

FY 2018-19 OAC Measures of Equity and Diversity

January 2020



City of Dallas

**Office of Arts and Culture
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 Arts and Culture 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 OAC 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.

Baseline - FY 2018-19 measures of equity and diversity

- The Dallas Cultural Plan passed unanimously in November 2018
- Fiscal Year 2018-19 is the first full year of data toward the goals
- Key equity goals for 2023 in the Cultural Plan and Policy are:
 - At least 40% of cultural services funding to ALAANA* organizations or Artists
 - Board diversity goals for organizations funded through COP, tiered by operating budget size:
 - At least 10% diversity – budgets of \$500K-\$1M
 - At least 20% diversity – budgets of \$1M-5M
 - At least 30% diversity - budgets of \$5M and up
 - Pilot and track the neighborhood impact of new programs that increase the number of cultural experiences outside of Urban Core neighborhoods (outside the “yellow”)

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

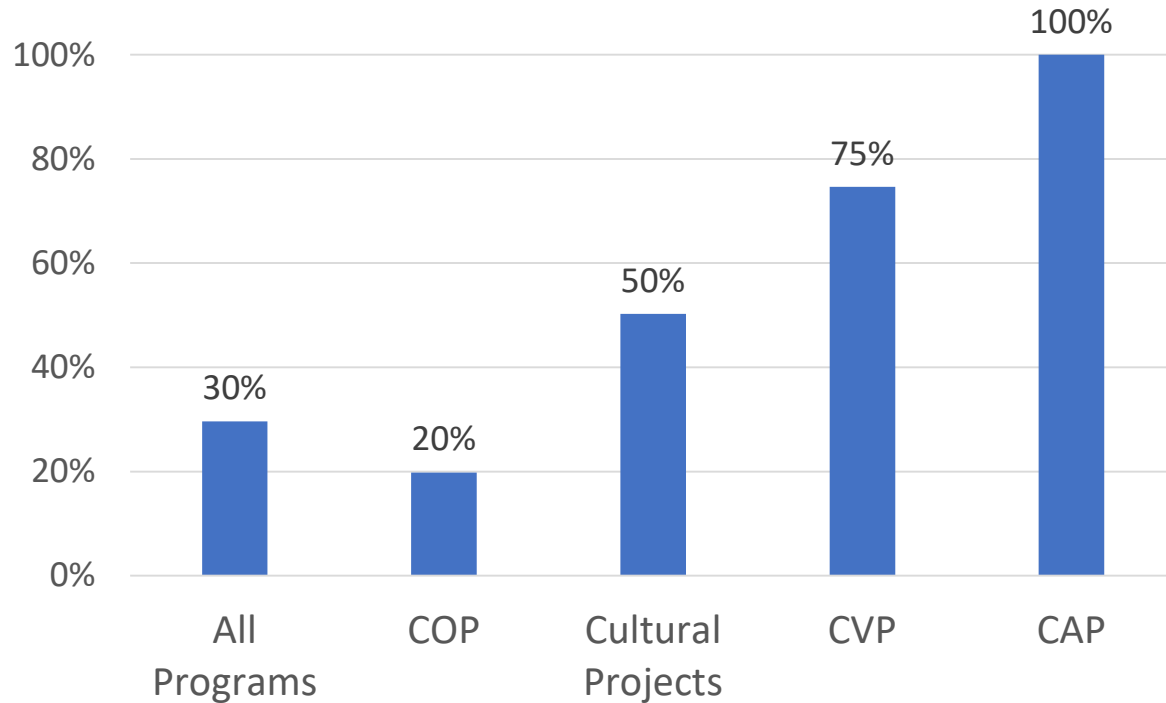
FY 2018-19 Funding Programs Overview

Funding Program	Description	FY 2018-19 Budget	Number of contracts	Average contract size
COP - Cultural Organizations Program	Operational support program for established arts and culture organizations	\$4.9 M	34	\$143,000
Cultural Projects Funding*	Broad project-based support (2 rounds)	\$480,000	61	\$7,900
CVP – Cultural Vitality Program*	Community/neighborhood focused project-based funding	\$300,000	34	\$8,800
CAP – Community Artists Program	Roster of culturally/ethnically specific artists and organizations who can be requested by the community to perform free of charge	\$345,000	27	\$12,800
Totals		\$6,025,000	156	\$38,600

