



City of Dallas

Allocations Committee

February 06, 2025

Office of Arts and Culture
City of Dallas

Agenda



- ArtsActivate 2026 Guidelines Review
- FY 2025-26 CAP Guidelines Review
- Staff Updates
- Chair Updates



ArtsActivate Changes for 2026 Guidelines



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 \$80K 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 \$80K (~~\$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			\$56,500	\$30,000

7 Artists or 4-5 Group A Orgs

3-4 Artists or 2-3 Group A Orgs

~~8 Artists~~ or ~~5~~ Group A Orgs

~~3-4 Artists~~ or ~~2-3~~ Group A 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 (30 Points)

- Application and Contracting Compliance (5 points)
- Projected Budget Support (5 points)
- Neighborhood Typologies (10 points)
- **New Applicants or Districts w/ fewest proposed events (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)



DBDT Funding Reallocation of \$248,435



Motion: To remand the \$248,435 funding recommendation to the Arts and Culture Advisory Commission’s Allocations Committee for reallocation to other Office of Arts and Culture programs for fiscal year 2024-25.

Proposed reallocation for discussion

Program	Amount
Community Artist Program	\$20,000
Community Arts (various projects)	\$50,000
Joint Cultural Center Project	\$37,900
Culture of Value	\$50,000
ArtsActivate 2025 Round 3	\$92,000
TOTAL	\$249,900



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Proposed Changes – Community Artist Program



The Community Artist Program (CAP) provides artist services to Dallas communities by ALAANA (African, Latinx, Asian, Arab, and Native American) and other individual artists and non-profit organizations to teach, perform, and exhibit at host facilities in neighborhoods around the City of Dallas. CAP cultivates collaborations between artists and communities.

This program helps promote cultural awareness, heightens citizen understanding of art forms, and celebrates the various traditions that contribute to the composition of this city.

Services are requested of CAP artists and organizations on an as-needed, when-needed basis. This means that if you need an artist for an event, we may be able to help!

Current Roster:



Proposed Changes – Community Artist Program



Program Goals (page 2)

- Removed Goal #5 (*To create an avenue for specialized arts programming for Dallas residents with limited abilities and broadened opportunities for artists with disabilities.*)
more research and resources needed to properly and successfully execute goal.

Materials for Application (page 5)

- Provided more clarity as to which materials are required for the application and which materials are recommended for submission.

Artist Services Contracts (page 9)

- Provided more clarity regarding the reallocation of funds as pertains to artists using 40% of funding by the May 15th deadline.



Proposed Changes – Community Artist Program



Artist Evaluation/Final Report Form (page 10)

- Provided more clarity regarding what the Evaluation Form is and the importance of why it needs to be submitted.

Ineligible Requestors (page 11)

- Provided more clarity regarding organizations such as primary and secondary schools and higher education institutions to specify the availability of services for non-curriculum, open-to-the-public, community-facing events.

CAP Request Requirements (page 11)

- Provided more clarity regarding the risks of arrangements made between requestors and artists before contacting Community Arts Staff via the CAP Request Form.



Proposed Changes – Community Artist Program



Ineligible Activities (page 12)

- Provided clarity by adding:
 - “Events that are not of a community-driven focus or a cultural/artistic nature”
 - “School district or educational institution exclusive programming or events”

Logo and Credit Line (page 12)

- Removed “Community Arts” log and included link and sample of the “Office of Arts and Culture” logo for easy access if needed for marketing events.



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Allocations Calendar



- February 6, 2025:
 - REVIEW: ArtsActivate 2026 Guidelines; FY 2025-26 CAP Guidelines
- March 6, 2025:
 - VIEW: ArtsActivate 2026 Guidelines; FY 2025-26 CAP Guidelines
- April 3, 2025
- May 1, 2025
- June 5, 2025
- July?



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