



City of Dallas

Allocations Committee

**Arts and Culture Advisory Commission
July 10, 2024**

Office of Arts and Culture
City of Dallas

Agenda



- CAP 2024-25
 - Scenario briefing and vote
- COP 2024-25
 - Scenario 1
 - Scenario 2
- Staff Updates
 - ArtsActivate **open** until July 29, 2024
 - Culture of Value closed, projects to be matched this month



Purpose



- Briefing and discussion of roster placement and funding recommendations for the FY2024-25 Community Artist Program



FY 23-24 Community Artist Program (CAP)



Review:

- OAC received 79 applications, 2 disqualified due to non-Dallas Addresses (Richardson, Rowlett). 1 duplicate applicant.
- 76 applications moved forward for Panel Review
 - 2 Spanish only applications submitted
- 8 FY 22-23 artists did not reapply
 - Four were first time artists on the FY 22-23 roster
(6 O'Clock Dance Theater, Alejandro Perez, Jr., John Andrew Alvarado, & Shennaya King)
 - Three were second/third timers (FY 2020-21-FY 22-23)
(Artstillery, Ebony Lewis, & Mylan Nguyen)
 - One was recurring (five+ years on the roster)
(Teatro Hispano de Dallas)



FY 23-24 Community Artist Program (CAP)



Review:

- 65 artists/organizations recommended for FY 23-24 roster
 - Normalized score of 77.2 and above
(Panel score + Administrative score)
 - 45 were currently on FY 22-23 roster
 - 17 new applicants
 - 3 returned (previously on roster but were not currently on FY 22-23)



FY 24-25 Community Artist Program (CAP)



Update:

- OAC received 82 applications; 3 disqualified due to non-Dallas addresses (2 Desoto, 1 Rowlett).
- 79 applications moved forward for Panel Review.
- 4 Spanish only applications submitted.
- 10 FY23-24 artists did not reapply for FY24-25:
 - Four were first-time artists in FY23-24
 - Adam Douglas, Amy Bruton Bluemel, LaRay Guerrero (Indigenous Ace), Tiara Unique Francois
 - Six were multi-year veterans
 - Arga Nova (Beckles Dancing Company), Jazz Becuzz Arts Group, Inc., Jessica Bell, Jose Nelson Cruhigger, Sandra Gipson, & Wendi Valladares Quiñónez



FY 24-25 Community Artist Program (CAP)



Update:

- 65 artists/organizations recommended for FY 24-25 roster
 - Normalized score of 83.65 and above
(Panel score + Administrative score)
- 53 currently on FY 22-23 roster
- 10 new applicants
- 2 returning (previously on roster but not currently on FY 23-23)



FY 24-25 Community Artist Program (CAP)



FY 24-25 Discipline Breakdown

Dance Education	22
Dance Performance	21
Literary Arts/Spoken Word	14
Music Education	18
Music Performance	22
Photography	4
Senior Programming	22
Theater/Acting	17
Other	8



FY 24-25 Community Artist Program (CAP)



FY 24-25 Racial Demographic Breakdown

Asian/Asian-American	3
Black/African/African-American	21
Hispanic/Latino(a)/Latinx	20
Native American/American Indian/Alaskan Native	2
Multi-Racial	19



FY 24-25 Community Artist Program (CAP)



FY 23-24 Artist/Organization Residential or Admin District

Numbers in **red** represent the number of artists/organizations either residing or having an administrative office in the corresponding district.

	FY23-24	FY24-25
District 1	8	7
District 2	17	13
District 3	2	2
District 4	10	8
District 5	1	3
District 6	1	4
District 7	5	7

	FY23-24	FY24-25
District 8	2	2
District 9	3	5
District 10	3	2
District 11	4	3
District 12	1	1
District 13	3	4
District 14	5	4



FY 24-25 Community Artist Program (CAP)



Booking a CAP Artist:

Step 1. – Read Host Guidelines

Step 2. – Review CAP Roster online

Step 3. – Submit a CAP Request Form online with event details at least five weeks in advance

Step 4. – OAC staff will contact artist and host to confirm availability

Step 5. – Contact artist to make final arrangements

Private events not eligible.

Events must be free and open to the public.

Events must occur within City limits of Dallas and must adhere to all listed guidelines.



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Review: Cultural Organizations Program



