

ArtsActivate 2020
Information Session

About OCA

- The City of Dallas Office of Cultural Affairs (OCA)
 - established by City Council in 1989
 - works with artists, organizations, businesses, funders, and other partners to serve Dallas residents and visitors
- The OCA's core programs are:
 - Stewardship of 19 City-owned cultural venues
 - 7 managed directly by OCA staff
 - 12 managed by partner organizations
 - \$6 million in cultural support funding
 - 300+ works in the Public Art collection
 - WRR 101.1 FM, broadcasting 100 miles in every direction from Cedar Hill tower

About OCA

- Arts & Culture Advisory Commission (ACAC)
 - Established as an advisory body to the city manager and city council,
 - Make recommendations related to:
 - Establishment and implementation of cultural policies
 - Design, operation and use of city facilities devoted to the arts
 - Development of cultural programs and activities
- ACAC serves as a community advocate for arts and culture in Dallas

Dallas Cultural Plan 2018 and Cultural Policy

- Cultural Plan and Policy were unanimously approved by City Council on November 28, 2018
 - “Cultural Plan” – guiding document with big picture goals and priorities for the next 7-10 years
 - “Cultural Policy” – the approved policy guiding the OCA’s ongoing work
- Nearly 9,000 residents engaged in the year-long process

Development of the 2018 Cultural Plan

- What is the Cultural Plan?
 - Identifies top priorities
 - What is the cultural potential of Dallas?
 - What issues keep Dallas from reaching its cultural potential?
 - How can these be addressed?
 - Provides a blueprint for the future
 - Identifies top-tiered initiatives that Dallas as a whole is poised to launch/bolster
 - Informs an Updated Cultural Policy for the Office of Cultural Affairs

Development of the 2018 Cultural Plan

nearly **9,000** Dallas residents contributing

150+ public, committee, and taskforce meetings

137 Initiatives

31 Strategies

6 Priorities

ONE Coordinated Vision for Dallas' arts and culture

- Equity
- Diversity
- Space
- Support for Artists
- Sustainable Arts Ecosystem
- Communication

Dallas Cultural Policy

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.

Dallas Cultural Policy

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.
- 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.

ArtsActivate 2020

- [ArtsActivate 2020](#) is the project-based cultural funding program through which the City of Dallas Office of Cultural Affairs will provide funding for qualifying arts and cultural projects in the City of Dallas.
- [ArtsActivate 2020](#) is open for proposals from non-profit arts/cultural organizations, social services organizations, individual artists, artist collectives and other eligible non-profit organizations for the 2019-20 fiscal year.
- dallasculture.org/artsactivate2020
- [#artsactivatedallas](#) [#dallasculture](#) [#oca](#)

ArtsActivate 2020 is...

- the new project-based cultural funding program
- combining and replacing the Cultural Projects Funding program and the Cultural Vitality Program
- will open for three rounds for projects taking place during the 2019-20 fiscal year (October 1, 2019 – September 30, 2020)
- applicants are eligible to apply for all three rounds and can be funded a maximum of two times
- applicants may reapply with the same project in any subsequent round if not recommended for funding in a previous round
- applicants who are currently funded in the Cultural Organizations Program (COP) for FY 2019-20 may apply in any given but may only be funded once per fiscal year given that the proposed project is not currently a part of the organization's current COP scope of services

ArtsActivate 2020 Goals:

1. Engage with the Dallas Cultural Plan 2018 and create programming to address its priorities and initiatives
2. Enhance understanding of and respect for diverse cultural traditions, heritages and forms of expression
3. Increase access and inclusivity in the experience of art and creativity for communities that have been historically underserved
4. Connect individuals from diverse cultures, ages and economic means in an effort to strengthen communities and/or neighborhoods through the arts
5. Invest in historically underserved communities with artists or organizations rooted in that community to build individual capacity and economic viability

Definitions

Project

- 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.

Residency

- 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 and services for community development. A residency is an opportunity for artists to provide artistic/cultural services for a continuous period of time.
- Residencies should encompass no less than 30 days within a six-week period if full funding is awarded. The 30-day minimum can be extended for up to six months with full funding. Should an artist be awarded partial funding, the 30-day minimum can be adjusted accordingly.

