



City of Dallas

Allocations Committee

March 7, 2024

Office of Arts and Culture
City of Dallas

Agenda



- Culture of Value 2024 Briefing
- ArtsActivate 2024 – Round 3 Funding Allocation
- FY 2024-25 Community Artist Program Guidelines
- FY 2024-25 ArtsActivate Guidelines



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
2022-24	National Endowment for the Arts	\$198,000	67
2023-24	General Fund	\$100,000	~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
- 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
- Call for artists to match them with Rec Centers and Libraries based on facility needs and artist disciplines
- A goal of widespread services across the City of Dallas, at least one in each Council District
- 8-12 weeks of Culture of Value run to celebrate the program and promote services across the City of Dallas
- By partnering with City facilities, insurance requirements are likely to be waived (background checks may be required)



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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



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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 whose 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



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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, a one-time payment will be made after proof of completion of the project



Culture of Value



PROJECTED TIMELINE

DATE	ACTION
March 1 – 31	Artist survey; Program prep
April 1 – 15	Promotion of program/application
April 15 – 30	Application Period
May 1 – 20	Application Review
May 21	Notice of award
May 22 – June 30	Requisition prep period
June 17 – 30	Press release, promotion of Culture of Value
July 1 – September 15*	Service period
*exception for proposed programming for Hispanic Heritage Month, service period through October 15	



Culture of Value



ARTIST ENGAGEMENT SURVEY

- Would you be willing to be paired with a Dallas Public Library branch or Dallas Recreation Center location rather than finding a venue yourself?
- Do you foresee any challenges about being paired with a library or recreation center?
- What is the farthest distance from your home/headquarters location that you would be willing to travel to a matched library or recreation center?
- What would be important to you about your matched location, other than distance from your home? Please explain.
- Is there any special equipment that your matched venue must have in order for your project to be successful?
- Would removing the Certificate of Insurance requirement and replacing it with a background check make your one-time service easier to execute?
- Is there other feedback that you'd like to share about Culture of Value microgrant program from past years? Ideas to improve this program?



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ArtsActivate Round 3: Summary



- Round 3 applications opened on January 3, 2024 and closed at 11:59 p.m. on January 29, 2024.
- OAC offered 4 information sessions (*1 in person, 3 virtual*) and 3 open office hours for questions
- 116 applicants received by deadline
 - 5 Spanish language applicants | 111 English
 - 61 Individual Artists | 55 organizations
- Of these, 91 applications went to panel



ArtsActivate Round 3: Budget



- The total ArtsActivate budget for FY 2023-24 is \$1,300,000 to be divided among 3 rounds.
- In Round 1, we intentionally spent **\$612,667** to allow for an influx of applicants. This left \$687,333 for the two remaining rounds, or \$343,667 per round.
- We spent **\$341,678** in the selected Round 2 Scenario.
- Additionally, Building Opportunities and Opening Minds (BOOM) let us know that they will be unable to complete their project recommended for funding in Round 2, which adds **\$12,000 back to the budget.**
- This leaves **\$357,655** for Round 3.



ArtsActivate Scenario 1



- Funds DRAFT
- Each project's request is fully funded
- NEW: Includes “waiting list” if for some reason, an artist or organization recommended for funding chooses not to complete their funded project (will be notified by June)



ArtsActivate Scenario 2



- Funds DRAFT
- Each project's request is at least 75% funded
- NEW: Includes "waiting list" if for some reason, an artist or organization chooses not to complete their funded project



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Proposed CAP 2025 Updates



OAC Proposed Updates/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.



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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>)	
Update dates, etc. for 2025	Fixed dates, typos, and general streamlining	Full Document	

As these were met favorably by commissioners, these changes are reflected in the Guidelines



ArtsActivate Guidelines: Option 1



- **Panel Score: 75 points**

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

In this scenario:

1. Cultural Plan analysis shifts to panelists
2. Equity Impact Tool is awarded up to 5 points.
3. Neighborhood typologies are weighted up to 5 points rather than 10.

- **Admin Score: 25 points**

- Application & Contract Compliance (5 points)
- Projected Budget Support (5 points)
- **Neighborhood Typologies (5 points) – green 5, pink 4, blue 3, yellow 2, and no/ambiguous location is 0**
- **Equity Impact Assessment (5 points) – 1 point for each point on EIA tool**
- **Nonprofits only** – Board & Staff Diversity (5 points) OR **Individual Artists only** – Venue & Date confirmation (5 points)



ArtsActivate Guidelines: Option 2



- **Panel Score: 75 points**

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

The only change to these guidelines for 2024-25 would be that Cultural Plan analysis shifts to panelists, rather than OAC staff

- **Admin Score: 25 points**

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



Notes on both options



- Option 1:
 - **For:** Accuracy concerns about the EIA tool were addressed in the FAQ document submitted from the Office of Equity and Inclusion (included in briefing packets). Scoring rewards artists for placing programs in locations identified for additional resources from the City to meet its racial equity goals.
 - **Against:** Lowering the points for typology could impact scoring for districts that have a low score on the EIA tool. Additionally, adding a tool creates an additional layer of complexity for staff to manage, and for applicants to understand. Finally, this tool is not the only tool to assess racial equity goals. A further discussion could be had next year to find a better fit.
- Option 2:
 - **For:** Cleaner, clearer application for applicants and staff (one tool to check, rather than two)
 - **Against:** Rewards artists for placing projects in areas with fewer artistic resources available (Cultural Plan) but does not reward artists for locating projects in areas that have been identified for racial equity goals (Racial Equity Plan).



