



City of Dallas

Allocations Committee

August 1, 2024

Office of Arts and Culture
City of Dallas

Agenda



- Voting Item
 - Additional Panelists for the OAC's Funding Programs Review Panel Roster
- Culture of Value 2024 Briefing
- Cultural Organizations Program (COP) 2025: Funding Allocations Scenarios
- OAC Staff Updates and Announcements



New Panelists



- OAC proposes **62** new panelists*
- 47 female, 15 male
- 12 LGBTQIA+
- 41 ALAANA
- Selected professions include: education, journalism, business administration, nonprofit fundraising/development, full-time artist, photographer, event production

* This is a HUGE month for new panelists – special thank you to Commissioners Daniel, Nugent, and Meek; OAC staff members; and especially the OAC Comms team for doing a massive Communications push this month for new panelists! Please KEEP THEM COMING!



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Culture of Value



OBJECTIVE

To support artists and arts and culture organizations whose primary programming and services center around an ALAANA experience. The recipient shall provide a one-time artistic service that furthers a “Culture of Value” that the arts are essential to a thriving, equitable society within the city of Dallas.

Fiscal Year	Source of Funding	Program Budget	Number of Projects
2020-21	Arts Endowment Fund	\$209,000	71
2023-24	National Endowment for the Arts	\$198,000	67
2023-24	General Fund	\$99,000	33



Culture of Value



FY 2023-24

- First year of a sustainable program to continue annually (pending appropriation)
- Call for artists for one-time artistic services to be provided where there are programming needs across the City of Dallas – **at least two in every Council District**
- Award amounts are \$3,000 maximums and can be completed by a requisition, no contracts needed
- Streamlines the process and continues to address the original goals and priorities of the program as it was first intended and created
- By partnering with City facilities, insurance requirements are likely to be waived (background checks may be required)- which is one of the many exciting parts about partnering with DPL & PKR
- OAC-led marketing push (with press release) for the 4 weeks of Culture of Value run to celebrate the program and promote services across the City of Dallas



Culture of Value



CULTURAL PLAN ALIGNMENT

Equity

1. Improve equity citywide through expanded and adapted programmatic offerings

Diversity

3. Create and enhance programmatic offerings highlighting and providing education related to the diversity of Dallas

Space

8. Maximize the use of City facilities, especially for historically marginalized groups, and determine what changes should be made to accommodate their needs
13. Support events and programs that foster engagement with public art and/or public spaces



Culture of Value



CULTURAL PLAN ALIGNMENT

Support for Artists

- 14.** Develop a “Culture of Value” establishing the arts as essential to a thriving, equitable society within the City of Dallas
- 18.** Work with the City of Dallas to equitably support area arts organizations and individuals artists receiving funding and resources from the City

Sustainable Arts Ecosystem

- 24.** Incentivize better resource sharing

Communication

- 26.** Support and communicate existing and new cultural experiences in Dallas



Culture of Value



ELIGIBILITY: INDIVIDUAL ARTISTS

- Be an artist whose primary services and programming centers around an ALAANA experience or culture
- Be a resident of the City of Dallas
- Be willing to comply with any City of Dallas compliance requirements, which may include, but is not limited to, obtaining insurance or passing a background check

ELIGIBILITY: ORGANIZATIONS

- Be an organization who primary mission and/or function centers around an ALAANA experience or culture
- Be a 501(c)(3) non-profit organization whose primary function is arts and culture related
- Be registered to transact business in the State of Texas
- Have an administrative address in the City of Dallas
- Be willing to comply with any City of Dallas compliance requirements, which may include, but is not limited to, obtaining insurance, or passing a background check



Culture of Value



SUBMITTAL MATERIALS

- History and origins of ALAANA cultural programming and service
- Proposal describing the planned execution of a project
- Proposed budget to execute proposals not to exceed a requested \$3,000 from the Office of Arts and Culture; if selected, two payments (1K once date and time of project are locked in, and 2K after the completion of the project)



Culture of Value



PROJECTED TIMELINE

Date	Event
June 17, 2024	FY 2024-25 Culture of Value Application Opens
June 14 – June 28, 2024	Application Support Open: information sessions and office hours
June 30, 2024	FY 2024-25 Culture of Value Application Closes at 11:59 PM
July 1 – July 22, 2024	Application Review Period
July 23 - 30, 2024	Library and Rec Center Match Process
August 2, 2024	Funding Notifications
August 5, 2024	Mandatory Virtual Contracting Orientation (Option 1) - 5:00pm - 6:30pm
August 7, 2024	Mandatory Virtual Contracting Orientation (Option 2) - 12:00pm - 1:30pm
August 15, 2024	Earliest Project Start Date
September 15, 2024	Latest Project End Date



