



City of Dallas

Allocations Committee

**Arts and Culture
Advisory Commission
November 2, 2023**

Office of Arts and Culture
City of Dallas

Agenda



- Allocations Committee Goals for Annual Report
- COP Orientation Survey Results
- ArtsActivate and COP Guideline Updates
- Preview of ArtsActivate 2024 Round 2



Allocations Committee Goals for Annual Report



- Each ACAC committee will contribute SMART goals to the FY 2022-23 Annual Report
 - Specific
 - Measurable
 - Achievable
 - Relevant
 - Time-bound

- Potential goals to consider:
 - Each Allocations Committee member will discuss an OAC-produced monthly events bulletin with their City Council member to better communicate OAC's work
 - Audience? (Citizens, other commissioners?)
 - Measurement? (Quarterly? Twice a year?)
 - The Allocations Committee will amend ArtsActivate, CAP, and COP guidelines by February 2024 using feedback from artists and organizations, commensurate with goals of the OAC office and Racial Equity Plan
 - How might Allocations support staff/OAC ALAANA programming support goals?
 - The Allocations Committee will charge the Commission to recommend a minimum of 25 new panel reviewers by October 2024
 - How will we engage the rest of Commission to support this work?



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COP Orientation



- 45 out of 52 organizations attended orientation for COP
 - Organizations that did not attend will be required to schedule a follow-up before contract signing in November and early December
- Key topics discussed:
 - Contract & payment timelines
 - Monthly reports
 - How organizations can share upcoming events for district-specific newsletters (for ACAC and City Council members)



COP Orientation Survey



- To receive credit for attendance, organizations completed a survey
- Aside from organization contact information and suggestions to improve training, the survey included three questions about COP
- These results are still drafts, for two reasons:
 - 1. Not every organization has completed orientation (missing 7 orgs)
 - 2. Some organizations sent multiple staff members. The same organization can have more than one quiz answer/opinion



Q1. Is there interest in a multi-year program?



- OAC Context:
 - While a **full, multi-year COP contract** is not a possibility, we have heard from organizations that the work of the application itself is a significant ask
 - OAC **could** have a full application every other year, and a lighter compliance check every other year
- To determine if there might be interest in this, we asked:
 - “COP is currently administered annually. Each organization applies once per year, and funding amounts are revisited each year.
 - Would you prefer if COP were a multi-year program? While we're still working out what this might look like, it likely means that organizations would apply once every two to three years, and the funding would be the same amount for all contracted years.”
- This question was written to be intentionally open-ended, realizing that most organizations will need significantly more detail to have fully informed opinions

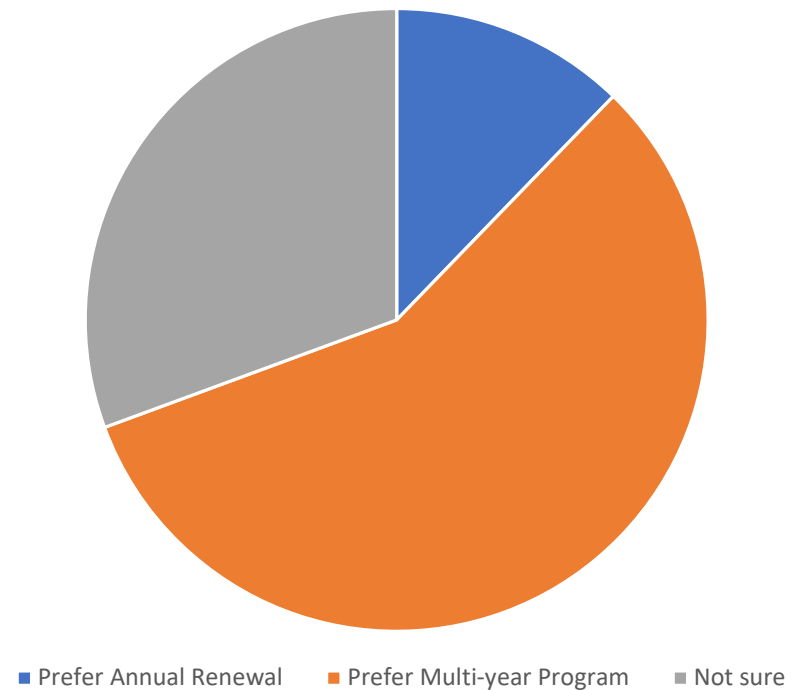


Q1. Results



- No, I prefer renewal each year
 - 7 respondents from 6 organizations
- Yes, I would prefer a multi-year program, if offered:
 - 30 respondents from 28 organizations
- I am not sure
 - 17 respondents from 16 organizations

Multi-Year Preference



Q1. Takeaways



- While most organizations prefer annual renewal, this opinion is not universally shared. In fact, one organization commented, “*While I hope that a multi-year program would reduce workload, I did not select this option because we are growing; **I do not want to leave opportunity on the table.***”
- There was not a significant difference between ALAANA/non-ALAANA organizations, or organizations by tier



Q2. Should the panel Q&A be live again?



