FY 2019-20
CULTURAL ORGANIZATIONS PROGRAM
ABOUT OCA

Vision

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

Mission

► 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.

► 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.
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.

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.
CULTURAL ORGANIZATIONS PROGRAM (COP)

- COP is the organizational support program of the OCA
  - Year-round general operational support
  - October 1, 2019 – September 30, 2020
  - Approximately $4.9 million budget
  - City of Dallas general fund and Hotel Occupancy Tax
  - Supports 34 cultural organizations in FY 2018-19
  - Total combined attendance of over 4.5 million annually
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 4, 2019</td>
<td>FY 2019-20 COP Application Open</td>
</tr>
<tr>
<td>April 19, 2019</td>
<td>FY 2019-20 COP Application Closes</td>
</tr>
<tr>
<td>May 14-17, 2019</td>
<td>COP Panel Presentations</td>
</tr>
<tr>
<td>June-August 2019</td>
<td>COP Review/Funding Level Recommendations</td>
</tr>
<tr>
<td>October 2019</td>
<td>COP Contracts Executed</td>
</tr>
<tr>
<td>January 2020</td>
<td>COP orgs eligible to receive first payment*</td>
</tr>
<tr>
<td>April 15, 2020</td>
<td>COP orgs eligible to receive second payment*</td>
</tr>
<tr>
<td>October 15, 2020</td>
<td>FY 2019-20 COP Final Reports Due</td>
</tr>
<tr>
<td>November 15, 2020</td>
<td>FY 2019-20 COP Final Monthly Report Due</td>
</tr>
</tbody>
</table>

COP orgs eligible to receive final payment after FY 2019-20 Final Report, Final Monthly Report, and most recent financial audit are submitted.*

*if compliance and insurance requirements are met
ELIGIBILITY

- 501(c)(3) Non-Profit Organization
- Minimum of one paid part-time Director/Manager staff member
- Three-year operational history
- Administrative office in the City of Dallas (no PO Box)
- Minimum operational budget of $100,000 based on prior year’s actual audited expenses
- Complete an annual financial audit
- Primary focus of operation and programming in City of Dallas (min. 50%)
FIRST-TIME APPLICANTS

- Those submitting a COP application for the first time
- Those who have applied for COP in the past but have not yet been funded
- Contact OCA Staff

Be prepared to submit:

- Charter and by-laws
- 501(c)(3) IRS letter of determination
- Three-year audited financial history or Form 990s
FY 2019-20 COP APPLICATION

- READ THE GUIDELINES!
- **Online application** found on the COP page of the dallasculture.org website
- Application Steps:
  - 2019-20 COP Application
  - 3-YR Financials and Organization Diversity
  - COP Events
  - COP Supplemental Materials
  - Certification Statement
COP applications are evaluated by OCA staff and Panel Review

**Tier Structure**
- Tier I: $500,000 and under
- Tier II: $500,001 – $999,999
- Tier III: $1,000,000 – $4,999,999
- Tier IV: $5,000,000 and above

**Panel Presentations**
- Organizations must be represented by principal figures
- 5-minute presentation
- 10-minute Q&A
OCA staff compile scores

Allocations Committee recommendation

Arts & Culture Advisory Commission recommendation

Quality of Life, Arts & Culture Committee recommendation

City Council approval

REVIEW PANEL & SELECTION PROCESS
SCORING

- **Review Panel – 70 Points**
  - **Quality of Services (35 points)**
    - The organization exhibits a commitment to high quality standards in its artistic and cultural services and programming for Dallas residents and visitors.
  - **Impact of Community Programming and Neighborhood Outreach (20 Points)**
    - The organization has a broad and significant impact on the residents of Dallas by direct neighborhood/community outreach or an intentional inclusion and involvement of underserved populations and/or outlying neighborhoods/communities at a headquarters location.
  - **Overall (15 points)**
    - The overall evaluation of the organization. The organization demonstrates a benefit to the residents and visitors of Dallas through a strong application and panel presentation.
OCA Staff Administrative Scoring – 30 Points

- Contract Compliance & Financial Viability (8 pts)
- Organization Program Management (8 pts)
- Organization Board Governance (2 pts)
- Adherence to Cultural Policy Diversity Criteria (12 pts) - OBD
The organization has shown the capacity to comply with requirements that are required by the COP contract (measured from the prior complete fiscal year or most recent application). The organization has sound financial viability in fundraising/development and unrestricted net assets (measured from the organization’s most recent audit or Form 990).

**Returning Applicants**
- 2 Points: Monthly Reports
  - 2 = 75%-100%
  - 1 = 51% - 74%
  - 0 = 50% or below
- 2 Points: Audit submitted by deadline
  - 2 = Audit submitted on time
  - 0 = Audit submitted after deadline

**New Applicants**
- 2 Points: IRS non-profit status letter
  - 2 = Letter submitted with application
  - 0 = Letter not submitted with application
- 2 Points: Financial audit or IRS Form 990 submitted
  - 2 = Audit submitted with application
  - 0 = Audit not submitted with application
CONTRACT COMPLIANCE & FINANCIAL VIABILITY (8 pts) cont.

All Applicants

• 2 Points: Fundraising Expense
  • 2 = Ratio less than 20%
  • 1 = Ratio between 20% and 40%
  • 0 = Ratio more than 40%

• 2 Points: Change in unrestricted net assets
  • 2 = Change in unrestricted net assets greater than $0 (surplus)
  • 0 = Change in unrestricted net assets less than $0 (deficit)
ORGANIZATION PROGRAM MANAGEMENT (8 pts)

Organization has performed in a reliable manner in the past in terms of contract sustainability. Organization has performed in a reliable manner in the past in terms of services/public events provided and event attendance.

