



Office of Cultural Affairs

CITY OF DALLAS

FY 2018-19 Cultural Vitality Program Guidelines

Community Engagement Funding For
Non-Profit Organizations and
Individual Artists



City of Dallas

Cultural Vitality Program (CVP)

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INTRODUCTION

OCA's Vision

An equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

OCA's Mission

The Office of Cultural Affairs works to enhance the vitality of the city and the quality of life for all Dallas residents by creating an equitable environment wherein artists as well as arts and cultural organizations thrive; people of all ages enjoy opportunities for creative expression; and all celebrate our multicultural heritage.

Our mission is to support and grow a sustainable cultural ecosystem that ensures all residents and visitors have opportunities to experience arts and culture throughout the city.

Statement on Cultural Equity

In Dallas, we envision a city of people whose success and well-being are not pre-determined by their race, age, disability, sexual orientation, gender, social status, zip code, or citizen status. We recognize that artistic and cultural expression are fundamental to the development of our identity, as individuals and as a community at large. We assert the right for all people to have access to arts and cultural experiences throughout Dallas.

We recognize the historic legacies of racism, overt bias and injustice that shape our present reality. In fact, the City of Dallas' arts funding originated to support organizations of the Western European canon, collectively referred to as "The Big Six." Going forward, we will strive to support the broadest range of art forms and creative producers, considering inclusivity, diversity and neighborhood impact to direct resources equitably to artists and organizations. We will work to build a robust arts ecosystem that continually evolves to better reflect the diverse composition of Dallas. Towards this end, we recognize and affirm the potential of new and emerging artists and organizations.

The Office of Cultural Affairs will serve as convener and connector to catalyze equity in the policies and practices of its partners across the Dallas arts ecosystem. Core to this is leading other organizations and private resource providers to advance diversity, equity and inclusion in concrete, measurable ways. Annually, the Office of Cultural Affairs will summarize its own support for artists and arts organizations, highlighting measures of equity and diversity.

As we work together to create a more vibrant Dallas, the Office of Cultural Affairs is committed to nurturing the wide diversity of creative culture and experiences that make up this great city.

[Note: The above Vision, Mission, and Equity Statement are proposed drafts in the *Dallas Cultural Plan 2018*, to be considered for adoption by the Dallas City Council in November 2018.]

CULTURAL VITALITY PROGRAM (CVP) OVERVIEW

OCA Definition of Community Engagement

To establish a thriving cultural ecosystem that ensures all Dallas citizens and visitors have an opportunity to experience the finest in arts and culture. OCA commits to championing policies and practices of cultural equity that help empower a just, inclusive, and equitable City.

CVP Community Engagement projects should be innovative projects or services that create active and ongoing engagement with people, neighborhoods and communities in Dallas. They should celebrate our diversity, build community connections and enhance the visibility of neighborhoods through arts and culture. Priority will be given to projects or residencies focusing on neighborhoods outside of downtown Dallas.

The Cultural Vitality Program aims to fund the following categories of Community Engagement projects:

1. Projects by non-profit organizations in neighborhoods or communities
2. Projects or short-term neighborhood residency programs by individual artists or artist collectives in neighborhoods or communities
3. On-going community workshops or short-term neighborhood residency programs by ALAANA artists and organizations¹

Project Definition

For Fiscal Year 2018-19 the Cultural Vitality Program focus is on projects that support community engagement.

A project is defined as a specific one-time event or production (such as one concert, theater production, exhibit, etc.) or a project that includes a series of events using one theme or title.

¹ ALAANA means African, Latinx, Asian, Arab, and Native American. This also includes Native Hawaiian and Pacific Islander (category as defined by the US Census Bureau). ALAANA Organization means an organization whose primary intention, practices, and mission is by, for, or about ALAANA artists, cultures, and communities. The word “for” refers to the intention of the organization to perpetuate, promote, and present art that is representative of an ALAANA culture and people and/or is given form by ALAANA artists.

