

FY 2017-18 OCA Measures of Equity and Diversity

January 2019



City of Dallas

Office of Cultural Affairs
City of Dallas

Overview

- The Dallas Cultural Plan and an updated Cultural Policy were unanimously adopted by Dallas City Council on November 28, 2018
- Based on the input of over 9,000 residents during the year-long process, the Dallas Cultural Plan identified six priority areas for the Dallas arts ecosystem: Equity, Diversity, Space, Support for Artists, a Sustainable Arts Ecosystem, and Communication
- Both the Plan and the Policy provided in the Statement on Cultural Equity that: *Annually, the Office of Cultural Affairs will summarize its own support for artists and arts organizations, highlighting measures of equity and diversity*
 - This statement was developed by the Equity Task Force in the summer of 2018, approved by the Steering Committee of the Dallas Cultural Plan in August 2018, approved by the Arts and Culture Advisory Commission in September 2018, and approved by Dallas City Council in November 2018

Dallas Cultural Plan and OCA 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.

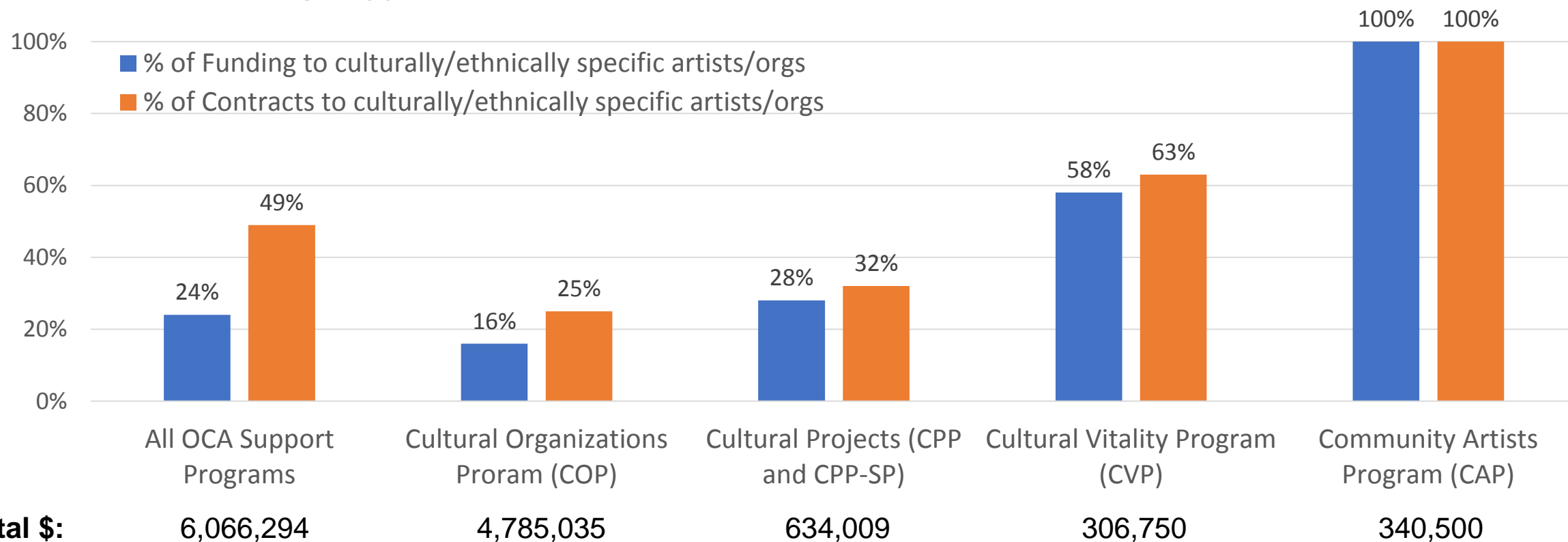
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FY 2017-18 OCA Support and Measures Highlighting Diversity and Equity