Definitions

Art in Public Places

- Not to be confused with Public Art, art in public places is defined as permanent or temporary visual art installations in privately owned locations that are visible and accessible to the public. Permission from the property owner must be obtained prior to submitting an [ArtsActivate 2020](#) application.
 - Projects cannot be installed on any City-owned property.
- 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 will not be reviewed.

ArtsActivate 2020 Timelines

ROUND 1

July 15, 2019 – Application Opens

August 12, 2019 – Application Closes

September 9-14 – Panel Presentations

September 23, 2019 – Funding Recommendation Notifications

October 15, 2019 – Earliest start date

September 15, 2020 – Latest end date

ArtsActivate 2020 Timelines

ROUND 2

October 14, 2019 – Application Opens

November 11, 2019 – Application Closes

December 9-14 – Panel Presentations

December 23, 2019 – Funding Recommendation Notifications

January 15, 2020 – Earliest start date

September 15, 2020 – Latest end date

ArtsActivate 2020 Timelines

ROUND 3

January 6, 2020 – Application Opens

February 3, 2020 – Application Closes

February 24-29, 2020 – Panel Presentations

March 9, 2020 – Funding Recommendation Notifications

April 15, 2020 – Earliest start date

September 15, 2020 – Latest end date

Eligibility Requirements

Individual Artists

- Must be a resident of the City of Dallas, or
- Maintain a permanent studio/workspace in the City of Dallas

Non-Profit Organizations

- Must be a 501(c)(3) tax-exempt entity as categorized by the IRS
- Must be authorized to do business in the State of Texas
- Must have an administrative office address in the City of Dallas (P.O. Box does not apply)

ArtsActivate 2020 Guidelines

All projects/residencies must...

- Take place in the City of Dallas
 - This does not include Highland Park, University Park, or Cockrell Hill
- Align with at least one of the [ArtsActivate 2020](#) goals
- Not start until after the respective [ArtsActivate 2020](#) round start date:
 - Round 1: October 15, 2019
 - Round 2: January 15, 2020
 - Round 3: April 15, 2020
- Be completed by September 15, 2020

Tiers

Tier	Description
Tier IA – Projects	Individual Artists – Projects
Tier IA – Residencies	Individual Artists – Residencies
Tier 1	Organizations \$100,000 or less
Tier 2	Organizations \$100,001 - \$500,000
Tier 3	Organizations \$500,001 - \$1,000,000
Tier 4	Organizations \$1,000,000 or more

Funding Requests

Tier	Funding Request Limit
Tier IA – Projects	\$7,500
Tier IA – Residencies	\$15,000
Tier 1	\$10,000
Tier 2 & 3	\$15,000
Tier 4	\$20,000

ArtsActivate 2020 Process

- Application
- Staff Review
- Panel Review/Presentation
- Contracting Process
- Project Execution
- Final Report

ArtsActivate 2020 – Online Application

- Basic Applicant Info
- Project Proposal
 - Important Element of your Application
 - Where reviewers should find the most compelling information
 - Project should be in the planning stage or completely planned
 - Be descriptive and give concrete details. Include – location, dates, people involved, who will it impact, ages involved, how are you going to accomplish the project
 - Have achievable goals and outcomes
 - Write so anyone can understand – don't assume
 - Spell Check

ArtsActivate 2020 - Application (cont.)

- Budget

- Budget reflects the needs of the project and shows good use of City dollars
- Be sure and check the Project Guidelines – don't include items that can't be funded by OCA
 - Travel, Food/Drink, Scholarships/Awards, etc.
- OCA can only fund projects that happen in Dallas and before services have been completed
- Be sure that you are prepared for the funding coming in installments

- Revenues and Expenses

- Make sure expenses aren't more than the revenue
- Include insurance costs
- Be sure and show your matching funds, if any (can be in kind)
- Make sure you include your funding request

ArtsActivate 2020 - Application (cont.)