Culture of Value: Application Breakdown



- Total of 93 applications received by deadline
 - Spanish: 4 applications
 - English: 88 applications
- Artistic disciplines: arts education (5), dance (8), folk and traditional art (8), literary arts (8), media arts [photography, collage] (4), music (15), multi-disciplinary and presenting arts (5), theater (9), visual arts (24), other [genealogy, Black history] (2)
- Matching process: Panel of judges from OAC, Library, and PKR staff scored all applications to reach at least a score of 70 based on a) ALAANA history, b) project impact, c) adherence to Cultural Plan, and d) fit within one day in a library or rec center
 - 60 applications reached a score of at least 70. This list was passed back to Parks and Rec and Library selection teams.
- Library and Parks staff selected their two (first and second choice) per location.
 - OAC staff matched libraries and rec centers with their first and second choices as much as possible; when artists were already booked, placed next highest score of artists available in that district
- OAC will support 33 artists and organizations at 33 locations



Culture of Value: Locations by District



- District 1: Weiss RC*; Kidd Springs RC; North Oak Cliff BL**
- District 2: Polk RC; Grauwyler Park BL
- District 3: Park in the Woods RC; Mountain Creek BL; Thurgood Marshall RC
- District 4: Lundy RC; Dunbar Lancaster-Kiest BL
- District 5: Pleasant Oaks RC; Pleasant Grove BL
- District 6: Zaragoza RC; Nash-Davis RC; Bachman Lake BL; Dallas West BL
- District 7: Craft RC; MLK Jr. BL
- District 8: Fireside RC; Highland Hills BL; Kleberg Riley BL
- District 9: Ridgewood RC; Lochwood BL
- District 10: W. Johnson RC; Forest Green BL
- District 11: Churchill RC; Fretz Park BL
- District 12: C. Green RC; Timberglen BL
- District 13: Marcus RC; Vickery Park BL
- District 14: Exall RC; Oak Lawn BL

*RC = Recreation Center

**BL = Branch Library

33 total locations



Culture of Value



- The matching process was finalized today. Matches will be shared tomorrow, and publicity will start next week.
- Project disciplines include:
 - Dance (5)
 - Folk & Traditional Arts (4)
 - Literary Arts (1)
 - Music (7)
 - Visual Arts (15)
 - Other - Genealogy (1)
- All artists identify as ALAANA. Additionally, all organizations identify as “ALAANA plus 2” (same criteria as last year), which includes an ALAANA mission, plus at least two of the following: 50%+ ALAANA staff, 30%+ ALAANA board, and 70% ALAANA audience.
 - Asian/Asian American (2)
 - Black/African/African American (12)
 - Hispanic/Latinx (13), *incl. one project that will be conducted in **Spanish***
 - Native American/American Indian (2)
 - Multi-racial or other (3)



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Updates from last month



- OAC received legal guidance on how to use HOT (hotel tax) funding.
 - OAC can increase COP funding amounts for new organizations with significant tourism designation without impacting the General Fund budget
- OAC attempted to answer all Commissioner questions from last month (*see slides 18, 19, and 20*)
- City of Dallas employees will receive City budget updates on August 8, 2024; hopefully, budget will be finalized shortly after.
- Slight update to Council timelines, so that we go to Committee in order*
 - Allocations Vote: September 5 or **October 3***
 - ACAC Vote: **October 17****
 - QOLAC: October 21
 - City Council: October 23
- Orchestra of New Spain has agreed to change a staff member to W2. They will provide OAC with a signed memo from board chair, treasurer, and ED that this will be fully complete by October 1, 2024, as agreed in their FY 2025 application.

