

# ArtsActivate 2020

## FY 2019-20 Guidelines: Non-Profit Organizations and Individual Artists

As recommended by the  
Arts and Culture Advisory Commission of the City of Dallas

Approved by the  
City Council of the City of Dallas  
by Council Resolution No. 19-0887  
on June 12, 2019



Office of  
**Cultural Affairs**

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## Introduction

The Office of Cultural Affairs is continuing its work to *activate* the Dallas Cultural Plan 2018 guided by our mission to create an equitable environment wherein artists as well as arts and cultural organizations thrive while ensuring that all Dallas residents have the opportunity to experience arts and culture throughout the city of Dallas.

As we continue to evolve with the guidance of the Cultural Plan and the community, the Cultural Funding Programs Division of OCA is launching a new funding program called ArtsActivate 2020. This new program combines the previous Cultural Projects Funding program and the Cultural Vitality Program. ArtsActivate 2020 will continue to emphasize the goals of neighborhood/community engagement of the Cultural Vitality Program while allowing for more opportunities to apply for funding like the multiple rounds of the Cultural Projects Funding program.

ArtsActivate is the project-based cultural support program through which the City of Dallas Office of Cultural Affairs will contract for cultural services which establish a thriving cultural ecosystem that ensures all Dallas residents 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. ArtsActivate is open for proposals from non-profit arts/cultural organizations, educational institutions, social services organizations, individual artists, collectives and other eligible non-profit organizations.

Artistic and cultural services contracts are awarded using a review panel approach to evaluate applications. This document contains guidelines, program eligibility and review criteria, deadlines, and application instructions for ArtsActivate 2020 managed by the Office of Cultural Affairs (OCA) for fiscal year 2019-20.

ArtsActivate 2020 will open for three rounds during the fiscal year. Applicants are eligible to apply for all three rounds; however, an applicant may only be funded a maximum of two times in a single fiscal year given that the proposed projects are not the same project. Organizations currently funded in the Cultural Organizations Program (COP) for FY 2019-20 may apply in any given ArtsActivate 2020 round but may only be funded once per fiscal year<sup>1</sup> given that the proposed project is not currently a part of the organization's current COP scope of services. Any applicant may reapply in any given round if not recommended for funding in a previous round.

All applicants are required to read the guidelines and application instructions for details of program eligibility and requirements prior to beginning the application process. Guidelines are updated every fiscal year.

Applicants are responsible for the quality, completeness and timely submission of the proposal. Application steps and deadlines are included in this document and online at the Cultural Vitality Program page found at [dallasculture.org/culturalprograms](http://dallasculture.org/culturalprograms). OCA staff are available to answer additional questions. See Contact OCA below.

### Contact OCA

For general inquiries or assistance, please contact the Office of Cultural Affairs, Cultural Programs Division at 214-670-3687, extension 4. Specific staff telephone numbers and email addresses may be found online at [dallasculture.org/contact](http://dallasculture.org/contact).

## Cultural Support Programs

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<sup>1</sup> Current COP Organizations may only be funded once per fiscal year in order to create a broader, more diverse range of programming and participants in the program. This will help forward the goal of providing greater access to various arts and cultural experiences.

The ArtsActivate 2020 is one of OCA's cultural support programs that provides project support as described in the Dallas Cultural Policy, approved by City Council on November 28, 2018 [Section 5(D)(ii)]. Per the Dallas Cultural Policy:

### *Vision*

The Office of Cultural Affairs aims to create an equitable, diverse and connected community, whose residents and visitors thrive through meaningful arts and cultural experiences in every neighborhood across Dallas.

### *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 citizenship 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.

## ArtsActivate 2020 / Application

All organizations, new and previously funded, are required to complete an application and review process to be considered for funding through ArtsActivate 2020.

The ArtsActivate 2020 application can be found on the ArtsActivate page of the OCA website at: <https://dallasculture.org/cultural-programs/>.

Applications must be submitted via the online application system by their respective due date. Hard copies of funding applications will not be accepted.

NOTE: An organization or artist that submits a substantially incomplete application at the time of the deadline, as deemed by the Office of Cultural Affairs, will receive notification via e-mail as to the incomplete status of the application from OCA staff. This will result in the rejection of an application, until the information is provided to the satisfaction of OCA staff.