Residency Program Definition

Residencies are tailored to the needs of a specific neighborhood, community, or host site(s). Residency programs are implemented by artists or organizations with a history of engagement and a commitment to utilize arts education for community development. The goal of the residency program is to provide an opportunity for communities to collaborate on projects that develop positive and sustainable neighborhood outcomes. Residency programs are a minimum of 2 weeks and a maximum of 12 weeks.

Art in Public Places Projects

Artists and organizations proposing to do projects of art in public places, which are defined as permanent or temporary visual art installations in locations that are visible and accessible to the public, must obtain permission from the property owner prior to submitting a CVP application. **Projects can not be installed on any City-owned property to qualify for this funding.**

Privately Owned Property – If a private person or company/organization owns the property, the applicant must obtain a formal letter of support and authorization from the owner allowing the applicant to install the proposed artwork. This letter must be included with the application. Without the property owner’s written consent, the application cannot be reviewed.

Applications must align with at least one of the following Cultural Equity goals:

1. **Enhance understanding** of and respect for diverse cultural traditions, heritages and forms of expression
2. **Increase access** and inclusivity in the experience of art and creativity for communities that have been historically underserved
3. **Connect** individuals from diverse cultures, ages and economic means in an effort to strengthen communities and/or neighborhoods through the arts
4. **Invest** in historically underserved communities with artists or organizations rooted in that community to build individual capacity and economic viability

Funding Request Amounts

Organizations and Artists can apply for funding in one of the following funding levels:

1. **Individual Artists and Artist Collectives**

Funding requests can be made from \$2,000 - \$15,000

2. Organizations with operating budgets under \$100,000

Funding requests can be made from \$2,500 - \$10,000

3. Organizations with operating budgets from \$100,001 - \$1,000,000

Funding requests can be made from \$2,500 - \$15,000

4. Organizations with operating budgets over \$1,000,000

Funding requests can be made from \$5,000 - \$20,000

(Funding awards can't be more than 25% of the organization's operating budget)

All funding awards will be determined by the total panel score and a funding matrix. **ANY ORGANIZATION/ARTIST WHOSE TOTAL PANEL SCORE IS UNDER 70% WILL NOT BE FUNDED.** See "Review of Applications" for scoring detail.

All accepted applicants will be required to present their proposal to a community review panel.

Percentage of Funds Awarded

No more than 20% of the total Cultural Vitality Program will be awarded to organizations with budgets over \$1,000,000.

CVP FUNDING TIME LINE

November 2, 2018	FY18-19 CVP Application Period Opens
December 3, 2018	FY18-19 CVP Application Period Closes
December 7, 2018	CVP Applications sent to Review Panel
January 9-10, 2019	CVP Panel Presentations
January 25, 2019	CVP applicants notified of funded projects or residencies that start after February 15, 2019 and completed by September 15, 2019*

*The project or residency start date and end date must happen during this time frame to be considered for funding

NEED ASSISTANCE?

For general inquiries or assistance, please contact the OCA Cultural Programs Division staff:

