middle Tennessee State University), and Business Administration (UNT at Dallas).
- At OAC, Katherine will report to Julia and work primarily with our **organizations** in ArtsActivate. She will partner with Kayla, who will work primarily with individual artists in ArtsActivate. Itzel will continue to lead Culture of Value, and Lisa will continue to work on contracts.
- Please help us welcome Katherine at Katherine.Haskel@dallas.gov!



Allocations Calendar



- October 9, 2024 and October 15, 2024: Virtual AA info sessions (2) and in-person (2)
- October 21, 2024: ArtsActivate Round 2 Closes, 11:59 p.m.
- October 21, 2024: COP FY 2025 goes to QOLAC, 9 a.m.
- October 23, 2024: COP FY 2025 goes to City Council, 9 a.m.
- November 7, 2024: Allocations meeting, continued discussion on guidelines
- December 5, 2024: Allocations meeting, vote on AA Round 2; vote on guideline changes for AA and COP 2026

Julia will be on leave and likely to miss the December, January, and February Allocations meetings. While she is out, please contact: Emmanuel (ACAC needs); Glenn (COP needs); or OACFundingPrograms@dallas.gov for anything else.



Appendix



LAST YEAR: ArtsActivate Clarifications '25



Perceived need	OAC Proposed Solution/Clarification	Justification (<i>Racial Equity Plan, Cultural Plan</i>)	Done?
Be more specific that ArtsActivate cannot also sponsor COP/CAP/Cultural Center-funded projects	Include question: "Is this project already funded through CAP, COP, or a cultural center project?"	Cultural Plan	Yes, clarified in guidelines
Be more specific on what constitutes a "public event"	Add in guidelines that a public event can be ticketed, but must be open to all members of the interested public	Cultural Plan	Yes, clarified in guidelines
Be more inclusive to applicants of other languages	Include question: "Would you prefer a translator service for an orientation session?"	Racial Equity Plan	Yes, Spanish guidelines available for the first time
Update typology map to include Equity Impact Assessment Tool	Work with the Library to include the COVID risk factors map [5 POINTS]	Racial Equity Plan	No
Update scoring: 75 panel to 25 staff	Currently, staff judges adherence to Cultural Plan; move to panelists	Cultural Plan	Yes, panelists scored Cultural Plan adherence