- In FY 2017-18 (October 1 2017 – September 30 2018), the Office of Cultural Affairs had 171 contracts worth over \$6 million with artist and organizations through the Cultural Support Programs
 - The programs were: Cultural Organizations Program (COP), Cultural Projects (CPP and CPP-SP), Cultural Vitality Program (CVP), and Community Artists Program (CAP)
- Through this funding, OCA's partners provided arts and cultural experiences to almost 6 million Dallas residents and visitors
- Full details of the 2018 updated Cultural Policy goals related to diversity and equity are in the appendix

FY 2017-18 OCA culturally/ethnically-specific funding (as defined in previous 2002 cultural policy)

FY17-18 OCA Funding/Support



*Note: Does not include Big Thought, other organizations/artists that may self-identify as ALAANA (African, Latinx, Asian, Native American, Arab)

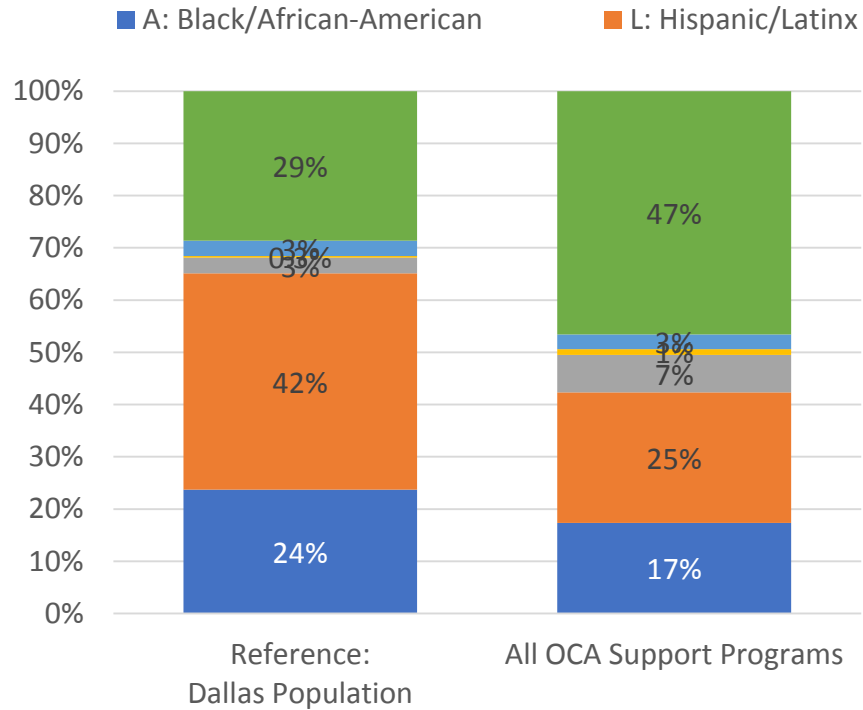
Under new policy, OCA is beginning to report on other diversity, including ALAANA audience diversity

FY 2017-18	Total participants	% ALAANA participants	Total ALAANA participants
All Support Programs (as reported):	5,969,333	53%	3,189,848
Cultural Organizations Program (COP)	5,558,085	53%	2,962,385
Cultural Projects (CPP and CPP-SP)	354,441	52%	184,386
Cultural Vitality Program (CVP)	19,063	72%	13,739
Community Artists Program (CAP)	37,057	77%	28,662
<i>City of Dallas - Population Estimates from US Census as of July 1, 2018*</i>	1,341,057	72.3%	969,584