- OAC Context:
 - In the past, organizations would apply online, and then present a 5-minute verbal, in-person presentation about their upcoming season, ending with a 10-minute Q&A session.
 - During COVID, OAC changed the in-person presentation to a video component. The Q&A was held over Zoom.
 - Last year, on the recommendation of panelists and the COP survey, the video component was kept virtual, but the Q&A was hybrid – panelists met in person, while organizations met over Zoom.
 - OAC wanted to know if this still hybrid model is still served by organizations.
- We asked:
 - For the past few years, organizations have submitted 5-minute video presentations **and** given virtual Q&A sessions via Zoom. Panelists have appreciated the submitted video components, so we anticipate that those will remain virtual in coming years. However, we have heard from some COP applicants that they would prefer to be back in person for a live Q&A session. Would you prefer to be back in person for the Q&A session of the application?

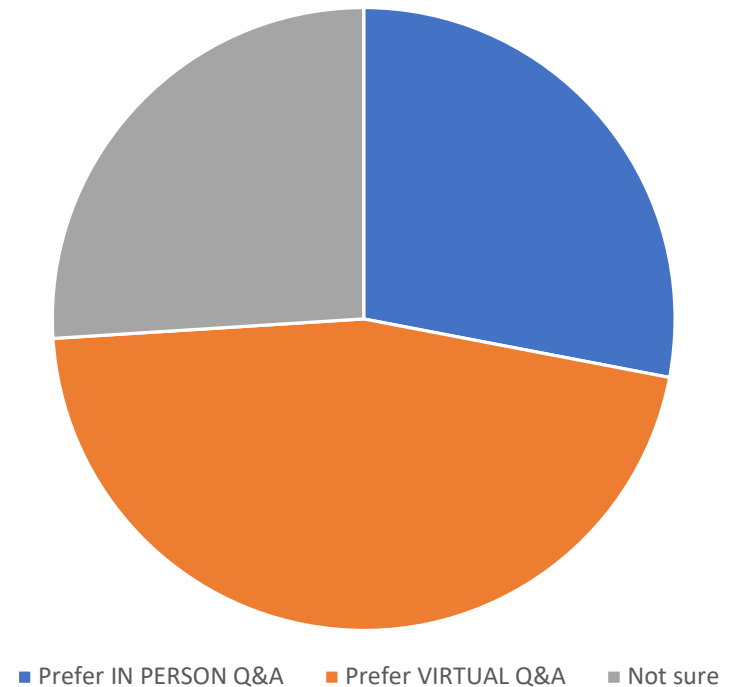


Q2. Results



- I prefer to represent our organization IN PERSON
 - 15 respondents from 14 organizations
- I prefer to represent our organization VIRTUALLY
 - 26 respondents from 23 organizations
- I am not sure
 - 13 respondents from 13 organizations

In-Person Preference



Q2. Takeaways



- Key quote: *“We favor doing away with the mandatory video submission element because it takes time and money to produce that element for our organization, and that is funding and time that we would rather spend on community programs.”*
- There was not a significant difference between ALAANA/non-ALAANA organizations, or organizations by tier



Q3. Ideas for improvement



- We'd love to hear from you. Do you have any ideas to improve this funding program? Any questions for staff? If so, please share below. Please include if you'd like follow up from a staff member.



Q3. Takeaways



- COP logistics (3)
 - I would like to discuss the recognition requirements a little more, so that I can be sure we are recognizing OAC appropriately
 - My only concern is that I hope I am reporting the attendance properly.
 - I would like to discuss how to mark rehearsals on monthly reports
- Further comments on survey questions (3)
 - Overall program is good and staff is super responsive, so any issues and questions get addressed along the way, which is great. We favor doing away with the mandatory video submission element because it takes time and money to produce that element for our organization, and that is funding and time that we would rather spend on community programs.
 - To be specific, I see value in both yearly and multi-year applications for the OAC COP grant. I am open to the possibility of multi-year if it will save organizations time and energy in the long run.
- I said that I am "not sure" on the multi-year because our funding amount has increased the last three years -- I don't want to forfeit that possible opportunity.
- OAC staff comments (12, *selected*):
 - The current OAC staff is incredibly helpful. I'm seeing an influx of welcoming support that has not existed in the past. Our organization feels very supported.
- **OVERALL COP FEEDBACK (2):**
 - **Setting expectations regarding the amount of funding** will be useful and valuable to orgs.
 - The **demographic information we provide should also include LGBTQ staff and board members if we are to be accurate in providing equitable access.** We should **also include people with disabilities** to encourage consideration of staff, artists, and board members who are handicapped, have autism or other mental impairment, are blind or deaf, etc.