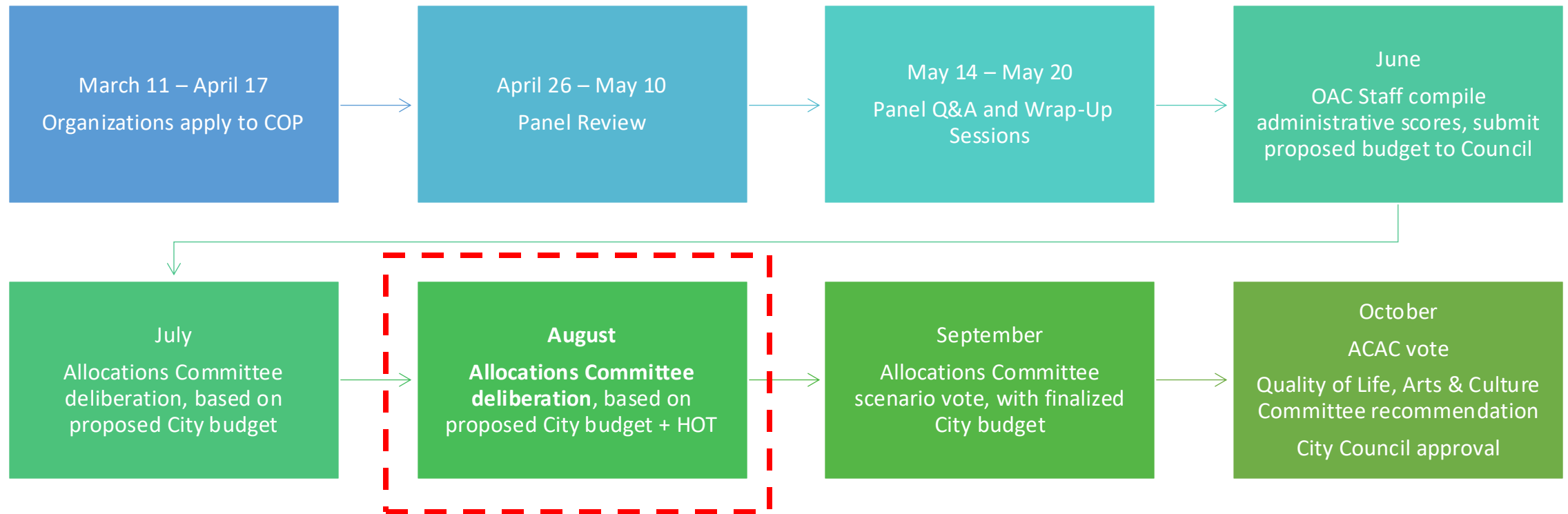
- * This helps us avoid voting on both COP and R.1 ArtsActivate on the same day.
- ** Usually this is in September, but QOLAC meets before ACAC that month, and we prefer to go to QOLAC with Allocations AND ACAC approval. **It does NOT delay any COP contracts.**



Review: COP Selection Process



March through October, 2024



July Questions from Commissioners



- What is the **budgetary impact** if OAC cuts funding to organizations previously in COP, especially those with low Admin or Panel scores?
 - If OAC reduced funding to 17 organizations with Admin scores under 25, and/or Panel Scores below 85%, at a .5% decrease in funding by revenue (i.e. moving from 11% by revenue to 10.5%, for example), this could be significantly felt by organizations, but add less back to the overall budget than we could achieve with HOT dollars.
- What is the **ALAANA impact** if OAC cuts funding to organizations previously in COP, especially those with low Admin or Panel scores?
 - Of the 17 organizations considered for decreases in funding due to panel and/or admin score, 7 are ALAANA (out of 14 ALAANA organizations total)
 - Notably, several culturally specific organizations automatically receive fewer points (per our guidelines) for not reaching a 30% board diversity. However, this does not fully explain the gap.



July Questions from Commissioners



- What is the OAC's **plan to support organizations consistently falling behind peers in Admin or Panel scores**, if funding reductions are not currently considered as incentives for improvement?
 - OAC staff has communicated with ACAC Chair Small and the Allocations Chairs about potential ways forward.
 - Last year, OAC staff provided a score sheet **by request** to any organization in February – April before COP applications opened. Organizations that requested a scoresheet before March also received 1-1 conversations with staff about ways to improve in subsequent years.
 - Of note, only about half of 2023-24 recipient organizations took advantage of this resource.
 - Organizations who were not selected for funding received score sheets automatically in October.
 - This year, we aim to provide score sheets **by default to everyone** soon after 2025 contracts are signed (January), and before COP applications open, provided to all organizations and their Commissioners.
 - We hope that Commissioners may choose to review the scores of their respective organizations and host conversations with them, even if they do not elect to meet with OAC staff.
 - We will **keep Allocations informed** as we work on what a draft plan might look like.
 - With these changes, we could consider score reductions in future years, but hope to see scores (especially Admin) increase.



July Questions from Commissioners



- What is the **organizational impact** if OAC cuts funding to organizations previously in COP, especially those who have completed an application, but not all requirements?
 - Flamenco Fever: OAC is a primary funder; without suggested cuts, COP would support about 15% of their annual budget. Additionally, Flamenco Fever relies on CAP funding, which did not increase for this upcoming year. Their projection matrix suggests that they are in a period of growth and have just hired a second staff member.
 - Orchestra of New Spain: OAC is a primary funder; without suggested cuts, COP would support about 10% of their annual budget. Their projection matrix suggests that they will be increasing fundraising and marketing expenses and expect a slight decrease in corporate/government or foundation contributions.
- What is the **legal impact** of cutting funding to organizations previously in COP, especially those who have completed an application, but not all requirements?
 - **Do we need to change the guidelines** to keep these two organizations (or others) in the program?
 - No; because these changes would not change the scoring, eligibility rules*, or funding maximum amounts, these changes can all be at the Director's discretion, as per guidelines
 - *the W2 position would be considered eligibility, but not if OAC has this memo in writing by October 1
- What is the **legal impact** of allowing religiously affiliated organizations into COP?
 - Emmanuel sent out proposed scopes of work on Friday after the last meeting.
 - City Council would not need to review this item, because no organization's scope of work includes religious outreach or requirement of religious affiliation, other than promotion of religious tolerance.



