



City of Dallas

Allocations Committee

April 3, 2025

Office of Arts and Culture
City of Dallas

Agenda



- Vote: New Panelists
- Vote: ArtsActivate 2025 Round 3 Allocations
- Vote: ArtsActivate 2026 Guidelines
- Staff Updates
- Chair Updates



New Panelists



- 25 new panelists
- 6 men, 18 women, 1 non-binary
 - 5 LGBTQIA+
 - 19 ALAANA
- Highlighted backgrounds and disciplines: engineering, law, marketing, arts administration, entertainment, and education
- Several nominees from COP organizations (in fulfillment of 2025 COP award requirements)



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ArtsActivate Round 3



- 127 total applicants*
 - **2 additional applications pulled; 1 for location and 1 for not having 501c3 filing yet*
- 4 Spanish applicants
- Disciplines including: theater, visual arts (crochet, leather-making), dance, film, music (band, orchestra, choir), cultural festivals, museums
- Projects proposed to take place in all 14 districts
- Budget: \$501,403**
 - ***includes \$92K DBDT funding, as well as \$20K from projects that will not be completed*



Two Scenarios



- Staff presents a “Blue” scenario and a “Yellow” scenario today.
- BOTH:
 - Have **at least one proposed project funded in every district**
 - Have a reasonably **balanced budget**
 - \$-1.5K Blue, -\$3K Yellow
 - Both have **majority ALAANA funding**
 - 75% Blue, 75% Yellow
 - Fund significantly **more projects than usual** (avg. is usually 35 – 40/round)
 - 53 Blue, 52 Yellow



Differences between Scenarios



- “Blue” strictly **follows scores and traditional proportions** of ArtsActivate funding between IA and orgs of various sizes.
 - 42% of funding to IA
 - 30% to Group A
 - 20% to Group B
 - 10% to Groups C & D
- “Yellow” **skips previously funded artists** to allow for **more new artists** and **more organizations**.
However, if a returning artist came in first in their panel (or were within one point of first), they were awarded funding again.
 - 37% of funding to IA
 - 33% to Group A
 - 17% to Group B
 - 14% to Groups C & D



Blue Scenario



- 53 funded / 42% applicants funded.
 - All projects funded to 100% of ask amount.
- 75% ALAANA funding
- Funded: 13 New to OAC/ 40 Returning
 - 11 previously funded through AA this year, 1 previously funded through COP
- Funding allocated “straight down the list” in order by score, until funding ran out for that funding category



Yellow Scenario



- 52 funded / 41% applicants funded.
 - All projects funded to 100% of ask amount.
- 75% ALAANA funding
- Funded: 15 New to OAC/ 37 Returning
 - 4 previously funded through AA this year, 1 previously funded through COP
- Funding allocated “straight down the list” in order by score, skipping artists/orgs already funded this year through ArtsActivate or COP, unless a returning artist came in first in their tier, or within one point of first.



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Review: 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: 130 Applicants/ expect >50 funded (vote today!)



Changes in this year's guidelines



- Eligibility:
 - Organizations receiving \$100K and more from COP may not apply (*lower from \$150K*). [Page 4](#)
 - Allocations may prioritize first-time-funded artists within one fiscal year over second-time funded artists with highly similar scores. [Pages 11-12](#)
- Application:
 - Dates between rounds are stretched: Round 1 starts earlier, and Rounds 2 & 3 later. [Page 6](#)
 - 5 Admin points added for taking a Special Events/Insurance quiz. [Page 15](#)
 - Resource Guide added for new venues in 3,4,5,11, and 12*. [Page 14](#)
 - **Because guidelines must be voted on now, but ArtsActivate won't go open until July, we have permission from our legal team to add this later as an Appendix to allow more venues to respond*
- Contract [*eventually – doesn't need to be in the guidelines*]:
 - Include ArtsActivate-funded public event on "GoSeeDFW" to receive second check.



Resource Guide



Name of Facility	District	Address	Resources Available	Contact	Typology Points
La Cantera Arts Conservatory	1	1050 N Westmoreland Rd #328, Dallas, TX 75211 https://www.lacanteraartsconservatory.com/	Multiple spaces with dance floors, contact for information	AlcantaraArtsEntertainment@gmail.com (Julia)	10
Urban Arts Center	4	919 Morrell Ave, Dallas, TX 75203 https://www.urbanartsonline.com/#/	Stage, seats 125	jiles@urbanartsonline.com (Jiles)	7
Goldmark Cultural Center	11	13999 Goldmark Dr, Dallas, TX 75240	Multiple visual art exhibition spaces, contact for information	goldmarkculturalcenter@gmail.com (Joseph)	10
Best Little Quilt Shop & Retreat Space	11	7989 Belt Line Rd Ste #168, Dallas, TX 75248	Projector; virtual meeting capability; individual tables; large room (seats	(469) 708-2378 (Pam)	5
The Kitchen Café	12			(Lisa)	7
	12				



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)~~
- **Special Events and Insurance Quiz (5 points)**
- *Board/Staff Diversity (5 points) – Non-Profit*
- *Date & Venue Confirmation (5 points) – Individual Artist*



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Staff Updates



- Significant number of new COP organizations have submitted letters of intent to apply or attended info sessions (7 received, 2 tentative)
 - **Beyond the Ball – LOI received**
 - **Dallas Black Dance Theater – LOI received** – *returning organization after 1-year gap*
 - Dallas Film Festival - *tentative*
 - **KNON Radio Station – LOI received**
 - Ochre House Theater – *attended info session, began application*
 - **Pegasus Ballet Company – LOI received**
 - **Spark! Dallas – LOI received**
 - **The Women's Chorus of Dallas – LOI received** – *returning organization after 2-year gap*
 - **Urban Arts Center – LOI received**
 - Young Leaders, Strong Cities – *began application*
- COP applications close on Friday, April 18th
- Office hours available in April (see COP website); one more information session on April 7th



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