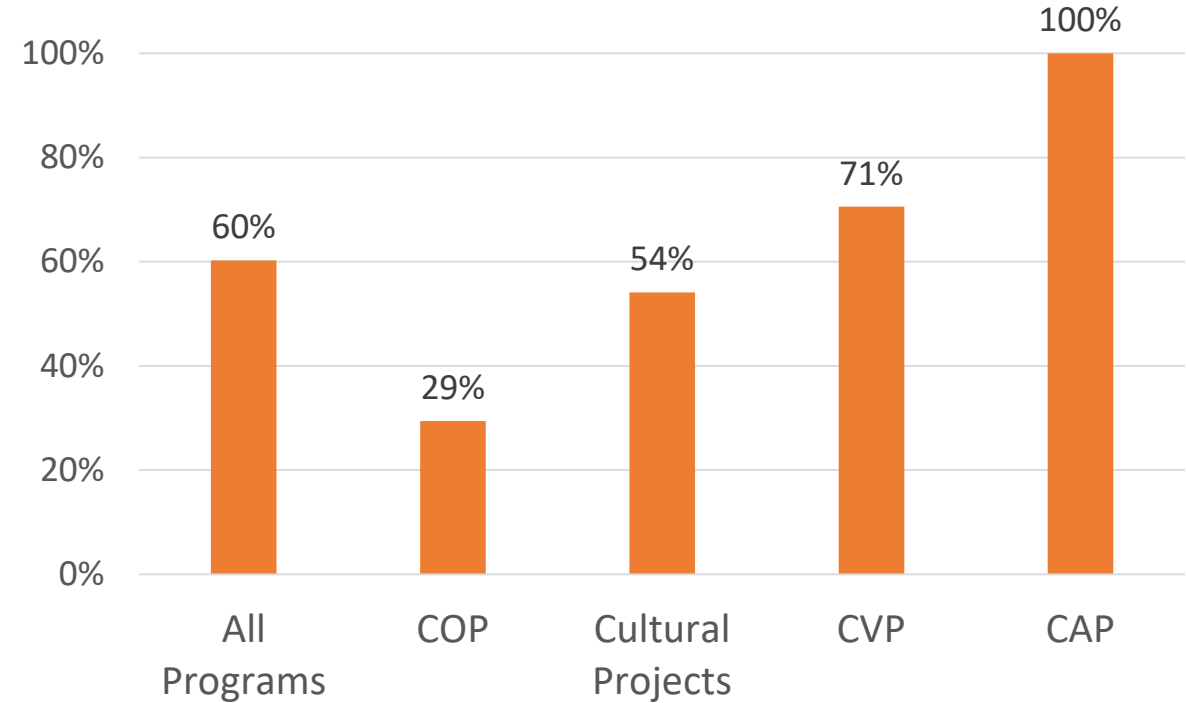
*Note: Cultural Projects Funding and CVP were combined in FY 2019-20 (the current FY) into ArtsActivate

