



City of Dallas

Cultural Organizations Program (COP)

**Information Session
FY 2025 – 2026**

Office of Arts & Culture
City of Dallas

Presentation Overview



- About the Office of Arts & Culture (OAC)
- Cultural Organizations Program (COP)
 - Program purpose and eligibility requirements
 - Application overview: components and timeline
 - Changes for FY 2025-26
 - Scoring logistics
 - Application tips
- Next steps



About the Office of Arts & Culture (OAC)



- **Vision**

- An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas

- **Mission**

- Our mission is to support and grow a sustainable ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.
- The Office of Arts and Culture (OAC) works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an equitable environment wherein artists as well as arts and cultural organizations thrive; people of all ages enjoy opportunities for creative expression; and all celebrate our multicultural heritage.



About the Office of Arts & Culture (OAC)



- **Cultural Equity**

- In Dallas, we envision a city of people whose success and well-being are not pre-determined by their race, age, disability, sexual orientation, gender, social status, zip code, or citizen status. We recognize that artistic and cultural expression are fundamental to the development of our identity, as individuals and as a community at large. We assert the right for all people to have access to arts and cultural experiences throughout Dallas.
- We recognize the historical legacies of racism, overt bias, and injustice that shape our present reality.
- The OAC will serve as a convener and connector to catalyze equity in the policies and practices of its partners across the Dallas arts ecosystem.



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Purpose: Cultural Organizations Program



- The Cultural Organizations Program (COP) is the organizational support program of the OAC.
- COP:
 - Provides year-round support for selected organizations over \$100K in revenue
 - Funds organizations from the City of Dallas General Fund and the Hotel Occupancy Tax
 - Supports 55 cultural organizations in FY 2024 – 25
- This application will support **October 1, 2025 – September 30, 2026** programming



COP Eligibility



To be COP-eligible, organizations must:

- Hold **501(c)(3)** Non-Profit Public Charity designation from at least three years prior (*as of April 18, 2022 or earlier*), be in good standing with the IRS, and authorized to do business in TX
- Have a three-year operational history as an **arts or cultural organization**
- Hold a physical administrative **office in the City of Dallas** (*no P.O. Box*)
- Have a **minimum operational budget of \$100,000** based on prior year's actual revenue, as recorded in 990
- Obtain and maintain during the contract term all necessary licenses, permits, and insurance required by law and by the City of Dallas
- Employ a minimum of **one paid part-time Director/Manager staff member** (W2)
- Must produce an **annual season of programs, exhibitions, and/or performances for the public** in the City of Dallas. **NEW: All main annual programming must be open to the public and listed on GoSeeDFW**
- Host programming and operations primarily **within the City of Dallas** (*minimum* of 50%)
- Comply with all regulations of federal grant recipients*
- Post a Board-approved **Equity, Diversity, and Inclusion Policy** on organization's website
- Have a Board-approved **Safe Workplace Policy**

**laws listed in the guidelines; OAC will make no additional requirements without explicit guidance of the City Attorney's Office*



New Applicants: Welcome!



- We consider those submitting a COP application for the first time **OR** who have applied for COP in the past but were not funded in 2024-25 as “new applicants”
- New applicants should contact OAC staff (OACFundingPrograms@dallas.gov) **in advance of application deadline**, by April 9, 2025
- Be prepared to submit:
 - 501(c)(3) IRS letter of determination
 - Most recent Form 990 (Form 990 EZ) showing revenues over \$100,000



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Overview: FY 2025 – 26 COP Application



- **PLEASE READ THE GUIDELINES!**

- Online application can be found on the COP page: dal.city/COP2026
- Application Steps:
 - Main Application
 - Applicant Profile/History/Description; 2025-26 Scope of Services; Financial Summary; Projection Matrix*
 - Diversity Supplement
 - Application Video
 - Supplemental Materials
 - Certification Statement

**Note: We will no longer accept the SMU DataArts Cultural Data Profile.*



Section Highlights



- Main Application
 - Organization's "core programming" section becomes your organization's scope of work, if funded – think carefully about major programs that describe your season (this may not include everything)
- Application Video
 - The goal of the video is to introduce your organization and/or art form to your panelists and **specifically discuss your organization's plans for 2025-26**. Although some clips or b-roll is fine, it does NOT need to be professionally produced and should not be the same video used for general fundraising. Please keep this video under 10 minutes.
- Supplemental Materials
 - Add materials that you believe best introduce your organization and/or art form to your panelists. This should not be newly created material – instead, submit annual reports, news articles, recent photos or video, etc. Please submit no more than 3-5.



