



City of Dallas

Allocations Committee

February 1, 2024

Office of Arts and Culture
City of Dallas

Agenda



- Cultural Organizations Program (COP): Guideline Vote
- Community Artist Program (CAP): Guideline Review
- ArtsActivate: Guideline Review
- Staff Updates



Review: COP 2025 Clarifications



Suggestion from Last Year (staff, ACAC, or COP member)	OAC Proposed Solution/Clarification	Section and/or Page	For Commissioner Awareness or Discussion
Update dates, living wage, etc. for 2025	Fixed dates, typos, and general streamlining	Full Document	Awareness
Clarify when COP organizations are allowed to apply for other funding programs	Added line and footnote in guidelines that items funded in COP cannot be part of ArtsActivate, Community Arts, Culture of Value, etc.	COP Eligibility Requirements, not allowed funds	Awareness
Clarify funding amounts	Added footnote that clarified that ranges are maximums, not guarantees	Funding Level Restrictions	Awareness
Application Checklist	Added description of each application piece, especially for new applicants	Application Checklist	Awareness



Review: COP 2025 Changes



Suggestion from Last Year (staff, ACAC, or COP member)	OAC Proposed Solution/Clarification	Section and/or Page	For Commissioner Awareness or Discussion
Ensure that organizations on the larger end had approximately equal comparison groups	- Lowered maximum for Tier 4 - Lowered minimum and maximum for Tier 5 - Created Tier 6	Tier Structure	For Discussion
Expand responsibility of COP community to full arts ecosystem	Created compliance rule that each organization needs one representative on the volunteer Review Panel	Compliance	For Discussion
Codify practices already in effect	- Added application resources - Added section on mandatory orientation and monthly report submission expectations	- FY 2024-25 Application - Compliance	For Discussion



Review: Who would this impact?



2023-24 Tier	1	2	3	4	5	6
Range	\$100K - \$250K	\$250K - \$500K	\$500K - \$1M	\$1M - \$5M	\$5M+	n/a
# Applicants	13	9	10	14 (2 not funded)	8	

2024-25 Tier	1	2	3	4	5	6
Range	\$100K - \$250K	\$250K - \$500K	\$500K - \$1M	\$1M - \$3M	\$3M - \$10M	> \$10+
# Applicants	13	9	10	12	5	5
Organizations In New Tier					- Dallas Black Dance (<i>up from T.4</i>) - Old City Park (<i>up from T.4</i>) - BT, DTC, Holocaust would remain	- Perot - DMA - TDO 6th Floor - DSO Children's Chorus



Review: What would this impact?



- New Tier 5 organizations (DBDT and Old City Park) would be held to current Tier 5 standards in diversity for staff and employees*
 - Dallas Black Dance Theater and Old City Park have the same diversity and employee statistics last year as they did this year, they would receive full points
- New Tier 5 and 6 organizations would be compared by panels to peers with closer revenue
- **No organization would be funded to a different percentage than they otherwise would have received**



Review: COP Guideline Timeline



- We reviewed in January, vote today, (2/1/2024) and vote in ACAC (2/15/2024).
- COP guidelines will go to QOLAC (2/20/2024) and City Council (2/28/2024).



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Proposed CAP 2025 Changes



OAC Proposed Changes/Clarifications	Section and/or Page
• Clarification of the word “Applicant”	• Page 16 (Glossary of Terms)
• Clarification of the word “Defaulted)	• Page 16 (Glossary of Terms)
• Scoring Updates Community Impact Quality of Service changed to “Service Standards” Artistic Qualifications Cultural Plan Priorities (scoring assigned to panelists) Contract/Contact compliance scoring reinstated Disability scoring removed	• Pages 9-10
• Material variances clarified	• Page 11
• Eligible/Ineligible requestors clarified to include “entities who receive tax-payer funding for arts programming”.	• Page 13
• Credit line logo replaced with link to website.	• Page 15



Proposed Panel Scoring



2024 Guidelines		2025 Guidelines	
<i>Panel Scoring</i>		<i>Panel Scoring</i>	
Community Impact	30 pts.	Community Impact	30 pts.
Quality of Service	25 pts.	Service Standards	25 pts.
Artistic Qualifications	20 pts.	Artistic Qualifications	20 pts.
<i>Staff Scoring</i>		Cultural Plan Priorities	5 pts.
Administrative Score	25 pts.	<i>Staff Scoring</i>	
Administrative Score Breakdown		Administrative Score	20 pts.
ALAANA Programming	10 pts.	Administrative Score Breakdown	
Artists with Disabilities	10 pts.	ALAANA Programming	10 pts.
Cultural Plan Priorities	5 pts.	Contract/Contact Compliance	10 pts.