- Events Listing
 - List any and all dates and events associated with your project/residency
 - Include addresses and location names
 - Events listing will be used to determine the Neighborhood Typology administrative score
 - Chose ideal location with at least a soft confirmation of venue availability
 - If venue must change, show a good faith effort to find another venue that is in the same typology and/or serves a similar audience
- Supplemental Materials
 - Uploading the right material to support your project is important – check the guidelines
 - Choose strong visual pieces or YouTube clips to help support what you are planning
 - Limit the number of materials – more is not always better
 - Make sure that you check the Guidelines for any required information
 - Make sure that the materials relate to what you are proposing

ArtsActivate 2020 – Staff Review

- Staff reviews and vets applications for compliance
 - Location and time frame
 - All materials and information complete
 - Sound proposal
 - Budget in order
 - Executable project

ArtsActivate 2020 – Panel Review/Presentations

- 5 Minute presentation to the panel for Artists and Organizations
- 5 minute Q and A
- Pre-Scheduled times
- Scored by a combination of Panel score and OCA Administrative Score.
- Scores forwarded to the Allocations Committee of the Arts & Culture Advisory Commission for recommendation

ArtsActivate 2020 – Scoring

Review Panel Scoring

- Quality of Services (35 points)
 - The applicant 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 applicant 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 headquarter location.
- Overall (15 points)
 - The overall evaluation of the applicant. The applicant demonstrates a benefit to the residents and visitors of Dallas through a strong application and panel presentation.

ArtsActivate 2020 – Scoring

OCA Administrative Scoring – Individual Artists

- Date & Venue Availability Confirmation (5 points)
 - The applicant has exhibited due diligence in proper planning and coordination to, at a minimum, confirm that any proposed dates are available at a desired venue/location and that such is reported in the Events Listing step of the application

OCA Administrative Scoring – Organizations

- Financial Viability (2.5 points)
 - The organization has sound financial viability based on unrestricted net assets (measured from the organization's most recent fiscal year financial audit or Form 990)

ArtsActivate 2020 – Scoring

OCA Administrative Scoring – Organizations

- Board & Staff Diversity (5 points)
 - Board Diversity (2.5 points)

Points	Tier 1	Tier 2	Tier 3	Tier 4
2.5	5% or more	10% or more	10% or more	20% or more
0	Less than 5%	Less than 10%	Less than 10%	Less than 20%

- Staff Diversity (2.5 points)

Points	Tier 1	Tier 2	Tier 3	Tier 4
2.5			10% or more	20% or more
0			Less than 10%	Less than 20%

ArtsActivate 2020 – Scoring

Application and Contracting Compliance

- New applicants have shown the capacity to contact OCA Cultural Programs staff as a new applicant or returning applicants have shown the capacity to comply with previous contracting and reporting deadlines and requirements (measured from the most recent projects-based application for which funding was recommended).

Individual Artists (5 points) / Organizations (2.5 points)

- Contact OCA Cultural Programs Staff (first time applicants)
- Contract Compliance (returning applicants)
 - Most recent funded project contract executed with an on-time submission of final report

ArtsActivate 2020 – Scoring

- Project Budget Support (5 points)
 - Applicant shows percentage of financial support in total proposed project in comparison to the requested funding amount from OCA. This includes in-kind contribution

Individual Artists

Points	Percent of Support
5	10% or more
4	8% - 9.9%
3	6% - 7.9%
2	4% - 5.9%
1	2% - 3.9%
0	Less than 2%