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ArtsActivate Guideline Updates



- Last month, we discussed adding:
 - Clarifying statements about program eligibility
 - Inclusive questions to allow for increased language access
 - A racial equity map to ArtsActivate, based on the Library's equity work completed during COVID



Proposed: ArtsActivate Clarifications '25



Feedback from Applicants	OAC Proposed Solution/Clarification	Justification (<i>Racial Equity Plan, Cultural Plan</i>)
Be more specific that ArtsActivate cannot also sponsor COP/CAP/Cultural Center-funded projects	Include question: "Is this project already funded through CAP, COP, or a cultural center project?"	Cultural Plan
Be more specific on what constitutes a "public event"	Add in guidelines that a public event can be ticketed, but must be open to all members of the interested public	Cultural Plan
Be more inclusive to applicants of other languages	Include question: "Would you prefer a translator service for an orientation session?"	Racial Equity Plan
Update typology map to include Equity Impact Assessment Tool	Work with the Library to include the COVID risk factors map [5 POINTS]	Racial Equity Plan
Update scoring: 75 panel to 25 staff	Currently, staff judges adherence to Cultural Plan; move to panelists	Cultural Plan



ArtsActivate: Option 1



- Current ArtsActivate point structure:

- 70 points to panel
 - Impact (20)
 - Intention (35)
 - Overall (15)
- 30 points to admin
 - Contract Compliance (5)
 - Cultural Plan (5)
 - Project Budget Support (5)
 - Typography (10)
 - Board & Staff Diversity (5) **OR**
Venue Confirmation (5)

- Proposed ArtsActivate point structure:

- 70 points to panel
 - Impact (20)
 - Intention (35) – *includes Cultural Plan*
 - Overall (15)
- 30 points to admin
 - Contract Compliance (5)
 - ~~• Cultural Plan (5)~~
 - **Racial Equity Map (5)**
 - Project Budget Support (5)
 - Typography (10)
 - Board & Staff Diversity (5) **OR**
Venue Confirmation (5)



ArtsActivate: Option 2



- Current ArtsActivate point structure:

- 70 points to panel
 - Impact (20)
 - Intention (35)
 - Overall (15)
- 30 points to admin
 - Contract Compliance (5)
 - Cultural Plan (5)
 - Project Budget Support (5)
 - Typography (10)
 - Board & Staff Diversity (5) **OR**
Venue Confirmation (5)

- Proposed ArtsActivate point structure:

- 75 points to panel
 - Impact (20)
 - Intention (35)
 - Overall (15)
 - **Cultural Plan (5)**
- 25 points to admin
 - Contract Compliance (5)
 - Project Budget Support (5)
 - **Typography (5)**
 - **Racial Equity Map (5)**
 - Board & Staff Diversity (5) **OR**
Venue Confirmation (5)



COP Guideline Updates



- Last month, we discussed adding:
 - Clarifying statements about program eligibility
 - Possibility of a multi-year funding program
 - Internship programs



Proposed: COP Clarifications 2025



Feedback from Applicants	OAC Proposed Solution/Clarification	Justification (<i>Racial Equity Plan, Cultural Plan</i>)
Clarify when COP organizations are allowed to apply for other funding programs	Line already in guidelines that items funded in COP cannot be part of ArtsActivate; will further work on this with attorneys	Cultural Plan
Clarify funding amounts	At this time, OAC still only plans to share “maximum” amounts	
Internships		Allocations Committee Discussion
Multi-Year Funding Program		Allocations Committee Discussion



Internships



- FY 2023-24 COP guidelines (page 4) state that:
 - Per the Cultural Policy of the City of Dallas, organizations funded through COP should aim to meet the following goals, as set forth in the Cultural Policy. Organizations' progress will be monitored by the OAC on an ongoing basis and OAC staff are available to answer any questions or provide guidance on achieving these goals...
 - *"For organizations with operating budgets over \$1 million: offer paid internships with livable wages to increase the diversity of the pipeline for future arts leaders."*



Tracking Internships in Final Reports



- Every organization is required to answer their minimum wage in their COP application, and whether they offer internships in their final report
- Applications: 45/52 organizations offered livable minimum wage
- Final reports: 15/52* organizations offered paid internships
 - *Final reports are due on 10/31/23; do not have final information as of 10/30/23*
- Guideline change option: Could include an internship question as part of the diversity supplement (for panel context, not point value)
 - “Are you providing an internship opportunity for a young person living in the City of Dallas?”
- Key takeaway: A vast majority of organizations are already supporting high school, college, and graduate internship programs more effectively than OAC could take on with limited staff at this time



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ArtsActivate 2024 Round 2 Preview



- Applications closed at 11:59pm on Monday, October 16th
- OAC received 106 applications
 - 58 artist applicants (5 Spanish-language applications)
 - 48 non-profit applicants
- 93 applications were sent to panel review
 - 51 artist applicants
 - 42 non-profit applicants
- Panel is currently reviewing applications with wrap-up discussions next week
- Allocations will consider scenarios in December
- REMINDER: Round 1 approved \$612,667 leaving \$687,333 for funding in Rounds 2 & 3