To make changes to CAP Guidelines



- Please send all proposed changes in an email by February 15, 2024.
- If you would like to suggest multiple changes, please copy the table below into an **email to Rhonda** and use this format.

Current Text	Proposed Text	Section



Agenda



- Cultural Organizations Program (COP): Guideline Vote
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Proposed: ArtsActivate Clarifications '25



Suggestion from Last Year (staff, ACAC, or COP member)	OAC Proposed Solution/Clarification	Section and/or Page	For Commissioner Awareness or Discussion
Be more specific that ArtsActivate cannot also sponsor COP/CAP/Cultural Center-funded projects	Include application question: "Is this project already funded through CAP, COP, or a cultural center project?"	- About Section - Ineligible Activities Section + footnote	Awareness
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	Ineligible Activities section	Awareness
Be more inclusive to applicants of other languages	Include question: "Would you prefer a translator service for an orientation session?"	- Application Support Available from OAC section - Zengine application (<i>not in guidelines</i>)	Awareness
Update dates, etc. for 2025	Fixed dates, typos, and general streamlining	Full Document	Awareness



Proposed: ArtsActivate Clarifications '25



Suggestion from Last Year (staff, ACAC, or COP member)	OAC Proposed Solution/Clarification	Section and/or Page	For Commissioner Awareness or Discussion
Update typology map to include Equity Impact Assessment Tool	• Work with the Library to include the COVID risk factors map	• OAC Administrative Scoring	• Discussion
Update scoring: 75 panel to 25 staff	• Currently, staff judges adherence to Cultural Plan; move to panelists	• OAC Administrative Scoring	• Discussion



Proposed Panel Scoring



2024 Guidelines

- Intention (20 points)
- Impact (35 points)
- n/a
- Overall (15 points)
- **TOTAL: 70 points**

2025 Guidelines

- Intention (20 points)
- Impact (35 points)
- **Cultural Plan Alignment (5 points)**
- Overall (15 points)
- **TOTAL: 75 points**



Key Explanations for Change



- **Change: Cultural Plan scoring changes to panel review.**

- **Reason:** As the number of ArtsActivate applications have grown drastically, it's a **high burden on staff** across OAC (beyond the Funding Team) to volunteer to score. Moving this element to panel review frees non-funding team staff from this element of work, without sacrificing peer review quality.
- **Key Background information:** Panelists already participate in a mandatory orientation that covers:
 - OAC's Mission, Vision, and Cultural Equity statements
 - How to score with equity in mind (e.g. power dynamics)
 - Description of the Cultural Plan
- **Likely Impact:** Slightly larger "ask" of work for panelists. More people know about the Cultural Plan. Limited impact on applicants; application still scored by peers.



Proposed Administrative Scoring



2024 Guidelines

- Application & Contract Compliance (5 points)
- Projected Budget Support (5 points)
- Neighborhood Typologies (10 points)
- Cultural Plan Alignment (5 points)
- **Nonprofits only** – Board & Staff Diversity (5 points)
- **Individual Artists only** – Venue & Date confirmation (5 points)

• **TOTAL: 30 points**

2025 Guidelines

- Application & Contract Compliance (5 points)
- Projected Budget Support (5 points)
- Neighborhood Typologies (5 points)
- Equity Impact Assessment (5 points)
- **Nonprofits only** – Board & Staff Diversity (5 points)
- **Individual Artists only** – Venue & Date confirmation (5 points)