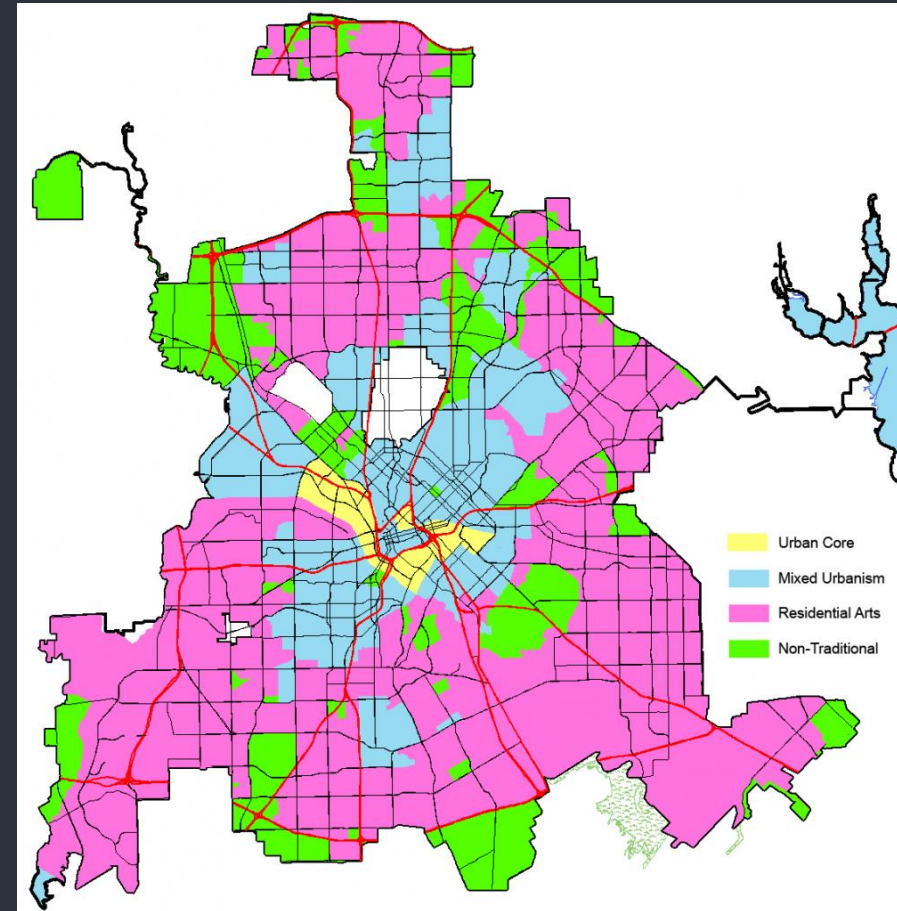
Organizations

Points	Percent of Support
5	50% or more
4	40% - 49%
3	30% - 39%
2	20% - 29%
1	10% - 19%
0	Less than 10 %

ArtsActivate 2020 – Scoring

- Neighborhood Typologies (10 points)
 - Applicant will be scored based on the proposed locations in their proposal. If multiple locations are listed in a proposal, the average score of the locations will be used.

Points	Neighborhood Typology
10	Non-traditional Spaces (green)
7	Residential Arts (red)
5	Mixed Urbanism (blue)
0	Urban Core (yellow)



ArtsActivate 2020 – Scoring

- Cultural Plan Priorities (5 points)
 - Applicant strategically addresses at least one Cultural Plan priority in the submitted application with supporting information justifying which initiatives under the selected priority(-ies) are being met.

Points	Priority Support
5	Clearly supports selected priority(-ies)
3	Somewhat supports selected priorities(-ies)
0	Does not support selected priorities(-ies)

ArtsActivate 2020 – Cultural Plan Priorities Example

Pleasant Grove Spoken Word Residency

An artist would like to present a free residency in Pleasant Grove Library. Series of workshops through a three-month period in writing and spoken word to help local residents express themselves and find a stronger sense of identity and pride in their neighborhood. Ends with a public performance of the works created by the participants in Pleasant Grove.

- Equity
 - Improve equity citywide through expanded and adapted programmatic offerings

ArtsActivate 2020 – Cultural Plan Priorities Example

Pleasant Grove Spoken Word Residency

1. The project will take place in Pleasant Grove and culminate in a final performance for the residents of that neighborhood.
2. The project addresses equity.
3. This project improves upon the priority of equity through addressing a historically underserved neighborhood in Dallas. The project brings free literary programming directly to the local residents of Pleasant Grove presenting a program tailored directly for them. The workshops will allow for the building of relationships between the residents and garner a stronger voice and sense of pride to the neighborhood.