COP Timeline



Date	Event				
March 3, 2025	FY 2024-25 COP Online Application Opens				
March 3 – April 17, 2025	Application Support Open: information sessions and office hours				
April 18, 2025	FY 2024-25 COP Application Closes at 11:59 PM				
April 19 – May 12, 2025	Virtual Panel Review Period				
May 13 – May 20, 2025	Web-meeting Question and Answer session				
	Tier 1: May 13 \$100,000 - \$249,999	Tier 2: May 14 \$250,000 - \$499,999	Tier 3: May 15 \$500,000 - \$999,999	Tier 4: May 16 \$1,000,000 - \$2,999,999	Tier 5: May 20 \$3,000,000 – \$9,999,999 Tier 6: May 20 \$10,000,000
June – September 2025	COP Application Review/Funding Levels – Allocations Committee; COP funding recommendations made by the Arts & Culture Advisory Commission				
October 2025	COP funding recommendations approved by City Council; initiation of COP contract execution				
January 2026	COP orgs eligible to receive first payment (50%)*				
April 2026	COP orgs eligible to receive second payment (40%)*				
October 15, 2026	FY 2024-25 COP Final Monthly Reports Due				
October 31, 2026	FY 2024-25 COP Final Report Due				
*COP orgs eligible to receive final payment (10%) after FY 2024-25 Final Report, Final Monthly Report, and most recent fiscal year's financial reports are submitted, if compliance and insurance requirements are met.					



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Changes for FY 2025 - 26



What's new?

- FY 2025-26 Guidelines are intended to be the start of a three-year funding cycle.
- Organizations' events in COP Scope must be open to the public and posted on GoSeeDFW to earn all compliance points.
- Specific examples of cause for funding reductions and/or disqualification are listed.
- Slight admin point changes to accommodate panelist review points.
- Funding timelines (and due date) updated.

What's the same?

- All eligibility requirements remain the same from previous years.
- Applicants must still submit a video to present for panel review by the deadline and attend a virtual Q&A session on their assigned date. Please note that applicants will give VIRTUAL Q&A's, even though review panels will meet in person.
- Applicants will be grouped by the higher of the previous year's revenue or the average of the previous three years.
- COP recipients will be required to nominate at least one person affiliated with the organization to the Office of Arts and Culture Funding Review panel.



What does a three-year cycle entail?



- NEW for FY 2025-26: In the FY 2025-26 funding year, the Cultural Organizations Program will begin a three-year cycle.
- Application:
 - The FY 2025-26 application (Year 1) will look like previous years' applications.
 - In the following two years, returning applicants who maintained compliance in Year 1 may submit significantly shortened applications that consider administrative scores only for Year 2 and Year 3. There will be no panel review requirements.
 - New organizations may still enter on any year, but must submit a Year 1 (i.e. full) application.
- Funding:
 - Funding is still awarded annually, rather than in a lump sum.
 - Organizations are not necessarily guaranteed the same amounts of funding each year.
- Guidelines:
 - Each year's guidelines will still be submitted to Council and subject to change – however, the “COP as a Multi-Year Program” section lays out the draft of guidelines for 2027 and 2028, for planning purposes



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Review Panel & Selection Process



- COP applications are evaluated by OAC staff and Panel Review
- Panel Review
- 10-minute presentational video submitted with the application in lieu of in-person presentations
 - Organizations must be represented by principal individuals in video submission and Q&A session (e.g. Executive Director, Board President, etc.)
- 10-minute Q&A session via a web-meeting
 - Scheduled days per tier for Q&A session in timeline presented previously, a shorter 30-minute timeslot will be made available to applicants at least a week in advance of the Q&A session.

Tier Q&A Session Dates

- Tier 1 (May 13): \$100,000 – \$249,999
- Tier 2 (May 14): \$250,000 - \$499,999
- Tier 3 (May 15): \$500,000 – \$999,999
- Tier 4 (May 16): \$1,000,000 – \$2,999,999
- Tier 5 (May 20): \$3,000,000 – 9,999,999
- Tier 6 (May 20): \$10,000,000 +



Review Panel & Selection Process (cont'd)



June – September, 2025



Scoring I: Review Panel (70 pts)



Review Panel: 70 Points

Public Benefit 35 points

The applicant defines its community in relation to its mission and provides programming that serves its identified audiences and promotes sustainability in the arts and culture sector of the City of Dallas.

Access & Impact 20 points

The applicant eliminates barriers and increases equitable access and inclusivity through mission-driven community/neighborhood programming, outreach, and involvement.

Organizational Capacity 15 points

The evaluation of the organization's ability to successfully plan for and manage its proposed services and audience.