Charla Sanderson

Cultural Programs Manager

charla.sanderson@dallascityhall.com

214-670-4065

Glenn Ayars

Contract Compliance Administrator

glenn.ayars@dallascityhall.com

214-671-0878

Rhonda Ivery

Artist Resource Coordinator

rhonda.ivery@dallascityhall.com

214-671-8573

ORGANIZATION / ARTIST APPLICANT ELIGIBILITY

1. Organizations/Artists will only be eligible for one CVP award per fiscal year
2. Organizations/Artists may only submit one application consisting of one project or residency – **multiple projects will not be accepted**
3. Applications must align with one of the Cultural Equity outcomes (see page 5)
4. Organizations must have at least a 3-year operating history
5. Individual artists must have at least 3 years of professional experience in their field and provide a resume or vita **AND** examples of their work
6. All projects must happen within the city limits of Dallas (double check at <http://gis.dallascityhall.com/cityinfo/>)
7. The organization's administrative office or individual artist's residence must be located within the city limits of Dallas. P.O. Boxes will not be accepted as proof of office or residence location within the city limits of Dallas.
8. Projects or residencies must be completed by September 15, 2019
9. The organization/artist must be willing and able to enter into a contract with the City and meet the requirements associated with receiving funds from the City.
10. Organizations must be tax-exempt under section 501(c)(3) of the Internal Revenue Code
11. Any funded organization/artist must comply with regulations pertaining to federal grant recipients including, but not limited to, Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Education Amendments of 1972, the Americans with Disabilities Act of 1990, and the Drug Free Workplace Act of 1988
12. Any funded organization/artist must obtain and maintain during the Contract term all necessary licenses, permits, insurance and other approvals required by law or the City for the provision of services
13. If funded in the previous year's program cycle, the artist or organization must be compliant with the contract in order to apply for future funding in the program. Organizations or artists who fail to successfully complete their contract are not eligible for funding in the subsequent funding cycle of the same program.

INELIGIBLE ORGANIZATIONS/ARTISTS AND ACTIVITIES

Applications **will not** be accepted for the following:

1. Activities which do not have a cultural or artistic focus

2. Projects or programming that are currently being funded by another OCA funding program that is stated in the scope of services of the funding program contract
3. Projects planned primarily for fundraising purposes
4. Activities restricted to members or which do not benefit the general public
5. College/university or school projects that are part of a course or curriculum for credit or which do not benefit the general public
6. OCA does not fund cash prizes or awards
7. Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
8. Activities that have occurred prior to the signing of the cultural service contract
9. Underwriting of past deficits
10. Endowments
11. Travel costs outside of Dallas
12. Lobbying, attorney's fees, fees for penalties, and fees for incorporation or obtaining tax-exempt status
13. Public art projects that take place on City property, or that would require review by the City's Public Art Committee
14. New full or part time staff positions
15. Alcoholic beverages and food
16. Exhibitions or projects for personal financial gain
17. Festivals
18. Commercial (for-profit) enterprises or activities including concessions, food, t-shirts or other items

GENERAL APPLICATION GUIDELINES

Before you begin your application, carefully read all applicable CVP program guidelines.

- Develop your application so that it addresses applicable program goals and evaluation criteria.
- Complete every required section and upload any additional required documents.
- Check your work and make sure that your financial data is accurate and complete.

All supplementary materials submitted should reflect the quality of your artistic product. Poorly produced supplementary materials, including audio or visual materials, may do more harm than good.

Contact the Cultural Contracts Staff for clarification.

Helpful Tips for Preparing Your Application

1. Read the guidelines, funding application instructions and criteria before beginning the application process.
2. Plan your narrative following the questions and funding criteria. Plan your answers carefully to avoid repetition.
3. Write to the funding criteria. Remember all applications are reviewed based on how well the application meets the funding criteria.
4. Don't assume. Those who review your proposal may have no knowledge of you/your organization or its programming. Make sure you describe existing and proposed programs in detail. The application should stand on its own merits.
5. Avoid generalizations. Rather than stating, "We have operated a successful series of concerts for the last four years," use numbers to prove your case. For example, "We have produced six plays with 10-performance runs for the last four years to audiences ranging from 75 to 100 per each performance.
6. Proofread. Before submitting your application, have at least one person proofread it. If the reader has questions, it is likely that the reviewers will as well. Applications that contain frequent typographical errors, poor grammar or misspelled words do not give a positive impression of the applicant.

