



City of Dallas

Allocations Committee

March 6, 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



- Project-based funding program
- Fewest barriers to entry, and gets the most applicants out of any funding program at OAC
- Open to individual artists, artist collectives, non-profit organizations for arts and culture programming
- No revenue or portfolio requirements
- ArtsActivate 2025 (\$1.3M)
 - Round 1: 131 Applicants / 49 funded (29 artists / 20 orgs)
 - Round 2: 116 Applicants / 42 funded (23 artists / 19 orgs)
 - Round 3: Application period open (Allocations in March)



ArtsActivate 2026 Proposed Changes



Guidelines Change	Impact
COP org limitations for those receiving \$80,000 or more	Removes 9 COP orgs from program eligibility Adds funding for 7 Artists or 4-5 Group A Orgs (based on ArtsAct 24)
Limiting funding to applicants to only once per year	Impacts only a small number of funded applicants each year
Changing panel/admin scoring from 75/25 to 70/30	Moving 5 points from panel to OAC admin Points awarded to fewest proposed events in City Council Districts
Make “GoSeeDFW” mandatory as “deliverable 2,” rather than just a flyer.	Regular means of marketing ArtsActivate projects and making them open to a broader public.



Proposed Changes - \$80K COP Limit



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 Holocaust and Human Rights Museum	Tier 5 (\$3M-\$10M)	\$93,000	\$16,000	NF - R2 16000
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
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
Total			\$56,500	\$30,000

NF – Not funded
R1/R2/R3 – Round 1, 2, or 3
DNA – Did not apply
DNQ – Did not qualify

7 Artists or 4-5 Group A Orgs

3-4 Artists or 2-3 Group A Orgs



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)



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)
- **Districts w/ fewest proposed events (5 points)**
- *Board/Staff Diversity (5 points) – Non-Profit*
- *Date & Venue Confirmation (5 points) – Individual Artist*



Districts w/ fewest proposed events



(As currently drafted)

Dallas City Council Districts (5 points) – The applicant has proposed an event or events which take place in a Dallas City Council **district** where the fewest proposed events have been submitted. Proposed event lists are based on the cumulative applicants' proposed event locations **in a respective round**. Proposed projects must have at least one in-person event that serves their intended audience. If multiple locations are listed in a proposal, **the average score of the locations will be used**. See map of Dallas City Council districts here:

<https://dallasgis.maps.arcgis.com/apps/instant/minimalist/index.html?appid=807494fddae04830852e4b13e6847979/>

5 Points = Proposed event location in the least proposed Dallas City Council district

0 Points = Proposed event location in all other Dallas City Council districts

NOTE: All events listed in the application must have a valid City of Dallas address. P.O. Boxes are not permitted. Any events outside of Dallas will be omitted from scoring. Events listed with no address will be scored at 0 and calculated into the average score. **Dallas City Council Districts which are tied for the fewest number of proposed events will receive a score of 5 points.**



District w/ the fewest or Top 3 Districts w/ the fewest



Examples of Fewest:

- **ArtsAct 2024 R1**
 - Changes in scoring order
 - 18/51 artists (35%)
 - 9/52 orgs (17%)
 - Changes in funding
 - 1/33 artists (3%)
 - 0/20 orgs (0%)
- **ArtsAct 2025 R2**
 - Changes in scoring order
 - 0/51 artists (0%)
 - 6/64 orgs (9%)
 - Changes in funding
 - 0/51 artists (0%)
 - 0/62 orgs (0%)

Examples of Top 3 Fewest:

- **ArtsAct 2024 R1**
 - Changes in scoring order
 - **20/51 artists (39%)**
 - 9/52 orgs (17%)
 - Changes in funding
 - 1/33 artists (3%)
 - 0/20 orgs (0%)
- **ArtsAct 2025 R2**
 - Changes in scoring order
 - **15/51 artists (29%)**
 - **10/64 orgs (15%)**
 - Changes in funding
 - 0/51 artists (0%)
 - 0/62 orgs (0%)



Average Scores and Ties



Average Scores

Like Typology Scoring, Council District scores will be an average score based on the total number of proposed events by an applicant.

For Example: (District 3 has the fewest proposed events and receives the 5-point score)

- Applicant A – 3 events in District 3
 - $3 \times 5 = 15$
 - $15 \text{ score} / 3 \text{ events} = \mathbf{5 \text{ points total}}$
- Applicant B – 2 events in District 3 & 2 events in District 7
 - $(2 \times 5 = 10) + (2 \times 0 = 0)$
 - $10 \text{ score} / 4 \text{ events} = \mathbf{2.5 \text{ points total}}$

Ties

Tied Council Districts for fewest or top three fewest proposed events will be grouped together and considered eligible for scoring criteria.

For Example:

Fewest

- District 1 & District 3 each have 2 proposed events making each the fewest.
- All applicants with a D1 or D3 proposed event will receive 5 points for each event.

Top 3 Fewest

- District 1 (2 events), District 3 & District 12 (3 events), District 10 (7 events)
- All applicants with any of these 4 districts will receive 5 points for each event.



Each Round or Rolling Total?