Baseline: FY 2018-19 ALAANA funding and number of contracts

FY 2018-19: Total \$ (Funding) to ALAANA artists & organizations



FY 2018-19: Number of contracts with ALAANA artists & organizations



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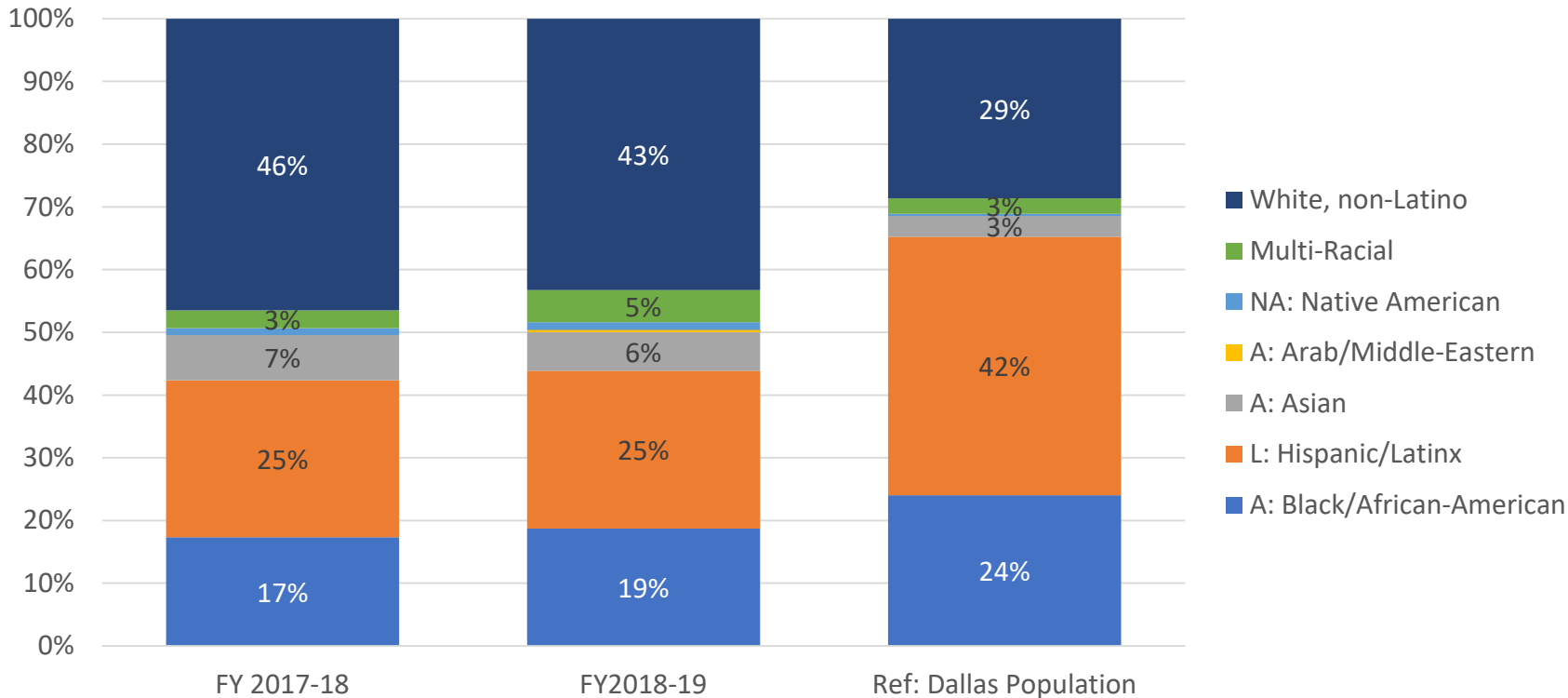
OAC is also monitoring audience diversity across our funding programs

	FY 2017-18		FY 2018-19	
	Total Participants	% ALAANA Participants	Total Participants	% ALAANA Participants
All Support Programs (as reported):	5,969,333	53%	5,900,679	57%
Cultural Organizations Program (COP)	5,558,085	53%	5,674,685	56%
Cultural Projects Funding	354,441	52%	147,060	65%
Cultural Vitality Program (CVP)	19,063	73%	42,459	72%
Community Artists Program (CAP)	37,057	77%	36,450	80%
<i>City of Dallas - Population Estimates from US Census as of July 1, 2018*</i>	1,345,047	71%	1,345,047	71%

*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

All Funding Programs: FY 2017-18 and FY 2018-19 Participants



- Total participants roughly equal (5.9M) in both FY 2017-18 and FY 2018-19
- Arab/Middle-Eastern participant demographic option added by OAC in FY 2018-19
- Largest “gap” for OAC and our partners to address is in Latinx participation

Note: Arab/Middle-Eastern tracking began in FY 2018-19, but there is no census benchmark for this population; Percentages <1% not labeled above; 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.