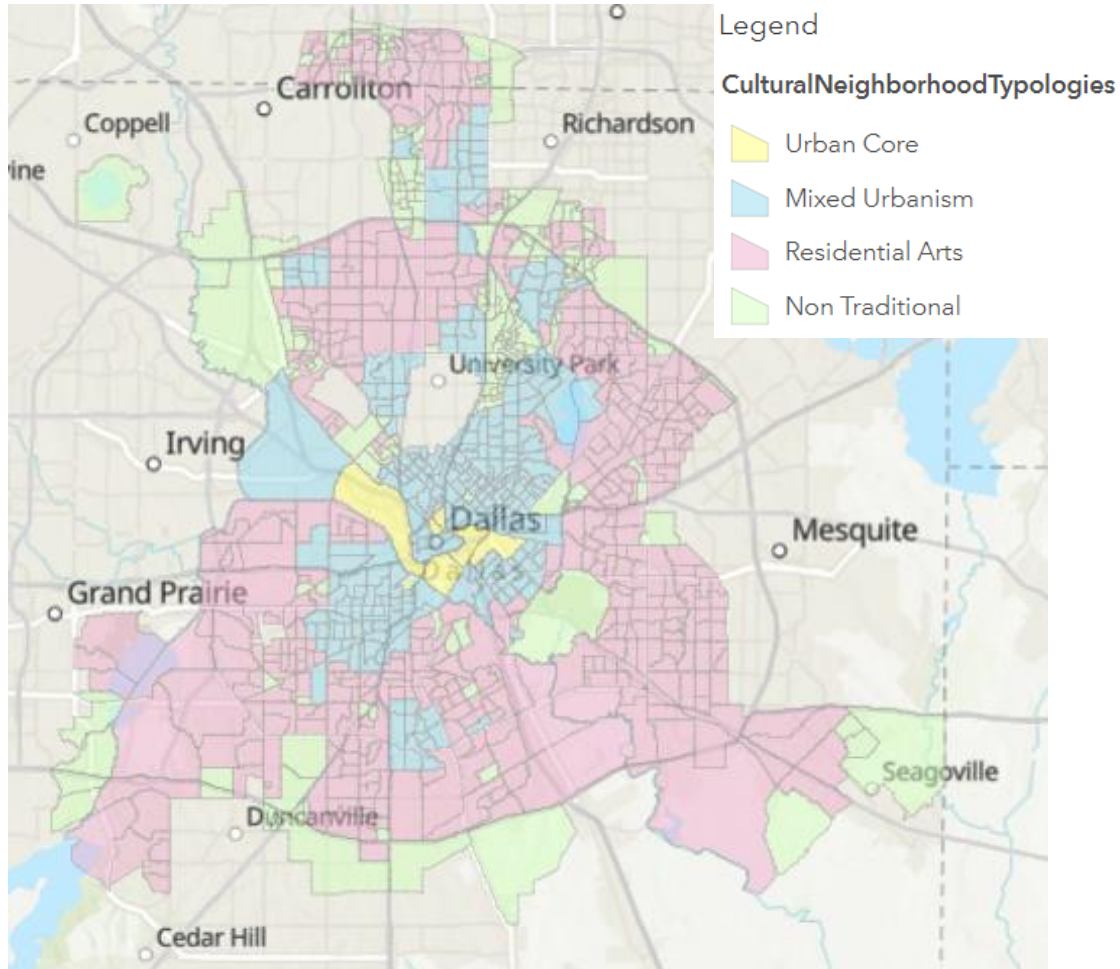
• **TOTAL: 25 points**



Maps

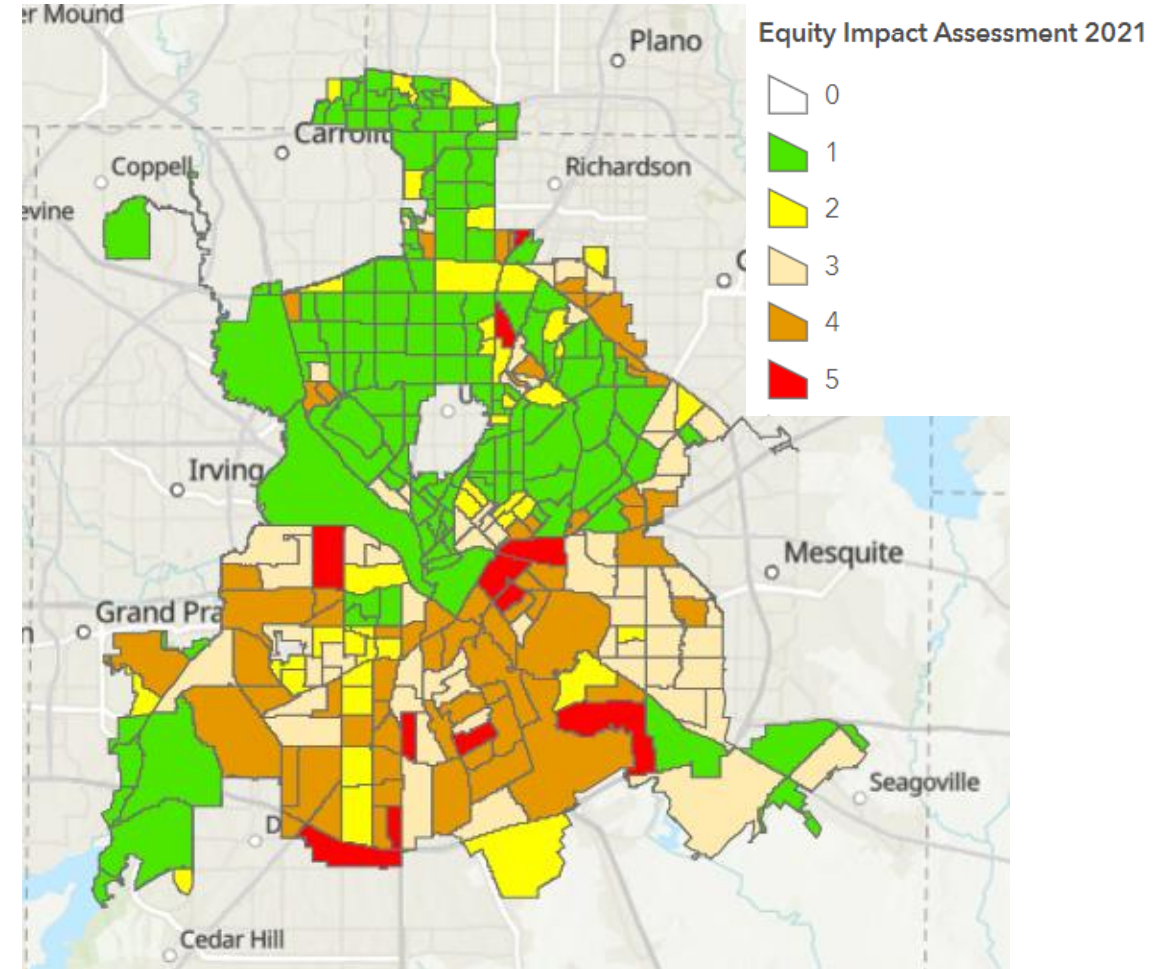


Cultural Plan



<https://www.arcgis.com/home/webmap/viewer.html?url=https://services2.arcgis.com/rwnOSbfKSwyTBcwN/arcgis/rest/services/CulturalNeighborhoodTypologies/FeatureServer>

Equity Impact Assessment



<https://dallasgis.maps.arcgis.com/home/webmap/viewer.html?useExisting=1&layers=3019750f02c14389938ce14ce4e02fae>

Key Explanations for Changes



- **Change: Neighborhood typology changes to 5 points, and Equity Impact Assessment is added.**
 - **Reason:** Neighborhood typology tells the story of the 2018 Cultural Plan but is not able to ever be updated with change. The EIA tool is updated with each US Census and measures several markers of socioeconomic disparities across Dallas: income, homeownership, economic resilience, race, and age.
 - **Key Background information:** 10 points are still awarded for the project's location. However, this time, the project's location score includes both the cultural resources in an area (Cultural Plan) *and* the economic resources of an area (Racial Equity Plan).
 - **Likely Impact:** Projects in areas with low typology scores but high EIA scores are a closer equivalent to projects in areas with high typology scores. We are likely to see more projects in areas with high EIA scores, such as Fair Park and Dolphin Heights. *(We are not likely to necessarily see more in the Arts District, as this area has a low EIA score.)*