Returning Applicants (Prior FY Reports)

• 4 Points: Services
  • 4 = Has met or exceeded the proposed service numbers
  • 2 = Has not met the proposed service numbers
  • 0 = Is 50% or lower than the proposed service numbers

• 4 Points: Attendance
  • 4 = Has met or exceeded the proposed attendance numbers
  • 2 = Has not met the proposed attendance numbers
  • 0 = Is 50% or lower than the proposed attendance numbers

New Applicants (2019-20 COP Application)

• 4 Points: Services/Public Events
  • 4 = Shows an increase in both second and third year in services
  • 2 = Shows an increase in either second or third year in services
  • 0 = Shows decrease or no change in both second and third year in services

• 4 Points: Event Attendance
  • 4 = Shows an increase in both second and third year in attendance
  • 2 = Shows an increase in either second or third year in attendance
  • 0 = Shows decrease or no change in both second and third year in event attendance
Organization has “give or get” policy with board of directors. In the most recently completed fiscal year, what percentage of board members contributed either by personal donation or securing predetermined funding from a third party for the organization.

- 2 = 90% - 100% board participation in “give or get” policy
- 1 = 75% - 89% board participation in “give or get” policy
- 0 = Less than 75% board participation in “give or get” policy
Board Diversity (5 points) – Per the City of Dallas Cultural Policy as adopted November 28, 2018, the following goals have been put in place for cultural organizations to demonstrate a commitment to diverse community representation of the organization’s board. (Diversity numbers taken from the FY 2019-20 COP Application)

<table>
<thead>
<tr>
<th>Points</th>
<th>Tier I</th>
<th>Tier II</th>
<th>Tier III</th>
<th>Tier IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>10% or more</td>
<td>10% or more</td>
<td>20% or more</td>
<td>30% or more</td>
</tr>
<tr>
<td>3</td>
<td>3% - 9%</td>
<td>3% - 9%</td>
<td>6% - 19%</td>
<td>10% - 29%</td>
</tr>
<tr>
<td>0</td>
<td>2% or less</td>
<td>2% or less</td>
<td>5% or less</td>
<td>9% or less</td>
</tr>
</tbody>
</table>
Staff Diversity (5 points) – While the Cultural Policy does not set specific goals for staff diversity, the Office of Cultural Affairs will mirror staff diversity goals based on those of board diversity goals and definitions for the purposes of this scoring category. Staff is considered pay-rolled staff, not contracted labor. Because organizations in Tier I generally do not have significant numbers of staff, they are exempt from staff diversity goals.

<table>
<thead>
<tr>
<th>Points</th>
<th>Tier I</th>
<th>Tier II</th>
<th>Tier III</th>
<th>Tier IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td></td>
<td>10% or more</td>
<td>20% or more</td>
<td>30% or more</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>3% - 9%</td>
<td>6% - 19%</td>
<td>10% - 29%</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>2% or less</td>
<td>5% or less</td>
<td>9% or less</td>
</tr>
</tbody>
</table>
Equity, Diversity & Inclusion Policy (2 points) - Per the City of Dallas Cultural Policy as adopted November 28, 2018, organizations receiving operational support through COP must have measurable goals related to equity, diversity and inclusion that are board-approved and published on the organization’s website.

- 2 Points = Organization has completed and published their board-approved policy
- 0 Points = Organization has not completed and published their board-approved policy
COP COMPLIANCE

  - Audited Financial Report
  - Monthly Events & Attendance Reports
  - Final Report
  - Business Inclusion and Development
    - Minority and Women-Owned Business Enterprises (MWBE)
  - Insurance Requirements
  - Logo and Credit Line
  - Complimentary Tickets
PERMITS

Based on the organization’s programming venues or locations, you may need a special event permit issued through the City of Dallas.

- Fire Department – 214-670-4319
  - Fire Marshal (Building occupancy safety)
  - Tent Permits
  - Pyrotechnics (fireworks)
  - Liquid Propane

- Dallas Parks and Recreation Department – 214-670-8740
  - Reservations to use parks (does not include privately managed parks)
PERMITS (CONT.)

► Office of Special Events – 214-939-2701
  ► Street/Lane Closures
  ► Filming/Photo Shoots/Documentaries
  ► Outdoor Gatherings
  ► Use of Portable Restrooms (non-construction)
  ► Tent permits (400 sq ft or larger)

► Texas Alcoholic Beverage Commission – 817-652-5912
  ► Sale of alcoholic beverages (indoor/outdoor)
  ► 2225 East Randol Mill Road, Suite 200
PERMITS (CONT.)

- Building Inspections (Sustainable Development) – 214-760-8160
  - Occupying Vacant Buildings
  - Ensure there is an appropriate Certificate of Occupancy for the Building
  - Ensure you have written authorization from the property owner
  - Attaching/affixing anything to a building

- Vendor permits (sale of merchandise) – 214-948-4480
  - 320 E. Jefferson, Room 100, Dallas, TX 75203

- Consumer Health Department (Food Protection) – 214-670-8083
  - Sale/Distribution of food and/or beverages
  - Feeding the homeless
THANK YOU

Glenn Ayars
Cultural Programs Manager
glenn.ayars@dallascityhall.com

Rhonda Ivery
Artist Resource Coordinator
rhonda.ivery@dallascityhall.com