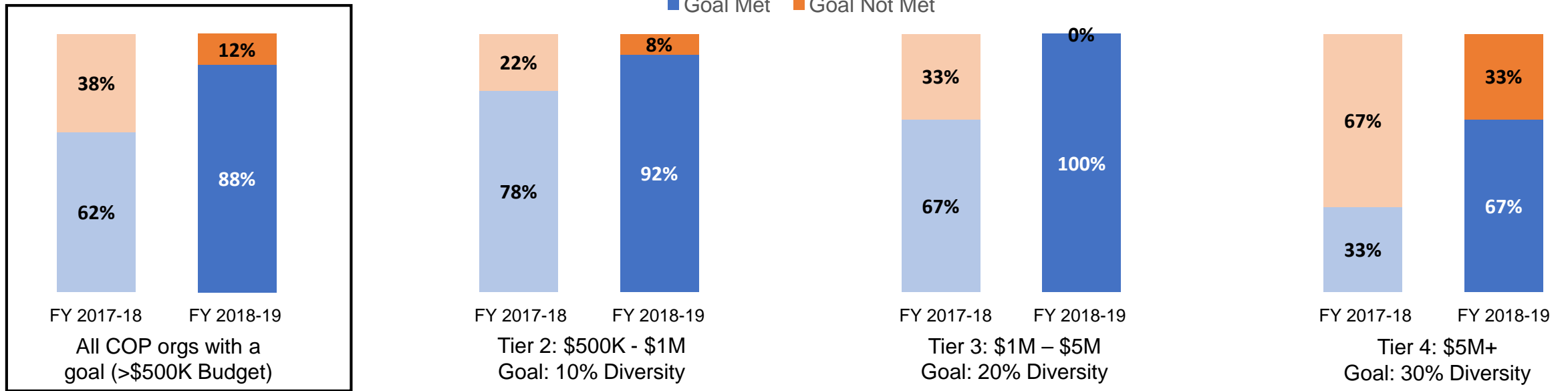
Workforce: COP organizations grew both in total workforce and diversity of these individuals

	FY 2017-18		FY 2018-19	
	Number of People	% ALAANA	Number of People	% ALAANA
COP Workforce	3,340	43%	4,155	49%
Employees (Full- and part-time)	1,205	40%	1,340	48%
Contract labor	2,135	45%	2,859	49%
<i>City of Dallas - Population Estimates from US Census as of July 1, 2018*</i>	<i>1,345,047</i>	<i>71%</i>	<i>1,345,047</i>	<i>71%</i>

Improvements noted in board composition

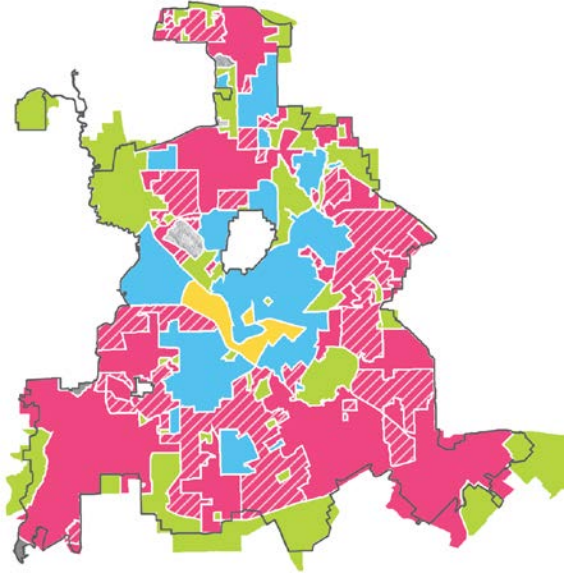
- The current average COP board is composed of 31% ALAANA members
- 88% of COP organizations have achieved or surpassed the 2023 board goal (vs. 62% in FY 2017-18)