Tips for Panel Scoring



- **Be specific** – “public benefit” can mean different things to different panelists
 - Measurable statistics are helpful, especially in the Goals section. Panelists often ask, “How is [Applicant] measuring success?”
 - Marketing plans, community outreach, and other logistics for how you will reach your audience are always welcome
 - Emphasize health, social, emotional, financial, etc. benefits that your organization's art brings to the community
- **Demonstrate prior success**
 - Show how your organization has impacted your community (as specifically as possible)
 - Submit supplemental materials that enhance your application; previous annual reports, news articles, etc. are welcome!
- **Proofread**
 - Fully answer each question asked, including how the funding will be used
 - More is **not** necessarily more! Many panelists comment on the focus of great applications
 - It goes without saying, but we hear about typos from our panelists!



Scoring II: Administrative



- OAC Staff Administrative Scoring – 30 Points
 - Contract Compliance & Financial Viability (10 pts)
 - Organization Program Management (10 pts)
 - Adherence to Cultural Policy Diversity Criteria (10 pts)



Contract Compliance & Financial Viability (10 pts)



Returning Applicants

- 2 Points: Monthly Reports
 - 2 = 10-12 reports submitted on time
 - 1 = 7 to 9 reports submitted on time
 - 0 = 6 or fewer reports submitted on time
- 2 Points: Financial Report submitted by deadline
 - 2 = Financial report submitted on time
 - 0 = Financial Report submitted after deadline
- 2 Points: Panelist Participation
 - 2 = Organization had a qualifying panelist who served on a panel in FY 2024-25
 - 1 = Organization had a qualifying panelist who did not serve on a panel in FY 2024-25
 - 0 = Organization did not have a qualifying panelist on the OAC Review Panel Roster in FY 2024-25

New Applicants

- 2 Points: Prior Contract Compliance
 - 2 = Recommended for funding, completed project
 - 1 = Recommended for funding, has not completed project
 - 0 = Not recommended for funding and/or was noncompliant
- 2 Points: Guideline Quiz
 - 2 = Organization notified OAC by deadline, received 100% on short quiz
 - 0 = Did not notify OAC and/or did not receive 100% on quiz
- 2 Points: Letter of Recommendation
 - 2 = Organization submitted letter of recommendation
 - 0 = Organization did not submit letter of recommendation



Contract Compliance & Financial Viability (cont'd)



All Applicants

- 2 Points: Fundraising Expense Percentage
 - 2 = Ratio less than 20%
 - 1 = Ratio between 20% and 40%
 - 0 = Ratio more than 40%
- 2 Points: Average Days Cash on Hand*
 - 2 = 60 days or more cash on hand
 - 1 = 30-59 days cash on hand
 - 0 = less than 30 days cash on hand

*Details on calculations are in the Guidelines



Organization Program Management (10 pts)



- 4 Points: Projection Matrix
 - 4 = Applicant has completed the Projection Matrix, including 3 years of financials, attendee, and event data
 - 2 = Applicant has completed at least one year of history in the Projection Matrix
 - 0 = Applicant has not completed or did not submit a Projection Matrix

FF 2023-24 COP Organization Projection Matrix

Complete steps 1-3. All entries will be in green cells. **Do not change blue or white cells.**

1. Select "New Applicant" or your organization's name if you have received COP funding. **NEW APPLICANT**

2. Organization Events and Attendance Summaries

Below, you will record and project financial figures for number of events and attendance separately in person and virtual events. Events and attendance figures should be for the City of Dallas fiscal year.

RETURNING APPLICANTS: If you are an organization that was funded through COP during FF 2021-22 and/or FF 2022-23, events and attendance figures should enter "previous". Please review and include any necessary revisions. Then, add your estimates for FF 2023-24 in the "Next Fiscal Year" column.

NEW APPLICANTS: Please fill in this section for all categories, regardless of your historical and current activities.