### *Program Goals*

ArtsActivate 2020 proposals should be innovative projects or residencies 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 the Urban Core (see typology map here: <http://dallasculturalplan.com/typologies/>).

1. Engage with the Dallas Cultural Plan 2018 and create programming to address its priorities and initiatives (see Dallas Cultural Plan 2018 Summary for more information regarding priorities and initiatives: <http://bit.ly/culturalplansummary>)
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 Definition

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 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 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.

### Art in Public Places Projects

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 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.

## General Application Guidelines

### *First Time Applicants*

First time applicants must contact OCA staff (see “Contact OCA” section) before the application deadline. This is to ensure that the applicant is aware of the application requirements and any additional information that is needed.

The term “first-time applicant,” refers to applicants submitting project- or residency-based proposals to OCA for the first time, as well as to applicants that have applied in the past but have not been recommended for funding.

### *Funding Period*

Projects must occur between October 1, 2019 and September 30, 2020 and not before contract execution with the City of Dallas.

## ArtsActivate 2020 Timelines

<b>Round 1 Timeline</b>	
July 15, 2019	Round 1 Application Opens
August 12, 2019	Round 1 Application Closes
September 9-14, 2019	Round 1 Panel Presentations
September 16-20, 2019	Round 1 Application Review/Funding Level Recommendations – Allocations Committee
September 23, 2019	Round 1 Funding Recommendation Notifications to Applicants
October 15, 2019	Earliest start date for Round 1 contracts
September 15, 2020	Latest end date for Round 1 contracts

<b>Round 2 Timeline</b>	
October 14, 2019	Round 2 Application Opens
November 11, 2019	Round 2 Application Closes
December 9-14, 2019	Round 2 Panel Presentations
December 16-20, 2019	Round 2 Application Review/Funding Level Recommendations – Allocations Committee
December 23, 2019	Round 2 Funding Recommendation Notifications to Applicants
January 15, 2020	Earliest start date for Round 2 contracts
September 15, 2020	Latest end date for Round 2 contracts
<b>Round 3 Timeline</b>	
January 6, 2020	Round 3 Application Opens
February 3, 2020	Round 3 Application Closes
February 24-29, 2020	Round 3 Panel Presentations
March 2-7, 2020	Round 3 Application Review/Funding Level Recommendations – Allocations Committee
March 9, 2020	Round 3 Funding Recommendation Notifications to Applicants
April 15, 2020	Earliest start date for Round 3 contracts
September 15, 2020	Latest end date for Round 3 contracts

## Eligibility Requirements

- Applications must align with one of the ArtsActivate 2020 goals (see above)
- Priority will be given to organizations with a minimum of a 3-year operating history
- Priority will be given to artists with at least 3 years of professional experience in their field
- Artists must provide a resume or vita AND examples of their work
- Projects or residencies must be completed by September 15, 2020
- Organizations/Artists must be willing and able to enter into a contract with the City and meet the requirements associated with receiving funds from the City.
- Organizations must be a 501(c)(3) tax-exempt entity as provided by the U.S. Internal Revenue Code, as amended, in good standing
- Organizations must be in-compliance with local, state, and federal laws prohibiting discrimination.
- Organizations must be authorized to transact business in the State of Texas.
- All projects must occur within the city limits of Dallas to receive funding and must be completed by the end of the City’s fiscal year (September 30, 2020). NOTE: Highland Park, University Park, and Cockrell Hill are NOT considered within the City limits of Dallas. (see City of Dallas boundaries at this map: <http://gis.dallascityhall.com/cityinfo/>)
- Organization’s prior year IRS 990 must be submitted with their application
- Organizations must have administrative offices permanently located in the City of Dallas. This does NOT include P.O. Boxes – organization must have a physical office and Dallas address
- Organizations must have non-discriminatory employment and personnel practices
- Organizations/Artists must have professional direction for the proposed project
- Must work to demonstrate commitment to cultural equity, diversity, and inclusion in all aspects of the organization's operations and programming
- Must obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services during the contract term
- Organizations/Artists who were at fault and/or failed to successfully complete their contract in the previous City of Dallas fiscal year are not eligible to apply for project-based funding in FY 2019-20