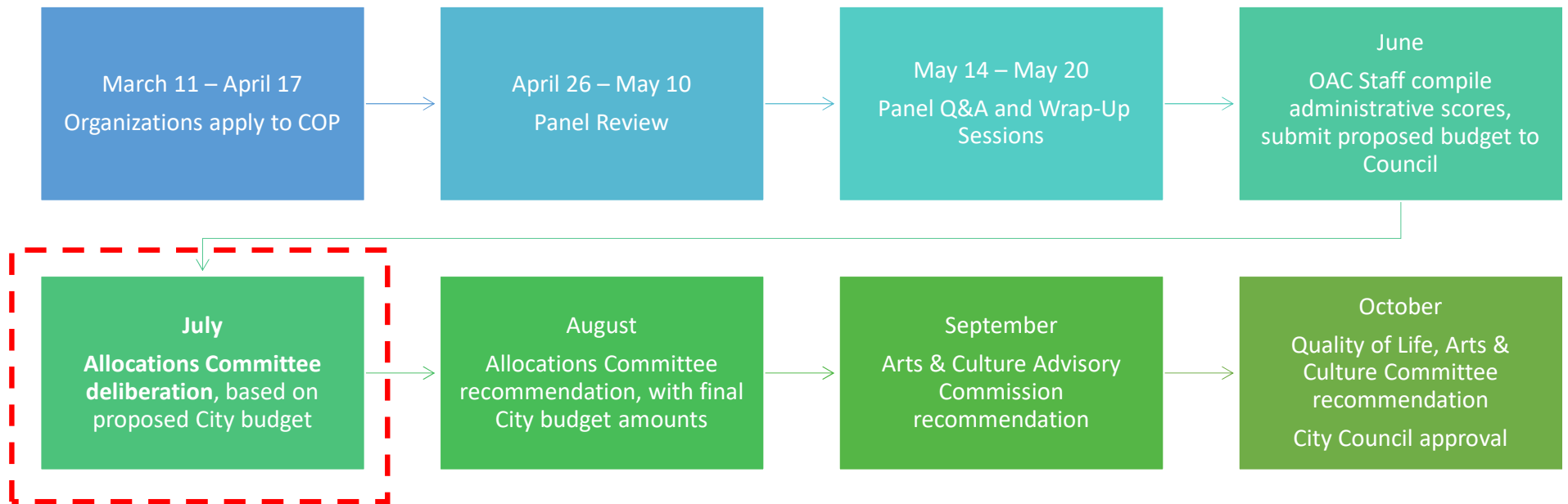
- The COP is used to annually contract cultural services with established nonprofit cultural organizations.
- Eligibility includes:
 - At least \$100K in annual revenue
 - At least 3 years' 501c3 status in good standing
 - At least 1 staff member paid through W2
 - Dallas (non-P.O. box) location, with >50% programming located in Dallas
- Typically, organizations are awarded funding as a percentage of revenue (either last year or 3-year-average). Last year, Allocations also instituted a “minimum” for each tier, as a percentage of revenue.



Review: COP Selection Process



March through October, 2024



58 Total Applications: 7 New Applicants



- Tier 1: Pegasus Media Project*^
- Tier 2: Art House Dallas
- Tier 3: Artist Outreach*, Young Leaders Strong City^
- Tier 4: Dallas Contemporary; Deep Vellum Publishing*#
- Tier 5: Nasher Sculpture Center*
- Tier 6: n/a

* Indicates previous OAC funding awardee through ArtsActivate

Indicates previous OAC funding awardee through COP

^ Indicates ALAANA organization



Base Scenario



- We are assuming that we will have no increases or decreases in funding from last year – final budget amounts will be shared with staff by August.
- However, several individual funding amounts will change:
 - **Did not return:** Old City Park
 - **Hit funding caps due to revenue decrease:** Fine Arts Chamber Players, Teatro Dallas, and USA Film
 - **Have not fulfilled compliance of applications:** Flamenco Fever, Orchestra of New Spain
- This allows us to reallocate \$146,042 in future scenarios



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)



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%



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ArtsActivate



- ArtsActivate is an annual, three-round funding program to support art projects across Dallas.
- Individual artists may receive up to \$8K per project, and 501c3 organizations may receive up to \$16K per project based on organization revenue.
- Bilingual marketing materials are available, as well as a Spanish application, Spanish guidelines, and bilingual office hours/info sessions.
- As of 7/5/2024, **207 application drafts** have been started in the portal.



ArtsActivate 2025 Round 1

Timeline

- June 27 from 6:00pm-7:00pm – In-Person Information Session at Pleasant Grove Library
- **July 3 – Application Opened**
- July 3 from 6:00pm-7:00pm – “Opening Day” In-Person Information Session at LCC
- July 9 from 12:00pm- 1:00pm* – In-person Bilingual Information Session at Tin District (West Dallas)
- July 11 from 12:00pm-1:00pm – Bilingual Virtual Information Session
- July 11 from 6:00pm- 7:00pm – Virtual Info Session
- July 13 from 11:00am-12:00pm – In Person Information Session at BHCC
- July 23 from 12:00pm-1:00pm – Bilingual Virtual Open Office Hours
- July 27 from 12:00pm-1:00pm – Virtual Open Office Hours
- **July 29 – Application Closes**



*change

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Culture of Value



- ArtsActivate is a microgrant for ALAANA artists and organizations. Artists and orgs can receive up to \$3K to present a 1-day event at a library or rec center
- Applications were open from June 17 – 30. Over 80 applicants applied; 32 will be selected.
 - Applications will be reviewed this month by a joint team of staff from the Dallas Public Library, Dallas Parks & Recreation, and Office of Arts and Culture
- From August 15 – September 15, 32 projects will be presented at libraries and rec centers in **every Dallas City Council district**



Allocations Calendar



- August 1: Allocations Meeting
- September 5: Allocations Meeting



Appendix



Notable Funding Cap Changes



- A funding “cap” has to do with revenue, *not* peer groups. It is the maximum amount we are allowed to award, based on revenue.
- Three organizations’ “caps” are currently lower than the amount they received last year.
 - We are working with these organizations to determine if these are their final 990 amounts.
 - If this is the case, we will notify these organizations of potential funding decreases in advance.
- Recall: Funding caps represent **possibilities**, not final amounts

Organization	Current Tier	Prior Year CALCULATED Revenue	Current Year CALCULATED Revenue ⁺	Funding 23-24 (ACTUAL)	Funding Cap 24-25	Potential Change in \$
Fine Arts Chamber Players ⁺ [^]	1	\$182,244	\$158,389	\$53,171	\$47,516.90	-\$5,654.10
Teatro Dallas ⁺ ⁺	1	\$322,399	\$274,151	\$92,166	\$81,037.75	-\$11,128.25
USA Film Festival ⁺	1	\$265,735	\$264,071	\$78,934	\$78,517.75	-\$416.25

*ALAANA Organizations

+ 3-year average used rather than current year revenue (used if average was greater than revenue)

[^]Organizations received a decrease in funding from 2022-23 than 2021-22

