



City of Dallas

Allocations Committee

October 5, 2023

Office of Arts and Culture
City of Dallas

Agenda



- New Panelist Recommendations
- COP Feedback Structure
- COP Clarifications for 2025 Guidelines
- ArtsActivate Clarifications for 2025 Guidelines
- Allocations Calendar



Panel Roster Additions



- Staff has been working hard to recruit additional review panelists. This proposed roster includes nominations from:
 - Current Panel Roster Members
 - Former Arts Partners
 - Artists in the Community
- Panel requirements:
 - Must live or work in Dallas
 - Must participate in Dallas arts (artist, board member, committed audience member, etc.)
 - Must be willing to provide thoughtful, equity-focused feedback to applicants
- Note: Panelists must recuse themselves from an adjudication round if they (or organizations that they represent) are applicants in that round, or are current members of ACAC
- 18 proposed new panelists
 - 11 (61%) ALAANA, 12 (67%) female, and 6 (33%) male



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Context: Cultural Plan



- One of the six priorities of the Cultural Plan is Communication
- In the Funding Department, this looks like: **transparent, timely feedback** with **personalized action items**
- Questions for discussion:
 - How can OAC be more transparent in how we communicate?
 - What is a good balance between “thorough” and too much information for applicants?



Context: Current Feedback Approach



- In the past, ArtsActivate and COP applicants have received their scores back, as well as panel feedback (usually in an email)
- Last year, we formalized the process for ArtsActivate to include a “template” (see *attachments*)
- We also formalized an offer of a 30-minute conversation with staff for all non-funded applicants
- **We plan to take our ArtsActivate feedback template and expand it for COP**



Example: ArtsActivate Feedback



- Applicant receives their scores and all panel feedback within a few weeks of funding notification, usually within 3-4 weeks
- Non-funded applicants get priority, both in feedback speed (non-funded feedback sent first) and OAC staff conversations
 - All non-funded applicants are offered half-hour conversations with OAC staff with personalized feedback
 - Funded applicants can also receive half-hour conversations, if time permits
- Applicants receive an email with their funding details attached, as well as general tips for future rounds



Context: ArtsActivate Feedback



- Panel Score (up to 70 points) + Admin Score (up to 30 points) = Total Score (up to 100 points)
- Panel Score:
 - Total panel score
 - Score in all three sections (intention, impact, overall)
 - Average score that others in the same peer group received (both total and in each sections)
- Admin Score:
 - Total admin score
 - Breakdown of each section (proposed project budget support, event neighborhood typology, Dallas Cultural Plan priorities, contract compliance, venue confirmation (IA), board and staff diversity (Org))
- Total Score
 - Total score
 - Average score that others in the same peer group received



COP Feedback FY '24



- Applicants were notified of funding decisions in-progress in early September, after Allocations' final recommendations to ACAC
- Applicants were notified that feedback would follow in coming weeks
 - Non-funded applicants with incomplete applications (Deep Vellum & Women's Chorus) were notified in April
 - Non-funded applicants with complete applications (Frontiers of Flight & Contemporary Art) were notified in September, **with offers to discuss with OAC staff in-person**
 - Frontiers of Flight has already scheduled their meeting for mid-October



Proposed: COP Feedback



- Panel Score (up to 70 points) + Admin Score (up to 30 points) = Total Score (up to 100 points)
- Panel Score:
 - Total panel score
 - Score in all three sections (*public benefit, access & impact, organizational capacity*)
 - Average score that others in the same peer group received (both total panel and in each section)
- Admin Score:
 - Total admin score
 - Breakdown of each section (*contract compliance & financial viability, organization program management, adherence to Cultural Policy diversity criteria*)
- Total Score
 - Total score
 - Average score that others in the same peer group received
- For organizations who received below an 85%: personalized written feedback and/or suggestions
- For all organizations: offer to discuss scores for 30 minutes with OAC staff and/or commissioner, if available



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Changing Guidelines: FY 2025



- Last year's Allocations Committee's work included a COP applicant survey and multi-city benchmark approach
- We will work on incorporating information from last year's surveys and research next month
- This month's discussion will include feedback heard from current applicants



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	



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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



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- *October 10, 2023*
 - *Workshop for ArtsActivate, Round 2 at Urban Arts Center*
- *October 16, 2023*
 - *ArtsActivate Round 2 Closes, 11:59 p.m.*
- *October 25, 2023*
 - *COP FY 2024 goes to City Council*
- *October 26, 27 & 30, 2023*
 - *COP Orientation for FY 2024*
- *November 2, 2023 – Allocations*
 - *Continued discussion on guideline changes*
- *December 7, 2023 – Allocations*
 - *Vote on ArtsActivate, Round 2 funding recipients*
 - *Vote on guideline changes for ArtsActivate and Cultural Organizations Program*



Appendix



Equity Impact Assessment Tool



- Link:
https://dallascityhall.com/departments/pnv/resilient_dallas/DCH%20Documents/Equity%20Impact%20Assessment%20Tool.pdf
- Data was analyzed for each area in the city limits, assessed against the key questions below, and assigned a risk score (5: Highest Risk → 0: No Risk).
- Do Black, Hispanic and Native American populations together make up more than 70% of the community?
- Does the area have 15% or more of its families at or below 100% of the federal poverty level?
- Do less than 50% of the area's households own the home they live in?
- Is the area rated "High" on the CDC's Social Vulnerability Index, Socioeconomic Level?
- Are more than 12% of the area's residents 65 or older?