- Comply with regulations pertaining to federal grant recipients including 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
- Pursuant to Dallas City Code 2-36, Organizations/Artists that are indebted to the City or delinquent in any payment owed to the City under a contract or other legal obligation are not eligible for this program

### Ineligible Activities

Applications will not be accepted for the following:

- Activities which do not have a cultural or artistic focus
- Projects planned primarily for fundraising purposes
- Activities restricted to members or which do not benefit the public
- Tuition expenses
- College/university or school projects that are part of a course or curriculum or which do not benefit the public
- Fellowships/grants to individuals (does not prevent purchase from individuals)
- Scholarships, cash prizes or awards
- Travel
- Underwriting of capital expenditures (buildings, land, permanent equipment or artwork)
- Purchase of artwork or public art on city property
- Underwriting of past deficits
- Activities of Dallas based organizations that occur outside of the city limits of Dallas. NOTE: Highland Park and University Park are considered outside the city limits of Dallas
- Endowments
- Non-contract related services, lobbying, attorney's fees, fees for penalties, and fees for incorporation or obtaining tax-exempt status
- Alcoholic beverages and food
- Festivals that are organized by managers or promoters for profit or that the organizer is promoting but not participating in
- Publication of books for personal promotion
- Exhibitions or projects for personal financial gain
- Events or projects that don't have the proper permits or insurance coverage
- Commercial (for-profit) enterprises or activities

### Panel Review & Selection Process

Applications for ArtsActivate 2020 are evaluated by a Review Panel. The review panel should, to the greatest extent possible, reflect the diversity of the City of Dallas, without sacrificing expertise, knowledge, or demonstrated interest in arts and culture.

Nominations to Review Panels shall be provided by interested members of the public, the Arts & Culture Advisory Commission, and City staff. In no instance shall a City employee, Arts & Culture Advisory Commissioner, or other City official be a voting member of a review panel.

Review panel members shall be independent, impartial, and responsible only to the people of the City and shall comply with the Code of Ethics in Chapter 12A of the Dallas City Code including, but not limited to, recusal and disclosure provisions. Panelists should strive to avoid the appearance and risk of impropriety.

## Tier Structure

All applicants will be reviewed in tier levels. Individual artists will be grouped into tiers based on project or residency, while organizations will be grouped into tiers based on their operating budget from the previous completed year's budget found in the application or referenced in their IRS 990. Unless scheduling prohibits otherwise, there will be one review panel for each organization tier level. Artists may be split into multiple panel days depending on capacity and number of applicants for panel review. Each panel will consist of a diverse group of people knowledgeable in the visual arts, dance, theatre, music, literature, film and other fields as pertains to the organizations in that tier. The tier levels are as follows;

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 \$1,000,001 or more

## Panel Presentation

ArtsActivate 2020 applications are evaluated by a Review Panel whose membership is taken from a list of qualified candidates nominated from the field and recommended by the Allocations Committee of the Arts & Culture Advisory Commission. All applicants will be required to present to the panel a brief project summary and answer questions following the presentation.

Applicants will be notified by email of the scheduled time and date for their panel review.

Individual artists must be represented at the review panel presentation by the individual artist and any partners involved in the project. Organizations should be represented at the review panel presentation by principal representatives, e.g. the executive director, artistic director, board president and/or a financial officer or other senior staff as determined by the organization.

The presentation times will be allotted in the following manner:

- 2 minutes – Artist or organization will be introduced to the panel members
- 5 minutes – Presentation time for the artist or organization to the panel
- 5 minutes - Q and A time for panel members with the artist or organization

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

Failure to attend the review panel meeting will result in the artist or organization project being disqualified.

## Selection

Panel and staff scores are forwarded to the Allocations Committee of the Arts & Culture Advisory Commission for review. The Allocations Committee recommends a level of funding for each applicant taking into consideration the scoring, prior year funding, funding projections, contract compliance, and fiscal management of applicants. **An applicant whose normalized panel score is below 70% will not be considered for funding.** All scores are normalized within their tier. Normalizing a score means each score is divided by the highest score of that tier.