ArtsActivate 2020 – Cultural Plan Priorities Example

Pleasant Grove Spoken Word Residency

1. The project will take place in Pleasant Grove and culminate in a final performance for the residents of that neighborhood.
 - Somewhat supports (3 points)
2. The project addresses equity.
 - Does not support (0 points)
3. This project improves upon the priority of equity through addressing a historically underserved neighborhood in Dallas. The project brings free literary programming directly to the local residents of Pleasant Grove presenting a program tailored directly for them. The workshops will allow for the building of relationships between the residents and garner a stronger voice and sense of pride to the neighborhood.
 - Clearly supports (5 points)

ArtsActivate 2020 – Cultural Plan Priorities Example

Oak Cliff Latinx Mural Project

An organization would like to leverage its resources to bring together Latinx visual artists from Oak Cliff to create a collaborative mural to celebrate the multicultural heritage and impact of the Latinx community in the Oak Cliff neighborhood.

- Support for Artists
 - Maintain the cultural integrity of neighborhoods and address gentrification across the city in partnership with artists living in those areas

ArtsActivate 2020 – Cultural Plan Priorities Example

Oak Cliff Latinx Mural Project

1. In light of the rapid development and gentrification of Oak Cliff, this mural project brings together a group of Latinx visual artists from Oak Cliff and provides them the opportunity to use their talents and experience to collaborate on a mural project that will help highlight the cultural contributions that the Latinx community has made in the Oak Cliff area.
2. The project will give Oak Cliff artists work to address gentrification in the area.
3. We are hiring artists to do a mural project in Oak Cliff.

ArtsActivate 2020 – Cultural Plan Priorities Example

Oak Cliff Latinx Mural Project

1. In light of the rapid development and gentrification of Oak Cliff, this mural project brings together a group of Latinx visual artists from Oak Cliff and provides them the opportunity to use their talents and experience to collaborate on a mural project that will help highlight the cultural contributions that the Latinx community has made in the Oak Cliff area.
 - Clearly supports (5 points)
2. The project will give Oak Cliff artists work to address gentrification in the area.
 - Somewhat supports (3 points)
3. We are hiring artists to do a mural project in Oak Cliff.
 - Does not support (0 points)

Contracting with the City of Dallas

Contracts

- Vendor with the City
- Scope of Work (SOW)
- Deliverables
- INSURANCE →
- Signatures of Artist or Org, City Manager, City Attorney
 - Electronic signatures
- Approved by Purchasing
- Permits

Insurance

- Working with kids or seniors
- Working with anything that could cause injury or harm
- Some type of coverage for most projects
- Possible background check
- Risk Management
- Certificate of Insurance (COI)
- Insurance Requirements
- Include in your budget

ArtsActivate 2020 Final Report

- Every funding project/residency must complete a final report as a part of their contract
- Comprehensive Evaluation
 - Event Summary
 - Services not provided
 - Events & Attendance
 - Demographics

ArtsActivate 2020 Final Report

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Invoicing/Payments

- Once [ArtsActivate 2020](#) contracts are executed, you become eligible to receive payments.
- The City of Dallas operates under the Net 30 premise, which means that it could take 30 days for your invoice to pay out.
- Invoices are submitted for services rendered, and cannot be paid in advance of services.
- Based on your scope of services, you will need to provide verification of completion of certain deliverables (services) before invoices can be submitted for payment.
- As a means of checks and balances, submitted invoices must be reconciled, reviewed, and approved before submitted for payment to the City's Controller's Office.

Invoicing/Payments

- Examples of items which may delay your payment:
 - Contract execution delays
 - Scope approval, insurance requirements, etc.
 - Timeliness of invoice submission
 - Accuracy of invoice info
 - Addresses!!!
 - Data entry errors
 - U.S. Postal Service
 - Etc.

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
- Temporary Assembly Permits (for venues with a non-assembly certificate of occupancy)
 - Contact - Officer Keith Wilson – 214-670-4319 – keith.wilson@dallascityhall.com

Permits

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

- 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!

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