Allocations Calendar



- March 11, 2024: Cultural Organizations Program (COP) opens
- April 4, 2024: Allocations Meeting
- April 17, 2024: Cultural Organizations Program (COP) closes



Appendix



Recall: Key Explanations for Changes



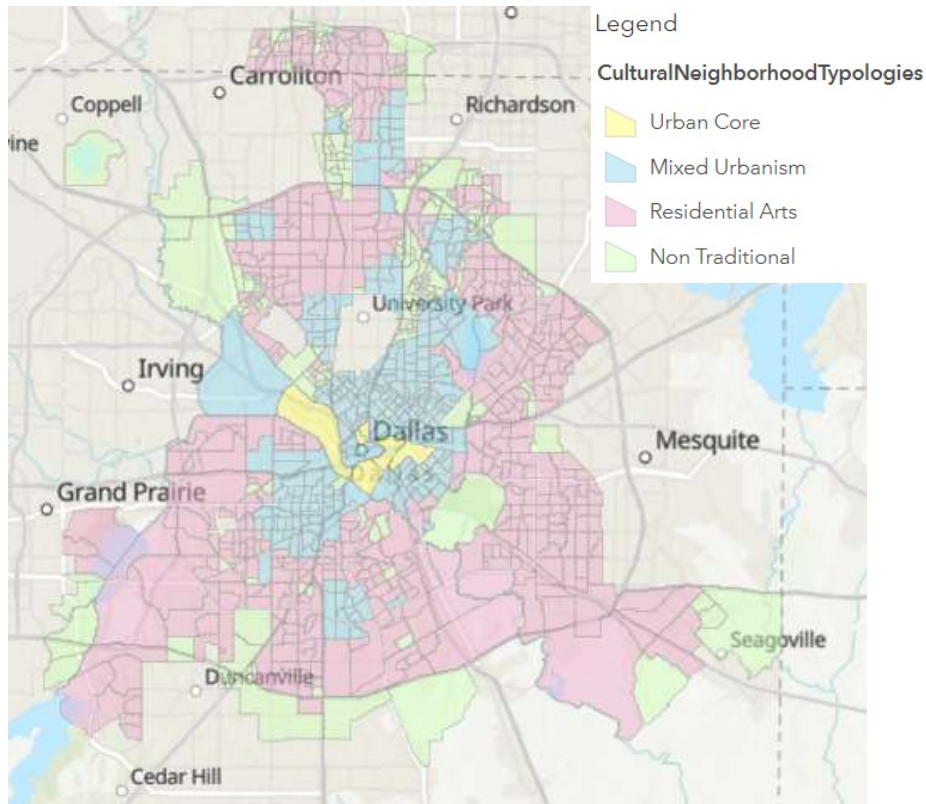
- **Change: Neighborhood typology changes to 5 points, and Equity Impact Assessment is added.**

- **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.*)



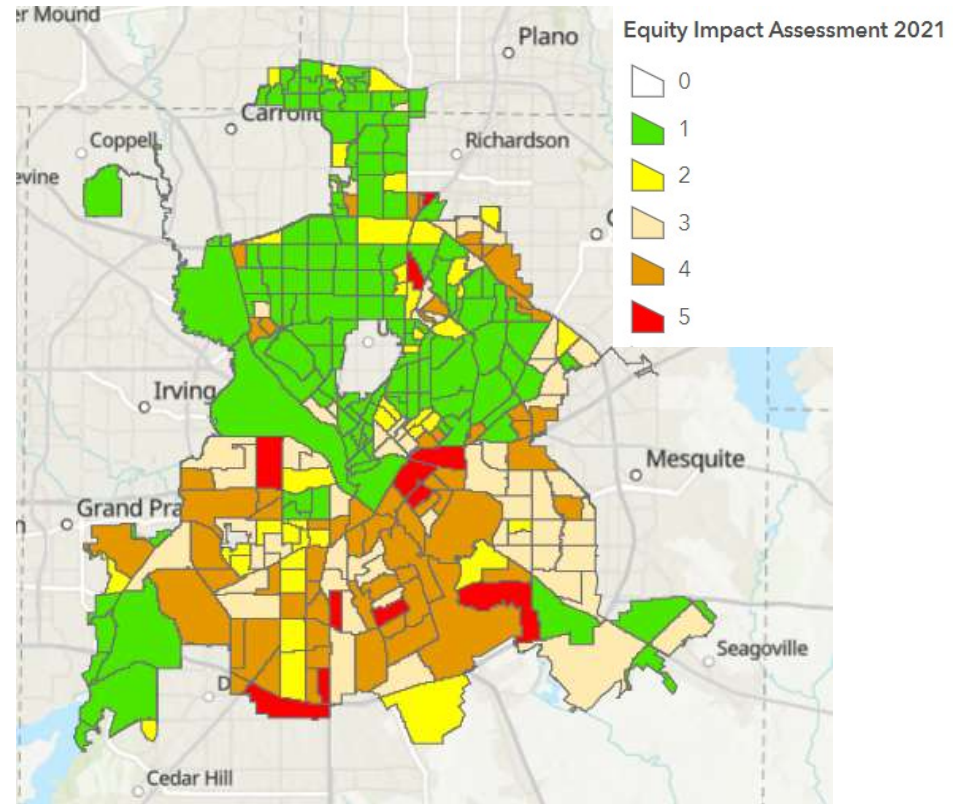
Maps

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>

Recall: 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.