All funding levels are determined by the panel score, OCA administrative score, and the availability of funding for the year, with final funding recommendation by the Allocations Committee of the Arts & Culture Advisory Commission and final approval by the Director of Cultural Affairs.

Variances from these guidelines may be approved by the Director; however, material variances shall require City Council approval. Material variances include:

- Changes in tier structure, and maximum awards by tier
- Changes in scoring criteria
- Non-profit status requirements
- Status as a Dallas-based organization or artist
- Changes to ineligible activities
- Allowing a Dallas-based organization or artist to receive multiple awards within fiscal year 2019-20

### *Funding Request Amounts*

Organizations can apply for a maximum funding request based on its respective tier. The maximum funding requests are as follows:

Tier IA (Projects)	\$7,500
Tier IA (Residencies)	\$15,000
Tier 1	\$10,000
Tier 2 & 3	\$15,000
Tier 4	\$20,000

### *Arts Activate 2020 Funding Allocation*

No more than 20% of the total ArtsActivate 2020 available funding will be awarded to organizations with budget over \$1,000,000.

### *Scoring*

Each applicant will be scored on a 100-point scale. Seventy (70) points will be scored by the review panel. The remaining 30 points will be an administrative and compliance score calculated by OCA staff.

### *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.

## OCA Administrative Scoring

### Non-Profit 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).

**2.5 Points:** Change in unrestricted net assets

2.5 = Change in unrestricted net assets greater than \$0 (surplus)

0 = Change in unrestricted net assets less than \$0 (deficit)

**Application and Contracting Compliance (2.5 Points)** – 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).

**2.5 Points:** Contact OCA Cultural Programs Staff (First Time Applicants)

2.5 = Contacted OCA Cultural Programs Staff prior to application submission

0 = No record of contacting OCA Cultural Programs Staff prior to application submission

**2.5 Points:** Contract Compliance (Returning Applicants)

2.5 = Most recent funded project contract executed with an on-time submission of final report

0 = Failed execution of most recent project contract or late submission of final report

### **Board & Staff Diversity (5 Points) <sup>2</sup>**

**Board Diversity (2.5 points)** – Per the City of Dallas Cultural Policy as adopted November 28, 2018, the 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 ArtsActivate 2020 application)

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)** – 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. NOTE: Organizations with only 1 staff member will receive full points for staff diversity.

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

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<sup>2</sup> Diversity (as relates to board and staff goals) means the percentage of non-majority (based on race/ethnicity) members of a board or staff. For example, if the goal is at least 10% diversity on a board, an organization meeting that goal must have no more than 90% of any one racial/ethnic group on their board.

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

Points	Percent of Support
5	50% or more
4	40% - 49%
3	30% - 39%
2	20% - 29%
1	10% - 19%
0	9% or less

**Neighborhood Typologies (10 points)** – Based on the Cultural Plan as approved by City Council on November 28, 2018, neighborhood typologies were outlined for the City of Dallas to identify and illustrate how different neighborhoods in Dallas are served by the city’s arts and culture ecosystem. Applicants 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. See map of typologies here: <http://dallasculturalplan.com/typologies/>

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

**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. See description of priorities and initiatives in the Dallas Cultural Plan Summary here: <http://bit.ly/culturalplansummary>

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

Individual Artists

**Application and Contracting Compliance (5 Points)** – The artist has either 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).

**5 Points:** Contact OCA Cultural Programs Staff (First Time Applicants)

- 5 = Contacted OCA Cultural Programs Staff prior to application submission
- 0 = No record of contacting OCA Cultural Programs Staff prior to application submission

**5 Points:** Contract Compliance (Returning Applicants)

- 5 = Most recent funded project contract executed with an on-time submission of final report
- 0 = Failed execution of most recent project contract or late submission of final report

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

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%

**Date & Venue Availability Confirmation (5 Points)<sup>3</sup>** – 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.