To Apply

Apply online at www.dallasculture.org, click on "Funding Programs" Information that will be needed to apply:

1. Date(s) of the project or residency: remember that the project or residency start date and end date must happen between February 15, 2019 and September 15, 2019.
2. Description of the project or residency and its merit to be funded, which includes the location, timeframe and details as to how the project or residency will be produced
3. Marketing and promotion plans for the project or residency
4. The project or residency's ability to reach new or expanded audiences
5. Proposed budget for the project or residency
- 6. Individual Artists are required to submit resumes or vitas and two pieces that are representational of the artist's work.**
- 7. Organizations are required to include a history of the organization and at least two items of supplemental material that represent and showcase the organization's work.**
- 8. Organizations will also need to provide their IRS non-profit status documents**

SELECTION PROCESS AND CONTRACT AWARD

Review of Applications

OCA staff will first review all application proposals to ensure accuracy, inclusion of all material and if the project meets the criteria of the Cultural Vitality Program. Only applications meeting the criteria and vetted by OCA staff will move forward to the panel for review and a presentation by the organization or individual. Organizations/artists will be notified of whether they are funded or not on a timely basis after the deadline and processing of the proposals.

A knowledgeable and trained panel of community volunteers will review the applications and be present for the applicant's presentation. They will then score the applications according to the criteria below.

1. Alignment with the Cultural Vitality Program funding goals (15 pts)
2. Organizational and artistic history (15 pts)
3. Quality of proposed project or residency (30 pts)
4. Capability and planning experience to complete the project or residency (20 pts)
5. Community engagement and need for the project or residency (10 pts)

Panel scores add up to a possible total score of 90 points

Applicants will also be scored by the OCA Administrative staff for a possible total score of 10 points for the following:

- **Cultural Diversity (3 points)** – Organization/Artist has demonstrated a commitment to cultural diversity in all aspects of its operations such as board, staff, programs, audiences and outreach.
- **Project Timeline (3 points)** – The project or residency description and supporting documentation will be able to be completed within the funding timeline.
- **Project Budget (3 point)** – The project or residency revenue and expenses are aligned to support successful completion of the project
- **Supplemental Material (1 point)** – Organization/Artist has provided all of the required supplemental material to support the application

Administrative points add up to a possible total score of 10 points

The panelist scores are forwarded to the Allocations Committee of the Cultural Affairs Commission for review. The Committee recommends a level of funding for each organization taking into consideration the panel scoring, the funding request, and the total

available funding budget for the Cultural Vitality Program. The funding level is determined by a funding matrix. It is the policy of the Cultural Affairs Commission to recommend funding artists and organizations who have demonstrated excellence. Organizations/Artists who do not meet the baseline score of 70% will not be considered for funding.

Final approval of all contracts is upon execution by the city manager following approval as to form by the city attorney.

Presentations to the Review Panel

After the initial review by OCA staff, every Organization/Artist that is applying for funding is required to make a presentation to the Review Panel. Applicant organizations must be represented at the Review Panel meeting by principal representatives, e.g. the Executive Director, Artistic Director, Board President and/or a Financial Officer or other staff as determined by the organization. Individual Artists must be present for the presentation and include other key people associated with the project if applicable. **It is required that all approved applicants make a presentation to the panel.** If the Organization/Artist does not make their presentation, then their application will be rejected from consideration for funding.

The presentation times will be allotted in the following manner:

5 minutes – Presentation time for the organization/artist to the Review Panel

5 minutes - Q and A time for Review panel members with the organization/artist

A notice about what type of audio-visual equipment will be available for the presentation will be sent to applicants prior to the panel dates.

The number and types of Review Panels will be determined by the number and type of applications received.

CONTRACTUAL REQUIREMENTS

Contracts with the City

Project awards are made by contract with the City of Dallas. Contracts will include a scope of work that details project purpose, goals, milestones, schedule and payment terms. Contracts must be signed by the vendor (i.e., the organization/artist) and the City Manager, and approved as to form by the City Attorney. Before the City executes the contract, it will be forwarded to the Office of Risk Management for review and a determination of insurance requirements. **YOU MAY BE REQUIRED TO PROVIDE PROOF OF APPROPRIATE INSURANCE BEFORE THE CONTRACT IS EXECUTED. PAYMENT TERMS WILL BE BASED ON THE SCOPE OF WORK, AND CAN ONLY BE MADE FOR SERVICES RENDERED. NO PAYMENTS WILL BE MADE PRIOR TO A PROJECT BEING STARTED; PROJECT START INCLUDES FINAL EXECUTION OF THE CONTRACT. MULTIPLE PAYMENTS BASED ON PROJECT MILESTONES WILL BE CONSIDERED. INVOICES MUST BE SUBMITTED TO OCA IN ORDER TO PROCESS PAYMENTS. IT MAY TAKE UP TO 30 DAYS FROM THE DATE THE INVOICE WAS RECEIVED FOR THE CITY TO ISSUE A CHECK.**