	Last Fiscal Year City FF 2021-22 (October 1, 2021 - September 30, 2022) Data should reflect activity submitted in Monthly Reports from 2021-2022. (If not enter previous, please provide.)	Current Fiscal Year City FF 2022-23 (March 1, 2023 - September 30, 2023) Data should reflect activity submitted in organization's COP 2022-2023 application. (If not enter previous, please provide.)	Next Fiscal Year City FF 2023-24 (October 1, 2023 - September 30, 2024) Applicant Forecast Please provide your best estimate for range of activity in 2023-2024.	Notes: Please include any notes you may have regarding events, attendance, or
Number of Events (In-Person)				
Camp	-	-	-	
Class/Workshop	-	-	-	
Exhibit - Permanent	-	-	-	
Exhibit - Temporary	-	-	-	
Fair/Festival	-	-	-	
Performance/Presentation	-	-	-	
Raiders	-	-	-	
Tour	-	-	-	
Workshop	-	-	-	
Other	-	-	-	
Total In-Person Events	-	-	-	
Number of Events (Virtual)				
Total Virtual Events	-	-	-	
Attendance (In-Person)				
Camp	-	-	-	
Class/Workshop	-	-	-	
Exhibit - Permanent	-	-	-	
Exhibit - Temporary	-	-	-	
Fair/Festival	-	-	-	
Performance/Presentation	-	-	-	
Raiders	-	-	-	
Tour	-	-	-	
Workshop	-	-	-	
Other	-	-	-	
Total In-Person Attendance	-	-	-	
Attendance (Virtual)				
Total Virtual Attendance	-	-	-	
3. Organization Financial Summaries				
Please calculate figures based on your organization's fiscal year.				
	Organization's FF 2021-22 Last fiscal year	Organization's FF 2022-23 Current fiscal year	FF 2023-24 Next fiscal year	
Revenue				
Individual Contributions	-	-	-	
Membership Fee	-	-	-	
Corporate, Government, or Foundation Contribution	-	-	-	
Fundraising Event	-	-	-	
Course of Revenue In-Person Events (Workshop, etc.)	-	-	-	
Course of Revenue Virtual Events	-	-	-	
Other Revenue	-	-	-	
Total Revenue	-	-	-	
Expense				
Program/Activity expense	-	-	-	
Management/Admin expense	-	-	-	
Marketing expense	-	-	-	
Fundraising expense	-	-	-	
Other Expense	-	-	-	



Organization Program Management (cont'd)



- 4 Points: Organization Employee Pay

- Organization provides at a minimum, a living wage to all full and part time employees as aligned with the City of Dallas living wage range of **\$22.05** per hour.

- Note: Amounts change each year, based on the MIT Living Wage Calculator

Points	Tiers 1, 2, and 3	Tier 4	Tiers 5 and 6
4		\$22.05 or more	\$22.05 or more
3		\$16.00 - \$22.24	\$16.00- 22.04
2		\$13.00 – \$15.99	\$13.00–\$15.99
0		\$13.00 or less	\$13.00 or less



Organization Program Management (cont'd)



- 2 Points: Organization Board Governance
 - 2 = 90% - 100% board participation in “give or get” policy
 - 1 = 75% - 89% board participation in “give or get” policy
 - 0 = Less than 75% board participation in “give or get” policy



Adherence to Cultural Policy Diversity Criteria (10 points)



- Board Diversity (5 points)

- Per the City of Dallas Cultural Policy, the following goals have been put in place for cultural organizations to demonstrate a commitment to diverse board representation:

Points	Tiers 1 and 2	Tier 3	Tier 4	Tiers 5 and 6
5	10% or more	10% or more	20% or more	30% or more
3	3% - 9%	3% - 9%	6% - 19%	10% - 29%
0	2% or less	2% or less	5% or less	9% or less

- Staff Diversity (5 points)

- OAC mirrors staff goals based on board diversity goals. Staff is considered payroll staff, not contracted labor. Because organizations in Tier 1 and 2 do not have significant numbers of staff, they are exempt from staff diversity goals:

Points	Tiers 1 and 2	Tier 3	Tier 4	Tiers 5 and 6
5		10% or more	20% or more	30% or more
3		3% - 9%	6% - 19%	10% - 29%
0		2% or less	5% or less	9% or less



Diversity, Equity, and Inclusion



- The Office of Arts and Culture will not be changing COP board and staff diversity scoring points unless and until explicitly directed by our City Attorney's Office.
- If these do change, we will notify all applicants.



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Other COP Application Tips



- Update your contact information and save "dallas.gov" as a safe sender in your email
- Upload your video or provide the link early; reach out to OAC staff with technical problems prior to the deadline
- Remember that our panels are new every year; even though your organizations have historically been funded, they may be new to panelists. It is your organization's responsibility to educate audiences about your organization/art form.
- Please mark calendars NOW for your Q&A Session – **we do not have makeup sessions**. Missing your section can cause an organization to lose significant funding.
- Questions? Reach out early and often!



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After Funding: COP Compliance



- COP contracts require compliance for the entirety of the contract period: October 1, 2025 – September 30, 2026
- Financial reports
 - \$100,000 - \$199,999: Form 990-EZ, Form 990, or Financial Audit
 - \$200,000 - \$499,999: Form 990 or Financial Audit
 - \$500,000 or more: Financial Audit
- Monthly Events & Attendance Reports
- Final Report
- Business Inclusion and Development
- Minority and Women-Owned Business Enterprises (MWBE)
- Insurance Requirements
- Logo and Credit Line
- Complimentary Tickets
- Permits and permissions
- Commission Liaison Board Meetings
- Recommendation of one individual to the Office of Arts and Culture Review Panel





City of Dallas

Thank you!

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