To make changes to ArtsActivate Guidelines



- Please send all proposed changes in an email by February 15, 2024.
- If you would like to suggest multiple changes, please copy the table below into an **email to Julia** and use this format.

Current Text	Proposed Text	Section



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ArtsActivate Round 3: Preview



- Round 3 applications opened on January 3, 2024 and closed at 11:59 p.m. on January 29, 2024.
- 114 applicants received by deadline
 - 5 Spanish language applicants | 109 English
 - 59 Individual Artists | 55 organizations
- Panel Review begins Friday, February 9 and runs until Sunday, February 25.
- As a reminder, OAC has **\$343,667** left in the ArtsActivate budget, which we expect to support 30-40% of applicants.



Allocations Calendar



- February 1, 2024: Allocations Meeting
 - **Guideline vote: COP**
 - Guideline review: CAP, ArtsActivate
 - Cultural Programs team will take edits/suggestions until February 15, 2024. Please email CAP edits to Rhonda, and ArtsActivate edits to Julia.
- March 7, 2024: Allocations Meeting
 - **Guideline vote: CAP, ArtsActivate**
 - Guideline review: Culture of Value
 - Cultural Programs team will take edits/suggestions until March 14, 2024. Please email Culture of Value edits to Julia.
 - **Other votes: New panelist adds to the roster; ArtsActivate, Round 3 allocations**
- April 4, 2024: Allocations Meeting
 - **Guideline vote: Culture of Value**
 - Guideline review: NONE (!!)