Additional Important Information

- You will need to complete your project within the contract dates. If you need an extension you will need to contact: Charla Sanderson, Cultural Programs Manager.
- When your project is complete you will need to fill out a simple final report and provide documentation of your project to the Office of Cultural Affairs before the final payment can be made.
- If your project is not completed you will be required to return all funds back to the City.

Becoming a City Vendor

You must become a vendor in the City system before a contract can be executed. This is basically setting up an account for you in the City system to be able to cut a check. You will need to do this before we can process your contract if you are funded. Go to the following City of Dallas website to register: <http://bids.dallascityhall.com>

Once you have finished registering, the system will create a vendor number for you. We will need that number for part of your contract paperwork. **Be sure that the name and address that you put in the vendor system are the same as what will be in your contract.** Please email the vendor number to: charla.sanderson@dallascityhall.com

Signed Contract Time Frame

Contracts may be executed electronically or by paper, as determined by the City. If a paper contract is required, awarded organizations or artists will provide **three** copies of their contract signature page with the wet/original signature of the authorized official for the organization/artist.

The following lists the contract process and time limits before payment can be made:

- The Scope of Work (SOW) for the contract is approved by the organization/artist. **The Scope of Work must be approved by the organization/artist no later than one week after receiving them.**
- Organizations/artists receive the Insurance Requirements from Risk Management per their contract and SOW. **Organizations/artists have up to 30 days from the day they receive the Insurance Requirements to provide their Certificate of Insurance (COI) to OCA.**
- Contracts are sent to the organization/artist for signatures. **Signed contracts must be returned to OCA no later than two weeks after they are received.**
- When signed CVP contracts have obtained a memorandum of compliance from the Office of Risk Management stating insurance requirements have been met, CVP contracts go to City Hall for the signatures of the City Manager and the City Attorney.
- When the contract has been returned to OCA and has been approved by the Purchasing department, the first invoice is sent to the organization/artist upon completion of specified contract deliverables in the SOW for first payment.
- Organizations/artists that do not adhere to the above stated time frames for SOW approval, contract signature pages or providing their COI can risk termination of their CVP funding as determined by OCA staff.

Invoices and Payments

Payments will be made in installments as determined by the time frame and scope of work of the project. A portion of the funding will be held until the final report is submitted.

Insurance

Insurance coverage will be required for most funded FY18-19 organizations and artists, especially if you are working with children under the age of 18. Funds cannot be released

without evidence of the required insurance. Proof of insurance must meet the specific terms of the contract. **As soon as the coverage requirements are made from Risk Management, funded organizations/ artists will be notified.** Failure to meet insurance requirements may be reported to the Cultural Affairs Commission and could result in contract termination. (For more information on obtaining insurance coverage and amounts required, please contact Glenn Ayars at glenn.ayars@dallascityhall.com.)

Below is a sample of the types of insurance that may be required – additional types of insurance may be required.

General Liability

Commercial General Liability Insurance including, but not limited to, Premises/Operations, Personal & Advertising Injury, Products/Completed Operations, Independent Contractors and Contractual Liability with minimum combined bodily injury (including death) and property damage limits. The following endorsements shall be added in favor of the City of Dallas: 1) Additional Insured, 2) Waiver of Subrogation and 3) 30-Day Notice of Cancellation.