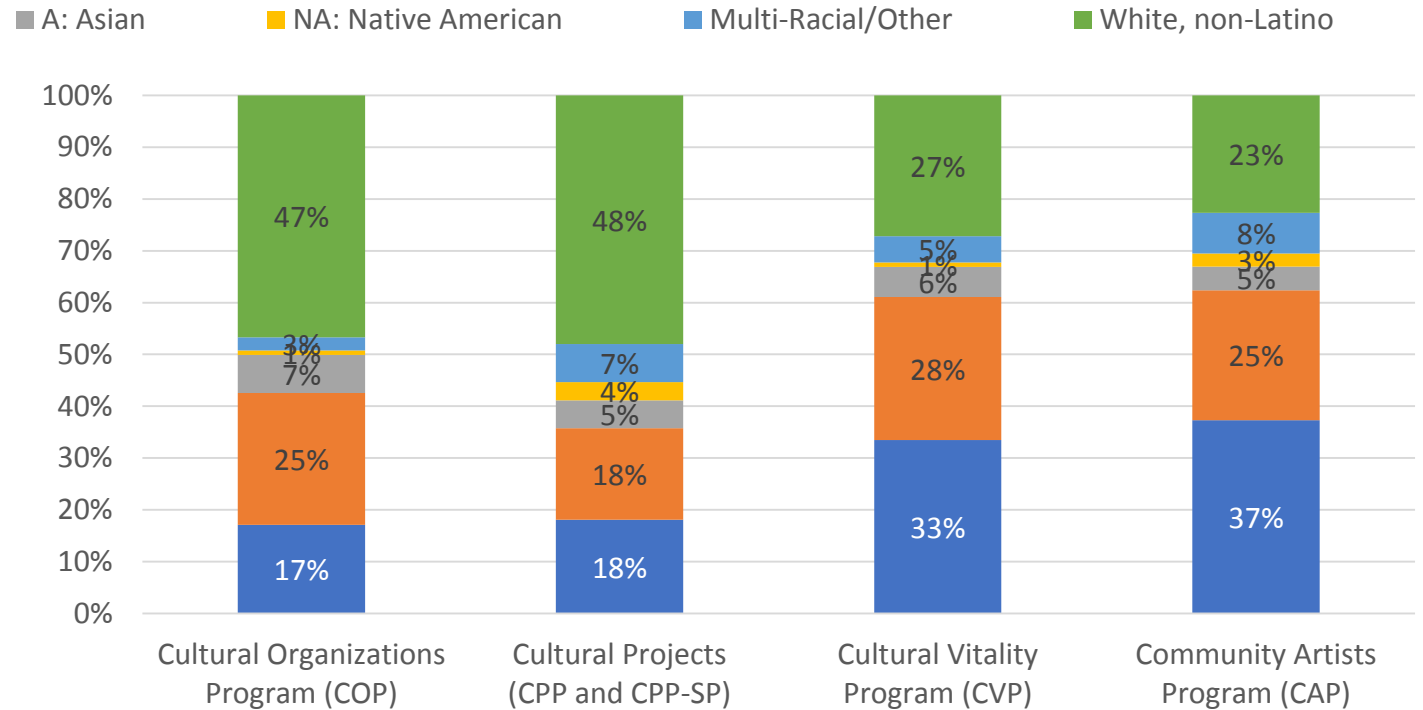
*Note: ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Cultural Policy.

Audiences reached partially reflect Dallas population; largest gap is in reaching Latinx audiences across all programs

FY17-18 Dallas Population vs. Audience Demographics



By Program: FY 17-18 Audience Demographics



Note: Arab/Arab-American/Middle Eastern was not tracked in FY17-18, but will be tracked in FY18-19. Native American includes the Census categories American Indian/Alaskan Native and Native Hawaiian/Pacific Islander; Dallas Population is from Census Bureau for the city of Dallas from 2018.