COP Organizations – Board Diversity Goal YoY Comparison

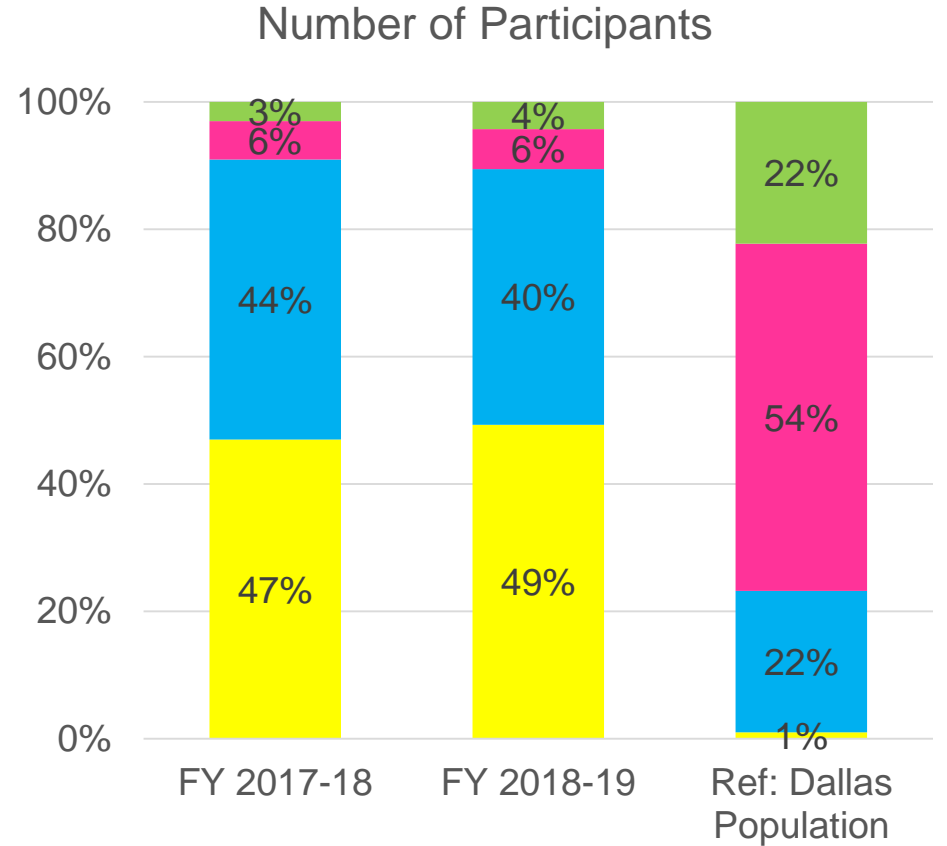
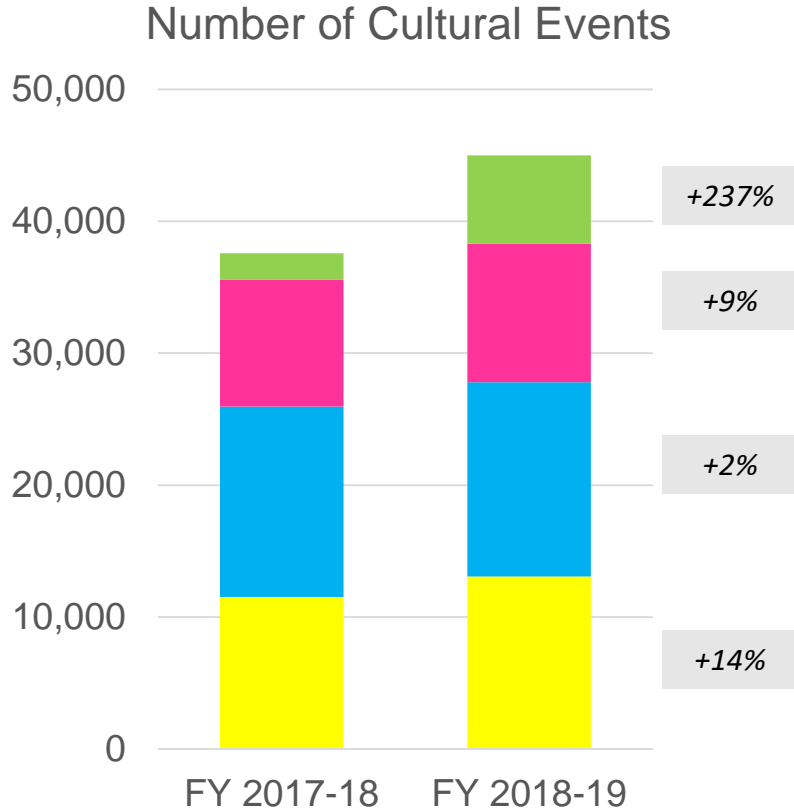


*Note: Tier 1 (under \$500K) does not have a board diversity goal; ALAANA is African, Latinx, Asian, Native American, Arab. For full definitions, please see the Cultural Policy.