Auto Liability

If vehicles will be used in the performance of services under the contract - Business Automobile Liability Insurance covering owned, hired, and non-owned vehicles, with a minimum combined bodily injury (including death) and property damage limit. The following endorsements shall be added in favor of the City of Dallas: 1) Additional Insured, 2) Waiver of Subrogation and 3) 30-Day Notice of Cancellation.

Workers' Compensation

If the Artist's employees are performing services under the contract at a City owned facility - Workers' Compensation within the regulations of the Texas Workers' Compensation Act as well as Employers Liability. The following endorsements shall be added in favor of the City of Dallas: 1) Waiver of Subrogation and 2) 30-Day Notice of Cancellation.

Abuse and Molestation

If the organization is doing programming for children under 18 years of age or senior citizens.

Certificates of Insurance

Certificates of Insurance must be written by a company licensed to do business in the State of Texas at the time the policy is issued and be acceptable by the City.

All insurance contracts and certificate(s) of insurance will contain and state, in writing, the following required provisions:

- a. Name the City of Dallas and its officers, employees and elected representatives as additional insureds to all applicable coverages.
- b. State that coverage shall not be canceled except after thirty (30) days written notice to:
 - (i) Office of Cultural Affairs, Attention: Charla Sanderson, Project Manager, 1925 Elm #400, Dallas, Texas 75201 and
 - (ii) Director, Office of Risk Management, 1500 Marilla, 6A-South, Dallas, Texas 75201.
- c. Waive subrogation against the City of Dallas, its officers and employees, for bodily injury (including death), property damage or any other loss.
- d. Provide that the organizations insurance is primary insurance as respects the CITY, its officers, employees and elected representatives.
- e. Ensure that all certificates of insurance identify the service or product being provided and name the City department shown in **REQUIRED PROVISIONS** as the Certificate Holder.
- f. 30-day cancellation clause obligating the insurance company to notify the Office of Cultural Affairs of cancellations or material changes.

Final Reports

All artists/non-profit arts and cultural organizations that are awarded funding will be required to do a final summary report of the project and provide documentation of the work. Final payment will not be made until the final report and documentation are received by the OCA office and approved.

Cultural Diversity

It is the intent of the City's cultural policy to contract with cultural organizations that demonstrate a commitment to diverse community representation on their boards and staffs. In addition, the organizations are expected to demonstrate a commitment to cultural diversity in all aspects of their operations and programming.

Logo and Credit Line

Arts organizations and artists awarded City of Dallas contracts are asked to include the following credit line and logo and also include this in any social media about the project:



“Name of your organization/artist is supported in part by the City of Dallas Office of Cultural Affairs”

Download the logo at <https://dallasculture.org/cultural-programs/logos/>

It is important that the residents of Dallas know that their local tax dollars make it possible for them to enjoy the caliber of arts produced in this city.

Social Media Recognition for your Funded Project with OCA

In social media promotions related to any project being funded, you can tag City of Dallas Office of Cultural Affairs and utilize preferred hashtags when appropriate. Doing so increases the opportunities for re-posting or shares by the OCA and its partners. See OCA/Dallas Culture handles, preferred hashtags and recommendations for social media engagement below.

Twitter

- Through professional and/or personal accounts follow Dallas OCA Twitter account <https://twitter.com/dallasculture>
- When making posts about your project tag us in your tweet by using our handle @dallasculture
- Include the hashtags: #dallasculture #liveart #oca

Facebook

- Through professional and/or personal pages, “like” the City of Dallas Office of Cultural Affairs Facebook page <https://www.facebook.com/dallasculture>
- When making posts about your project, tag in them @City of Dallas Office of Cultural Affairs
- Tag @City of Dallas Office of Cultural Affairs in any photos/videos you post related to your project. Be sure to share photos on the Dallas Culture page as well

- Utilize the #dallasculture #liveart #oca hashtags on Facebook posts of your project

Instagram

- Through professional and/or personal accounts follow Dallas OCA Instagram account https://www.instagram.com/dallas_culture/
- When making posts about your project tag us in your tweet by using our handle @dallas_culture
- Include the hashtags: #dallasculture #liveart #oca