COP organizations contracted with M/WBEs and reported on their workforce's demographic makeup

- In FY17-18, the 32 COP organizations reported contracting \$5.9 million with Minority/Women Business Enterprises

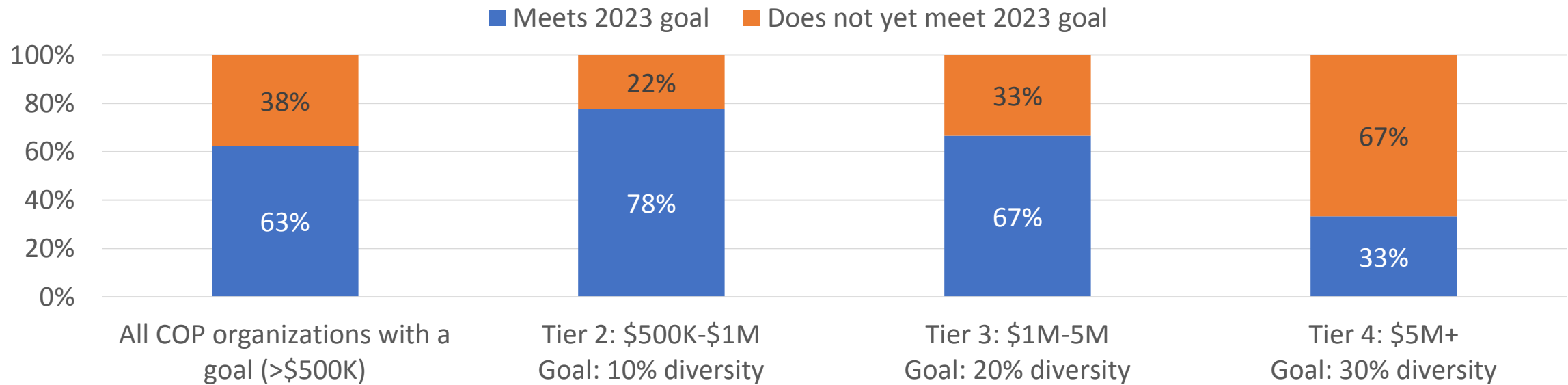
FY17-18	Number of people	% ALAANA
COP Workforce (as reported by 32 COP orgs):	3,340	43%
Employees (Full- and part-time)	1,205	40%
Contract labor	2,135	45%
City of Dallas - Population Estimates from US Census as of July 1, 2018*	1,341,057	72.3%

*Note: Minority/Women Business Enterprise (M/WBE) is a City of Dallas, Office of Business Diversity (OBD) term. ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the OBD website or the Cultural Policy.

Opportunities vary by organization size to reach 2023 COP board diversity goals

- The average COP board is composed of 35% ALAANA members
- 63% of COP organizations have achieved or surpassed the 2023 board goal