ArtsActivate 2023

Council District	2023 R1	2023 R2	2023 R3	2023 Total
1	61	37	143	241
2	100	55	58	213
3	8	3	4	15
4	39	46	42	127
5	31	7	24	62
6	97	14	105	216
7	99	11	77	187
8	14	4	10	28
9	34	16	44	94
10	7	1	1	9
11	21	0	3	24
12	3	4	10	17
13	40	0	42	82
14	47	50	56	153

Council District	2023 R1	2023 R2	R1+R2	2023 R3	R1+R2+R3
1	61	37	98	143	241
2	100	55	155	58	213
3	8	3	11	4	15
4	39	46	85	42	127
5	31	7	38	24	62
6	97	14	111	105	216
7	99	11	110	77	187
8	14	4	18	10	28
9	34	16	50	44	94
10	7	1	8	1	9
11	21	0	21	3	24
12	3	4	7	10	17
13	40	0	40	42	82
14	47	50	97	56	153

ArtsActivate 2024

Council District	2024 R1	2024 R2	2024 R3	2024 Total
1	159	62	83	304
2	118	88	37	243
3	3	6	7	16
4	47	25	46	118
5	31	56	40	127
6	340	258	123	721
7	140	79	77	296
8	33	21	31	85
9	60	32	33	125
10	20	25	32	77
11	5	1	14	20
12	3	1	1	5
13	32	3	9	44
14	150	108	154	412

Council District	2024 R1	2024 R2	R1+R2	2024 R3	R1+R2+R3
1	159	62	221	83	304
2	118	88	206	37	243
3	3	6	9	7	16
4	47	25	72	46	118
5	31	56	87	40	127
6	340	258	598	123	721
7	140	79	219	77	296
8	33	21	54	31	85
9	60	32	92	33	125
10	20	25	45	32	77
11	5	1	6	14	20
12	3	1	4	1	5
13	32	3	35	9	44
14	150	108	258	154	412



Each Round or Rolling Total?



ArtsActivate 2025

Council District	2025 R1	2025 R2	2025 R3	2025 Total
1	394	119	2	515
2	445	104	30	579
3	23	8	7	38
4	35	63	51	149
5	43	35	1	79
6	115	45	2	162
7	507	60	4	571
8	34	25		59
9	155	22		177
10	38	4		42
11	9	10		19
12	1	37		38
13	35	14		49
14	71	1401	3	1475

Council District	2025 R1	2025 R2	R1+R2	2025 R3	R1+R2+R3
1	394	119	513	2	515
2	445	104	549	30	579
3	23	8	31	7	38
4	35	63	98	51	149
5	43	35	78	1	79
6	115	45	160	2	162
7	507	60	567	4	571
8	34	25	59		59
9	155	22	177		177
10	38	4	42		42
11	9	10	19		19
12	1	37	38		38
13	35	14	49		49
14	71	1401	1472	3	1475



Districts w/ fewest proposed events



In each respective round or rolling total of each previous round in a given year?

ArtsActivate 2024

Council District	2023 R1	2023 R2	2023 R3	2023 Total
1	61	37	143	241
2	100	55	58	213
3	8	3	4	15
4	39	46	42	127
5	31	7	24	62
6	97	14	105	216
7	99	11	77	187
8	14	4	10	28
9	34	16	44	94
10	7	1	1	9
11	21	0	3	24
12	3	4	10	17
13	40	0	42	82
14	47	50	56	153

Council District	2023 R1	2023 R2	R1+R2	2023 R3	R1+R2+R3
1	61	37	98	143	302
2	100	55	155	58	313
3	8	3	11	4	23
4	39	46	85	42	166
5	31	7	38	24	93
6	97	14	111	105	313
7	99	11	110	77	286
8	14	4	18	10	42
9	34	16	50	44	128
10	7	1	8	1	16
11	21	0	21	3	45
12	3	4	7	10	20
13	40	0	40	42	122
14	47	50	97	56	200



Agenda



- ArtsActivate Changes for 2026 Guidelines
- CAP Changes for FY25-2026 Guidelines
- Staff Updates
- Chair Updates



Community Artist Program (CAP)



- The Community Artist Program provides artist services to Dallas communities by ALAANA and other individual artists and cultural organizations to teach, perform, and exhibit at host facilities in neighborhoods around the City of Dallas.
- Services are requested of CAP artists and organizations by hosts through OAC on an as-needed, when-needed basis.
- FY 2024-25 CAP (\$550K)
 - 45 Artists
 - 20 Organizations



CAP Proposed Changes



- Materials for Application (page 7)
 - Provided more clarity as to which materials are required for the application and which materials are recommended for submission.
- Artist Services Contracts (page 10)
 - Provided more clarity regarding the reallocation of funds as pertains to artists using 40% of funding by the May 15th deadline.
- Artist Evaluation/Final Report Form (page 11)
 - Provided more clarity regarding what the Evaluation Form is and the importance of why it needs to be submitted.



CAP Proposed Changes



- Ineligible Requestors (page 12)
 - 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 13)
 - Provided more clarity regarding the risks of arrangements made between requestors and artists before contacting Community Arts Staff via the CAP Request Form.
- Ineligible Activities (page 13)
 - 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 14)
 - Removed “Community Arts” logo and included link and sample of the “Office of Arts and Culture” logo for easy access if needed for marketing events.



Agenda



- ArtsActivate Changes for 2026 Guidelines
- CAP Changes for FY25-2026 Guidelines
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DBDT Funding Reallocation of \$248,435



Plan to execute through the remainder of the fiscal year.

Program	Amount	Notes	Allocations Meeting
Community Artist Program	\$20,000	Allocation to CAP artists/orgs after audit in May	May or June
Community Arts (various projects)	\$50,000	Schedule to be created and presented	March
Joint Cultural Center Project	\$37,900	Follow up on project	March
Culture of Value	\$50,000	Allocation of funds for full project	August
ArtsActivate 2025 Round 3	\$92,000	Allocation of funds with round	March
TOTAL	\$249,900		



Allocations Calendar



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



Agenda



- ArtsActivate Changes for 2026 Guidelines
- CAP Changes for FY25-2026 Guidelines
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