- 5 = Confirmation that date and venue/location of proposed programming is available at time of application and recorded in Events Listing of application
- 0 = No confirmation that date and venue of proposed programming is available, or no date or venue/location listed in Events Listing of application

**Neighborhood Typologies (10 points)** – Based on the Cultural Plan as approved by City Council on November 28, 2018, neighborhood typologies were outlined for the City of Dallas to identify and illustrate how different neighborhoods in Dallas are served by the city’s arts and culture ecosystem. Applicants 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. See map of typologies here: <http://dallasculturalplan.com/typologies/>

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

**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. See description of priorities and initiatives in the Dallas Cultural Plan Summary here: <http://bit.ly/culturalplansummary>

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

## Payment

Payments will be made in installments for services that have been performed, as determined by the time frame and scope of work of the project. A portion of the funding will be held until after the final report is submitted.

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<sup>3</sup> Does not require that an artist pay to secure a venue, only that a date and venue are potentially available pending funding recommendation from OCA.

## Compliance

If an applicant's panel score and review leads to a funding level being recommended by the Arts & Culture Advisory Commission, notification will be sent to the artist or organization after the funding process has been completed.

### Contracting Deadlines

The following lists the deadlines an applicant must follow during the contracting process:

Scope of Work Approval – 1 week after initial receipt of an initial draft of scope of work

Certificate of Insurance – 30 days after receipt of Risk Assessment Memo and Insurance Requirements

Signing of Contract – 48 hours to sign or respond with questions or concerns (contract sent electronically via Adobe Sign)

### Insurance Requirements

Insurance may be required of artists and organizations recommended for funding and contracting with the City of Dallas. Insurance requirements are included in the contract and are determined by the Office of Risk Management. A Certificate of Insurance (COI) must be submitted to the City covering the entire term of the contract. Funds cannot be released without a memorandum of compliance from the Office of Risk Management stating insurance requirements have been met. Proof of insurance must meet the specific terms of the contract. During the contract term, applicants are required to obtain and maintain all necessary licenses, permits, insurance and other approvals required by law for the provision of services.

Failure to meet insurance requirements will be reported to the Allocations Committee of the Arts & Culture Advisory Commission and is a default under the contract. This will result in contract termination, if the default is not cured within the timeframe required under the contract. (For more information on insurance requirements please see FY 2019-20 Cultural Projects Funding Resource Guide)

### Final Reporting

A final report for the project should be submitted to the OCA by the pre-determined due date referenced in the Scope of Work. The final report includes an itemized amount of project expenditures and revenue, and a narrative summary of the project. Samples of promotional materials and programs / playbills relating to the project are required. Failure to submit the final report by the due date may result in loss of funding and future eligibility for projects-based support from the OCA.

### Logo and Credit Line

It is imperative 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. All contractors must recognize the City of Dallas in the same way it recognizes other contributors in terms of benefits, type size on publications, and frequency of acknowledgment.

Arts organizations and artists awarded City of Dallas contracts for cultural services must include the following credit line and logo in publications, programs, press releases, season brochures, lobby displays, advertising and every other mode of public communication:

“(Name of your organization/program) is supported in part by the City of Dallas Office of Cultural Affairs.”

Download the logo at <https://dallasculture.org/our-logo/>

## Social Media Recognition

In social media promotions related to any service funded by COP, you can tag City of Dallas Office of Cultural Affairs and utilize preferred hashtags when appropriate. See 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: #artsactivatedallas, #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 DallasOffice of Cultural Affairs
- Tag @City of DallasOffice 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 #artsactivatedallas #dallasculture #liveart #oca hashtags on Facebook posts of your projects

### **Instagram**

- Through professional and/or personal accounts follow Dallas OCA Instagram account [https://www.instagram.com/dallas\\_culture/](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: #artsactivatedallas #dallasculture #liveart #oca

## Complimentary Tickets

Organizations and artists shall make available up to four complimentary tickets per event, program, production, exhibition or other activity produced under the contracted services to the Office of Cultural Affairs for the purpose of allowing City staff to assess the management and operation of City-owned facilities within their jurisdiction and to oversee City sponsored events.

Receipt of complimentary tickets by City staff is subject to the provisions of the City’s Gift Policy for City Employees, provided in Council Resolution 17-0516 adopted on March 22, 2017.