



City of Dallas

Allocations Committee

December 16, 2024

Office of Arts and Culture
City of Dallas

Agenda



- ArtsActivate Changes for 2026 Guidelines
- COP Changes for 2026 Guidelines
- Staff Updates
- Chair Updates



Agenda



- ArtsActivate Changes for 2026 Guidelines
- COP Changes for 2026 Guidelines
- Staff Updates



Context: Cultural Organizations Program



- Last year, Cultural Organizations Program supported 52 organizations; this year, we supported 55
- COP is the program that has the **most barriers to entry**
 - Open to fewer applicants
 - Revenue and employee requirements
 - Extensive application



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
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



What's next? COP Clarifications 2026



Perceived need	OAC Proposed Solution/Clarification	Justification (<i>Racial Equity Plan, Cultural Plan, etc.</i>)
Centralized calendar of COP org main events to make them open to residents and visitors;	Make “GoSeeDFW” mandatory for core programs and events	Cultural Plan / HOT eligibility
The COP contract is intentionally broad to cover a variety of issues that may come up, but City Council would like specific sections bolded to avoid similar situations to this year.	Application will include questions that ask, “Is your organization subject to any current lawsuit?” and “Has your organization been under investigation by any local, state, or federal agencies?” This will be reviewed by panelists and staff.	• City Council request



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
- Last year, ArtsActivate artists (66)/orgs (66) completed 132 projects
- This year:
 - Round 1 - 131 apps / 49 awarded (29 artists / 20 orgs)
 - Round 2 - 116 apps / 42 awarded (23 artists / 19 orgs)
 - Round 3 – Application Period: January 15 – February 10, 2025



Guidelines for 2026 – Major Changes



Perceived need	OAC Proposed Solution/Clarification
COP organizations often are competing with organizations that do not have access to COP funding.	OAC proposes that COP organizations receiving above \$70K cannot apply (currently \$100K)
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.
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.
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.



Proposed Changes - \$100K to \$70K



Organization	FY 2024-25 COP Tier	FY 2024-25 COP Award	ArtsActivate 2024 Funding	ArtsActivate 2025 Funding
Cara Mia Theatre Company	Tier 4 (\$1M-\$3M)	\$91,482	\$10,500	\$16,000
Dallas Chamber Symphony	Tier 2 (\$250K-\$500K)	\$71,924	DNA	DNA
Dallas Holocaust and Human Rights Museum	Tier 5 (\$3M-\$10M)	\$93,000	\$16,000	NF - R2 16000
Dallas Symphony Association, Inc.	Tier 6 (\$10M+)	\$71,290	DNA	DNA
Dallas Theater Center	Tier 5 (\$3M-\$10M)	\$90,007	NF - R3 15000	DNA
Forest Forward	Tier 4 (\$1M-\$3M)	\$86,600	NF - R1 16000 (New COP FY24)	DNA
Greater Dallas Youth Orchestra	Tier 3 (\$500K-\$1M)	\$71,242	\$14,000	NF - R1 14000 (Allocations) NF - R2 14000
Junior Players Guild	Tier 4 (\$1M-\$3M)	\$89,157	\$16,000	DNA
Nasher Sculpture Center	Tier 5 (\$3M-\$10M)	\$80,000	NF - R2 16000 NF - R3 16000 (New COP FY25)	DNQ - R1 16000 NF - R2 16000
Teatro Dallas	Tier 2 (\$250K-\$500K)	\$81,088	\$14,000	\$14,000
Texas Winds Musical Outreach, Inc.	Tier 2 (\$250K-\$500K)	\$90,439	DNA	DNA
Theatre Three, Inc.	Tier 3 (\$500K-\$1M)	\$97,045	DNA	NF - R1 14000
USA Film Festival	Tier 2 (\$250K-\$500K)	\$78,518	DNA	DNA
Total			\$70,500.00	\$30,000

8 Artists or
5 Tier 1 Orgs

3-4 Artists or
2-3 Tier 1 Orgs



Proposed Changes – 70 Panel / 30 Admin



ArtsActivate 2025

Panel Scores (75 Points)

- Intention (20 points)
- Impact (35 points)
- Cultural Plan Priorities (5 points)
- Overall (15 points)

OAC Admin Scores (25 Points)

- Application and Contract Compliance (5 points)
- Project Budget Support (5 points)
- Neighborhood Typologies (10 points)
- *Board/Staff Diversity (5 points) – NP*
- *Date & Venue Confirmation (5 points) – IA*

ArtsActivate 2026

Panel Scores (70 Points)

- Intention (20 points) – Cultural Plan priorities included
- Impact (35 points)
- Overall (15 points)

OAC Admin Scores (25 Points)

- Application and Contracting Compliance (5 points)
- Projected Budget Support (5 points)
- Neighborhood Typologies (10 points)
- _____ (5 points)
- *Board/Staff Diversity (5 points) – NP*
- *Date & Venue Confirmation (5 points) – IA*



Proposed Changes – Funding Once per Year



Number of Funded Projects Eligibility

- Individual Artists – 2 projects
- Group A Orgs (under \$100K) – 2 projects
- Groups B, C, and D – 1 project

ArtsActivate 2024

- 11 Artists & Orgs Funded Twice
 - 7 Artists (6 ALAANA)
 - 4 Orgs (2 ALAANA)



Agenda



- City Council meeting 10.23.24: Outcomes and next steps
- ArtsActivate Changes for 2026 Guidelines
- COP Changes for 2026 Guidelines
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Allocations Calendar



- November 21, 2024: ACAC meeting, will bring Allocations recommendations on DBDT funding
- December 3, 2024: Quality of Life, Arts and Culture meeting, will bring ACAC's recommendations on DBDT funding
- December 5, 2024: Allocations meeting, vote on AA Round 2; vote on guideline changes for AA and COP 2026
- December 11, 2024: City Council meeting, vote on DBDT funding allocation

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



- Funding Program Descriptions: Culture of Value, ArtsActivate, Cultural Organizations Program



Reminder: Program Descriptions



- Culture of Value
 - Microgrant, project-based program for ALAANA-identifying organizations and artists. Artists/orgs present 1-day, 1-time projects in Dallas libraries and recreation centers in every Council District
 - \$3K max award per project
 - Application season: June - July | Project dates: August - September
- ArtsActivate
 - Project-based program for Individual Artists and 501c3 organizations. Artist/orgs present public artistic and cultural projects at self-identified locations; usually a very large event or short series of events
 - \$8K max award for Individual Artists; \$16K max award for organizations
 - Application seasons (3): July, October, January | Project dates: year-round
- Cultural Organizations Program
 - Operational funding for established Arts and Culture organizations in Dallas. Organizations present a year of programming.
 - Max award ranges per year, based on percentage of revenue, application scores, and historical funding
 - Application season: April | Project dates: year-round



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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



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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.	
The COP contract is intentionally broad to cover a variety of issues that may come up, but City Council would like specific sections bolded to avoid similar situations to this year.	Application will include questions that ask, “Is your organization subject to any current lawsuit?” and “Has your organization been under investigation by any local, state, or federal agencies?” This will be reviewed by panelists and staff.	City Council request