High-capacity venues in Urban core; strategic interventions beginning to make a difference in the “pink” and “green”



- Non-traditional Opportunities
- Residential Opportunities
- Mixed Urbanism to Explore
- Urban Core Arts Destinations



ArtsActivate Round 1 and 2 in FY 2019-20 year to date

- ArtsActivate funds arts and cultural programs by artists, artist collectives, and non-profit organizations with awards of up to \$15,000 for artists and up to \$20,000 for organizations
- The total budget for all 3 rounds of ArtsActivate in FY 2019-20 is \$775,000
 - R1 awarded \$319,680 to 12 artists and 21 organizations
 - R2 awarded \$251,045 to 11 artists and 19 organizations
 - R3 is open now through February 3, and has a remaining budget of \$204,275
- The program guidelines and application were designed to align with Cultural Plan goals, including scoring related to neighborhood typologies and better communication with artists
- All districts have a mix of typologies, with underserved areas in each district

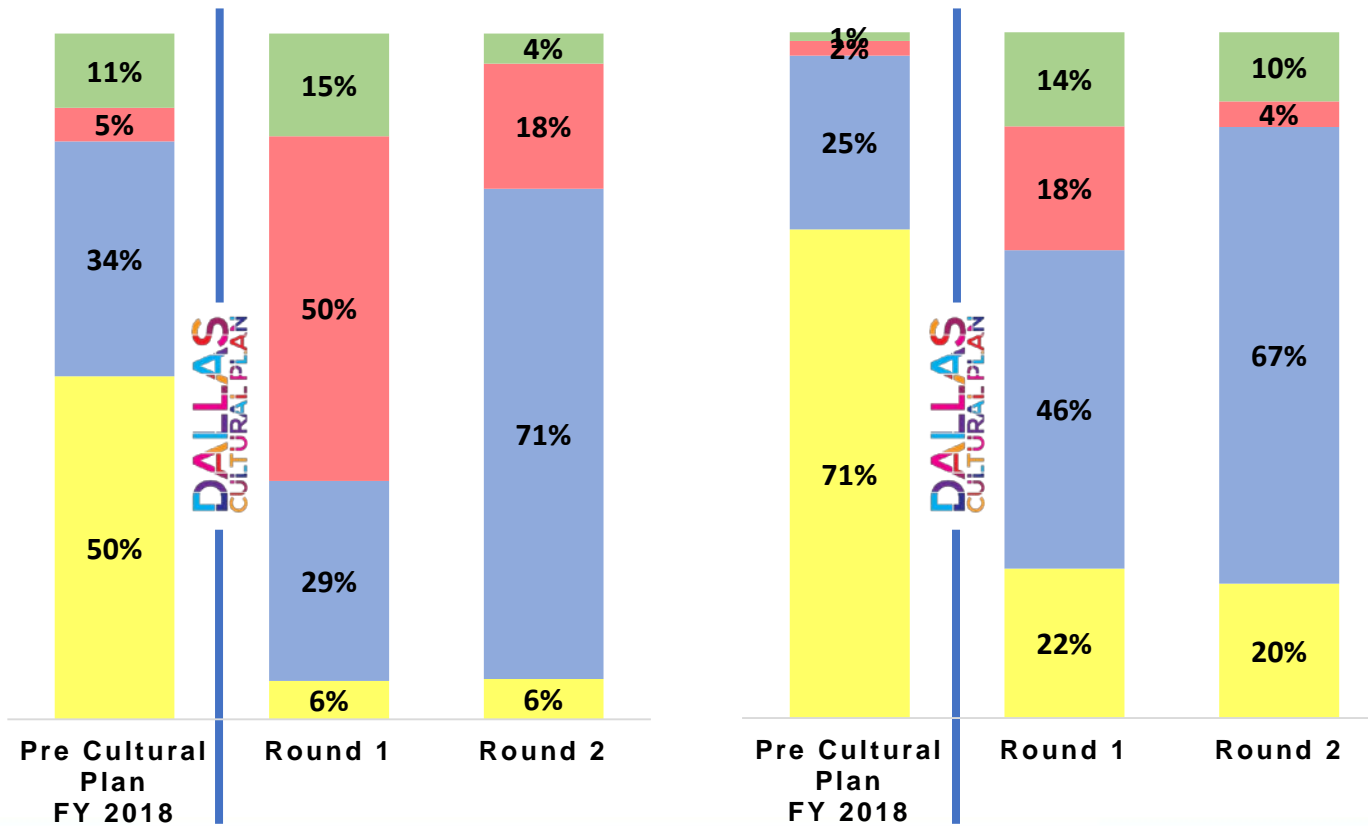
ArtsActivate 2020 – Round 1 and Round 2

EVENTS

ATTENDANCE

Urban Core Mixed Urbanism Residential Arts Non Traditional

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Pre-Cultural Plan

- Majority of events and attendance in Urban Core (yellow)
- Very low activation in “pink” and “green” areas