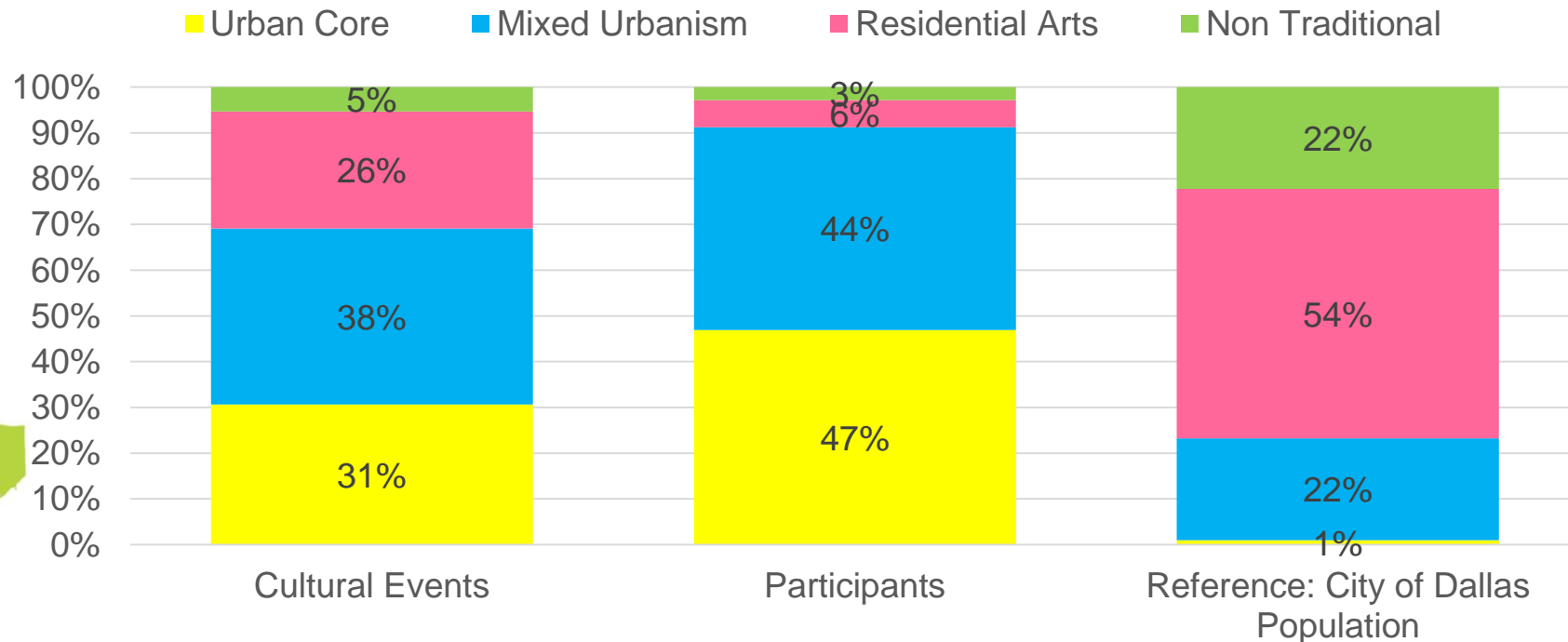
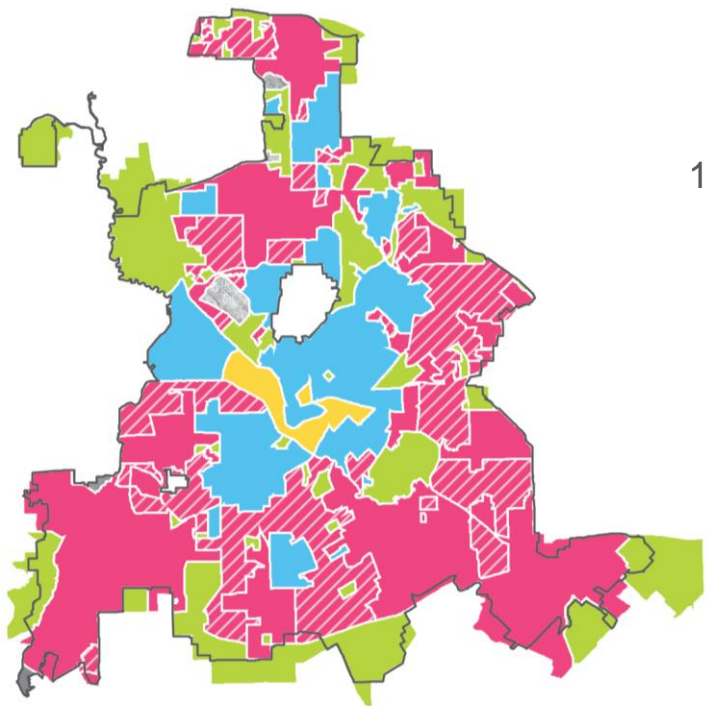
FY17-18 COP organizations: progress towards 2023 board diversity goal (as reported)



*Note: Tier 1 (under \$500K) does not have a board diversity goal; ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Cultural Policy.

