



City of Dallas

Allocations Committee

September 5, 2024

Office of Arts and Culture
City of Dallas

Agenda



- ArtsActivate 2025, Round 1 Scenarios
- Cultural Organizations Program (COP) 2025: Funding Allocations Scenarios
- OAC Staff Updates and Announcements



ArtsActivate Round 1: Recap



- 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)
- Of these, 131 were reviewed by 36 participating panelists.



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.
 - With a higher influx of people at the beginning, staff was significantly challenged to keep up with the high influx of new contracts at the beginning of the fiscal year.
- This year, OAC proposes going back to splitting the budget equally among the three rounds, for a **\$433,333** spend each round. This means a below 40% acceptance rate each round, but slightly easier staff lift.



Scenario 1: 50% to IA, 50% to Orgs



- **Individual Artists Funded (29)**

- Awards approximately \$50K per IA scoring group (at full artist requests), or until a natural score break
- Approximately 50% of all funding to IA artists

- **Organizations Funded (16)**

- Awards 25% remaining funding to Group A, and then tiered down for other orgs
- 34% projects funded, all fully funded
- 75% ALAANA funding

- Half of all funding goes to **Individual Artists**, and an additional 25% of **funding to smallest organizations**
- Allows for more new individual artists to join ArtsActivate





Scenario 2: 35% to IA and 65% to Orgs

- **Individual Artists Funded (19)**

- Awards funding to Individual Artists in the top 5-6 applicants of their panel groups.
- Approximately 35% funding to Individual Artists

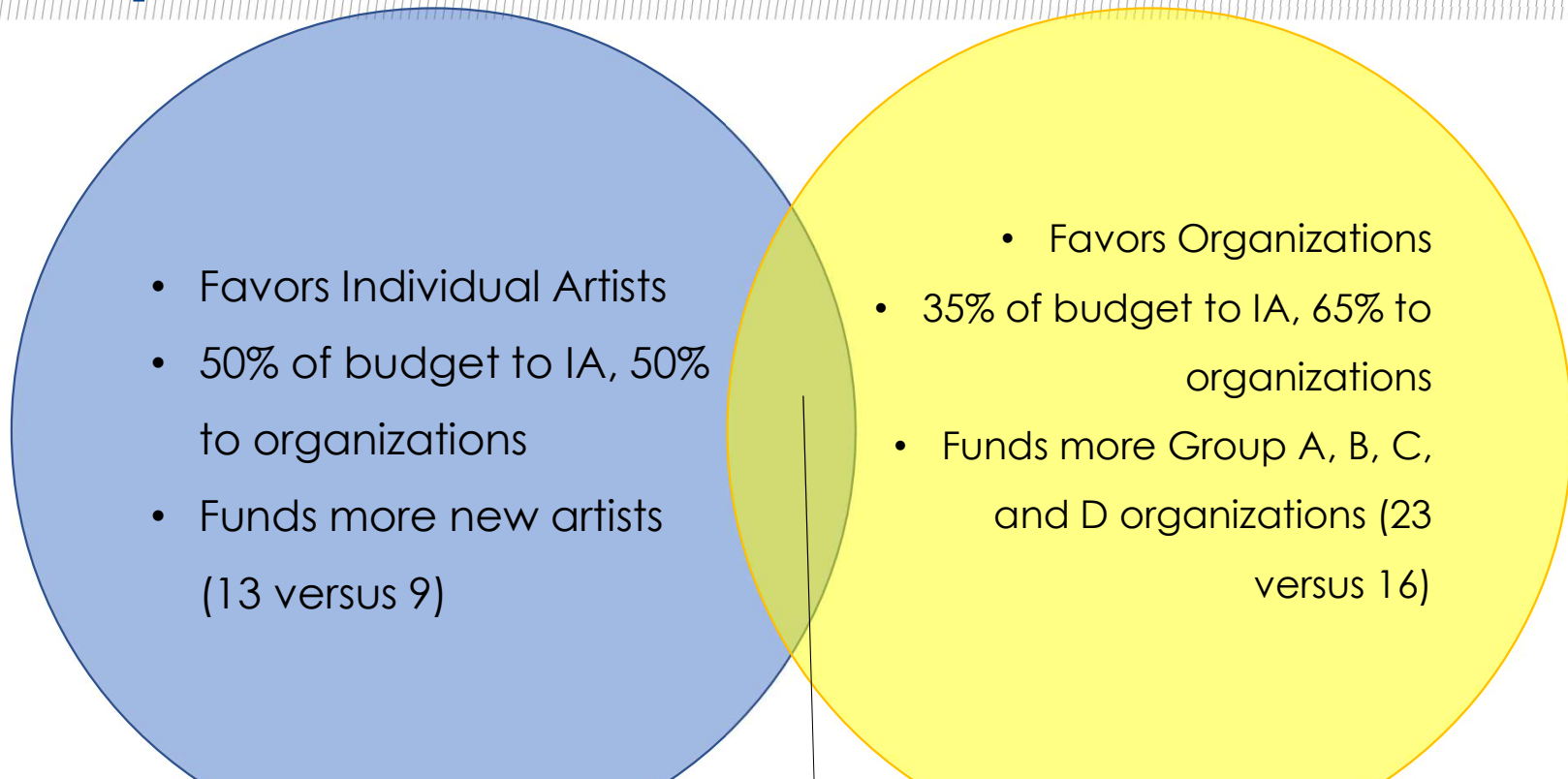
- **Organizations Funded (23)**

- Awards full requests for groups A and B, and full requests for top scorer in groups C and D.
 - In groups C & D, second eligible projects funded at 75% of request. Both are COP organizations.
- 32% of projects funded, all but two fully funded
- 72% ALAANA funding

- Allows for **more small organizations funded**, who are not eligible for COP funding



Comparison



- Both scenarios have at least one project taking place in **every district**.
- **Both scenarios have a slight budget overage.** However, this amounts to approximately 1 project (either IA or NP), and will not significantly affect funding in future rounds.



Agenda



- ArtsActivate 2025, Round 1 Scenarios
- Cultural Organizations Program (COP) 2025: Funding Allocations Scenarios
- OAC Staff Updates and Announcements



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



→ SEPTEMBER: GREEN Scenario



- Theme: **Prioritizes new organizations at a base rate close to the rest of the tier, raises minimum funding percentages**
- Invites in all 5 new organizations that received more than a **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 additional \$160K of HOT dollars to other organizations that scored above a 90%, but are funded less by revenue percentage below their peers
- **New this month:** Staff reviewed by art form and by length of time in program, but no monetary changes



Agenda



- ArtsActivate 2025, Round 1 Scenarios
- Cultural Organizations Program (COP) 2025: Funding Allocations Scenarios
- OAC Staff Updates and Announcements



You're Invited: Panelist Party



- Please save the date! Panelist Party at Bath House Cultural Center (date change!)
 - RSVP at: dal.city/OACReception24
- September 12, 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!



Upcoming Calendar



- Culture of Value projects run until September 15th!
 - <https://dallasculture.org/cultureofvaluemonth/>
- Thursday, September 12: Panelist Party at Bath House Cultural Center
- September 20: ACAC Vote, COP 2024-25* (*Allocations' choice?*)
- October 3: Allocations meeting, begin reviewing guideline changes for ArtsActivate and COP 2026
- October 17: Back-up date for ACAC Vote, COP 2024-25

