



City of Dallas

Allocations Committee

December 7, 2023

Office of Arts and Culture
City of Dallas

Agenda



- WRR & KERA advertisements
- ArtsActivate, Round 2 Scenarios
- ArtsActivate and Cultural Organizations
Program: Guidelines & Timelines
- OAC Staff Updates



WRR & KERA



- During the 2023-24 fiscal year, WRR Classical 101.1 and the City of Dallas Office of Arts and Culture will sponsor underwriting for first-time WRR clients. These are similar to public support announcements, and will be free to the selected groups (*Dallas-based non-profit cultural organizations and City of Dallas departments, excluding OAC*).
- Airtime packages will be available in sets of 15-second messages, or “spots.” Applicants may select one or more types of packages but will only receive a maximum of one.
 - PACKAGE 1: Arts organizations (all): 3-week event package
 - PACKAGE 2: Arts organizations that identify as ALAANA: 13-week branding package + 3-week event package
 - PACKAGE 3: City of Dallas departments, excluding OAC: 14-week branding/PSA*

*CoD departments with a marketing budget are also excluded from this opportunity.



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ArtsActivate Round 2: Summary



- Round 2 applications opened on September 20, 2023 and closed at 11:59 p.m. on October 16, 2023.
- 106 applicants received by deadline
 - 5 Spanish language applicants | 101 English
 - 43 new | 63 returning applicants
 - 58 Individual Artists | 48 organizations
- Of these, 91 applications went to panel



ArtsActivate Round 2: Budget



- The total ArtsActivate budget for FY 2023-24 is \$1,300,000 to be divided among 3 rounds.
- Last round, we intentionally spent \$612,667 to allow for an influx of applicants.
- This leaves \$687,333 for the two remaining rounds, or \$343,667 per round.



Scenario 1: Fully Funding 34



- **Individual Artists Funded (17)**

- Awards 100% funding to all Individual Artists who received above a 94% normalized score

- **Organizations Funded (17)**

- Awards 100% funding to all Organizations who received above a 95% normalized score
- 37% projects funded, all fully funded
- 68% ALAANA funding

- Ensures that **artists are paid the full amount requested**
- Allows for all organizations to complete projects **without revising scopes**
- **Limits the number of projects** and artists funded
- Limited number of artists new to the City's programs



Scenario 2: Funding 40



- **Individual Artists Funded: 24**

- Awards 100% funding to all Individual Artists who received above a 95% score
- Awards 75% funding to all other Individual Artists in the top halves of their panel groups

- **Organizations Funded: 16**

- Groups A and B:
 - Awards 100% funding to organizations with above a 98% score
 - Awards 75% funding to organizations with above a 94% score AND in top half of panel group
- Groups C & D:
 - Caps max funding at \$12K (eligible for \$14K or \$16K)
 - Awards 75% funding for organizations with above a 95% score

- 43% of projects funded

- 73% ALAANA funding

- Allows for **more artists funded**
- Allows for a (slightly) higher percentage of dollars to go to **ALAANA** organizations
- Allows for a higher number of **new artists** to join ArtsActivate
- May **require more staff and artist communication**, if artists not fully funded need to scale down scopes of work
- **Higher risk of incomplete projects** from artists/orgs with partial funding, especially if OAC was their only funding stream
- Larger organizations receive less



Conflicts of Interest



- Once a motion is made – **Does any Commissioner have a conflict of interest with any organizations or individuals proposed for funding?**
 - A conflict of interest exists if a reviewer holds any of the following relationships with an applicant organization:
 - Director
 - Trustee
 - Board member
 - Salaried employee (includes former if left in the last 2 years)
 - Client
 - Spouse of employee/board member/trustee, etc.
 - Ongoing volunteer, including affiliated artist/performer/ensemble member
 - Any adversarial relationship with the organization or its leadership
 - Additionally, a conflict of interest exists if a reviewer could benefit financially in any way from their association with a COP applicant on their review list
- This applies to **last year, current year, or commitments for next year**



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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



ArtsActivate Guidelines: Update



- We will be “pausing” work on ArtsActivate guidelines until January for further research on the equity tool.
- You will receive a draft of the ArtsActivate and the CAP guidelines for your review in January and February.
- Thank you for your emails and comments – they are always appreciated.



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	



COP Guidelines: Update



- You will receive a copy of COP guidelines for your review by Friday, 12/22/2023.
- We will review in the January meeting (1/4/2024), vote in February (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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Annual Report: Follow-up from Last Meeting



- As a follow-up from Allocations Committee feedback provided to staff in November's meeting, the following objectives will be provided to the Annual Report Committee on behalf of the Allocations Committee:
 - The Allocations Committee will continue to keep equity at the forefront of the Office of Arts and Culture's funding allocation process, guided by the Dallas Cultural Plan and the Racial Equity Plan.
 - The Allocations Committee will review and approve staff-written guidelines for all funding programs annually.
 - The Allocations Committee will promote recruitment to the OAC Review Panel Roster, to ensure that the roster reflects the diversity and arts expertise of the City of Dallas.



Planned Cultural Programs Team Transitions



- Please point interested candidates in your network to our City jobs website:
<https://www.governmentjobs.com/careers/dallas>
- Can filter by “Office of Arts and Culture”
 - Administrative Specialist 1
 - Role posted and closed 12/1/2023
 - Supervisor – Events
 - Role posted and will close 12/11/2023
 - Senior Contracts Compliance Administrator
 - The role will open on NeoGov next week (*planned expanded role for 2 individuals*)
- Please direct your constituents with funding program questions to
OACFundingPrograms@dallas.gov.



Allocations Calendar



- January 4, 2024*: Allocations Meeting
 - Guideline review: Cultural Organizations Program (COP) Guidelines (*will receive copy of guidelines ahead of discussion*)
 - Cultural Programs team will take edits/suggestions until January 15, 2024.
- February 1, 2024: Allocations Meeting
 - Guideline vote: COP
 - Guideline review: CAP, ArtsActivate (*will receive copies of guidelines ahead of discussion*)
- March 7, 2024: Allocations Meeting
 - Guideline vote: CAP, ArtsActivate
 - Allocations vote: ArtsActivate, Round 3