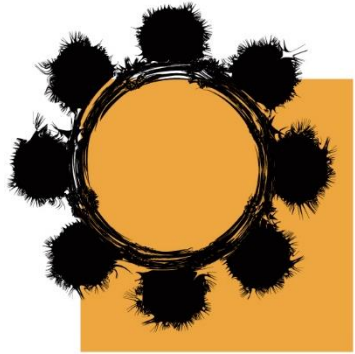
Investment in Urban Core attracts audiences, but more is desired in Residential & Non-Traditional neighborhoods

FY17-18 Cultural Support Programs:
OCA-supported services in Cultural Plan typologies



OCA Next Steps – Improving from the Baseline

- Cultural Vitality Program (CVP) “bonus” funds awarded based on ALAANA identification and event locations in Residential and Non-Traditional typologies this fiscal year (FY 2018-19)
- Arab/Arab-American/Middle Eastern identities now included in demographic self-reporting for OCA-funded organizations/artists
- FY2019-20 OCA planned budget includes \$376K in funding and a staff person for pop-up cultural center programming across Dallas neighborhoods
- Voluntary self-reporting from individual artist applicants on LGBTQIA+ and gender identity to begin in FY 2019-20



Office of Cultural Affairs

CITY OF DALLAS

Appendix: 2018 Cultural Policy Goals and Definitions



2018 Cultural Policy Definitions

Section 2: Commitment to Cultural Equity

Definitions (Based on Grantmakers in the Arts definitions as of 2018)

- 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 Organizations means an ALAANA organization is one whose primary intentions, practices, and mission are 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
- Cultural Services Funding mean funds awarded through contracts via annual cultural services support programs, as defined in Section 5 of this Cultural Policy, whose funding guidelines are approved by City Council. This includes organizational support, project support for artists and organizations, neighborhood engagement support for artists and organizations, and artist residencies.
- Diversity (as relates to board goals) means the percentage of non-majority (based on race/ethnicity) members of a board. For example, if the goal is at least 30% diversity on a board, an organization meeting that goal must have no more than 70% of any one racial/ethnic group on their board.
- LGBTQIA+ means Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and other associated communities.
- Urban Core Arts Destinations Neighborhoods means neighborhoods identified in the 2018 Dallas Cultural Plan that have a high concentration of OCA-funded arts and cultural experiences, and a high level of access to public art and dedicated cultural venues.

2018 Cultural Policy Goals *(part 1 of 2)*

Section 2: Commitment to Cultural Equity

Five-year goals to advance equity, diversity and inclusion by 2023:

- At least 40% of cultural services funding to ALAANA Organizations or artists. This goal is based on findings from the study conducted by the consulting team as part of the *Dallas Cultural Plan 2018*.
- Renegotiate largest legacy facility master agreements to release more resources for equitable distribution.
- Begin measuring and tracking the number of funding applicants, funding recipients, and the amount of funds awarded to those who voluntarily choose to self-identify as members of other historically marginalized groups, e.g., LGBTQIA+.
- Pilot and track neighborhood impact of new programs that increase the number of cultural experiences outside of Urban Core Arts Destinations Neighborhoods.

2018 Cultural Policy Goals *(part 2 of 2)*

Section 2: Commitment to Cultural Equity

Five-year goals to advance equity, diversity and inclusion by 2023:

- For organizations funded through the Organizational Support program:
 - 100% of organizations funded through this program have board-approved safe workplace policies (including, but not limited to, anti-discrimination and anti-harassment policies).
 - 100% of organizations funded through this program have a policy and measurable goals related to equity, diversity and inclusion that is board-approved and published on their website.
 - At least 30% board Diversity for organizations with an operating budget of \$5M and above.
 - At least 20% board Diversity for organizations with an operating budget of \$1M-5M.
 - At least 10% board Diversity for organizations with an operating budget of \$500K to 1M.
 - Urge organizations with operating budgets over \$1M to offer paid internships with livable wages to increase the diversity of the pipeline for future arts leaders.