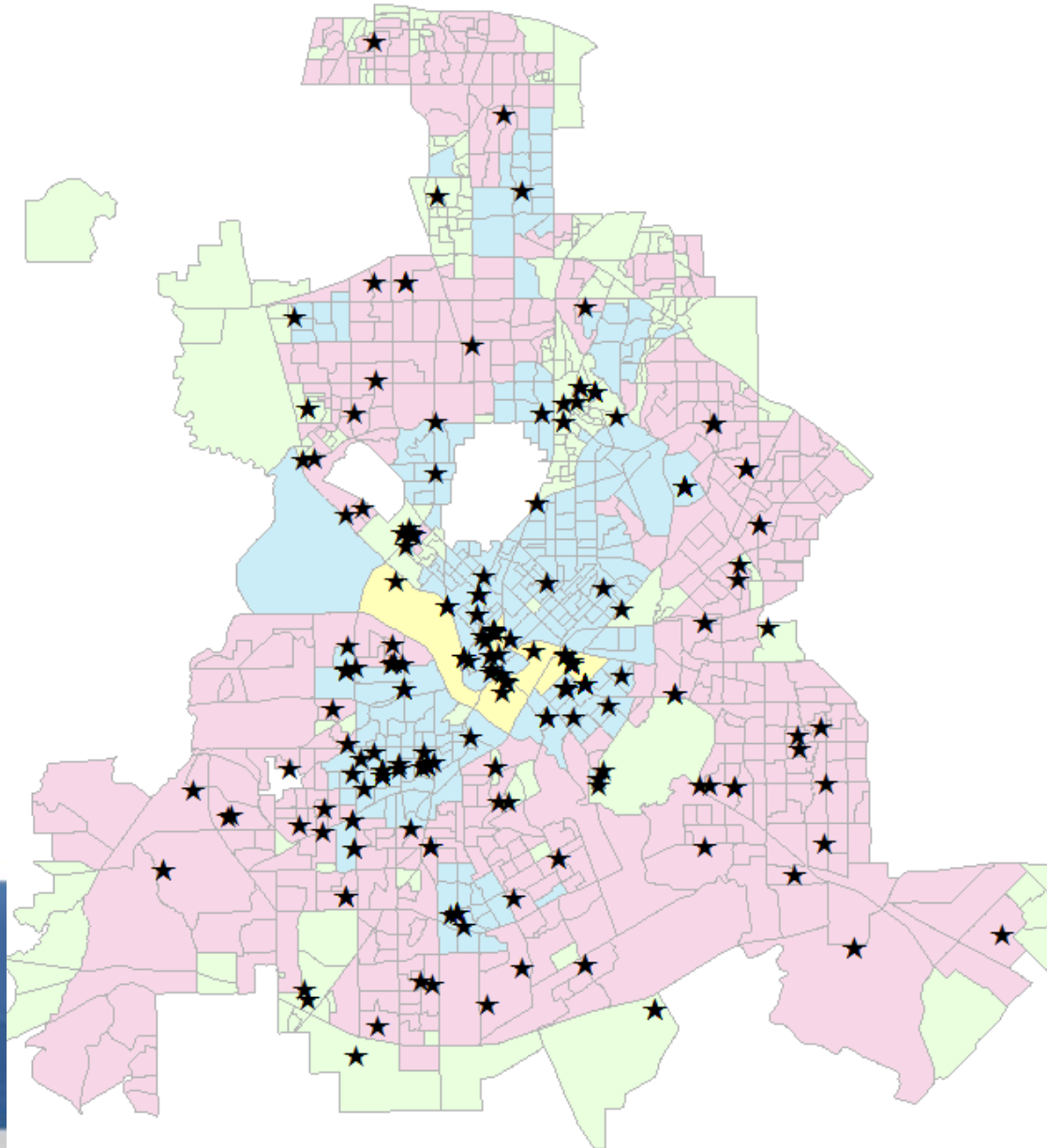


Post-Cultural Plan

- More than half projected events in “pink” and “green” areas
- Attendance distribution has grown from 3% in “pink” and “green” areas to 14-32%



ArtsActivate – Round 1 and Round 2 locations





Office of
Arts & Culture