JULY: BLUE Scenario



- **Theme: Prioritizes NEW organizations**
- Invites in all new organizations that received more than a **90% normalized score** at a base rate
 - Pegasus Media Project
 - Art House Dallas
 - Artist Outreach
 - Deep Vellum Publishing
 - Nasher Sculpture Center
- To maintain a positive budget, removes \$4K from DMA, which is the organization that received the largest amount of funding last year (over \$1M)



→ AUGUST: PURPLE Scenario



- **Theme: Prioritizes NEW organizations**
- Invites in all new organizations that received more than a **90% normalized score** at a base rate
 - Pegasus Media Project
 - Art House Dallas
 - Artist Outreach
 - Deep Vellum Publishing
 - Nasher Sculpture Center
- ~~To maintain a positive budget, removes \$4K from DMA, which is the organization that received the largest amount of funding last year (over \$1M)~~
- **New for this month:** Brings in all 5 new organizations, but at much **higher amounts** (closer to peers within the same tier) using \$100K of HOT funding, does not cut \$4K from DMA



JULY: YELLOW Scenario



- Theme: **Prioritizes new organizations at a base rate close to the rest of the tier, raises minimum funding percentages**
- Invites in all new organizations that received more than a **95% normalized score** at a higher base rate than blue
 - Pegasus Media Project
 - Artist Outreach
 - Nasher Sculpture Center
- Awards remaining approx. \$20K to raise the funding minimum percentages for each tier for orgs that received above a 90%



→ AUGUST: ORANGE Scenario



- Theme: **Prioritizes new organizations at a base rate close to the rest of the tier, raises minimum funding percentages**
- Invites in all new organizations that received more than a ~~95%~~ **90%** ~~normalized score~~ at a higher base rate than blue
 - Pegasus Media Project
 - Art House Dallas
 - Artist Outreach
 - Deep Vellum Publishing
 - Nasher Sculpture Center
- ~~Awards remaining approx. \$20K to raise the funding minimum percentages for each tier for orgs that received above a 90%~~
- **New for this month:** Brings in 5 new organizations, not 3; awards additional \$160K of HOT dollars to other organizations that scored above a 90%, but are funded less by revenue percentage below their peers



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ArtsActivate Round 1: Preview



- Round 1 applications opened on July 3, 2024 and closed at 11:59 p.m. on July 29, 2024.
- OAC offered 6 information sessions (4 *in person*, 2 *virtual*) and 2 open office hours for questions.
 - Locations: Pleasant Grove Library, Latino CC, Tin District Warehouse, Bath House CC
 - 2 fully bilingual options available, guidelines available in Spanish for the first time
- 148 applications received by deadline [**record high, for the fourth cycle in a row**]
 - 2 Spanish language applicants | 146 English
 - 88 Individual Artists | 60 organizations
- An ArtsActivate feature on WFAA led to a strong influx of **new artists**.
 - 62 out of 88 Individual Artists are “inactive” (have not received funding ever or in at least 2 years)
 - 21 out of 60 Organizations are “inactive” (have not received funding ever or in at least 2 years)
- However, many artists were deterred from completing the application.
 - 772 drafts started, only 148 completed
- Panels will be assigned by Monday, August 5th. Allocations will review scenarios on September 5th



ArtsActivate 2025 Round 1: Budget



- The total ArtsActivate budget for FY 2024-25 is **LIKELY** to be \$1,300,000 to be divided among 3 rounds (same as FY 2023-24)
- Last year, in Round 1, OAC spent **\$612,667** to allow for an influx of applicants. This left \$687,333 for the two remaining rounds, or \$343,667 per round.
- OAC spent **\$341,678** in the selected Round 2 Scenario.
 - Additionally, we added **\$12,000 back to the budget** for a project that an organization realized they were not going to be able to finish.
- **\$357,655** was allocated for Round 3.



You're Invited: Panelist Party



- Please save the date!
- September 10, 2024
 - 6:30 – 8:00 p.m.
 - Bath House Cultural Center
- Celebrate and thank our 2023-24 panelist volunteers and learn about OAC's work in 2024-25!
- Emailed invitations to come



Upcoming Calendar



- **September 5: Allocations Vote, ArtsActivate Round 1**
- September 10: Panelist Party
- September 20: ACAC
- **October 3: Allocations Vote, COP 2024-25**
- October 17: ACAC Vote, COP 2024-25

