



City of Dallas

Allocations Committee

December 5, 2024

Office of Arts and Culture
City of Dallas

Agenda



- New Panelists: Vote
- ArtsActivate 2025, Round 2 Scenarios
- OAC Staff Updates and Announcements
- Commissioner Bragalone 12/3 QLAC updates



New Panelists



- We are excited to bring a diverse group of 17 individuals for your vote today.
 - 14 women, 2 Men, 1 declined to state
 - 59% identify as ALAANA (10 panelists)
 - 18% identify as LGBTQIA+ (3 panelists)
 - Ages range from graduate students in their early 20's to retirees over age 70.
- As a reminder, the requirements to be a panelist are:
 - Panelists must be over the age of 18
 - Panelists must live or work in Dallas
 - Panelists must participate in the Dallas arts community
 - Panelists must be willing to provide thoughtful feedback to artists



Agenda



ArtsActivate 2025, Round 2 Scenarios

- OAC Staff Updates and Announcements
- Commissioner Bragalone 12/3 QLAC updates



ArtsActivate Round 2: Recap



- Round 2 applications opened on September 25, 2024 and closed at 11:59 p.m. on October 21, 2024.
- OAC offered 5 information sessions (3 *in person*, 2 *virtual*) and 3 open office hours for questions.
 - Locations: Oak Cliff Cultural Center, Kleberg- Rylie Branch Library, Gold Mark Cultural Center,
 - 2 fully bilingual options available for info sessions and 1 fully bilingual open office hours
- 119 applications received by the deadline
- 2 Spanish language applicants | 117 English
 - 52 Individual Artists | 67 organizations
 - 25 out of 52 Individual Artists are “inactive” (have not received funding ever or in at least 2 years)
 - 31 out of 67 Organizations are “inactive” (have not received funding ever or in at least 2 years)
- Of these, 116 were reviewed by 37 participating panelists.



ArtsActivate 2025 Round 2: Budget



- The total ArtsActivate budget for FY 2024-25 is \$1,300,000 to be divided among 3 rounds (same as FY 2023-24)
- This year, OAC is splitting the budget equally among the three rounds, for a **\$433,333** spend each round.



Scenario Blue: 42% to IA, 58% to Orgs



- **Individual Artists Funded (23)**

- Awards IAs scoring 86% and above
- 42% of all funding to IA artists

- **Organizations Funded (19)**

- Awards 17% remaining funding to Group A, and then tiered down for other orgs
- 37% of projects funded, all fully funded except 1 organization will receive partial funding. (Lone Star Circus Arts Center Inc.)
- Funding is partial to stay within the budget for round 2 & due to the difference in score of 92% versus 100% from the top scorer in this group (OutLoud Dallas).
- 58% ALAANA funding

- Almost half of all **Individual Artist** applicants funded

- Allows for more new individual artists to join ArtsActivate





Scenario Yellow: 26% to IA and 74% to Orgs

- **Individual Artists Funded (14)**

- Awards funding to Individual Artists in the top 4-5 applicants of their panel groups. 90% or higher.
- Approximately 26% funding to Individual Artists

- **Organizations Funded (26)**

- Awards full requests for larger portions of groups A and B, and full requests for top 2 scorers in group C and top 3 scorers in group D.
 - In groups C & D, Both top scorers are COP organizations.
- 35% of total projects funded
- 53% ALAANA funding

- Funding to applicants receiving **90% or above**
- Allows for **more small organizations funded**, who are not eligible for COP funding
- Group C & D Top Scorers
- OutLoud Dallas and Cara Mia



Comparison



Funds More IA's (scores 89% +)

- thMTHRshp
- Motcy Designs
- Ricardo Alarcon
- Shareefah Mason
- King Shakur
- Latin American Film Festival
- Sandra Gipson
- Divine Lady Collab
- Alicia Ramirez Serrato

New Artists

- Alicia Ramirez
- Divine Lady Collab
- Grace Kelly
- Johnson Price
- King Shakur
- Mario Ramirez
- Sonia Medina
- Thao (Tina) Ngo

- Favors Individual Artists
- 42% of budget to IA, 58% to organizations
- Allows us to fund IA's who scored 86% or higher
- Funds more IA's (23 vs 14)
- Funds more new artists (8 IA's versus 5 IA's)

- Favors Organizations
- 26% of budget to IA, 74% to organizations
- Allows us to fund orgs who scored 92% or higher
- Funds more organizations (26 versus 19)
- Full award amount for Lone Star Circus Arts Center Inc.

Funds More Orgs (scores 92% +)

- Over the Bridge Arts
- New Texas Symphony Orchestra
- Voices of Change
- Apex Performing Arts
- Greater Dallas Choral Society for Children and Youth
- Verdigris Ensemble
- Echo Theatre
- Dallas Film Society, Inc.

New Artists

- Grace Kelly
- Mario Ramirez
- Sonia Medina
- Johnson Price
- Thao (Tina) Ngo

- Both scenarios have at least one project taking place in **every district**.
- **Both scenarios fund high-ranking organizations.**
- Both scenarios include a lot of new artists and organizations.



Upcoming Calendar



- ArtsActivate 2025 R3 opens January 13th
- Special Called Meeting (TBD)
 - FY 2025-26 COP Guidelines
 - ArtsActivate 2026 Guidelines

- Impact of COP recommendation on ArtsActivate R3 budget - Chair Bragalone.

