ABOUT OAC

**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 Arts and Culture 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 Arts and Culture 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 OAC
  - Year-round general operational support
  - Fiscal Year: October 1, 2020 – September 30, 2021
  - City of Dallas general fund and Hotel Occupancy Tax
  - Supports 34 cultural organizations in FY 2019-20
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>March 16, 2020</td>
<td>FY 2020-21 COP Online Application Opens</td>
</tr>
<tr>
<td>April 27, 2020</td>
<td>FY 2020-21 COP Application Closes at 11:59 PM</td>
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<tr>
<td>May 12-15, 2020</td>
<td>COP Panel Presentations</td>
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<tr>
<td></td>
<td>Tier 1 – May 12</td>
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<td>Tier 2 – May 13</td>
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<td>Tier 3 – May 14</td>
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<td>Tier 4 – May 15</td>
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<tr>
<td>June 2020 – September 2020</td>
<td>COP Application Review/Funding Levels – Allocations Committee; COP funding recommendations made by the Arts &amp; Culture Advisory Commission</td>
</tr>
<tr>
<td>October 2020</td>
<td>COP funding recommendations approved by City Council; initiation of COP contract execution</td>
</tr>
<tr>
<td>January 2021</td>
<td>COP orgs eligible to receive first payment*</td>
</tr>
<tr>
<td>April 15, 2021</td>
<td>COP orgs eligible to receive second payment*</td>
</tr>
<tr>
<td>October 15, 2021</td>
<td>FY 2020-21 COP Final Reports Due</td>
</tr>
<tr>
<td>November 15, 2020</td>
<td>FY 2020-21 COP Final Monthly Report Due</td>
</tr>
<tr>
<td></td>
<td>COP orgs eligible to receive final payment after FY 2020-21 Final Report, Final Monthly Report, and most recent financial audit are submitted.*</td>
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*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 OAC 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 2020-21 COP APPLICATION

- READ THE GUIDELINES!
- Online application found on the COP page of the dallasculture.org website

Application Steps:
  - FY 2020-21 COP Application
  - 3-YR Financial Summary and Organization Diversity
  - COP Events
  - COP Supplemental Materials
  - Certification Statement
COP applications are evaluated by OAC staff and Panel Review

Tier Structure
- Tier I: $100,000 – $499,999
- Tier II: $500,000 – $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
- 10-minute presentation
- 10-minute Q&A
REVIEW PANEL & SELECTION PROCESS

1. OAC staff compile scores
2. Allocations Committee recommendation
3. Arts & Culture Advisory Commission recommendation
4. Quality of Life, Arts & Culture Committee recommendation
5. City Council approval
**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.
OAC 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)
CONTRACT COMPLIANCE & FINANCIAL VIABILITY (8 pts)

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 (2020-21 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
ADHERENCE TO CULTURAL POLICY
DIVERSITY CRITERIA – 12 POINTS (CONT.)

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 2020-21 COP Application)

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<thead>
<tr>
<th>Points</th>
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<th>Tier III</th>
<th>Tier IV</th>
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<tr>
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<td>3% - 9%</td>
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ADHERENCE TO CULTURAL POLICY
DIVERSITY CRITERIA – 12 POINTS (CONT.)

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.

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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

- COP contracts require compliance for the entirety of the contract period (October 1, 2020 – September 30, 2021).
  - 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

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